

THE IMPORTANCE OF SPA CENTERS IN HOTELS

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Abstract

People have been involved in the tourism industry since ancient times with the aim of having a good time, relaxing and discovering new places. Recently, the tourism sector has diversified, and its range of services has expanded. With increasing technological opportunities, income levels and awareness, people are now involved in touristic activities not only for sightseeing purposes but also for the desire to feel good in terms of health. SPA centers have a remarkable position at this point. SPA, which has appeared with different concepts in many different cultures in the past, has become more popular recently. Hotels with SPA centers are among the top choices. In this study, the development of SPA tourism, the returns of SPA tourism on a country basis, SPA tourist profiles and SPA types will be discussed in detail, along with the definition of health tourism, graphs related to health tourism on a country basis, examples of literature on SPA. The study is considered as a contribution to both the literature and hotel businesses regarding health tourism and SPA.

Keywords: Tourism, SPA, Health Tourism

Jel Codes: L80, L83, L89, 110, 119

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Otel İşletmelerinde SPA Merkezlerinin Önemi

Özet

İnsanlar çok eski zamanlardan itibaren iyi vakit geçirme, rahatlama, yeni yerler keşfetme amacıyla turizm sektörüne dahil olmuşlardır. Son zamanlarda turizm sektörü çeşitlenerek hizmet yelpazesi genişlemiştir. Artan teknolojik imkanlar, gelir düzeyi ve bilinçlenme ile insanlar artık sadece gezme amacıyla değil sağlık anlamında da iyi hissetme isteğiyle turistik aktivitelere dahil olmaktadır. SPA merkezleri bu noktada dikkati çeken bir konuma sahip olmuştur. Geçmişte birçok farklı kültürde farklı konseptlerle karşımıza çıkan SPA, son zamanlarda daha popüler hale gelmiştir. Bünyesinde SPA merkezi bulunduran oteller tercih anlamında ön sıralarda yer almaktadır. Bu çalışmada sağlık turizmi tanımı ile birlikte ülkeler bazında sağlık turizmi ile ilgili grafikler, SPA ile ilgili alan yazın örneklerine yer verilerek, SPA turizminin gelişimi, SPA turizminin ülkeler bazında getirisi, SPA turisti profilleri ve SPA türlerinden detaylı bir şekilde bahsedilecektir. Çalışma, sağlık turizmi ve SPA ile ilgili hem alan yazına hem de işletmelere katkı kapsamında ele alınmaktadır.

Anahtar Kelimeler: Turizm, SPA, Sağlık Turizmi

Jel Kodları: L80, L83, L89, 110, 119

Introduction

Tourism has been involved in people's lives since ancient times. Over the years, tourism activities have accelerated as a result of historical events such as the discovery of the wheel, the beginning of the Olympic Games, the discovery of the silk road and the industrial revolution (Hotel Purchasing Managers and Education Association [OSMED], 2021). "Travel", which means going from one place to another, has become a supporting element of tourism. The desire, need and curiosity of people to go to places other than where they live have revealed the concept of travel, which is one of the basic building blocks of tourism (Ahipaşaoğlu & Arıkan, 2003).

Tourism, which has become one of the most important sectors in the world, has been effective in different periods over time. In the progress of the tourism sector, differences have been observed in these periods, which are classified as the ancient age, the medieval age, the new age, and the recent age (Solmaz, 2019: 869-870). The ancient epoch covers the period from

the invention of writing to the collapse of the Western Roman Empire. The Sumerians, who invented the wheel and writing, had a significant important place in tourism during this period. Generally, in ancient times, people were involved in tourism for commercial, military, religious, cultural and health-related reasons rather than entertainment and sightseeing reasons (Güven, 2007). The Middle Ages, which started with the Migration of Tribes and the collapse of the Roman Empire, spanned the period until the conquest of Istanbul, is the period when the political and social structure changed, and the feudal order began. With the influence of the Crusades that took place during this period, many people contributed to tourism by traveling intercontinental for religious purposes. On the other hand, one of the factors affecting the Middle Ages has been trade. The Silk Road, which starts from China, includes Turkey and the Middle East, and extends all the way to Europe, connected the continents. The Silk Road has been a common point not only for merchants but also for cultures, religions and countries (Eralp, 1983). In the new and recent eras, known as the Age of Enlightenment, important developments took place such as the beginning of migration from villages to cities with the advancement of agricultural technology and the development of industry, accessibility to information through the invention of the printing, dissemination of education, the increase of commercial activities and facilitating transportation (Kozak, 2001).

