

Experiences of a Swiss Thermal Business Auditor

Institute of Tourism ITW

Lucerne University of Applied Sciences and Arts

Roland Lymann, lic. oec. HSG

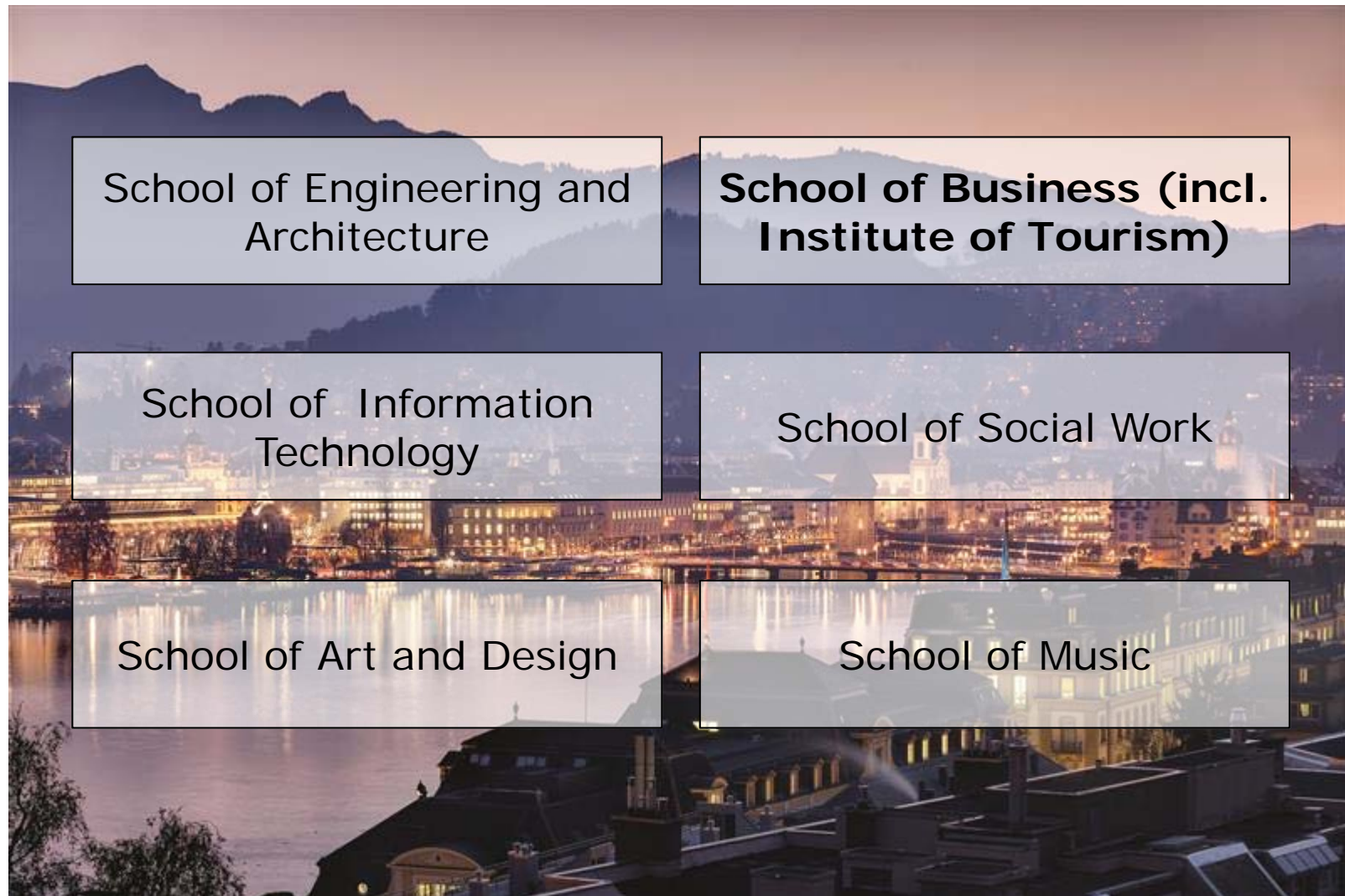
Lecturer on destination management and health tourism

