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# The internationalization process of Wellness Tourism

By Anja Behrens

GRIN Verlag Jul 2009, 2009. Taschenbuch. Book Condition: Neu. 218x149x3 mm. This item is printed on demand - Print on Demand Neuware - Research paper from the year 2007 in the subject Business economics - Marketing, Corporate Communication, CRM, Market Research, Social Media, grade: 1, University of Las Palmas de Gran Canaria, course: Marketing Internacional, language: English, abstract: During the last decades wellness tourism has been booming worldwide. Stimulated by an in-creased interest in health and fitness as well as the need to escape from work-related stress, 'spa-going' is now one of the most sophisticated and exciting ways of making holidays in the 21st century. Responding to the increasing demand for wellness, the tourism industry had to adapt its holi-day offers and hotel facilities by creating spa or wellness centres within the hotels and resorts - spa or wellness centres which opened in the cities recently are not entering the field of well-ness tourism and therefore are not recognized in this report. In this report the identification of wellness tourism, its development and its trends are the matter of interest. After the definition of wellness tourism we will delimit its components and some concepts in close relation. In a second...



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