

Innovative wellness tourism services suitable for spas at Saimaa region

Abstract

Author(s)	Publication type	Completion year
Karina Myllylä	Thesis, UAS	2024
	Number of pages	
	60	
Title of the thesis		
Innovative wellness tourism services suitable for spas at Saimaa region		
Degree, Field of Study		
Tourism and Hospitality management		
Abstract		
<p>The thesis intends to introduce prospective innovative wellness or wellbeing services suited for the Saimaa area in Finland, showing the emergence of new services and products as innovations are developed. It focuses on existing innovations and how future services and products can transform the wellness business if implemented.</p> <p>The thesis employs desk research, content analysis, and conceptual analysis to discover concepts and gather them into feasible parts. The first chapters present the thesis idea, aims, and methods, followed by a thorough examination of wellness tourism, covering innovations and trends. The research concludes by presenting innovative wellness tourism services suitable for spas in the Saimaa area.</p> <p>When it comes to determining the most beneficial innovations for a particular region, the combination of Artificial Intelligence and Augmented Reality, particularly in robots, is remarkable. However, additional services are also beneficial to introduce. In terms of treatment trends, salt saunas are the most advantageous to spas. Chapters include more thorough information.</p>		
Keywords		
Wellness, wellbeing, tourism, spa, trends, innovations, Saimaa region		

Contents

1	Introduction.....	1
1.1	Background of research	1
1.2	Aims of the study and research questions	3
1.3	Research methods	4
2	Theoretical framework.....	5
2.1	Wellness or wellbeing tourism.....	5
2.1.1	Dimensions	10
2.1.2	Holism	13
2.2	Medical tourism.....	14
2.3	Spa tourism.....	16
3	Innovations in hospitality	20
3.1	Touchless solutions	20
3.2	Power of Wi-Fi 6	21
3.3	Digital delights	21
3.4	Potential of robotics	22
3.5	Green practices	23
3.6	Wellness services and innovations of Finnish spas	24
3.6.1	Holiday Club Saimaa	26
3.6.2	Lähde Hotel	26
3.6.3	Imatra Spa Resort	27
4	Global trends	30
4.1	Social trends	30
4.1.1	Search for communities.....	30
4.1.2	Family Togetherness	30
4.1.3	Less Free time and more stress.....	31
4.1.4	Health concerns.....	31
4.2	Technological trends	32
4.2.1	Artificial Intelligence (AI)	32
4.2.2	Virtual Reality (VR)	33
4.2.3	Red light therapy (RLT)	33
4.2.4	Cryotherapy	34
4.3	Environmental trends.....	35
4.3.1	Sustainability.....	35
4.3.2	Connection with nature.....	35

4.3.3	Conshumalism	36
4.3.4	Corporate Social Responsibility (CSR)	36
4.4	Treatment trends	37
4.4.1	Yoni steam	37
4.4.2	Crystal healing	37
4.4.3	Turkish bath massage	38
4.4.4	Sound bath	38
4.4.5	Golden massage	38
4.4.6	Light therapy	39
4.4.7	Lymphatic drainage	39
4.4.8	Salt sauna	39
5	Future wellness tourism	40
6	Innovative wellness tourism services suitable for spas at Saimaa region	46
7	Conclusions	49
	References	51

1 Introduction

1.1 Background of research

In modern society, surrounded by job stress, pollution, growing costs, and other issues, health is one of the most important parts of a person's life. Without a doubt, maintaining, valuing, and giving priority to one's health is vital. These days, even when on vacation, it is simple to stick to an active lifestyle. According to Global Wellness Institute (GWI) (2018a), wellness tourism is defined as travel that is connected to one's physical and mental wellbeing.

The wellness tourism market, according to GWI, is large and comprises a variety of wellness businesses, including spas, thermal springs, resorts, fitness centres, and more. Depending on their holistic values and the purpose of their trip, each wellness organisation has something special to offer visitors. (Global Wellness Institute 2018a, 7.) According to GWI (2018), through 2022, wellness tourism is expected to develop at an average annual rate of 7.5%, which is faster than the expected growth across all tourism. The tourism sector is one of the largest in the world, contributing 10.3% of global GDP (World Travel & Tourism Council 2022c, 4).

Finnish people value basic delights such as calm, peacefulness, and quietness. Furthermore, Finns cherish unspoiled environments with clear water, clean air, and dense woods. (Visit Finland a.) Therefore, gorgeous lakes or forests typically around spas. There is a suggestion that woods provide healing effects (Turunen 2017, 17). Finland has all four seasons, making it possible to engage in a variety of outdoor activities year-round. People swarm to ice waters for swimming or skiing during the chilly winter months. They travel to the country during the hot summer months and spend time grilling or swimming at a lake. Finnish people have a strong bond with nature, and it is always nearby. (Visit Finland b.) As a result, Finland and nature are linked to wellbeing and wellness.

Spa services became less of a luxury and more widely available. Though not all cultures incorporate some therapies in daily life, some can be viewed as a luxury. (Thorne 2021, 11-13.) The spa industry is moving above luxury and indulgence, focusing on holistic wellness and offering a wide range of products and services targeted on improving health and wellbeing. This expansion includes a wide range of offerings based on numerous traditions and rituals, including both traditional practices and additional forms of medical care. (Cohen & Bodeker 2008, 4.) Finnish culture has traditionally included the sauna. Due to this, the majority of spa and wellness resorts consist of a sauna experience for guests to relax,

cleanse, and enjoy harmony. It is so well integrated in culture that companies have begun to develop several types of saunas. (Sauna from Finland 2023b.)

The wellness tourism field is quickly evolving, with the spa sector emerging as a worldwide phenomenon as a result of a merging sectors, traditions, and therapeutic methods. Emerging trends follow the changing dynamics of the industry. Comprehending the trends in the spa business offers insight into the industry's present situation as well as its potential future. (Cohen & Bodeker 2008, 67-68.) The University of Manchester defines trend as:

... general direction in which something is developing or changing over time. (The University of Manchester.)

It is worth noting that trends are not mischiefs or fiction. They do not to show up now and go later. Trends do not just occur, but they develop over time. (Cohen & Bodeker 2008, 67.) Thus, the thesis seeks to demonstrate innovative and up-to-date trends that may be implemented in Finland.

When it comes to innovations, it is difficult to offer a single, clear explanation because the vocabulary differs so significantly (Dwyer). Dr. Ken Hudson provides the following definition, which encompasses every element of the term:

Innovation is the creation, development and implementation of a new product, process or service, with the aim of improving efficiency, effectiveness or competitive advantage. (Dr. Ken Hudson.)

Innovation starts with successfully new implemented idea that creates value (BDC a). It may be transformed into a product, service or other forms that was not used before (European Commission 2023). As can be seen, a trend differs from an innovation due to the fact one of them is already commonly used and has become more well-known as a result. In contrast, innovations are only being introduced and tested.

Though the idea of wellness differs from place to place and may include contextual factors related to tourism, a specific Saimaa location was selected for analysis. The region is well-known for its biggest lake in Finland and its richness of natural resources. Recently, Saimaa area has become famous among visitors from the neighbouring country. In addition to its variety of natural resources, which serve as a foundation for nature tourism, the region is well-known for its flourishing forest industry, historic heritage, and its recent development of spa culture. (South Karelia Regional Council 2022.) Saimaa area provides traditional Finnish wellbeing in a natural setting with lake water, clean air, and therapeutic forests (Visit Saimaa a). Aside from the unique lake and untouched environment, the location also features a ringed seal, which is special to this area. Furthermore, significant occasions such

as the worldwide enjoyed Savonlinna Opera Festival and the Mikkeli Music Festival bring recognized international performers to the region, delivering excellent cultural experiences alongside wonderful local cuisine. (Visit Saimaa a.) Furthermore, the Saimaa region has been honoured with the respected and internationally recognised title of Gastronomy Region for the year 2024. This is an excellent opportunity to participate in fascinating experiences that combine the finest gastronomic pleasures with the authenticity of the local culture. (Visit Saimaa b.) Numerous competitions are also held in the Saimaa region (Visit Saimaa a). Due to the recent expansion of spa culture, the research is interested in analysing the level of innovation that is evolved in spa facilities.

1.2 Aims of the study and research questions

The purpose of this research is to analyse wellness tourism in the spa industry and provide innovative, current trends that Finland could apply. Monitoring trends is inspiring since it is one of the best methods for motivating, stimulating, and encouraging people (Cohen & Bodeker 2008, 67). As previously mentioned, trends change in conjunction with the development of field.

There is a misconception that the terms "wellness" and "wellbeing" are interchangeable and may be used in place of one another. However, their definitions vary. The two expressions overlap in a number of concepts and languages, including Finnish. The thesis presents interpretation of terms "wellness" and "wellbeing tourism," clarifies their differences, and provides illustrations of their connections. Furthermore, the study introduces the terms "medical tourism" and "wellness tourism," as both are forms of health tourism. It is easier to get the clear image of concepts and their composition when two types of health tourism are mentioned.

As pointed out earlier, the study examines wellness tourism in Finland, with a focus on the Saimaa area in South Karelia, which has beautiful scenery and a low population density that make for ideal wellness tourist surroundings. Additionally, Saimaa region is located in Lake land, a place where Finns travel to refresh and reclaim a connection with nature. Lakeland is thought to have the most Finnish atmosphere. (Visit Finland c.)

However, other destinations of Nordic country may be considered since every region of Finland is unique in its own way. Furthermore, prospective future development of the field is explained as it is being studied.

Based on previously outlined information, the thesis concentrates on spas that belong to the broader wellness industry. Despite having fewer spas than any other region, Europe continues to generate the greatest income (Global Wellness Institute 2021b, 19). Originally

used to refer to natural mineral or hot springs, the term "spa" was later applied to refer to businesses that provided comparable relaxation options. These days, water treatments are no longer included in the definition of a spa in many regions of the world. In addition, every culture has its own methods for resting and revitalising. For example, the Finnish sauna has entered the language of modern worldwide spa culture. (Cohen & Bodeker 2008, 68.) Thus, the research illustrates the definition, typology, and interpretation of spas as well as a brief history of spas.

In order to fulfil the thesis's goal main research question was posed:

1. What could be innovative wellness or wellbeing services which could be suitable in Finland?

Sub-questions:

1. What innovations do Finnish spas have?
2. What could be the prospects for future wellness tourism?

1.3 Research methods

The thesis utilises a desk research approach. The method of gathering data and insights that was selected is based on the synthesis and analysis of available sources. It comprises searching through documentation that have been released for relevant data. (Gell 2023.) Since research demands a thorough comprehension of a certain subject or idea, the qualitative type of study is applied (Kovalainen & Eriksson 2008, 4-7). By examining and analysing non-numerical data, qualitative desk research will provide in-depth understanding of the subject. Content analysis is utilised to analyse the materials of a number of publicly available publications. Its purpose is to find conceptual similarities and patterns in a wide range of texts. Furthermore, conceptual analysis is applied as a type of content analysis to break down concepts into more easy components in order to improve understanding. Meanwhile, analysis will find approaches and illustrate factors to which they are related. (Pamplona 2022.)

The investigation's objective of presenting modern wellness or wellbeing services is achieved via the use of methods that has been carefully designed. It additionally clarifies the phenomenon and provides an answer to the "what" questions (Eriksson & Kovalainen 2008, 40-41). It is possible to analyse projected future advancements in the spa sector in a thesis by taking current industry trends into consideration.

2 Theoretical framework

2.1 Wellness or wellbeing tourism

According to the previously noted, there is some misunderstandings that the terms "wellness" and "wellbeing" are synonymous and can be used interchangeably in the context. The terminology mentioned above overlap in numerous contexts and languages. For example, in Finnish, "wellness," "wellbeing," and "welfare" are all referred to "hyvinvointi.". The phrase is more closely related to "wellbeing". (Smith & Puczkó 2009, 4-6.) However, their definitions vary. Many definitions of "wellness" exist and are intimately linked to time, location, culture, and context (Grénman & Räikkönen 2015, 12). It develops challenges to define and provide several terms for wellness and wellbeing. The term "wellbeing tourism" is more widely recognised and broadly defined compared to "wellness tourism."

According to the World Health Organisation (WHO), wellness may be correlated with "health" at a fundamental level, as stated by Marc Cohen and Gerard Bodeker (2008):

A state of complete physical, mental and social wellbeing and not merely the absence of disease or infirmity. (World Health Organisation 1992.)

As mentioned by Smith and Puczkó (2009), researcher Saracci (1997) did not accept this description and questioned it, indicating that this condition is not closely related to health. Following that, WHO (1984) enlarged the concept even further, such that concerns linked to physical and mental health, as well as deeper problems of wellbeing and lifestyle management, merged. Melanie Smith and László Puczkó (2009) presented the National Wellness Institute's (2007) definition of "wellness" as follows:

An active process through which people become aware of, and make choices towards, a more successful existence. (The National Wellness Institute 2007.)

Global Wellness Institute (2021) recently proposed a more up-to-date definition of "wellness":

The active pursuit of activities, choices and lifestyles that lead to a state of holistic health. (Global Wellness Institute 2021b, 1.)

As can be noticed, the majority of them have common features and have little variation in their meaning (Erfurt-Cooper & Cooper 2009, 4). Wellness is clearly a broad concept, including aspects of one's lifestyle, physical, mental, and spiritual wellbeing, as well as one's connection to oneself, others, and the surroundings. Wellness is defined as a full spectrum

of health that includes physical exercise, healthy food, beauty care, mental activity, spiritual activity, and other factors. (Smith & Puczkó 2009, 41.)

In terms of "wellbeing," the Stanford Encyclopedia of Philosophy (2002) defined the concept as follows:

...what is non-instrumentally or ultimately good for a person. (Stanford Encyclopedia of Philosophy 2002.)

While its scope is wide, it is tied to the concept of total wellbeing in an individual's life. Determining what is optimal for someone may be difficult since it involves both short-term and long-term factors (Crisp 2021). According to NEF (2004), wellbeing is more than simply joy. It refers to personal growth, fulfilment, and contributing something back to society (Smith & Puczkó 2009, 41-42). Global Wellness Institute (2014c) created an outline graphic for the ease of separating topics and simple interpretation.

Table 1. Differentiation of wellness and wellbeing concepts (Global Wellness Institute 2014c)

Wellness	Wellbeing and Happiness
Relates to intention, action, activities.	Perception of a state of being.
Has a prominent physical dimension.	Has a prominent mental, emotional dimension.
Consumers associate it with healthy, lifestyles choices and market offerings.	Citizens associate it with feelings of satisfaction and sense of fulfilment.
Common usage in business, private industry context.	Common usage in policy, government context.
Useful concept for measuring industry size and discussing business opportunities.	Useful for measuring individual, citizen welfare and for organizing policies and interventions.

It is worth noting that both concepts have multidimensional, dynamic, subjective, and personal aspects. Terms are utilised to refer to historical and cultural distinctions as well as conditions (Global Wellness Institute 2014c). Furthermore, health and wellness tourism are concerned with illness prevention (Global Wellness Institute 2018a, 9-11).