Tel: +41 41 228 99 85

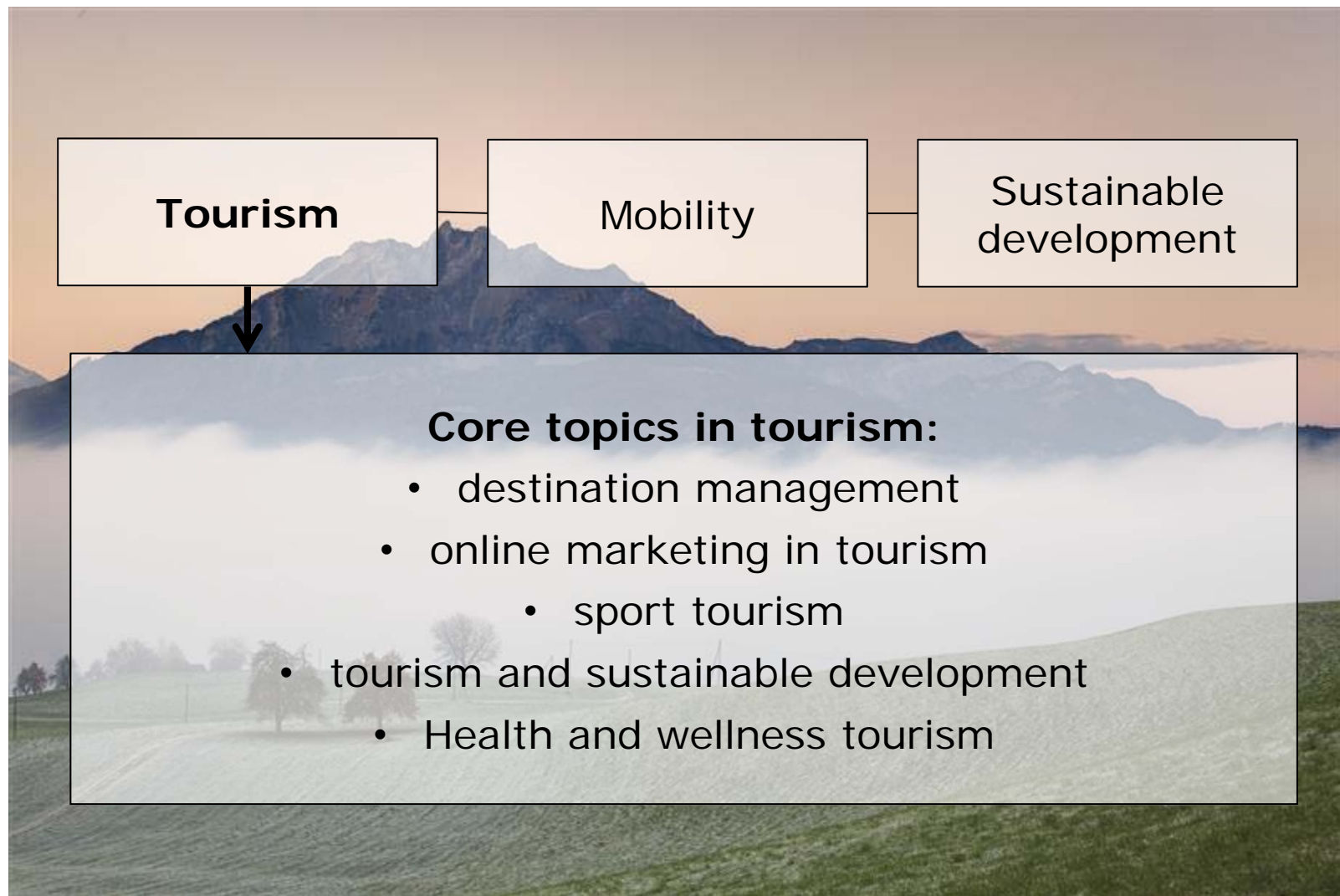
roland.lymann@hslu.ch

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Health and wellness tourism at ITW



