CHAPTER 2

GLOBAL TRENDS

2.1 Introduction

The four elements, water, fire, earth, and air are the basis of European Health and Wellness model. The harmonization of these four elements are considered essential for humans for millenniums by Indian, Chinese and Greek philosophies and successful models have been practiced based on harmonization of these elements (Lee 2004110).

The historical accounts of Mesopotamian and Egyptian civilization as well as the Indian and Chinese cultural history documented that hot and therapeutic springs were built around temples as early as the Bronze Age (2000 BC). There were archeological evidences of bronze age implements, drinking cups etc, around the iron rich mineral thermal springs in St. Mortiz, Switzerland, and various locations at France and Germany.

According to the legend, Greeks are responsible for initiating the health and wellness tourism facility for the public. The Sumerians civilization of 4000BC understood the healing benefit of mineral water and constructed temples and health complexes along the sides of water springs on elevated heights so as to create flowing water pools.

Hydrotherapy with a particular focus on spirituality was as old as humankind as per the Asian philosophy. The red Indians of native America worshiped the mineral springs as God given space for peace and wellbeing. The native Indians consider travelling and visiting these sacred places as a part of their culture. The therapeutic and curing power of the mineral water and its healing benefits are proved by the researches and scientific studies (Hunter-Jones, 2003111, Sonmez and Apostolopoulos 2009112).

Usage of healing waters of spas (Latin Sanitas per aqua) by Greeks, Romans, and Ottomans in 1700 BC has left the legacy of bath to Europeans. Massage, yoga, meditation and herbal medicines were practiced for centuries by ancient civilization of Asia and
Middle East. Siamese practiced massage even before 100 BC. Evidences show that the Japanese used natural therapy springs for treatment in 737 AD.

As per the historical studies it is noted that the first period was the European leisure based Spa culture which was developed between 10000 BC and 500 AD. The second period is the democratization of European Spa and health Culture in the 19th Century, (500 to 1989 AD) with the social insurance system providing every German worker to visit Spa every three years for four to six weeks. The third period (since 1989) revealed Globalization and a worldwide growth and differentiation of the leisure structures of wellness resorts, such as leisure centers, spas, gyms, fun pools, saunas, hospitals etc, which stimulates the growth of leisure based Wellness health concepts.

The sea water treatments, hydrotherapy and Spas are the corner stone of European spas which traditionally focus on health and physical wellbeing. With the awareness and education, cosmetic and beauty treatment have become more popular along with spiritual and psychological activities. The curative properties of the saline water of the sea, the minerals of spring waters, sulfurous elements of thermal water, chemical and mineral presents of mud are the reasons for the standard people of Europe to shift their focus towards these treatments. Oxygen therapy and special diets are also becoming part of health and wellness treatments. With this awareness, people of Europe are moving towards better quality health and wellness treatments and spend more for relaxing, beauty treatments such as massage, steam, sauna and relaxation in pools.

In order to preserve vigour and vitality, the spiritually inclined Aborgins, Siamese, and Maoris practiced herbal medicines, massages, and use of mud, clay, and salt. Spiritual and psycho-physical training technique of Zulu warriors, relaxation through massage by the Masai tribes, trance dance by ancient Bushman are some of the ancient practices followed for mental and physical relaxation.

According to George (2012)\textsuperscript{113} the worldwide trend of going back to nature, against the synthetic and symptomatic treatment has led to the growth, or rather revival of the traditional holistic methods of medicine like Ayurveda. It is the Health and Wellness part of the system that is gaining more popularity among the tourists, even though apart from the preventive care, the system has excellent curative treatment as well.
2.1.1 Asclepius of Greece – God of Wellness and Healing

According to Greek legend, Greek God of medicine “Asclepius” (Fig. 2.1) who was trained under Chiron, a well known master of medicine, had excelled in the profession of healing and became famous with the curing of blindness, reversing of ageing, bringing the dead back to life, etc. Patients flooded from all over Greek to witness the miracle of curing the illness. The other Greek Gods and Goddesses of health became jealous of the reputation and recognition received by the God Asclepius from the Greek people. Pluto, the Lord of the Under World, who was very much upset complained to Great Zeus. Great Zeus eliminated Asclepius by a thunderbolt. The affinity of the people to God Asclepius grew multifold. By the 4th Century, BC Asclepia healing centers were constructed in honour of the Greek God of Health “Asclepius” throughout the length and breadth of Greece, from Epidaurus to Tricca.

![Asclepius of Greece – God of Wellness and Healing](image)

Fig. 2.1 Asclepius of Greece – God of Wellness and Healing

Many of the healing temple complexes nurtured snakes and serpents to carry out mystic and spiritual healing ceremonies.

The “Asclepia” temples flourished well in to the fourth century AD until the treatments began to be less ritualistic and more clinical. However, even at the height of alchemy and herbal medicine, the old “Sleep and dream” formula was still popular in certain parts of the Mediterranean (Bookman and Bookman 2007).

2.1.2 Ancient Roman Wellness and Healing

Ancient Roman and Greece health temples were located near the mineral water springs or near the religious places. Introduction of railway in 19th century facilitated people to access prime accommodation and entertainment centers. Some of the famous centers includes Aquae Hellveticae (Baden), Aquae Herculi (Baile Herculane) (Fig. 2.2) and Aquae Calidae (Vichy), Karlovy, Vary, Marianske, Lazne, Baden, Aix-les-Bains, Spa, Bath and Krynica.
Fig. 2.2  Aquae Hercului (Baile Herculane)

The ancient privileged Romans used these centers of medicinal baths (Thermae) as a social contact place. These were housed in elaborate Roman Complexes with posh establishments, treatment centers, lounges, art galleries, conference halls, brothels, sport stadium. Some of the larger complexes could reportedly house as many as 3000 patients and patrons at a time. With the development of active trade with various nations – Persia, Africa, and Asia the Roman bath expanded with the inclusion of healing art science of Ayurveda massage, Chinese medicine and Buddhist spiritual healing.

