

# Association with innovations in the world of wellness



Czeglédi Bence  
Gyuricza Vivien  
Horváth Jennifer  
Károlyi Bettina  
Müller Jennifer

**Sebestyen Tinodi Grammar School  
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## 1. Introduction

We would like to give a short overview of our project about the issue of “Innovation in tourism” which has been designed for the Research Award competition of 2012 announced by The Global Travel & Tourism Partnership. We will start with a short introduction of ourselves. As 17- and 18-year old school leavers attending Sebestyén Tinódi Grammar School and Technical School for Tourism and Catering Services we opted for the elective course available for students advertised as Travel & Tourism three years ago. This is the second time we have entered the GTTP Research Award competition which was a great experience last year and hopefully it will be in this year’s contest. The real reason why we have applied again is hidden in these sentences. We wish to prove that the driving force of tourism in a small region can play a significant role in the life of a country, that is why we have chosen the Health & Wellness Spa of Sárvár as our main focus. We are proud of the development of our town which is a success story, the vast amount of revenues from tourism and last but not least the spread of innovations on a large scale. The personal experience of two members of our team who had a student job in the Health & Wellness Spa in the summers of 2011 and 2012 largely contributed to the research. The knowledge we gained and the relationships we made during our summer job have helped a great deal to work out the project.

### 1.1. The concept of innovation

Innovation is the buzzword of our days, however it is frequently misused. It can be interpreted in various ways. In a narrow concept it can refer to its target: product innovation, procedure innovation, marketing innovation, organising-organisational innovation. On the other

**Innovation:** „Innovation is the development of new customer value through solutions that meet new needs, unarticulated needs or old customer and market needs in new ways.”

*(www.wikipedia.org)*

hand, in a broader concept we can mention innovative thinking, concept or activity. The implementation of an innovation could have local, regional or national even European or global effects. As long as innovations prove to be successful more and more adopt and make use of them. It is extremely difficult to invent innovations, it is much easier to adopt them.

While working on this project we were tracing innovations, innovative ideas in the Health & Wellness Spa of Sárvár.

## 2. The importance and development of wellness spas

As for the origins of wellness it is an English expression, referring to good health and well-being. In the 1950s workers became overburdened throughout the world, at the same time the society developed to such a level that it started to consider healthy lifestyle as a positive

**Wellness:** „Wellness is a lifelong concept, a conscious way of life that helps us to prevent illnesses caused by civilization, to create the body, soul and spirit harmony together...”

([www.azutazo.hu](http://www.azutazo.hu))

value. The effective demand occurred in the market was willing to pay for the variety of recreation types. Additionally, the harmful effects of stress have led to different diseases. Medical professionals are beginning to admit that the emphasis should be transferred from traditional medicine to prevention, development of a healthy lifestyle. And now we reached to the point of the notion of wellness. Water plays a significant role in wellness services since its lifegiving and refreshing power has been well-known for centuries.

Wellness centres providing water-related services are known as ‘spas’. However, in the USA they use the term in a broader sense. They call all the facilities "day spas" where guests can enjoy a large variety of wellness services such as hydrotherapy, steam bath or sauna, different massages, relaxation treatments, body treatments as well as aroma therapy in comfortable and pleasant surroundings. Real "day spas" even offer a wide selection of beauty treatments for those who would like to look better and younger. Some of them might be classified as fitness services for instance work out in gym, diverse exercise types the most popular of which are spinning, aerobics, step-aerobics, water gymnastics (also known as aqua-aerobics or jogging), stretching, Pilates or kickbox. Certainly the popularity of massage excels among traditional wellness treatments. Some of them have comforting and relaxing effects, others are refreshing and revitalizing but the rest has significant healing effects.

Recent trends in wellness industry show that there is a growing demand for the establishment of balance and harmony of the body, soul and spirit besides improving people's physical well being. Wellness also involves living a higher quality of life and willingness to take actions towards it. In leading wellness centres courses, trainings sessions have already been available for guests which deal with spiritual energies and development such as different meditation and yoga courses.

The increased interest in healthy lifestyle and prevention of diseases have resulted in the establishment of facilities providing wellness treatments and programmes as a consequence wellness tourism is gradually gaining ground. Wellness services can range from health food stores through fitness centres to wellness centres offering complex health protection programmes, holistic centres as well as hotels offering wellness holidays. The development of wellness industry in the western world has been strengthened by factors like the aging population, higher level of education, fast flow of information and greater awareness of the environment.