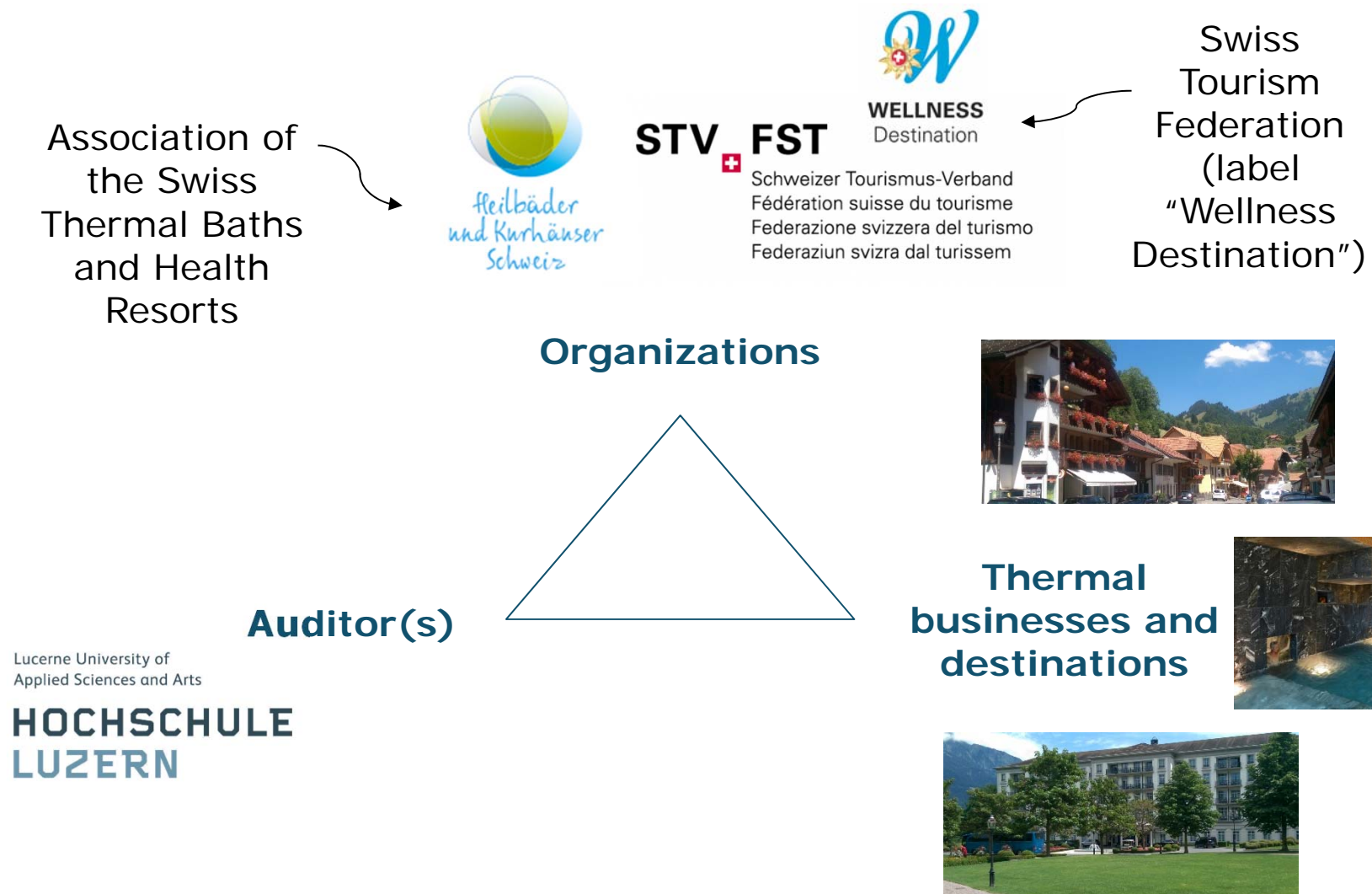
Lecturing

**Research &
consulting**

ITW Forum

Auditing

The actors in the auditing process



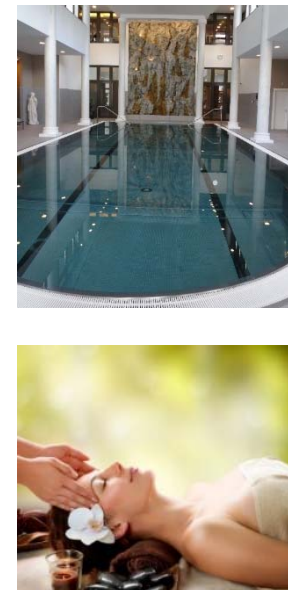
What are the goals of facility auditing?

