

Determinants of Spa Popularity

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Abstract: The term spa is associated with water treatment which is also known as balneotherapy. Spa towns or spa resorts (including hot springs resorts) typically offer various health treatments. The belief in the curative powers of mineral waters goes back to prehistoric times. Such practices have been popular worldwide, but are especially widespread in Europe and Japan. Day spas are also quite popular, and offer various personal care treatments.

Keywords: SPA, SPA Resorts.

1. INTRODUCTION

The term **spa** is associated with water treatment which is also known as balneotherapy. Spa towns or spa resorts (including hot springs resorts) typically offer various health treatments. The belief in the curative powers of mineral waters goes back to prehistoric times. Such practices have been popular worldwide, but are especially widespread in Europe and Japan. Day spas are also quite popular, and offer various personal care treatments.

Spas are getting extensively popular these days as one can get a wide range of health treatments and beauty treatments there. Spa has its roots in Latin where it is called “solus per aqua”, which means health through water. Restoring and maintaining health by immersing bodies in water, which is mixed with herbs helps in curing illness and reviving the fatigued bodies. Spas enable people to get relieved from the stress and strain of their daily lives and relax themselves. It is actually because of their stressful life that people seek spa visits that offer complete refreshment and leisure, away from their tension-packed routine.

There are several types of spas from which you can select, according to your requirements and get treated. There are several spa treatments that include facials, aromatherapy, massages, sauna, steam baths, skin exfoliation, body wraps, manicure, pedicure, yoga and meditation and many more. Also some spas offer treatments focusing on a particular fitness aspect like weight loss regime or back pain or many others.

2. SPA BENEFITS

Apart from making the person relaxed and revitalized a spa can even benefit him health-wise too. The treatment aids in removing metabolic wastes and toxins from the body and also perks up the blood circulation. It also helps in toning the muscles by making the complexion of skin look youthful and glowing. It augments the metabolic rate and boosts the power to burn calories rapidly and thus leading to effective weight loss. It nourishes the skin, heals emotional stress and soothes your tired muscles.

It regulates the blood pressure, lowers cholesterol, stabilizes acid-alkaline levels in the body, improves immunity and digestive system, reduces aches and pains of the muscles and joints and also cheers the mood and awakens the sleeping aspect of life-‘Spirituality

3. TYPES OF SPA

- **Ayurvedic spa**, a spa in which all treatments and products are natural and it's often used as alternative medicine.
- **Club spa**, a facility whose primary purpose is fitness and which offers a variety of professionally administered spa services on a day-use basis.

- **Cruise ship spa**, a spa aboard a cruise ship providing professionally administered spa services, fitness and wellness components and spa cuisine menu choices.
- **Day spa**, a spa offering a variety of professionally administered spa services to clients on a day-use basis.
- **Dental spa**, a facility under the supervision of a licensed dentist that combines traditional dental treatment with the services of a spa.
- **Destination spa**, Historically a seven-day stay, this lifestyle transformation can be accomplished by providing a comprehensive program that includes spa services, physical fitness activities, wellness education, healthful cuisine and special interest programming.
- **Garden spa**, an outdoor spa used for bathing and self cleansing
- **Medical spa**, a facility that operates under the full-time, on-site supervision of a licensed health care professional whose primary purpose is to provide comprehensive medical and wellness care in an environment that integrates spa services, as well as traditional, complimentary and/or alternative therapies and treatments.
- **"Balneotherapy treatments** can have different purposes. In a spa setting, they can be used to treat conditions such as arthritis and backache, build up muscles after injury or illness or to stimulate the immune system, and they can be enjoyed as a relief from day-to-day stress."
- **Mineral springs spa**, a spa offering an on-site source of natural mineral, thermal or seawater used in hydrotherapy treatments.
- **Resort/hotel spa**, a spa owned by and located within a resort or hotel providing professionally administered spa services, fitness and wellness components and spa cuisine menu choices.
- **Mobile spa**, a spa which provides services at home, hotels, or wherever you are.