The boost of wellness tourism in the western societies began decades ago compared to Hungary where it was gradually increasing between 2000 and 2004 but last year it reached extreme heights.

In sum, we would like to highlight that the reason for the growing turnover of Hungarian health and wellness hotels is the boost of domestic wellness tourism. While analysing Hungarian circumstances we should note that our country is particularly rich in hot springs. As water is a basic element in recreation the existence of thermal baths automatically attracted the development of wellness centres based on them, attached accomodation that is the spread of wellness hotels. This fact cannot be proved better than the growing number of hotels and catering services that we can witness in our town. During the past years a large number of boarding houses, small hotels together with 4 and 5 star hotel chains have been constructed. As a result, the lively voice of visitors can be heard in every Sarvar street and the spa area nowadays.

### **3. The extention of Health & Wellness Spa of Sárvár 2002-2012**

The new Health & Wellness Spa of Sárvár was opened in 2002. The existence of the spa is due to its excellent geographical location and its healing water discovered in the depth of 1,000 m. After the construction of the Spa which had operated at full capacity there was a growing demand for further extention. Developments included enlarged spaces, changing rooms, pools, catering services as well as the extention of the Therapeutics section. In 2010 HUF 3 billion investment was made into the Sárvár Spa. The objective was to set up a multi-generation spa and a health tourism center which provides all the year round services in the family centered fully covered spa wing. The realisation of the project was financed by a successful EU funded project worth HUF 900 million and HUF 2.1 billion investment of Sárvár City and Sárvár Health Spa Ltd. The architects and the management dreamed of a fully

covered facility that can be utilized all the year round including a fitness centre and a bowling alley as well. A three-lane slide, a children's fun pool, a new playground and a new spa pool have been built on the open spaces. As part of the investment the current Sauna World will be extended with a Finnish sauna, an ice cave, a jacuzzi pool, adventure showers and the recreational space of the Sauna World will be doubled in a short while. The existing wing will be completed with a spa adventure pool moreover the wellness section will be modernized. As for the development phases: the building of the complex started in February 2010. After continuous construction works throughout the year the new wing of the Spa was opened on 16<sup>th</sup> December 2010.

The achievements and the awards obtained by the Spa so far speak for themselves. In 2004 the facility won the Quality Award in the category of Wellness Center and in 2005 in the category of Medicine Wellness given by the Hungarian Wellness Association. In 2004 the Royal Spas of Europe Association selected Sárvár among its members. In April 2007 the Spa won the EuropeSpa-med Quality Award. In 2008 the Rating Committee of the Hungarian Spa Association ranked it as the highest, four-star rate spa. In August 2009 the company met the requirements of the ISO 9001:2008, ISO 14001:2004 and the MEES quality assurance systems. In 2010 the Spa won the Regional Quality Award of West Hungary. The objective of the developments is obvious to become the number one spa in Hungary.

Further improvements are also in perspective: the owner of the Spa, the local government would like to extend and modernize the facility until 2013 with the development package worth HUF 4.5 billion together with project funding resources.

The facility improvement project of Sárvár Spa Fun and Adventure Park has been completed this summer. The Fun and Adventure Park has been designed adjoining the Health and Wellness Spa where high rope courses have been installed in the forest with 80 different game elements fixed among the treetops. The park offers visitors a two-point archery field as well as a nature trail, a maze of evergreens and herbs, a forest sports field and a children's playground. The management of the company which operates the Spa expects one hundred thousand new visitors and HUF 250 million more revenues per year due to the improvements.

## **4. Associations with innovations - tourism analysis**

In the course of the tourism analysis of the Spa the following methods have been applied: an interview with the spa management, an online questionnaire survey, a SWOT analysis with brainstorming as well as the summary of our work experience in summer.

### **4.1. In the wake of innovations in the Health & Wellness Spa, Sárvár**

While designing the project we made an interview with Zsuzsanna Kopácsi the Operations Manager of the Spa. The Manager said that the most recent innovation of the Spa was the introduction of the SpaCard, which allowed Spa guests to pay online. More than 400 cards have been issued so far. The main advantage is that long waiting time and queues can be avoided with the help of the card. In addition to that, the Spa provides 10% discount of the price of the entrance ticket as part of the SpaCard services. The Spa would like local accommodation providers to be engaged in its development project in order to enlarge the circle of card holders as well as to spread cards.

