

Article

Theoretical Dimensions of Classification and Segmentation in Therapeutic Wellness Tourism

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Abstract: The article explores the rapidly growing field of wellness tourism, emphasizing the segmentation and classification of therapeutic tourism. It identifies four main types: healing tourism, wellness tourism, spa tourism, and spiritual tourism, all of which contribute significantly to this sector. The knowledge gap lies in the need for a more comprehensive framework for classifying wellness tourism segments and understanding the different health, economic, and cultural implications. The study employs a multi-dimensional analysis that includes therapeutic services, socio-demographic factors, and geographical locations. Findings indicate that hydrotherapy, balneotherapy, and spiritual tourism play a central role in promoting health and wellness, with distinct implications across different regions and tourist profiles. The results underscore the importance of utilizing natural resources like thermal springs for both recreational and medical purposes, emphasizing their historical and current relevance in tourism. The implication of this research suggests that categorizing wellness tourism can aid in targeted marketing strategies, enhance tourist satisfaction, and support the sustainable development of wellness tourism hubs globally.

Keywords: Therapeutic wellness tourism, hydrotherapy, balneotherapy, spa tourism, wellness segmentation, health tourism, natural resources, sustainable tourism development, medical tourism, spiritual tourism

1. Introduction

Treatment-wellness tourism is undoubtedly one of the most rapidly expanding sectors within this market. Therapeutic wellness tourism is a very adaptable form of tourism, encompassing several components. Healing tourism, wellness tourism, spa tourism, Hardik acquisition, and spiritual tourism are four distinct categories of tourism. In many nations, the SPA serves as the primary component of the beauty and luxury sectors. This phenomenon is particularly evident in European, most Asian, and North American markets. Simultaneously, numerous countries worldwide are bolstering their tourism industry by capitalising on natural resources such as hot springs or a therapeutic microclimate. Although South Korea and New Zealand possess abundant natural resources, Hot Springs in these countries have mostly been utilised for recreational purposes rather than for medical therapeutics. Russia, Romania, Hungary, Serbia, Czech Republic, Slovakia, Bulgaria, Slovenia, Italy, Spain, and Portugal utilised their thermal springs for therapeutic procedures and healthcare provisions. Thermal or hot springs are the primary components of thermalism and balneotherapy in Spain, Italy, and Portugal. These treatments are administered and supervised by medical professionals. In numerous establishments such as spas, sanatoriums, hotels, and rehabilitation centres, there exists a rich historical background, since the aristocracy has employed natural remedies for countless generations. The field of treatment-wellness tourism shows great potential for growth by using natural resources. The relationship among hydrotherapy, health, and tourism has been present since ancient times and is particularly evident in activities associated with Indian, Greek, Roman, and Jewish civilisations. The primary emphasis was on water-based

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therapies, recreational facilities, and spiritual practices, which compelled individuals to relocate to avail themselves of these services and advantages. The enduring popularity of Roman and Turkish baths and spiritual services continues to draw tourists from around the globe. Presently, although these directions have taken on new significance and are being executed in extensive social, economic, and cultural initiatives, some of these components are rejuvenating and reviving other aspects.

The quest for health is linked to well-being, pleasure, and longevity. Consequently, individuals and their families are willing to journey from one part of the world to another in search of chances to repair or enhance their health. Maintaining excellent physical health and ensuring optimal living conditions are crucial political imperatives because of their significant human and social implications. To do this, it is required to implement not only conventional medical techniques but also various forms of thermal therapy. Within this perspective, the term "healing-wellness tourism" takes on a fresh significance, encompassing not just therapeutic tourism but also wellness tourism, which focuses particularly on the well-being and pleasure of tourists. Given the growing recognition of the significance of physical and mental well-being, at a time characterised by several societal issues, a considerable number of individuals embark on journeys to uncover novel insights, disregarding mundane challenges, encountering fresh sentiments, and rejuvenating their inner and psychological realm. From a global perspective, the World Health Organisation (WHO) has identified health and well-being acquisition as a key focus within the health and well-being paradigm. This is because of the intricate and diverse nature of wellbeing tourism and its derivatives. The WHO is actively investing in the tourism industry and the growing sought-after happiness sector.

