

AGH University of Science and Technology
Department of General Geology and Geotourism

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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?

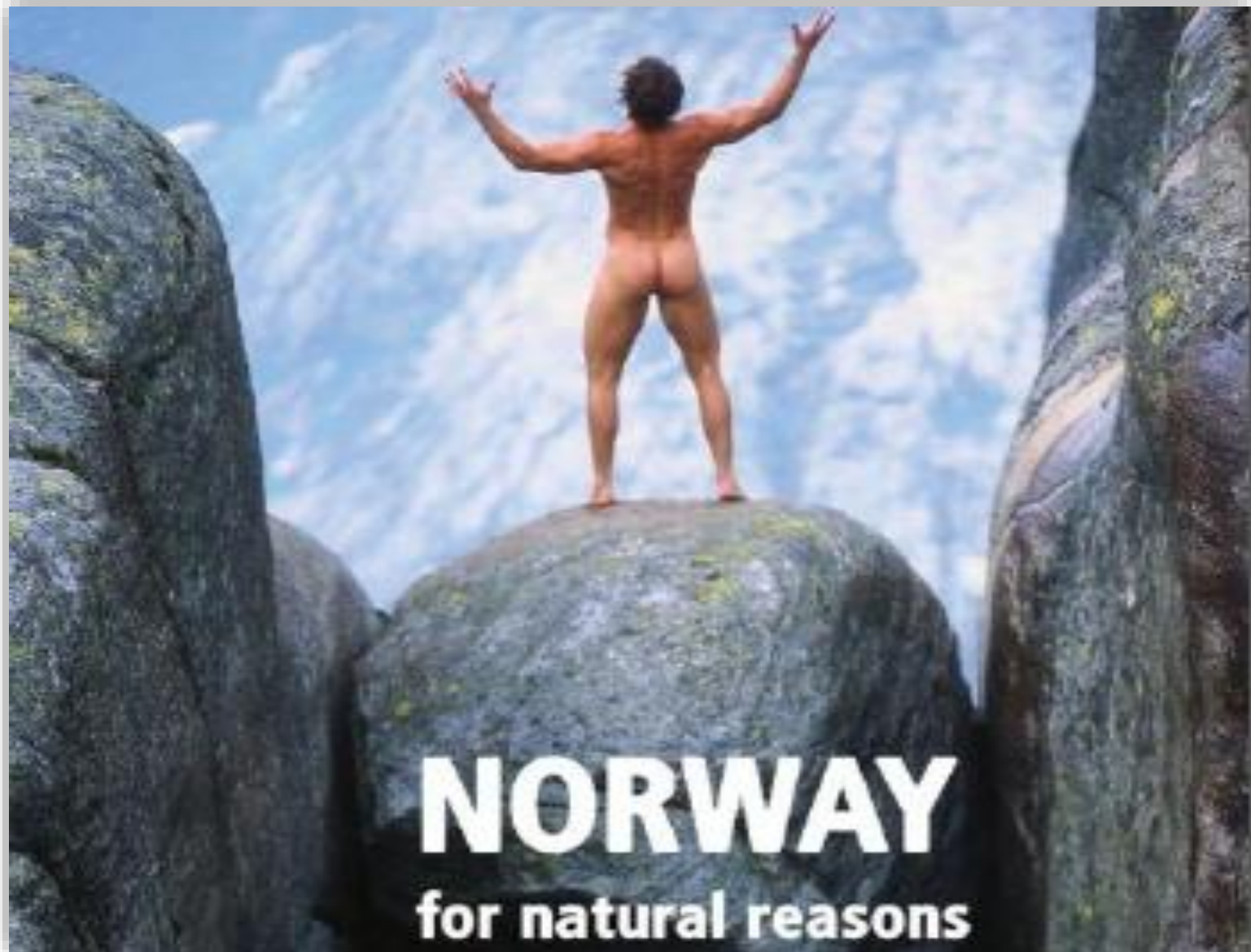
Enchanting?

Memorable?