While each country has its own perception of wellbeing, Finland places a strong focus on outdoor activities such as Nordic walking, cross-country skiing, and even winter lake bathing. Saunas play an important part in daily wellbeing, as seen by their widespread

presence in Finland, whether within houses or nearby. Cold water bathing, a common winter interest in Finland, has a variety of health advantages, including muscular relaxation, lower blood pressure, relief of rheumatic symptoms, and improved immunological function. (Smith & Puczkó 2009, 113.)

Finnish saunas are a centuries-old tradition that people have been engaged in since childhood. Nowadays, it gives cleanliness, health, peace of mind, emotional impressions, and a variety of other delights. Previously, it was thought that a specific spirit existed in the sauna, and that unpleasant words should not be said there in order not to irritate it. (Lubek.)

Many of the rituals and customs associated with bathing and other therapies were designed to cleanse the body while also bringing purity to the mind and heart. While the original meaning of some rituals and customs has been forgotten, some therapies are still utilised to preserve both bodily and mental wellbeing. According to Fosarelli (2002), many individuals are seeking for new methods to make themselves healthy by paying attention to their emotional and spiritual life. A lot of individuals want to use travel as a means of discovering their spiritual centre in different nation and culture. (Smith & Puczkó 2009, 73.)

Maintaining an active and healthy lifestyle is becoming increasingly common as demonstrated by statistics. Life expectancy in Europe is rising, as are the numbers of older people who want to and should be supported to stay healthy and in good shape. According to Guardian Unlimited (2005), Finland has transformed itself from one of the world's unhealthiest countries to one of the fittest by emphasising outdoor sports. (Smith & Puczkó 2009, 76.)

According to Wellness of Scandinavia (2007), Northern wellness emphasises five aspects of lifestyle: design, diet, gardens and herbs, outdoor living, and relaxing. It involves exercise and nature meditation, gathering and making organic food, cleansing and relaxing treatments: sauna, aromatic baths, and massage, and a peaceful time to create art, paint or do handcraft in inspiring surroundings (Smith & Puczkó 2009, 113).

Finnish Tourist Board (2008) presented the criteria of a fundamental wellbeing holiday offering include core wellness aspects and attractions related to natural, cultural, and traditional healing/therapeutic/wellness resources. The fundamental wellness holiday package comprises various aspects such as escaping regular routines, enjoying calmness and the outdoors, calming down and resting, engaging in outdoor activities and nature exploration, attending events associated with Finnish culture and retreats, typical Finnish sauna bathing, and eating preferably locally sourced food etc. Aside from the fundamental service, there are other features such as health and fitness activities and pampering. (Björk & Tuohino & Konu 2011, 31-32.)

The significance of wellness tourism is pointed out in Finland's 2015–2025 tourism strategy. In order to become the leading nation for wellness tourism, Finland previously announced a strategic project called "FinRelax". (Ministry of Economic Affairs and Employment of Finland.) Through a five-step procedure designed to change each visitor into a new person, the program urged guests to trade in the nightlife for natural exploration of the nation's enormous wilderness. As a result, it was all about leisurely travel and spending time outside. (Lippe-McGraw 2016a.)

Finland has been nominated as the happiest country for the past six years (Hunter 2023). Finns believe that the key to happiness lies in the nature of the region. A lot of thought was put into creating health initiatives and ideas like FinRelax, Rent a Finn, Stopover Finland, and Lake Wellness.

Thus, the government chose to transform the experience into a tourist campaign called "Rent a Finn," with the goal of feeling authentic happiness while immersing oneself in Finnish culture and customs. The program illustrated a person demonstrating the Finnish way of life while spreading happiness. (Ellis 2020.) It claimed to free people worldwide from stress by connecting travelers with Finnish happiness guides. As a result, it ensured that travelers got a genuine Finnish experience by highlighting the link with nature through specialist happiness guides. (Lippe-McGraw 2019b.)

The principle of Lake Wellbeing illustrates regional tourism, with lakes and wildlife serving as the foundation and inspiration for this wellness strategy. Wellness tourism typically takes place in less heavily populated locations where peace, solitude, and a connection to nature are greatly valued. The Lake Wellbeing concept's primary components are nature, lakes, calm, and isolation. (Konu, Tuohino & Komppula 2010, 136.)

The purpose of the "Stopover Finland" initiative was to promote the Nordic countries as a stopover destination for travelers flying via Helsinki-Vantaa by creating appealing deals ranging from a few hours to several days' stopovers. It included highlights like as the Northern Lights and the midnight sun, quiet moments in the clean woods, lakes, and sauna, shopping for Finnish design, and seeing Moomins and Santa Claus. (Visit Finland 2015.) Furthermore, Finnish airline "Finnair" adopted the concept and allowed passengers to plan a layover in the company's hub in Helsinki without incurring additional travel charges, providing unequalled access to the Nordic country. The program permitted tourists to stay up to five days in the Nordic city on either the outgoing or return trip. It was ideal for travelers going to and from Asian areas. (Travelling on points 2020.)

For the majority of individuals, domestic travel is easier and less expensive than international travel, particularly for shorter journeys. In most years, there are eight to nine

times as many domestic journeys as foreign visits throughout the world. Similarly, wellness travel tends to be domestic rather than international. (Global Wellness Institute 2021b, 19.)

It is a prevalent misconception that wellness travelers are a wealthy, elite group of leisure tourists that frequent spas, thermal springs, and more. Actually, there is a far broader and more diverse group of clients who travel for wellness, each with their own set of interests, values, and motivators.

Wellness visitors can be divided into two different groups: primary and secondary. A primary wellness tourist is a person that selects a destination or program entirely for personal wellbeing. A secondary wellness traveler, on the other hand, is an individual who wants to be active and healthy when on vacation or at work. It is crucial to highlight that main and secondary wellness travel are complementary and can be pursued simultaneously on various trips. Some people who start with secondary wellness travel may later switch to a primary wellness trip as their passion and knowledge of wellness improve. As a consequence, secondary wellness travelers account for the vast majority of wellness travel, actively seeking wellness experiences or healthy alternatives throughout different types of travels, whether for pleasure or business. (Global Wellness Institute 2021b, 22-23.)

The tourism industry is complex and includes a variety of sub-sectors and dimensions. The rising wellness sector allows people to experience a variety of activities that promise to balance body, mind, and spirit. Depending on their holistic values and the purpose of their trip, each wellness organization has something special to offer visitors. (Global Wellness Institute 2018a, 16.)

2.1.1 Dimensions

The travel and tourism sphere are complicated, with several sub-sectors and dimensions. The National Wellness Institute (2007) proposed a six-dimensional model that addresses the physical, spiritual, intellectual, emotional, social, and occupational components of life.

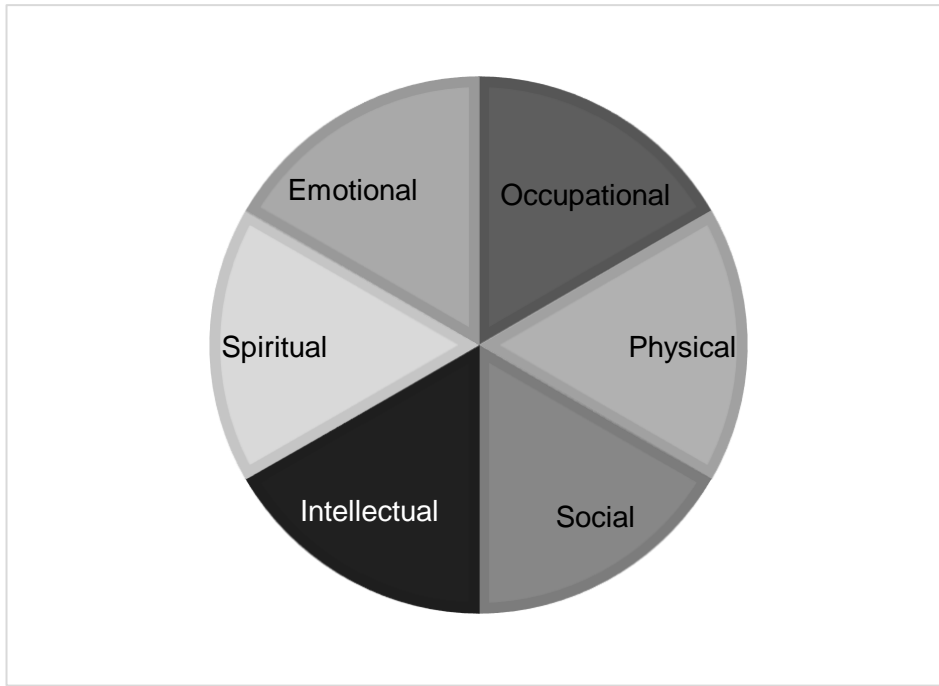


Figure 1. Wheel of wellness (Smith & Puczkó 2009, 57)

The physical dimension emphasises the need for frequent sport. It promotes people to learn about dietary habits, getting enough rest, and lowering their use of alcohol and tobacco. Best wellbeing is achieved by a mix of exercise and eating habits. Sport will help to build strength, flexibility, and durability. Furthermore, it indicates individual responsibility. When the link between nutrition and physical health is fulfilled, it helps to regulate vital indicators and comprehend body's warning signals. (Smith & Puczkó 2009, 56.)

The social dimension entails committing to one's surroundings and society. It highlights the connection of others and nature. A person who is on a wellness path gains a greater understanding of both the effects on the environment and their place in society. It promotes people to improve their personal connections, close friendships, and other networks, as well as to create a better living environment and community. (Smith & Puczkó 2009, 55.) It refers to genuine connections and engagement with people and communities as a whole (Global Wellness Institute 2014c).

The occupational dimension helps to comprehend personal fulfilment and development in one's life through employment. It indicates that occupational growth is linked to one's

attitude toward job. While on the path to occupational wellness, individuals offer their unique skills and abilities to satisfying employment. A person's career path comprises several elements such as their chosen occupation, level of job happiness, career goals, and personal achievements. As a result, it is preferable to choose a job that aligns with one's personal values, interests, and opinions. (Smith & Puczkó 2009, 55.)

The spiritual dimension defines the desire for a purpose and significance in human existence. It necessitates the development of a profound awareness for the wide range of life and natural forces that exist in the universe. It is marked by experiencing sensations of uncertainty, dread, and the displacement of pleasure and enjoyment. (Smith & Puczkó 2009, 55-56.) Spiritual wellness is related with the finest examples of human culture, moral and ethical ideals, and human values.

The intellectual dimension encourages innovation and stimulates mental processes. People must strive to broaden their knowledge and abilities by recognising the possibilities for sharing gifts with others. The following path delves into topics of problem solving, imagination and learning. (Smith & Puczkó 2009, 56.) To improve intelligence, people spend time reading literature, studying mathematics, playing musical instruments, and other activities.

The emotional dimension includes being aware of, embracing, and sharing feelings, as well as understanding the emotions of others (Global Wellness Institute 2014c). Emotional wellness refers to the degree to which one is happy and excited about oneself and life. It encompasses the ability to regulate one's emotions and corresponding behaviours, among other things. Awareness of and acceptance of a wide spectrum of feelings in oneself and others is critical to wellness. Individuals on the wellness road may openly express and efficiently control their moods. (Smith & Puczkó 2009, 57.)

Wellness may be expressed in a variety of ways, including sexual, emotional, cultural, spiritual, educational, occupational, financial, environmental, ethical, and existential

components (Cohen & Bodeker 2008, 7). Most wellness models have at least six dimensions, and occasionally as many as nine or twelve. A similar dimensional model is presented by the University of California Davis (UCDavis), but with notable modifications:



Figure 2. Eight dimensions of wellness (University of California Davis)

In comparison to previous model UCDavis includes such dimensions as financial and environmental. Financial wellness recognises the process of learning to successfully manage financial expenses, save for future goals, monitor unexpected challenges (University of California Davis). It is characterised by having a financial security and freedom of choice. When one is financially well, they are insured from crisis. (BSI Corporate Benefits 2023.)

In terms of the environmental dimension, it refers to promoting beneficial relationships between planetary health and human activities, choices, and wellness (Global Wellness Institute 2014c). It results in a lifestyle that appreciates the connections between individuals, communities, and the environment. Respect is the basic foundation of environmental wellness—respect for all of wildlife and all of its inhabitants. (University of California Davis.) As a result, recycling, gardening, composting, and other practices are important. It enhances the responsibility of people, society, and managers at all levels for environmental challenges. Since wellness is a holistic notion, it is assumed that full harmony cannot be attained if any one of these elements is lacking (Cohen & Bodeker 2008, 8).

2.1.2 Holism

The links between the body, mind, social life, and spirit have been highlighted by humans since long ago. However, "holism" should be viewed as the notion that diverse systems are whole rather than a collection of parts. It is challenging to offer an accurate definition of "holism" because it is context dependent. (Lamba 2022.) For example, the American Holistic Health Association (AHHA) (2007) proposed two widely accepted definitions (Smith & Puczkó 2009, 53):

1. 1. The holistic concept refers to the interrelated elements of the mind-body link, including physical, mental, emotional, and spiritual aspects.
2. Holistic is a term for alternative therapy. According to this definition, "going holistic" means giving up all traditional medical alternatives and relying only on alternative treatments. The phrase mostly refers to disease circumstances and is occasionally used for controversial treatments.

According to AHHA (2007), holistic health promotes the balance and integration of physical, mental, emotional, and spiritual elements. Furthermore, the concept promotes respectful and cooperative relationships with one another and the environment. It also comprises adopting lifestyle changes that promote wellness. Finally, holistic health necessitates active participation in personal health decisions and the healing process. (Smith & Puczkó, 2009, 53.)

The holistic sense has found its reflection in wellness as a contributor. The term "holistic wellness" refers to a health-focused strategy that considers every aspect of an individual and their interactions with the environment. Instead of depending primarily on a medical model to treat illnesses and diseases, holistic wellness promotes personal responsibility for one's own health and wellbeing. It involves addressing the health of the mind, body, and spirit to attain overall wellness. (Lamba 2022.)

As a result, the phenomena evolved into holistic tourism, which offers visitors a variety of activities and/or therapies aimed at harmonising the spirit, mind, and body. It enables visitors a variety of activities and/or treatments designed to balance the mind, body, and spirit. (Smith & Puczkó 2009, 53-54.)

Holistic tourism is typically offered in "retreat centres," which are purpose built, and owner operated. According to Retreats Online (2006), a "retreat centre" can be defined as a location for peaceful thought and rejuvenation, an opportunity to restore excellent health, or a time for spiritual reflection and regeneration, either privately or in a group. A holistic retreat

may be characterised as a purpose-built facility where guests can study and improve their body-mind-spirit activities while also obtaining complementary therapies or treatments. Exercise classes like yoga, pilates, kirtan, and others are frequently seen at centres. Typically, lessons are organised in groups. A retreat generally only offers holistic tourism or visitor activities. (Smith & Puczkó, 2009, 53-54.)