The increasing demand for hydrotherapy in its medical, cultural, recreational, social, and economic dimensions might be attributed to this particular viewpoint. Owing to its numerous possibilities and characteristics, water, being a vital resource, was originally employed as a regenerator and purifier, capable of eliminating all pollutants, including moral and spiritual contamination. Utilised for bathing and health maintenance, thermal and mineral water was linked to the management of certain illnesses. At now, a significant number of them are utilised for health, beauty, aesthetics, pharmacology, tourism, and recreational activities. Whether it is water, salt, or SPA, it is highly significant for contemporary households as a component for amusement, leisure, health enhancement, or illness prevention. Significant tourist hubs are emerging in areas where social hydrotherapy is the primary focus of the cluster sector. This article will examine three primary dimensions that integrate health, hydrotherapy, and tourism, focussing on the significant problem, particularly the theoretical one. The initial part examines the significance of resource diversity about the physical, experiential, and social coherence for health and its intended objectives. The second part centres on reassessing hydrotherapy in various settings of Medicine and healthcare, together with broadening tourist options and variety. Lastly, the third part examines the connections between fundamental indicators of contemporary living, such as health, hydrotherapy, and tourism, as determinants of well-being.

Methodology. Treatment-wellness tourism can be classified based on several factors, including the trip's aim, the specific services provided, the treatment approach, and the geographical location. This analysis will examine the primary categories:

Table 1
Classification of treatment-wellness tourism

According to the purpose of the trip	
Medical tourism	Trips to receive medical services and treatments.
Wellness tourism	Trips to improve the general state of Health and well-being.
Thermal tourism	Trips for the use of thermal and mineral waters for medicinal purposes.
Spiritual and recreational tourism	tourism trips for mental and psychic wellness.
According to the type of services offered	
Diagnostic tourism	Diagnostic and examination services.
Treatment tourism	Medical procedures and surgical procedures.
Rehabilitation tourism	Operations and post-disease recovery programs.
Preventive tourism	Programs to prevent diseases and strengthen health.
Sports-wellness tourism	Active recreation and fitness programs.

By treatment methods	
Traditional medicine	Classic medical treatments and treatments.
Alternative medicine	Acupuncture, homeopathy, naturopathy, osteopathy and other methods.
	Treatment with herbs and medicinal herbs.
Phytotherapy	Treatment using water (thermal and mineral waters, mud baths).
Hydrotherapy	Methods of psychological support and support.
By geographical location	
National Tourism	Trips on the territory of his country
International tourism	Trips abroad to get medical and wellness services
According to the duration of the trip	
Short-term trips	Programs lasting up to a week
Mid-term trips	Programs lasting from one to three weeks
Long-term trips	Programs lasting more than three weeks
According to socio-demographic characteristics	
Family tourism	Programs for families with children
Tourism for the elderly	Programs for the elderly
Youth tourism	Programs for youth and students
By comfort and level of Service	
Luxury tourism	High level of comfort and services, exclusive services
Middle category	Average price services
Economic tourism	Budget programs and services

Results and Discussion. This categorisation facilitates a deeper comprehension of the variety of treatment-wellness tourism and enables the identification of priorities within its segments. This is crucial for the advancement and marketing of tourist products that cater to the requirements of various tourist groups.

