

Marta Peris-Ortiz · José Álvarez-García
Editors

Health and Wellness Tourism

Emergence of a New Market Segment

 Springer

Health And Wellness Tourism Emergence Of A New Market Segment

Melanie K. Smith, László Puczkó



Health And Wellness Tourism Emergence Of A New Market Segment:

Health and Wellness Tourism Marta Peris-Ortiz, José Álvarez-García, 2014-11-18 This book aims to contribute to the literature and aid in developing a theoretical and practical framework in the area of health and wellness tourism With contributions and research from different countries using a practical approach this book is an essential source for students researchers and managers in the health and wellness tourism industry Recently there has been an increased interest in health and wellness due to greater life expectancy aging populations increasing levels of stress among others In this context the concepts of health wellness beauty relaxation and tourism can be combined to satisfy the needs of people seeking better quality of life This has given rise to health and wellness tourism a new market segment that contributes to employment and economic growth in the new economy Health and wellness tourism involves two aspects therapeutics which seeks to cure certain diseases and relaxation and leisure As an alternative to traditional tourism health and wellness tourism provides a new means of achieving regional and local development from a demographic social environmental and economic point of view It contributes to tourist destinations economic growth acting as a pillar to support other complementary activities In short health and wellness tourism contributes to employment growth and regional wealth contributes to tourism seasonality promotes quality in tourism destinations helps create new tourist services with high value promotes establishment of international cooperation networks and yields a number of additional benefits Featuring a variety of programs and initiatives from different regions with an emphasis on thermal and thalassotherapy establishments this volume sheds light on this emerging market segment and its implications for economic and policy development

Global Perspectives on the Opportunities and Future Directions of Health Tourism Doğan, Oğuz, 2023-02-17 Millions of patients travel abroad every year and the number of trips around the world to benefit from health services is increasing The high level of global demand for health services has influenced the rapid development of the tourism industry Many destinations providing high quality healthcare services at low prices have emerged Due to these developments in the industry the health tourism market one of the fastest growing markets has emerged Countries operating in the industry are also striving to increase their market shares Therefore it is important to understand the dynamics of this global phenomenon *Global Perspectives on the Opportunities and Future Directions of Health Tourism* provides new theoretical practical and strategic insights into the field of health tourism It discusses in detail the health tourism industry and its importance for the global economy countries and destinations Covering topics such as elderly consumers historical development and image and branding this premier reference source is an essential resource for government officials hospital administrators policymakers business managers and executives students and educators of higher education librarians researchers and academicians

Routledge Handbook of Tourism and Hospitality Development in Vietnam Tuyen Dai Quang, Tan Vo-Thanh, 2025-03-27 Written from a range of disciplinary perspectives including local Vietnamese scientists and practitioners the book offers valuable insights into the

challenges opportunities and local realities of the tourism and hospitality industries Through its six sections covering various topics such as destination development and marketing sustainable practices customer experience and satisfaction community engagement and development workforce development and education and technology and innovation the book provides a deep dive into the dynamics of Vietnam's tourism and hospitality landscape It explores emerging trends transformative experiences and policy recommendations for sustainable growth This book bridges a significant gap in the literature on Vietnamese tourism and hospitality offering insights relevant to anyone interested in the future of these industries in emerging destinations beyond this region This volume will be an invaluable resource for practitioners policymakers scholars researchers and students of tourism and hospitality

European Journal of Tourism Research, 2018-07-30 The European Journal of Tourism Research is an academic journal in the field of tourism published by Varna University of Management Bulgaria Its aim is to provide a platform for discussion of theoretical and empirical problems in tourism Publications from all fields connected with tourism such as tourism management tourism marketing sociology psychology tourism geography political sciences mathematics tourism statistics tourism anthropology culture information technologies in tourism and others are invited The journal is open to all researchers Young researchers and authors from Central and Eastern Europe are encouraged to submit their contributions Regular Articles in the European Journal of Tourism Research should normally be between 4 000 and 20 000 words Major research articles of between 10 000 and 20 000 are highly welcome Longer or shorter papers will also be considered The journal publishes also Research Notes of 1 500 2 000 words Submitted papers must combine theoretical concepts with practical applications or empirical testing The European Journal of Tourism Research includes also the following sections Book Reviews announcements for Conferences and Seminars abstracts of successfully defended Doctoral Dissertations in Tourism case studies of Tourism Best Practices The European Journal of Tourism Research is published in three Volumes per year The full text of the European Journal of Tourism Research is available in the following databases EBSCO Hospitality and Tourism Complete CABI Leisure Recreation and Tourism ProQuest Research Library Individual articles can be rented via journal's page at DeepDyve The journal is indexed in Scopus and Thomson Reuters Emerging Sources Citation Index The editorial team welcomes your submissions to the European Journal of Tourism Research