2.2 Medical tourism

Health tourism covers all health-related tourism. The term "health tourism" refers to wellness, wellbeing, and medical tourism. The primary driver of medical tourism is the treatment of an existing sickness. Consequently, there is a noticeable distinction between wellness and wellness tourism. Wellness and wellbeing tourism are about avoiding illnesses, whereas medical tourism is about treating health problems. (Global Wellness Institute 2018a, 11.)

Gaines and Lee (2019) interpret medical tourism as:

Travel primarily for the purpose of receiving health care. (Gaines & Lee 2019.)

Smith and Puczkó (2009) provide a similar clarification of the concept:

Travel to destinations to undergo medical treatments such as surgery or other specialist interventions. (Smith & Puczkó 2009, 101.)

One approach to comprehend the concept is to think of health as a continuum that stretches from disease to perfect wellbeing. Global Wellness Institute (2018) proposes a modified model of the illness-wellness continuum of Dr. John Travis.

On one end, people with weak health use the medical paradigm to address diseases. They communicate reactively with doctors who offer specialised medical enhancements. Medical treatments include cosmetic, orthopedic, heart operations, among others. Doctors play an important role in medical tourism, as do activities and surgeries. (Smith & Puczkó 2009, 102.) Travelers are driven by the country's larger medical industry, as well as patient safety, training requirements, insurance structures, and other features. On the other hand, individuals prioritise prevention and maximising their vitality. They embrace attitudes and habits that promote illness prevention, health, and overall wellbeing. In other words, wellness is proactive, preventative, and motivated by responsibility for oneself. (Global Wellness Institute 2018a, 9.)

Table 2. Illness-wellness continuum (Global Wellness Institute 2018a, according to John Travis 1972)

Poor Health	Health Continuum	Optimal state of Wellbeing
Medical Paradigm		Wellness Paradigm
Feel better		Thrive
Treat and cure illness		Maintain and improve health
Corrective		Preventive
Episodic		Holistic
Clinical responsibility		Individual responsibility
Compartmentalized		Integrated into life

Medical tourism is frequently mixed with wellness tourism. This misconception is created by a lacking grasp of terminological use. However, wellness and medical tourism are different categories. (Global Wellness Institute 2018a,11.) To fully comprehend the difference between the two terms, Global Wellness Institute (2018) presented a following model:

Table 3. Understanding the difference between wellness tourism and medical tourism (Global Wellness Institute 2018a, 11)

Reactive	Proactive
Medical Tourism	Wellness Tourism
Travel to receive treatment for a diagnosed disease, condition, or to seek enhancement	Travel to maintain, manage, or improve health and wellbeing
Motivated by desire for lower cost of care, higher quality care, better access to care, and/or care not available at home	Motivated by desire for healthy living, disease prevention, stress reduction, management of poor lifestyle habits, and/or authentic experiences
Activities are reactive to illnesses, medically necessary, invasive, and/or overseen by a doctor	Activities are proactive, voluntary, non-invasive, and non-medical in nature

However, there are certain similarities between medical and wellness tourism. For instance, certain high-end destination spas around Europe provide procedures that can be both

curative and preventative and are often performed by qualified medical personnel. However, both forms of tourism require a solid hospitality infrastructure to thrive, thus a broad focus on basic tourism infrastructure certainly assists both sectors. (Global Wellness Institute 2018a, 12.)

Medical tourism can be classified into two categories: surgical and therapeutic, with each having its own set of features. Surgical medical tourism comprises particular surgeries, whereas therapeutic medical tourism entails participating in healing activities. Both types have common features such as medical tests and diagnosis, but there is a significant variation in the length of stay or the requirement for return visits. Therapeutic tourism frequently utilises use of natural resources with healing characteristics, and the recovery process, unlike certain procedures that may be done in a single weekend, usually entails a series of treatments and follow-up appointments. Therapeutic travel can include post-operative or recuperative stages, such as in a sanatorium. Surgical visits need the presence of a clinic or hospital, whereas therapeutic trips can be arranged. (Smith & Puczkó 2009, 103.)

2.3 Spa tourism

The spa business has recently become a worldwide phenomenon, bringing together many industries, traditions, and methods for healing. Spa treatments have existed in many forms throughout human history. (Cohen & Bodeker 2008, 4.)

It is estimated that spas will grow at annual rate of 17,2% in 2020-2025 (Global Wellness Institute 2021b, 11-12). The basic definition of a spa as a location with therapeutic waters has expanded. Spas come in a variety of shapes and sizes, including those in urban areas and rural areas. They provide a variety of services and treatments, ensuring that each spa experience is unique to the individual. The International Spa Association (ISPA) describes spa experience as:

... Time to relax, reflect, revitalise and rejoice. (International Spa Association, 2005)

Further, International Spa Association stated listed components in definition as a crucial parts of spa experience (Erfurt-Cooper & Cooper 2009, 33). According to Austria Info, present-day spa tourism began to prosper in the 18th century and evolved into a tourist standard in the 19th century. Apparently, spa vacations have been popular for a long time, according to Austria Info. However, it applies to all spas that have been used in the past, regardless of whether they have hot springs. (Erfurt-Cooper & Cooper 2009, 25.)

Smith and Puczkó (2009) describe spa tourism as:

Tourism which focuses on the relaxation or healing of the body using mainly water-based treatments such as, mineral or thermal pools, steam rooms and saunas. Emphasis tends to be focused on curing, rehabilitating, or resting the body. (Smith & Puczkó 2009, 85)

In order to delve deeper into the study of spa tourism, each enterprise focuses on at least one distinct area. ISPA (2007, 86) identified ten spa domains or sections within the industry, which are as follows:

1. "The Waters"
2. Foods, nourishment, diet and nutrition
3. Movement, exercise and fitness
4. Touch, massage bodywork
5. Mind, body and spirit
6. Aesthetics, skin care and natural beauty agents
7. Physical space, climatology and global ecology
8. Social/cultural arts, values and spa culture
9. Management, marketing and operations
10. Time, Rhythm and Cycles

Not all spas have every domain. Spas are today quite complicated and diversified in nature. There were various efforts to classify spas. Later, the International Spa Association (ISPA & Spafinder Magazine 2007) revealed one of the most thorough classifications noted by Smith & Puczkó (2009, 87):

1. Club spa - a facility that offers mostly sport services as well other services to regular clients.
2. Day spas – spa providing beauty, exercise, and wellness programs with treatments lasting from an hour to a whole day, without the need for accommodation.
3. Spa hotels - hotel providing all-inclusive programs to promote physical, mental, and spiritual wellness.
4. Holistic spas – facility that presents alternative therapies and diets to positively impact visitors' mindsets.

5. Medical spas – establishment offering traditional and alternative therapies, as well as other health-related services.
6. Bath - spa built on-site that uses natural mineral, medicinal, or sea water for hydrotherapy.
7. Resort spas – spa located in distant areas, offering all-inclusive wellness treatments and services.
8. Sport spas – establishments proposing spa procedures and sports programs.
9. Structured spa - a facility with strict guidelines that allows visitors to achieve a certain goal.

It is worth noting that the spa varieties given in this list are commonly utilised in everyday life. Various other types of spas can be distinguished. As an example, consider medi spas, which combine innovative spa treatments with traditional healthcare expertise. (Erfurt-Cooper & Cooper 2009, 38.) Destination spas generally promote healthy lifestyles. Seaside spas are located in resorts or hotels along the seaside. Cruise ship spas provide exercise, health, and other amenities on board. (Johnson & Redman 2008, 14.) There are several varieties of spas, making it difficult to list them all. However, most of the classifications offered by academics duplicate the different types of spas.

When reviewing spa classifications, it is important to note the various types of visitors that attend spas. The Hartman Group and ISPA (2006) divided spa-goers into three separate categories based on their level of involvement in the spa industry. (Johnson & Redman 2008, 18.)

Core spa goers are a little segment that is intended to be at the centre of the spa industry. Spa users think that learning about and visiting the spa is essential to their way of life. People attend spas to achieve comprehensive or holistic wellbeing. These spa clients engage in spa treatments with the intention of addressing their minds and spirits in addition to their bodies. (Johnson & Redman 2008, 18-19.) Spirituality plays an important part since many rituals and traditions associated to bathing and other therapies were aimed to cleanse the body while also developing purity of mind and heart. Ancient cultures believed that particular waters contained spirits capable of curing diseases and contributing to everyday wellbeing. (Sauna from Finland 2021a.)

Periphery spa goers are clients who love visiting spas but are not particularly interested in them. These spa attendees are unfamiliar with the spa industry. They have relatively limited spa experience and do not correlate their trips with health or wellness programs.

The greatest section of spa attendees is thought to be in between the two stated above. Visitors are eager in learning but lack the dedication and enthusiasm of regular spa users. The mid-level is distinguished by attendees seeking to combine wellness and routines. There are limits to how much mid-level spa attendees will spend on untested treatments because their goal is to escape rather than work on themselves. (Johnson & Redman 2008, 19.)

3 Innovations in hospitality

3.1 Touchless solutions

Every organization would implement cutting-edge service innovations to improve their clients' entire experience and fulfilment. Furthermore, adopting the most recent service developments is critical for being relevant in the current industry and differentiating oneself from competitors. The present generation of visitors is extremely attracted to cutting-edge technology, thus shifting from traditional service approaches to more innovative methods broadens the company's reach and develops a distinct personal brand. (Rana 2023.)

There is a noteworthy growth in the use of contactless experiences, beginning with entry into a hospitality facility and continuing to individual rooms. For example, at a hotel lobby, customers may face a digital concierge instead of traditional services. This digital assistant may provide constant assistance to clients by personalising recommendations for activities, tourism spots, eating alternatives, and other preferences. Customers at reception may also experience computerised check-in and check-out operations, which simplify these procedures. The integration of these new technologies helps to avoid long lines, providing quick operations for clients and saving them important personal time. (Rana 2023.)

In terms of room access, advanced NFC technology functions as a door key. Guests may download a virtual key to their mobile phones and just hold it up to the door's digital pad for being admitted, eliminating the need for actual keys or swipe cards. This keyless access system not only lowers the chance of key loss, but it also improves tourist and facility security. Furthermore, NFC technology may be used on a platform to give visitors fast access to the information they need. This includes the option to construct self-guided tours of museums, art galleries, historical sites, parks, and other attractions. (MySmartJourney 2022.)

The rise of innovation continues with the arrival of smart rooms, which enable consumers to manage lighting, temperature, and other amenities. This innovation is made possible by rooms equipped with voice-activated technology that recognises and responds to guest orders. (Rana 2023.) The voice assistant allows customers to order room service, make service requests, and seek information. This invention dramatically improves efficiency by automating typical processes, enabling all workers to focus on providing outstanding service to clients. (Acropolium 2024.)

3.2 Power of Wi-Fi 6

The next generation of WiFi technology, or Wi-Fi 6, is an impending innovation for which people should be ready. While it may not totally transform the way WiFi is used, it does have the potential to greatly improve the user experience. It enables more devices to connect to the hotel WiFi while maintaining optimal performance, with a data rate improvement of more than 30% and a network-wide throughput boost of around 300%. This allows for speedier online surfing, seamless use of smart devices, and a more efficient overall experience for guests. (Barten 2023.)

3.3 Digital delights

When dining at a restaurant, using digital menus while dining at a restaurant is a cutting-edge way to enhance guest satisfaction in hotels. These menus may be employed to provide details about the establishment's offers, services, and forthcoming events. Furthermore, digital menus allow to promote special deals and discounts, making them a versatile tool for informing and engaging customers during their stay. (Shubham 2024.) Furthermore, adding augmented reality menus in restaurants allows guests to get essential information effectively. This technology allows visitors to visualize their food before making an order by using augmented reality to provide a 3-D depiction of the dish, including all garnishes and presentation features. This not only improves the eating experience by providing a preview of the culinary delights, but it also adds a distinctive and interactive touch to the ordering process. (Audare 2023.)

In the current context of Augmented Reality (AR) and Virtual Reality (VR), these developments, while no longer unanticipated, continue to advance, providing transparent and thrilling user experiences. Guests may now take virtual tours of hotel rooms, explore facilities, and see interiors before making a reservation. (Rana 2023.) This feature is usually available on the facility's website. However, the true innovation is in the headsets available from multiple companies. For example, Apple just announced the Apple Vision Pro, which is intended for immersive mixed reality experiences that blend AR and VR for work, business, and leisure. Users may easily navigate in free space using their eyes, voice, and hands, allowing them to engage in a variety of activities such as expanding their desktop, browsing the web, having virtual meetings, or watching a favourite movie in a digitally changed room converted into a personal theatre. (Apple.)

3.4 Potential of robotics

As robotics technology advances and integrates into more facets of daily life, a world without robots becomes increasingly unlikely. Businesses are already using robots for a variety of functions, such as cleaning, delivery, translation, and data collecting for registration. As technology advances, robots are expected to play an increasingly important role in a variety of sectors, contributing to enhanced efficiency, automation, and creativity. Robot integration is projected to become more common in industries ranging from manufacturing and healthcare to hospitality and customer service, influencing how jobs are conducted and increasing overall productivity. The increasing development and use of robotics point to a future in which these robots will continue to be a vital part of many human activities and enterprises. (Acropolium 2024.) Robotics integration is moving into new domains, including surgical treatments, according to O'Sullivan-Dale (2023).

Another new innovation, "The Motion Pillow," uses artificial intelligence to reduce snoring and improve sleep quality. The AI Motion System in this pillow detects snoring and progressively inflates airbags to raise the user's head, opening the airway and minimising snoring. The companion app collects sleep data, such as snoring time and length, and even saves snoring noises for subsequent replay. Such technologies may find use in lodging industries, where clients may benefit from sophisticated solutions for a better and more pleasant sleep experience. (Ortiz 2024.)

The health and spa business are experiencing tremendous innovation, including the introduction of smart mirrors. The "Bmind Smart Mirror," which is advertised as the world's first AI-powered smart mirror for mental wellbeing, uses generative AI to provide tailored recommendations such as light therapy sessions, guided meditation, and self-affirmations depending on the user's mental condition. This tries to boost mood and reduce stress. The "Anura Magic Mirror" monitors a person's heart rate and blood pressure by scanning their reflection, which takes only a few seconds. This technology might be used in fitness facilities or spas to provide quick and simple health examinations. (Ortiz 2024.)

In the beauty industry, the "Nimble Beauty" equipment, driven by AI, automates the manicure procedure. Users simply enter their hand and press a button, and the machine takes care of the rest, including drying layers between applications. This invention removes the need for an appointment and assures precisely finished nails. (Ortiz 2024.) Another notable invention in the beauty business is the "Luum Precision Lash" robot, which can finish eyelash applications in under an hour. This beauty bot has two tweezer-like wands that emerge from its "head," each with binocular optics that replicate human eyes, allowing for precise and efficient eyelash application. These inventions demonstrate how AI and

robots may improve wellness, beauty, and health experiences in spas and fitness facilities. (Settembre 2023.)