a) Customer expectations



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The reality on-site

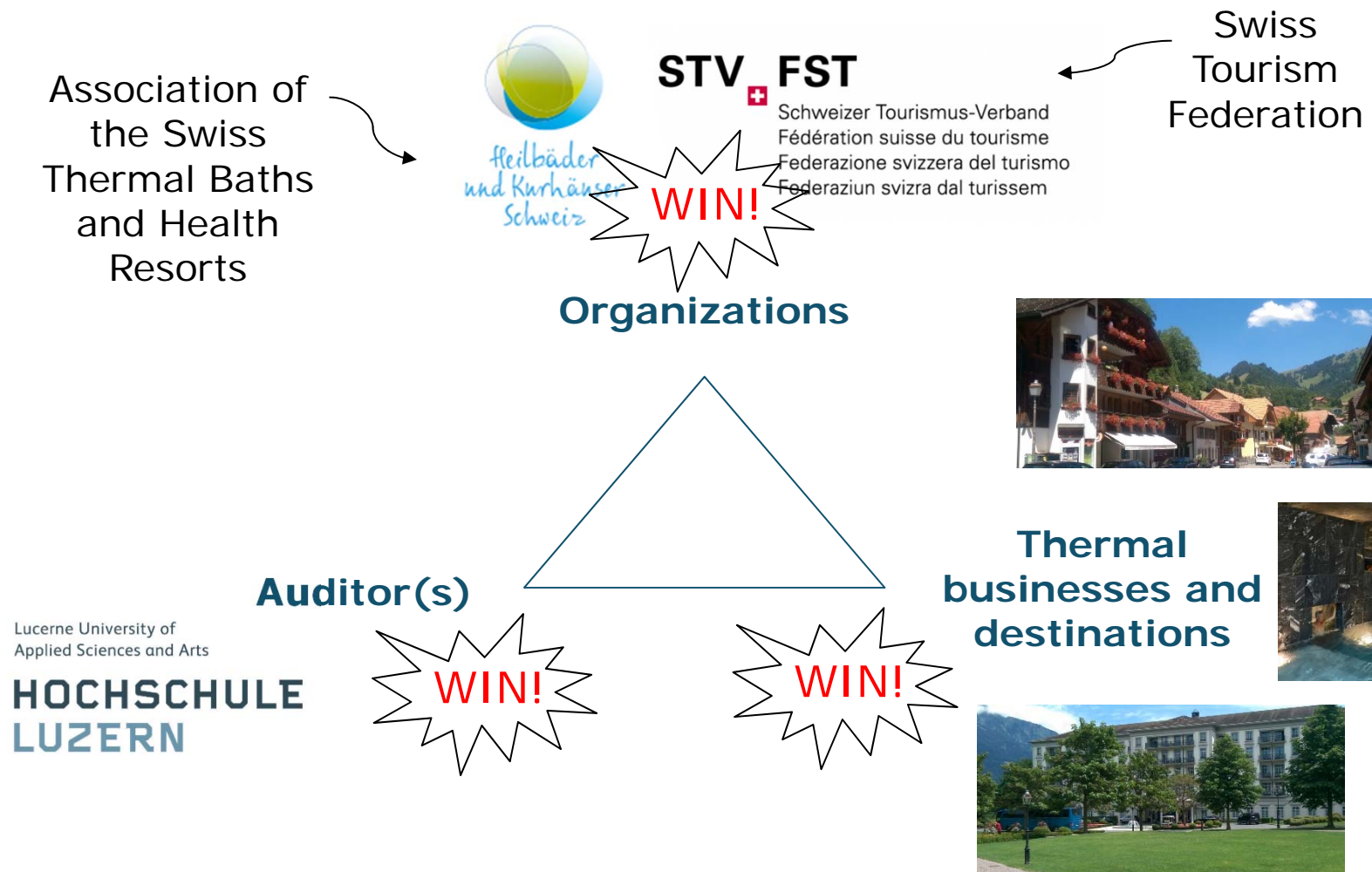


b) An external viewpoint

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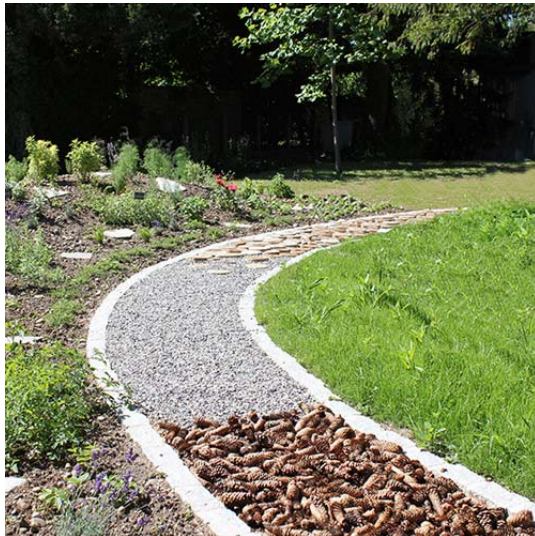
A possibility for optimisation