Experience instead of product



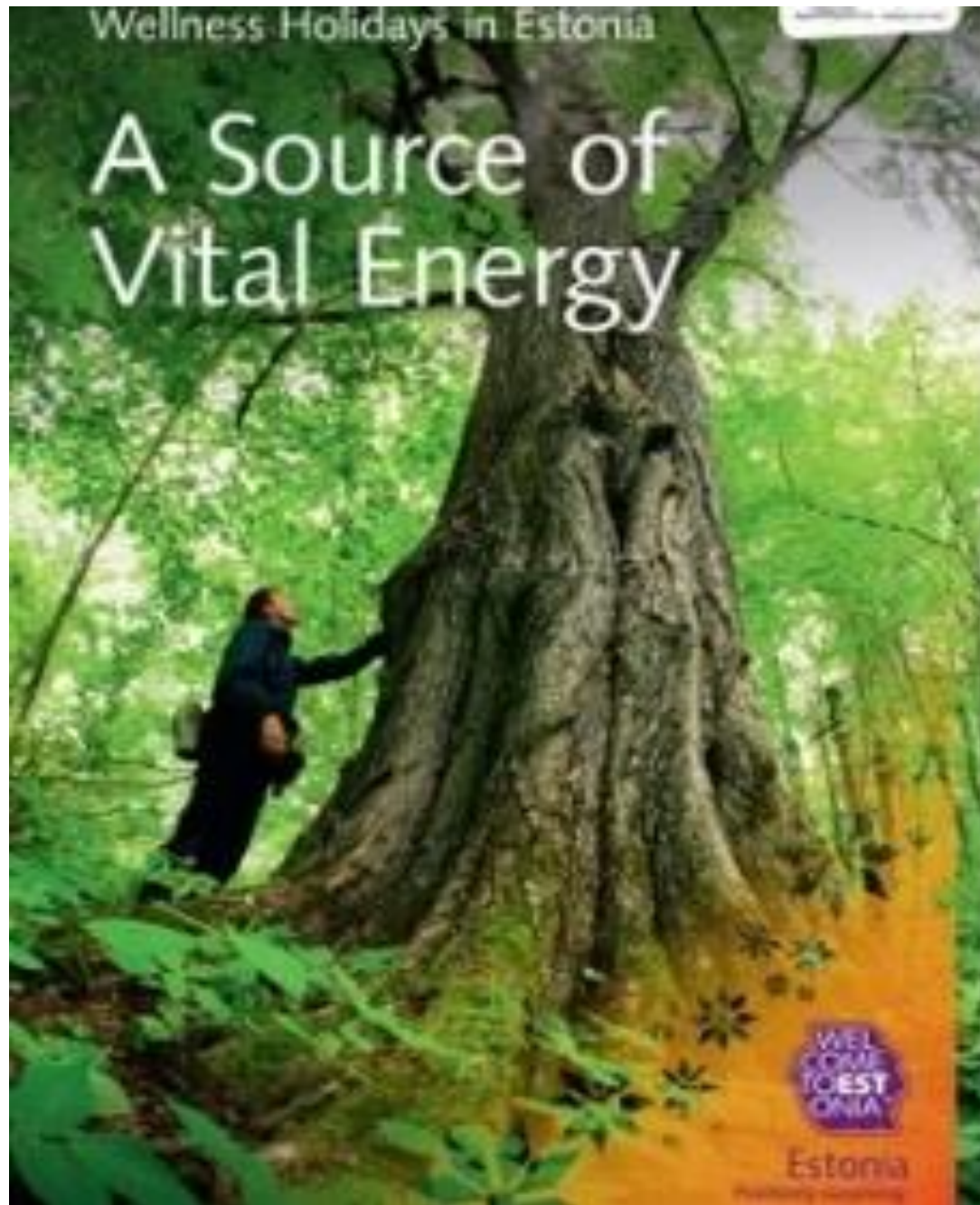
'back to nature' principle



NORWAY
for natural reasons

Wellness Holidays in Estonia

A Source of Vital Energy



WEL
COME
TO EST
ONIA

Estonia

Pushing boundaries

Underground spa –Wieliczka Salt Mine in Poland



Sauna on water



Mobile sauna



Iceroom



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😊