Spas are leading the way in embracing innovation, combining a variety of amenities to provide a genuinely magnificent and immersive experience as equipment and technology advance. One significant example is the evolution of sensory shower systems from a simple rinse after a sauna to a fascinating draw. Modern sensory showers have a wide range of settings, with innovative equipment capable of simulating everything from a delicate mist to the severity of a major storm. Many of these showers include zonal massage jets that are accompanied by light and sound elements, which enhances the whole sensory experience. Aromatherapy shower systems are another novel feature that incorporates essential oils into water, exciting the senses and providing a scent depth to the shower experience. (Piscine Global 2016.)

Snow cabins are another unique element to spa experiences. These areas, which are frozen to minus temperatures, were designed with the notion that in many Nordic nations, cold therapies are just as significant as heat-based ones such as saunas. The cool climate of snow cabin's is said to increase circulation and metabolism, offering a pleasant contrast to the heat often associated with spa treatments. These advancements demonstrate the spa industry's dedication to providing various and cutting-edge relaxation and wellness experiences. (Piscine Global 2016.)

3.5 Green practices

Modern hotels are increasingly committing resources to renewable energy sources such as solar and wind power, with the goal of reducing their dependency on fossil fuels. This proactive strategy corresponds with sustainable hospitality technology developments, reducing hotels' environmental impact and resulting in long-term energy savings. (Acropolium 2024.) Notably, some hotels are attempting to become energy-positive by producing more energy than they consume. The excess energy generated may be shared with the local community, resulting in a positive impact beyond the hotel grounds. These hotels support sustainability by using wind and solar energy to power their facilities and equipment, as well as contributing to the larger objective of community-based renewable energy solutions. (Barten 2023.) The hotel "Svart" is setting a great example by being created as an energy-positive facility that adheres to the "Powerhouse" criteria, despite its Northern location. This implies that the hotel will produce more energy than it consumes, demonstrating its dedication to sustainable and environmentally friendly operations. Notably, it is expected to use 85% less energy than a normal modern hotel. (Hamilton 2020.) This demonstrates a comprehensive approach to sustainability, which includes both energy

efficiency and renewable energy generation. It is worth mentioning that, while wellness businesses strive to have a major effect by implementing environmentally friendly methods, they may have a larger energy consumption than other businesses, such as energy-positive hotels. This difference might be attributed to the unique nature of wellness centers and the energy demands associated with their services and amenities. Achieving a balance between environmental conscience and operational energy demands is a critical factor for organisations across industries as they pursue sustainable practices. (Bierman 2023.)

The integration of sustainability is a continuing effort. To demonstrate, the first global launch of a battery-hybrid-powered cruise ship happened in 2019. This ship achieved a 20% reduction in carbon emissions by employing sophisticated electrical propulsion and an innovative hull design. Following this good trend, three other ships with comparable eco-friendly characteristics were introduced in 2023. (Bierman 2023.)

In addition, a specific application called "Tookki" was developed to help travelers adopt sustainable behaviours when traveling. The free smartphone app gives information such as opening times and phone numbers, assisting users in finding eco-friendly restaurants, hotels, transit alternatives, and more. The app shows establishments on a map. Individuals may also contribute to the site by acting as "ambassadors," making suggestions for locations and activities. After being validated by Tookki, these ambassadors earn points that unlock discounts and other perks in Tookki's partner brands' online stores. (Hamilton 2020.)

To address environmental concerns, the European Union (EU) is actively striving to reduce aviation emissions inside Europe while also partnering with the global community to develop policies that will have an impact worldwide. In 2021, the European Commission issued a package of legislative measures defining the EU's aim to become carbon neutral by 2050. This strategy contains an interim aim of minimising greenhouse gas emissions by 55% by 2030. (European Union.)

3.6 Wellness services and innovations of Finnish spas

The Saimaa region is a popular tourist attraction due to its unique natural beauty as well as its rich historical importance. One famous example is Savonlinna's Olavinlinna Castle, which is set on a rocky outcrop and evokes a medieval atmosphere. It was built in the 15th century and currently offers tours and performances to give visitors an insight into history. Kärnäkoski in Savitaipale is another castle on Saimaa's coastlines that was constructed in the 18th century for defensive purposes. Today, throughout the summer, it is home to a group of sheep, which is a popular attraction among visitors. Furthermore, a sense of

history pervades Lappeenranta's oldest district. Numerous museums are located in Saimaa territory, and enthusiasts may find it intriguing to explore distinctive collections focused on tattoos and mechanical music. (LakeSaimaa.)

Additionally, the region provides excellent opportunities for sports throughout the year, with each season giving distinct alternatives. Skiing is a popular winter leisure activity, and there are many easily accessible ski trails, making it a great chance to immerse oneself in Finnish culture. Cycling is a common summer hobby, with several routes offering spectacular views along the way. Swimming is a popular year-round activity, and the region has several beaches where people may paddle or canoe. For example, at Ruokolahti, canoeists may explore the stunning lake views throughout a long route. For individuals who enjoy fishing, certain areas provide it as an alternative. Nevertheless, there is an outdoor activity for everyone to enjoy. (Rajamailla.)

Nonetheless, the area surrounding Saimaa is rather large, with a population that delivers a mix of history, culture, and numerous attractions. As a result, wellness is becoming a growing component of tourism. Certain regions have been recognised as spa towns from ancient times, due to the inflow of Russian aristocracy from nearby country (Finnair BlueWings 2018, 82–83). Furthermore, Imatra has the distinction of being the first tourist town, because of the visit of Russian Empress Catherine the Great in the 18th century. The location became popular with Russian royalty, causing Tsar Nicolas to approve the construction of Kruununpuisto Park. (Discovering Finland.) In modern times, the wellness industry continues to attract and impress travelers.

In the Saimaa region, there are various spa facilities offering a variety of services. To evaluate these amenities, well-known businesses like as Holiday Club Saimaa, Lähde Hotel, and Imatra Spa Resort will be reviewed. The businesses are located in a beautiful setting, giving relaxation among nature. As the region sits at the core of Finland's waterways, guests may profoundly engage with the unique, untouched animals while also enjoying the serenity of the woodlands. Lake Saimaa, known for its quantity of fish, not only has beautiful shorelines but also provides a unique opportunity to see nature at its finest (UNESCO World Heritage Centre 2021).

Before assessing the services provided by these wellness centers, it is necessary to provide a description of each. This information has been obtained straight from the facilities' websites in order to provide a reliable data.

3.6.1 Holiday Club Saimaa

Holiday Club Saimaa, a renowned spa, is located on the banks of Finland's biggest lake - Saimaa, providing a peaceful retreat away from the hustle and bustle of Imatra centre for visitors seeking relaxation and spa experiences surrounded by natural beauty. It is a hotel chain with various sites around Finland, offers a variety of hotel and resort alternatives that appeal to the distinct joys of each region. Facility offers a variety of amenities, including accommodations, massage treatments, a fitness centre, and other wellness activities. (Holiday Club Saimaa.)

The spa part of Holiday Club Saimaa contains a pool, basic saunas, and a rooftop sauna. The circus-themed hotel provides a variety of pool experiences, including peaceful and vibrant parts, as well as a diving platform. Children may enjoy water slides, a colourful Igloo-sauna, and a separate pool, while adults can participate in water sports and gymnastics. The spa area offers a calm environment with a variety of therapeutic services. Guests outside the hotel can purchase spa passes with a variety of ticket types at reasonable costs. During the summer, people may participate in outdoor activities among Saimaa's breathtaking environment, including volleyball, football, and golf. Biking, kayaking, and hiking are among the many outdoor activities available to nature lovers. (Holiday Club Saimaa.)

In the winter, Holiday Club Saimaa invites enthusiastic skiers to its two resorts and large ski paths, which begin straight from the hotel and provide spectacular lake views. The resort accommodates a variety of interests and offers wellness courses. Spa hotel rooms, vacation homes, villa apartments, and flexible check-in, check-out times are among the available accommodations. (Holiday Club Saimaa.)

3.6.2 Lähde Hotel

Hotel Lähde, located in Lappeenranta Harbour, is comprised of two properties: Hotel Lähde and Boutique Hotel Lähde, which are both constructed on the original Lappeenranta Spa property. Centrally located near Lake Saimaa, the property, which includes Day Spa Lähde, offers delicious treatments for a great visit. (Lähde Hotel.)

The hotel's spa, located on the ground level of Boutique Hotel Lähde, offers a tranquil setting complete with saunas, pools, and a variety of excellent treatments. The warm water pool area has peaceful massage pools and jacuzzis, as well as several saunas. The spa provides a wide selection of treatments, including pedicures, massages, lash services, and

more, to accommodate the needs of all customers. Guests staying outside the hotel can purchase a reasonably priced spa ticket. (Lähde Hotel.)

There are no on-site physical activity facilities at the hotel. Given the hotel's historical setting, guests are invited to participate in a variety of activities independently. This might involve visiting museums or exploring the surroundings. However, the hotel does offer meeting facilities for business and gatherings. Accommodation choices vary based on where guests stay inside the hotel complex. (Lähde Hotel.)

3.6.3 Imatra Spa Resort

Imatra Spa Resort, located on the charming lakefront of Eastern Finland, is near to Holiday Club Saimaa. The resort provides a year-round memorable experience with lodgings, spa facilities, restaurants, sports activities, and beauty and wellness services. There are up to 16 different pools in the Taikametsä spa area, all with varying temperatures and intended for both adults and children. The design seeks to create a distinctive Finnish atmosphere by incorporating colourful lights, sounds, and other aspects. (Imatra Spa Resort.)

As parents relax in the hot tub or enjoy a peaceful water massage, children can have fun on a variety of water slides, each giving a unique and interesting experience. The diversity of slides creates a pleasant and exciting setting for younger people. The spa area has a wide variety of saunas, offering an environment for relaxation and regeneration. It has refreshing pools covered with stunning waterfalls, magnificent water curtains, and other elements that add to the quiet and immersing atmosphere. This means that both parents and children may relax and enjoy the spa's services. (Imatra Spa Resort.)

The venue offers a variety of sports activities, including aquajogging with a current generator for high-intensity workouts. There are many pools accessible, including a treatment pool and a fitness pool built for successful training. In the summer, outdoor enthusiasts may enjoy cycling, hiking, and disc golf, while in the winter they can ski and play hockey. Indoor activities include tennis, a gym, and fitness classes. A bowling path and a playroom for children provide amusement. (Imatra Spa Resort.)

Spa treatments include a wide range of alternatives such as massages, facials, manicures, packages, and more. Visitors from outside the resort can purchase entry tickets, which come in a variety of options. Furthermore, there is a wide range of lodgings at varied budgets, giving a wonderful experience for individuals who appreciate water amenities. (Imatra Spa Resort.)

To highlight the innovative approaches used by companies and the services supplied by various facilities, a comparison table is presented to show a variety of metrics. Given the variety of businesses, individuals may simply find the wellness centre that best meets their personal requirements and goals.

Metrics	Holiday Club Saimaa	Lähde Hotel	Imatra Spa Resort
Treatments	Massages, lashes, brows, manicure, pedicure, hair removal, facial and body procedures, makeup and permanent, hair treatments etc.		Hydromassage, manicure, facial and foot treatments
Pools	Outdoor and indoor pools, hot and bathtubs, jacuzzi	Jacuzzis, foot jacuzzis, hot tubs	Jacuzzi, hot tub, outdoor and indoor pools many more, totalling 16 pools
Saunas	Finnish sauna, Igloo sauna, log sauna etc.	Steam bath, Finnish sauna	Finnish sauna, steam sauna
Innovations	Salt sauna, special showers	Experience showers, ice bucket shower, natural cold dwell, experience sauna, salt room	Whirlpool and shallow walking pools
Sport activities	Gym, waterslides, indoor and outdoor activities	No activities are provided	Gym, water slides, indoor and outdoor activities

Table 4. Comparison of business services and innovations

Based on the information presented in the table, one may come to the following conclusion. The treatments provided by other wellness organisations are comparable, however Imatra Spa Resort stands out with having a smaller variety of treatment options. However, it distinguishes itself by highlighting the diversity of pools, which offer different depths and temperatures to suit a wide range of client preferences. In summary, the resort specialises in offering plenty of water pool experiences.

When it comes to saunas, most places appear to provide the same alternatives, with the exception of Holiday Club Saimaa, which distinguishes out for its up-to-date salt sauna. Lähde Hotel further differentiates itself by providing salt rooms, which are regarded as a unique characteristic that may draw a large number of interested visitors. Notably, Lähde Hotel is a leader in number of innovations, not just in wellness services but also in technology. They have included a chatbot AI on their website to help guests with any questions, demonstrating a commitment to convenience. Additionally, Holiday Club Saimaa follows a technology trend by including virtual tours via VR, allowing prospective clients to preview the leisure amenities before arriving.

Imatra Spa Resort distinguishes itself by including whirlpools and shallow walking pools, which are not found in its competitors. Finally, each wellness organization has its own individual offerings, and it is encouraged that visitors discover and experience the differences between each establishment.

4 Global trends

4.1 Social trends

4.1.1 Search for communities

Wellness tourism is a developing trend across the world, with travelers' aim being to promote their personal wellbeing (Global Wellness Institute 2018a, 5). People live in a busy and tense society that is performance and goal driven, which has an impact on the popularity of wellness tourism. With the popularity of wellness industry, trends arise. American Heritage (2004) define trend as:

The general direction in which something tends to move. (Marc Cohen & Gerard Bodeker 2008, 67.)

The increased focus on wellness has resulted in a variety of trends. For example, social trends map people's behaviours and attitudes in a variety of contexts, such as family, community, health, job, entertainment, and lifestyle (Wisnom & Capozio 2012, 217).

Nowadays, people search for community. Communities in society are becoming increasingly dispersed and displaced. The number of single people has grown. This situation has been made worse by a tendency in European society to respect individualism and independence. According to Devereux and Carnegie (2006) and Smith and Kelly (2006), there is a growing desire for "community" in the quest of wellbeing. (Smith & Puczkó 2009, 69.) A rising number of people are looking for leisure and wellbeing in order to preserve harmony.

4.1.2 Family Togetherness

Despite the fact that many experience a loss of communication, pairs of visitors such as mother and daughter or sister and client are already common in spas, as are father and son in fitness centers. Their wellness will be positively impacted by facilities that provide family-friendly leisure. However, today's guests expect a range of services while visiting all parts of the spa. Given the tendency of individuals in today's culture to multitask, it makes sense to combine regular spa treatments with interacting with friends and family. (Wisnom & Capozio 2012, 219.) As consequence, there is a rising desire among friends and family members to enjoy a relaxing and restoring spa experience, which provides an excellent form of stress reduction. In terms of therapy, a stronger sense of connection can improve its effectiveness while also generating emotions of wellbeing. (Myndstream.)

4.1.3 Less free time and more stress

Nowadays, individuals are increasingly experiencing a shortage of free time in their everyday lives. Work and other responsibilities consume the majority of one's time, leaving little for leisure. With less free time, people need to prioritise certain daily tasks. To attract guests, management should deliver spa services in a time efficient manner and continue to discover unique ways to attract clients into the spa while also ensuring that consumers realise the advantages of their stay. In that way, clients are more likely to prioritise the spa visit. (Wisnom & Capozio 2012, 217.) According to Boes (2010), treatments and services that demand less time will undoubtedly be a part of the spa industry since people desire to appear younger and prettier faster without interrupting their everyday activities (Wisnom & Capozio 2012, 217).