Besides, the developments are enhanced by the high standard thermal water filtration, which can assure the prevention of several hygiene problems. From this year the environmental burden of cleansing agents together with the costs associated with chemicals have been reduced which nowadays amounts to HUF 75 million per year. The introduction of the high-quality cleaning technology as well as the use of chlorine-free cleaning equipment have been necessary because of the Spa's intention to be more and more humanistic and eco-friendly. The new technology utilizes a large amount of environmental-friendly substances, avoids harmful chemicals thus reduces the development of skin and other diseases. To make the most out of the use of ultra-filter, lower dosage of chemicals can be applied. The water of the new well will be filtered by the high-standard cleaning equipment mentioned above to avoid the characteristic odour of Sodium hypochlorite.

The Wellness Spa has joined the constantly growing circle of renewable energy users since geothermal energy has been applied to heat the building complex and to maintain the proper temperature of the pools and it has been used in the form of floor heating as well. The system is operated by heat pumps and heat exchanges, the advantage of which is that it can replace the increasingly expensive natural gas. The hot springs provide geothermal energy for 24 hours so an extremely busy day does not necessarily mean more costs than any others in terms of heating. The system also includes three energy-saving ECO-MOD -POOL

dehumidifying systems, which are installed in the Family Spa. This innovation can be a solution to economical ventilation of air. Another important innovation is the HFR system (Honeywell Surveillance System), which is responsible for the control of water temperature, chemical dosage and ventilation of the fresh air blown. In addition, the future extension of the facility will not require further heating installation.

Apart from the technological improvements, the Spa attempts to expand its services, it follows the most recent fitness trends as guests can take part in gymstick and TRX training sessions. TRX was invented by an American Navy team but it has become one of the most innovative fitness equipment. During training workouts stamina, balances, flexibilities and stability of core muscles can be developed. Gymstick is similarly effective but in the training sessions ribbons and corresponding sticks are used.

Wellness or a kind of predecessor even existed in the nineteenth century. A young man called Sebastian Kneipp believed that more effective cure than water did not exist you just had to choose the most suitable for the individual. The Catholic priest wrote his book entitled "My cure with water" after he had successfully recovered from TB. He began to study the bathing culture of the ancient Romans and combined it with his own personal experience he mentioned more than one hundred kind of different water cures. In the Spa the cold-water corridor (stepper) was installed for the Kneipp cure where the guests can walk on pebbles in ankle-deep cold water. The essence of it like any other Kneipp cures. is to stimulate blood circulation and activate metabolism with pouring water, water compression, or change of water bath. As Kneipp put it "The harmful substances should be dissolved and removed from the body".

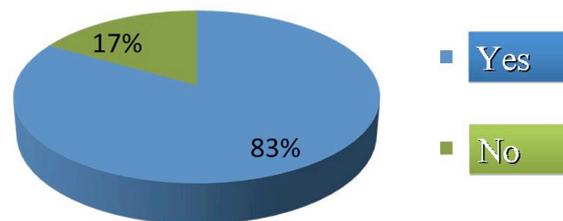
As the owner of the Spa is Sárvár City local government, the Spa management is accountable to it about all innovations. The City committee has the right if necessary to modify the plans (for instance slides were decided to build instead of more pools in the new wing). In case of bad weather conditions guests can choose to visit the newly opened Adventure Park. It is considered unique in the life of Sárvár as well because locals are glad to visit it. Not only can the visitors try the forest high rope course but also the 10 m high climbing wall and the archery facilities can be used by the bravest ones. At the same time we could get an insight into the world of the forest nature trail and the garden of herbs situated around the lake. There is a playground which caters for the needs of the youngest. Furthermore, the Park could be a venue of classtrips and team building trainings. As far as the advantages of the Adventure Park are concerned, discount tickets are offered for students, pensioners and groups. As for the disadvantage, entrance tickets are valid for 4 hours only.

## 4.2. Questionnaire research

In May 2012 we even made an online survey on the spa innovations and published it on Facebook among friends. Altogether 84 (52 boys and 32 girls) people completed it. The age of the the respondents was 18 years old on average.

The first question found out how much younger generation was keen on innovations. Not surprisingly, the findings showed that young people were interested in innovations. Our next question asked: "In the summer of 2012 the Adventure Park adjoining the Spa will open its gates to public. Are you likely to try its equipment?". 83% of the respondents answered with yes.