Over the years, the increase in the level of education around the world, the increase in the level of income, the development of transportation technology, the advancement of promotion in tourism thorough the widespread use of the internet, and the desire and curiosity of people who want to get away from the busy work schedule have enabled the tourism sector to develop rapidly (Önen, 2008). As a result of these developments, according to the data of the World Tourism Organization; while an average of 25 million people in the world were involved in tourism in the early 1950s, this number increased to 500 million in the 1990s, 1 billion in 2011 and 1 billion 461 million in 2019. On the other hand, the tourism sector is of great importance in the economies of countries in terms of employment and income. One of the most important reasons for this is that tourism, which is a service sector, is a sector based on human labor and intense human relations. In general, employment in tourism has been one of the solutions to tackle the problem of unemployment in countries (Sarı & Uçar, 2010: 338).

The concept of health has attracted attention with its different definitions, beliefs and treatment methods from the Greek-Roman medical period, which has attracted great attention

in the medical world, to the present day. This concept has brought about many differences, from the healing gods believed in ancient times to today's modern medical methods (Kaplan, 2016: 12).

In today's world, with increasing needs, technological developments, increase in transportation utility, economic opportunities and most importantly awareness of the concept of health, new alternative tourism activities such as receiving treatment services in different places, benefiting from hot spring resources in different destinations, and relaxing psychologically have emerged under the name of health tourism. (Kaptanoğlu, Aydın, Acar, Seçer & Pozanti, 2019: 33-34).

1. Conceptual Framework

1.1. Health Tourism

While the first perception that comes to mind when health is mentioned is only physical, in fact this term means feeling spiritually and psychologically well as well. In short, health can be defined as "the state of not being sick". Especially since the early 18th century, health has been defined physically and biologically in some of the different scientific fields, and socially and psychologically in others (Szymanska, 2015). According to the Turkish Language Association, health is defined as "the individual's being in a state of complete physical, social and spiritual well-being, body well-being, Wellness, health and welfare" (<https://sozluk.gov.tr/>). According to the definition of the World Health Organization (WHO, 2020), health; "*It is not only the absence of diseases and illnesses, but also a state of physical, spiritual and social well-being as a whole.*"

The fact of being healthy in terms of countries and cultures is of great importance. The low number of health complaints in a country indicates that the country has a healthy society structure. A healthy social structure depends on the economic and social construction of the country. The reason for this is that healthcare needs are quite costly. Countries carry out health studies by taking health protective measures to prevent people from being sick, both in terms of cost and community structures. However, individuals move away from the mentality of being treated when they are sick and turn to methods that prevent disease and increase health. As a result of these trends, the concept of SPA and Wellness has come to the fore and treatment methods aimed at improving health have become less costly (Chen, Liu & Chang, 2013).

People have been involved in health tourism for centuries through indirect means such as seeking healing and receiving treatment. People have been participating in health activities since ancient times to be physically and mentally well, with the aims of such as receiving treatment, massage, and benefiting from healing waters (Wang, Ma, Hsu, Jao, & Lin, 2013).

Health tourism in general terms is the process in which people travel and stay in places different from where they live in order to receive treatment or participate in health-protective practices (Aydın, 2012: 92). Travels for the purpose of physical and spiritual rest and recovery are in terms of demand; the services provided in destinations that offer tourists the opportunity to benefit from health services in addition to the services offered for holiday purposes define health tourism in terms of supply (Temizkan, 2015:14-15).