Spa-going has become more convenient for those seeking "spas on the go," with mobile spa providers visiting homes or guest rooms. This has made spa treatments easier to enjoy, with some airport terminals now offering drop-in spas, and trains and airplanes opening treatment rooms for travelers. This convenience has made spa treatments more accessible and enjoyable for those looking for a relaxing experience. (Wisnom & Capozio 2012, 217.)

4.1.4 Health concerns

Worldwide, the birth rate is declining, and people are aging in numerous countries. As a result, the demand for further medical care grows, but the middle-aged population has a strong desire to remain youthful, lively, and attractive. Health and beauty therapies that combine practical medicine with spa philosophies will continue to be attractive to the aging urban population with changing medical demands. (Cohen & Bodeker 2008, 77.) In addition to the problem of aging, mental and physical health issues are prevalent in many communities, and the spa sector helps to address them (Wisnom & Capozio 2012, 218).

Spas are wellness establishments that seek to improve the health of everyone who visits them. It is stated that hospitals treat patients while spas cure them. Spa facilities can help to solve wellness issues by offering spa procedures that enhance the client's mind, body, and spirit. Some spaces are collaborating with medical centers to give rehabilitation services to patients. Some of the most innovative hospitals are providing massage, acupuncture, energy work, and fitness programs to both patients and personnel, recognizing the advantages for everyone in the hospital. (Wisnom & Capozio 2012, 218.)

It is expected that the spa sector will finally take a turn in the market throughout the next several years. While Western medical systems offer good "disease care" there is a

significant gap in the provision of “health care”. The spa business is widely accepted as a place for wellness, and it would be an appropriate way to fill the gap in authentic and sustainable healthcare instructing and practices. This will certainly necessitate that standardisation and practitioner and management education as well as an increase in therapeutic personnel. (Wisnom & Capozio 2012, 218.) Another demographic trend in the spa enterprises is a persistent and rising interest in spa visits, which has resulted in changes in participant demographics and staffing issues (Cohen & Bodeker 2008, 77-78).

4.2 Technological trends

4.2.1 Artificial Intelligence (AI)

Modern technology has become an essential element of the lives of both individuals and societies as a whole. It is now impossible imagine humans without the benefits of current technology advancements. Technology has revolutionised many aspects of people's lives, including wellness.

AI has been the subject of constant discussion since its introduction, with individuals speculating on its potential uses and consequences (Brusaferri 2023). AI skin analysis will be a fast-rising trend in spa technology by 2024. With the use of advanced facial recognition technology and artificial intelligence, spas can now provide customized treatments to clients with specific skin types and desires. This technology allows spas to offer more personalised treatments and products, as well as a more exact diagnosis of certain skin problems. By offering precise treatments tailored to each patient's requirements, AI Skin Analysis is revolutionising the way people take care of their skin. (Team YouCam 2023.) The items are generated using algorithms that choose the appropriate components and recipe for the consumer. Furthermore, the algorithm may improve the product through machine learning and consumer input. (Book4time 2020.) AI Skin Analysis technology has tremendous potential to improve spa businesses. AI Skin Analysis may successfully diagnose up to 14 distinct dermatological disorders in only a few seconds. (Team YouCam 2023.)

A few businesses have entered into the AI era already. For example, Proven Skincare's Skin Genome project is the world's biggest skincare database, capable of analysing product details, real-life testimonies, scientific articles, and location-specific water hardness, humidity level, and UV index. The database claims to filter through answers to surveys to provide the optimal combination for a person's skin. (Book4time 2020.) The supplied products are adaptable, since compositions are manually altered from time to time to evolve with individual. Furthermore, they employ only high-quality, scientifically established compounds, rather than trends. The formula developed is pure and non-toxic. (Proven.)

Another example of AI is widely recognised corporation L'Oréal, which uses Augmented Reality and deep learning to build a digital skin diagnosis instrument for clients that examines and resolves the indicators of skin aging. The technology's initial application, VichySkinConsult AI, was released earlier. (Book4time 2020.)

Beyond beauty, AI may be found in psychological wellbeing, especially in chatbots like Woebot, which is an AI-powered, interactive smartphone software that helps users manage negative emotions and thoughts using Cognitive Behavioural Therapy (CBT) principles. Wysa is a comparable software designed to assist with behavioural and mental health difficulties. (Book4time 2020.)

4.2.2 Virtual Reality (VR)

Another development in technology is the usage of virtual reality (VR) in the spa business. Many spas provide immersive spa experiences that take guests into a virtual realm. Customers at the spa may experience realistic VR therapies including relaxation excursions and meditation sessions. (Team YouCam 2023.) For example, the ICAROS idea is a training system made up of a gadget, a controller, and a VR headgear that combines health research with gaming equipment to improve body and mind performance. The technology lets users pick between immersive workout sensations like flying, diving, and free falling. Regular consumers may appreciate VR programs like Guided Meditation VR, which allows them to immerse themselves in a variety of exotic and calming settings. (Book4time 2020.) In some circumstances, VR may be used for product demos, allowing customers to see the benefits of products before purchasing (Team YouCam 2023).

Touchless experiences have recently grown in popularity, ranging from internet reservations to treatments at spas. For example, a unique massage experience is combined with hydrotherapy massage. Meanwhile, an entire-body massage with waterjets and sensory immersions promotes total rest. Additional light, sound, and aromatherapy programs may be incorporated. This is made feasible by unique wellness beds that provide touchless massage and other on-demand services. (Trent 2023.) Furthermore, electrically controlled therapy beds are preferable over static ones since electrical systems provide power for stenographic LED lights and towel warming drawers (Brusaferri 2023). As a result, motorisation remains at a high level.

4.2.3 Red light therapy (RLT)

People are becoming more conscious of and interested in wellness technologies. As a result, wellness centers are required to impress consumers with cutting-edge offerings such

as non-invasive treatments using appropriate technology. For example, HigherDose is already utilising the benefits of red light and infrared for various parts of the body. (Trent 2023.) For example, they created an infrared sauna which employs infrared light waves to produce the heat in the human body. These waves enter deeper into the tissues without boosting the sauna room's temperature significantly, making the treatment excellent for persons who cannot take the extreme humidity and heat of typical sauna rooms and hence may miss out on its possible advantages. Sauna increases circulation throughout the body, which improves skin tone. It eliminates toxins and promotes weight reduction. Additional effects of infrared sauna include pain reduction, healing of wounds, and others. (Patiry.)

HigherDose introduced a sauna blanket to promote the usage of red light. It aids in muscle repair after training and consumes calories even while not working out due to sweating. Furthermore, the blanket improves circulation, which elevates heart rate and produces radiant skin. Meanwhile, the individual is experiencing profound relaxation and detoxification. (HigherDose a.) HigherDose has launched a red-light face mask, which blends red and near-infrared LED technology in a unique design. Light therapy is a mild, non-invasive procedure that replicates the low-level regenerating wavelengths present in sunshine. Therapy claims to minimise redness, enhance healing, revitalise cells, encourage collagen formation for a glowing skin, and improve overall happiness. (HigherDose b.)

4.2.4 Cryotherapy

Artemis Distribution provided the world to the Cryoskin equipment, which was followed by endospheres and Plason. The Cryoskin is an instrument of machinery with a wand that uses a specific temperature to provide a therapeutic massage. The sudden decrease in temperature activates the body's operations. It may be utilized in a variety of procedures, including cryoslimming, cryotoning, and face cryoskin. The Endosphere handpiece features a cylinder that spins at varying speeds to provide a massage action on the tissues. Massage improves local blood circulation and supports robust connective tissue, resulting in smoother, tighter skin. Advanced plasma technology - Plasma was created to cleanse the skin and eliminate microorganisms. It accelerates skin regeneration and increases collagen, resulting in cleaner, healthier, and tighter skin. This kind of technology may treat scars, pigmentation, wrinkles, acne, and other issues. (Artemis Distribution.)

Red light treatment was prevalent at ISPA in 2023 and remains a trend. Though non-invasive LED technology has been around for 30 years, the ability to give light treatment via smaller mobile devices and masks has contributed to its appeal. (Trent 2023.)

4.3 Environmental trends

4.3.1 Sustainability

It is apparent that popularity of environmental sustainability has grown in recent years. It has to deal with environmental concerns. The environmental catastrophe is also a health crisis. Decline in the environment affects individuals both directly and indirectly through the air they breathe, the food they eat, and the way they live. People are looking for alternate lifestyles that are both better for them personally and more sustainable for the environment as they become more aware of the dangers associated with driving, pollution, and other issues. (Global Wellness Institute 2023d, 37-38.)

Increased population density and resource use in developing economies will put the environment under unprecedented pressures. As a result, spas will see a surge of requests for healthy and environmentally friendly spa experiences and facilities. Since spas rejuvenate clients' bodies, minds, and spirits, they recognize the need of a healthy earth for optimal benefits. (Cohen & Bodeker 2008, 79.) Sustainable techniques and eco-friendly spas are still popular trends. Many spas are making efforts to minimize their environmental effect by employing sustainable materials, recycling, and furthermore. (Castillo 2023.) For example, some spas for design employ clay-based walls, which are natural, non-toxic, and release minimal levels of emissions. Cork flooring is also used, which is a plank-like product made from leftover cork from forests and bolting plants. It provides the benefits of thermal insulation and noise reduction. Natural linen linens and carpets used in spa rooms are manufactured from recycled materials that are exceptionally durable. (WellSpa 360 2023.)

In terms of environmentally friendly items, "The Force of Nature" powerful cleaning equipment turns salt water and vinegar into a multi-purpose cleaner, while a medical grade EPA-registered sanitizer destroys 99% of bacteria. The product is certified safe, ideal for sensitive skin, and a multifunctional cleaner that is carbon neutral. (Trent 2023.)

4.3.2 Connection with nature

Since eco-consciousness has grown, individuals desire to strengthen their connection to nature and get more active in it. It has been proved that spending time in nature decreases stress and promotes mental wellness. Because of this, an increasing number of spas are situated in unspoiled natural areas that have lakes, woods, beaches, etc. Furthermore, when facilities are located in a rich natural setting, people become more conscious of their surroundings and pay attention to tiny details. Their body and sensibilities are awakened

by the realization that nature has abundance. As a result, it fosters a nature-inspired spa idea. (Avana Retreat 2022.)

4.3.3 Conshumalism

“Conshumalism” is a concept that emphasises attentive and compassionate consumption, stressing the act of consuming with increased awareness, efficiency, and enjoyment while minimising discomfort, energy consumption, waste, and pollution. “Conshumanism” is a broad concept that covers several consumer trends with the common objective of improving transparency, equality, accountability, social responsibility, environmental sustainability, and ethical concerns. (Cohen & Bodeker 2008, 13.)

Consumer demand for "Lifestyles of Health and Sustainability" (LOHAS) is quickly growing, encouraged by increased knowledge of global concerns such as social and economic inequity, climate change, third-world sweatshops, and the usage of toxic chemicals. There is also growing awareness that living a different lifestyle might help avoid sickness and promote general wellbeing. As a result, numerous companies are increasingly branding themselves or their products as “green,” “natural,” “organic,” or “fair trade.” Furthermore, there is a growing interest in projects connected to "corporate social responsibility," "ecological footprinting," "food miles," "carbon offsetting," "indigenous intellectual property rights," and a variety of other environmental measures. (Cohen & Bodeker 2008, 13.)

Recently, the term sustainability has gained significant attention, particularly in the context of the spa industry, known for its association with 'conspicuous consumption.' Sustainability, in a broader sense, entails a process that can be upheld indefinitely. In the business realm, sustainability is closely tied to progress and sustainable development, a concept defined by the World Commission on Environment and Development as:

Forms of progress that meet the needs of the present without compromising the ability of future generations to meet their needs. (Brundtland Commission, 1987)

4.3.4 Corporate Social Responsibility (CSR)

However, different understandings of sustainability exist, including concepts like "corporate social responsibility," which consists of adding value to the society and having a good impact (BDC b). The benefits of embracing sustainability for businesses are undeniable and extensive. For example, Green Globe founded the Green Spa Network to educate spa workers about environmental issues and promote best practices. It demonstrates that the spa business currently practices sustainable principles. However, there are numerous advantages for businesses to embrace eco-friendliness and sustainability, showcasing

attributes such as eco-efficiency, transparency, quality management, market advantage, and beyond. (Cohen & Bodeker 2008, 348-349.)

This trend is not limited to the tourism sector. Many other businesses across various industries have already adopted this mainstream approach. As numerous companies join this trend, the concerning phenomenon of "greenwashing" has surfaced, wherein enterprises assert environmentally conscious practices without actually implementing them. Nevertheless, there is significant value in adopting a "green" approach and making appropriate changes in the spa industry to align with this trend. (Wisnom & Capozio 2012, 221.)

4.4 Treatment trends

4.4.1 Yoni steam

The industry appears to have an endless array of spot treatments. Some can be categorized as genuine innovations, while others might incorporate new products, methods, or simply employ a creative name to rebrand a familiar service. (Wisnom & Capozio 2012, 224.)

According to SpaSeekers (2023), one of the new procedures gaining popularity is yoni steam, commonly known as vaginal steaming. This therapy is said to be trendy, as indicated by a 124% rise in online searches for the experience. It is claimed as a traditional, natural medicine for detoxifying the womb and treating symptoms such as period pains and bloating. The procedure is sitting on a specially built seat with a hole that allows herb-infused steam to rise. While mainstream spas may not typically provide this treatment, numerous specialist spas do meet the need of people wanting a natural cleaning experience. (SpaSeekers 2023a.) Nonetheless, there is a lack of scientific data to support the usefulness of yoni steam in treating any specific health concerns. On the contrary, this method may pose risks since the skin in this area is thin, sensitive, and prone to harm. There is a danger of burns or scald. The internet provides contradicting instructions on how to do a yoni steam. While certain alternative therapies have shown to be useful and well-studied, yoni steam is not one of them. Using this treatment to address a medical ailment may actually harm the individual's health. (Bhanote 2023.)

4.4.2 Crystal healing

As spirituality receives popular interest, there has been an enormous rise in demand for crystal healing massages, with a 91% increase over the last year, according to SpaSeekers (2023). The practice employs a variety of techniques, one of which is to lay crystals on each

chakra centre to balance the energy flow as the therapist performs a massage. Alternatively, massage high-tension regions using tumbling stones or a crystal wand. This technique is thought to cleanse the energy field and protect against bad energy. (Massage Now 2021.)

4.4.3 Turkish bath massage

According to SpaSeekers (2023), searches for Turkish bath massage have increased by 85% over the last year. This treatment is performed in traditional Turkish baths, beginning with a massage and followed by a complete scrub down and body exfoliation. The therapy is known for improving skin quality by removing dead cells, relieving muscular tension, increasing blood circulation, and assisting in the removal of toxins. (SpaSeekers 2023.)