Who benefits from the auditing process?



The label “Wellness Destination”

The whole place is dedicated to wellness



Infrastructure

**Features of the
destination**

Services

Strategy

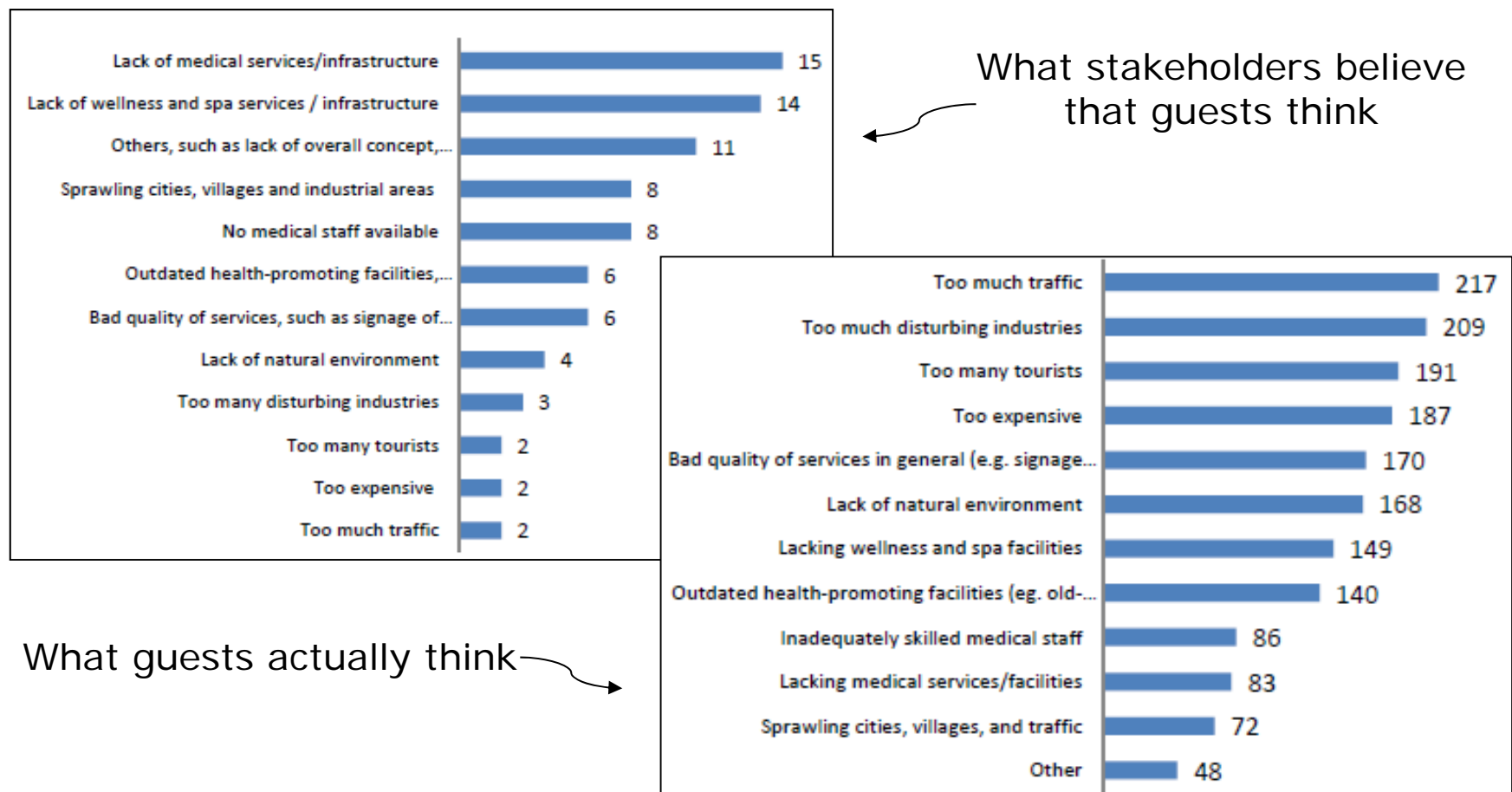
Auditing process of the wellness destinations – results and comments