At present, the notion of Health greatly diverges from the straightforward notion of "good health" that we desire for ourselves and our loved ones. Within the binary framework of "health-disease", which represents opposing states and is intimately linked to the field of Medicine, health is regarded as a significant value and social paradigm for individuals. It is considered the key to comprehending social reality and the guiding principle for taking action for its advantages. Health is often considered synonymous with happiness, a highly valued concept in contemporary societies. Although once associated with the concept of the afterlife, today this desire is characterised by secularism and materialism. Currently, health, even as a prediction of a prolonged and robust existence, is included in this metric. Thus, during the worsening economic and social crises, significant social issues including rising unemployment and poverty persist in the context of the health paradigm. In the immediate term, the prioritisation of preventive and Health Promotion is crucial to minimise investments and associated expenses in screening for behavioural issues. Health is increasingly becoming the prevailing force in contemporary social discussions.

Today, contemporary nations have implemented a healthcare system reminiscent to a totalitarian ideology. The definition of Health provided by the World Health Organisation in 1946, which remains unchanged to this day, clearly states that Health is not only the absence of diseases, but a condition of comprehensive physical, mental, and social well-being. In addition to its generosity, this concept incorporates a substantial amount of bio-authority as interpreted by Michel Foucault, which aims to exert control over all facets of human and social functioning. This encompasses the essential prerequisites for the universal medicalisation of existence and the augmentation of human and societal conduct, which, akin to the Platonic concept, has been witnessed since the latter part of the 19th century. Hence, health should be regarded as a property, whether positive, good, or negative, linked to the highest level of well-being. When this transforms into a health policy targeting the welfare of the citizens of ideal governments, health is perceived as necessitating objective circumstances of well-being in all conceivable aspects of social existence. As Bentham articulates, the generation of wealth, often referred to as the "construction of happiness," is a highly sought-after objective in contemporary human communities. Under the umbrella of health, individuals aim to achieve holistic well-being encompassing physical, emotional, and social aspects.

Conversely, there is an increase in internal distress disorders such as stress, anxiety, depression, and mental disorders. Some writers attribute this rise to changes in contemporary personality, including the emergence of new challenges and lifestyles. Thus, Marcel Droule presents the notion of *sociopathology*, which pertains to diseases resulting from epidemiological, medical, and social transformations.

Indeed, Psychiatrists and other specialists have jurisdiction over many of these disorders, and their recommendations significantly impact the development of medications and other non-traditional treatment approaches. Illustrative instances encompass acupuncture, homoeopathy, osteopathy, psychotherapy, dietary interventions, physical activity, psychological therapies, hydrotherapy, and various approaches to wellbeing.

Therefore, people are progressively adopting therapeutic pluralism, which therefore leads to a proliferation of hope medications. Undoubtedly, the pursuit of happiness using prescriptions that exacerbate the negative aspects of sadness is a response to the process of alchemy. The medicalisation of suffering, on the other hand, challenges the classification of depression as a genuine illness of the 21st century, as recognised by the World Health Organisation (WHO). Such was not the case with Prozac, for instance, if the advertisements disclosed the toxicity or dependence of anti-advertising medications with advertisements. The emergence of medicalisation as a social phenomenon gives rise to several enquiries owing to its manifold adverse consequences.

Typically, the adoption of novel therapies suggests a need for drug exploration and a fresh approach to Health that surpasses conventional medicine, while also pursuing the exploration of new realms of significance in this domain. In addition to conventional treatment, there is significant interest in the so-called "soft drugs", which refer to techniques and substances that are deemed less aggressive. Among these, hydrotherapy and lecheb-pollinating tourism are particularly noteworthy.

Nevertheless, it is important to acknowledge that these medications are also appropriate for daily use. It encompasses not only the techniques that enhance conventional medicine, but also the mindset towards the world, which includes modifying the food, comprehending ecological, and having faith in the existence of an empirical cosmos.