2.1.3  Japanese Onsen – Wellness and Rejuvenation

The mineral hot water springs inherit the curing properties from the volcanic soil. It is found be very effective for treating arthritic ailments and pains. Olden days, the soldiers and warriors spent days to recuperate the wounds or rejuvenate the body of lost energy in these hot spring pools. The mystery healing of the mineral hot springs were discovered by accident. The hunters who followed the fleeing bird landed up in hot bubbly mineral springs to cure their pains and wounds. The hard working farmers, hunters, fishermen soon realized the effective healing power of the waters.
Even after 1000 years therapeutic properties of Onsen is considered as a cultural phenomenon in Japan (Fig. 2.3). In Japan, regions of Kyushu are known for hot mineral springs. This is an area of active volcanoes. It is one of the tourist important places usually frequented by families and businessmen. The natural “Onsen” are of either sulphur fuming mineral springs or mud pools. The users of these natural pools receive smooth soothing scrubs with the natural mineral elements while they soak in these pools.


2.1.4 Belgium Wellness tourism

Belgium is famous for SPA’s. The word SPA – is originated from Roman word “Salude Per Aqua” – healing through waters. It is applied to any health and wellness tourism resorts. Ville d’Eaux (Town of waters) is a famous health resort in East Belgium. This town is famous for the hot springs of iron minerals. The discovery of this hot springs in 1326 turned the village very famous and tourists from different parts of Europe visited for curing gout, rheumatism and disorders of intestine. In 16th century this tiny town is developed in to a luxurious health resort. As per the legend famous personalities Peter the Great and Victor Hugo had also visited Ville d’Eaux.

2.1.5 Health & Wellness Tourism in the new world

The Red Indians have strong faith in traditional healing practices. The historians and believers of these healing arts shared the various aspects of alternate treatment practices to the modern society. These healing arts have flourished as it is accepted as an alternative medicine for various ailments. In 19th century, most of the modern Europeans travelled to soak and enjoy in remote hot and cold mineral water springs (Fig. 2.4) in the Western part
of the country. Understanding the rich medicinal properties, the colonists of Dutch and English constructed long cabins near the mineral water springs.

Fig. 2.4  Hot Spring Spa-Budapest

2.1.6 The Health and Wellness Movements in Europe

The initiators of the wellness movements in Europe are the wellness hotels in Germany, Austria and Switzerland (Nahrstedt 2002). In order to attract tourists who prefer mountains other than sea or sand “Alpine Wellness” promotions were initiated by these hotels (Fig. 2.5). Most of the Alpine Wellness tourists in Austria come by car from Germany, Switzerland and Netherlands. Austrian mountains are visited by over 10 million hikers and mountain climbers each year, the Alps by about 40 million. Worldwide approximately 100 million people spend holidays in altitude around 2000 meters (Schobersberger et al. 2000 and Berghold 2000). The Alps offer good conditions for the development of Health and Wellness projects: nature, mountain air, clear and clean water and an interesting mountain panorama, good infrastructure for hiking, skiing, mountain biking or walking (Liebl 2003). The Austrian Moderate altitude Study proves
that a stay in Alps can activate the metabolism, reduce body fat, enhance the quality of the red blood cells, and improve the neuro-psychological values (Schobersberger 2000). William Thomas’s “The History of Italy” (1549) mentions that the health aspect also added another dimension to the Grand Tour Montepiller in France identified as a place to counteract the effects of alcoholism. Various destinations in French Riviera also identified as a location for health cures. Nash (1979) explains how Nice had became an established destination for health tourism in the 18th century. The Spa town of Europe has increased the popularity after the decline of the Roman Empire. The association of good health and medicinal qualities of spa water helped the development of health and wellness tourism in the 18th century with the spa towns such as Bath in England, Vichy in France, Baden – Baden in Germany reaching the height of their popularity. The most basic spa consists of a pump room for water and a bath, assembly room, ballrooms, gambling casinos and high-class brothels (Hobsbawm 1962). Prior to 19th century, concerns over health was a major motivating factor but today the “tourist experience” take priority over health. It is quite visible as health care and beauty treatments form an International package in all International resorts or on cruises incorporating local attractions.

![Fig. 2.5 Alpine Wellness](image)

Health and Wellness tourism has a wide variety of treatments and the medical tourism becomes a subset of health and wellness tourism. For example, Henderson,
views health tourism as “travel where the primary purpose is treatment in pursuit of better health that may involve hedonistic inducements of spas and alternative therapies” while medical tourism “incorporates health screening, hospitalization and surgical operations”. Similarly, Carrera and Bridges (2006)\textsuperscript{123} and Connell (2006)\textsuperscript{124} identify health tourism with general health and wellbeing, while medical tourism combines tourism with medical, surgical, or dental intervention to improve or restore health in the long term. Thus health tourism and medical tourism are different in the interpretation and in the level of Physical or Surgical intervention on the tourist body.

### 2.1.7 Traditional healing practice of Malaysia

The confluence of and convergence of Malay, Arab, Indian and Chinese cultures and abundant natural resources forms the background for the oldest health and healing practices in the world (Fig. 2.6). The Malacca Sultanate with the diverse history of people and culture for more than thousand years provided an ample opportunity for its growth and development.

The health healing practices include rejuvenation, longevity, relaxation, stress reduction, and detoxification. Kamath (2012)\textsuperscript{125} opined that the International Health and Wellness care approaches in Malaysia are the amalgamation of six or seven existing world cultures. The Asian approach includes Chinese medicine, Yoga, Ayurveda, Tai chi, Qui gong, Reiki, and Shiatsu. The Western approach is all about the physical, psychological and spiritual therapy provided through spas.

![Fig. 2.6 Traditional healing practices of Malaysia](image)

### 2.2 Evolution of Wellness tourism over the decades

Wellness and curative tourism was evolved over the decades and was known in different names. Table 2.1 gives the names used for wellness tourism in each decade.

#### 2.2.1 Three Periods showing the evolution of Health and Wellness Tourism:

**The first Period (From 10000 BC to 500AD)** - Developed the European leisure
based spa culture until the main period of Roman thermae.

**The Second Period (500 AD to 1989 AD)** - Democratizing the European health and Spa culture – Leisure based health system.

