

**Examining Tourist's Perception about the Role of  
Quality Health Center Services in Tourist  
Satisfaction: Case of Five Star Hotels in Montreal,  
Canada.**

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## ABSTRACT

Health and wellness tourism has been growing worldwide as tourists are demanding and attracted to this particular dimension of the accommodation firms-mainly five star hotels. This study deliberates the impact of health centers on tourists and its effect on tourist's satisfaction level of the accommodation where they receive health care and relaxation services in the tourism market of Montreal, Canada. The assumption is that accommodation establishments have focused on their different departments including the health center. However, the managers are not aware to what extent the guests are affected by the services of the health center and how this experience affects them to revisit the same accommodation firm. In fact, a way of life oriented toward optimal health and well-being in which the body, mind, and spirit are integrated by the individual to live more fully within the human and natural community. A survey was administered to the guests in five-star hotels to explore the significance of health-care centers in the accommodation establishments. The study tested 7 hypotheses with applying twelve variables. The result revealed that all the variables determined positive correlation between quality health services in the hotels and customer satisfaction and their revisit. The study is also highly supportive of further significance need to be given to the highly standardization of health centers as one of the major attributes of accommodations.

**Keywords:** health and wellness tourism, spa and health centers, customer satisfaction, five- star hotels, management innovation.

## ÖZ

Turizm firmaları ve beş yıldızlı otellerde, turistlerin taleplerine bağlı olarak sağlık ve sağlıklı yaşam turizmi dünya çapında artmaya devam etmektedir. Bu çalışma Montreal ve Kanada daki turizm sektöründe bulunan konaklama hizmetlerinin yanısıra sağlık merkezlerinin verdiği sağlık ve sağlıklı yaşam hizmetlerinin turistler üzerindeki etkisini ve memnuniyetini tartışmaktadır. Konaklama işletmelerinin sağlık merkezlerini içeren farklı departmalarda odaklandığı varsayılmaktadır. Ancak, yöneticiler misafirlerin almış olduğu sağlık merkezi hizmetlerinden ve yaşamış oldukları deneyimlerden, onların aynı konaklama işletmesini tekrar ziyaret etmekte ki ve aynı işletmeyi tekrar seçmekteki kararlarını nasıl ve ne kadar etkilendiğinin farkında değiller. Aslında "optimal sağlık ve esenlik doğru yönlendirilmiş beden, zihin, ruh ve insanın doğal toplum içinde bir bütün olarak yaşaması için birey tarafından entegre edilmiş olan bir yaşam biçimidir.

Anket beş yıldızlı otellerdeki sağlık merkezlerinin önemini keşfetmek için otel müşterilerine dağıtıldı. Bu çalışmada 12 adet variable ile 7 tane hipotez test edilmiştir. Yapılan bu çalışmanın sonucunda tüm değişkenlerimiz ile otellerde ki kaliteli sağlık hizmetleri, müşteri memnuniyeti ve yeniden ziyaret etmek arasında olumlu bir ilişki olduğunun tespitini ortaya koymuştur. Aynı zamanda bu çalışma konaklama tesislerinin önemli niteliklerinden birisi olan sağlık merkezlerinin yüksek standardizasyona sahip olması gerektiğinin önemini desteklemektedir.

**Anahtar Kelimeler:** Sağlık ve sağlıklı yaşam turizmi, spa ve sağlık merkezleri, müşteri memnuniyeti, beş yıldızlı oteller.

## **DEDICATION**

This research paper is lovingly dedicated to my parents who have been my constant source of inspiration. They have given me the drive and discipline to tackle any task with enthusiasm and determination. Without their love and unconditional support this project would not have been possible.

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## **LIST OF ABBREVIATION**

EHQ	European Hospitality Quality
ESPA	European Spa Association
HDI	Human Development Index
IATA	International Air Transport Association
ISO	International Organization for Standardization
ISPA	International Spa Association
IUCN	International Union for Conservation of Nature
PQLI	Physical Quality of Life Index
RMF	Recommended Methodological Framework
T&T	Travel and Tourism
TFO	Tourism Fundamental Organization
TSA	Tourism Satellite Account
TTCI	Transportation Technology Centre Inc.
UNWTO	The World Tourism Organization
WTTC	World Travel & Tourism Council

# Chapter 1

## INTRODUCTION

### 1.1 Introduction

Visiting health centers is a personal choice; this study deliberates the impact of health centers on tourists and its effect on tourist's decision and motivation to visit the same accommodation where they receive health care and relaxation services. The assumption is that accommodation establishments have focused on their different departments including the health center. However, they are not aware to what extend the guests are affected by the services in the health center and how this experience affects them to revisit the same accommodation firm. In fact, health and wellness tourism has been growing worldwide as tourists are demanding and attracted to this particular dimension of the accommodation firms, mainly five star hotels (<http://www.euromonitor.com/health-and-wellness-tourism>). The modern life style and urbanized life have produced a new demand and desire to travel and stay in places where access to quality health related services are at their best. Visitor retention can be enhanced if managers and planners pay attention to re-evaluate their policies towards innovative ideas in this particular department. Health and wellness tourism, including medical tourism, is becoming a trend for relaxation and rehabilitation. With the growing demand for this product, it is essential to gauge the visitor's attitudes and perception to surpass the facilities and promote the quality of service in health and wellness market (TFO, 2008; Smith, 2009). Quality improvement plans in accommodation and resorts places is one of the necessity that

should be settled on today's tourism industry in order to make up the customer satisfaction and their loyalty in the interim of tourists residence in a hotel or resorts.

Health center in these cases is one of the appropriate points that an accommodation place can put emphasis on it for obtaining customer satisfaction; this study deliberates the impact of health centers on tourists and its effect on tourist's satisfaction of the accommodation where they receive health care and relaxation services. The assumption is that accommodation establishments have focused on their different departments including the health center. However, they are not aware to what extent the guests are affected by the services in the health center and how this experience affects them to revisit the same accommodation firm. In fact, health and wellness tourism has been growing worldwide as tourists are demanding and attracted to this particular dimension of the accommodation firms-mainly five star hotels (<http://www.euromonitor.com/health-and-wellness-tourism>).

The announcement and call from UNWTO (December, 2012) about medical tourism shows the significance and necessity of this field of study. According to the new trend, health and relaxation are playing a significant role in motivating and attracting tourists to different destinations. Health tourism became a tourism style and beyond the style become a type of tourism. Therefore it seems necessary for tourism managers and planning managers to re-evaluate their views about this part of tourism system. Now-a-days, tourists' expenditure contains a measurable amount that is spent on health, healing, and rehabilitation. The role of health centers on tourists' motivation to revisit places that they experienced a quality services becoming significant, especially in the five star hotels.

Many patients recently interested in travelling by purpose of healing and relaxation; therefore, medical and wellness tourism is capturing a large section of leisure packages that affects the businesses within the tourism spectrum (Bookman, 2007). Americans spent around 56% of their leisure expenditure on health and wellness in the year 2006, and 2.8% of worldwide tourists are medical tourists (Fume and Demicco, 2007; Lee, 2011). In the case of Europe, many associations including “Health and Wellness Tourism Trends” are aiming to provide wellbeing to the citizens and tourists through European Spas Associations (ESPA), which focuses on hotels and treatment facilities throughout Europe.

These days the touristic travels and leisure found new style between tourists and meanwhile the atmosphere of a location considered as a significant antecedent to attract them for receiving service and feeling satisfaction. (Loureiro, 2013).

There is an estimation that German people will participate in some form of wellness tourism whenever they travel and this type of activity will influence their motivation where to stay while in the destination (Wagner, 2011). In chapter this issue developed in detail.

Take into consideration that the business market today is so competitive and the hotels as part of businesses of tourism industry are involved in this competition and require to adapt themselves with this expansion, shows the importance of the customer satisfaction which seems like the heart beat of businesses these days and it is inevitable for the tourism businesses to be aware of the amount of customer satisfaction to preserve their business from failure in the market. Hotel managers need to be aware of the efficiency and sufficiency of their service according to their

customers perception. So this survey tries to track the conduct of customer perception and measure the impact of it on their satisfaction consequently, which means loyalty in this investigation.

Offering exceptional levels of customer service, customer satisfaction is frequently used as a key differentiating factor and competitive advantage for all the businesses and specifically for hotels. So the hoteliers should keep tracking of customer behavior and changes in customer expectations to achieve a profitable and long-term success toward their customers and this is the art of a tourism manager to measure the cost-effectiveness and manage the improvement and control the marketing team.

## **1.2 Organization of the Study**

In chapter 2, 3, and 4 literature review has been stated. In chapter 2 different types of tourism and development of tourism in developing and developed countries and its impact on different aspects of a society and destination has been widely discussed.

Chapter 3 contains vast discussion on health tourism and relaxing effect of health centre and spa specifically and the necessity of health and relaxation in modern life and tourism has been investigated. In chapter 4 the factors related to health tourism push and pull factors in relationship with customer satisfaction has been investigated.

Chapter 5 totally explains the methodology and analysis of the study and finally in chapter 6 there are conclusion and implication of the study.



### **1.3 Objectives and Significance of the Study**

The announcement and call from UNWTO (December, 2012) about medical tourism shows the significant and necessity of this field of study. According to the new trend, health and relaxation are playing a significant role in motivating and attracting tourists to different destinations. This is becoming a form of tourism and tourism managers and planners need to re-evaluate their views about this part of tourism system. Now-a-days, tourists' expenditure contains a measurable amount that is spent on health, healing, and rehabilitation. The role of health centers service quality on tourists' motivation to visit a destination become more significant in five star hotels, in which tourist expectation of a destination is higher in compare to other hotels and resorts.

### **1.4 Research Method and Data Analysis**

A quantitative research method will be administered to assess the impact and influence of health center facilities (i.e., for the purpose of relaxation and wellness) on tourists decision and motivation to revisit the hotels that they experienced staying. A self-completed survey questionnaire will be distributed among the guests in 15 five star hotels in Montreal, Canada. The study will apply "*Maslow's hierarchy of needs*" and "*Traditional Macro-Model of customer satisfaction*" to this study.

The specific and relevant dimensions will be determined in the context of mentioned theory. The IBM SPSS 20.0 (<http://ibm-spss-statistics.soft32.com/>) will be employed to achieve data analysis.

## **Chapter 2**

### **LITERATURE REVIEW**

#### **2.1 A Summary on Tourism Development**

Recently many patients interested in travelling by purpose of healing and relaxation; therefore, wellness tourism is receiving a large section of leisure packages that affects the businesses within the tourism vision (Bookman, 2007). In year 2006 American people spent around 56% of their leisure expenditure on health and wellness. Statistics show that 2.8% of worldwide tourists expenses are for medical tourism purposes (Fume and DEmicco, 2007 & Lee, 2011). Many European associations such as “Health and Wellness Tourism Trends” are aiming to provide wellbeing to the citizens and tourists through European Spas Associations (ESPA), which focuses on hotels and treatment facilities within entire Europe. It seems that German people will participate in some form of wellness tourism whenever they travel and this type of activity will influence their motivation which destination to choose (Wagner, 2011).

Obviously it is not simple to snippet in a master paper, all the related obstacles and barriers of tourism and the specific approaches to this subject in recent century. Since it is hard to recognize the attitudes of a dynamic phenomenon like tourism, in modern civilized society. Some of the apparent processes in our modern life are the rapid and feisty development of the technology, genetics, the space, the fast

development of urban cities, and the changes in our jobs and lifestyles consequently. Amongst all of these changes, Tourism is a dynamic discipline and is affected by the aforementioned processes.

