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The influence of the complexity of wellness services upon different aspects of the management of wellness tourism organizations in Romania

Claudia Ciobanu (Bitea)^{a*}, Daniel Luches^a

^aWest University of Timisoara, Bld. Vasile Pârvan, no. 4, Timisoara, postcode 300223, Romania

Abstract

The need of wellbeing is felt by an increasing number of individuals. This stimulates the demand for healthy products and services. All services represent nowadays an important part of the economy. This applies to wellness services as well. Still, the concept of wellness is quite new, especially in Romania. Nevertheless, the managers from the tourism industry in Romania started to use this concept more and more frequently. Wellness tourism started to develop only a few years ago in Romania. The management of tourism services in general, and of wellness services in particular, represents an extremely important aspect for the managers in the hospitality and tourism industry. This article's main purpose is to establish whether the complexity of the wellness services directly influences some aspects regarding the managements of the wellness tourism organizations that provide them. The managers have to take into account and to pay attention to all the aspects regarding services culture if they want to be able to provide high quality wellness products and services. Moreover, they have to consider an entire and complex package of services, including extra services, if they want to provide top wellness packages.

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* Corresponding author. Tel.: +4- 072-444-4082.

E-mail address: claudy_ciobanu@yahoo.com

1. Introduction

With the development of tourist traffic, the increase of the number of trips, but also the increase of customer expectations, have changed traditional hospitality into a commercial hospitality. This type of commercial hospitality, besides satisfying the basic needs, namely accommodation and catering, also offers other services such as recreation, sports, relaxation, and so on. All of these services come together in what we call the hospitality and tourism industry today.

Healthy lifestyle has become increasingly important for many individuals. A good look, a good overall health, a lifestyle that encompasses sport are some of the people's wishes that have led to specific behaviors. This healthy behavioral pattern is more and more present in developed societies and reflects balance and personal harmony.

Wellness is becoming increasingly popular and developed worldwide every day. However, it is quite difficult to find a single approach to this concept.

A combination of health, wellness and tourism naturally leads to relaxation, exploration, socialization, self-esteem, or otherwise to a general state of well-being. All of this and not only have contributed to the development of wellness tourism. The wellness industry has grown in recent years throughout the world. It provides services and products for both local and international tourists. Services are provided, among others, by spas, gymnasiums, sports organizations, wellness centers and so on.

The management of the demand for wellness products and services is a real challenge for business people and managers. The wellness tourism industry needs to identify the characteristics of these demands. For performance calculations, managers must consider costs, earnings, and profit. Managers need to be able to adapt to fluctuations in demand and to constantly changing needs and expectations. They have to meet the requirements of the market and come up with products and packages of varied wellness services according to the wishes of the clients.

The purpose of this scientific research is to determine the influence that the complexity of wellness services has on the management of the wellness tourism organizations that supply them. In the first part the article presents some theoretical considerations regarding the tourism services in general but also for the wellness tourism and the wellness tourism organizations. In the second part are presented the research methodology and the results. Thus, it was attempted to establish the influence that the complexity of wellness services has on several aspects of the management of wellness tourism organizations.

2. Theoretical background

Worldwide, wellness tourism is beginning to grow and develop more and more.

The tourism industry is, in essence, a service industry based on the combination of the five basic services (accommodation, food, transport, treatment, leisure / entertainment). These services, combined with the tangible elements lead to the formation of tourist packages intended for consumption by tourists. (Ispas, 2012, p.24).

According to the American Marketing Association, 'services are activities, benefits or utilities that are offered on the market or provided in conjunction with the sale of good.'

According to Gronroos, 'a service is a more or less tangible activity or group of activities that usually takes place at the time of the buyer and provider interaction' (Gronroos, 2007, p.20). This definition is more comprehensive than the one provided by the American Marketing Association.

From the definition above results not only the fact that the services are not material, but also the fundamental importance of the relationship between the buyer and the service provider, which is most often decisive in providing the service. The concept of wellness is more and more common in Europe and globally. According to *Travel to Wellness Magazine*, at European level and not only the vast majority of organizations offer different tourist products such as: therapies, massage and its derivatives, cosmetic treatments, spa treatments and so on. There are organizations that include fitness activities (eg. yoga, Pilates, etc.) or various outdoor sports (for example in mountain resorts).

Nowadays, many authors claim that the whole world is in a crisis of services. Kaufman believes that two of the reasons why this happens are: services are considered servile and the service world is too little mapped. He claims that nowadays it is necessary to talk about and produce only "superior services". He also proposes seven rules of leadership in services (Kaufman R., 2013, p.93):

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