4. REVIEW OF LITERATURE

Coral Santos Rodríguez in the year 2007 conducted a study on the effects of stone therapy where he did an uncontrolled intervention study which explored the effects of stone spa use on the psychological states of women. They completed the short-form Profile of Moods States (POMS) and the State-Trait Anxiety Inventory (STAI) before and after stone spa use in order to determine changes in mood and anxiety states. Six factors relating to mood were measured using the POMS: Tension–Anxiety, Depression–Dejection, Anger–Hostility, Vigor, Fatigue, and Confusion. The two anxiety concepts of state anxiety and trait anxiety were also measured. The scores for Tension–Anxiety and Anger–Hostility and both anxiety measures were improved statistically after stone spa use. Stone spa use shows considerable promise for improving mood and reducing anxiety.

Ugar Cavlak in 2005 did a study to investigate possible effects of a combined spa and physical therapy program on pain and hemodynamic responses in various chronic diseases. The pain intensity and hemodynamic responses of 472 patients involved in a spa and physical therapy program were studied retrospectively. Assessments took place before, immediately after treatment, and after completion of the spa program (before discharge) and concluded that to decrease pain and high blood pressure without hemodynamic risk, a combined of spa and physical therapy program may help to decrease pain and improve hemodynamic response in patients with irreversible pathologies.

U.S. spa industry study (2012) Notice that the category “health and wellness” is credited with bringing in just one percent of the total of a spa’s revenue. On the other hand, massage and bodywork accounted for 36 percent of a spa’s revenue, and skin care treatments for 24 percent. It is not surprising that spa management doesn’t want to spend time with wellness!

Spa and the global wellness market 2010, Industry Interest in Wellness as a Business Opportunity.

Eighty-nine percent of industry respondents see wellness as an important future driver for the spa industry.

Eighty-two percent of industry respondents indicated that they have taken steps to respond to the wellness movement over the last five years, and among this group, 91% also reported that these changes have yielded growth in revenues.

Nine out of 10 industry respondents plan to make wellness-related investments in the next 5-10 years. Almost all of them believe their business will see growth from these investments, and 70% expect their wellness-related investments to lead to more than 10% revenue growth.

5. OBJECTIVE

1. The primary objective of the study is to find what the various determinants are which makes the spa popular in Delhi.
2. The secondary objective is to find the reasons for the usage of spa services by the guest in Delhi.

6. RESEARCH METHODOLOGY

The area considered for the study was Delhi as it is one of the metropolitan city. Spa in Delhi are updated with latest technology and trends and taking samples from Delhi was helpful in collecting genuine data. Data is collected covering Spa in all the four directions of Delhi i.e. North Delhi, South Delhi, East Delhi, West Delhi. This paper is based on the primary and secondary data collected from interviews, survey and questionnaire, magazines, books, published articles and blogs.

This was a descriptive type of study where random sampling was done which involved the method of rating scale (itemized rating scale) and the data analyses was through processing of data, editing, coding, classification and usage of percentage method.

Spa treatment:



Non medical spa treatments

A body treatment, spa treatment, or cosmetic treatment is non-medical procedure to help the health of the body. It is often performed at a resort, destination spa, day spa, beauty salon or school.

Typical treatments include:

- Aromatherapy
- Bathing or soaking in any of the following:
 - Hot spring
 - Onsen (Japanese Hot Springs)
 - Thermae (Roman Hot Springs)
 - Hot tub
 - Mud bath
 - Peat pulp bath
 - Sauna

- Steam bath
- Body wraps, wrapping the body in hot linens, plastic sheets and blankets, or mud wraps, often in combination with herbal compounds.
- Facials, facial cleansing with a variety of products
- Massage
- Nail care such as manicures and pedicures
- Nutrition and weight guidance
- Personal training
- Skin exfoliation, including chemical peels and microdermabrasion
- Yoga and meditation
- Waxing, the removal of body hair with hot wax