When looking at foreign literature about the definition of health tourism, many different definitions are included. According to Bennett, King and Milner (2004), health tourism is defined as tourism activities that comfort people mentally and physically, enable them cope with stress, and often result in satisfaction. Goodrich (1994) defined health tourism as the process of developing and using the existing resources, health services and facilities of a touristic enterprise or destination. According to the definition made by Sniadek (2006), health tourism with the natural facilities such as weather change, sun, sand, mountainous area, hot spring, natural drinking water, mud or respiratory tract, mechanical and electrical tools massage and physical education have been defined as processes is travel to destinations or facilities implemented by physicians or professionals for the purpose of protecting and treating human health.

Health tourism has brought with it the concepts of tourism health and tourist health. Both concepts, in addition to important factors such as treatment opportunities, features of the facilities in that region, cost and transportation, include important factors such as the cleanliness and health of the environment in that region, the health status of the employees, the health structure of the society, and the health of the visitors. In summary, the effects of tourism movements taking place in a tourism destination on that destination are defined as "*tourism health*", and the extent to which visitors can benefit from health services as a result of sudden illness and what results they get are defined as "*tourist health*" (Yirik, Ekici & Baltacı, 2015: 4-6).

Health tourism is an important service industry that brings together the health and tourism sectors as well as routine tourism activities. While individuals in the tourism sector travel and stay for purposes such as holiday, entertainment, sightseeing and relaxation, individuals involved in health tourism activities can also carry out tourism activities such as holiday, sightseeing and relaxation in addition to the treatments they receive. At the same time, the accommodation period of health tourists and the expenses they make are more than tourists in other tourism areas. The health tourism sector contributes to many different sectors such as transportation, accommodation and health in the tourism destination to go to. As a result, health tourism has been evolving intertwined with health and economy and has created features in macro and micro economic sense. Explanations about these features are given in Table 1.

Table 1: Macro and Micro Economic Characteristics of Health Tourism

Macroeconomic Characteristics of Health tourism	Micro Economic Features of Health tourism
<ul style="list-style-type: none"> - Health tourism has strong supply and demand. It has a high-income market. Individuals who want to protect their health have significant demand potential in this sector. How much production and investment will be made in this field is also related to supply. - There are many customers who receive, a large number of businesses and services that serve in this sector. It is aimed to provide maximum benefit to customers by providing high quality at a low price. - There is no substitute for health tourism. Although its cost is high, the low-price policy is more effective in the development of health tourism. 	<ul style="list-style-type: none"> - While health tourism is a supporting element for the transportation, accommodation and food and beverage sectors, it also receives significant support from these sectors. Therefore, the diversity of activity areas in health tourism has been increasing. - Investments made in this field generally depend on public assurances and private sector initiatives. Increasing awareness of health tourism depends on increasing awareness of environmental cleanliness, discovering new thermal natural resources and establishing thermal facilities. - As a result, health tourism will be a growing sector with its contributions to the Gross

- Supply and demand are flexible as prices vary.	National Product and the added values it will create.
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Source: Özkurt, 2007

In line with these differences in health tourism, different health tourists have emerged. In his study, Cohen (2008) classified health tourist types based on their activity purposes. Accordingly, by travelling for holiday purposes other than where they live, tourists who benefit from SPA and Wellness services as well as medical treatment services in that destination are considered "*only tourists*", tourists who gets ill or have an accident during their travels or stay and receive treatment services are considered "*tourist treated in holiday*", tourists who participate in health tourism activities for both holiday and treatment purposes, taking into account the touristic attractions in that destination, in addition to traveling to places where there are treatment opportunities for their diseases, are called "*holiday and treatment tourists*".

In addition, Cohen (2008) divides tourists who go to a region for treatment purposes and then have a holiday in that region after recovery as "*patients on holiday*", and tourists who go to a region or country only for treatment or surgery as "*only patients*", tourists usually prefer facilities that provide SPA and Wellness services or regions where thermal tourism facilities are available. Travel to protect their health and feel fit are referred to as '*tourists aim at protecting health and holiday*', to provide care services for tourists of elderly individuals called as geriatric who aged 65 and over. Participate in sightseeing tours, to benefit rehabilitation services in nursing homes, and the special care services for disabled individuals, who participates in special sightseeing tours for disabled ones called as '*tourists for care and rehabilitation purposes*' individuals. Participate in special sightseeing tours for disabled people as "*care and rehabilitation tourists*", and tourists who travel and stay to treat patients in a region or country as '*tourists with medical staff*".

