



RECOMMENDED TO  
BUSINESS TRAVELLERS:  
EXCLUSIVE TREATMENTS  
AND MASSAGES IN  
SÁRVÁR

GTPP Research Award, 2017  
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## 1. Introduction

We attend Tinódi Sebestyén Secondary Grammar School. We are 11 and 12 graders now and we are studying the subject: Travelling and Tourism. To honour the traditions in our school we decided to take part in GTTP Research Award. In this year the topic is *Bleasure tourism*.

The title of our case study is *Recommended to business travellers: exclusive treatments and massages in Sárvár*. According to our assumption the town of Sárvár is mainly popular among old people and families who want to get better and wish to relax. As a result the number of business travellers is low in our town's tourism. At the same time, we think that with the appropriate marketing strategy this number can be enhanced in Sárvár.

In our case study we determine the basic concepts first, then we analyse the data we received from the local experts and the information from the interviews made with them. In our project we present those exclusive treatments, massages from the offer of the Spa- and Wellness Centre that can make our town become more attractive for business travellers. In addition to the analysis we complete the case study by including a questionnaire research filled in by masseurs of the Spa- and Wellness Centre. This questionnaire aims the popularity of the exclusive treatments in the spa. In our practical work we visited the spa's medical section and some hotels connected to the spa many times. In our case study we also present our flyer proposal which would take aim at business travellers. At the end of our case study we summarise our results and present our plan for further researches.

### 1.1 Justification of the basic concepts and the choice of topic

Our case study – specified for the central topic- examines the role of business travellers in tourism. To elaborate the topic some notions included need to be clarified. Business travellers belong to a special group, who travel to their partners for searching and assessing the market, maintaining business relations, employing, making contracts or because of some other business related issues. The **Pleasure tourism** expression is transformed by changing one letter, creating the word **Bleasure tourism** (B like business) which



1<sup>st</sup> picture: The busy business travellers want to relax.

refers to the business travellers who want to relax during the time spent with travelling and working.

Usually the fitness and wellness services of the hotel provide an excellent possibility for this purpose. Participants of pleasure tourism are typically willing to spend more than other tourists.

Although the spa and the hotels of our town are open for all generations, among their services several exclusive massages and relaxing treatments are found which can be appealing for business travellers.

## **2. Exclusive massages and treatments**

The act of treating the body with movements by hands or machines is called a *massage* that improves the patient's physical and mental condition. Medical massages aim to treat the problems of different body parts, to help rehabilitation while the purpose of wellness massages are mainly to prevent illnesses, to provide relaxation and to reduce stress. Massages are one of the oldest therapies in physiotherapy. The muscles are affected by mechanical impact that changes the tone of the muscles. As a result the pain can cease or the weight and power of the muscles can change. The cease of the physical complaint can bring well-being. The consequence of this is the harmony of the body and soul.

There are two important groups of massages we intend to deal with: the western and the eastern massages. The large group of western massages can be divided into many sub-groups. The Swedish massage is used to re-establish the proper muscle functions or for conditioning them. The purpose of the sport massage is to prepare the muscles to the intensified use, to decrease the consequences of the increased load or to treat sport injuries. The therapeutic massage is used for ceasing the diseased condition of the musculature and the motion system.

A refreshment massage ceases the tiredness and it offsets the negative effect of the stress, providing well-being.

Among the eastern massages there are also several sub-groups. These massages are based on the same energetic basis and are holistic treatments so their effect is nearly the same, but the implementation techniques can be different. To mention some of these: the Shiatsu massage (Japanese), the Ayurvédá massage (Indian), the Prána massage (Tibetian).

Naturally, there are some rules when it is not safe to undergo a massage as it does not ensure the real purpose of it, for example: massages mustn't be done in case of certain illnesses.

## 2.1 What the Hungarian spas and wellness baths offer

In the beginning of our project, it became clear that the businessmen who stay in the hotels near the spa, can afford to use the more expensive and more exclusive treatments in the spa. At the same time, we were curious about which other spas in Hungary have the same supply as the one in Sárvár, so they can also become target markets for pleasure tourism.