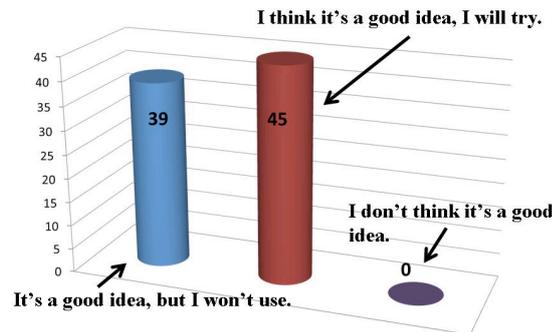
In the summer of 2012 the Adventure Park adjoining the Spa will open its gates to public. Are you likely to try its equipment (cableways, archery, climbing walls)?



Since then, the opening ceremony of the Adventure Park adjoining the Spa (first time in Hungary) has been held and has proved to be a good decision. During the summer a large number of locals and tourists alike visited the Park mostly the younger generations.

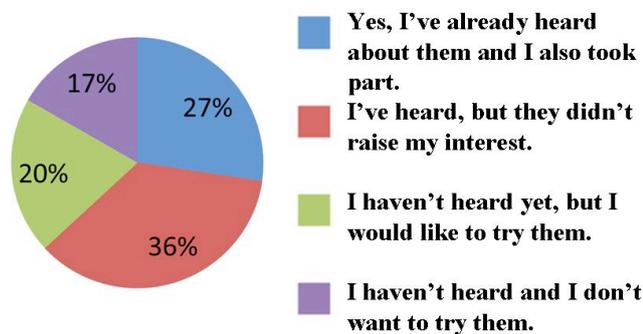
As for online ticketing, there are dissenting opinions among young people. Although, everybody considers its introduction a good idea only 45 out of 84 believe that they will take the advantage of using the service.

From this year (2012) guests have the opportunity for online ticketing. What is your opinion about this service?



The fourth question asked about the new sports facilities in the fitness section. Only 27% of the respondents took part in any kind of sports trainings. 36% of them have heard about the new equipment like gymstick or TRX, but have not raised their interest. 20% have not even heard of those facilities but would prefer to try them and only 17% have not heard of them and would not like to try them.

There are new sport facilities in the fitness section (eg.: gymstick, TRX). Have you already heard about them, or would you like to take part in this trainings?

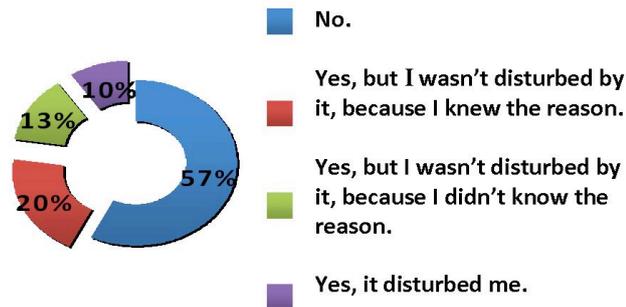


The spa is famous for the large variety of massages, it is expanding its supply with new and unique treatments which have fancy names such as the Manager massage, Flower blossom massage, Vital massage, Shake Up massage. The fifth, sixth and seventh questions were combined to enquire about the diverse massages. The answers revealed to us that our generation was not aware of the massage types and just a few of us had tried any. However, it seems logical because massages in general are mostly for the elderly and in addition they are rather pricey.

Further questions targeted at the spa technological innovations. As a result of the modern, environmental friendly filtering technology system, more minerals will remain in the thermal water, which might be condensed in water and might seem as some kind of

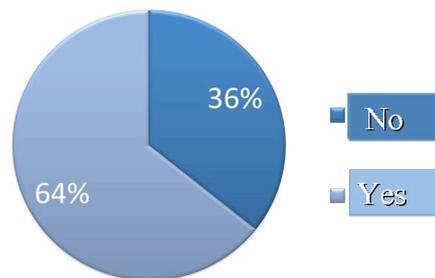
contamination. We asked the surveyees if they had experienced this phenomenon during paddling in pools. Only 23% of the respondents were disturbed by the mineral condensed in water. Fortunately, the majority has not even noticed it (57%) and 20% have perceived it but have not found it disturbing.

As a result of the modern, environmental friendly filtering technology system, more minerals will remain in the thermal water, which might be condensed in water and might seem as some kind of contamination. Have you already experienced this phenomenon during paddling in pools?