Probing of tendencies in the modern lifestyle tourist market indicates that, lots of changes will appear in tourism industry in the future in compare to present time, as it differs from the past decades and centuries. The dynamism in tourism industry makes it difficult to excavate the direction of development in tourism but there is no doubt that tourism is an antidote for today's stressful life, however the prediction of it seems optimistic. The proof to this assertion is the prompt of key factors reported by UNWTO Tourism Highlight 2013 edition, which shows 9% growth of GDP direct and indirectly, 1 in 11 (0.09 or 9%) jobs around the world related to tourism industry. US\$ 1.3 trillion in exports, which means 6% of world's export, derived from tourism industry. Recent statistics admit that the number of tourists has been raised to 1,035 million in the year 2012 in compare to 25 million tourists in 1995. Among this 1,035 million tourists 5 to 6 million of them were domestic tourists. The forecast of UNWTO shows 1.8 billion international tourists in 2030.

While the unemployment is the agenda of the recent decade, Tourism industry's role become much more important, since the tourism businesses are supposed to cover 9% of GDP around the world in order to prepare 120 million direct and 125 million indirect jobs in this section. This portion may increase to 1 in 10 of all the jobs by 2022 to be optimist in this case. Although the world is struggling in economic crisis, still the tourism market is hot and the circumstances of the tourism industry's shareholders seem more flexible than other industries. This report has been made

from 140 countries, exploring their economic situation by measuring the factors and strategies of sustainable tourism economic development in different countries according to IATA, IUCN, UNWTO and WTTC's report for the purpose of boost the required favor in planning and bringing up the TTCI. In all of these strategies many aspects has been considered to stay competitive, some of the major factors has been mentioned in this index including: rules and regulations, sustainability in environment, hygiene and healthfulness, transcendent of travel & tourism, air transport infrastructure quality ,immune and safeness, Affinity for Travel & Tourism, Ground transport infrastructure quality, infrastructure of Tourism, Price competitiveness in the T&T industry, Human resources, , Natural resources and Cultural resources in them health and hygiene have a bold perspective from the access to hygienic water and environment in accommodation places and enough medical physicians and hospital beds as well. As it is indicated, Switzerland stands in the first place of world tourism competitiveness table because of its best tourism standards including best Tourism schools, the best employee and best transportation standard and qualified infrastructure specifically ground transportation made it a proffered place to visit and the leader in tourism market. We can find another table in the UNWTO highlight 2013, which illustrates the percentage of tourism by purpose. According to that table, 52% of tourists select a destination for, leisure, recreation and holiday reason, whereas there are 27% of tourists for health, visit, religious and pilgrimage aims and 14% of them travel for business goals. 7% of world tourists have not mentioned their intent to visit in this statistic. Figure1 states the assumption of UNWTO in 2014 report about international tourist arrival in different continents of the world is overall 5% more than last year (UNWTO, 2014).

Figure1. Info-graphic of international tourist arrivals 2013(UNWTO, 2014)



Figure 1: info-graphic of international tourist arrival 2013

## **2.2 History of Tourism**

People around the world usually travel for different goals such as leisure, experiencing different cuisine tastes, visit ancient and contemporary sight views and monuments, see different artifice events, learn new languages and explore new culture; however from the very beginning and prehistoric time that people traveling on foot or on back of animals, their main goal was to find food, water or shelter (Gyr, , 2010).

By discovering fire and metal tools, although people could settle down easier in a place, but traveling enhanced more and more. The first transportation vehicle was a sailing ark made by Egyptian in 4000 B.C.; however the invention of wheel and money by Babylonia in 3500 B.C. brought a new era of modern travel hence merchants could pay for their transportation and accommodation with their money. Anyhow travelling to the far distances was not that pleasant as it is today as it had accompanied with lots of risks and dangers; so most of travels were for trading, research and pilgrimage purposes as it is mentioned by Bhatia in his Tourism Development Book (Bhatia, 2002, pp. 4-8). Bhatia adds that, the main goal of travel to the oriental countries was trade and merchant as well. Christopher Columbus even found out American continent in his way to explore India. In the mediaeval commercial purposes still persuaded people for long journeys as Marco Polo was an avant-gard in this field for about 700 years ago and his famous exploration opened a new era in travelling. The advance civilization of Asia moved to Europe and other parts of the world by the experiences of pioneer travelers like Marco Polo, Ibn Batuta, Alexander The Great, etc,. As the interest for travelling has increased Europe and mainly Roman (Italy) was one of the basic origins for travelling from Europe to

the other parts of the world since it has the access to Greece, Egypt and Asia. Meanwhile the famous Silk Road constructed with the 12000 Kilometer length in this age, in order to colligate Roman to Greece, Egypt, Mesopotamia, Persia, India and China from Mediterranean Sea to the Pacific Ocean.

### **2.3 Definition of Tourism**

The act of travelling from one place to another and staying in that place for a succinct interval or less than one year, called Tourism according to UNWTO definition of Tourism. This travelling may have different reasons like leisure, business, sport, adventure, medical, etc, but most of the touristic travelling has been done for leisure purposes. Hence we can divide tourists into two categories; international tourists and domestic tourists. International tourist besides many countries count on tourism income as it is a phenomenon to flourish their economy by means of receiving more foreign exchange and increase their GNP (Gross National Product). However we should not underestimate domestic tourism as it can have a remarkable influence on income equilibrium and domestic tourism is a good substitute to enhance the employment potential and increase the level of income by as it provides revenue within country (Witt et al 2013).

Concepts of tourism and travel are somehow similar to each other, however the act of visiting is most related to tourism whereas traveling defines travel; Travel is going from one geographic place to another for different goals and in various period of time. But visiting is traveling to specific destination beyond the common geographical state for a short while and normally the purpose of it is leisure or business not for mission. But according to UNWTO definition of tourism, based on people movement and tourism it is a sector of economy and people relationships in

different communities exclude their own community and the service and facility which they receive as a demand side and the service and facilities the other side provide as a supply side.

## **2.4 Types of Tourism**

### **2.4.1 Mass Tourism**

Mass tourism happens when a great number of tourists or people visit a destination in a period of time. Mass tourism also happens when an individual visits a specific touristic destination several times. Many businesses take advantage of mass tourism and while it can increase the number of employment and revenue, mass tourism considers unsustainable. This type of tourism is more common in south of Europe, coastal areas and North America since 1960 and in recent decades in Asia for leisure purposes. Mass tourism appeared with the improvement in transportation technology and specifically by entering air craft as one of the major transportation to transport a large number of passengers in a limited time for the leisure purposes, and as a result the bigger number of people could enjoy their holiday and leisure time (Fernández-Güell, J. M., & Collado, M., 2014). Mass tourism involves thousands of people go to the same resort destination more often at the same time or same season of a year. As mass tourism is often the cheapest way to holiday, it is the most popular form of tourism and is often sold in a form of a package contract. It is inevitable for mass tourism to carry on a large number of tourist, therefore it leads to unsustainable tourism most of the time. Although mass tourism has the advantage of providing all the requirements of a tourist during his holiday but it has some disadvantages such as polluting the environment and temporarily low skilled and seasonal job opportunities. However, despite negative effect of mass tourism on environment, due to some particular advantages for local economy of tourism destinations and local



tourism industry, this issue still has its own attractiveness and seems necessary to investigate more on it. During the 70s decades, many surveys revealed that, the last alternative for a mass tourism destination will not eventually guarantee to maintain original (Baidal, Sánchez & Vera Rebollo, 2013).

#### **2.4.2 Alternative Tourism**

Focusing on the negative impacts of mass tourism, induced United Nation to apply new tourism-development strategies and investments in hotel and resorts industry in developing countries in terms of financial support and supporting tourism-related projects. Alternative tourism born to combat negative effects of mass tourism (Christou, L., 2013) and emerged from developing countries to preserve the original rural appeal of tourist destination and with the advancement of technology and development of science many new types of tourism emerged all around the world for particular aims and spaces, among them sustainable and domestic tourism can name as major types of alternative tourism (Zhou, L., 2014). The appeal for sustainable tourism rose up from different international agents but researches continued to keep the industry sustainable while they aimed to asses desirability and acceptability of the destinations, so the density structure is the main point of defining quality in tourism destinations as they have impact on (Tyrväinen, L., et al., 2014).

##### **2.4.2.1 Sustainable Tourism**

Sustainable tourism is a type of tourism which tries to preserves an environment and local nature of a destination as origin as possible while its main concern is to help local businesses to rose up and local culture to remain original. Sustainable tourism fundament based on certain developments which have benefit for local people, local businesses and consequently tourists of those destination. People responsible for tourist sites are looking to manage them in sustainable ways. One of these

sustainable methods is limiting the number of visitors of a same destination in order to prevent the environmental and heritage damages. (Jafari, 2013).

Alternative tourism is a new types of tourism which tries to support the natural beauty and culture of rural areas and original landscapes with their heritages and help them to flourish from economical aspect. Alternative tourism supposed to preserve these areas from harsh change in culture and lifestyle. Alternative tourism possess in common with mass tourism tourist product and specific services which is given to an individual tourist but it varies from human resource aspect, neither from organization and supply side. Alternative tourism emerged from European Union from eighty decade in order to defeat urbanization of agricultural lands. In contrary to mass tourism which aims to gain more money from each destination, alternative tourism tries to protect environment and local people. This issue attracts the attention of a great number of tourism planners to provide both economical development and environmental protection simultaneously (Varjúetal., 2013).

The critics state, that alternative tourism lacks a clear definition of what is the tourism style alternative to. The origins of the term can be found in two alternative concepts: rejection of modern mass consumption or concern about social impacts in developing countries. It tries to attain mutual solidarity, equality, and understanding amongst participants. This form of tourism offers excitement and experiences for visitors via its natural and cultural attractions (Eadington, 1995, p. 15).

Mass tourism could be a highly standard of tourism if there were no demand for echo tourism or alternative tourism or sustainable tourism, since it is using a huge amount of people at a site at the same time of the year, a large amount of space for all the

hotels, restaurants and pools, etc. and to achieve this goal they have to cut down trees and it leads to less oxygen and besides the usage of cars and transportation which leads to pollution, whereas alternative tourism concerns about protection of the site as it is, for tourist to visit it the same way; they do not use transport but walk in order to save the nature of the site.

#### **2.4.2.1 Wellness Tourism**

Wellness tourism is intimately interconnected to the whole idea of tourism and its main goal is to increase the health factor by keeping in mind the different aspects of health which are body, mind and spiritual side of the human beings (Chen et al, 2013). A kind of tourism niche market which recently has remarkably attracted scientists attention from recreation point of view is Wellness tourism. A detailed explanation about wellness tourism is in the next chapter.

#### **2.4.2.2 Adventure Tourism**

Adventure tourism or adventure travel refers to tourism style, which is initiated with adventure and exploration of nature by travelling to new exotic unknown and hostile areas considering the risk and danger of those destinations and including physical challenges. This type of tourism reached fast popularity by the development of tourism and tendencies of vacations. It includes mountain climbing, bicycle riding, hiking in the woods and jungles, boating in the unknown rivers and waterfalls and even ice rocks of the North and South poles.

### **2.4.2.3 Winter Tourism**

The origin of winter tourism refers to famous Saint Moritz, located in Switzerland, ever since sixty decades of nineteenth century, when the Swiss people invited some English men to visit snowy landscape of Switzerland and since then Swiss hotels and resorts for skiing have been built in order to accommodate winter tourists although 30 percent of tourist were not ski player. From that time away, many European countries like Finland, France, Germany, Czech Republic, Italy, Sweden, Norway, Iceland and Canada followed Switzerland in building winter resorts and Hotels.