Marketing and Managing Tourism Destinations Alastair M. Morrison, 2023-07-31 *Marketing and Managing Tourism Destinations* is a comprehensive and integrated introductory textbook covering destination management and marketing in one volume It focuses on how destination management is planned implemented and evaluated as well as the management and operations of destination management organizations DMOs how they conduct business major opportunities and challenges and issues they face to compete for the global leisure and business travel markets Much has changed since the publication of the second edition of this book in 2018 The COVID 19 pandemic was unpredictable at the time and has caused havoc for destinations and DMOs The third edition includes many materials about the COVID 19 impacts

and recovery from the pandemic This third edition has been updated to include four new chapters Chapter 2 Destination Sustainability and Social Responsibility Chapter 3 Quality of Life and Well Being of Destination Residents Chapter 11 Destination Crisis Management and Chapter 20 Destination Management Performance Measurement and Management new and updated international case examples to show the practical realities and approaches to managing different destinations around the world coverage of contemporary topics including for example COVID 19 social responsibility metaverse mixed reality virtual meetings teleworking digital nomads viral marketing blended travel regenerative tourism meaningful travel and several others a significantly improved illustration program keyword lists It is illustrated in full color and packed with features to encourage reflection on main themes spur critical thinking and show theory in practice Written by an author with many years of industry practice university teaching and professional training experience this book is the essential guide to the subject for tourism hospitality and events students and industry practitioners alike

Proceedings of IAC in Dresden 2018 group of authors,2018-12-10 International Academic Conference on Teaching Learning and E learning in Dresden 2018 International Academic Conference on Management Economics and Marketing in Dresden 2018

The Routledge Handbook of Health Tourism Melanie Kay Smith,László Puczkó,2016-11-10 The Routledge Handbook of Health Tourism provides a comprehensive and cutting edge overview of the philosophical conceptual and managerial issues in the field of health tourism with contributions from more than 30 expert academics and practitioners from around the world Terms that are used frequently when defining health tourism such as wellbeing wellness holistic medical and spiritual are analysed and explored as is the role that health and health tourism play in quality of life enhancement wellbeing life satisfaction and happiness An overview is provided of health tourism facilities such as thermal waters spas retreats and wellness hotels and the various challenges inherent in managing these profitably and sustainably Typologies are given not only of subsectors of health tourism and related activities but also of destinations such as natural landscapes historic townscapes or individual resources or attractions around which whole infrastructures have been developed Attention is paid to some of the lifestyle changes that are taking place in societies which influence consumer behaviour motivations and demand for health tourism including government policies regulations and ethical considerations This significant volume offers the reader a comprehensive synthesis of this field conveying the latest thinking and research The text is international in focus encouraging dialogue across disciplinary boundaries and areas of study and will be an invaluable resource for all those with an interest in health tourism

Analyzing Current Digital Healthcare Trends Using Social Networks Baral, Sukanta Kumar,Goel, Richa,2024-04-05 In the world of digital healthcare a critical issue looms large demanding the immediate attention of academic scholars The convergence of developing medical technologies innovative digital solutions and intricate healthcare structures has set the stage for a seismic transformation However the understanding of this evolving landscape remains inadequate and the urgency to decipher these intricacies has never been more pressing As we witness the rapid

expansion of mobile based digital healthcare a fundamental problem becomes evident a lack of comprehensive research on the industry s structure and dynamics This gaping void in knowledge is the challenge that Analyzing Current Digital Healthcare Trends Using Social Networks undertakes with groundbreaking academic rigor This book is a key resolution to this overarching problem and it is meticulously designed to serve academic scholars seeking to unravel the intricacies of the digital healthcare ecosystem By delving deep into the web of stakeholders industry specific challenges and regulatory frameworks it provides a comprehensive analysis that is long overdue Extensive use of research articles case studies and empirical evidence serves as a compass to navigate the complexities of digital healthcare The ultimate goal is to empower academic scholars with knowledge bridging the gap between theory and practice