- Most of the destinations see wellness and thermal water as **addition** and not their main offer
- **Unclear positioning in the wellness market** through thermal water, culture, natural features, thermal bath / wellness facilities
- **Networking** between the stakeholders in the destination could be improved
- A gap between **the stakeholders** in the destination and **their guests** when it comes to success factors



Auditing process of the wellness destinations – results and comments

Reasons which prevent guests from recognizing a destination as health and wellbeing destination:



Positioning - examples from practice

Bad Ragaz



Positioning - examples from practice

Destination X



Association of the Swiss Thermal Baths and Health Resorts

Thermal baths – rehabilitation – cure - prevention



Infrastructure

**Medical
aspects**

**Services and
treatments**

**Accommodation
and hospitality**

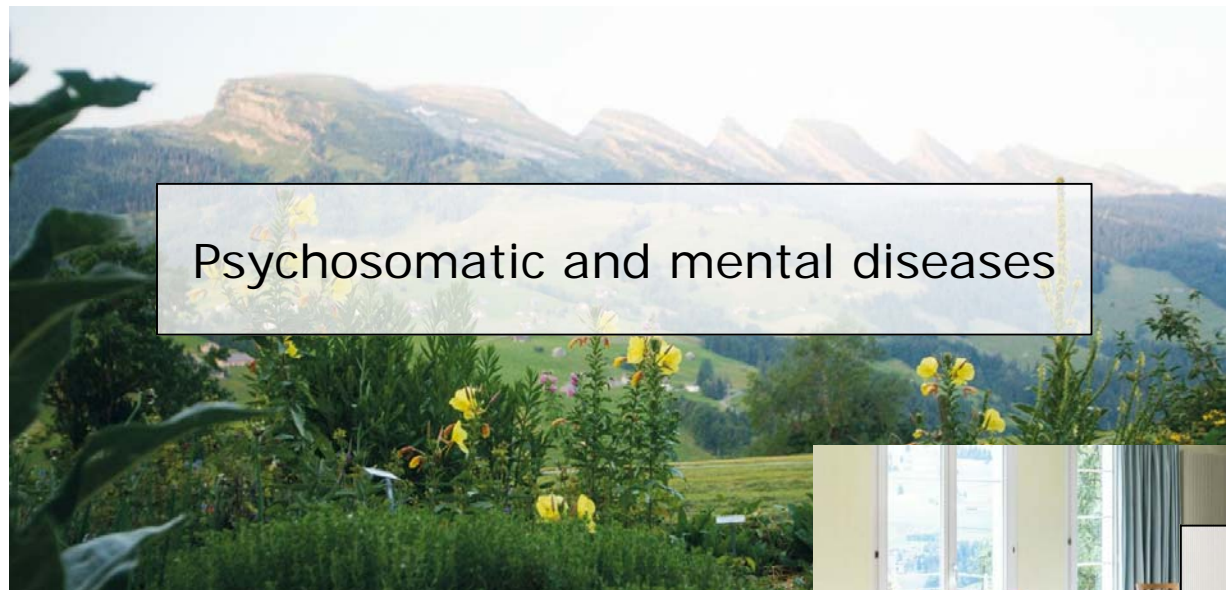
Auditing process of the thermal and cure businesses – results and comments

- **Broad positioning:** little bit of everything for everyone
→ no business can offer all kind of treatments in a good quality
- Dealing with the **health insurance companies**
- Hotel staff or managers do **not** always know the **needs of their own customers / their own offer**
- **Differences** between what is published on the brochures or internet pages and what the business actually offers



Positioning - examples from practice

Sunnehus in Wildhaus



Positioning - examples from practice

Business X in Eastern Switzerland



Therapeutic offers: acupuncture, breathing therapy, electro-therapy, endurance training, fango, gymnastics, hayflowers, lymphatic drainage, medicinal massages, medical training therapy, movement therapy, physiotherapy, reflex zones massage, Traditional Chinese Medicine, ultrasonic therapy, water gymnastics, etc.

