

BOOK REVIEW

Health and Wellness Tourism; Spas and Hot Springs

by

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Reviewed by John Barnes¹

This extensive volume will prove invaluable to entrepreneurs wishing to enter this tourism market and to academics whether faculty members or students at the graduate and post graduate levels interested in pursuing this topic. Although this book was published in 2009, the reviewer only recently requested that it be purchased from abroad to assist students engaged in health and wellness tourism activities.

The volume comprises ten chapters. Each chapter features an introduction and concluding summary and also includes numerous figures, reproductions of photographs, informative tables and additional boxed source material references. An extensive Reference list is also provided to assist researchers seeking access to original information sources.

Chapter 1 - Introduction: Development of the Health and Wellness Spa Industry.

Chapter 2 - The Health and Wellness Concept: A Global Overview.

Chapter 3 - Use of Spatial Natural Hot and Mineral Springs Throughout History.

Chapter 4 - Cultural and Religious use of Water.

Chapter 5 - Geological Background of Natural and Mineral Springs.

Chapter 6 - Health and Wellness Spa Tourism Environment.

Chapter 7 - Technology and Economics of Health and Wellness Spa Tourism.

Chapter 8 - Aspects of Management and Marketing in Health and Wellness Spa Tourism.

This chapter will prove most useful to mature students nearing graduation who might be considering a career change into the tourism industry and into the Spa and Wellness segment in particular.

Chapter 9 - Case studies from the Contemporary World. Case studies are very useful because we have the opportunity to learn from both the successes and failures of our predecessors. This chapter comes replete with numerous tables and matrices of cases from numerous countries each covering a variety of scenarios from: Undeveloped wild hot springs; Developed natural hot springs; Redeveloped hot springs; Medical use of hot springs; Hot Spring aqua parks; Extreme hot springs as visual attractions.

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Chapter 10 - Conclusions is divided into the following sections: Tourism and the use of natural hot and mineral springs; Health and Wellness Tourism in Retrospect; including cross cultural adaptation; The environments of health and wellness spa tourism; Technologies and the built environment; Marketing; management; The size of the spa industry and its economic value. This chapter concludes with Gaps, challenges and Future Research Directions.

This volume concludes with an extensive Reference List which it is hoped will prove useful to both faculty members interested in undertaking research in this area and to students wishing to study this topic more deeply, either for a thesis, dissertation or independent research report.