From the analysis we excluded the spas in the capital city first because of the complexity of the site. Then, we were looking for spas, where near the facility (or connected to it) there is at least a four-star hotel, where businessmen can stay. At the website of these spas we were especially looking for the varied and expensive treatments. After this research the following baths remained: Bük, Gyula, Hajduszoboszló, Harkány, Hévíz, Makó and Zalakaros.



2<sup>nd</sup> picture: The Hagymatikum Thermal Spa in Makó

The widest range of massages and treatments are offered in the spa of Sárvár. All in all, there are 69 (based on the price list) different wellness treatments available here, while in Bük there are 37, in Zalakaros 31 services are provided. It logically follows that most kinds of wellness massages (which is not for medical purposes) can be bought in Sárvár (this is also 69). In the second place there is Bük with 22 kinds and in Harkány there are 18 kinds of treatments. We also wanted to know which spa offers the most expensive and most exclusive services. In Sárvár the Synchronic massage for couples costs 20 200 HUF. This is the highest price that we found



3<sup>rd</sup> picture: Synchronic massage for couples in the Wellness Spa in Sárvár

among the spas. In Zalakaros the Chakra and Lava stone massages last for 60 minutes and they cost 9 000 HUF, while the same service costs only 6 000 HUF in Harkány. From our analysis it turned out, that in terms of luxury treatments for businessmen the best option would be the Spa- and Wellness Centre in Sárvár. (1st annex)

## **2.2 Recommended to businesswomen: special beauty treatments**

The spa in Sárvár also offers special beauty treatments for their guests, especially for ladies. From a wide range of treatments we would like to offer some kinds to the ladies who visit our town.

Popular services are the Mezoforte plus and the face, neck and décolletage massages. They contribute to the natural elasticity of the skin and the elimination of the accumulated toxins. After the face is prepared, the skin is peeled off. This is followed by the radiofrequency lifting, which establishes cellular active substance intake. The active ingredient serum is administered to the skin by using needle-free therapy.

The Mesotherapy Hand Rejuvenation and the Cellulite Body Treatment both use high tech technology as well. In consultation with the guest the therapist chooses the best one from different computer programmes, which can be used against cellulite, and also for shaping delicate areas.

As a third treatment, the Exclusive Algae Facial Treatment could be recommended. The facial treatment ultrasonically delivers valuable ingredients to the deepest layers of the skin. With facelifting vitamins, a seasonal offer based on the most suitable luxury ingredients for the season, makes the skin look beautiful. The above listed ones are among the most expensive treatments. The Mezoforte plus, for example, costs 14 400 HUF, the Body Shaping and Body Contour Repair is 14 000 HUF, the Combined Cellulite Body Treatment costs 13 000 HUF in the spa.

## **3. Status analysis**

### **3.1 Spa and Wellness Centre Sárvár**

Our research was built on three sources of information. On one hand, we *interviewed* Mrs Zsuzsanna Horváth Fehér, the head of the therapist, and the staff of the department. In addition we received *data from the spa database* and a *questionnaire survey* was performed on the services of the masseurs working in the spa.

### 3.1.1. Manufactory visit and the interview

We learnt from Mrs Zsuzsanna Horváth Fehér that the therapeutic and the wellness massages both belong to the medical care department. Our questions were mainly aiming at the wellness massages because business travellers would probably use these kinds. To find out what the purpose of the visitors is here we needed to get some information from the hotels that are connected indirectly or directly (VitalMed and the Park Inn) to the spa.

To the question where and how people can use the exclusive treatments she said that the guest from the hotel came here through a corridor to the information desk. Here they can get some information about the various massages and get an appointment, too.

Although, previously a wellness counsellor was occupied for the guests of the hotel, Mrs Horváth says that the receptionist and the hotel staff are also able to recommend the appropriate service personally to the guests. The treatments take place in a nicely designed environment with excellent quality materials. The most unique and the most special massages (Thai, Ayurvéda, Sound therapy) are done in a separated room which was built for this purpose. We have learnt from the interview that these treatments are available from 2 a.m. to 8 p.m. every day.