Finally, we would have liked to find out if our generation is aware of the fact, that the new wing of the spa is heated by heat pumps and heat exchanges that is by geothermal energy. The answers have revealed that young people are very well-informed about the issue because 64% of them actually knew that the spa utilized renewable energy resources.

Did you know, that new wing of the spa is heated by heat pumps and heat exchanges ?



#### 4.3. Experience of summer job related to innovations

This summer two of us in our team had a student job in the Spa. In the following part we would like to describe our own personal experience.

Vivien worked at the cash register, so she had first hand experience of the advantages and disadvantages of the above mentioned innovation, online ticketing. Vivien feels that entrance to the Spa area has become more simple and faster by using the card. On the other

hand, she saw the weaknesses for instance as students had not been trained properly they were uncertain how to use the system which slowed down the work process. Furthermore, there are still a lot of bugs in the program to give you an example card holders have not been informed about the exact location of the cash register and they had to be helped out by the employees at the main cash desk. Unfortunately, another disadvantage is that online ticketing is still unknown for the public. During the summer about 5 to 6 families took the advantage of using it, which indicated that only a few people were aware of this option. The solution to the problem could be faster information flow and more advertising. Most people have not even heard that they can upload tickets to cards with Android smart phones. As we see it, a prize draw among those who have registered. might popularize the use of cards.

Betti worked as a poolguard, she assisted lifeguards in the daily operation of the large facility in the high season. She had mainly positive work experience. Due to the popularity of the Spa and its improvements there was full house several times so she had the chance to meet thousands of people day by day. Additionally, it put a heavy burden on students because increased attention should have been paid on the large crowds around the pools. On the other hand, with growing responsibilities they gained more experience even in other sections of the Spa. Although, Betti was not employed by the Adventure Park still she could get an insight into the newly built facility from the giant slide at the back of the Spa. They could see with their own eyes how the improvement was being completed as during the past few months the last finishing touches were made. A week before the official opening, Spa employees had the opportunity to try the high rope courses free of charge and most of them did including Betti. In the middle of July the craze began. According to the animators there were certain days when over 300 visitors used the equipment of the Park. The Spa guests on the the giant slide curiously stared at the adventurers in the Park crossing over the lake and they asked information about the operation of the newly established facility among others from poolguards. That is why Betti believes even she has contributed to the advertising of the Adventure Park.

#### 4.4. SWOT Analysis

We have created the SWOT matrix of the Health & Wellness Spa of Sárvár by using brainstorming method. While devising the analysis we have realized how much the

**SWOT analysis:** „Making a SWOT analysis we can evince the viability of a market, industry, business, product, service, as well we know what are the most important tasks by strategic viewpoint..”

([www.wikipedia.org](http://www.wikipedia.org))

strengths have increased, which has also proved the diversity of the Spa. We would like to emphasize the complete utilisation of the hot spring due to which several market sectors could have been developed. The Spa operates not only as a wellness but also as a fitness and a therapeutic centre. The western region offers particularly attractive features as it is easily accessible and pleasantly located in the countryside. These factors have a great impact on the attendance of the Spa. As it has emerged from our essay strengths include the continuous improvements and innovations in the Spa. The staff can pride themselves on their good manners and high work ethics. Thousands of visitors are paid special attention as everyone's personal safety is guarded by strict supervision and a variety of regulations with which a lot of accidents have been prevented during the past years. On the other hand, thanks to the animators visitors are welcome with high standard events and large discounts. Another strength includes the family-centred characteristic of the Spa as everybody can choose the types of recreational activities they enjoy young and old alike. There is no need to be upset in case of bad weather as indoor pools are available for visitors to relax. There is something for those who care about the environment because the Spa makes use of the innovative eco-friendly heating and water filtration systems in addition to efficient advertising, publication of PR materials which help publicize our Spa.

Besides the strengths, the weaknesses have been addressed as well. Firstly, visitors consider the low number of parking space as a problem as well as the long queues at the cash register, the solution to which could be the extension of the car park and the availability of more cash registers. These options could be automatically added to the list of opportunities. We managed to recognize the sources of some negative factors outside the Spa complex. In the summer heat there would be a need for more tree shadows or shaded places, the extension of the areas next to the back slides as most guests only use the indoor section consequently, the spa is becoming increasingly overcrowded. The indoor pools are serious sources of danger as wet and slippery floor tiles can easily cause accidents despite frequent cleaning sessions. Despite the slogan of healthy lifestyle, we were unable to find any wellness bars or buffets which are operated with the specific intention of selling wellness food. There is room for improvement in the field of marketing as well. Finally, some innovations have not been advertised extensively, so the message has not reached a large number of tourists.

