**Chapter 7:**

**Spa and hot spring development and management in the hospitality and tourism industry**

**Test Questions**

*Multiple Choice*

1. Which type of spa is located on the property of a hotel, and is generally an important profit center for the property?
	1. Amenity spa
	2. Resort spa
	3. Destination spa
	4. Medical spa
2. Which type of spa is typically located on the property of a hotel and treated as an added facility, but it is not an important profit center?
	1. Amenity spa
	2. Resort spa
	3. Destination spa
	4. Medical spa
3. Which type of spa is the main focus of a property that offers specific health and fitness programs, and additional activities, to guests only?
	1. Amenity spa
	2. Resort spa
	3. Destination spa
	4. Medical spa
4. Which of the below is *not* typically found in hot spring water and promoted for its benefits?
	1. Chloride
	2. Sulfur
	3. Lead
	4. Radon
5. The majority of naturally occurring hot springs are found in which region of the world?
	1. North America
	2. Europe
	3. Asia-Pacific
	4. South America
6. An Onsen ID Card provides useful information about that specific hot spring. What type of information is *NOT* likely to be included on the card?
	1. Origin of the hot spring water
	2. Mineral composition and pH
	3. Osmotic pressure
	4. History of the hot spring
7. Which city is known as the Spa Capital of the World?
	1. New York, NY, USA
	2. Bangkok, Thailand
	3. Budapest, Hungary
	4. Geneva, Switzerland

1. Which of the below is likely to be the most useful metric or KPI for a spa manager to know?
	1. Therapist productivity
	2. Market segmentation
	3. Number of services per guest
	4. Revenue per available treatment hour (RevPATH)

*True/False*

1. When hot spring water mixes with dirt and clay on its way to the surface, it is called a mud pot.

T

1. Services within one spa are always consistent.

F

*Short Answer*

1. Discuss at least two of the benefits having a spa can offer to a hotel.

Having an on-site spa also often provides additional revenue to the resort; it has been shown to increase revenue per available room (RevPAR) and average daily room rate (ADR). Resort general managers also indicate that having a spa enhances their occupancy, perceived value for money, length of stay, and marketing advantage. A spa can also be useful in the following ways:

* Attracting more visitors in the off- and shoulder seasons
* Lengthening the shoulder season, thereby shortening the off-season
* Being more competitive with other spa resorts
* Giving business guests a reason to extend their stay and another reason to return as a leisure guest
* Positioning the resort as destination for incentive travel
* Enriching spouse/companion programs for business travelers
* Providing an indoor activity option during poor weather
1. Describe at least two ways operating a spa facility around a hot spring is more difficult than operating a spa not associated with a hot spring.

Although they can offer many benefits to the local area, caution should be taken when developing spa and hot spring facilities, in order to protect the natural resources and enhance rather than drain them. Hot spring resorts present a different challenge to hoteliers, as the springs are naturally occurring and therefore location opportunities are more limited. Additionally, hot springs are generally considered public amenities regulated by a local government or organization, and are not often able to serve as proprietary resources for one business. A resort built around a hot spring may see many of the same positive results noted above for spas, but their facilities must be competitive with others in the area and they must deliver a desirable product to the marketplace.

1. Discuss at least two factors that are likely to affect hot spring visitor satisfaction.

A group of researchers in China identified nine factors that affected customer satisfaction of Chinese hot spring tourists: environmental quality, special resources, convenience, food, service quality, facilities, consumption emotion, perceived value, and targeted consumers. Environmental quality includes cleanliness, ecology, cultural features, and recreational activities. Special resources comprise the chemical composition, microelements, and mineral concentration and water temperature. Hot spring facility managers can address these two categories through monitoring and communicating the composition and stability of the water’s health benefits to guests. Similarly, the categories of convenience, food, service quality, and facility can be measured through guest satisfaction surveys, and feedback should be taken into account to make improvements.