Mrs Horváth also told us that the spa offered a possibility and a financial support for the masseurs to expand their knowledge with different courses and trainings so they could perform other special massages too.

We found out that the spa does not have special offers for the business travellers, but there are many various types of massages they can enjoy like the manager massage and the refreshing massage.

We offered to Mrs Horváth that we will make a package offer and make a flyer proposal based on the information that is available for us. As many businessmen visit the industrial park in Sárvár and in Szombathely, we think that offers specifically for them could bring a remarkable increase in the income of the spa.



4<sup>th</sup> picture: We are with the leader of the medical care



5<sup>th</sup> picture: The Tibetan singing bowls sound in different frequencies

### 3.1.2 Data analysis of the services used

1400 wellness treatments were sold on average every year in the past 3 years (this number does not include treatments supported by the National Health Insurance Fund (OEP)). Half of the services used were wellness treatments. The exclusive massages took up only 10% of all the massages. The more expensive and more unique massages were usually sold at the weekends. From the options the Thai and the Lava stone massages were the most popular ones in the period examined.



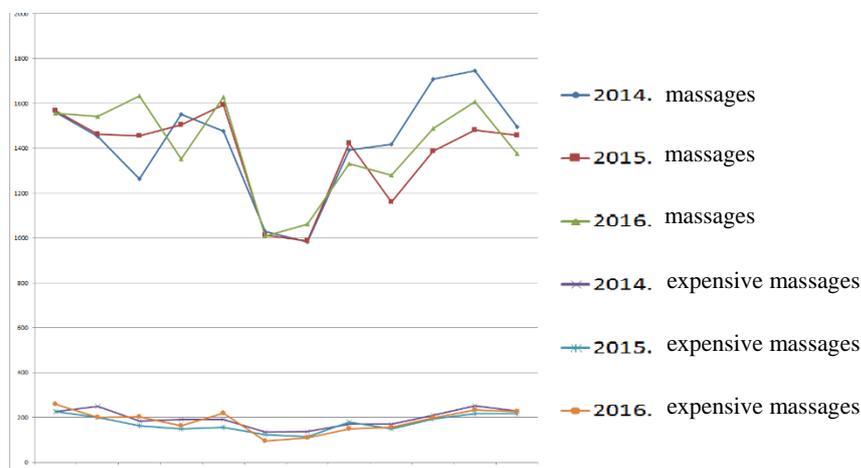
6<sup>th</sup> picture: We got information from György Varga, the leader of the massuers

The Sarvanga abhyanga massage, in other words the massage of the whole body, was sold 160 times a year on average. The most expensive treatment in the spa is the Synch massage for couples (20 200 HUF), from which 26 massages were sold in the past 3 years.

The expensive body treatment services take up only 6% of the services available. The most popular seasonal services are the Mezoforte Plus and the Summer Breeze from which there are between 40 and 50 massages sold a year.

Based on our data a kind of seasonality can be noticed in the purchase of the services. From the charts it can be learnt that there were less massages and treatments sold in summer (especially in June and in July) while autumn was constantly the best season in the past three years. In case of the expensive massages the seasonality is hardly recognisable.

Summarising the data analysis we can determine that 7-10% of the treatments - that aren't supported by the OEP –are more expensive. The seasonality is also hardly recognisable here, but they are used by the guests mainly at the weekends. We believe that a higher number of business travellers can increase the number of the exclusive treatments sold on weekdays.



### 3.1.1. Questionnaire survey

In order to explore our research topic from as many points of view as possible, we conducted a questionnaire survey among the staff working in the spa and in the wellness section of the spa. The questions were answered by 18 people (9 men and 9 women). The average age of fillers is between 20 and 40. Most of them have been working in the spa for more than a year. The questionnaire (2nd annex). contained ten, mostly closed-ended questions.

