Innovations in the spa and thermal sector: a case study of Poland

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Product innovations

• Amalgamation of overlapping wellness products.
• There is a need of an extended spa (e.g. medspa, medhotel, wellspitals)
• or to create cross-cultural products (i.e. export of CAM products from the East- (e.g. Ayurveda, sand therapy) to the West – (e.g. chiropractic, homeopathy, hypnotherapy, and vice versa)
Extraordinary?
Enchanting?
Memorable?
Experience instead of product
'back to nature' principle
Wellness Holidays in Estonia

A Source of Vital Energy
Underground spa – Wieliczka Salt Mine in Poland

Sauna on water
Mobile sauna
Management innovations

• There are rising expectations for the efficiency and safety of wellness products proven in laboratory tests (evidence-based natural products),

• There is a need of spa management-related degree programmes at universities, colleges and schools (e.g. courses, workshops),

• Cross-over skills (e.g. a yoga teacher can offer meditation or Thai massages).
Thank you very much for your attention☺