There are many differences observed in the number of individuals participating in international health tourism and the earned income. Reasons such as price and exchange rate differences in treatment services, health insurance practices, private health services, the ratio of the aging population to the number of births, prolonged surgical operation queues, prohibited operations in countries, and increased interest in healthy living create inter-country differences (Edinsel & Adıgüzel, 2014).

There are many factors that affect the preference of health tourism, but the differences in treatment costs according to countries and regions is shown as the most important factor. These differences are generally observed in medical tourism, which is an important sub-branch of health tourism. In particular, serious numerical differences occur in surgical operations, aesthetic treatments, eye surgeries and dental treatments. Table 2 provides information about the fees for some operations, ranging between countries.

Table 2: Pricing of Medical Operations on the basis of Countries (USD)

Medical Operations	USA	India	Thailand	Malaysia	Singapore	Türkiye
Bypass Surgery	123,000	7,900	15,000	12,100	17,200	13,900
Valve Surgery	170,000	9,500	17,200	13,500	16,900	17,200
Dental Implant	2,500	900	1,720	1,500	2,700	1,100
Hip Prosthesis	40,364	7,200	17,000	8,000	13,900	13,900
Sleeve Gastrectomy	16,500	6,000	9,900	8,400	11,500	12,900
Face Lifting	11,000	3,500	3,950	3,550	440	6,700
Liposuction	5,500	2,800	2,500	2,500	2,900	3,000
Gastric Bypass	25,000	7,000	16,800	9,900	13,700	13,800

Source: Karakoç, 2017

The strongest district in the health tourism industry is Asian countries. Countries such as India, Thailand, Singapore and Mexico are among the leading countries in the sector. India, in particular, stands out with its low treatment prices. On the other hand, the share of the health expenditures of countries in their gross national product varies between 2% and 16%. While there are an average of 3.5 billion Euros in health expenditure in Europe, there are approximately 5.5 billion health expenditure in the USA (Bulut & Şengül, 2019).

A large part of the health expenditures of OECD countries is covered by the public, and the share of the financing expenses of health expenditures is increased every year in proportion to the increases in GDP (Organization for Economic Co-operation and Development [OECD], 2022). According to the report published by the World Health Organization in 2019; it is stated that world health care expenditures are on average 7.3 trillion US dollars, which corresponds to

10% of the global gross domestic product. In summary, health tourism is a continuously developing and bright future sector that is a source of income worldwide, provides money flow to different sectors, invests in long-term periods. Table 3 shows the average per capita health expenditures of countries between 2010 and 2019, according to the OECD report.

Table 3: Per Capita Health Expenditures by Countries (USD)

Years	2010	2011	2012	2013	2014
Countries					
Australia	3,595.10	3,809.10	3,854.20	4,092.60	4,190.30
Austria	4,261.10	4,345.20	4,588.30	4,767.10	4,858.30
Belgium	3,922.20	4,065.10	4,243.90	4,435.90	4,588.20
Canada	4,155.30	4,226.00	4,332.80	4,424.70	4,532.60
Czech Republic	2,002.90	2,041.90	2,090.50	2,448.50	2,564.60
France	4,047.00	4,161.70	4,299.40	4,549.60	4,630.80
Germany	4,425.10	4,566.60	4,745.40	4,951.40	5,151.40
Greece	2,607.90	2,289.60	2,145.50	2,067.20	2,016.60
Iceland	3,265.90	3,312.50	3,399.00	3,498.10	3,599.60
Ireland	4,052.90	4,197.60	4,358.90	4,299.90	4,196.70
Italy	3,106.00	3,098.30	3,071.60	3,042.90	3,036.90
Japan	3,169.50	3,740.80	3,970.80	4,308.30	4,328.40
Holland	4,476.70	4,567.40	4,782.40	4,923.90	4,934.60
New Zeland	3,044.80	3,132.30	3,240,00	3,388.20	3,490.80
Norway	4,779.50	4,965.20	5,209.60	5,485.90	5,707.40
Poland	1,424.10	1,496.60	1,578.60	1,670.80	1,687.10
Portugal	2,581.40	2,457.50	2,420.90	2,504.20	2,537.60
Spain	2,738.50	2,733.90	2,728.70	2,764.10	2,857.80
Sweden	3,432.80	4,459.50	4,679.70	4,732.00	4,865.50
Switzerland	5,091.70	5,259.60	5,565.30	5,923.90	6,158.70

