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Analysis and Management of Health and Wellness Programs and Offerings

This chapter discusses the analysis and management of health and wellness programs and offerings in foodservice, hospitality, and tourism businesses. First, it introduces the case study of the Arctic Bath Hotel and Spa in Sweden. Then, it describes the primary categories of health and wellness programs and offerings. In particular, it looks at specific ways wellness services and experiences need to be reviewed and identifies some key performance indicators (KPIs) to measure. Finally, it suggests ways to gather and analyze data to improve wellness facilities and services to increase customer and stakeholder satisfaction.

Learning outcomes

By the end of this chapter, students should be able to do the following:

1. Describe the wellness programs and offerings that Arctic Bath Hotel and Spa offers its guests.
 2. List and explain what wellness programs and offerings hospitality and tourism businesses can contribute to their guests.
 3. Explain and discuss key performance indicators to measure the success of these wellness programs and offerings.
 4. Describe different ways to gather and analyze data related to customer feedback.
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Case study: Arctic Bath Hotel and Spa, Sweden

Found in Swedish Lapland, in the micro-destination of Harads, the Arctic Bath Hotel and Spa welcomes guests year-round with a unique wellness offering. Walking across a cold pool centerpiece, a footbridge brings visitors to cabins and rooms that float on top of the Luleriver in warm weather and freeze in place during the winter. Here guests can experience the Northern Lights during the winter and the midnight sun during the summer. With a focus on local foods, activities, building materials, and spa ingredients, the Arctic Bath Hotel and Spa provides guests with an authentic Scandinavian experience while leaving little impact on the local environment.

Their treatments center on the four cornerstones of wellness: proper nutrition, regular exercise, peace of mind, and care of the face and body. Hotel guests are guaranteed a table in the on-site restaurant, which offers a five-course menu, changing daily depending on what local ingredients are in season. For exercise, guests are encouraged to partake in one of the handpicked local activities such as a nature hike, fishing on River Luleå or through the ice, cycling in the forest, horseback riding, cross-country skiing, or a wilderness ride by snowmobile or traditional dogsled. Caring for the face and body begins with an open-air cold bath alternated with a sauna or hot tub, and continues into luxurious products and professional spa treatments.

The Arctic Bath Hotel and Spa offers a unique accommodation design in a tranquil and beautiful location. Focusing on their natural surroundings and local traditions, the property also partners with local activity companies and food sources to maximize the guest experience. Visiting the hotel is sure to be a bucket list experience for many wellness travelers.

Sources: Arctic Bath (2019); Rosenberg (2020)

Discussion questions

1. What types of wellness facilities and amenities are available in the Arctic Bath Hotel and Spa?
2. What makes the Arctic Bath Hotel and Spa so unique?
3. What natural resources does this hotel offer to its visitors?
4. What can other hotels, spas, and similar businesses learn from the Arctic Bath Hotel and Spa?

Wellness programs and offerings

Throughout this textbook, we have looked at many facets of wellness in hospitality and tourism. The primary categories discussed include destinations, spas, and hot springs, health and wellness facilities and amenities, and events. While planning and implementing health and wellness components is a crucial stage, it is equally as important to monitor them on an ongoing basis to ensure the offering is being

managed as well as possible, and clients are still pleased and returning and recommending it to others. First, it may be helpful to review the definitions and scope of the different components of health and wellness tourism.

Wellness destination management and analysis

As noted in Chapter 4, a wellness destination refers to a country, state, region, city, town, or event that tourists and residents visit to improve their holistic health. Again as noted in Chapter 10, wellness destination development refers to the process of systematically and continuously planning, developing, managing, evaluating, and leading a destination's brand identity as it relates to wellness tourism. Destination management is defined as "the coordinated management of all the elements that make up a tourism destination (attractions, amenities, access, marketing, and pricing)" (WTO, 2007). While managing a destination, the following factors should be paid attention to since they are the most important in the eyes of the tourist: "the natural conditions of the destination and the relaxing environment of the hotel, differentiation based on personalized and professional attention, price competitiveness and attractiveness of the offer of wellness treatments and centers" (Medina-Munoz & Medina-Munoz, 2014).

Spa and hot springs management and analysis

Chapter 7 introduced eight different types of spas: resort spa, amenity spa, destination spa, medical spa, club spa, cruise ship spa, day spa, and mineral springs spa. Spas can benefit a destination in many ways, such as attracting more visitors in the off- and shoulder seasons, lengthening the shoulder season and thereby shortening the off-season, giving business guests a reason to extend their stay and return as a leisure guest, enriching spouse/companion programs for business travelers, providing an indoor activity option during poor weather, and more (Mill, 2011). One spa brings their dedication to wellness travelers to the next level; Rocco Forte Spa at the Verdura Resort in Sicily uses four initiatives for a comprehensive approach to wellness:

1. Organics (skincare products made with local ingredients).
2. Rituals (unique spa treatments).
3. Fitness (innovative trainers, equipment, and technology).
4. Nourish (delicious and healthy food).

These four elements are customized to each particular guest upon arrival. All staff and managers are made aware of the resulting program, and every piece of the stay is personalized down to the in-room minibar snacks (Ramani, 2018). Previous studies show that a destination's natural spa resources, cultural resources, attractions, lodging options, food, transportation, and safety and security are key elements for spa and hot spring visitors. In line with that, strategies for destination competitiveness should address the following capacities: capabilities of DMOs, planning and management of a destination, environmental management, experience management, talent management, pricing, marketing and management of a destination (Lee & King, 2008).