Boundary Blurred: A Seamless Customer Experience in Virtual and Real Spaces Nina Krey, Patricia Rossi, 2018-11-27 We see our customers as invited guests to a party and we are the hosts It s our job every day to make every important aspect of the customer experience a little bit better Jeff Bezos Founder and CEO of Amazon com This proceedings volume explores the ways in which marketers can learn about customers through big data and other sources to create an enhanced customer experience Consumers today do not simply demand engaging online or offline experiences anymore they increasingly focus on one seamless experience throughout their journey across virtual and real spaces While shopping in a physical store consumers are checking their smart phones for customer reviews and competitive information and catching a Pok mon or two at the same time Online experience is no longer only about price shopping and convenience and offline is no longer only about SKUs Individual channels matter less and less it is the omni channel experience that is becoming main stream Marketers need to keep pace and continually adapt and contribute to the changing consumer landscape Through countless touchpoints across different channels and media marketers today can learn more about their customers and are better equipped than ever to provide them with a desired augmented experience easy fun engaging and efficient Featuring the full proceedings from the 2018 Academy of Marketing Science AMS Annual Conference held in New Orleans Louisiana this volume provides groundbreaking research from scholars and practitioner from around the world that will help marketers continue to engage their customers in this new landscape Founded in 1971 the Academy of Marketing Science is an international organization dedicated to promoting timely explorations of phenomena related to the science of marketing in theory research and practice Among its services to members and the community at large the Academy offers conferences congresses and symposia that attract delegates from around the world Presentations from these events are published in this Proceedings series which offers a comprehensive archive of volumes reflecting the evolution of the field Volumes deliver cutting edge research and insights complementing the Academy s flagship journals the Journal of the Academy of Marketing Science JAMS and AMS Review Volumes are edited by leading scholars and practitioners across a wide range of subject areas in marketing science

Clays and Health Michel Rautureau, Celso de Sousa Figueiredo Gomes, Nicole Liewig, Mehrnaz

Katouzian-Safadi,2017-05-25 Originally published in French this updated and expanded English translation offers a definitive treatment on clays and effects on human health including the long history of clays used as pharmaceutical and therapeutic agents the origins of clays their structural properties and modes of action **Tourism, Health, Wellbeing and Protected Areas** Iride Azara,Eleni Michopoulou,Federico Niccolini,B Derrick Taff,Alan Clarke,2018-05-14 Around the world there is mounting evidence that parks and protected areas contribute to a healthy civil society thus increasing the economic importance of cultural and nature based tourism Operating at the intersection of business and the environment tourism can improve human health and wellbeing as well as serve as a catalyst for increasing appreciation and stewardship of the natural world While the revenues from nature based activities help to make the case for investing in park and protected area management the impacts they have need to be carefully managed so that visitors do not destroy the natural wonders that attracted them to a destination in the first place This book features contributions from tourism and recreation researchers and practitioners exploring the relationship between tourism hospitality protected areas livelihoods and both physical and emotional human wellbeing The book includes sections focused on theory policy and practice and case studies to inform and guide industry decisions to address real world problems and proactively plan for a sustainable and healthy future **Online Reputation Management in Destination and Hospitality** Riccardo Rialti,Zuzana Kvítková,Tomáš Makovník,2023-02-09 Online Reputation Management in Destination and Hospitality s comprehensive collection of research decodifies the best practices existing in the market developing innovative strategies for tourism hospitality and destination managers to tailor marketing communication strategies to attract attention and boost their reputation *Tourism, Territory and Sustainable Development* João Romão,2018-05-09 Welfare rise spatial mobility and global information and communication channels in particular social media have prompted the emergence of a specific booming and rapidly growing mobility industry all over the world namely tourism The tourist sector including recreation and leisure activities has turned into a complex contemporaneous socio economic and geographic phenomenon with a multiplicity of travel motives e g entertainment culture relaxed life style wellness nature etc and with a wide variety of impacts e g urban and regional economic effects crowding phenomena environmental decay etc Time has now come to offer a synthesis of the analytical apparatus in tourism research with particular attention for system wide socio economic and environmental dimensions of this important global industry Tourism has in the past been a largely neglected field in regional science research And therefore it is laudable that Jo o Rom o has taken the decision to compose a systematically designed and well crafted monograph on the socio economic environmental and spatial dimensions of modern tourism It offers a wealth of analytical insights and quantitative research tools for advanced tourism studies It also fills an important gap in the current regional science literature Peter Nijkamp Tinbergen Institute Amsterdam **Global Developments in Healthcare and Medical Tourism** Paul, Sudip,Kulshreshtha, Sharad Kumar,2019-11-22 The outbreak of global health issues due to rapid urbanization industrialization and changing

climatic conditions are severely impacting health and lifestyle Yet healthcare and medical services continue to increase in cost in developed nations This can result in medical tourism wherein patients travel across countries in order to benefit from medical treatment that might not be accessible in the traveler s nation of origin Developing countries are prepared to capitalize on this growing industry by offering multi specialty healthcare hospitals cost effective treatments and the promotion of online medical consultancy Global Developments in Healthcare and Medical Tourism provides innovative insights into issues impacting healthcare services healthcare service providers government policies and initiatives for health reforms and explores low cost medical tourism destinations and practices The book additionally seeks to deliver high quality cost efficient smart healthcare applications The content within this publication examines global health wellness tourism and global business and is designed for students researchers academicians policymakers government officials medical practitioners and industry professionals

