



# SPA AND MEDICAL TOURISM

---

MICHAL MACHÁČ

*“There is a better happiness than to be healthy. Get well (Regain health)”*

– FROM SPA TERMINOLOGY

# Who am I and what is my job?

---

**Years of experience in tourism on various position:**

Professional tourist guide for more than 12 years

Certified mystery shopper for more than 15 years

Travel agency reseller for 10 years

Running a small operator business for 3 years

Private travel advisor and consultant

Low cost traveller

Author of several articles from tourism sector

# Our shedule

---

History of Spa services

Charakteristics of spa tourism

Specific request for touroperators and travel agencies regarding spa tourism management

Most known Spa places all over the world

# History of traveling

---

People starts to travel for leisure purposes since 13th century

At the beginning only Sundays, when they finished work for landlords

Later purposes changed

Industrial revolution in 18th century in England brought significant changes

Invention of steam machine helps to develop tourism

People starts to travel by railway and steamships (masive public traveling)

Utilization of sea water (inhalation treatment, walking in water) for medical purposes (Bath, Buxton, Harrogate)

# Phases of new tourism era

---

Period	Mean of transport	Main motivation	Participants
>1850	Horses, on foot, boats	Pilgrim tours, business, exploring the world	Aristocracy, businessmen, intellectual groups
1850 - 1914	Railway, steamships	Relaxation, wellbeing	New middle class
1914 - 1945	Railway, cars, buses, planes	Medical treatment, relaxation and commercial purposes	New classes with higher standard of living
1945 <	Cars, charter planes	Relaxation, Education, Health, Business	All classes (advanced countries)