**The Third Period (Since 1989 AD)** – Involvement of Leisure in European health care management with a Global outlook. Worldwide growing leisure based health orientation - Leisure structure of wellness resorts, wellness hotels, wellness tourism, wellness offers in leisure centers, spa, gym, fun pools, saunas, hospital (Nahrstedt 2005)\(^\text{126}\). According to the economic theory of Long Waves (1800) was the modernization era of steam engine followed by steel production and later on steel ships in 1850. The business cycle of electricity and chemistry emerged in 1900 followed by the invention of petrochemicals and automobiles in 1950. The globalization, mass media and information technology business cycle evolved in 1990. Following the trend, it is predicted that health care will be the field of new innovation for the next business cycle in the new millennium (Nefiodow 1996)\(^\text{127}\). Figure 2.7.

**Table 2.1 Curative and Wellness Tourism which are used/named to each decade**

<table>
<thead>
<tr>
<th>Period</th>
<th>Names by which wellness centers were known</th>
</tr>
</thead>
<tbody>
<tr>
<td>Neolithic &amp; bronze Age</td>
<td>Mineral &amp; Hot Spring visits</td>
</tr>
<tr>
<td>Middle ages</td>
<td>Springs</td>
</tr>
<tr>
<td>16(^{th}) Century</td>
<td>Fountain of Youth</td>
</tr>
<tr>
<td>17(^{th}) &amp; 18(^{th}) Century</td>
<td>Spa</td>
</tr>
<tr>
<td>19(^{th}) Century-</td>
<td>Sea &amp; mountain air (T B Sanitarium)</td>
</tr>
<tr>
<td>20(^{th}) Century</td>
<td>Health Farms or Fat Farms</td>
</tr>
<tr>
<td>1991</td>
<td>Formation of International Spa Association</td>
</tr>
<tr>
<td>Today</td>
<td>Hospitals more like Spas &amp; Spas more like Hospitals</td>
</tr>
</tbody>
</table>


2.3 **Health and Wellness Treatments**

2.3.1 **Holistic Medicine**

According to Bhat (2012)\(^\text{128}\) holistic Medicine is a systemic approach involving all
the five elements of health – Physical, Mental, Emotional, Social and Spiritual for the maximum benefit of the human body. It is achieved by the overall involvement of all those who participate in the process. It focuses on creating awareness of personal efforts for achieving balance and wellbeing. The holistic medicinal approach involve the analysis of physical, nutritional, environmental, emotional, social, spiritual and lifestyle aspects of an individual.

2.3.2 Alternative Medicine

Acupuncture, Homeopathy, Reiki, Ayurveda, are not used by conventional Practitioners. It is generally categorized as experimental drug or non drug technique. Most of the alternative medicine is based on a non–invasive or non-pharmaceutical method for its treatment.

2.3.3 Complementary Medicine

It is a supplementary non–invasive and non-pharmaceutical practice of healing to complement medical treatments such as surgery and drugs. Conventionally, drugs and surgery is used as a primary tool to treat ailments. It has been proved that acute and chronic
ailments are cured by the safe complementary medical practices with modified life style changes. Hence, in some cases the conventional medicines are used only in emergencies or when the complementary medicine fails to cure the illness. In some cases the complementary medicine also becomes a part of the holistic healing practices.

2.3.4 Natural Healing

It is a process of allowing the human body to fend by itself by developing immunity for various diseases. It is considered as a natural healing without the use of non-invasive and non-pharmaceuticals techniques.

2.3.5 Traditional Medicines

Traditional medicine is a health practice based on beliefs and knowledge on natural products such as plants, minerals, spiritual and manual techniques. It is meant to treat, diagnose, prevent illness and maintain wellbeing. Herbs are used to treat patient and diseases and it is classified under the traditional herbal medicine. Traditional medicine is widely used to meet the primary health care needs of countries such as Latin America, Asia and Africa. About 80% of the African population prefer traditional medicine for their primary health care needs. Developed or industrialized nations adapt this traditional medicine and term it as “Complimentary or Alternative Medicines”.

2.3.6 Yoga as a component of health and wellness tourism

Yoga has its first mention in Rig Veda, Bhagavad Geetha and Upanishads and has been practiced for more than 5000 years and more than one million Americans are enjoying its health benefits, flexibility strength, balance and endurance benefits.

The Yoga, a component of ayurveda is the link which creates a harmony by incorporating all the three components – body, mind and spirit in to one. Yoga removes impurities from the mind and unites everything with spirit.

Shanbag (2012)[129] an ardent follower of Yoga practices said that Yoga is used as therapy in the Western countries for treating depression to heart ailments. It is also beneficial for reducing the symptoms and pains of asthma, back pain, arthritis etc. The integrative yoga therapy is widely accepted for its ability of recuperation in Western countries. The non aerobic forms of yoga exercise are considered to be safe for healthy people. The yoga exercises usually include some form of breathing techniques, physical
poses or asanas (Fig. 2.8) and meditation techniques. Through the various poses yoga energizes not only the muscles but also stimulate the soft tissues of the body. Most form of yoga emphasize deepening and length of breathing and stimulates relaxation.

Some research outcomes have shown that yoga helps to boost the hormone oxytoxin, and balance the other hormone neuro transmitters to create a feeling of calmness. The dopamine, norepinephrine and epinephrine are the neuro transmitters which causes calmness in human body. Yoga increases the concentration and mental focus by boosting the oxygen levels of the brain. It increases the spiritual awareness and used as a complementary therapy to eliminate the symptoms of obsessive – compulsive disorder.

![Yoga Poses or Asanas](image)

**Fig. 2.8**  Yoga Poses or Asanas

### 2.3.7 Ayurveda as a component of health and wellness tourism.

Ancient sages of India labored to study in depth and detail the nature, the people and their inter relationships to create an essential factor and solutions necessary to make lives better. It is recognized as one of the widely practiced discipline of alternative medicine. Ayurveda is an amalgamation of several healing methods such as jyothishi, meditation, yoga, panchakarma, and herbal treatments.