4.4.4 Sound bath

Another bathing experience that rates in the top ten most popular treatments is the sound bath, with searches increasing by 83%. Despite the name, this therapy does not use water instead, it involves being covered in sound. This immersive sound experience is a style of meditation that has grown in popularity over the last year. This experience, which has been shown to decrease tension, anxiety, and exhaustion, is now available at a large number of spas and wellness facilities. (SpaSeekers 2023.)

4.4.5 Golden massage

Moreover, the golden massage trend has notched up an impressive 84% growth in popularity, making it a truly contemporary and highly sought-after therapy (SeekersSpa 2022). With tens to hundreds of millions of views circulating on various social media platforms, it has become a phenomenon in the realm of modern wellness practices. The 23-karat gold massage, as the name suggests, involves the application of gold directly on the skin, purportedly inducing a profound sense of relaxation that aids in reducing tension and anxiety levels. (Vanneegolden 2023.)

What sets the golden massage apart is not only its luxurious appeal but also the potential skincare benefits it offers. The oils used in this opulent treatment are often rich in vitamins and antioxidants, delivering a nourishing and revitalising effect to the skin. Beyond its aesthetic allure, the golden massage has become a symbol of contemporary self-care, blending indulgence with potential therapeutic advantages, contributing to its widespread popularity and widespread adoption across wellness enthusiasts. (Vanneegolden 2023.)

4.4.6 Light therapy

As previously stated, light therapy facials have seen a major increase in recognition, with demand up 49%. The term “facial led light treatment” has received millions of views on social media. This anti-inflammatory, acne-fighting, and anti-aging therapy has become widely accepted as one of the most effective skincare procedures. The trend has encouraged many beauty lovers to invest in at-home masks, which they use in between spa visits for consistent results. (SpaSeekers 2023.)

4.4.7 Lymphatic drainage

Lymphatic drainage facials have also grown in popularity, with searches for the procedure increasing by 83%. Lymphatic drainage massage methods are used to defend against bloated, dull, and sagging skin. Colonic hydrotherapy is another treatment that removes toxins from the body and has shown an 83% increase. Colonic hydrotherapy, which was previously used to prepare for medical procedures such as colonoscopies, is now more routinely available at spas and wellness centers around the country due to its numerous health advantages. The procedure, which includes clearing the large intestine of waste products by gentle flushing with warm water, provides advantages such as brighter skin, enhanced circulation, a stronger immune system, and enhanced digestion. (SpaSeekers 2023.)

4.4.8 Salt sauna

The search volume for salt saunas experienced a remarkable 83% year-on-year increase. Distinguished from traditional Finnish saunas by their distinct temperature and humidity levels, salt saunas provide a unique therapeutic environment. Particularly advantageous for individuals with asthma and hay fever, this therapy has demonstrated notable benefits for both the skin and respiratory system. The milder heat, lower humidity, and infusion of salt contribute to these positive effects. Natural salts, such as sea salt, play a key role in the cleansing and purifying aspects of salt saunas, promoting overall health and wellbeing. (SpaSeekers 2023.)

5 Future wellness tourism

Forbes (2023) predicts that wellness tourism would expand by 16.6% each year until 2027 (Berg 2023). Furthermore, hotels and spa resorts are expected to rise in number everywhere. This has already reached the stage where individuals want to enjoy spa lifestyles on a daily basis, and it will undoubtedly continue to grow.

A growing amount of data supports the mental, emotional, and physical advantages of engaging with nature on a daily basis, and this theme dominates the spa and wellness sector (Myndstream). Nature has a tremendous impact on health and wellness in many nations (Smith & Puczkó 2009, 252). Nature gives locations their own identities and is a key aspect of their attraction to tourists. Even in metropolitan areas, nature tourism is predicted to account for around 7% of worldwide tourist expenditure, with strong increase over the past ten years. (World Travel & Tourism Council 2022d.) This is seen in Northern Europe, where the surroundings are blended into spas for leisure and enjoyment, as well as spas associated with hotels and resorts, which are common in this region.

Leisure and leisure can imply various things in different nations, but in this context, it refers to either outdoor fitness and sports, which are especially popular in the Nordic countries, or water-based attractions. Iceland, like Northern Europe, may employ natural therapeutic resources. (Smith & Puczkó 2009, 253-254.) Nonetheless, the Finnish people have a strong link with environment, viewing clean water, air, and woods as vital assets. They gain enjoyment and inspiration from their strong relationship with nature. (Visit Finland d.) Finland's excellent nature resources make it a highly competitive and compelling location for wellness tourism. Numerous modern spa complexes and medical institutes have been built to take advantage on these natural assets, increasing the country's attraction as a top destination for health seekers. (WellnessTourism 2021.) Certainly, natural resources are strongly linked to certain geographical places. The positive impacts of factors such as fresh air or warm temperatures can only be realised in their corresponding locations. As a result, any place with unique circumstances and resources is likely to maintain its popularity in the field of health tourism. (Smith & Puczkó 2009, 256.)

The National Tourist Board focuses on wellness and health tourism, anticipating a significant increase in travel demand. In Finland, wellness and health tourism are viewed as a broad and interrelated term that includes a variety of products and services. The major goal is to attract customers who want access to a varied range of services that improve both physical and spiritual wellbeing. As a result, the selected major product themes include spa getaways with treatments, sauna and water therapies, fitness retreats with indoor and

outdoor activities, anti-stress holidays with authentic Finnish saunas, immersion in nature, rural experiences, creative pursuits, and retreats. (WellnessTourism 2021.)

Concerning the future of Finnish resources, there is now significant investment and innovation taking place around the country to use its natural and cultural assets for the advancement of wellness goods. Investments are also being made in the reconstruction and development of new spa facilities, treatments, and products. The goal is to complement, improve, and supplement existing natural resources, therefore contributing to the general growth and development of Finland's wellness business. (WellnessTourism 2021.)

Finland has almost three million saunas, and according to Sauna from Finland (2021a), the popularity of Finnish sauna traditions has created a significant global trend that is expected to continue. Furthermore, the American Institute of Architects discovered that saunas were the second most popular special-purpose room among homeowners in 2019, following only fitness rooms. (Wollner 2023.)

The medical tourism market is expanding rapidly, with an increasing number of people searching for medical assistance and operations in nations other than their own. This tendency is projected to continue in the future years, as the sector adjusts to changing patient demands and preferences. (Medical Tourism Magazine.) The types of medical treatments accessible vary by geography (Smith & Puczkó 2009). Finland, for example, has emerged as a desirable medical destination, particularly for those seeking cutting-edge breast cancer therapies (Clinic Helena 2023). Additionally, the Medical Tourism Association Finland actively promotes the country as a medical tourism destination and assists Finnish service providers in product development and partnership formation (Visit Finland 2020).

Meanwhile, surgical medical tourism is common in developing nations, but therapeutic medical tourism is popular in many countries, particularly those with natural or indigenous healing resources. Although medical services might potentially be provided anywhere, tourists want assurances about professionalism, regulation, and sanitary requirements. With improved lifestyles, higher life expectancy, and a decrease in serious diseases, it is more likely that wellness centers will be used for pleasure and amusement rather than only medical objectives. (Smith & Puczkó 2009, 258-259.) In recent years, there has been a significant movement in medical tourism toward wellness and preventative treatment. Patients are now seeking therapy not just for existing illnesses or ailments, but also for procedures and treatments that will keep them healthy and avoid future health problems. This trend represents a change away from conventional types of medical tourism and toward a greater feeling of personal responsibility for one's health and wellbeing. (Medical Tourism Magazine.)

Holistic tourism is becoming increasingly popular across the world. While not every country integrates health and wellness into their leisure and recreational offers, the majority are likely to develop some sort of medical tourism. Given the continuing need for sickness and illness treatment, medical tourism is projected to be an ongoing component of the economy. Holistic activities can grow anywhere, although facilities marketed as "holistic" or "spiritual" frequently direct tourists to wellness spas, hotels, and resorts. (Smith & Puczkó 2009, 258.)

The future of wellness tourism is predicted to feature a more thorough integration of multiple dimensions of wellbeing, including physical, mental, emotional, and spiritual components. Travelers are increasingly drawn to immersive activities that promote overall wellbeing and balance. Spiritual disciplines like yoga and meditation are now widely available in most Western nations, including Northern Europe. There is a conviction that Nordic cultures would accept spiritual traditions, including their resources and activities. Furthermore, there is a predicted rise in demand for psychological activities as part of wellness tourism packages. (Smith & Puczkó 2009, 252.)

It is worth noting that mindfulness and mental health are projected to attract major attention, given the ideal conditions for their emphasis. Constant demands and stress have been continuing issues for professionals in a variety of businesses. With increased awareness of mental health issues, it is expected that wellness tourism will place a greater focus on mindfulness practices, stress reduction techniques, and the provision of mental health retreats. Travel is also known for its favourable influence on mental health, including benefits like as time away from work, stress reduction, and an overall improvement in one's outlook on life. (World Travel & Tourism Council 2020a.) Analysts predict that the rise in mental health illnesses such as depression and anxiety will keep on increasing unless strong efforts are done to stop the trend. Nonetheless, the taboo associated with mental health disorders is progressively blurring, allowing a greater number of people to freely discuss their challenges and seek treatment that promotes their overall wellbeing. (Myndstream.)

Furthermore, there is an increasing use of worldwide spa products and treatments in the northern areas. Furthermore, these places are predicted to see a revival of traditional healing techniques. (Smith & Puczkó 2009, 252-256.) Finland, for example, may draw on the Sami people's traditional healing traditions, which include rituals and therapies passed down from ancient civilizations that have been adapted for modern usage. The Sami, the native inhabitants of Scandinavia's Arctic area, were once known as the Lapps or Laplanders. Their traditional healing procedures are reported to be based on Siberian shamanistic traditions and include techniques like as hands-on healing, minimising

bleeding, and the use of traditional herbal medication. This is a unique example of traditional European health practices being incorporated into a European spa (Cohen & Bodeker 2008, 426.) There is a noticeable growth in interest in natural, herbal, and indigenous healing methods and substances. Luxury spas typically use these items as trademark treatments, providing distinctive and locally inspired experiences at spa and retreat facilities. (Smith & Puczkó 2009, 264.)

The combination of conventional and modern therapies is regarded as a critical component of the future of wellness tourism. This process has already begun, with facilities adopting techniques from traditional traditions and adapting them to modern operations. The future landscape of wellness tourism may see a seamless integration of ancient therapeutic approaches and modern wellness therapies. This combination of old wisdom and modern techniques seeks to give a comprehensive and inclusive wellness experience. However, one major issue for many places in the future is the possible standardisation of services, in which everything becomes available everywhere. While some spa hotels and resorts try to include signature indigenous and local customs or represent local architectural forms, many may be located anywhere. If these facilities rely exclusively on a wide range of global wellness items with no distinct relationship to natural resources and assets, their longevity and appeal may be limited. (Smith & Puczkó 2009, 256-259.)

In the future, there will be a greater emphasis on including cultural and local experiences in travel. Tourists go overseas to obtain an in-depth understanding and respect for the world as a whole, embrace cultural differences, and explore the richness of human experiences via immersion in different places. Wellness tourism will continue to incorporate more authentic cultural and local experiences, as tourists actively seek wellness techniques rooted in traditional norms. This technique establishes a true connection with the destination and its healing traditions. Authenticity, a long-held travel desire, is being redefined by the growing presence of Indigenous populations, transforming tourism destinations. This shift comes at a time when travelers are keen to contribute to the regenerative tourism movement. Travel, as a force that unites people, not only brings the globe together but also celebrates diversity, providing endless intrigue to individuals with a cultural curiosity. (Global Wellness Institute 2023d.)

The travel and tourism business are broadening its view on sustainability, looking beyond operational consequences to the wider systems in which it works. Businesses in this industry are progressively adopting sustainable leadership methods for the twenty-first century. To address the problem of sustainable travel, incentives must be reshaped to emphasize the preservation and rehabilitation of natural systems, requiring a significant

rearrangement of technical, economic, and social institutions. Recognizing the potential effects of tourism emphasizes the importance of implementing sustainable practices. There is an urgent need for creative solutions that appreciate the sector's natural and cultural assets while driving it toward a low-carbon economy. (World Travel & Tourism Council 2021b.)

The relevance of sustainability is expected to have a big impact on both the future of travel and company operations. This significance goes beyond addressing the environmental issue, as the "green" strategy acts as a stimulant for the expansion of the tourist sector. There is a rising recognition of the need of sustainability in the travel and tourist industries, especially considering that tourism is responsible for around 8% of greenhouse gas emissions. This insight emphasises the importance of a coordinated effort to include sustainable practices, not just as a reaction to environmental concerns, but also as a strategic driver for tourism's continuing growth. (Feliciano-Chon 2022.) As a result, sustainability emerges as a critical component for reducing environmental impact while also improving local communities. Technology is going to drive future advancements in sustainable tourism. Waste reduction technology, efficient energy management systems, and eco-friendly transportation solutions help businesses reduce their environmental impact. Furthermore, tourists may learn about ecologically friendly lodgings and activities, allowing them to make more responsible choices. (Ramlavat 2023.)

Tourism's future direction indicates sustainability, regeneration, and technological integration. Technological improvements have significantly improved accessibility and convenience. The broad availability of numerous gadgets and the internet has simplified the process of planning and booking holidays via many travel applications. This has enabled people to become their own travel agents, instilling a sense of freedom. Data-driven personalisation is expected to expand in trip planning, with travelers receiving customised advice, incentives, and hospitality improvements. The integration of artificial intelligence (AI), support agents, and other platforms is intended to improve customer service and overall communication, resulting in higher customer satisfaction. The merging of sustainability and technology is developing a future for tourism that is not just ecologically conscientious, but also technologically advanced and personalised to individual interests. (Ramlavat 2023.)

Predicting the future is a difficult task, and as a result, individuals frequently underestimate the value of having an up-to-date attitude, which may be costly. It is generally easier to deal with previous and present circumstances since all essential data is available. When facing the future, it is best to be prepared for unexpected events, as they are likely to occur.

Furthermore, it is critical to be aware of countertrends that may exist within larger trends. According to research, even professional and well-informed forecasters might come to quite diverse conclusions while evaluating the same scene. Finally, concentrating on the future highlights the limitations of depending simply on ineffective experiences, emphasising the importance of continual learning and training. (Jonson & Redman 2008, 166.)

6 Innovative wellness tourism services suitable for spas at Saimaa region

Taking into consideration recent developments and trends in the tourist business, some are relevant and appropriate for adaptation into the spa sector in Saimaa region. However, as previously said, some wellness firms rapidly embrace and include innovations into their customer service.

In regard to innovations, touchless experiences have great future potential. For example, NFC technology offers to benefit tremendously because it combines several functionalities onto a single platform. Check-in operations can be completed without direct touch of workers, using a website or a specific application. This requires pre-registration, in which personal information and payment information are submitted. After information is verified and payments are completed, ID verification is needed for room access. After completing the check-in procedure, visitors are given access to their rooms by a numerical code, QR code, Bluetooth, and other ways. Tickets for single visits to wellness facilities can be validated by scanning. Furthermore, the portal gives information about facility services and attractions. One useful aspect is being notified of room ready, which allows clients to relax after their travel. Furthermore, regulating lighting, temperature, and other amenities from a single device increases convenience.