# Types of tourism

---

Recreational Tourism

Eco Tourism

Religious Tourism

Environmental Tourism

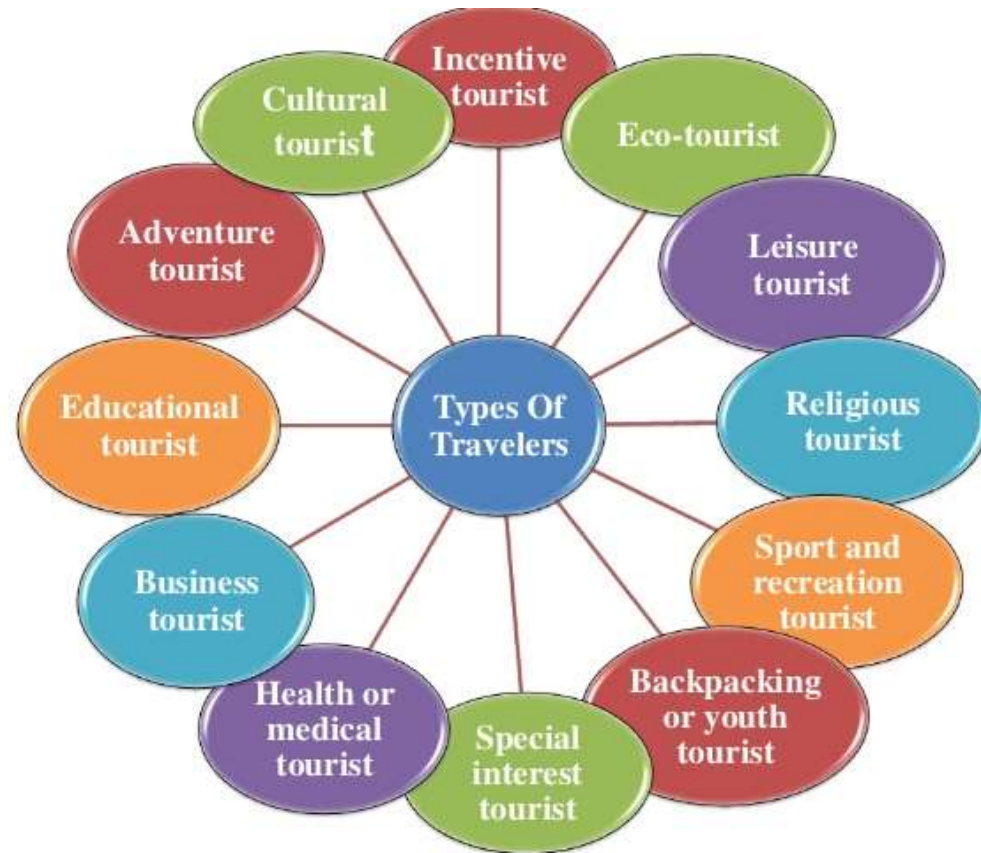
Adventure Tourism

Cultural Tourism

Health Tourism

# Motivation to travel from A to B

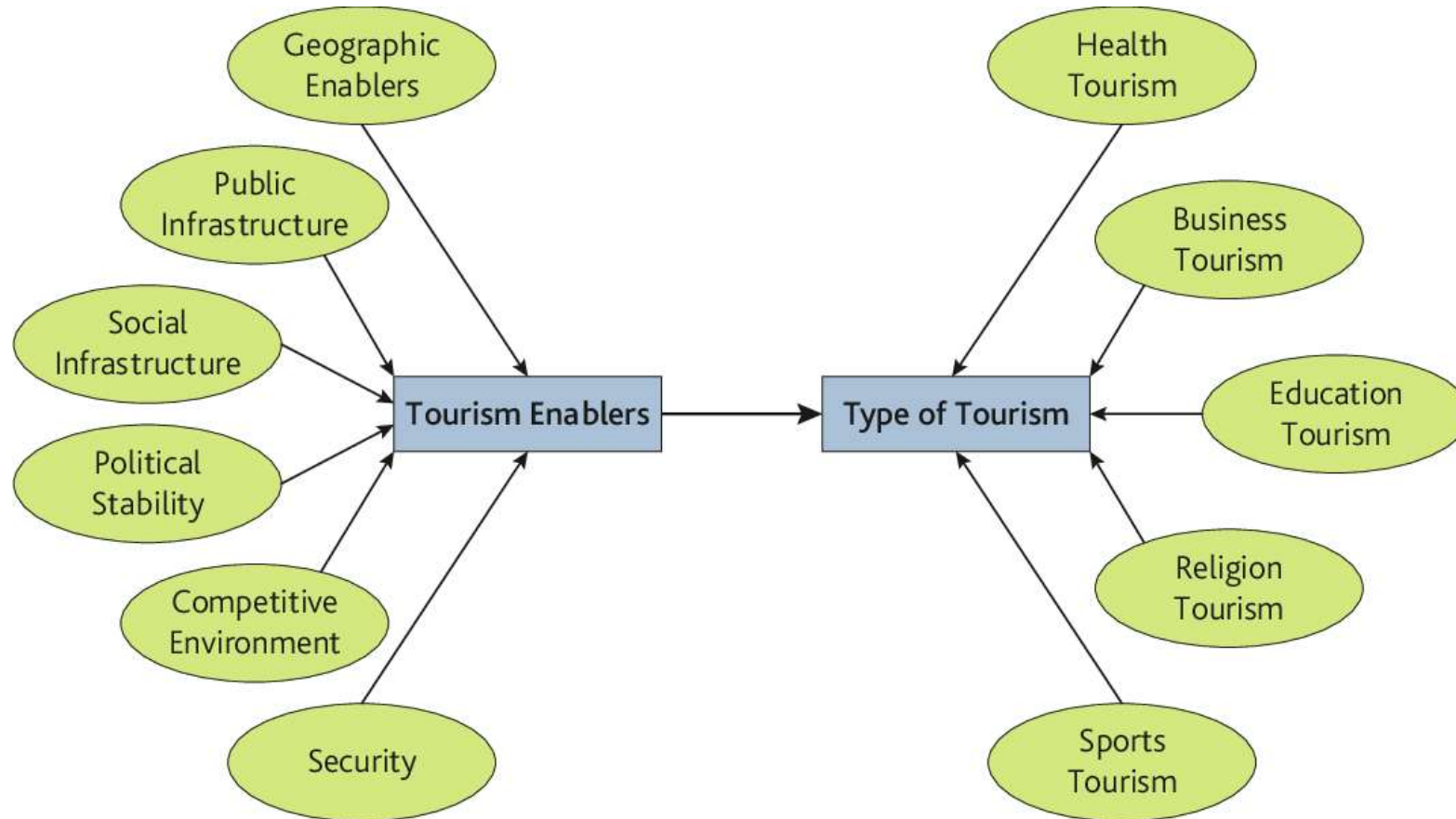
---





# Factors of development

---



# Spa and Wellness Tourism

---

Tourism focused on leisure time activities

Purpose of traveling is key



**Health tourism = Spa and wellness tourism** – based on motivation to be healed and relaxed

Motive, to lost illnesses, improve quality of life, increase the physical conditions, recover from pains, relaxing activity, enhancing personal wellbeing

# Spa characteristic factors

---

Offer	Global markets
Spa basis, thermal swimming pool, aquaparks, natural mineral waters, wellness facilities, high standard of services, region prosperity, seasonal conditions, attractiveness of area, area with different political, economical and cultural potential, seasonally independent, weather independent, popularity	Germany Austria Netherlands Great Britain Russia Czech republic

**Healing of:** Pneumonia disease, skin disease, women difficulties, degeneration of muscles, joints, heart, healing after injuries or as a result of disease, digestive disease

# Differences between spa and wellness tourism

---

	Spa tourism	Wellness tourism
Duration	Recommended for 3 weeks	3-7 days
Goal	Improving of healths	regeneration
Necessity	In case of some diseases	Not necessary
Natural health sources	Expectation for realization	Not needed
Cure	Medical personnel	Without health personnel
Selection of procedures	Timetable given by doctor	Decision and planning by client
Role of doctor	important	No professional personnel
Healing Procedures	Can request medical personnel	Without medical personnel

# Spa and wellness offer

---

Definition of wellness does not exist, but generally presents new services, that are not typical for spa area

Creates additional offer to existing bunch of services

Wellness its a part of separate but in the same time additional offer

Generally is a conception, that provides you higher standard of services, which is not available in domestic countries

Can be an additional part of spa tourism services

Part

# Spa and wellness is not medical

There is overlap but

## Understanding the Difference Between Wellness Tourism and Medical Tourism

REACTIVE

PROACTIVE

Medical Tourism

Wellness Tourism

Travel to receive treatment for a diagnosed disease, ailment, or condition, or to seek enhancement.

Travel to maintain, manage, or improve health and wellbeing.

Motivated by desire for lower cost of care, higher quality care, better access to care, and/or care not available at home.