### **2.4.2.7 Adjectival Tourism**

In the late decades number of tourism concepts emerged for particular and niche aims, which have their own relative adjective. Some became popular and used in tourism industry and academic region and some have not been mentioned yet. We can name cultural tourism, *agri-tourism*, medical tourism, wellness tourism, wildlife tourism, sex tourism, fashion tourism, *geo-tourism*, heritage tourism, extreme tourism or those who have the destination name inside.

### **2.4.3 Domestic Tourism**

The act of visiting site views and attractive places by people of the same country called domestic tourism. Domestic tourism is a defined category of tourism which assumed as inbound tourism with the others being inbound and outbound tourism. In domestic tourism people of the same country may use the same accommodations and facilities which are using by international tourists as well. Overall the tourism market and attraction within a country's economic border (Jafari, 2010). Domestic tourism is not necessarily cost effective for tourists as Thomas Cook father of tourism stated in his research, that it may cost more to travel inside England than to go to Majorca for the same family who live in England (Hamilton, 2013). One of the most important

advantages of domestic tourism is the increase of relative income in touristic region and sub region of a country (Yang, Liu, & Qi, 2014).

## **2.5 Development in Tourism**

Over the last few decades from late nineteenth century an ameliorate and modification has been happened in different geographical areas of tourism and specially in European country, which were the common destination for short visits. A variety of hotels and resorts have been developed to accommodate and provide food to tourists as the tourists were different from budget and taste points of view and they had a large and numerous destination to choose. This means that some tourist liked simple beaches while some preferred specialized holiday and quiet resorts. The development of infra structure in tourism such as transportation development and emerging of the transportation-aircrafts caused emerging of airlines. Passenger, those who have choose aircraft as their transportation vehicle, could simply afford and experience different types of travel and tourism. WHO stated in 2012, that approximately 500 thousand people are on aircraft boards in each specific time.(International Travel and Health, 2012).

Emerging of aircrafts made a considerable variety in some people's life style such as traveling around the world after retirement. Some kinds of facilities emerged also by the internet era. For instance online services for booking and buying air plane tickets and accommodation, as well as online check for souvenirs, entertainment, and so on. Inside the networks that emerge, institutional support and social aspects carry more weight than an area's technological capacity or its natural environment. The competition between local entrepreneurs and the commitment of the municipality and regional authorities for establishment of tourism are some of the main factors,

which can guarantee the success of the tourism in certain destinations and the failure of others that seem equally attractive. Basically development of tourism is an individual phenomenon although the general economic context may show the advance of the demand for tourism services, but it does not necessarily mean the increase of demand in different particular locations. In early nineteenth century model of tourism changed. There were three main components in new model: the establishment of spas or sea-bathing, the grand hotel and the casino, and other entertainments in the form of theatres, concert and opera halls and dance sites (Ibid). The visit to a spa or to a coastal destination gently became part of the yearly routine of the upper classes, an excuse to allow the noblemen of the elite class to behave as compatible with their class and to show off their status to the others (Boyer, 2002). After World War I, many businessmen and teachers and new professional which were imitating upper class of the society, joined the society of tourists and as their time and budget was limited because of their profession, they could not stay in a destination for a long period of time (Cirer, 2012). Due to less spending power of these group of tourists, they changed some of their vacations purposes to seeing items to express their enthusiasm and curiosity of artistic and architectural pieces and landscape sightseeing. (Gordon, 2002, p. 125).

Tourism developed in two ways in Europe; First model of development is static model which was buying a return ticket to a destination such as coastal cities and the other model of development is dynamic model of tourism like a tour to different destinations and cities. These two models of development performed by railway and cruise ship from the early twentieth century. The touristic picture books made a successful growth in dynamic tourism specifically for those areas which were

unknown up to that time, but it resulted an increase in the number of tourists who wanted to visit those destinations and it addressed to construction of hotels and resorts to satisfy the demands for destination services. Then many of tourists had the tendency to go back to static model of tourism (Cirer, 2014).

Regarding the slow transportation of that age like chariot, palanquin, Camels, horses and elephants, the traveler required a place to rest and feed themselves and their pack animals; then the governor of each destination built Caravanserais, temples, palaces and mosques along the silk road to give the service to the luxury goods traders. Thus the first accommodation for tourism aims made this way. Thereupon the roads have been constructed and developed and different occasions of different nationalities especially Olympic Games brought enthusiasm to travel. Moreover by these improvements seaside resorts and natural spas, which were known as medicinal baths, became habitual among travelers and as these spring and mineral spas were famous for their curing influence on patients, gradually the spa resorts became a place for rehabilitation and wellness besides the delectation and joy of travel step-by-step (Jafari, 2013).

Forward then the local people prepared theatre, music, sport events in the environ of spas to make it more fabulous experience for the passengers. Since then the spa resorts expanded to the recreation places for Romans and spas become a significant phenomenon for pleasure travelling beyond business goals in most of the European countries like Britain and France in the late 18<sup>th</sup> century. Although many people believed that sea water is a better treatment in compare to natural spas and swimming was a great competitor for spas, nevertheless sea and spa resorts constructed the base

and foundation of modern leisure and vocational travel around the world as, nowadays many people travel to the seaside for their vacations. The collapse of Roman Empire around A.D. 500 decreased the number of travels at that period, as the trading declined and motivation and safety diminished subsequently.

Parallel to Bhatia Matt Gross mentioned that the origin of tourist and tourism refers to 1660s and emerging of ground tour which has done by young English men who were attached to the elite and higher class of society of that era. Their trips were mainly from England to Italy. By emerging of large-scale rail transit in 1840 similar trips made by noble British and wealthy people specially between protestant who were willing to leave the continent. By the development of rail-roads and steamships similar travels have made by middle class as well. There are some believes that Ground tour received its glory and worthiness because of presentation of classical antiquity and renaissance among European aristocratic and fashionable polite society (Gross, 2008).

The British people were the establishers of the tourism and the affect of this dominance could seen in different tourism destination such as Nice, in France, which named one of the best-established holiday resorts as "*Promenade des Anglais*". Many other high- end ancient hotels such as Bristol, Carlton and Majestic has been given name related to attract English culture. Thomas cook was the pioneer of travel agency and he established the first travel agency and tours since 1841. He was selling train tickets and food in train and charged each person 1 Shilling for the contract; then buying the tickets became a reliable contract between passengers and railroad company. Most of the Thomas Cook's popular tours were from Loughborough to



Leicester. In 1844 emerged cruise shipping with offering sea tours from Athens, Gibraltar to Southampton in England (Speake, J., 2014).

Tourism activity was mainly domestic before 50 decade of 20 century, but there were some international travels as well. In recovery period after World War II conditions turned in a way that the tendency for international travelling has increased. Factors such as occupation and income level changed social tendencies toward travel and holiday issue. As the working population grew, the importance of holiday enhanced and leisure and travel stimuli changed consequently. These factors addressed the higher potential request for international travel and holidays. Tour specialist and tour operator and related services emerged as a result of these changes. They organized packages and inclusive tours to cover all the demands related to international tourism. Tour package was a combination of accommodation, transportation and other services at a specific price. So this immersion let other people than elite class to experience international travel. (Ibid)

After industrial revolution, a new era of tourism called modern tourism. In this era transportation and infra structure improved and the leisure oriented activities progressed as a result of these improvement and tropic destination such as Indonesia, Columbia, Malaysia, Bali, Brazil, Cuba and Queensland in Australia become popular destination for leisure in different seasons, for having leisure time both in winter and summer. In Switzerland winter tourism, become popular since 1860s as they developed snowy landscape to attract summer tourist from England to visit Switzerland in winter as well for the new genre of tourism (Ingle, 1991).

## **2.6 Tourism in Developed and Developing Country**

There is no doubt that industrialization, affected tourism and tourism development particularly the transportation side, as it enhanced the dimensions of communication networks and smoothed the tourist arrival. The regions with developed infrastructure soon became important ports of transportation, because of their industrialized situation. Therefore in order to show the rate of development in a specific society we could check the *Human Development Index*(HDI) and *Physical Quality of Life Index*(PQLI) to measure the quality of life or well-being of a country. Obviously those with higher rate have a better situation of life and more developed features. The consecutive relation between economy and tourism is a phenomenon that keeps the vitality in a tourism destination (Morris, 1979). There is several inevitable condition which play a great role in a development of a tourism destination: suitable communication, social agreement, business and commercial situation, appropriate capital, traditions and social trends (Cirer, 2014).

In tourism industry operation of businesses plays a great role, but recently the sustainable tourism is the big deal between all countries specifically in emerging countries or developing countries it weights more importance to reach the innovation in order to save their tourism resources and keep it sustainable for their next generations while tourism could be a good source of foreign exchange and seems necessary and challenging to promote their economy.

In less-developed countries political stability and safe social environment plays an important role however, since personal safety and security is an issue which should be supplied and guaranteed for both the resident people of these destinations and all

the tourists, as the medias broadcast all these news and it arises the amount of awareness among foreigner tourist and once they feel they are not secure enough, they refuse such destinations. In addition natural disasters like tsunami and drought are the huge obstacles which minimize the power to stay stable as they are not predictable and decreases improvement in tourism industry in two ways one is corruption and the second is not being safe and sound. Besides, such disasters not only ruin the environment but also take a lot of expenses to repair and come back to the last circumstances which requires a formidable crisis management centre.

Corruption and infectious diseases are the other barriers of tourism in less developed and developing countries. Shot downs and economic crises in the market also affect the tourist arrival and increases the potential for kidnapping and social crimes. (deSausmarez, 2013).

Industrial countries in other parts of the world have focused more on other ideas and led to the way toward growing importance of market system ideology. The mega-trends (democratization, market ideology and post-materialism as cultural wave) has influenced economic systems. One effect is polarized consumer behavior with growth in demand for luxury goods and cheap bargains simultaneously. The third mega-trend in post modern society is major changes in value systems, especially in the interests of material belongings and conspicuous consumption. “Stability in recreation and travel behavior, rather than change, maybe the most prominent feature in many industrialized countries” (Vellas, 1995).

## **2.7 Impacts of Tourism**

### **2.7.1 Economical Impact of Tourism**

One of the most important activity which impacts economy is Travel & Tourism and it affects all countries around the world. This industry has a major direct and indirect impacts on economy as well as induced impacts. In the Analysis of Scott MacCabe and Jayne Stocks in their research on India, they put emphasize on impact of tourism on economic in creating direct and indirect jobs in accommodation, transportation and entertainment services, by development of resorts. They add "...The impacts of tourism can be grouped into three domains: economic, physical and social. These impacts cannot be mentioned solely as the advantage of one could consider a disadvantage in the other aspect. For instance while managers try to plan for economical growth they might cause a harmful affect on environment. So it would be impossible to discuss one domain of impacts of tourism without considering the others. (Stocks, 2008)

The economy of the destinations has been substantially influenced by tourism industry. The most significant impact of tourism on national economy of a destination is payment balance impact, whereas progressive advancement in regional surface could be sizeable in growth of employment and service quality which subsequently affects economy of that destination and will benefits both regional and tourist population (Bull, 1991).

Direct contribution to GDP is one of the economical impacts of Travel & Tourism which produced by all the industries which are directly related with tourist like: accommodation, land and online agencies, airlines and transportation services,

leisure industries and restaurants which converse directly with tourists. The result of subtract of purchase made by tourism industry and imports minus internal travel and tourism is the direct contribution to GDP (TSA: RMF 2008).