Türkiye	844	888.3	894.7	947.7	1,006.80
England	3,390.10	3,452.40	3,587.40	3,691.00	3,779.50
USA	7,880.40	8,080.90	8,348.20	8,533.10	8,949.90

Table 3: Per Capita Health Expenditures by Countries (Continued) (USD)

Years	2015	2016	2017	2018	2019
Countries					
Australia	4,383.60	4,625.00	4,659.00	4,793.50	4,919.20
Austria	4,943.50	5,195.50	5,315.40	5,544.80	5,705.10
Belgium	4,654.20	5,003.90	5,136.20	5,358.90	5,458.40
Canada	4,630.80	5,039.60	5,138.20	5,330.80	5,370.40
Czech Republic	2,544.90	2,671.00	2,873.30	3,174.40	3,417.50
France	4,669.90	4,922.30	4,994.80	5,136.20	5,274.30
Germany	5,295.90	5,670.60	5,959.50	6,291.00	6,518.00
Greece	2,080.90	2,220.90	2,245.10	2,290.60	2,319.00
Iceland	3,733.30	3,932.10	4,135.00	4,376.90	4,540.80
Ireland	4,295.50	4,536.70	4,683.40	4,897.60	5,083.20
Italy	3,088.90	3,274.00	3,376.10	3,522.10	3,653.40
Japan	4,515.60	4,295.90	4,412.90	4,558.70	4,691.50
Holland	4,927.10	5,095.80	5,253.80	5,538.10	5,739.20
New Zeland	3,500.70	3,732.60	3,842.30	4,058.70	4,211.90
Norway	5,726.90	5,904.20	6,234.40	6,536.80	6,744.60
Portugal	2,635.60	2,815.20	2,906.40	3,152.80	3,347.40
Spain	3,019.50	3,148.60	3,320.60	3,443.70	3,600.30
Sweden	5,004.10	5,127.60	5,219.40	5,456.50	5,551.90
Switzerland	6,465.90	6,808.00	6,866.50	6,978.10	7,138.10
Türkiye	1,040.10	1,128.80	1,175.70	1,214.10	1,266.90

England	3,831.70	3,988.90	4,096.00	4,288.70	4,500.10
USA	9,399.20	9,777.30	10,106.20	10,528.50	10,948.50

Source: OECD, 2022

In Table 3 above; within the per capita health expenditures of countries, hospital expenses, residential care services, outpatient treatment expenses, extra service expenses such as visas and foreign currency during trips to receive health services, medical product expenses, preventive care services, expenses in other sectors in addition to health services, and health care expenses. There are other expenses related to services. While per capita health expenditures around the world were an average of 3,500 US dollars in 2010, this figure increased to an average of 5,000 US dollars in 2019. Over the years, reasons such as intense work life stress, infectious diseases, increasing world population, awareness of healthy living, and intensive use of technology have been effective in increasing health expenditures. Among the countries with the most health expenditure were countries such as the USA, Switzerland, Norway and Germany (OECD, 2022).

1.2. Spa Tourism

The word SPA is derived from the initials of the Latin words "*salus per aquam*". Its Turkish equivalent means "*health via water*". The word SPA is defined as the place where practices that protect and improve spiritual, physical and mental health are applied with the help of healing waters and by experts in the field (Ergüven, 2015). The term SPA is an integrative therapy that relaxes and renews people spiritually, bodily and physically. Many different applications are practiced in this therapy. These applications comprise of aesthetic and beauty treatments, massages, phytotherapy, snow and ice rooms, salt rooms, sauna, stone, etc. methods. These methods are good for many physical and psychological disorders (Baran & Özoğul, 2019: 137).