7. MEDICAL SPA TREATMENTS

- A facility that operates under the full-time, on-site supervision of a licensed health care professional whose primary purpose is to provide comprehensive medical and wellness care in an environment that integrates spa services, as well as traditional, complimentary and/or alternative therapies and treatments. The facility operates within the scope of practice of its staff, which can include both aesthetic/cosmetic and prevention/wellness procedures and services.
- These spas typically use balneotherapy, employing a variety of peloids.
- Balneotherapy treatments can have different purposes. In a spa setting, they can be used to treat conditions such as arthritis and backache, build up muscles after injury or illness or to stimulate the immune system, and they can be enjoyed as a relief from day-to-day stress.

BEAUTY/SKIN:

A facility that is owned by an individual or corporate entity with an office/treatment area of a licensed health care professional located on the premises. Included in the services are medically based consultations and treatments provided by the licensed health care professional or medically trained aesthetician and therapists.

THERAPEUTIC:

A facility that is owned by an individual or corporate entity with an office/treatment area of a licensed health care professional located on the premises. The offered services include therapeutic modalities that focus on specific medical issues such as cardiovascular disease and geriatrics.

MEDICAL CENTERS/HOSPITAL BASED:

Facilities that offer an advanced level of diagnostic services, employing conventional and complementary therapies delivered in a specially designed healing environment. Services include both eastern and western techniques of evaluation and treatment integrated with a variety of spa services.

WELLNESS CENTERS:

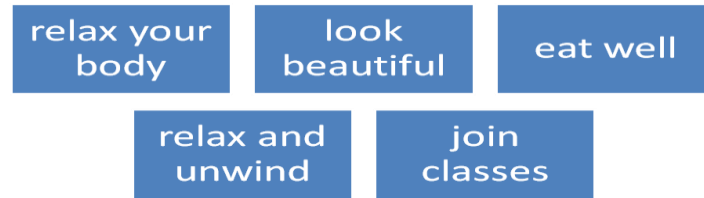
Owned by physicians or entrepreneurs - and encompass many of the same services as the medical/hospital facilities if physician owned. If privately owned, facilities will have a licensed healthcare professional as Medical Director.

8. REASONS TO GO TO HEALTH SPA RETREAT

Health spa retreats are fast becoming destinations for many, especially those who want to get away and experience more than just a regular vacation. Health spa are basically vacation destinations that specialize in promoting wellness through health and spa treatments such as massages, facials, detox wraps, scrubs and soaks and other cleansing and pampering treatments that produce a sense of relaxation and well-being. Thus, a health spa retreat is usually a short vacation in a health spa, often lasting two to four days. Some retreats or vacations are structured, with scheduled treatments and

wellness classes. Some others do not have any structure so you can choose your own treatments and classes throughout the whole duration of your stay.

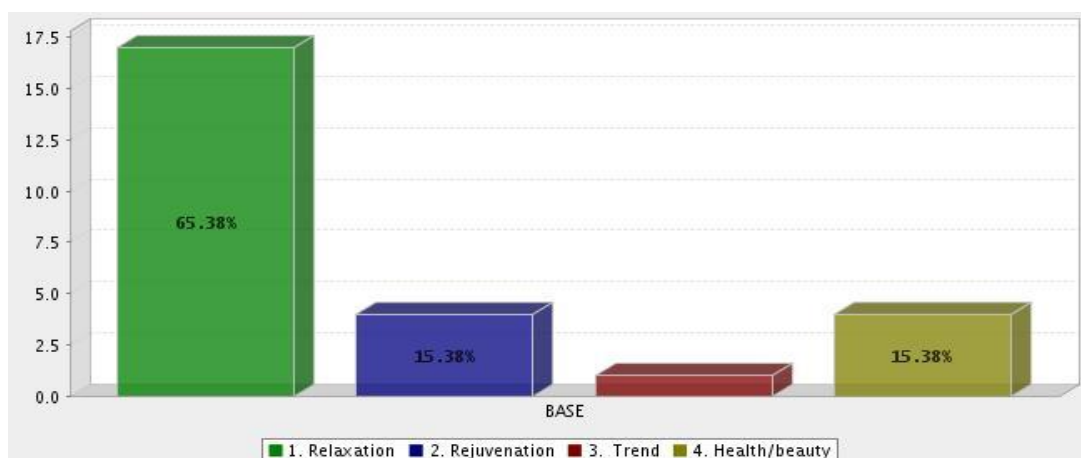
But is a vacation at health spa retreats worth it? And what are the benefits of joining one? Read on to find out the top reasons as to why you should join a health spa retreat.