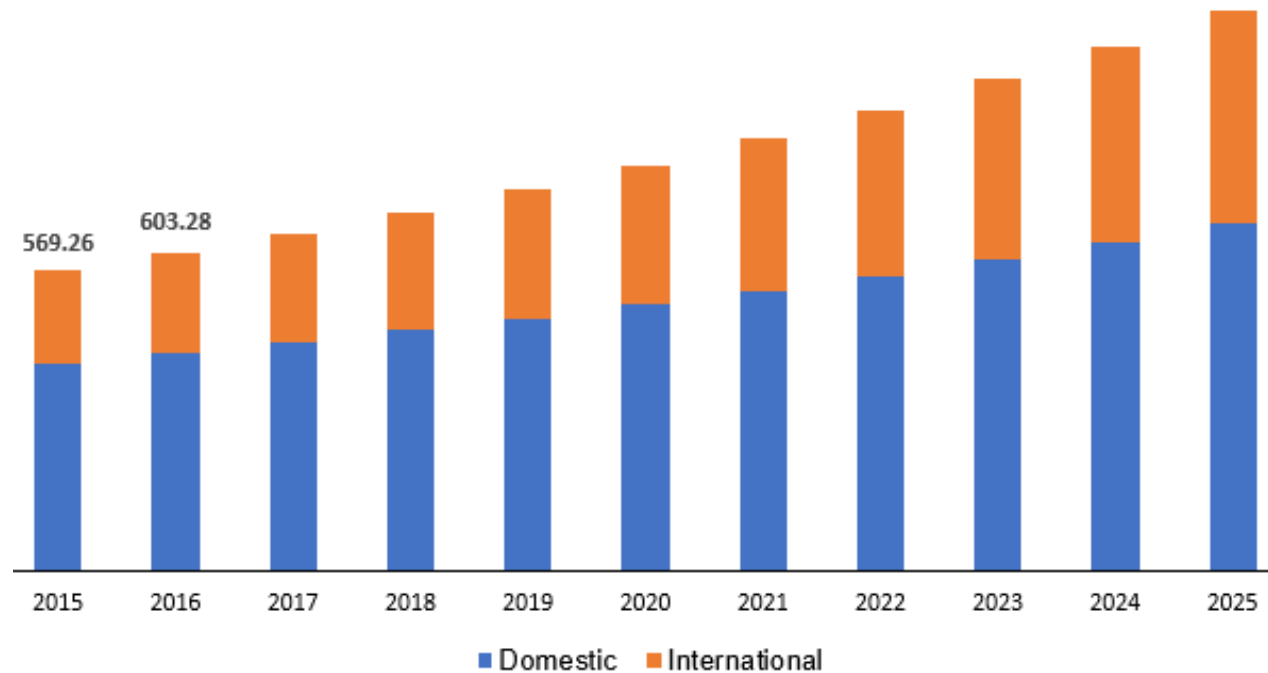
Motivated by desire for healthy living, disease prevention, stress reduction, management of poor lifestyle habits, and/or authentic experiences.

Activities are reactive to illnesses, medically necessary, invasive, and/or overseen by a doctor.

Activities are proactive, voluntary, non-invasive, and non-medical in nature.

# Spa and wellness tourism means the future

Global wellness tourism market size by destination, 2015 - 2025 (USD Billion)



# Service type insights

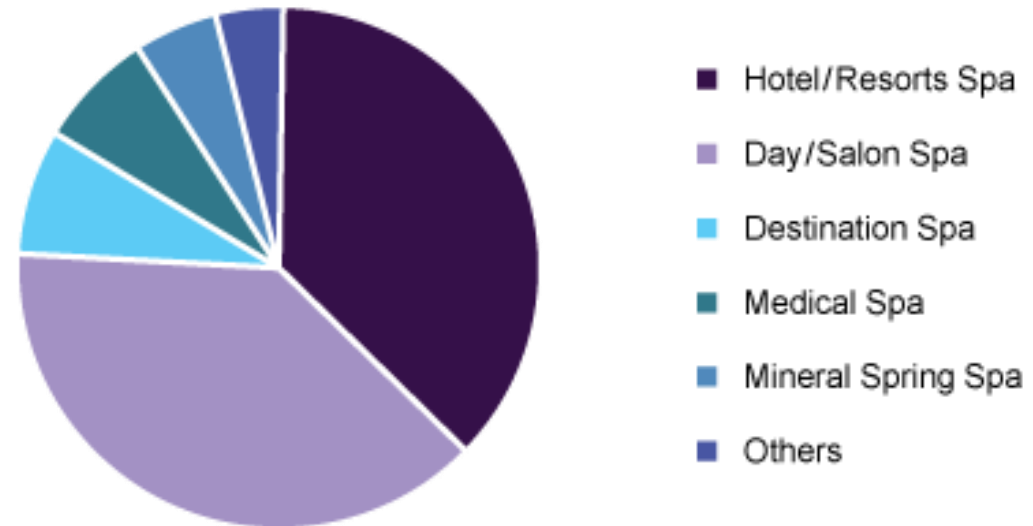
---

Hotel/resorts spa segment dominates the market (share 37,4 % in 2020)

