

Міністерство освіти і науки України

Національний університет харчових технологій

**80 МІЖНАРОДНА НАУКОВА
КОНФЕРЕНЦІЯ
МОЛОДИХ УЧЕНИХ,
АСПІРАНТІВ І СТУДЕНТІВ**

*“Наукові здобутки молоді –
вирішенню проблем харчування людства
у XXI столітті”*

Частина 4

10–11 квітня 2014 р.

Київ НУХТ 2014

25. Wellness tourism

Kateryna Buzmakova

National University of Food Technologies

Introduction. Wellness tourism is travel for the purpose of promoting health and well-being through physical, psychological, spiritual, or emotional activities. Wellness Tourism Worldwide Announces Top 10 Wellness Travel Trends for 2013 Los Angeles, Jan. 11, 2013 -- Wellness Tourism Worldwide announces its 2013 forecast of wellness travel trends. Each trend bears relevance to today's consumer, focusing upon new wellness designs, programs and service levels in air transit, hotel accommodations and destinations.

Wellness Takes Flight. To draw more passengers and increase revenue, airports renovations are featuring sleek ultramodern designs incorporating natural light, art installations, high-end dining and shopping venues as well as a plethora of health and fitness offerings. A wide range of offerings from the ubiquitous spa to swimming pools, gardens, walking paths, private napping cabins and cultural centers are all designed to create a kind an atmosphere of "terminal bliss".

Health Focused Hotels. Now hotel rooms are designed to alleviate altitude sickness, reduce jet lag, induce better sleep, eliminate bacteria, waterborne chemicals and allergens and purify and humidify the air. Vitamin C-infused showers, dawn simulating alarm clocks and melatonin-producing lighting are other notable features.

Digital Detox. A survey showed that 80% of smartphone users in the US almost never leave their home without their device, while another found almost 50% of mobile owners use their phone during vacations to snap photos and trip planning. Surrendering laptops, tablets and smartphones at check-in are a part of several hotel "Un-plug" programs. Some destinations are also creating technology free vacation campaigns as a way to market their rustic settings.

Reconnecting Through Nature. Natural assets are the most critical component to wellness tourism product development. Destinations are beginning to fully leverage their landscape in response for the human need to explore and relax outdoors. "Deprivation holidays" - coined by Euromonitor - is a growing trend where stressed out folks choose outdoor boot camp to improve fitness and induce weight loss by pushing to the extreme.

Sleep at the Forefront. Too tired to function, unable to rest? Lack of sleep impacts immune, brain and metabolic systems. Micro naps in urban spas create a respite from the frantic pace of cities. Private napping cabins offer respite for weary intercontinental travelers. Hotel designs have evolved to combat jet lag and o help both business and leisure travelers sleep well and prepare for the day ahead. Airlines are catching on, with redesigned planes for peaceful sleep providing well-appointed linens on a full size bed and turn down service in first class private cabins.

Spiritual Seekers. The interest in non-religious spiritual practices is growing around the world. An increasingly secular global society seeking meaning and purpose opens the doors to spiritual pilgrimages, retreats, temple stays and workshops.

Indigenous Healing Traditions. As the world has become more globalized, many spa brands have gone the way of Starbucks -- predictable. Placing a spot light on authentic healing traditions is important on several levels. Exporting a region's traditional healing practices gives consumers the opportunity to experience them first-hand at their place of origin. Travelers seeking health and healing traditions at their place of origin contributes to cultural conservation and sustainability, in some cases stimulating economic growth and breathing new life into long forgotten, ancient or undervalued rituals.

Rewarding Wellness Travel. Meeting planners are seeking destinations that align with corporate initiatives for maximum ROI. What better way than to coordinate transformative experiences for both the individual and business organization sponsoring the meeting? Most U.S. companies plan to increase the dollar value of the incentives they offer employees to participate in health improvement programs.

Celebrity Instructor Retreats. Studies show that sometimes the most transformative experiences occur far away from home. Yoga, Pilates, meditation and fitness gurus have been elevated to rock stars with their own following and are taking their expertise on the road at exotic locations, regional weekend workshops. Spa destinations and resorts have been offering specialized, themed getaways for awhile but now instructors have realized their own cache and are cashing in.

Intergenerational Family Travel. It seems everyone agrees that multi-generational family travel is a hot trend that has been growing the last few years. Grandparents are connecting with grandchildren in a distinct way — by traveling. Grandparents are more active and fit, and have sympathy for their own grown children, who often are required to have two working adults to pay the bills. Vacations create memories and are taking their family relations from cyberspace to real space. The travel industry has designed programs to bring families together to learn, love and play.

Conclusions. Wellness Tourism Worldwide (WTW) provides research, education, development and promotion to travel sellers and traveler providers. Mission of WTW: Improving Well-being & Economic Growth through Travel. Making wellness travel accessible, fun & rewarding for everyone. Founded in recognition of the wide gap between health, well-being, leisure, tourism and sustainability, WTW is based on the domains of well-being and Quality of Life (QoL).

References

1. <http://www.wellnesstourismworldwide.com>
2. Health and Wellness Tourism: Melanie K. Smith, László Puczkó
3. <http://www.euromonitor.com>