DC<sup>1</sup> to GDP has a great and direct impact on regional and domestic expenditure of residents and international individuals as well as government expenditure on tourism of a destination, whether it spend for leisure or business purposes. This amount of DC to GDP reflects on state of culture, investment on museums and parks and recreational places.(TSA: RMF, 2008). Other definitions of GDP state that the GDP and jobs are the indirect contribution of T&T which can lead to investment on infrastructures and aircrafts or building new resorts and hotels and can support future activities of tourism while government spending can support marketing and advertisement, providing security and administration as well as hygiene services of accommodations. Trading with domestic businesses and using their services by tourism section such as laundry, fuel, food, etc., could be a source of direct contribution to GDP (UNWTO, 2013). Exports of tourists of a destination also can be consider as a main DC to GDP (WTTC, 2013).

DC to GDP supposed to be a solid number in relation with turnover and revenue which could be spend on different tourism sectors such as: infra structure, accommodation, leisure and entertainment and tour and travel agencies and all the services related directly to tourists. The method of calculating DC to GDP is to subtract the specific expenditure amount on tourism from total domestic (total domestic expenses- expenditure on tourism sector= DC on GDP).

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<sup>1</sup> Direct Contribution of Travel and Tourism abbreviated to DC in this study.

This scale of DC to GDP is constant according to announcement of TSA in year 2008. (TSA: RMF 2008)

### **2.7.2 Social Impacts of Tourism**

Jennifer Poole stated in her late studies in United States that in countries with unlike languages travel is a significant stimuli for doing business regardless of the language. The reason is that travel and tourism enables the face-to-face meetings that are crucial to overcoming linguistic and cultural barriers. It allows business people to develop the connections and have reliable relationship with two sides of business. At the same time, travel can build familiarity with a country's products and help boost foreign demand for these goods. A recent study showed German tourism in Spain helped stimulate demand for Spanish wine in Germany, particularly among lesser known types of wines. Drawing on Canadian data on exports and international arrivals with several academic models for analyzing the impact of tourism and trade, Deloitte undertook its own study of how international arrivals effect Canadian exporters. What our new research has found Our analysis shows that an increase in international arrivals spurs exports in the subsequent year; even a 1% increase in arrivals to Canada will cause \$817 million growth in Canadian sell overseas in very next years. It also increases the range of goods and services exported. Building on this finding, we can see that if Canada had an increase in its international arrivals in 2011 then the amount of exports should have been increased up to \$4.17 billion. If Canada were to regain its former standing as a popular travel destination, the economic benefits to the Canadian economy could be enormous. Her previous research into Canadian productivity found that firms, which expose themselves to the competitive intensity of the global market, become more innovative. It is predictable that achievement of higher growth is more probable to happen in their future in

compare to limited domestic market. In other words, investing in Canadian tourism won't just make the tourism sector stronger; it could also help boost exports, in turn making firms in other sectors more competitive and productive (Poole, 2012).

### **2.7.3 Environmental Impact of Tourism**

The physical impact of tourism includes pressure on land resources for development, which may degrade the environmental or ecological quality of the destination. Unsustainable pressure from visitors causes erosion, noise visual, and vehicle emission pollution. Physical impacts may also be positive and sensitive to the ecological system of a destination, but environmental impacts research has tended to focus on the negative aspects of environmental impacts as these are much more evident in an aesthetic sense. Where environmental and economical impacts associated with tourism development occur, there is bound to be a related social impact. This is something that seems to be overlooked by researchers who consider either the economic or environmental impacts of tourism. For example, there is evidence to suggest that there are economic costs of tourism, and these are partially born by the local population and are manufactured as a perceived and actual costs of tourism. Similarly the environmental effects of tourism are also partially born by the communities and perceived as a social cost (Meleddu, 2013). However according to geographical differences and the degree of industrialization the degree of GDP per capita and other development standard indicators the impact of tourism on economy varies from one destination to another one (Cirer-Costa, 2014).

### **2.7.4 Political Impact of Tourism**

As it is a wish for international organizations to establish the peace all around the world, tourism could be mention as a phenomenon can play a significant role assessing this desire in national and international level. But the fact is that, political

borders have divided people from different nations and cultures, religion and even neighbors because of the risk behind the terrorism and human-traffic which causes lack of reliability between countries. In this place the role of tourism become bold to rebuild the lost reliance between countries specifically in those divided countries such as Cyprus, Korea, China and Taiwan and Hong Kong. Security considered a significant subject toward both tourists and tourist destinations that is derived from the peaceful situation and political affairs of a destination. So the tourism and politic have inevitable affects on each other and this connection would become tighter in the future. Although the lack of security can diminish the number of tourists in a destination but as tourism has a dynamic nature, the changes in the political situation addresses to achievement of tourism demand (UNWTO, 2011).

In the other hand the high demand for tourism has affected some countries to be more cautious about the immunity of their countries in order to keep their tourists number higher. Middle east countries and emerging countries are good examples of this issue (Sarwar & Siddiqi, 2014).

Tourism development can address maturity in political situation and tourism market of a destination, as tourism is a dynamic and progressive and globalization and tourism politics affects destination to be more united than before. A good example for it are European countries which made tourism a trend beyond borders and domestically (Burns&Novelli, 2007).



## **Chapter 3**

### **HEALTH TOURISM**

#### **3.1 Health Tourism Background**

It is quite a long time, that health and tourism concepts are combined with each other. In the last few years this subject became more noteworthy in academies and tourism industry, then some of North American organizations raise their voice higher and believe that health and tourism are two phenomena in one pragmatic sense, while according to tourism history European countries have made the connection between health and tourism from the very beginning of emerging tourism. Although this is not a long time that North America has explored and found as an existence continent, the concept of health tourism, which mainly had the focus on medical tourism and medical care, soon has changed into health promotion ideas (Gibson, 1998).

There are different definition of wellness tourism which defines it as health- care tourism, medical tourism, thermal tourism, holistic tourism, spa tourism, and wellbeing tourism. All of these definition are related to traveling for the purpose of health and well- being (Voigt, 2013). However more or less travel for the purpose of well- being has been called wellness tourism whereas, travel for the aim of curing sicknesses named as medical tourism.

Health, wellness, and spa-related tourism for the healing purpose catch a vast attention and propagation in the tourism market of the USA, Brazil, Iran, Turkey, China, South Korea, Bali and some European countries in recent years (Melanie Smith & Laszlo Puczko, 2014). In wellness and spa tourism architecture, interior design and location are the most determinant factors, which can attract the tourist (Ibid). The terminologies of wellness and spa became so popular in last years that, they even use for any rehabilitation and fixing purposes in different fields not only tourism (Ibid). Health interpreted to the amount of satisfaction and inspiration toward the necessities in daily life and environmental challenges also the other definition for health is, the routine life's means but not the main goal of life as well. Health provides physical and mental power to face life challenges without difficulty (WHO, 1984). WHO defines that health is not a situation of not being sick or experiencing disease but it is a circumstance in which an individual feel psychologically and physically well (Ibid). WHO also refers to people's ability to carry out a proper relation between family, work and communities in which they take a part and to deal with psychological, physical and social stresses generated through these relationships; in other word feeling of well-being and the state of someone's equilibrium with the environment (Ibid). All of the definitions emphasize on multiple dimension and holistic form of health, not only physical state of it. Overall all these efforts are to bring individuals happiness and satisfaction in life and as Buddhist monk Thich Nhat Hanh stated, the practice of meditation and mind fullness even is to reach happiness, even Dalai Lama (1999), emphasizes on the importance of happiness and he believes that happiness comes as a result of material stability and comfort which achieves by the fulfillment of some factors such as: wealth, worldly satisfaction, spiritually and enlightenment (Dalai Lama XIV Bstan-'dzin-rgya-mtsho

and Howard C. Cutler, 1999). Although some tourist experience spa and fitness services during their visits of a destination, there are some visitor who have willing to experience spa and fitness services and they seek for them while they reserve their hotels in the very beginnings steps of travel. Even those tourists which has been prescribed to join spa and wellness services for their psychological treatment, do not receive any subsidy as a medical treatment (Smith, 2013).

Generally non prescribed for wellness travel have to pay a big amount of money which could be a barrier for use of this service and it is highly recommended to the government to design a plan to smooth these prices, for general applying of this service in order to prevent mental and psychological diseases. Preserving rather than curing. (Ibid.,2013)

In 1946 according to WHO definition of the health, Health, was the absence of illness but now- a- days there are different interpretation of health and relatively different interpretation of health and wellness tourism because there were always an obvious relationship between well being and tourism concepts (WHO, 1946).So according to WHO the conditions in which somebody feel well with her/his body, mind and society interprets to health (WHO, 1946).Holistic vision of healthiness gave root to wellness movement of the 1970s in which individuals assumed a more participatory role in their health care. While the emphasis was initially placed on physical fitness and the body, there has been a subsequent recognition of the need to balance the needs of body, mind and spirit through activities and experiences in healthy environment. As a consequence of this shift in perception, health promotion programs which enable human beings dominance on their mind and body has

improved. More than ever before, North American are now encouraged to participate in the maintenance of their health not only for their own benefit, but also as a means of controlling escalating health care costs. Over the past decade, North American have witnessed substantive increases in the number and quality of fitness centers associated with private gyms, public community centers and commercial hotels. Similarly there has been a surge (wave) in the variety of tourism destinations offering health resorts facilities and services (e.g. spas, retreat programs and wellness centers) which focus on helping clients achieve a higher level of health, vitality and wellbeing. (Burt, 1995). In this context such health tourism destinations have among their underlying goals, the aim to have the guests go home 'better' than when they arrived-more fit, healthy, relaxed and enlightened (Monteson& Singer, 1992; Horgan, 1995).

Wellness has a strong relationship with lifestyle and doing something healthy. People consuming health and wellness services have more tendency to have more consideration about their health and are more watchful for their health. They are interested to do anything to have a healthier lifestyle. They show more sensible about their fitness and nutrition.(Myers et al., 2000) mentioned that, wellness is an individual's method of living, which leads to the best level of spiritual and physical health in order to have a better life quality and a extend the length of life. The concept of health and wellness tourism is somehow changing from time to time , but it is obvious that wellness is more likely to be preventive that curative, however in includes medical and cure aspects too. However health and wellness terminology differs from country to country according to their culture and interpretation of health and wellness (Melanie Smith & Laszlo Puczko, 2014). Depending on the natural

assets of various destinations, their visitor may ask for different curing methods. For instance, in west European countries curing with *thermal spa* and *thalassotherapy* - a way of curing with sea elements- is very well-known and common (Ibid., 2014). However the majority of people visiting hydrotherapy or *balneotherapy-healing* with medicinal water- destinations have no idea about the curing nature of them, as their perception about these places are like bath clinics or an atmosphere like this and many people don't like to go to some places for medication, but they prefer to visit somewhere for pampering, relaxation and body and mind spiritual purposes. Therefore these places are known generally as spas. Mediterranean sea shores are good examples for seaside wellness and thalassotherapies and Turkish baths are known as simple outdoor recreation and clean facilities (Ibid., 2014).

In European countries like Finland and Germany there is a major transmission toward balanced life and autonomous responsibility for healthy and balanced life, then they have sauna normally in their homes or close destinations to them, while they keep consideration for fitness, sport as physical activities and yoga and meditation as spiritual activities (Ibid.,2014). In USA and Canada there is a vast usage of spas and beauty farms with more emphasize on beauty aspect, relaxation and pampering and tendencies for occupational wellness to manage their work-life balance stresses (Ibid., 2014).

### **3.2 The role of Tourism in Health**

The greater part of tourists does travelling in order to escape from their stressful situation or to make a variation in their life with pleasure- seeking goal. Filep stated, that travel has a major influence on peoples happiness and the enrichment of the

quality of their life. For travelling adds joy, satisfaction, love and leisure in different occasions (Filep and Deery, 2010; Pearce et al., 2011; Filep, 2012).