Ayurveda is a “knowledge of life” written in Rig Veda, holy book of wisdom over 6000 year ago. Ayurveda is a healing science originated in India. The herbal ayurvedic
medicines, (Fig. 2.9) are the world’s oldest health care system and is widely practiced in India since 1000BC, which doubles up as a medicine system as well as a way of living. It aims to use herbs, natural diet, simple exercise, natural therapies and lifestyle to create a daily routine.

Fig. 2.9  Ayurveda – Natural ingredients

Ayurvedic medicines are approved by the WHO and used by millions of people across the world. Hebbar (2012)\textsuperscript{130} hailing from the family of Ayurvedic physicians said that, the concept of mind, body and spirit is the basis of ayurvedic treatment and is considered as an alternative medicine in the Western countries. Ayurveda, the ancient art of healing, consider science, philosophy and spirituality are the necessary aspects of healthy living.

2.3.8  Role of Music in health and wellness therapy:

2.3.8.1  Music

According to Plato “Music is the essence of order”. High quality music has a soothing effect on the brain cells which inspires and energizes the human mind and body. The ragas mainly Sankarabharanam, Hindolam and Kalyani mesmerize the listeners. It is an unvarnished fact that the power of music works magic inside and outside of all living beings. The skin and all the internal and external organs are very sensitive to soulful music.
Music is a universal language which has no discrimination and no barriers. It has a miraculous impact on flora and fauna, and animal behaviour which is brought to light by researchers. Certain genres of music have proved to influence the growth of plants. The modern science and medicine have unveiled the profound healing power of music.

The powerful sensory stimulus of music work simultaneously on the human body, human mind and human spirit, the great Indian system of medicine recognizes the curative powers of music. The enchanting recitation of Sufi verses, Vedic chanting, Bhajans, Keerthanas, instrumental music especially Nagaswaram, Saxophone, Flute, Piano, Violin, and Tabalas has the ability to calm, compose, rejuvenate and stimulate pituitary gland, the secretions of which affect the nervous system and blood flow. Music vibrate the cells of human body and these vibrations transform the patients consciousness thereby promoting good health. Music has refreshing properties that aids in relaxation, greater concentration, since it stimulates the neurological fields of the body. The negative vibes such as anger, stress, anxiety, and depression can be controlled effectively. Studies indicate that music tuned in high octave at a tempo of 80-90 beats per minutes increases the cell activities which lead to strain and tension. Conversely, music played in the lower tempo of 40-60 beats per minute reduces them.

Music therapy is an established practice and has gained global recognition. It uplifts the quality of life, imparts vitality and strength to mentally challenged persons. According to the Sufi message of Nazarat Inayat Khan, “Music is the harmony of the universe in microcosm. The chords and discords of a man are to be found in his pulse, in his heart beat, his vibration, his rhythm and tone. His health or sickness, his joy or displeasure shows whether his life has music or not.”

2.3.8.2 The yoga of sound – Nada yoga

Nada yoga is the spiritual art and science of transformation within oneself through the rhythm of sound and tone. It can breathe life in to brain to ignite the delta waves. It is based on inner sounds concentrating on the finer and deeper sounds, moving from the outer to the inner realm. Dhyana or meditation is a part to self realization. The sound OM considered to be the most potent one in the universe is chanted with greater and deeper involvement for spiritual development and awareness.
2.4 History and Evolution of Spas - Health and Wellness Revolution

The wellness revolution had a phenomenal growth in the past ten years in all developed countries in the world. The harmony of mind, body and soul is established in the fast paced complex world. The New York Time business writer Paul Zane Pilzer calls “Wellness the next trillion dollar industry” since the aging baby boomers are looking for quality life to look younger and healthier.

According to the World Health Organization’s definition “health and wellness is a state of complete physical, mental and social wellbeing, which reflects a preventive way of living that reduces, and even eliminates the need for remedies”. The Spas role of providing a complete wellbeing has been accepted by the United States and various other countries which helped the growth of specialized Spas such as Resort Spas, Day Spas, and Destination Spas.

The term ‘SPA’ is developed from the Latin word “Salus Per Aquum” meaning ‘Water based therapy’. The word SPA is being defined as a buzzword for health, beauty and relaxation (Benge 1999). The British International Spa Association, in their newsletter of Spring 2002, defined SPA as “a place where therapeutic treatments are given using healing waters”. The benefits of the use of thermal or mineral water for the cure of various ailments goes back to prehistoric times. The thermal mineral water is used for drinking and bathing with the belief in its curative powers. This thermal mineral water treatment is known as Balneotherapy and is offered by the SPA towns or hot water spring resorts. The Day Spas of this region became very popular with the provision of health and personal care treatments.

During Roman times the soldiers used to flock to the small Belgium village “Aquae Spadane” where the hot water mineral springs were in plenty for treating the aching muscles and wounds from the battle. It was believed that the “Aquae Spadane” had some relationship with the Latin word “Spargere” since it means to sprinkle, scatter or moisten. As per the legend, in 1571 William Slings discovered the Chalbeate spring in Yorkshire after his experiential visit to the Belgian town “Spaw”. He has constructed an enclosed well for drinking medicinal mineral water, the first resort in England later known as Harrogate. The term “Spaw” is used as a generic description instead of the name of a place in Belgium, exclusively for resorts offering drinking mineral water rather than bathing.
This distinct character was lost since most of the Spas initiated external body treatments. During 16th century, the medicinal mineral water bath of Romans became very popular and it was revived in city of Bath, in England. Dr. Timothy Bright named it as “English Spaw”.

Romans view baths as a ritual for providing solace and rest to every citizen. As per the historical data there were more than 170 baths in Rome during the period of Caesar Augustus (27 BC to 14 AD). The Roman bath is considered as a culture among both men and women of all social class and the bath is transformed and turned it into an art. Most of the affluent homes have private baths in their homes. The Romans are also fond of large Public bath houses or “Thermae” an ideal location for bathing, exercising, and socializing (Fig. 2.10). It includes gardens, library, reading room, restaurant, bar, market place, museums, theatres etc. The bathers spent hours by moving around leisurely in the company of fellow Romans. Public baths were primarily built for the convenience of Roman soldiers. In order to honour the “Goddess Minerva” Romans constructed Spa at Bath, England around the hot springs. Later the “King’s Bath” was constructed over the ruins of temple of Minerva at Bath, England during the 11th century.