From the answers to the first question we learned that 62% of the guests are Hungarian and 38% are foreigners. Those arriving from abroad are mostly from Austria, but there are also guests from Slovakia, Germany and the Czech Republic. The medical staff agreed that mostly the middle-aged and the elderly visited the spa and the wellness department. According to the respondents, exclusive treatments are purchased only once a week or monthly. We asked if they have any additional qualifications, so they could do special massages, two-third of them answered with a yes. It also turned out that those who do not have additional qualifications, they would like to take part in such courses. Most of the employees mentioned the Ayurveda massage, but the Thai massage, the Pránanadi massage and the 40-minute massage are also popular with many visitors. This, of course, is in line with the results of the database analysis obtained from the spa.

The majority of the employees mentioned the manager massage as the recommended treatment for business travellers. Our answers to our last question revealed that most guests choose exclusive massages based on information obtained from flyers, from the information desk and from the website.



7. th picture: We asked for flyers from Vivien Gyuricza, the receptionist.

### 3.1 Park Inn Hotel

Park Inn by Radisson Sárvár Resort & Spa Hotel was built in 2006 next to the Spa and Wellness Center. The hotel has 223 rooms and offers 5 conference rooms for business travellers with free internet access. The Park Inn by Radisson Sárvár is connected to the Spa and Wellness Center by a closed corridor, and in the spa there are many opportunities for relaxation,.



8th picture: Brigitta Horváth works at the Park Inn Hotel Sárvár reception

Brigitta Horváth - a former Travelling & Tourism student and a GTTP Research Award contestant – works at the Park Inn Hotel Sárvár reception, she told us that the rate of business guests in the hotel is very low. In 2016, the total number of hotel room nights was 70 140, from which only 480 were linked to a business event. Business guests who did not come to any of these events spent only 144 nights in the Park Inn Hotel. They are those who come to Sárvár just to work or find companies in the neighboring settlements, so they only need accommodation. These two groups account for a total of 624 room nights, which is not even 1% of the total number of guest nights spent by each guest. Business guests generally spend very little time at the hotel. They usually arrive late at night and check out first in the morning. The Park Inn by Radisson Sárvár Resort & Spa Hotel hosts a number of major conferences every year, such as medical conferences or nationwide conferences at the waterfront. A larger part of business travellers and guests arriving for these conferences usually take advantage of the massages and treatments offered by the wellness spa.

## **4. Our idea for development**

### **4.1 Flyer proposal**

During our research we found out that the Spa and Wellness Centre of Sárvár does not have marketing materials specifically for business travellers. This is why we thought of preparing a flyer proposal that we showed to the management of the spa. We would like to introduce the process of preparing this proposal.

The aim of our flyer is to offer some exclusive massages and treatments to business travellers. We used an online designer called canva.com for the planning and here we used a template for the process. We used a basic templet but the colours and the fonts were our choice. We intended to design an elegant appearance to it. We downloaded the photos from the free downloading page called <https://pixabay.com> and from the website of the spa. The text on the flyer was written on the basis of the information that can be found on the website of the spa. We included the contact details of course to provide possibilities for the business travellers to get more information from. We advertised the more exclusive and more expensive massages (Thai oil massage, Tibetan sound massage), and we added a short description of them, too. Furthermore, we listed the prices on the flyer, and of course business travellers can find more information on the spa's website.

It was a lot of work but the final flyer proposal has been made including the details about some special wellness services we would recommend. (4<sup>th</sup> annex)

## 5. Summary

As a summary of our paper, we can make the following statements. Our hypothesis at the beginning was realistic, Sárvár is not really a place preferred by business travellers. During our work it turned out that business people are rarely looking for the service facilities. The most excellent accommodation, meeting and conference venue for business travellers is the Hotel Park Inn. However, the interviews we made showed us that 1-2% of hotel reservations can be linked to bleasure tourism. Despite all this, we believe that the majority of the most exclusive massages and treatments of Sárvár could be attractive for business travellers. This aim could mostly be achieved by means of marketing tools targeting business travellers. Such a tool could be the flyer that we prepared and it could be sent to the industrial parks in Sárvár and in Szombathely as well as to major international or domestic companies.

We are going to continue our research. We would like to create another flyer specifically for ladies on business and to present the two leaflets to the spa marketing department. Our further goals are to extend our investigations to Sárvár's only five-star hotel, the Spirit Hotel.