The process of self development is as important as getting away from stress generated environment in life to achieve satisfaction level in travelling; meaning that, both inner conscious and outer experience has affect on the quality of enjoying travel (Pearce et al., 2011).

Working through difficult and irritating subjects in one's life may be easier than being far from home and it is an important part of self- development and progression. If relaxation was the only form of wellness tourism, then lying on the bed and getting sun and having bath in warm water, could be the definitive form of relaxation. So psychological, emotional and spiritual rehabilitation is as important as physical body healings to fulfill a quality wellness travel experience (Ibid., 2011).

Wellness tourism requires those tourists, who have to be rich and prepared both in terms of emotion to start a trip and materially to afford the expenses, as stated by Hall(2012), there is lack of consideration to those tourists who cannot afford spa and wellness in most of the literature in this subject (Hall, 2012).

In the last decades health tourism attributed to cure and medical tourism and visiting clinics, doing surgery and related medical aspects, while in recent years health and wellness mentioned like a tie between spa, thermal spring, wellness hotels and spiritual treatments (Smith &Puczko, 2009).

### **3.3 Health and Tourism Historical Linkage**

In many ways the relationship between health and tourism comes back to the ancient time. Tourism is a generic term used to describe a range of primarily commercial aspects of recreation and holidays. All these terms have a linkage to the concept healing and integration of body, mind and spirit. For instance the term recreation is associated with renewal, recharging and revitalizing the physical body. As well, the term holiday is derived from ‘holy days’ or special days of celebration. These holy days were typically linked to rituals and festivities associated with spiritual calendar, when people remember the spiritual dimension for their wholeness and intrinsic holiness. Similarly the term vacation comes from the Latin vacare - to employ, to let go, to stop, to still the mind and allow the subconscious mind and its creative process a chance to work. Other descriptions of tourism’s history also suggest that, the current interest in health tourism is deep rooted in the traditions of many cultures (Himmelstein, 2014).

The 1990s have witnessed the beginning of the shift in North American consumer behavior from the acquisition of things to experiences. Research suggests that tourists prefer to have a better state of health and wellness physically and spiritually than to have job progress or more modern vehicle and houses and high- ends stuffs. Himmelstein states: “from 20<sup>th</sup> on, most of the customer and consumer behavior basis is solicitation for a higher modality in life. Health tourism facilities like spas and wellness centers uniquely provide the space and place that allow guests to seek harmony, balance and permanent lifestyle changes. They also offer some people a healing atmosphere – one in which they can ‘take stock and refocus, in a supportive environment.” (Pollock, 2000).

Over the last two decades the leisure time of the average adult has shrunk, while the duration of the working week has growing significantly. For many working-people it now approaches 50-h week once only associated with sweat shops (Burt, 1995). We can name some types of wellness tourism like *reflexology*, *Bach flower therapy*, *aroma therapy*, *acupuncture* and *homeopathy*, which are samples of modern and new age wellness tourism (Himmelstein., 2014).

### **3.4 Relaxation in Tourism**

There are lots of choices and alternatives in wellness tourism field such as retreatment with meditation, yoga and spa facilities. These facilities have more focus on mind wellness. There is belief that mind wellness can lead to physical wellness but the final purpose of these activities is to gain calmness and get rid of anxiety resulted from the modern life style and cause toxin in the body. Therefore a gratifying period of using any of these services can be a prelude to a healthier life style through the vacation.

Wellness tourism is intimately interconnected to the whole idea of tourism and its main goal is to increase the health factor by keeping in mind the different aspects of health which are body, mind and spiritual side of the human beings. Since there is a considering population of people in Europe and Canada are more than 60 years old, wellness tourism has a significant participation in eliminating their needs for relaxation and fulfill all the conditions to meet their satisfaction(Chen, Liu, & Chang, 2013).



## **3.5 Spa**

### **3.5.1 General Definition on Concept of Spa**

By improvement of dynamic tourism seaside resorts and natural spas, which were known as medicinal baths, became habitual among travelers and as these spring and mineral spas were famous for their curing influence on patients, gradually the spa resorts became a place for rehabilitation and wellness besides the delectation and joy of travel step-by-step (Jafari, 2013).

But recently “Spa refers to a facility to promote overall well-being by revitalizing physical, mental, and spiritual health through various professional services” (International Spa Association,2012).

According to Merriam Webster’s dictionary “Spa, is a place where water that has minerals in it comes up naturally from the ground and where people go to improve their health by swimming in, bathing in, or drinking the water.” The other definition says that spa is place where people go to improve their health and beauty by exercising, relaxing, etc.” (Merriam-webster, 2011)

Other definition of spa specifies that spa is a term related to treatment with water. The belief in the curative powers of mineral waters goes back to ancient time and after that to the Greek and Roman times in middle ages driven from the name of city in Belgium called *Aqua Spadanae*, as it has been mentioned in the Tourism development book of Bhatia, which we talked about in chapter 1 in this survey. The Romans imitated many of the Greek bathing practices. Romans exceeded the Greeks in bath-construction. As they had larger cities and higher population and more

equipments to use and access water sources, in compare to Greek. Bathes were the places for main social and entertainment activities in Roman and Greek era. The expansion of Roman Empire caused the expansion of many things such as public bath which was their favorite hobby. This expansion prolonged to other European to, Mediterranean countries and stretched to North Africa as well. Aqueducts were source of providing water for domestic, agricultural, and industrial as well as leisure purposes. Later they heated the water originated from aqueducts and made baths. The heritages of Roman bath have been desolated during different wars and there are merely some ruins of them left for contemporary era. As it is mentioned above, roman bath were the recreation and social centers, which could gather many people for different aims in one place. Many places such as Libraries, Theater and lecture halls, gyms and parks and greenhouses were attached to Roman bathes and made a recreational conglomerate. One of the best cures for rheumatism and arthritis diseases and also food and drink indulgence was hot tubs of thermal water in that era, which still common in different countries around the world. By the collapse of empire of Rome in AD 337, the roman bathes left abandoned ever since (en. Wikipedia, 2013).The baths had a great progress in Roman Empire era and changed in to a fine art. Bathing had different stages such as: unclothe, taking a bath, sweat and taking massage and relaxation in a quiet place. The Roman bath became magnificent in their design and architecture and these designs became the premier standard pattern for the rest of the world from Europe to North American countries since 18<sup>th</sup> century. After the collapse of Roman Empire, these bath became places for immoral manners and caused the epidemic disease such as syphilis. This immorality continued to the extent of prohibition of public baths by catholic churches. Despite prohibitions rules for public bathing, people were looking for other selected hot and

cold springs to cure various discomforts according to their divine believes. As religion was so honored at that era, water and more specifically water treatment imputed to God and holly people. The Belgian ironmaster, Collin le Loup, revealed that, there are some amount of iron in spring waters and from his discovery on since 1326, these spring- waters called spa. The discovering of iron in spring waters made those place more popular than before as they were mostly used for curing purposes. (Yu&Ko, 2012)

In this world of cruelty that people choose holiday to calm their minds and souls, holiday became more materialist base. The increase in use of spa and wellness tourism admits the fact, that people need to free their minds from the stresses exist due to contemporary problems of life. The rising in the popularity and desire for spas shows the importance of the nature of this facility and the necessity for greater marketing in this region. However it needs more research to elaborate the result of researches in tourists experiences of spa services (Ibid.,2012).

The core elements of spa programs and services are based on the improvement of users' health status, spas have been recognized as a destination for health tourism.

### **3.5.2 Spas in Colonial America**

As it mentioned in last section, European colonist were aware of the curing effect of water. Meanwhile many of the immigrants to the North America learned about the advantages of water treatment and hot springs from Native American. However European soon began to buy hot and cold springs and expand them based on European standards to use them for recreation and treatment as well as investigation purposes. They owned many of these springs in different American States such as

New York, Virginia and Pennsylvania by 1760. From then on British colonist started to visit those springs in these American States. Bath, Yellow, and Bristol Springs in Pennsylvania and Warm Springs, Hot Springs, and White Sulphur Springs in West Virginia were the most visited spring among them.

The medicinal doctors from Colonial society started to offer these hot springs as a way of treatment. Hot springs and spas become interested for people after the revolution of America since 1815. Those popular spas had also hotels inside them. The popularity of spa became so vast among elite and middle class of American society from that time on.

### **3.5.3 Today's Spa**

It could be called a body or beauty treatment not through the medical stages. Spa conveys health to physical body of the human beings. Spa treatments services usually are available in resorts, day spas and beauty salons. Most of the known treatments in spas are hot spring bath, hot tub, mud bath, aromatherapy, dry and humid sauna and body rap. These treatments usually accompanied with herbal compound services. A spa can offer nutrition and weight control, training, yoga, meditation, facial cleansing including variable products, body massage, nail-treatments and some other services such as manicures and pedicures, skin care, such as peeling and microdermabrasion, and \* waxing services as well to the customers.

ISPA introduced other types of spa named, day spa, cruise spa, club spa, medical spa, beauty spa airport spa and so on, among them, just day spa and club spa are not included in tourism industry (ISPA, 2013). Along with this announcement, ESPA (2013), expressed that: "European Spa Association's objective is to promote spas and

balneology in Europe and to take care that the natural remedies, based on mineral water, landscape and climate will be available to as great number of citizens and visitors as possible.” while North American concept is more close to wellness tourism (Smith, 2013). According to ESPA 2013 evaluation, the continent of Europe has more than 1200 spas and health resorts which are valuable supplies for medical use and corporal treatments. Therefore it seems that spas are more popular in Europe than USA and North America as they are generally for the leisure-oriented (Ibid).

Although spas have been historically developed as a destination for medical tourism, modern era spas have been more largely influenced by the wellbeing movement and aim to fulfill tourists’ needs for both medical and wellness tourism (Spivack, 1998). There is a trend across various types of spas to explicitly address the aspect of well-being for physical and mental health either by specializing facilities and programs for wellness tourism or by adding a wellness component to the existing spa facilities for medical tourism. McNeil and Ragins (2004) argued that many spa destinations in the USA have been specialized for cosmetic treatment, fitness, and relaxation, rather than medicinal use. Kapczynski and Szromek (2007) proposed that transforming traditional spa products (e.g. the balneological procedures) into new products (e.g. biological and cosmetic renewal, cardiological programs, and prophylactic facilities) elicited the rebirth of spa tourism in Poland (Sayili et al., 2013).