Fig. 2.10  Roman religious spa from ancient world.
http://www.jaunted.com/tag/baths
The popularity of the hot springs mineral water bath during the Elizabethan era attracts many visitors for the cure of various illness. There were more than nine hundred baths throughout the Roman empire and the oldest Roman Spa is located in Merano, Italy.

The growth and development of spas continued to 17th and 18th century when it was associated with the practice of providing treatments to individual guests by medical professionals. Secluded mountain ranges were identified as ideal locations for the Spas since it provides the visitors with panoramic views. The treatment provided at these spas were either drinking or bathing in mineral hot water pools. The popularity and success of these ventures lead to the addition of restaurants and casinos.

The traditional tribes of North America, Mohawk Indians used the hot mineral springs not only to energize the physical and spiritual well being but also for healing various ailments. The oldest hot water mineral spring used by the Mohawks is the “Saratoga Hot springs”, which was established in 1790 with the provision of treatment and accommodation. “Saratoga Hot spring” means a “Place of medicine waters of the great spirit”.

With the expansion of America the mineral hot water spas were developed and established on the elaborate study based on geography, geology, mineralogy and climatology. The American Spas are quite different from European spas. The European spas are traditional and considered as a center for treatment of illness and prevention of future ailments. Lot of emphasis is given for relaxation and stress relief.

The American spas mainly focus on wellness of healthy individuals and complement them with nutritional, exercise and beauty regimen. A holistic approach to spa treatments is being developed by including meditation and spirituality in most of the American spas. Even though the origin of spas are from hot natural springs of healing waters, the spas around the world are shifting their focus away from the traditional treatments and replacing with the latest technology and medicines.

According to Prof. Jonathan Paul de Vierville, SPA historian and owner of Alamo Plaza SPA at the Menger Hotel in San Antonio, Texas, USA, popularity of SPAs has accompanied cultures with leisure time. Social bathing was an important cultural process practiced by Mesopotamians, Egyptians, Minoans, Greeks and Romans whenever they sought health and relief from their pain and diseases. According to Aaland (1978), and
other Greek writers the Greeks favoured a variety of baths as early as 500 BC, from hot water tubs to hot-air baths, or laconic. A brief description about the history and evolution of spa is given by Julie Register (2010) as given below.

“From the small Greek laconic grew the Roman balneum and finally the extravagant Roman thermae (Greek Word for “heat”). Before Emperor Agrippa designed and created the first thermae in 25 BC, the smaller, more numerous balneum was enjoyed by Roman citizens for more than 200 years. Each subsequent emperor created thermae as more spacious and splendid than what his predecessor made. The Diocletian bath could hold 6000 bathers. They were built all over Roman Empire from Africa to England.

The thermae later became a central entertainment complex offering sports, restaurants, and various types of baths. A typical routine might begin with a work out in the palestra, followed by a visit to three progressively warmer rooms starting in the tepidarium, the largest and most luxurious room in the thermae. The bather would stay for an hour or so while being anointed with oils. This would be followed by a visit to the caldarium with small private bathing stalls offering a choice of hot or cold water. A visit to the hottest chamber, the laconicum, would follow. Here the body will be vigorously massaged and the dead skin scraped off with curved metal tool called strigil. The bathing ritual would end with cool dip in the pool of the frigidarium. Refreshed and clean, the bather then retires to the outer areas of the thermae to relax in the library or assembly room.

As the Roman empire fell, the Roman thermae fell in to disrepair and disuse. The bath gained and lost popularity in different parts of the world Asia, Europe, Africa, and North America through the present day. Baths were often built near natural hot or mineral springs. In the Renaissance era, Parcelsus, mountain mineral spring at Paeffers, Switzerland, and towns like Spa, Belgium; Baden-Baden, Germany; Bath, England; grew up around natural thermal waters considered to have healing properties. The use of saunas and steam baths also emerged. In 1522, the first
scientific book on “Czech Karlovy Vary” treatment for disease was published in which a regimen of baths and drinking the waters of the springs was recommended. In 1890’s Father Sebastian Kneipp developed holistic herbal and water therapy in the German SPA village of Bad Wörishofen. In 1350, public baths were closed across Europe to prevent the spread of bubonic plague”.

In New York the Saratoga mineral hot spring became an elite destination of health and wellness treatment with the visit of Fraklin Delano Roosevelt and Edgar Allan Poe in 1850. New York became a location of Spa innovation with the first ‘Day Spa’, a finishing school Manhattan’s Red Door Salon, of Elizabeth Arden in 1910 offering signature “Arden Wax” manicures and facials. Deborah Szeskely, also created the first “Destination Spa Rancho La Puerta”, and Golden Door Spa in California, offering individualized weight loss and fitness programs including aerobics. ‘The Ashram’, fitness Spa in California, established in1974, created popularity as a brand with the weight loss or fitness regimen, incorporating holistic medicine in a luxurious Spa environment.

It is the healing properties of the waters, mud, herbs and even climate that drive the overall experience Kaspar (1974)\textsuperscript{134}, whereas for those who see it as part of social, physical, psychological or even spiritual engagement, it is more of a holistic approach to wellness (Spivack 1998)\textsuperscript{135}.

With the wide acceptance of Spa as a center of health and wellness a record number of people opting for the Spa vacations have increased across the globe. A well known travel operator based in New York “Spa finder Inc” become the first travel agency specialized in Spa vacations. In 1986, it started offering varied Spa experience of life style changes including medical, spiritual as well as outdoor adventure and exotic travel. The Spa industry has grown globally with Spas located in every part of the world, including Africa, Middle East, and in Eastern Bloc countries with a turnover of approximately 15 billion US$ annually. The Spa culture has penetrated and created an influence on cosmetics, fashion, architecture, home decor and cuisine.