1. Relax Your Body – Joining health spa retreats are relaxing to your body. Work out those knots and kinks by getting one of the many kinds of massage therapy. Most destinations feature a variety of massage treatments from the basic Swedish, Shiatsu, Reflexology, Thai or a combination of these to more interesting massages like Ventosa and Hot Rocks. Some massages start with a hot soak or a few minutes in the sauna.
2. Look Beautiful – Aside from getting a good massage, you can also try services that promote beautiful skin. A health spa is a place where you can get body scrubs that thoroughly clean your skin and body or facials that cleanse and brighten your face. Other treatments include manicures, pedicures.
3. Eat Well – Health spa retreats also serve food and to keep in line with their holistic and wellness treatments, they serve great and healthy food as well. Some destinations have nutritionists whom you can speak to or consult with. Who knows, you may even come out of the retreat with tips and tricks about health eating under your belt already.
4. Relax and Unwind – What is great about health spa retreats is that aside from trying out their treatments, you can simply sit down, relax and unwind. Regardless of the amenities available, there is no doubt that a health spa destination is a serene and relaxing place, so you can sit by the pool or in front of the sea or in the garden and just bask in the serenity of things.
5. Join Classes – Health spa retreats are unique, but a lot of them offer classes or workshops related to wellness and health. Whether these are classes on cooking health food or yoga or pilates sessions, you should be able to pick one that’s perfect for you.

All in all, health spa retreats are wonderful destinations that are worth considering. If you are looking for a break from the hustle and bustle of things or if you simply want to experience a new kind of vacation, then you should consider booking a vacation at one of the many health spa destinations, soon

Your reason to visit SPA



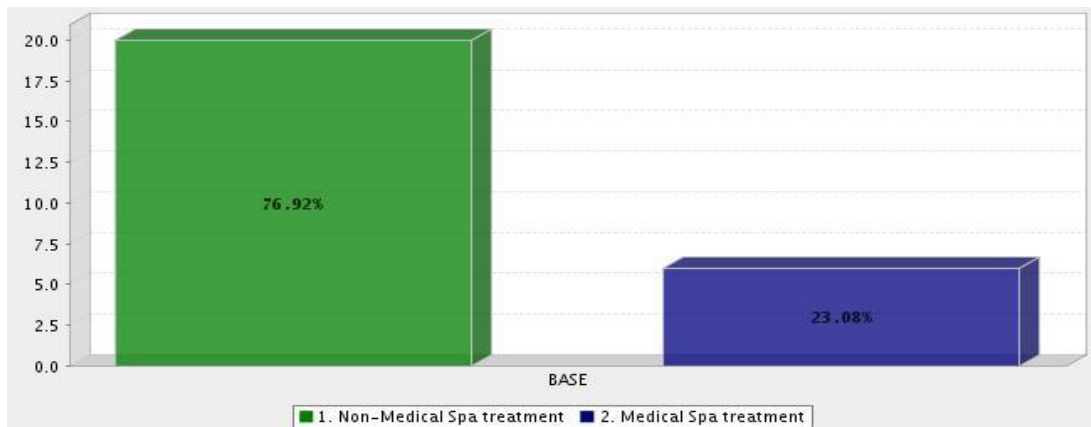
Mean: 1.692
Confidence Interval @ 95% : [1.261 - 2.124]
Standard Deviation: 1.123
Standard Error: 0.220

How often do you visit SPA?