Another innovative application involves use of augmented reality (AR) and virtual reality (VR). While the benefits of these technologies are currently being used in business, such as chatbots and virtual tours, there is potential for more integration. These features may be accessed via headsets or helmets, allowing customers to meditate or visit breathtaking places of the world while receiving a service. Clients might experience increased relaxation during massages or beauty treatments such as pedicures and manicures. Customers can also experiment with different nail colours or makeup using VR and AR, which adds another dimension to the experience.

When it comes to robotics, implementing intelligent mirrors into spas would be far from disappointing. Additionally, it would improve the entire visitor experience. AI devices could track post-exercise heart rate and blood pressure to prevent overwork. Simultaneously, the smart mirror can analyse skin type and condition, recommending appropriate treatments. Clients would also be able to detect and correct problem areas, allowing them to focus on individualised beauty care.

Speaking of trends, the concept of a salt sauna is perfectly suited to the Saimaa region, and Holiday Club is already taking advantage of this. Given the cultural significance of saunas in Finland, which are found in both homes and public settings, the salt sauna can quickly

become a visitor's favourite, appealing people to return. Traditionally sauna considered as a sacred space – a “church of nature” (UNESCO Cultural Heritage 2020). Infrared saunas are another type of sauna that is perfect for Saimaa. Compared to conventional Finnish saunas, it provides lower humidity, softer heat, and a more relaxing and stress-relieving environment. It is claimed that infrared saunas are more beneficial than traditional saunas because the sweat generated contains 80% water and 20% toxins, as compared to 97% water and 3% toxins in traditional Finnish sauna sweat. (Clearlight 2016.) Regardless of those differences, this innovative infrared sauna is guaranteed to attract lovers.

The typical practice of rolling in the snow after a sauna session may be reproduced using snow cabins in wellness centers, providing a unique chance to boost circulation and remove toxins. This innovative method is expected to be favourably appreciated. If the snow experience is not practicable, people can take a cold shower instead. Furthermore, a variety of shower systems are available, including aroma showers, which allow guests to enjoy their favourite scents from essential oils and fragrant flowers. Furthermore, sensory showers, which may simulate anything from a moderate mist to the intensity of a storm, offer a unique and immersive experience.

Furthermore, employing environmentally friendly methods would be beneficial. While it may not be possible for every spa to reach total carbon neutrality or zero waste, simple changes can have a huge impact on both individuals and the environment. Wellness organisations, for example, might use eco-friendly and sustainably produced products, such as skincare developed with natural, plant-based materials. Using organic items not only avoids risky chemicals, but also attracts a larger customer. The usage of single-use towels or plant-based, biodegradable sheets can help save electricity and water when washing. Additionally, investing in spa equipment with little environmental effect is another way to support sustainability. Eco-friendly approaches can be implemented in a variety of ways, as seen by the examples provided above.

The problem of loneliness is common in European culture, and spas provide a unique solution by allowing people to interact with one another. Families may enjoy holidays together while also taking use of spa amenities. In a society characterised by stress and time limits, the value of spending quality time with family and friends is highlighted. As a result, spas offer family vacation packages with the goal of strengthening family relationships and providing more time for shared relaxation.

A large number of foreigners live in the Nordic country, making the Turkish bath an attractive experience to try. However, it is expected that this service will not be as generally adopted by local residents, despite being seen as an attractive choice. Spas can integrate

techniques such as the golden massage and lymphatic drainage massage, which are two unique forms of massages. Manual lymphatic drainage massage, in instance, does not require highly specific supplies but can be performed utilising specialised devices.

When it comes to the use of light therapy and cryotherapy in Saimaa, it is considered that these services would be most effective when provided in specialised facilities with professional knowledge. The complexity and specificities of these therapies make them possibly less appropriate for ordinary spa facilities, due to the specialist equipment required, which can be costly. On the other hand, venues only focused to these therapeutic treatments may find it easier to include light therapy and cryotherapy into their offers. The need for clarity, qualified assistance, and the investment in particular tools make these therapies better suited for establishments that specialise in their provision, resulting in a more targeted and effective experience for those seeking these specific wellness services in the Saimaa region.

Crystal healing seems to be a less popular service in the Saimaa region, making it unsuitable for broad use. Individuals who are spiritual or religious, particularly those who respect moral ideals and seek mental health, are thought to benefit from these programs. However, there is a widespread notion that such services are not in great demand in this region of Finland. Similar concerns are repeated for sound baths, with potential consumers perhaps discouraged by a lack of knowledge of the service and confusion about the expected results. The challenge is also that clients may not be able to recognise significant differences before and after the service.

Furthermore, Yoni steam is considered less suitable, despite promises of traditional and natural purifying capabilities. The lack of scientific proof confirming its advantages contributes to this perspective. In Finland, there is a strong belief of conventional medical care and experts' knowledge, making alternative techniques such as Yoni steam less acceptable to people in general. The widespread cultural preference for medical trust and dependence on doctor-prescribed health treatments adds to the perceived irrelevance of these holistic wellness services in the Saimaa area.

7 Conclusions

The spa sector evolved significantly from ancient times, when people would visit natural hot and cold mineral springs for healing. Spas have a long history, extending back to ancient times. While classic spa kinds are well-established, new versions are emerging. Today, wellness centers combine cutting-edge technology with old knowledge and traditions.

People are becoming more conscious of the importance of personal health and wellbeing, and they understand the value of relaxation and balance in both their bodies and lives. Individuals are becoming more responsible and aware of global challenges, highlighting the importance of ecologically and socially sustainable products and processes.

An extensive strategy that makes advantage of Finland's richness of natural and cultural resources is essential when it comes to wellness tourism in that country. The worldwide known traditional sauna culture is significantly integrated in the Finnish way of life, performing not only as a source of relaxation but also as a means of communication and socialisation. This sauna culture has strengthened Finland's reputation as the perfect destination for people seeking an authentic experience, while also reflecting a significant cultural legacy.

The importance of nature in promoting wellbeing is considerable in numerous countries, but it is particularly vital in Finland. The gorgeous and remarkable landscapes bring pleasure to the Finnish people. The connection to the environment promotes calm and harmony, with peaceful lakes and lush woods representing security and togetherness. Nature offers chances for activities such as mushroom and berry harvesting, and participating in other outdoor leisure activities, depending on the season, enabling people to enjoy clean air while collecting natural advantages that contribute to general wellbeing. Furthermore, this connection with environment has an impact on a balanced lifestyle, mental health, healthy eating, and the adoption of sustainable behaviours. Therefore, participating in active sports while outside is a wonderful and simple approach for gaining these benefits. In terms of food preferences, Finn's value traditions and have a strong respect for local and seasonal ingredients.

As a result, wellness businesses that incorporate those features would be well-suited for Finland and likely to be preferred by a large number of guests. This is obvious in the fact that Finnish spas and health retreats regularly combine old medicinal methods, such as sauna routines and Nordic bathing, with modern spa treatments. These facilities use the country's natural resources, such as clean water and local plants, to enhance the entire health experience. Overall, wellness in Finland is a harmonic combination of cultural

traditions, natural environments, and modern technologies, producing a holistic approach to health that appeals to both residents and visitors.

Furthermore, as previously said, several spa enterprises in Finland desire to correspond to and adopt current wellness trends effectively. This goes beyond technical developments and includes wellness therapies, which take use of creative advantages for enhanced convenience. However, other organisations use a blend of traditional methods and technological innovations to improve many elements of wellbeing.

In the worldwide spa sector, there is a common belief that developing spa trends will have an influence outside the industry itself. Spas are viewed as essential components of a modern lifestyle that not only takes care of individuals but also benefits their communities and the environment as a whole. This new viewpoint on life thoroughly integrates personal values, promotes beauty and harmony in one's physical surroundings, and aims for a harmonious interaction between commercial, social, and environmental values, avoiding any sense of discontinuity. The challenge and promise of spas are to show that living well and sustainably can coexist harmoniously – it is one may enjoy pleasure while leaving a small environmental footprint.

Throughout history, innovative concepts of the future develop and fade, but they frequently result in significant modifications in the way communities organise their lives. The spa industry looks to follow this trend and demands continual attention, necessitating constant analysis and revisions based on its core principles, larger vision, and carefully monitored performance.

References

Acropolium. Top hospitality technologic trance to embrace in 2024. Retrieved on 6 February 2024. Available at <https://acropolium.com/blog/top-hospitality-technology-trends/>

Apple. Vision pro. Retrieved on 6 February 2024. Available at <https://www.apple.com/apple-vision-pro/>

Artemis Distribution. Aesthetic beauty device distributor. Retrieved on 29 January 2024. Available at <https://artemis.co>

Audare. 2023. Transforming dining experience with augmented reality menus. Retrieved on 8 February 2024. Available at <https://www.audaretech.com/blog-posts/transforming-dining-experience-augmented-reality-menus>

Avana Retreat. 2022. Get back to nature – spa trends 2022. Retrieved on 30 January 2024. Available at <https://avanaretreat.com/blog/139-get-back-to-nature-spa-trends-2022.html>

Barten, M. 2023. Hotel technology trend: 20 upcoming innovations of 2024, you must know. Retrieved on 8 February 2024. Available at <https://www.revfine.com/hotel-technology/#energy-positive-hotels>

BDC a. What is innovation? Retrieved on 25 January 2024. Available at <https://www.bdc.ca/en/articles-tools/business-strategy-planning/innovate/what-is-innovation>

BDC b. Corporate social responsibility (CSR). Retrieved on 31 January 2024. Available at <https://www.bdc.ca/en/articles-tools/entrepreneur-toolkit/templates-business-guides/glossary/corporate-social-responsibility#:~:text=CSR%20includes%20bringing%20value%20to,social%20impact%20of%20business%20decisions.>

Berg, R. 2023. The future of wellness: new data on wellness, travel, mental wellness. Forbes. Retrieved on 3 February 2024. Available at <https://www.forbes.com/sites/ronaberg/2023/11/20/the-future-of-wellness-new-data-on-wellness-travel-mental-wellness/?sh=6a809b5836d7>

Bhanote, M. 2023. Everything you need to know about V steaming. Healthline. Retrieved on 1 February 2024. Available at <https://www.healthline.com/health/womens-health/vaginal-steaming>

Bierman, J. 2023. Four sustainable travel innovations, shaping, the future of the tourism industry. Retrieved on 6 February 2024. Available at <https://www.cntraveler.com/story/sustainable-travel-trends-2023>

Björk, P. & Tuohino, A. & Konu, H. 2011. Wellbeing tourism in finland - a wide perspective. Retrieved on 10 December 2023. Available at <https://journal.fi/matkailututkimus/article/download/90859/49972/147025>

Book4time. Five technology trends disrupting spa and wellness. Retrieved on 26 January 2024. Available at https://book4time.com/wp-content/uploads/2020/07/Book4Time_Five-technologies-disrupting-spa-and-wellness.pdf

Brusaferri, M. 2023. Six trends in spa equipment technology. WellSpa. Retrieved on 26 January 2024. Available at <https://www.wellspa360.com/business/tools-tech/article/22863974/6-trends-in-spa-equipment-technology>

BSI Corporate Benefits. 2023. Eight dimensions of wellness: financial wellness. Retrieved on 8 January 2024. Available at <https://www.linkedin.com/pulse/8-dimensions-wellness-financial-bsi-corporate-benefits>

Castillo, L. 2023. Key spa trends. Gitnux. Retrieved on 30 January 2024. Available at <https://gitnux.org/spa-trends/>

Clearlight. 2016. Finnish sauna vs infrared sauna: what's the difference? Clearlight blog on 10 December 2016. Retrieved on 13 February 2024. Available at <https://infraredsauna.com/blog/finnish-sauna-vs-infrared-sauna-whats-the-difference/#:~:text=From%20a%20scientific%20standpoint%2C%20it,infrared%20unit%20wins%20every%20time.>

Clinic Helena. 2023. Discover the benefits of medical tourism in finland: world-class breast cancer treatment at clinic helena. Retrieved on 4 February 2024. Available at <https://www.clinichelena.com/en/news/discover-the-benefits-of-medical-tourism-in-finland/>

Cohen, M. & Bodeker G. 2008. Understanding the global spa industry: spa management. First Edition. Linacre House, Jordan Hill, Oxford: Elsevier Ltd.

Crisp, R. 2021. Well-being. The Stanford Encyclopedia of Philosophy. Retrieved on 1 January 2024. Available at <https://plato.stanford.edu/archives/win2021/entries/well-being/>

Discovering Finland. Tourism Imatra & Imatra guide. Retrieved on 29 February 2024. Available at <https://www.discoveringfinland.com/lakeland/imatra/>

Dwyer, J. What is innovation: why almost everyone defines it wrong. Manifold. Retrieved on 25 January 2024. Available at <https://www.manifold.group/post/what-is-innovation>

Ellis, G. 2020. Finnish culture, happiness to be featured via virtual 'Rent a Finn' program. CBC News. Retrieved on 5 January 2024. Available at <https://www.cbc.ca/news/canada/thunder-bay/finnish-culture-happiness-to-be-featured-via-virtual-rent-a-finn-program-1.5564829>

Erfurt-Cooper, P.& Cooper, M. 2009. Health and wellness tourism, spa and hot springs. St Nicholas House, 31-34 High Street, Bristol: Short Run Press Ltd.