The history of the SPA concept dates to ancient times. From ancient times to the present day, natural spring waters have been used in religious ceremonies and treatments in countries such as Egypt, India, Mesopotamia, Ancient Greece and China. Throughout the world, people have benefited from healing waters for reasons such as renewal, healing and health. Over time, the concept of SPA and Wellness has become widespread around the world, with the use of healing waters worldwide in different ways. In different periods of history, many different

civilizations have used SPA applications for different purposes. For instance, Chinese and Japanese civilizations used SPA resources for religious and health purposes, the Romans used them to heal and rest their soldiers who were tired and injured from the war, and people in Europe in the 18th century generally used them for sightseeing purposes (Temizkan, 2015). In a study, the development of the SPA in different periods was examined. The authors analysed this development under four periods, SPA during the Ancient Greek and Roman Empire, SPA during the Dark and Middle Ages, SPA during the Renaissance, and SPA in the 19th and 20th centuries (Tubergen & Linden, 2002).

During the Ancient Greek and Roman periods, healing waters began to be used as a popular treatment method with the increase in diseases. The Greeks used healing waters for bathing, cleansing and thalassotherapy. Over time, the concept of SPA was gradually began to be embraced by building private bath areas and hammams. Hammams and bathing areas began to be accepted as holy places. During the ancient period, healing waters were adopted in terms of their therapeutic properties instead of cleaning and bathing purposes. The famous physician Hippocrates, who lived at that time, suggested that the cause of all diseases was the imbalance of body fluids, and the concept of SPA continued to gain popularity. Influenced by the Greeks, the Romans also built their own SPAs and baths. In addition to the purposes of healing and resting soldiers tired of wars, soldiers also used SPAs, hammams and baths for the purposes such as entertainment, spending time and exercising (Frost & Laing, 2016: 10-12).

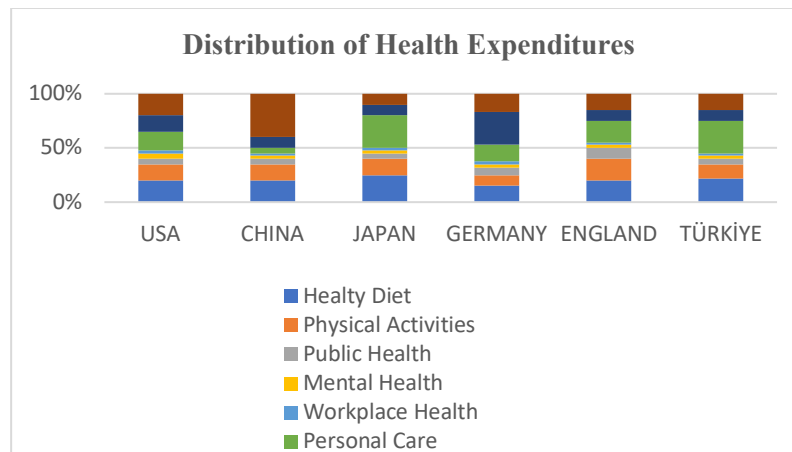
During this period Romans have developed three different types of SPA and baths, home "balnea", private baths "balnea privata" and public state-run baths "balnea publica", and people have come from different parts of the world to benefit from these services. During the Dark Age and the Medieval Age, with the fall of Rome, SPA culture lost its popularity and was banned in some regions (Erdeli G., Dincă A. I., Gheorghilaş A., & Surugiu C., 2011: 43). Beliefs in treatment and recovery have changed. SPA applications and treatment methods have been replaced by praying and worship. It was accepted that to pray has been more important than medical treatment. SPA and hammams were rebuilt as churches. People have avoided taking bath for many years. SPA and bath culture have been formed again since the 13th century. Hammams and SPA have been rebuilt and put into service mostly free of charge. Drinking cures began to be used (Yegül, 2003: 56).