Hence, these novel realms of significance align with highly particular social circumstances within the biographical framework and therapeutic trajectory of each individual. The attitude towards life, body, health, disease, and care is dually expressed at both the individual and societal levels. Simply said, a newfound fascination with these substances prompts individuals to reflect on the historical period and the significance attributed to them. Hydrotherapy is a traditional branch of medicine that involves the use of water for treatment and relaxation. During ancient times, the Greeks, Romans, and Turks directed significant interest towards Hot Springs and its associated features. During this historic era, illnesses were perceived as the retribution of the deities dispatched to humanity. Consequently, there exist numerous cults and myths, among which one is linked to extraordinary energies in thermal waters. If water symbolises life, is characterised by its meteoric nature, and emerges from the subterranean hot and sulphurous environment, it necessarily promotes such interpretations. Significantly, shrines of various faiths featured water centres and springs, which were often used by pilgrims for the purpose of cleaning and healing.

These peoples were responsible for introducing us to these groundbreaking discoveries and cultural traditions. SPAs or bathhouses were constructed around the thermal springs and later became the focal point for hydrotherapy, urban development, and other social infrastructures. Therefore, water, particularly natural mineral water, serves as a unifying and foundational component of individuals and environments, as it has been a part of human existence for countless long years.

Immersing oneself in and out of the water serves as a means of reconnecting with origins, as well as symbolising mortality. The process of rejuvenation within a vast reservoir of possibilities and the exploration for fresh energy are essential components of thermal bath therapy. Waters provide vitality, fortitude, hygienic qualities, spiritual or physical nourishment, inspiration, happiness, creativity, wholeness, and continuation of life.

Impure water, conversely, transforms into a repugnant spectacle and odour, resulting in sickness or mortality: pollution is the scourge of water. The presence of technological and industrial civilisation, which generates numerous pollutants, can intensify the necessity to modify tactics to address emerging issues that pose a threat to the health and overall well-being of the population. Water, thus, presents itself as a medium capable of mirroring the physical, moral, and social soundness of individuals, as well as functioning as a component to restore life with integrity. As

expected, water, including purifying and therapeutic waters like thermal waters, have been revered as sacred since ancient times. This is linked to the utilisation of thermal and therapeutic mineral waters for the treatment of illnesses owing to their curative qualities. This pertains to the management of disorders affecting the gastrointestinal and respiratory mechanisms, liver function, hypertension, rheumatism, diabetes mellitus, and obesity. Although complete eradication of many disorders is challenging with these therapies, there are sometimes periodic yearly or seasonal wellness courses or therapeutic pathways available during individual or family Rest Periods.

By following these protocols, patients want to promptly enhance their health and alleviate distress, while refraining from the need of pharmaceutical medications or other medical treatments in the medium and long run. The advantages in this context are multifaceted: improved quality of life for patients themselves to circumvent the need for meticulous reliance on conventional healthcare and medication, and enabling various forms of cost reduction for governments and healthcare systems. The complexity of health and its components is a result of its integration into the economic, political, social, technical, cultural, and philosophical interconnection inherent in contemporary cultures.

Presently, the multifaceted applications of thermal waters, which vary based on their chemical composition, highlight the significance of their wide range of uses in health restoration, strengthening, and other forms of treatment. Numerous companies develop products or specialised treatments for the fields of cosmetics, aesthetics, pharmacology, health, tourism, and recreation. At the same time, alternative health initiatives are also emerging in these areas, which are more aligned with contemporary health and its contexts.

Nevertheless, it is important to acknowledge that bathing facilities established at an early stage also serve as places of relaxation, enhanced with spiritual rituals and diverse cultural events, enabling bathers and perhaps their family to engage in activities distinct from receiving appropriate treatments. In light of the current surge in the so-called "diseases of civilisation," alongside or in instead of conventional medicine, there is a growing preference for seeking solace in tranquil and enjoyable environments, verdant landscapes, and favourable climatic conditions as means to alleviate stress and anxiety.

Following a period of deceleration, it is unsurprising that several tourists, travellers, or individuals seeking a delightful and tranquil destination, frequently return to unwind, develop, cultivate, recuperate, shop, or engage in other social interactions. In this context, these unique thermal environments align with the specific circumstances that can influence and appeal to visitors seeking health and wellness, as well as the utilisation of shared preferences such as water with its inherent characteristics. In doing so, they actively contribute to the advancement of economic and social dynamics that stimulate population migration across various locations endowed with natural resources.