To avoid further problems we would like to add the following facts to the list of opportunities: in our opinion the Spa could boost its image by making close contacts with other establishments for instance exclusive hotels, insurance companies and travel agencies. On the one hand, the Spa could initiate that special discounts are granted for the Spa guests

using public transport, for the patients under treatments of both Hungarian and foreign insurance companies and for visitors looking for accommodation in Sárvár. On the other hand, common projects together with spas in the region (such as Zalakaros or Bük) should be set up.

Finally, we would like to finish the analysis with threats. The influences of the financial and economic world crisis might decrease the number of guests in the long run and consequently the revenues as well. An innovation failure can cause losses for the town. The strengthening position of the competitors is a source of threat in general: the development of the City of Győr into a regional centre might attract more tourists there, in addition to the constant improvement of spas in County Vas like Bük, Borgáta, Celldömök and Körmend. Last but not least, we should emphasize the dangers of the increased expansion of infrastructure since, the more facilities have been constructed around the Spa the fewer green zones will remain.

In the following chapter we intend to focus on the roles of the competitors as it is one of the major characteristics of tourism, and we will elaborate on an idea filling a gap in the market.

#### **4.4.1. Competition in the market**

The Health & Wellness Spa of Sárvár seems to have several competitors in the market. In the close surroundings of the Spa there are Danubius Hotel and Spirit Hotel both of which have a separate wellness section. Danubius Hotel has targeted on the elderly wishing to cure themselves. It has not made any massive improvements recently, so this facility cannot be considered as a real competitor to the Spa. It is Spirit Hotel that excels at innovations. This hotel is one of the most exclusive, five-star wellness hotels of the region or maybe of Hungary. Based on our personal experience during the media and hotel tours, we must admit that this hotel is a real combination of luxury and wellness. But this is exactly why Spirit Hotel has ceased to be a competitor since this hotel has targeted on a different market segment, the wealthiest

There are several thermal baths in the region like Bük, Borgáta and Körmend. Bük is a spa resort and even it can pride itself with plenty of high quality accommodation it seems to be lagging behind in terms of spa development. Additionally, it cannot provide for such a variety of services as Sárvár. The Volcano Spa of Celldömök is a new establishment but it faces a similar problem. Only a few people are aware of its existence moreover its area and

services cannot be compared to the ones offered by Sárvár. The small spa of Borgáta suffers from the same disadvantage. However, a new exciting wellness centre has just been opened in County Vas. MJUS Leisure Centre and Thermal Park of Körmend is a striving establishment in the market. It could be worth taking a closer look at it.

MJUS Leisure Centre and Thermal Park is located in Körmend 30 km from the Austrian border, it represents the famous Italian style well-known all over the world for its innovations, novelty and dynamism. Compared to the Health & Wellness Spa of Sárvár we can highlight that the attendance in Sárvár is three times as much as in MJUS. This fact is due to the developing tourism in Sárvár, the larger number of inhabitants as well as its favourable geographical position. Both spas own indoor and outdoor pools while Sárvár prides itself with 24 pools, the Körmend facility has altogether five. Besides paddling in pools, it is possible for guests to undergo various treatments. It is a well-known fact that Sárvár has been famous for its healing water for decades whereas MJUS is a „newly opened fashion spa”. Logically, the latter targets on younger generations while the Spa of Sárvár puts great emphasis on families with children besides the elderly when it comes to making improvements. It is vital for them to meet all the needs of the target audience. The waterfront of the two spas also differs to a great extent. The Körmend Spa attracts visitors with a beach feeling while the Sárvár Spa has chosen the well-proven option of grass and trees. As for similarities, both of them have outdoor swimming pools and adventure pools. Both spas provide sports facilities for those who wish to play volleyball or beach soccer. In both facilities a variety of events are organized in the summer high season including night paddling. However, programme organisation varies a lot. MJUS prefers organizing discos and the Sárvár Spa organizes humorous programmes with stand up comedy stars in addition to parties. The greatest marketing trick of the Sárvár Spa ever was ”Sárvár Baywatch” in 2009, which made it popular throughout the country. This event was organized again in 2011. Both spas advertise themselves with leaflets and video commercials. The music of the new Sárvár video commercial which has targeted on the children and through them the parents has been composed by the band Apple which is extremely popular among the youngest.