“Spa finder”, the Global Spa resource through their publication, marketing, media and through their award winning website (Spafinder.com) introduced the largest Spa Gift Certificate Programme connecting millions of Spa users to thousands of finest Spas outlets
in the world. The Spa finder has played a major role in popularizing the Spa culture and
generated more revenue than Ski resorts, amusement, theme parks and cinema industry
thus turning the “Spa” in to a fourth largest leisure industry in US.

With the awareness about the healthy life styles, relaxation, disease prevention, the
modern society find Spas as an answer to address all these requirements. The requirement
and the demand to the needs created a new product “Health and Wellness” which create an
interesting appeal to wider masses. McNeil and Ragins (2004)\textsuperscript{136} pointed out that
consumers are looking for a nurturing and healing place where they can enjoy community
time, and have shared experiences with friends, relatives and spouses. The present day
Spas are an extension of health and wellness facilities combining the traditional and
modern technology. The Jacuzzi whirlpool, Hydrotherapy tubs, Swiss Showers, Scotch
hoses and Vichy showers are the new introductions for the comfort of the spa users. In
order to express and celebrate the association of water in Spas, the hot water springs are
replicated and modified for floatation therapy, Watsu, Wassertanzen, water dance, liquid
sound, dreams and rituals using healing waters.

2.5 Role of SPA in Health and Wellness Tourism

The Spa and wellness industry has capitalized on the growing consciousness among
people to give wellness importance in their lives. Spa tourism is otherwise known as health
and wellness tourism. ISPA, (2007)\textsuperscript{137} defines Spas as “place devoted to enhancing overall
well-being through a variety of professional services that encourage the renewal of mind,
body and spirit”. According to ISPA the key elements of the Spa experience are 4 R’s
Relax (eg. Stress management), Reflect (eg. Meditation), Revitalize (eg. Energy and
Rejuvenation), Rejoice (eg. Happiness and Entertainment).

The Spas are successful because of its core strength, which is, providing complete
relaxation, distressing and preventive care on health and well being. The Spa destinations
are sought by people who are fundamentally in good health and mainly focus on getting
healthier with body treatments, fitness, and nutrition. At times, the Spas compliment with
alternative practices of beauty, body and mind treatments.

Health tourism was defined by the International Union of Tourism Organizations the
fore runner of the United Nations World Tourism Organization (UNWTO) in 1973 as the
“ Provision of health facilities utilizing the natural resources of the country, in particular
mineral water and climate”. The growth of Spa destination was tremendous with the provision to use the natural resources such as mineral water, salt and mud for therapeutic use. Ballal (2012)\textsuperscript{138} said that the integrated approach towards the treatment of body and mind also created a wide spectrum of products and services – medical wellness, edu-wellness, etc. which extend Spa services to a broader population.

Health Tourism includes Medical Tourism and Wellness Tourism. Medical tourism mainly deals with generally older people with some sort of illness or deformation which needs treatment and cure. Wellness treatment mainly concentrates on the wellbeing, generally attracted to the young people. The package usually includes nutrition and diet regimen, exercises, beauty treatments, education on meditation and mental relaxation. Health tourism has demand for the whole year. The usage of facility in terms of accommodation and treatment is more as wellness treatment requires relaxation therapy and cyclical sports to develop endurance and prevent illness.

ILIS Innovations and Learning in Spa Management Project (142759-LLP-1-2008-1-FI-ERASMUS-ECUE) has defined Spa as

“A designated place of services in the continuum of health, wellbeing, relaxation and body styling (nutrition, gym, physical activities, plastic surgery, beauty care, etc.) which are offered holistically by skilled professionals often with aid of (healing) water.”

In health and wellness tourism sector Spa has a major role in providing a broad spectrum of holistic, curative and preventive treatments and it is widely acknowledged as a core element in health and wellness tourism space. A report by the European Spa Association (ESPA) showed a 41% rise in Spa visitors over a period 2002-2004. The renewed tourism policy of European Union COM (2006)\textsuperscript{139} emphasizes improving the competitiveness of the European Tourism industry. According to this policy there will be significant growth in health tourism. The European Travel Commission (ETC) and European Travel & Tourism Action Group (ETAG) in its article “Tourism Trends for Europe” (2006) argues that the ageing population and an increasing concern for health are likely to drive a growth in demand for health tourism products and Spa services. During 20\textsuperscript{th} century, the development and discoveries in the medical field has subdued the offerings of Spas. Realizing the setbacks, the Spas enhanced its offerings as location of
luxury accommodation, clinics for weight loss programmes, relaxation and well being. In order to attract the wealthy, the aesthetic elements and environments of the Spas are modified to invigorate and soothe all the five senses of sight, sound, smell, feel and taste for physical, emotional and spiritual rejuvenation which is incorporated with lighting, music, aroma, healing touch, and nutritional diets.

2.6 Spa Health and Wellness Tourism

The complex diversity of Spa is reflected on the term and its meaning in various languages - Bath, Bano, Bad, Therme, Terme, Grotto, Spa, Kupele, Furdo- means Spas of Mineral hot water springs.

The professional approach of Spas through its wellness programme elevates the sense of attitude and personal fulfillment by understanding the meaning and purpose of life. Thus the people learn to be happy in life. Canadian Tourism Commission in 2005 in their report on business strategy for Spa Health and Wellness Tourism in Canada started “Spa Health and Wellness Tourism” combining the consumers interest on travel, leisure and Health and Wellness service products. The present day Spa provides services and facilities of East and West, from traditional to modern to satisfy the varied demands of the clients. These days, most people opt the services of Spas for pampering and pleasure, healing and nourishing the body, mind, spirit, fitness and stress management. The variety of services at a Spa destination include Swedish, Japanese, Shiatsu, Thai massage, European facials, Acupuncture, Dead sea Salt scrubs, Moor mud wraps, Thalasso therapy, Aroma therapy, Reflexology, Microdermabrasion, Endermologie, Reiki, Aura imaging, Watsu, Rasul, Hypnotherapy, Classes in nutrition, Meditation, Yoga, and Thai chi.