The social and cultural demands and transient elements that exist among the people of SPA provide an opportunity to impart individual and communal experiences and guide adherence to specific social norms, while simultaneously halting many other practices. The disruption resulting from the relocation to the spa exposes a physical environment that often fosters a transient way of life, generating a transient and fleeting social dynamic characterised by tangible symbols that redefine the concept of a lifestyle. Thus, the warm season serves not only to rejuvenate and nurture, but also to establish identification.

Within this particular framework, individuals who attend the spa acknowledge and embrace a distinct identification linked to these locations, structures, the treatment of rare waters, and their associated illnesses or other related entities. Furthermore, these thermal identifying symbols also encompass additional recreational and tourism aspects that are non-existent without the involvement of these individuals, or at the very least possess particular attributes. Hence, the manifestation of change can be observed through the impact of social and cultural forces, which might stimulate the operations of a city or thermal region.

To attract tourists, generate new employment opportunities, or enhance the appeal of the city, local political and economic authorities frequently endorse the establishment of thermal zones. They endeavour to enhance the attributes, symbols, and reputation of their healthy way of life, which currently can be referred to as a "city of health or prosperity" due to its good infrastructure quality, climate, air quality, landscapes, cuisine, and highly affluent residents. By exposing these features, we observe the dynamics of urban or rural regions with thermal waters, which are of primary importance, distinguished by their potential for interdependence and desirable qualities. These

characteristics augment the capacity to traverse particular areas such as hydrologically focused rehabilitation and health reinforcement, while simultaneously facilitating the advancement of other activities related to identity, shopping, and excursions.

Contemporary biotechnological breakthroughs, particularly in the field of regenerative medicine, enable individuals to see their ideal physical form, extract and regenerate new body components, and envision new body parts as a means of pursuing everlasting rejuvenated well-being. However, this endeavour necessitates a significant commitment of time and financial resources.

It is important to acknowledge that we currently reside in circumstances characterised by structural deficiencies, which presents a contradiction to the absence of constraints on human aspirations. Furthermore, Health, a crucial component of contemporary civilisations and a pursuit of lifespan, should not be considered inferior. The discontent experienced by these individuals, often influenced by the fast-paced nature of life, creates physical and mental pressures related to our aspirations and the surrounding environment. Within this context, there is a rise in the inclination to not only pursue sickness, but also to restrict the duration of life and, in the pursuit of extended well-being, to redefine oneself. By adopting various approaches such as individual and family-oriented, political, economic, medical, and social, health-improving tourism plays a significant role as a business focused on promoting health and happiness. Therefore, it can be asserted that this is a multifaceted and intricate tourism offering. Well-planned vacations, whether within the country or abroad, that can withstand the pressures of local tension, anxiety, and the routines of daily life, are gaining popularity. The proliferation of such proposals in the shape of packages targeting hydrotherapy and Spa, or salt water, is increasingly becoming a significant determinant in enhancing health, encompassing fundamental thalassotherapy treatments and relaxation on their beaches.

Conclusion

The findings from the exploration of therapeutic wellness tourism highlight the significant role of hydrotherapy, balneotherapy, and wellness tourism in promoting health and well-being, while also contributing to the economic and cultural development of regions rich in natural resources such as thermal springs. The classification and segmentation of wellness tourism into medical, wellness, and spiritual categories provide a clearer understanding of its diverse components, which can be utilized to enhance targeted marketing strategies and improve tourist satisfaction. The study's implications suggest that therapeutic wellness tourism holds great potential for sustainable development, especially in areas where natural and cultural assets are leveraged to attract health-conscious travelers. However, further research is necessary to explore the long-term economic benefits of this tourism segment and to develop more refined models for assessing its impacts on regional development and public health outcomes.

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