In case of Canada in a recent study, the age index shows that, plus 68% of the Canadian population is over 65 years old. (Statistics Canada, 2013) . In USA and some other Asian countries this index is higher than 68%. By the development of technology and social media in recent century tourism faces a higher competition to

satisfy tourists and still maintain loyal. Regarding disasters like war, hurricanes, tsunamis, and stressful life style, wellness tourism aims to provide a better experience for the customers this industry, hence spa and wellness holiday is a way can help the wellness tourism part to increase its performance; In many European regions and also in Asian, Caribbean and North America luxury holiday and Spa included resorts consider as the main stimuli to provoke customers consciousness about the level of quality and luxury of that surroundings. Customers are guaranteed to feel relax and fresh in all mentioned spas such as thermal spas and pampering spas. For those who still want to be active Spa and sport is another choice to feel perfect in best resorts, hotels and holiday destinations, offering truly health and fitness. In fusion and fitness part customer have the chance to choose personalized activity and treatments including physical and spiritual activities as well as cardio, sport and strength exercises. Recently health breaks received a huge reputation and holidays are the most appropriate time for customers to have all these short breaks, fresh the mind and body and also detoxify the stressed mind and body and result in more joyful holiday. Two of the popular and highly recommended activities during short breaks are *pilates* and *yoga*. Pilates have more control on joints and muscles by intensive exercises while *yoga* has more focus on mind and body and brings more relaxation with it. So as result these two activities are highly recommended in holiday resorts all over the world to gain more relaxation and desirable feeling. The best holiday is the one through that someone can escape from tension and stresses caused by modern life style and to be gratified from a luxury relaxation experience. Another body treatment originated from India is *Ayurveda*, which means literally the knowledge of life. Ayurveda levels mental, physical and spiritual wellness of a human being by making changes in her/his lifestyle. Ayurveda's treatment basis are

herbal procurement, diet, purifying, massage and yoga. Ayurveda tracks physical and mental state of human being to retrieve mental and physical balance by means of some techniques and. Customers can boost their senses with traditional Indian spa therapies which can lead to vivacity. There are luxury hotels in them may the customer receive resident ayurvedic doctor during their stay, who prescribes a holistic natural treatment plan based on the individual current status. The prescribed plan may have detoxifying and purifying through special treatments and diets and a combination of yoga and meditation. However the expenses of this kind of service is relatively expensive and costs around \$ 5000 for a duration of 1 week residential in those hotels, but the advantage is that with a combination of Ayurveda treatments, holistic classes and personal health and fitness consultations, people can rebalance their body from head-to-toe and restore themselves. This detoxing function helps lazy digestion and slow metabolism which is one the common disease and deficit among elder range of people. A good Spa & Wellness resort can combine the benefits of the outdoors with opportunities for hiking, walking, jogging and biking excursions with high quality active and spa programs and pool indoor. Wellness tourism is an encompassing term relating to medical, health, sport, fitness activity and adventure which improves one's wellbeing. (Bushell& Sheldon, 2009).

### **3.6 The Necessity of Wellness Tourism in Modern Society**

The researches revealed the idea of new age tourism, which is generally based on individual spirit and has become popular from 1970s. Heelas states, that the nature of new age tourism is self spirituality to emphasize that the self is holy and divine and spirituality and happiness in its consequence depends on every single individual person (Heelas, 1996). A scenario analysis in German tourism and spa tourist by Natalie Wolf shows certain growth in German spa tourism, as the predictions and statistics illustrate the increasing number of population of middle class and the enhancement of demand for spa tourism in the near future. However the spa tourism market needs to challenge the new methods to adopt itself with future demands. Moreover the importance of this type of tourism is so impressive, that tourism industry needs to change its standards for the future spa and wellness tourism according to the change in consumer behaviors (Wolf, 2013).

Emphasizing on spa as a part of wellness tourism, we can point to the announcement of ministry of tourism in Malaysia stated: “The spa industry generated RM20.7 million revenue in 2011 and was projected to contribute RM6.7 million for Malaysia's yearly income. The industry is estimated to spawn more than 6,000 jobs by 2020. Realizing the importance of developing more quality spas and producing local therapists for the leisure and travel industry in the country, the government had started conducting a six month spa therapist training program since 2012” (official portal of national News agency of Malaysia, 2014).

GSS (2011), elaborates that near 67% of spa user tourists believe that spa is a significant asset in wellness tourism while just 24% of tourists think that medical



tourism is more related to spa tourism. All around the world we can see almost the same result, as in Europe, spas recommended only for medical purposes in healing water. It is interesting to know that water based treatment is in 6<sup>th</sup> place in wellness tourism whereas it has no place for it in medical tourism. 85% of spa users planned for another experience of spa in the future as an opportunity, but 54% of them wanted to repeat it such as a medical treatment. However, we may not easily name a type of tourism “spa tourism” as spas are mainly used by those tourists, whose main reason for travel was not experiencing spas but they are interested in different activities during their travels. (Ibid.,2011)

## **Chapter 4**

# **HEALTH TOURISM AND CUSTOMER SATISFACTION NEXUS**

### **4.1 Pull Factors in Customer Satisfaction**

#### **4.1.1 Search for Like-minded People**

As Amherst a researcher in University of Massachusetts stated, “The results show that when individuals are concerned with how they are evaluated by others, they are more inclined to letting their image of the destination inform their willingness to visit a particular holiday destination. Further the Air-line’s country-of-origin turns out to be a far more salient and useful information cue the more the holiday is perceived as a social visible.” (tourism consultant network, 2013)

In tourism industry, operation of businesses plays a great role. Behavior is the cash flow tourism-related businesses. Taking care of tourist reactions is one of the most important part as in the eyes of outer motivated people reaching the goal means success and it depends on perceived or judgment of other people. There are also links between achievement motivation and the perception of time. As people high in the need for achievement show greater signs of frustration and boredom as they perceive time to pass more slowly than it actually does.(Ibid., 2013)

#### **4.1.2 Destination as a Pull Factor**

Tourism and tourists demands are dynamic phenomenon, therefore the market changes time to time according to the tourists interests as a demand side. Destination

plays an important role in satisfying the expectation of tourists. Surveys show that architecture has an effect on customer satisfaction as well.

#### **4.1.3 Intention for Health Tourism**

In modern society health and wellness tourism has a rapid growth and among them spa industry had a remarkable growth in recent decades (Choi et al., 2014). Delighting service is a strategy that can result in to return on investment. Surveys show that customer look for two types of benefits; practical and joyful. Organizations should determine which services can provide one or both of these aspects and if the level of satisfaction meets the delightful level to provide customer loyalty for that organization and can cause positive word-of-mouth, and purchase behavior. Being aware of the factors which affect and improve customer satisfaction and delight could be a wise strategy for organizations to know where and how much resource to allocate to different services (Pallas, Groening & Mittal, 2014).

In highly joyful product or service categories, increasing the level of customer satisfaction to maximum might not be enough, and companies need to attract customer delight. In hotel businesses, customer satisfaction is an important aspect and therefore hoteliers are persistently trying to perform an experience that meets customer expectations to keep them committed to their hotel. However, organizations in tourism industry, with plenty of choices and low barriers to switching, may need to exceed customer expectations and delight them to remain in a customers' consideration set when they book their next stay. Hotels in such circumstances should make a wise strategic decision how to allocate their resources to improve either customer satisfaction and make sure of customer delight based on the level of joy or practical benefits they offer to their customers. So here customer

manager plays a significant role because customers are considered a company's most valuable resource and because very few companies have optimized this resource. Despite existing research, yet there is not a total agreement on how this resource should be grown and managed. Many researchers have argued that maximizing customer satisfaction and making sure of loyalty is the optimal method to increase customer revenue. Potential loyal customers who are not only satisfied but very satisfied, is necessary in producing higher levels of repurchase as well as positive word-of-mouth. There is no doubt that in certain business categories, consumers require more just for satisfaction. So there is an argument that companies should go beyond satisfaction and strive for delight as a strategic objective to obtain lasting loyalty (Kim & Mattila, 2013). They claim that customers need to receive unexpected value and become surprised to generate a trustful and profitable relationships with that organization (Oliver, Rust & Varki, 1997).

## **4.2 Accommodation Sector**

There is no doubt that, accommodation has a great influence on a tourist destination so the quality of the accommodation sector is one of the main aspects which should be considered by tourism managers to be developed in an appropriate way and failure in accommodation sector may lead to dissatisfaction and withdrawal while focusing on development in this sector could result in market development and certifies tourism satisfaction subsequently. (Sharpley, 2000)

## **4.3 Hotel classification**

Hotels classification criteria is usually based on their quality and this classification is using to inform the tourists how the quality of the service supposed to be and what kind of service and facility is expected to receive by them, as the classification and star rating has some fundamental definition. Indeed the real measurement of the

quality depends on the objective criteria while the classification of hotels and accommodation sector is an abstract phenomena other international standards and classification like EHQ (European Hospitality Quality) or ISO-9002 are the standards to unify the definition of these criteria. Therefore this type of categorization is not necessarily firm for all the Hotels and seems incapable as for example a hotel ranking is different when it has a fitness room or not, but even if the size of the room and the quantity of fitness machines are mentioned, the quality of given service the rate of maintenance is not mentioned and varies in different destination. However this categorization divides hotel to different classes and the stars are the symbols which represent this ranking category. This star ranking system used by Forbes Travel Guide for the first time in 1958. The greater number of stars represents better quality of service. "Guest-review criteria on Trip Advisor compared to conventional hotel- rating systems to assess hotel quality). (Organization, 2002)

Another ranking system is AAA which stands for “America’s Aging Highways and Airways” used to evaluate and give information about roads, motor vehicles, airways, hotels and facilities by means of its federation including 50 clubs since 1920 in United States and Canada based on lodging facilities and services their inspector rate Hotels and restaurants by a diamond sign. The more the diamonds are the better is the level of accommodation or restaurant’s quality, similar to star rating indicating luxurious. The aspects which affect the rating of hotels, resorts, B&B, Inns, motels are food service, view and panorama, numbers and size of the rooms, safety, spa and fitness centre, simplicity of access to different destinations and the location of the accommodation, tranquility of the place and the provided facilities. (Ibid., 2002)

All around the world the rating system are different. For example in German classifications are done as number of tourist visits the destination (\*), standard compatibility (\*\*), comfort ability (\*\*\*), First Class (\*\*\*\*) and Luxury (\*\*\*\*\*), with the mark "Superior" to show that there are extra services beyond the minimum standard. (Vine, 1981. p18-29). There are some hotels with 7star ranking like Burjalarab in Dubai, which has extra luxury service and a servant for each room. (Ibid.,2002)

#### **4.4 Satisfaction and Loyalty**

Satisfaction can be defined as meeting or fulfilling an individual's expectation towards a product or service. A large body of researches shows that customers with a higher level of satisfaction have higher levels of loyalty behaviors such as repurchase, recommendation, cross buying, positive word-of-mouth, lower price elasticity, and longer relationship duration (Mittal &Frennea, 2010).

A vast research support that there is an obvious association between customer satisfaction and loyalty behaviors and financial performance (e.g., Gruca&Rego, 2005; Kumar, Pozza& Ganesh, 2013). Yet, these research findings have produced mixed results regarding the existence and shape of the relationship. Therefore, it is has been suggested that companies should pursue delighting its customers as an extension to satisfaction in order to obtain loyalty. Research shows that increases in customer satisfaction are associated with higher consumption and loyalty in hedonic categories, but not in utilitarian categories (Voss, Godfrey, &Seiders, 2010). Friendliness of service staff, called hedonic benefits are harder to convey, because they are more valuable and credible when it is communicated by word-of-mouth in compare to announcements of the companies and organizations. In short, there are

benefits from continuing to increase customer satisfaction within hedonic categories. In addition, companies operating in hedonic product or service categories can even try to delight their customers (i.e., exceeding customers' prior expectations) to reap more profits. In contrast, customers in primarily utilitarian categories look at relatively comparable benefits (e.g., MPG, internet speed, number of channels).

Moreover, opportunities to develop emotional bonds to cultivate a customer-brand connection are scarce. For instance, the emotional connection a customer has with a perfume is largely based on hedonic benefits (e.g., scent, the emotions it evokes, aesthetics of the packaging) than on utilitarian benefits (e.g., price discount, sizes in which the bottle is available). While a lack of specific utilitarian benefits can leave customers unsatisfied, increased levels of a utilitarian benefit will not necessarily increase customer satisfaction or build an emotional bond.