During the Renaissance, with the spread of infectious diseases such as syphilis, plague and leprosy in the 16th century, baths and SPAs began to close. Hammams have become dangerous meeting places for political and social groups. In addition, since there was no firewood due to wars, baths became expensive places. Generally, the rich and eunatrid continued to use hammams and SPAs. Poor people benefited from natural mineral waters instead of baths and SPA. Then, the bath culture that developed in Italy began to gain popularity in Europe and was especially accepted among the nobility. New thermal springs were discovered in the early 17th century. To illustrate, SPAs in France are divided into as for drinking, bathing and curing-only. In time, SPAs and hammams have become a part of daily life in France. During these periods, upon the recommendations of doctors, people began to bathe more frequently, to drink cures, and to have a balanced diet. SPAs and hammams, which contain various activities, have been built (Jackson, 1990: 12).

Since the 1800s, interest in bath culture has continued to increase. Studies aimed at analysing and discovering natural resources such as healing waters and mineral waters have increased. Doctors have often prescribed hammams, SPA, healing waters and mineral waters as treatments and have developed balneotherapy and hydrotherapy methods. Besides, new treatment practices such as hot and cold baths, herbal baths, mud treatments, physical exercises, massages and diets have been proposed and SPA centers have become increasingly important (Steward, 2002: 2). Hotels have started to be developed within the scope of SPA tourism and thermal tourism. Europe and North America have started to build theatres, entertainment sections and exercise areas along with the hammams and SPA sections in SPA facilities. In countries such as England, Germany, Austria and Belgium, large hotels were built by giving importance to ostentation in terms of SPA and thermal tourism. After the Second World War, treatment methods applied in SPA and thermal tourism spread all over the world and new treatment methods such as balneotherapy, hydrotherapy and physiotherapy have been advertised. Treatment methods within the context of SPA tourism have begun to be widely used in Europe. Steam baths, saunas, jacuzzis, solariums, Turkish baths and SPA sections have become indispensable for SPA facilities and hotels. Over the years, projects and studies in this field have started to increase with the income obtained from health tourism and the increasing interest in health tourism (Yirik, Ekici & Baltacı, 2015; Temizkan, 2015; Çelik ve Yalçın 2018).

Today, SPA tourism is in demand in many countries around the world. SPA centres in the world are mostly located in Europe, Asia-Pacific and North America regions. In terms of the number of facilities, Asia is placed on the top. Populated and rich countries such as China, India, Indonesia, Brazil, Russia, Switzerland, Australia, Netherlands, Germany, USA and the United Kingdom are the countries that spend the most in areas related to health tourism such as SPA tourism. The USA ranks 1st with an expenditure of 1.2 trillion dollars and China ranks 2nd with an expenditure of 683 billion dollars. 1 dollar out of every 20 dollars spent by individuals in the world is spent on health. Chart 1 shows the ratio of expenditures of the 5 countries having the largest health economies in the world and Turkey in SPA and Wellness tourism by departments (Global Wellness Institute, 2020).

Chart 1: Distribution of Health Expenditures in SPA & Wellness Tourism Countries



Source: Global Wellness Institute Statistics, 2020

Chart 1 shows the ratio of the countries that spend the most in health, SPA and Wellness tourism to the types of services they spend on. By looking at the table, it is understood that countries generally take note of the healthy nutrition, physical activities and personal care services. Based on the expenditures made in the SPA and Wellness field, it is seen that it varies between 10-30% compared to the total expenditure. As a result, it is seen that people benefit from various services within the scope of SPA and Wellness tourism and the rate of SPA and Wellness usage is around 10-15% on average. Table 4 shows the worldwide expenditures on SPA tourism in 2019 and 2020 as regards to continents.