## 6. Acknowledgments

We are grateful for the technical support of Mrs Zsuzsanna Horváth Fehér, head of the medical department of the Spa and Wellness Center Sárvár and her fellow workers: Mrs Noémi Lőke Fábíán medical assistant and György Varga, team leader of the medical massage therapists.

In addition, we would like to thank for the help of Brigitta Horváth, the receptionist of the Hotel Park Inn by Raddison.

Last but not least, we would like to thank for the support of the international partners.



## 7. Annexes

### 1st Annex: Comparing the spas

City	Name of the spa	Recommended four star hotels	Types of exclusive massages	The name and the price of the most expensive massages
Bük	Bükkfürdő Gyógy- és Élmenycentrum	Health Spa Hotel Bükkfürdő	37	Ayurveda masszázs (60 perc) 7 400 Ft
Sárvár	Gyógy- és Wellnessfürdő Sárvár	Park Inn by Radisson Sárvár Resort & Spa	69	Pránanadí masszázs 13000 Ft Szinkronmasszázs: 20200Ft (45p)
Zalakaros	Gránit Gyógyfürdő Zalakaros	MenDan Magic Spa & Wellness Hotel	31	Csakra és Lávaköves masszázs: 9000Ft (60p)
Hévíz	Hévízi Tófürdő	Hotel Spa Hévíz	24	Betegségspecifikus masszázs:5000Ft (40p) Gyógynövényes masszázs:5000Ft(45p) Trigger masszázs:5000Ft(40p)
Harkány	Harkányi Gyógyfürdő Zrt.	Dráva Hotel Thermal Resort	28	Lávaköves teljes test masszázs:6000Ft (60p)
Gyula	Gyulai Várfürdő	Wellness Hotel Gyula	21	Páros masszázs: 6900Ft
Hajdúszoboszló	Hungarosa Hajdúszoboszló	Nelson Hotel	29	Frissítő masszázs: 3800Ft (30p) Talpmasszázs: 3800 Ft (30p)
Makó	Hagymatikum- Makói Gyógyfürdő Zrt	Grand Hotel Glorius	17	Bambusz masszázs: 5800Ft (50p) Lávaköves masszázs: 5800Ft (60p)