National aspects may occur



Global spa market share, by service type, 2020 (%)





# What helped to develop the spa tourism

---

There must exist theoretical preconditions for development, such as:

Mineral and termal springs

Suitable Climatic area conditions

Spa area is a part of village or an dedicated area, that contains medical and termal springs

Balneology, physiatics

Wellness and spa pools

Suitable parks, gardens, cultural life

# Spa tourism in Europe

---

Two lines of spa tourism and different understanding based on country of organisation

1/ traditional line of healing spa (Slovakia, Czech republic, Germany, Poland)

2/ Spa wellness typical for (Spain, France, Italy, Hungary, Scandinavia)

Border between Spa health and spa wellness can not be strictly defined.

# Famous spa centers in Europe

---

**Hungary:** Miskolc – Lillafüred, Hárkány, Sopron-Balf, Gyöngyös – Kékestető, Hévíz, Balatonfüred, Paráds, Hajdúszoboszló, Zalakaros, Bük, Eger, Debrecen, Gyula, Sárvár, Mezőkövesd, Nyíregyháza, Sóstógyógyfürdő, Szigetvár

**Czech republic:** Bechyně, Bílina, Bludov, Dubí, Františkovy lázně, Hodonín, Jáchymov, Janské lázně, Jeseník, Karlova studánka, Karlovy Vary, Karviná, Klimkovice, Konštantinovy lázně, Lázně Aurora, Lázně Bělohrad, Lázně Bohdaneč, Lázně Kvartánsky, Lázně Liberála, Lázně Zmyšené, Lázně Šušeň, Lipová-bláznov, Lukavice, Mariánské lázně, Náchod, Osečná- Lázně Kundratice, Ostrožská Nová Ves, Poděbrady, Pozlovice, Skalka, Slamnice, Teplice, Teplice nad Běžvou, Třeboň, Velichovky, Velké Losiny

**Spain:** Burgos, Oviedo, Lloret de Mar

**Germany:** Baden - Baden

# TO and TA cooperation with spa

---

**Primary goal of spa:** based on treatment specialisation

**Primary goal of TO/TA:** be a reseller of services with additional value

**Therefore** limited capacity of spas

**Example from Thailand:** cooperation of bank, insurance company, educational organisation, public transport, souvenirshops, alternative medicine representatives

Focus on multiethnicity, increasing of service standard (quality and variety of services)

**Example of package:** gastroshow, educational programmes with guides, adrenaline jumping, skydiving,

**If you want to be successful, you must do something differently**

**Importancy:** To understand expectations of client

# TO and TA cooperation with spa

---

Time of music evenings and lectures about health are forgotten

Excellent natural conditions and premium services are not a guarantee of success full sales

Spa search for new opportunities, therefore creation of new packages

Limited capacity for further development of packages based on client needs

Demand for wellness packages

Call for combination of excellent services, accomodation, board servis and additional free time services

Adaptation to new conditions is not a guarantee of the further development

# TO and TA cooperation with spa

---

**Key factor of future development:** cooperation of TO/TA and spa, act as intermediary

A to Z komplex offer, that is not available without cooperation

## **Latest facts:**

Globalisation and increasing interest of termal springs and regeneration

Massive informatisation makes people more educated

Offer of requested services

Services possible abroad but not in Slovakia

# Questions? Contact me

---

Michal Macháč, M.A., PhD.

e: [michalmachac@gmail.com](mailto:michalmachac@gmail.com)

My related articles:

Growth potential of wellness tourism

Problems of touroperators and spa cooperation