2.7 Domains of Spa

To understand and organize this overwhelming variety of Spa offering, the International SPA association ISPA (2007) has defined the “ten domains of SPA” or segments of the industry as:

1. The Waters
2. Food, Nourishment, Diet, and Nutrition
3. Movement, Exercise and Fitness
4. Touch, Massage and Body work
5. Mind, Body and Spirit
6. Aesthetics, Skin care, Natural beauty agents
7. Physical space, Climatology, Global ecology
8. Social cultural arts and Value, SPA culture
9. Management, Marketing, and operations
10. Time, Rhythm and cycles

It is not necessary that all the above mentioned domains are included in a Spa. Some of the Spas focus on single specialization of treatment for a day, while the destination Spas offer combination treatments for period of week or more. The medical Spas treat cosmetic and chronic health problems. Mueller and Kaufman (2001) defines “wellness as an intrinsic aspect of the Spa experience describing it as a state of health featuring the harmony of body, mind and spirit, with self responsibility, physical fitness, beauty care, healthy nutrition, diet, relaxation, meditation, mental activity, education, and environmental sensitivity and social contacts as fundamental elements”. Thus a SPA is identified as a place to ease lifestyle problems and ailments in a sociable atmosphere.

Spivack (1998) suggested that many health resort owners and operators in the US consider the word Spa as old fashioned, and too often associated with simply pampering or beauty treatments and have therefore tended to incorporate new phrases such as “lifestyle resorts” “longevity centers” “holistic wellness programs” or “fitness vacations” to describe or market their product. Several demographic, economic, and lifestyle components are the main factors that contribute Health and Wellness tourism (Garcia-Altes 2005).

The Australian Spa Association (ASPA) has a detailed hierarchy of Spa types grouped in to the four broad categories of Day Spa, Destination Spa, Natural Bathing Spa, and Related Spa. Each main Spa type is further divided in to several sub-categories, each with very specific criteria of what is required in order to belong to its group. Table 2.2 illustrates the various categories of spa.

2.7.1 Day Spa
A business that provides professionally administered Spa services that are offered to clients on a daily basis with appropriate Day Spa facilities. The main sub type of Day spa is illustrated in Table 2.3.
### Table 2.2 Categories of Spa

<table>
<thead>
<tr>
<th>Category</th>
<th>Definition</th>
<th>Sub-categories</th>
</tr>
</thead>
<tbody>
<tr>
<td>Day Spa</td>
<td>Professionally administered Spa services that are offered to clients on a daily basis.</td>
<td>Wellness Spa, Bath House Spa, MediSpa, Cosmed Spa</td>
</tr>
<tr>
<td>Destination Spa</td>
<td>Spa that provides Spa style treatments with accommodation.</td>
<td>Resort Spa, Hotel Spa, Spa retreat, Health Spa.</td>
</tr>
<tr>
<td>Natural Bathing Spa</td>
<td>Spa business operating with retreat location, offering extensive use of communal bathing in naturally occurring waters or mud pools with full range of services which may or may not be provided on site and with guest accommodation</td>
<td>Mineral Spring Spa, Hot spring spa, Natural Mud Spa, Sea Water Spa.</td>
</tr>
<tr>
<td>Related Spas</td>
<td>Business that incorporate Spa principles into their philosophy and practices, with minimal water therapy facilities and minimal guest amenities.</td>
<td>Salon Spa, Dental Spa, Nail Spa</td>
</tr>
</tbody>
</table>

Source: Australian Spa Association (ASPA)

### Table 2.3 Day Spa-sub-types

<table>
<thead>
<tr>
<th>Spa Type</th>
<th>Definition</th>
<th>Criteria</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wellness Spa</td>
<td>Combines Spa services with wellness Programs with appropriate Day Spa facilities</td>
<td>Day Spa facilities, Spa therapy and body therapy, wellbeing and lifestyle programs, and offering of Spa cuisine</td>
</tr>
<tr>
<td>Bath House Spa</td>
<td>Combines Day Spa Services in bathing environment</td>
<td>Evidence of Day Spa facilities, Spa therapy and body therapy, as well as bathing facilities.</td>
</tr>
<tr>
<td>Medi Spa</td>
<td>Medical and Wellness care in an environment that combines Spa services as well as orthodox medical, and /or cosmetic medical with complimentary therapies and treatments.</td>
<td>Evidence of Spa facilities with fully integrated complimentary therapies and orthodox medical services, Spa services that include body and water therapy</td>
</tr>
<tr>
<td>Cosmedi Spa</td>
<td>Medi Spa sub-category involving medical business that offer cosmetic medical procedures, beauty and Spa therapies</td>
<td>Evidence of Day Spa facilities, cosmetic medical procedures, beauty and Spa services that include body and water therapy</td>
</tr>
</tbody>
</table>

Source: Australian Spa Association (ASPA)
2.7.2 Destination Spa – Sub categories

Is also known as “health farms” or “hydros” and provide a wide range of therapeutic treatments, healthy eating and nutritional guidance. It may be considered as Spa that provide Spa style treatments with accommodation or Spa within accommodation environments. The sub categories of Destination spa is given in Table 2.4.

Table 2.4 Destination Spa-sub-types

<table>
<thead>
<tr>
<th>Spa Type</th>
<th>Definition</th>
<th>Criteria</th>
</tr>
</thead>
<tbody>
<tr>
<td>Resort Spa</td>
<td>Spa business operating within a resort location offering beauty and body treatments with some water therapy and Spa style service. May or may not offer wellness programs.</td>
<td>Evidence of Spa services that include body and water therapy, as well as available guest accommodation.</td>
</tr>
<tr>
<td>Hotel Spa</td>
<td>Day Spa business operating within a hotel location offering full Day Spa therapies and services including water therapy and relaxation areas. May or may not offer wellness programs and Spa cuisines/healthy food option.</td>
<td>Evidence of Day Spa facilities, Spa services that include beauty, body and water therapy, and hotel accommodation.</td>
</tr>
<tr>
<td>Spa Retreat</td>
<td>Accommodation based facility offering Spa body treatments, with some water based therapy as well as Spa cuisine/healthy food options.</td>
<td>Evidence of Spa services that include body and water therapy, Spa cuisines as well as guest accommodations.</td>
</tr>
<tr>
<td>Health Spa</td>
<td>Spa business operating within a retreat location, offering a full range of Spa Service and wellness programs that address the client’s health and lifestyle needs, providing on site guest accommodation.</td>
<td>Evidence of 3-7 day packages that are programmed and include diet, fitness etc. Packages to be supplemented by Spa/body treatments, Spa Cuisines and guest accommodation.</td>
</tr>
</tbody>
</table>