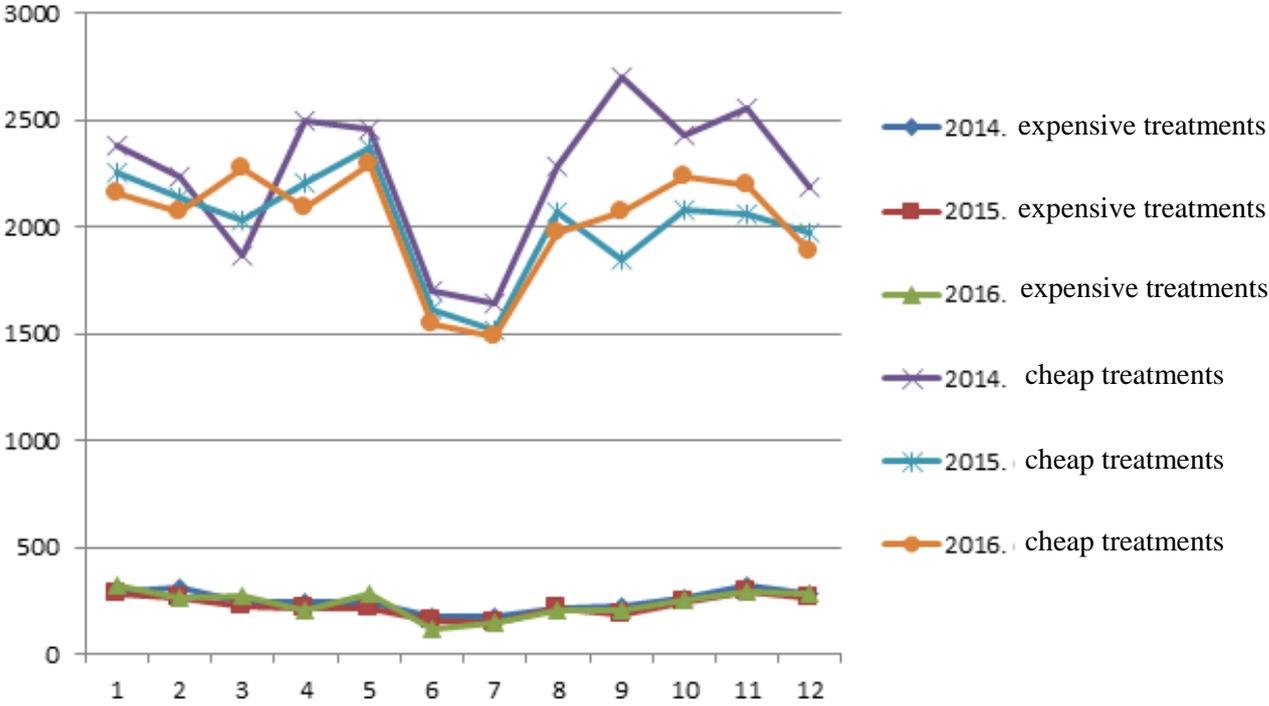




3rd Annex: Questionnaire survey



4th Annex: Database analysis



## 5th Annex: Our flyer proposal




**Do you want to relax after a long, exhausting day at the workplace or a conference?**

Treat yourself to our various massages! Just to name a few of the wide range of products: Synchronous Massage, Shirodara Treatment, Thai Oily Massage, Pránanadi, Tibetan Sound Massage... And that's not all!

**Visit our spa and experience the massages.**

**FOR BUSINESS TRAVELLERS**

Spa- and Wellness Centre Sárvár

**Contacts**

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H-9600, Sárvár, Vadkert st. 1

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**Thai oily massage**

Essential oils have beneficial effects on the skin: they stimulate blood circulation help in detoxification strengthen the immune system rejuvenate the spirit make skin more elastic and silky.



**Tibetan sound massage**

Massage helps restore the unhealthy state of the body's energy, and helps the body's self-healing ability. They can be easily and quickly transferred to a relaxed state of relaxation.

**Price list**

<b>Massages:</b>	
Prananadi massage	13,000 HUF
Lava stone massage	8,100 HUF
Cooling Massage	7000 HUF
<b>Ayurvedic treatments:</b>	
Sarvanga abhyanga	12,800 HUF
Synchronous massage	20,200 HUF
Shirodara treatment	12,800 HUF
<b>Thai massages:</b>	
Thai oily massage	12,500 HUF
Thai Massage (60')	11,500 HUF
<b>Oriental Therapies:</b>	
Sound massage (Tibetan bowl)	7100 HUF
Combined sound therapy	7500 HUF




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The pages were last visited on 28 March 2017.

## 9. TEACHING NOTES

”...how to use the case study in a classroom..”

The case study can be applied in several ways to teach the subject Travel and Tourism. First of all, the case study and the presentation both demonstrate well how a project has to be done by the students. A project work is a teamwork which is one of the perfect ways of learning through experience. A research does not end by collecting, analysing and interpreting information from the bibliographies but the students have to suggest and find a solution for all the problems arising together. The formal appearance of the case study can be used when teaching the preparation of written studies such as table of contents, units, rates, bibliographies, notes, appendices, etc. During the presentation the students can improve their performing skills and their language knowledge.

Secondly, our choice of the topic touches several modules of Travelling and Tourism subject. In my opinion the teachers can build the Bleasure tourism into the Passport modules too, principally in the Struktüre of tourism, or in the Costumers in the toursim. Gifted and talented students are cared for at our secondary grammar school in many levels and forms.

The GTTP Research Award is a great opportunity for gaining experience and in case of success it is a unique and great pleasure for both the students and their teacher. At last, but not least I would like to thank for the support of the Global partners.

Viktor Víg  
Teacher of Travel and Tourism

Hungary, Sárvár, 13.11. 2017.