#### ***4.4.2. Wellness Bar: ”A Flood of Vitamins”***

While creating the SWOT analysis we have regarded the lack of a wellness bar or a buffet as weakness. In the summer heat or in high humidity warmth in winter most of us would feel like a bowl of fresh fruit salad, a glass of refreshing fruit juice or some light salads.

As we see it, this situation might be easily improved by the Spa. As for me, I think it could be located somewhere inside the building for example upstairs at the deckchairs. In fact, there is still plenty of unutilized space there. The choice might include chilled fruit, fruit salads, canned fruit, lemonade, fruit cocktails and a variety of salads. They look a lot more appetizing if they are prepared on premises, so more guests can be attracted by delicious fruit specials. Fruit salads could be made of mixed, sliced or diced fruit. Those who would prefer to eat one sort of fruit can get it chilled and sliced on request. Freshly squeezed juices can be served with the decoration of fruit on the rim of the glass (eg with a piece of strawberry, a slice of orange) which might even make drinks more attractive. Lemonade should be always served with icecubes and preparation of fruit cocktails can be made more exciting by bar mixer stirs. Freshly made salads of seasonal vegetables will be preferred. Fruit and vegetables should be purchased from local growers, so they can be easily transported from door to door. Bearing green tourism in mind, all fridges will have to be ranked as Category “A” energy class as well as garbage should be collected selectively. Fruit should be sorted by variety and special care needs to be given to fresh pieces while rotten ones should be removed. The bar might hire at least three employees one of whom must have a high level wellness qualification.

The supply of liquids and vitamin supplements are essential in the summer heat. These delights can be recommended for young and old alike including weight watchers. “A Flood of Vitamins” in Sárvár welcomes everyone with a wide selection of fruit.

## **5. Conclusion**

In conclusion, we would like to emphasize that innovations are characteristic features of both the Health & Wellness Spa and Sárvár City since existing services have been improving for years in addition to making investments and launching new projects. Thanks to innovations mentioned above not just more tourists visit our town nowadays but also the number of those who return is gradually increasing. The developments have a favourable influence on holidaymakers as well as local residents who also welcome innovations. While creating the project it has become obvious for all of us that tourism cannot exist without innovations. On the other hand, innovations for example technological developments or services have different life cycles, some of them are immediate successes but others need time to be recognized and acknowledged by the public. No matter how creative an idea is, without proper advertising it will be invisible for the tourists.

The project issue we have focused on appeared to be rather exciting and inspiring for all of us. The project has been based on personal experience in our summer job. In addition to

it, we have taken advantage of our studies in Travel and Tourism classes to complete it easily and energetically. We hope to be able to participate in further competitions and our team can represent Hungary in the international teacher-student meeting this year.

## 6. Appendix

### 6.1. The SWOT analysis of the Health & Wellness Spa of Sárvár

Strengths	Weaknesses
<ul style="list-style-type: none"> <li>- 100% utilization of resources/location</li> <li>- innovations, innovative thinking</li> <li>- developing diversity of services (therapeutics -wellness-fitness)</li> <li>- high standard events, frequent sports competitions</li> <li>- environmental-friendly heating and water filtration</li> <li>- family-friendly, child-centered facility (for all generations)</li> <li>- special discounts (family, student, pensioner, free deckchairs)</li> <li>- several indoor pools (as a option in bad weather)</li> <li>- extensive advertising, PR materials</li> <li>- strict control, regulations (to prevent accidents)</li> <li>- good manners of the staff</li> </ul>	<ul style="list-style-type: none"> <li>- little contact with other touristic areas of the town</li> <li>- Spa areas are often overcrowded (there is unutilized space)</li> <li>- few shaded places/few trees outside</li> <li>- dangerous, slippery floor tiles indoors</li> <li>- few cash registers (long queues)</li> <li>- few parking places</li> <li>- there are no wellness bars or buffets with healthy food and drinks</li> <li>- lack of advertising in case of some innovations</li> </ul>
Opportunities	Threats
<ul style="list-style-type: none"> <li>- services provided for the town (eg developing links with several hotels)</li> <li>- setting up more shaded places/ planting trees outdoors</li> <li>- expanding the car park</li> <li>- developing links with leading spas in the region (Bük, Zalakaros)</li> <li>- special treatments for patients of foreign insurance companies</li> <li>- special discounts for Spa guests using public transport to Spa</li> </ul>	<ul style="list-style-type: none"> <li>- economic world crisis has an effect on guests → reduced revenue</li> <li>- with strengthening of the region County Győr-Moson-Sopron is more attractive</li> <li>- financial losses because of innovation failure</li> <li>- popularity of the Spa is decreasing because of extensive construction of facilities (few green zones remained)</li> <li>- competitors in the market: Bük, Borgáta, Celldömölk, Körmend</li> </ul>