Source: Australian Spa Association (ASPA)

2.7.3 Natural bathing Spa

Spa business that is operating within a retreat location and offering extensive use of communal bathing in naturally occurring waters or mud pools with full range of Spa services which may or may not be provided with onsite guest accommodation. The sub types of natural bathing spas is depicted in Table 2.5.
Table 2.5 Natural Bathing Spa-subtypes

<table>
<thead>
<tr>
<th>Spa type</th>
<th>Definition</th>
<th>Criteria</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mineral spring Spa</td>
<td>Spa business operating within a retreat location, offering extensive use of communal bathing in naturally occurring spring water pools or baths with a full range of Spa services.</td>
<td>Evidence of Spa services in conjunction with extensive communal bathing facilities that include, but, are not limited to mineral springs.</td>
</tr>
<tr>
<td>Hot spring Spa</td>
<td>Spa business operating within a retreat location, offering extensive use of communal bathing in naturally occurring Hot spring Water pools or baths with a full range of Spa services. May or may not provide onsite guest accommodation.</td>
<td>Evidence of Spa services in conjunction with extensive communal bathing facilities that include, but, are not limited to hot springs. Guest accommodation may or may not be available.</td>
</tr>
<tr>
<td>Natural Spa</td>
<td>Spa business operating within a retreat location, offering extensive use of communal bathing in naturally occurring mud pools or mud baths with a full range of Spa services. May or may not provide onsite guest accommodation.</td>
<td>Evidence of Spa services, in conjunction with extensive communal bathing facilities that include but are not limited to natural mud. Guest accommodation may or may not be available.</td>
</tr>
<tr>
<td>Sea Water Spa</td>
<td>Spa business operating within a retreat location, offering extensive use of sea water in baths and treatments with a full range of Spa services that may or may not provide onsite guest accommodation.</td>
<td>Evidence of Spa activities with extensive use of sea water. Guest accommodation may not be available.</td>
</tr>
</tbody>
</table>

Source: Australian Spa Association (ASPA)

2.7.4 Related Spas

The objective is very much based on the very minimal use of water treatment with very limited guest facilities. These spas focus mainly on beautification offering beauty, fitness and wellness programmes eg. salon spa, dental spa and nail spa.

2.7.5 Intelligent Spas –

Intelligent Spas fall into the Spa Categories Not Covered by ASPA (Australian Spa Association) and it provides a list of Three Spa Categories – Club Spa, Retail Spa, and Slimming Centre Spa. A brief definition of these is given in Table 2.6.
Table 2.6 Intelligent Spa-subtypes

<table>
<thead>
<tr>
<th>Spa Type</th>
<th>Definition</th>
</tr>
</thead>
<tbody>
<tr>
<td>Club Spa</td>
<td>A Day Spa operating with health, sports, recreational or social club facility</td>
</tr>
<tr>
<td>Retail Spa</td>
<td>Primarily a skin care outlet, which also offer Spa treatments in classic treatment rooms, without supporting facilities.</td>
</tr>
<tr>
<td>Slimming Centre Spa</td>
<td>Primarily a slimming center, which also offers Spa treatments in basic treatment rooms, without supporting facilities.</td>
</tr>
</tbody>
</table>

Source: Intelligent Spas

2.7.6. Historic spas

These are often located in buildings of extra ordinary combinations of archaeology, architecture, craft and landscape. Starting from the ancient Greek and Roman times, these facilities were built in areas where the waters were thought to have healing properties. Some of these spas are still found in the following countries:

- Austria
- Hungary
- Italy
- Germany
- Japan
- Turkey

When the towns such as Bath, Buxton and Tunbridge Wells became “resorts of amusement and fashion” during 18th century, the designation of “Spa town” signified much more than a place with a spring (Fig. 2.11). Today, Spas across the Europe offer a wide range of facilities from clinics to casinos, leisure pools to horse riding and luxury hotels to beauty salons. (Garcia-Altes 2005)\textsuperscript{143}.

2.8 The Rise of Spa Culture

There are many reasons that are attributed to the rise of Spa culture. An attempt has been made to identify a few of them.
2.8.1 Ageing Population

The post-war baby-boom parents with highest disposable income, have highest propensity to travel. Majority of them are less sensitive to price but are aware of other aspects such as location, destination, quality, privacy, etc.

2.8.2 Life style Changes

Demographics and life styles of these target markets will have requirement and an increasing demand for cosmetic surgery, spas, fairness centers and addiction treatment centers.

2.8.3 Tourism Alternatives

With the awareness from media and travel the present day travelers look for new and different experiential holidays. In order to create a novel holiday experience, health services and products are being added to other tourism and leisure products. The accommodation operations are also in the process of developing more combined products in the areas of health and creative tourism. For many countries the health and wellness tourism market is one of the fastest growing sector eg. Taiwan, Japan and Australia (Cheng-Fei and Brian 2008).
2.9 Conclusion

The History and Evolution of Spas, Role of Spa, Domains of Spa, Categories of Spa in Health and Wellness culture and how the industry has capitalized on the growing consciousness among the people is studied in this chapter.

The various Health and Wellness Treatments such as Holistic Medicine, Alternative Medicine, Complementary Medicine, Natural Healing, Traditional Medicines and treatments of Yoga, Ayurveda, Sound and Music in Health and Wellness therapy are the best known form, and are sometimes treated as being synonymous with Spas. Spas or Health and Wellness centers has been predicted to play a major role in this process and will become centers of education, teaching the client how to take care of themselves and enjoy optimum health.
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