Keeping customers satisfied is still important for companies to be successful. Yet, as we have illustrated, the importance of customer satisfaction differs based on the degree of hedonic and utilitarian benefits embedded in the firm's offerings. We argue that firms that offer services or products in high hedonic categories can benefit from investing in higher levels of customer delight. For services or products mainly providing utilitarian benefits, delighting customers will only have a small effect. Instead of viewing customer satisfaction as the only maxim for customer management, companies should carefully revisit their context – hedonic or utilitarian – in order to adapt their customer management strategy.

The essence of relationship marketing lies in attracting, maintaining, and enhancing customer relationships. Developing loyal customers has been shown to result in a

number of positive benefits, such as reducing the amount of investment in marketing efforts to solicit new customers, enhancing customer acquisition, improving customer retention, and increasing brand equity and profit (Smit, Bronner, & Tolboom, 2007; Su, Hsu, & Swanson, 2014).



## **Chapter 5**

### **IDENTIFICATION OF THE STUDY SITE**

#### **5.1 Geographical Information of Canada**

Canada is a country with two official languages, English and French and combines of a diversity of population of 32.5 million people with the thirteenth largest economy and the second largest geographical area in the world. It combines of a cosmopolitan population cultural variations and well-developed infrastructure. The vicinity and neighborhood with United States of America and the close connection with Asia and Europe, having more 201168 km strand and two joint border with United States of America, the longer one is in the southern part of Canada and the other common border is in North West part. As Canada is rich in land, it has various type of land such as: high mountain, forests, ice land and other vegetation cover like tundra. Many lakes and rivers could found in Canada as well; the different nature landscapes resulted in different climates across Canada. The majority of population is inhabitant of four season areas. However, spring and autumn are moderately short seasons and the weather is deliberately warm or cold in these seasons. From June to September consider as summer time and the weather is changing from warm (around 20 degree of centigrade) to very hot and it may reach 30 degree of Centigrade. In Quebec and Ontario provinces the humidity is high, due to vicinity to the lakes. In most areas of Canada winter is extremely cold and temperature steps down from zero to minus 32 degree of centigrade and it snows from November to April but in southern part of

British Columbia Province, the winter is not as cold as other part of Canada and exceptionally it is always above zero. (atlas.nrcan.gc.ca)

As it is illustrated in Figure 2, Ottawa, the capital city of Canada, is the fourth largest city after Toronto, Montreal and Calgary of Canada and located on the river with the same name. Ten provinces and three territories in five different regions have shaped the land of Canada. Each of them has its own capital. Atlantic Provinces, Central Canada, Prairie Provinces, British Columbia Province and North region. Quebec is located in central region. (Ibid., 2013)

Distribution of population of Canada is very disparate according to different aspects such as climate, economy and historical background. The major segment of Canadian inhabitant settled in Southern Ontario, Quebec and British Columbia provinces. has a very uneven distribution. Due to factors related to historical settlement. Since the North region is extremely cold less population has been settled in this region. (Ibid., 2013)



Figure 2: Map of Canada

## **5.2 A Brief History of Canada**

As it is mentioned in the same reference above, according to the last statistics Canada's population is around 34 million people. The national foundation of Canada divided to three groups: Aboriginal, French, and British foundations, but immigrant part of population counts as a considerable factor of society foundation.

The ancestors of *Aboriginal people* of Canada have lived in Canada before the European arrive and prospect Canada. Three discrete folks constructed Aboriginal Canadian; Indians, *Inuit* and *Métis*. Acadian and Quebecers are the French foundation of Canada and speak in French language. Acadians settled in Canada since 400 years ago in Atlantic region. The inhabitants of Quebec province called *Quebecers* ("Québécois" in French) speak almost in French and since late 1600 brought French custom and traditions to Canada. They are still the unique identity and French-civilized foundation of Canada. The Canadian government considered Quebecers as a nation inward Canada in 2006. Quebec province's society has one million English-speaker who are known as Anglo-Quebecers. The English population of Quebec has settled in Quebec since 17<sup>th</sup> century. Most of the British political institutes like common laws and Westminster Parliamentary of Canada has brought through these pioneer population (Ibid., 2013).

## **5.3 Canadian Economy**

Canada's economy functions based on three major industries in its free market economy. Service industry provides different jobs in areas such as transportation, education, health care, construction, banking and finance, communication, retailer, governmental and tourism services. In addition, 75 percent of Canadian employees are integrated in service industries (Supporting tourism , 2013).

Industry type 2 is manufacturing industry, which produces products to sell within and beyond Canada. High tech equipment, aerospace technology, automobiles, machinery, paper, food, clothing and other merchants are good samples of high –tech manufactured products of Canada. The majority of manufacturing products will sell to United States as USA is Canada’s largest international trading partner. (Ibid., 2013).

Natural resources industry is one of the significant foundation of Canada’s economy from ancient time and it is still the propulsion energy of modern economy in Canada. Some of the sub-industries of this group are fishing, agriculture, forestry and mining. (Canada's economy, 2013)

## **5.5 Tourism in Canada**

Canada is one of the largest destination of domestic and international tourism. Canada is the second country in the world according to its land area. The extra ordinary geographical variety is the main tourist attraction factor. Many of the tourist attraction of Canada located in Montreal, Toronto, Vancouver and Ottawa, which are the most populated metropolitan areas in Canada and the fame is based on diversity in culture and historical sight-views and national parks. In year 2012 Canada’s income from tourist industry was over USD 17.4 as it has accommodated 16 million tourists at that year. The contribution of domestic and international tourism on total GDP was 1% and it provides 309 thousands of jobs in Canada in 2012. In 2012 which means 1.8% of total employment. This number is expected to increase by 2.7% in 2013 and goes higher by 4.4% to 486,000 jobs means 2.6% of employment. Canada’s income from visitor exports was CAD16.8bn in 2012. In

2013, this number expected to rise by 5.0%, and the country is expected to attract 17,538,000 international tourist arrivals (Scowsill, 2013).

Besides as it is illustrated in T&T competitiveness index 2013 Canada has grown up to 8<sup>th</sup> level in compare to the other countries. In American continent Canada is the second country due to its good support of natural resources and environmental policies. Canada raised to first place owing to its air transport. 5<sup>th</sup> place allocated to Canada for its heritages and predominant infrastructure and Human Resource. The numerous international exhibition hold in Canada annually helped Canada to compete well in tourism industry. According to UNWTO highlight 2013, which illustrates the percentage of tourism by purpose. In the American region Canada is the second country in tourist arrival with 2% increase in this section despite economic difficulties (Blanke et al., 2013).

## **5.6 Challenges of Tourism Marketing in Canada**

Based on the statement of WHTI's (Western Hemisphere Travel Initial) report Canada is facing new challenges in its tourism market, as the tourists tendencies has shifted to exploration of the nature and more relatively they have planned for their health and safety. Therefore, Canada needs to improve its market pattern from mass tourism market to niche tourism market since the tourism review followed in Figure 3, shows the necessity of more focus and attention on the menu of the experiences of its tourists which requires high investment in governmental and private sector to heighten the quality of infrastructure and take advantage of emerging market and compete in this high speed competition (Supporting tourism , 2013).

## Tourism review Inbound highlights

### Overnight trips to Canada

	May 2014	14/13 May % Change	Jan. - May 2014	Year-to-date % Change
<b>United States</b>				
Automobile	572,509	-0.3	1,837,005	-2.5
Plane	363,053	11.2	1,239,679	5.7
Other	134,503	1.2	279,262	-4.8
<b>US Total</b>	<b>1,070,065</b>	<b>3.5</b>	<b>3,355,946</b>	<b>0.2</b>
<b>Core Markets</b>				
UK	62,133	3.0	190,387	1.1
France	37,538	-0.2	134,684	-1.5
Germany	28,287	-3.4	85,697	4.9
Australia	32,030	12.8	84,344	5.2
<b>Core Total</b>	<b>159,988</b>	<b>2.8</b>	<b>495,112</b>	<b>1.7</b>
<b>Emerging/Transition Markets</b>				
Japan	20,453	14.8	77,086	6.6
South Korea	14,056	10.5	49,616	9.8
Mexico	14,452	23.2	57,232	11.2
Brazil	7,769	1.0	31,679	-0.1
China	36,877	32.3	126,076	27.8
India	21,335	12.1	56,842	12.9
<b>Emerging/Transition Markets Total</b>	<b>114,942</b>	<b>18.7</b>	<b>398,531</b>	<b>14.0</b>
<b>CTC Overseas Key Markets</b>	<b>274,930</b>	<b>8.9</b>	<b>893,643</b>	<b>6.8</b>
<b>Other Overseas Countries</b>	<b>167,738</b>	<b>5.9</b>	<b>547,209</b>	<b>4.8</b>
<b>Total Non-US Countries</b>	<b>442,668</b>	<b>7.7</b>	<b>1,440,852</b>	<b>6.1</b>
<b>Total Countries</b>	<b>1,512,733</b>	<b>4.7</b>	<b>4,796,798</b>	<b>1.9</b>

Note: Statistics Canada preliminary estimates.  
Source: Statistics Canada, International Travel Survey.

Figure 3: Tourism Review Inbound Canada

### 5.7 Accommodation Sector in Montreal

According to Quebec vacation guide, different types of accommodation included in various tourism destinations of Montreal. Hotel, Motel, Guest house, Pension, Camping ground, Beach Resort and RV Parks are various types of accommodation in Montreal, among them one hundred and sixty eight hotels located in Montreal, including twenty three best luxury hotels, which are the target of this study. Twenty one hotels in Montreal ranked as four star accommodations. As Quebec has perfect beauty and authenticity of 14 major must-see attractions, the importance of accommodation sector in the city of Montreal which is the centre of all these events become twice. The list of luxury five star hotels of Montreal is given in the appendix

1 of this paper. Although all of these hotels hold different awards such as AAA five Diamond award of 2013 or Green Hotel global Certification and have extra ordinary services for their customers and their service includes wellness and recreation centre consisting indoor and salt water pool, fitness room and outdoor lounge services, spa service embedded as an extra service which was given in guest rooms not in a specific room located in the hotels and its importance has no taken into consideration.(Ibid., 2013)

Spa hotels in Montreal and rural area of province of Quebec have their own market in this region. There are only 6 spa hotels in Montreal city among them none are five star hotel and their specific profession are winter outdoor spas which is one of the loveliest attraction of Quebec in winter time. However the services of these hotels are not comparable with 5 star hotels although they have their customers of this type.

The consumer outlook of accommodation sector of Canada shown in Figure 3 noted slow rise in April 2014. The national occupancy rate recorded slight growth of 1.1 points to 60.7 %. This index shows 1.1 points change in Quebec province (market, 2014) .

## Chapter 6

### RESEARCH METHODOLOGY AND DATA ANALYSIS

#### 6.1 Methodology

The study used quantitative research method to collect primary data. The reason for choosing this method was to reach in-depth understanding of the responses from the quantitative method to provide illustrative material about what underlies respondents views. Quantitative research method is highly conducive to this particular form of research, since research instrument such as questionnaires followed with close-ended responses which let the researcher capable of meaningful comparison between responses (Mack et al, 2005).

A pilot study by means of 10 questionnaires conducted and results indicated that questionnaire's items does not have any problem in terms of ambiguity, vague words, syntax and so on.

To check hypotheses of the study, correlation analysis performed using SPSS version 20.0. Pearson correlation used to assess the correlation between the study variable that required to normally distributed. Hence, Kolmogorov-Smirnov test hired to check normality of the variable. Descriptive statistic of respondent are summarized to demonstrate profile of the tourist who participated in the survey.

The analysis shows the researchers that if there is any relation between variables. There are different approaches to measure service quality; however the present study



measured the service quality using questionnaires adopted by Oliver (2000) with emphasizing on room equipment and spa and health centre affordability and convenience. Then the degree of customer satisfaction measures directly by evaluating these factors and overall satisfaction variable using five-point likert scale ranged from 1(excellent) to 5 (bad).