Eriksson, P. & Kovalainen, A. 2008. Qualitative methods in business research. Publication series of London: SAGE Publications. Retrieved on 24 December 2023. Limited availability at <https://methods-sagepub-com.ezproxy.saimia.fi/book/qualitative-methods-in-business-research>

European Commission. 2023. Glossary: Innovation. Eurostat statistics explained. Retrieved on 25 January 2024. Available at <https://ec.europa.eu/eurostat/statistics-explained/index.php?title=Glossary:Innovation>

European Union. Reducing emissions from aviation. Retrieved on 6 February 2024. Available at https://climate.ec.europa.eu/eu-action/transport/reducing-emissions-aviation_en

Feliciano-Chon, C. 2022. The future of wellness tourism. FINN Partners. Retrieved on 3 February 2024. Available at https://www.finnpartners.com/wp-content/uploads/2022/11/The-Future-of-Wellness-Tourism_FINN-Partners.pdf

Finnair Blue Wings. Fair Issue. 2018. Retrieved on 29 February 2024. Available at https://issuu.com/finnair_bluewings/docs/bluewings_05_2018

Gaines, J. & Lee, V. 2019. Medical tourism. Travel medicine. Science direct. Retrieved on 10 January 2024. Available at <https://www.sciencedirect.com/science/article/abs/pii/B9780323546966000392>

Gell, T. 2023. Desk research: what it is and how you can use it? Market research company blog on 4 August 2023. Retrieved on 20 December 2023. Available at https://www.driveresearch.com/market-research-company-blog/desk-research-what-it-is-and-how-you-can-use-it/?__cf_chl_tk=ajXEKfRdNKawUNmIYpO0VnaRRMI9msoqbyU3wzZRVac-1708524026-0.0-4391

Global Wellness Institute. 2014c. Key drivers of Wellness. Retrieved on 30 January 2024. Available at <https://globalwellnessinstitute.org/what-is-wellness/key-drivers-of-wellness/>

Global Wellness Institute. 2018a. Global wellness tourism economy. Retrieved on 7 December 2023. Available at https://globalwellnessinstitute.org/wp-content/uploads/2018/11/GWI_GlobalWellnessTourismEconomyReport.pdf

Global Wellness Institute. 2021b. Wellness tourism, spas, thermal/mineral springs. The global wellness economy: looking beyond covid. Retrieved on 8 December 2023. Available at https://globalwellnessinstitute.org/wp-content/uploads/2022/02/GWI-WE-Monitor-2021_Wellness-Tourism.pdf

Global Wellness Institute. 2023d. The future of Wellness 2023. Retrieved on 3 February 2024. Available at <https://bluezonescenter.com/wp-content/uploads/2023/01/GWSTheFutureofWellnessTrends2023-1.pdf>

Grénman, M., & Räikkönen, J. 2015. Well-being and wellness tourism – same, same but different? Conceptual discussions and empirical evidence. *Matkailututkimus* 11: 1. Retrieved on 28 December 2023. Available at <https://journal.fi/matkailututkimus/article/view/90914/50027?acceptCookies=1>

Hamilton, H. 2020. Top seven travel and tourism innovations from 2020. Retrieved on 8 February 2024. Available at <https://www.springwise.com/innovation-snapshot/travel-tourism-business-ideas-2020/>

HigherDose. Red Light Face Mask. Online shop. Retrieved on 29 January 2024. Available at <https://higherdose.com/products/higherdose-red-light-face-mask>

HigherDose. Sauna Blanket. Online shop. Retrieved on 29 January 2024. Available at <https://higherdose.com/products/infrared-sauna-blanket>

Holiday Club Saimaa. Spa. Retrieved on 10 February 2024. Available at <https://www.holidayclubresorts.com/en/resorts/saimaa/spa/>

Hunter, M. 2023. The world's happiest countries for 2023. CNN. Retrieved on 5 January 2024. Available at <https://edition.cnn.com/travel/article/world-happiest-countries-2023-wellness/index.html>

Imatra Spa Resort. Spa Taikametsä unforgettable experience. Retrieved on 10 February 2024. Available at <https://www.imatrankylpyla.fi/en/spa-resort/spa-and-saunas>

Johnson, E. & Redman, B. 2008. Spa: a comprehensive introduction. 2113 High Street, Lansing: The American Hotel & Lodging Educational Institute

Konu, H. & Tuohino, A. & Komppula. 2010. Lake Wellness – a practical example of a new service development (NSD) concept in tourism industries. Publication series of London: London: SAGE Publications. Retrieved on 5 January 2024. Limited availability at <https://journals-sagepub-com.ezproxy.saimia.fi/doi/abs/10.1177/1356766709357489>

LakeSaimaa. Unique attractions of Lake Saimaa. Retrieved on 29 February 2024. Available at <https://www.lakesaimaa.fi/see-and-do/unique-attractions/>

Lamba, N. 2022. Holism & holistic wellness – A new approach to a healthy life. Nesara By Nicky. Retrieved on 9 January 2024. Available at <https://nesarabynicky.com/blogs/news/holism-holistic-wellness-a-new-approach-to-a-healthy-life>

Lippe-McGraw, J. 2016a. Finland's 'FinRelax' program is all about a low travel and the outdoors. Condé nast Traveler. Retrieved on 8 December 2023. Available at <https://www.cntraveler.com/story/finlands-finrelax-program-is-all-about-slow-travel-and-the-outdoors#:~:text=The%20country%27s%20tourism%20board%20just,course%2C%20is%20getting%20into%20nature.>

Lippe-McGraw, J. 2019b. You can rent a finn to be your happiness tour guide around finland. Forbes. Retrieved on 5 January 2024. Available at <https://www.forbes.com/sites/jordilippemcgraw/2019/02/27/rent-a-finn-campaign-finland/?sh=7d4f0eb95862>

Lubek, I. Similarities and differences of the saunas of the two nations. This is Finland. Retrieved on 7 December 2023. Available at <https://finland.fi/ru/zhizn-i-obshhestvo/shodstva-i-razlichiya-saun-dvuh-narodov/>

Lähde Hotel. Day Spa Lähde – Luxurious pampering. Retrieved on 10 February 2024. Available at <https://hotellilahde.fi/en/day-spa-lahde/>

Massage Now. 2021. Crystal Healing Combined with massage therapy: why should you try it. Retrieved on 1 February 2024. Available at <https://massagenownepa.com/crystal-healing-combined-with-massage-therapy-why-should-you-try-it/>

Medical Tourism Magazine. The future of medical tourism: emerging trends and growth opportunities. Retrieved on 3 February 2024. Available at <https://www.magazine.medicaltourism.com/article/the-future-of-medical-tourism-emerging-trends-and-growth-opportunities>

Ministry of Economic Affairs and Employment of Finland. Roadmap for growth and renewal in Finnish tourism in 2015-2025. Retrieved on 8 December 2023. Available at <https://tem.fi/en/roadmap-for-growth-and-renewal-in-finnish-tourism-in-2015-2025>

Myndstream. Salon and spa trends and the future of the spa industry. Retrieved on 8 February 2024. Available at <https://myndstream.com/the-future-of-the-spa-industry/#:~:text=By%2030%2C%20the%20global%20spa,the%20chaos%20of%20COVID%2D19.>

MySmartJourney. 2022. What is innovation in travel and tourism? Retrieved on 6 February 2024. Available at <https://mysmartjourney.com/en-ca/post/innovations-in-travel-and-tourism-industry>

Ortiz, S. 2024. The 15 best robots and AI, we saw at CES 2024. Retrieved on 6 February 2024. Available at <https://www.zdnet.com/article/the-14-best-robots-and-ai-tech-weve-seen-at-ces-2024-so-far/>

O'Sullivan-Dale, U. 2023. Robotics & Automation's 2024 trends forecast. Retrieved on 6 February 2024. Available at <https://www.roboticsandautomationmagazine.co.uk/features/robotics-automations-2024-trends-forecast.html>

Pamplona, F. 2022. A guide to conceptual analysis research. Retrieved on 24 December 2023. Available at <https://mindthegraph.com/blog/conceptual-analysis-research/>

Patiry, M. Eight benefits of using an infrared sauna. Muscle and Bone Clinic. Retrieved on 20 January 2024. Availability at <https://muscle-boneclinic.com.au/8-benefits-of-infrared-sauna/>

Piscine Global. 2016. Five spa innovations to make your establishment stand out. Retrieved on 8 February 2024. Available at <https://www.piscine-global.com/en/blog/2017/06/5-spa-innovations-make-establishment-stand-out>

Proven. The Skin Genome Project. Retrieved on 26 January 2024. Available at <https://www.provenskincare.com/why-proven/>

Rajamailla. Moving in nature and incredible experiences in South Karelia. Retrieved on 29 February 2024. Available at <https://rajamailla.fi/en/experiences/activities>

Ramlava, M. 2023. Know if technology is revolutionising or hindering, the tourism industry. Retrieved on 4 February 2024. Available at <https://syndelltech.com/is-technology-revolutionizing-or-hindering-travel->

industry/#:~:text=Technology%20has%20undoubtedly%20transformed%20the,sustainabili
ty%20initiatives%20to%20be%20implemented.

Rana, D. 2023. Latest service innovations in hospitality industry. Retrieved on 6 February 2024. Available at <https://qloapps.com/latest-service-innovations-in-hospitality-industry/>

Regional council of South Karelia. 2022. South Karelia. Retrieved on 10 December 2023. Available at https://liitto.ekarjala.fi/wp-content/uploads/2022/10/wwwEnglanti_EtelaKarjala.pdf

Sauna from Finland. 2021a. Finnish sauna has become a big global trend. Retrieved on 4 February 2024. Available at <https://saunafromfinland.com/news/finnish-sauna-has-become-a-big-global-trend/>

Sauna from Finland. 2023b. Sauna: exploring Finland's cultural and wellness tourism. Retrieved on 8 December 2023. Available at <https://saunafromfinland.com/news/sauna-exploring-finlands-cultural-and-wellness-tourism/>

Settembre, J. 2023. I was terrified to let a robot do my lashes – but they look perfect. New York Post. Retrieved on 6 February 2024. Available at <https://nypost.com/2023/04/05/new-beauty-robot-does-eyelash-extensions-in-under-an-hour/#>

Shubham. 2024. Top 10 Innovations in Hospitality Industry to transform guest experience. Retrieved on 8 February 2024. Available at <https://botshot.ai/resources/blog/innovations-in-hospitality-industry>

Smith, M. & Puczkó, L. 2009. Health and wellness tourism. Linacre House, Jordan Hill, Oxford: Elsevier Ltd.

SpaSeekers. 2023. The spa trends report 2023. Retrieved on 1 February 2024. Available at <https://www.spaseekers.com/spa-insider/inspiration/spa-trends-2023/>

Team YouCam. 2023. 11 Spa trends in 2024- from advanced spa tech to personalisation. Perfect. Retrieved on 26 January 2024. Available at <https://www.perfectcorp.com/business/blog/ai-skincare/eleven-spa-trends-in-twenty-twenty-three-from-advanced-spa-tech-to-personalization>

The University of Manchester. Describing trends. Retrieved on 25 January 2024. Available at <https://www.phrasebank.manchester.ac.uk/describing-trends/#:~:text=A%20trend%20is%20the%20general,the%20horizontal%20axis%20represents%20time.>

Thorne, S. 2012. Are spas and wellness still considered luxurious in today's world? Retrieved on 29 September 2023. Available at <https://www.tandfonline.com/doi/epdf/10.1080/22243534.2020.1867379?needAccess=true>

Traveling on points. 2020. How to get a free Finnair stopover in Finland. Retrieved on 5 January 2024. Available at <https://travellingonpoints.com/article/airlines/finnair/how-to-get-a-free-finnair-stopover-in-finland/>

Trent, N. 2023. Ten wellness trends to watch from Spa industry. The WholeFoods Magazine. Retrieved on 29 January 2024. Available at <https://www.wholefoodsmagazine.com/blogs/1-wholefoods-magazine/post/16293-10-wellness-trends-to-watch-from-the-spa-industry>

Turunen, A. 2017. Slow, Finland, well-being's from Finland's nature. Retrieved on 7 December 2023. Available at <https://dokumen.tips/documents/slow-finrelax-growth-programme-financed-by-the-finnish-ministry-of-employment.html?page=1>

UNESCO Intangible Cultural Heritage. 2020. Sauna culture in Finland. Retrieved on 13 February 2024. Available at <https://ich.unesco.org/en/RL/sauna-culture-in-finland-01596>

UNESCO World Heritage Centre. 2021. The ringed seal archipelagos of lake Saimaa. Retrieved on 5 February 2024. Available at <https://whc.unesco.org/en/tentativelists/6510/>

University of California Davis. Eight Dimensions of Wellness. Retrieved on 8 January 2024. Available at <https://shcs.ucdavis.edu/health-and-wellness/eight-dimensions-wellness>

Vanneegolden, S. 2023. The Golden Benefits of Massage: A Relaxing Journey. Retrieved on 1 February 2024. Available at <https://medium.com/@vanneegoldensand/the-golden-benefits-of-massage-a-relaxing-journey-698635d5785b>

Visit Finland a. Seven ways to find happiness in Finland. Retrieved on 8 December 2023. Available at <https://www.visitfinland.com/en/articles/7-reasons-why-you-can-find-happiness-in-finland/>

Visit Finland b. What are Finns like? Retrieved on 8 December 2023. Available at <https://www.visitfinland.com/en/articles/what-are-finns-like/>

Visit Finland c. Lakeland in Finland. Retrieved on 15 December 2023. Available at <https://www.visitfinland.com/en/places-to-go/lakeland/>

Visit Finland d. Finnspiration. Retrieved on 4 February 2024. Available at <https://www.visitfinland.com/en/find-your-inner-finn/happiness-inspiration/>

Visit Finland. 2015. Stopover Finland. Retrieved on 5 January 2024. Available at <https://www.businessfinland.fi/globalassets/finnish-customers/02-build-your-network/visit-finland/julkaisut/stopover-finland-co-creation-workshop.pdf>

Visit Finland. 2020. Health travel ABC. Retrieved on 4 February 2024. Available at <https://www.visitfinland.fi/4a8059/globalassets/julkaisut/visit-finland/tutkimukset/2020/health-travel-abc.pdf>

Visit Saimaa a. Ten reasons to come to Saimaa. Retrieved on 25 January 2024. Available at <https://www.visitsaimaa.fi/en/10-reasons-to-come-to-saimaa/>

Visit Saimaa b. Outdoors Finland – 10 things to do in Saimaa. Retrieved on 29 February 2024. Available at <https://www.visitsaimaa.fi/en/outdoors-finland-10-things-to-do-in-saimaa/>

WellnessTourism. 2021. Naturally Finland – wellbeing and health tourism in Finland. Retrieved on 4 February 2024. Available at <https://www.wellnesstourism.com/article/naturally-finland-wellbeing-health-tourism-finland>

WellSpa 360. 2023. Green spa design. Retrieved on 30 January 2024. Available at https://wellspa360.texterity.com/wellspa360/april_2023/MobilePagedArticle.action?articleId=1869439#articleId1869439

Wisnom, M., Capozio, L. 2012. Spa Management: An Introduction. 1 Lake Street, New Jersey: Prentice Hall.

Wollner, G. 2023. Sweating it out: The U.P. And the growing popularity of Saunas. Rural Insights. Retrieved on 4 February 2024. Available at <https://ruralinsights.org/content/sweating-it-out-the-u-p-and-the-growing-popularity-of-saunas/#:~:text=The%20popularity%20of%20saunas%20is,in%202019%20after%20exercise%20rooms.>

World Travel & Tourism Council. 2020a. Nine reasons travel is good for your mental health. Medium. Retrieved on 4 February 2024. Available at <https://worldtraveltourismcouncil.medium.com/9-reasons-travel-is-good-for-your-mental-health-a805fa6eb215>

World Travel & Tourism Council. 2021b. Sustainability Leadership. Retrieved on 4 February 2024. Available at <https://wtcc.org/Portals/0/Documents/Reports/2021/WTTC-Harvard-LearningInsight-SustainabilityLeadership.pdf?ver=2021-06-17-110546-767>

World Travel & Tourism Council. 2022c. Cities economic impact 2022. Retrieved on 8 December 2023. Available at <https://wttc.org/Portals/0/Documents/Reports/2023/WTTC-Cities-Economic-Impact-Final.pdf>

World Travel & Tourism Council. 2022d. Nature positive travel & tourism. Retrieved on 3 February 2024. Available at <https://wttc.org/Portals/0/Documents/Reports/2022/Nature-Positive-Travel-And-Tourism.pdf>