**6.2. Photo Gallery**



**Photo No. 1 In the Adventure Park**



**Photos No. 2 - 4. We have tried!**



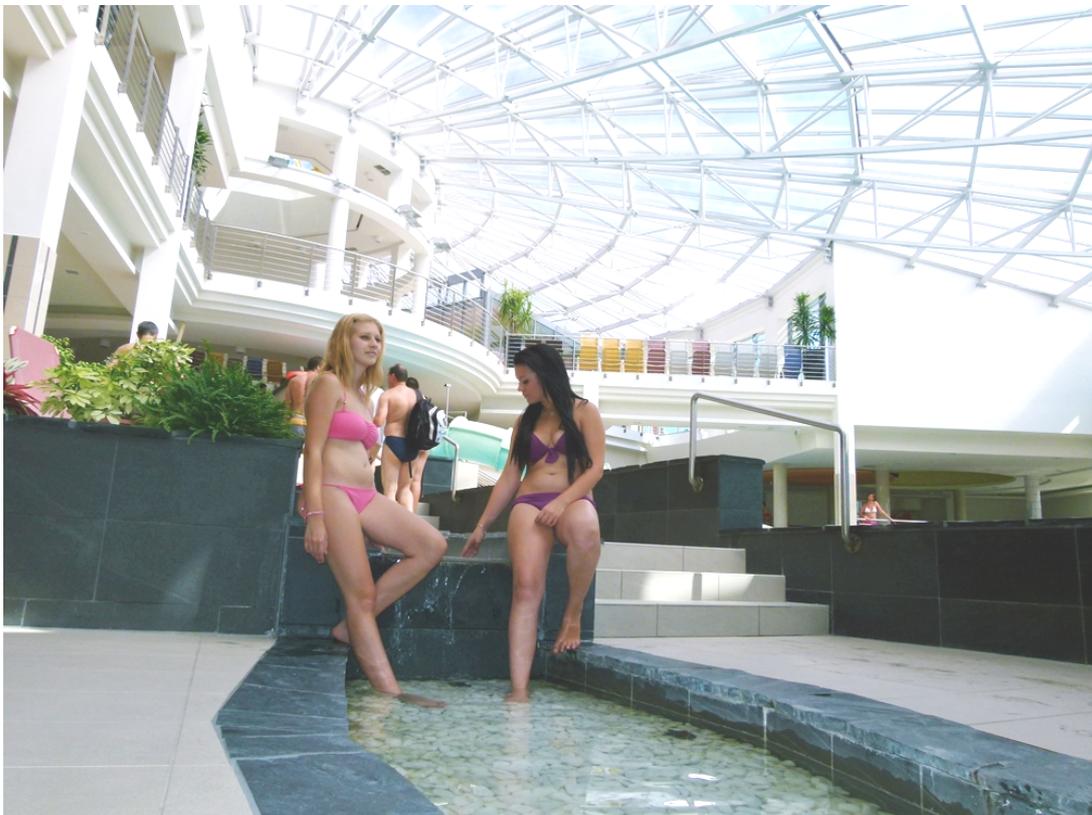


**Photos No. 5 - 6 At work**





**Photos No. 7 - 8 Testing innovations (Indoors)**





**Photos No. 9 - 10 Testing innovations (Outdoors)**



## 7. Bibliography

<http://www.azutazo.hu/cikkek/wellness-avagy-az-egeszseges-elet-titka>

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[http://www.innovacio.hu/1g\\_hu.php](http://www.innovacio.hu/1g_hu.php)

[http://www.wikipedia.org/wiki/SWOT\\_elemez%C3%A9s](http://www.wikipedia.org/wiki/SWOT_elemez%C3%A9s)

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## 8. Supports