Table 4: 2019- 2020 SPA Tourism Expenditures by Continents

Continents	SPA Tourism Expenditures (billion dollars)	
	2019	2020
Europe	39.8	25.2
Asia-Pacific	31.4	19.1
North America	26.1	16.5
Latin America	7.4	4.2
Middle East	3.9	2
Sub-Saharan Africa	2.1	1.1
Total	110.7	68.1

Source: Global Wellness Institute Statistics, 2020

When Table 4 is examined, the region that spent the most on SPA tourism in 2019 and 2020 was the European continent. In 2019, a total of 110.7 billion dollars was generated from SPA tourism. In 2020, approximately 38% decrease was observed due to infectious diseases.

1.3. Types of Spa Tourism

SPA, which means health via water, is a holistic therapy method that has been applied in all cultures for centuries for the purposes of being physically, spiritually and bodily healthy and feeling well (Değer, 2020: 310). When it comes to SPA therapies, applications such as aromatherapy, balneotherapy, physiotherapy, hydrotherapy, climatology and thalassotherapy come out. In short, SPA is a state of simultaneous well-being of mind, body and soul, resting the body and reducing aches and pains by using water and various aromatic cures. In the course of time, SPA tourism has diversified in terms of application and content. It includes different application methods of water such as hot, cold and dripping, draining, spraying and douche, as well as various massage therapies and care cures (Yurcu, 2022: 34).

SPA types are classified according to the services they offer by the International SPA Association (ISPA-EUSPA, 2018) as Club SPA, Cruise SPA, Daily SPA, Destination SPA, Medical SPA, Thermal SPA and Resort SPA (www.saglikterapi.org).

Club SPA: Enterprises that provide health services such as SPA and fitness for daily use. It is located in almost every city in Türkiye. People usually go to such clubs for bodybuilding.

Daily SPA: It is known as the most common type of SPA. People usually benefit services such as massages, beauty treatments, therapies, etc. It is mostly visited on a daily basis without accommodation.

Cruise SPA: Clubs that provide SPA and Wellness services on cruise ships, including professional treatment, personal exercise and therapy programs. It usually provides daily service and is high in cost.

Visit/Holiday Destination SPA: Services provided to improve health by providing on-site accommodation under the supervision of professional physical health experts. These are activities carried out for both treatment and sightseeing purposes with long-term stays.

Health/Medical/Medical SPA: Providing health and Wellness care, alternative and modern treatment services together with SPA services. It is carried out under the control and supervision of medical personnel.

Thermal/Mineral/Hot Spring SPA: It is a type of service received by making use of natural resources. These are SPA-Wellness services and hydrotherapy applications which generally performed with natural mineral, thermal or sea water.

Holiday/Recreation Place/Hotel/Resort SPA: These are services where SPA services, managed by professionals, are offered in the form of a menu or pack for long or short periods in a hotel or holiday resort. They are private or hotel-affiliated businesses that attract a lot attention, especially in 5-star hotel businesses.

Conclusion

SPA services, which are frequently mentioned in the tourism literature, attract great attention in both health tourism establishments and accommodation establishments. The interest in SPA services is rapidly increasing, especially due to the reasons such as urbanization, intense business life, stress and air pollution. At the same time, SPA services are highly in demand by tourists who accommodate for treatment purposes.

Especially recently, the demand for SPA services including supplementary practices such as massage, hydrotherapy and acupuncture, which aim to improve the integrity of people's body



and soul, has been increasing. People desire to feel well physically, intellectually, emotionally, socially, spiritually and environmentally for many reasons such as stress, overfatigue and city life. These methods applied in SPA centers has benefits such as making the person feel well, being more energetic, gaining self-confidence, increasing creativity and clearing the mind. In addition, the rapid change and development of SPA services brings with it different lifestyles and opportunities, different customer profiles, businesses that want to offer SPA services in different concepts, and different treatment methods applied in SPA centers.

The interest in SPA centers in hotel businesses is increasing gradually, and the SPA centers within hotel businesses are also an important factor in the preference of hotels. With increasing technological opportunities and the internet, tourists conduct detailed research before receiving services. For instance, issues such as the region in which the hotel is located, whether the hotel has a SPA center, the scope of these services and its cost, the satisfaction level of the guests, and the comments of individuals are important in terms of choosing the facilities and services.

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