Integrating Artificial Intelligence, Security for Environmental and Business Sustainability Allam Hamdan,2025-11-05 This book delves into the crucial role of AI in addressing environmental challenges and driving sustainable business operations while emphasizing the importance of incorporating robust security measures in these endeavors Integrating Artificial Intelligence Security for Environmental and Business Sustainability is a comprehensive guide that explores the intersection of artificial intelligence AI security and sustainable practices Our proposed book provides a solid foundation in AI principles and technologies relevant to environmental and business sustainability It covers machine learning algorithms deep learning techniques and their applications in optimizing resources managing risks and enhancing decision making processes

ICTR 2022 5th International Conference on Tourism Research Cândida Silva,Mónica Oliveira,Susana Silva,2022-05-19

Health and Wellness Tourism Melanie K. Smith,László Puczkó,2009 Health and Wellness Tourism takes an innovative look at this rapidly growing sector of today s thriving tourism industry This book examines the range of motivations that drive this diverse sector of tourists the products that are being developed to meet their needs and the management implications of these developments A wide range of international case studies illustrate the multiple aspects of the industry and new and emerging trends including spas medical wellness life coaching meditation festivals pilgrimage and yoga retreats The authors also evaluate marketing and promotional strategies and assess operational and management issues in the context of health and wellness tourism This text includes a number of features to reinforce theory for advanced students of hospitality leisure and tourism and related disciplines

New Trends and Opportunities for Central and Eastern European Tourism Nistoreanu, Puiu,2019-12-13 Within the past decade there has been a re emergence of tourism in Europe especially in the central and eastern regions With socialism becoming a distant memory these former communist countries are now attractive destinations for travel Research on this current phenomenon is essential as professionals and scientists must stay informed on the modern development of this global region New Trends and Opportunities for Central and Eastern European Tourism provides emerging research exploring the theoretical and

practical aspects of contemporary tourism in Eastern Europe and its effect on economics and sociology Featuring coverage on a broad range of topics such as monument protection economic features and socialist architecture this book is ideally designed for travel agents tour developers restaurateurs hotel management economic analysts government officials policymakers tourism journalists tourism practitioners researchers and professors seeking current research on the development of travel in Eastern and Central Europe

Tourist Experience and Fulfilment Sebastian Filep, Philip Pearce, 2013-07-31 What makes life worth living Many people would argue that it is fulfilling experiences These experiences are characterised by feelings of joy and pleasure positive relationships and a sense of engagement meaning and achievement Tourism is arguably one of the largest self initiated commercial interventions to promote well being and happiness on the global scale but yet there is absence in the literature on the topic of fulfilling tourist experiences from psychological perspectives Drawing on insights and theories from the research field of positive psychology the study of well being this is the first edited book to evaluate tourist experiences from positive psychology perspectives The volume addresses the important topic of fulfilment through the lens of the world's largest social global phenomenon tourism In doing so the book refreshes and challenges some aspects of tourist behaviour research The chapters are grouped under three broad sections which reflect a range of positive psychological outcomes that personal holiday experiences can produce namely happiness and humour meaning and self actualisation and health and restoration The book critically explores these fulfilling experiences from interdisciplinary perspectives and includes research studies from wide range of geographical regions By analysing the contemporary fulfilling tourist experiences the book will provide further understanding of tourist behaviour and experience Written by leading academics this significant volume will appeal to those interested in Tourism and Positive Psychology

Medical Tourism and Transnational Health Care D. Botterill, G. Pennings, T. Mainil, 2013-05-18 The phenomenon of transnational health care has grown rapidly over recent years and this book provides a comprehensive landscape of diverse research communities attempts to capture its implications for existing bodies of knowledge in selected aspects of medicine medical ethics health policy and management and tourism studies

Enjoying the Melody of Appearance: An Psychological Symphony within **Health And Wellness Tourism Emergence Of A New Market Segment**

In a world taken by screens and the ceaseless chatter of instant communication, the melodic elegance and mental symphony produced by the prepared term frequently disappear into the back ground, eclipsed by the relentless noise and interruptions that permeate our lives. However, located within the pages of **Health And Wellness Tourism Emergence Of A New Market Segment** a stunning literary treasure brimming with natural feelings, lies an immersive symphony waiting to be embraced. Crafted by an outstanding musician of language, that fascinating masterpiece conducts viewers on a psychological trip, skillfully unraveling the concealed tunes and profound influence resonating within each carefully constructed phrase. Within the depths of this moving examination, we will investigate the book is key harmonies, analyze its enthralling publishing design, and submit ourselves to the profound resonance that echoes in the depths of readers souls.

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