Conclusion



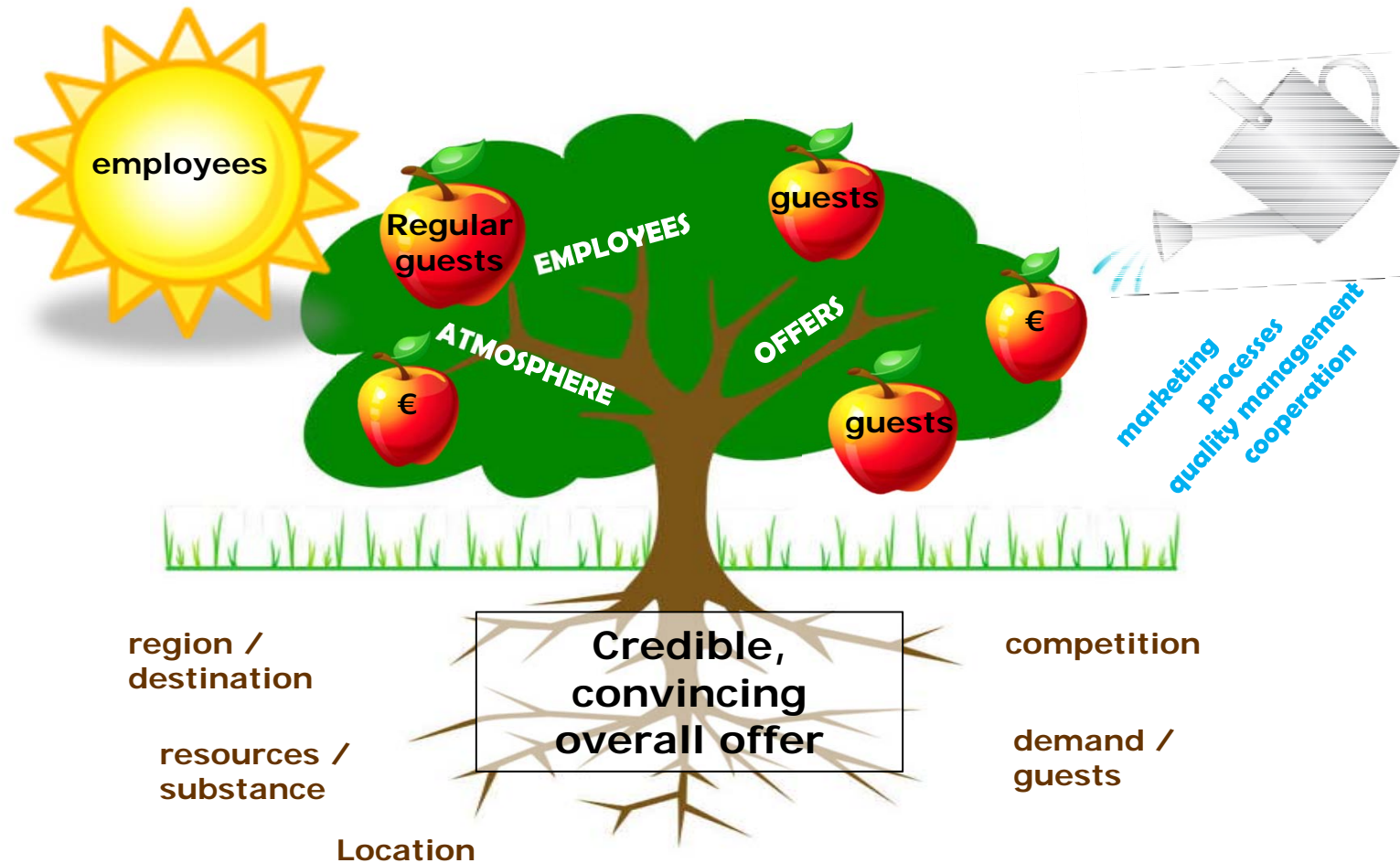
**orientation for guests / a
tool for development for
destinations and businesses**



**Market success = profiling,
focusing, quality, knowledge
of the guests' needs**

Conclusion

Success factors of thermal businesses and destinations:



Thank you!

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