## **6.2 Theoretical Framework**

According to traditional Macro- Model of customer satisfaction adopted by Woodruff and Gardial in 1996, “satisfaction is customer fulfillment respond” which in this study has been investigated on those customer used spa and health centre services. Traditional Macro Model of customer satisfaction shows the status of relative elements in marketing customer satisfaction research. In both of public and private sector many research has done on customer satisfaction and this concept is one of the main concern of managers of organizations which are more related to human-beings. Marketing research promote the discomforting elements which result in dissatisfaction and the attributes and efficient factors which increase the level of satisfaction. So as it is addressed by Oliver, 1997 the level of pleasurable accomplishment consumption of a product or service leads to satisfaction. As human-being is a phenomenon which is extremely related to her/his psychological circumstances then the significant of awareness of psychology and its modality related to hierarchy of human-beings needs shows the importance of Maslow’s hierarchy’s need theory while they consuming a service or product rather than buying it as a customer. Macro-Model theory can be applied for justification of linkage between quality, service, affordability, convenience, reasonable price, and amusement of health center and spa service and customer satisfaction.

Maslow theory is one of the motivational theories that used in this study. Motivation and decision making in Maslow theory located in one of the five level of hierarchy of need; so Maslow's theory can be applied practically as a key role to one's motivation and help the managers to determine their potential success. Delighting services which designed more than a customer expectation such as massage treatment in a hotel or custom designing of a room for instance could locate to fourth or fifth level of Maslow's hierarchy of needs and admits that a successful marketing can be applied in organizations not only to meet the expectation of customers but also to delight them and make sure that they will be loyal to that product or service as it is realized to fulfill self-esteem of the customers.

### **6.3 Research Design**

This investigation was concerned generally to see how health centre and spa services perceived in the daily life of people and how in return customers, who received these services consider it as a satisfactory item in hotel services. Particular issues include life style, knowledge, level of income and age address different responses to these services.

Data collection has been done by means of questionnaires in summer, autumn and winter of 2013 among the majority of 5 star hotels in Montreal, Canada. Convenience sampling method employed as a sampling technique, because the population has defined as the tourists who visited 5 star hotels in Montreal and used health service centers (Altinay and Paraskevas, 2008). A total of 80 copies of valid questionnaires were obtained.

This study aims to test following hypothesis:

H1 The room quality positively correlated with customer satisfaction.

H2 The quality of hotel equipment affects the level of customer satisfaction.

H3 Health center and spa service affordability in hotel raise the level of customer satisfaction.

H4 Health center and spa service convenience in hotel increase the level of customer satisfaction.

H5 Health center service proficiency in the hotel boosts the level of tourist's satisfaction.

H6 Hotel health center and spa service relaxing state affects the level of customer satisfaction.

H7 The state of amusing of health center and spa affects the level of customer satisfaction.

H8 The comparative price according to the service affects the level of customer satisfaction.

In the next chapter, sample and procedure, data analysis and results of descriptive and inferential statistic are presented.

Room quality

Hotel  
equipment

Affordability

Convenience

Proficiency

Relaxing  
state

Amusing  
state

Comparative  
price

### 6.4 Research Model

The conceptual research model is presented in Figure 4. The model suggest that room quality, hotel equipment, affordability, convenience, proficiency, relaxing state, amusing state, and comparative price positively impacts on overall satisfaction.

Customer  
satisfaction

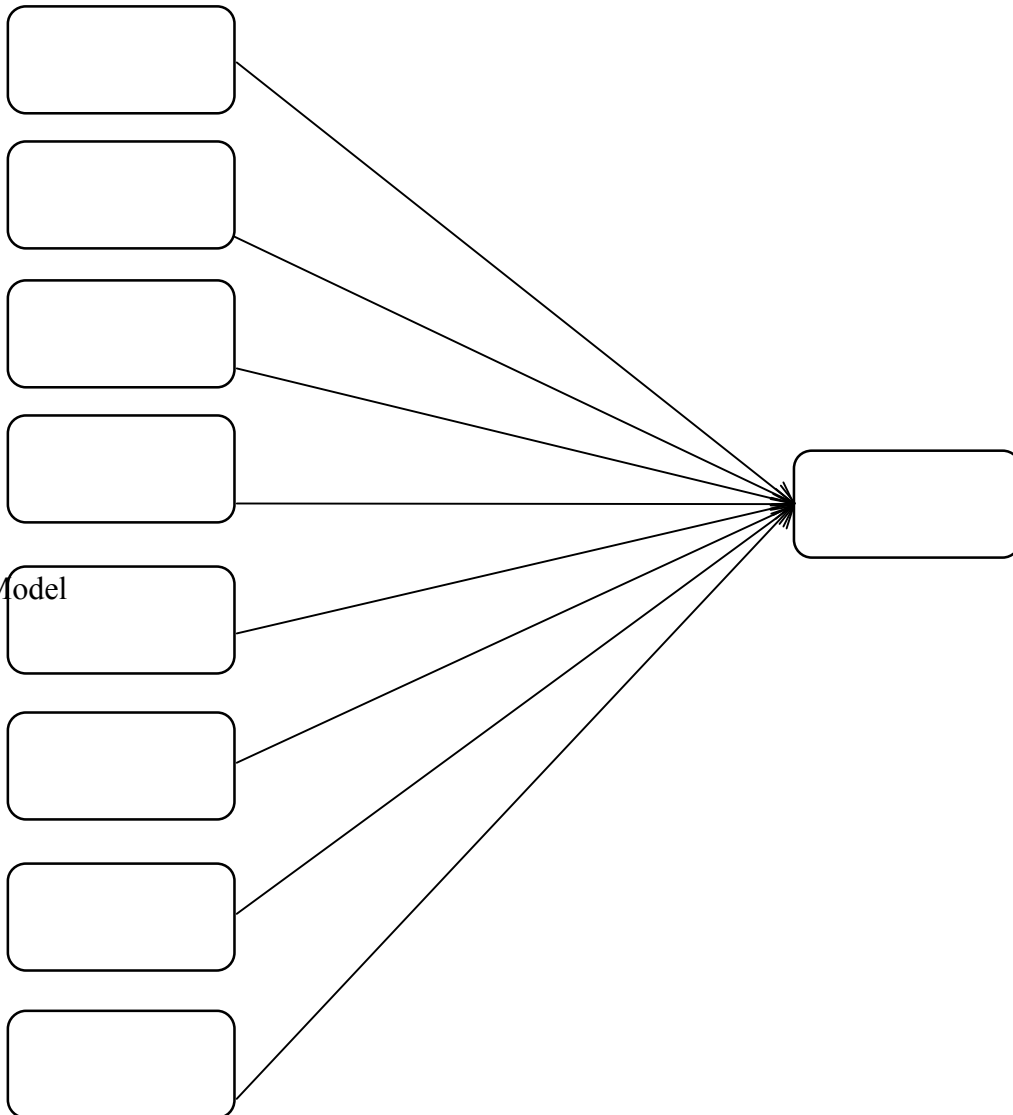


Figure 4: Conceptual Model

## 6.5 Data Analysis and Findings

In this chapter results of frequency and number of the respondents by age, gender, educational level, marital status, and income level are presented. In addition, results of kolmogorov-smirnov test to checking normality of the variable as well as means, standard deviations, and correlation matrix of the variables calculated.

### 6.5.1 Demographic information

Demographic information of the respondent is summarized in Table 1.

Table 1: Respondents' Profile

	N	%		N	%
<i>Age</i>			<i>Educational Level</i>		
18-27	9	11.3	Primary school	1	1.3
28-37	22	27.5	Middle school	2	2.5
38-47	25	31.3	High school	9	11.3
48-57	15	18.8	Junior technical college	19	23.8
58-67	9	11.3	University	49	61.3
Total	80	100.0	Total	80	100.0
<i>Gender</i>			<i>Average salary</i>		
Male	43	53.8	below 2500 CAD	41	51.25
Female	1	1.3	above 2500 CAD	39	48.75
Total	36	45.0	Total	80	100
	80	100.0			
<i>Marital status</i>					
Single or widowed	43	53.7			
Married	37	46.3			
Total	80	100.0			

More than 30 percent of the respondents are aged between 38-47 years. About 27 percent are 28-37 years old, 18 percent are 48-57 years old, 11 percent are aged between 18-27 years and 11 percent are 58-67 years old.

The majority of the respondents (61.3 %) have university degrees and about 23 percent passed junior technical college level. Eleven percent finished their education at level of high school and the rest are less than high school.

More than 53 percent of the respondents are men and 46 percent are female. Income level of 51 percent is below 2500 CAD and about 49 percent more than 2500 CAD. About 46 percent of the respondents get married and 54 % are single or divorced/widowed.

Study presents that there are main differences between individual characteristics of tourists that will cause heterogeneity in market target.

As it stated in health or self study, done by Maket al., (2009) socio-demographic characteristics of tourists which here called customers affects on their perception about a service in spa tourism which is a sub sector of health tourism (Mak et al., 2009). Therefore going to gym and going to spa tendencies considered as two variables showing the personal tendency of tourist respondents; regarding the results in table 3 the total mean of go to gym is 2.4935 exactly same as go to spa but the significance are different. Go to gym significance is 0.243.

#### **6.5.2. Normality test**

As aforementioned a total of 80 valid questionnaires, due to available resources, has been collected. Hence, to check the normality of the variable a Kolmogorov-Smirnov test has been performed that results shown in table 2.

Table 2: Results of Kolmogorov-Smirnov test

Variable	<i>Statistic</i>	<i>df</i>
Room Satisfaction	0.26**	79
Hotel Equipment	0.24**	79
Hotel Health Centre Affordable	0.25**	79
Hotel Spa Service Affordability	0.24**	79
Health Centre Service Convenience	0.19**	79
Hotel Spa Service Convenience	0.19**	79
Hotel Health Centre Service Proficiency	0.17**	79
Health Centre Relaxing	0.19**	79
Spa Service Relaxing	0.21**	79
Health Centre And Spa Amusement	0.19**	79
Reasonable Compare Price	0.19**	79
Overall Satisfaction	0.27**	79

*Note:* \*\* is significant at level of .001.

Results of Kolmogorov-Smirnov test proofed all variable normally distributed at level of .001. This is required for selection of type of correlation analysis. Since the variable of the study are normal, Pearson correlation analysis hired to test relationship among study factors.

### **6.5.3. Hypotheses testing**

Mean, standard deviation, and correlation matrix of the study variable are provided in Table 3. Below is the result of investigation on customer market of five star hotel and resorts area in Montreal, Canada.

According to the results, overall satisfaction of the customer has a significant and positive correlation with room satisfaction ( $r=.519, p< .001$ ). It means, those tourists who are satisfied from accommodated room in the hotel revealed a high level of satisfaction than tourist who is not happy with their room. Hence, Hypothesis 1 is supported. Equipments of the hotel positively affected the overall satisfaction of the customer ( $r=.590, p< .001$ ). Therefore, Hypotheses 2 is supported (Table 3). Affordability of health center has a significant and positive linkage with level of customer satisfaction ( $r=.607, p<.001$ ). Like affordability of the health center, Affordability of Spa service significantly and positively associated with overall customer satisfaction ( $r=.392, p< .001$ ). Thus Hypothesis 3 is supported. Health center and spa service convenience in hotel positively correlated with customer satisfaction ( $r=.529, p< .001$  &  $r=.528, p< .001$ ). Thus, Hypothesis 4 is supported (Table 3).