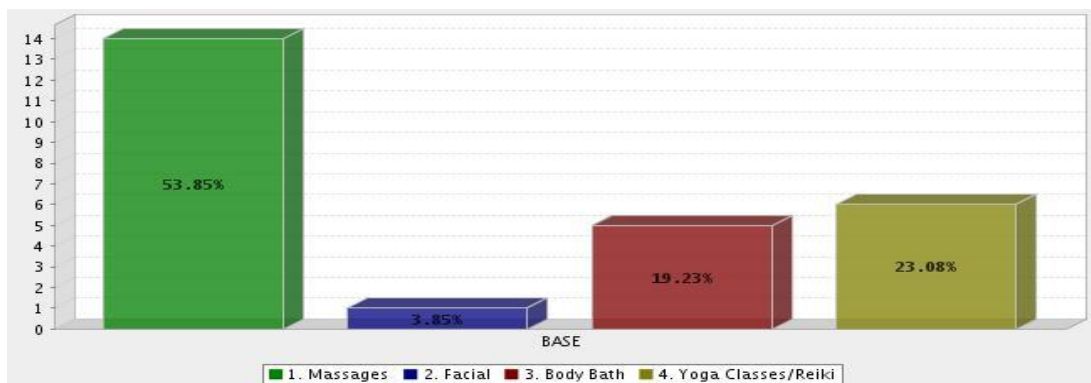
Mean: 2.692
 Confidence Interval @ 95% : [2.511 - 2.873]
 Standard Deviation: 0.471
 Standard Error: 0.092

Which Spa treatment you use more often?



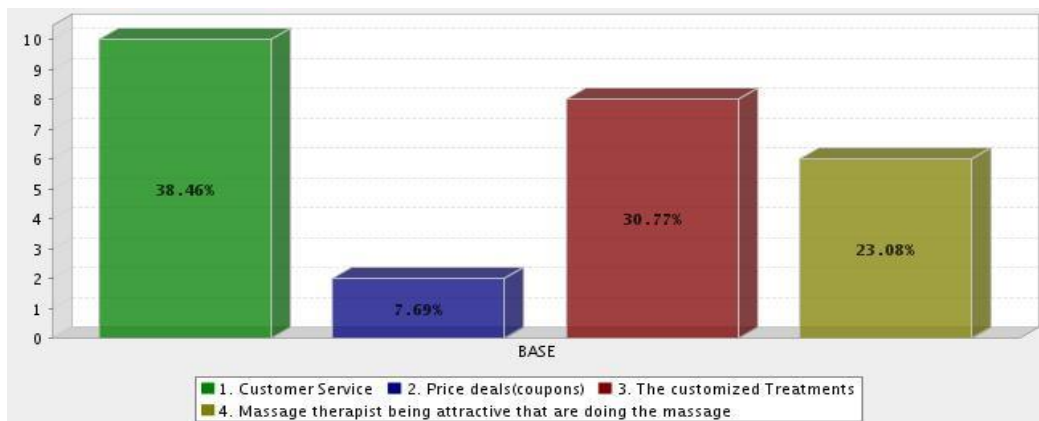
Mean : 1.231
 Confidence Interval @ 95% : [1.066 - 1.396]
 Standard Deviation : 0.430
 Standard Error : 0.084

Popular Services you take in SPA:



Mean: 2.115
 Confidence Interval @ 95% : [1.613 - 2.617]
 Standard Deviation: 1.306
 Standard Error: 0.256

What do you like about the Spa business you go to?



Mean: 2.385

Confidence Interval @ 95%: [1.910 - 2.859]

Standard Deviation: 1.235h

Standard Error: 0.242

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