



New Trends in Recreation: Spa & Wellness

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Extensive Summary

Introduction

People have aspired to live longer, healthier and happier since ancient times. The prehistoric civilizations have formed and developed around the water. Water has been the beginning of life in this regard.

Water has become the source of life, people have lived their lives, cultivated agricultural products necessary for nutrition and used water for cleaning. In addition, after people discovered the healing power of water, they used water as a cure for aesthetic and beauty purposes and spiritual rest in the treatment of various diseases.

Today, working people have much more free time for rest, renewal and different recreation activities than before the industrial revolution. The intense work pace and stress brought by modern business life worsens people spiritually, physically and mentally. People who are bored with intensive work and city life, move away from this tempo and go into different quests where they can feel more comfortable and refreshed. Different lifestyles and opportunities bring different recreation activities. The most current and popular of these is the SPA & Wellness option.

In this study, the relationship between recreation and SPA & Wellness will be explained and the development of water, bath and spa culture in different cultures will be given, and finally, the SPA & Wellness trends that will be trendy today will be explained.

Conceptual Framework

Lexical meaning of recreation is; to recreate: to be renewed or refreshed under the influence of a pleasant environment; usually, recreation is provided by recreation activities for renewal after change or entertainment and intensive labor or anxiety. The meaning of having fun and entertainment is to relax and gain strength after working. (Webster's Third New International Dictionary). Recreation involves leisure-related experiences or activities, often voluntarily

chosen by participants, or creates social and personal values enriched from them for satisfaction and enjoyment. It can also be perceived emotionally due to the participation process or interest (Kraus, 1978).

Today, the immobile and tense environment of modern life, being aware of the effects of obesity and negative effects such as obesity, smoking and alcohol on human health cause people to change their desires and create a new health consciousness (Hacıoğlu et al., 2009, p. 64). Recreation has many benefits for individuals and society. Especially, considering the increasing stress and hard living conditions, the effects of recreation on body and mental health are better understood (Kocaekşi, 2012, p. 21).

With the industrial revolution, it is important for people working in today's modern world to take part in various recreation activities in order to rest, be spiritually and physically renewed and be more productive in their work. People in work environments, trying to get rid of the boring environment by working smooth but shorter and they want to participate in recreational activities will be healthy physically and spiritually (Gökdeniz , 2003: 27.Akt: Hacıoğlu et al, 2009, p. 64) One of the most trendy recreational health and therapy activities is SPA & Wellness treatments.

What is Spa & Wellness?

Its original name, “Sanitas Per Aquam” (SPA), namely “Health from Water”, is the name given to water therapies that have been applied since the Romans. It is used in the sense of complementary therapy, in which healing with water, health coming from the use of water, warm, cold and different forms of water (flow, drip, shower, spray) acquired the feelings of relaxation and relief (<http://tr.wikipedia.org>).

There is no full agreement on the origin of the word SPA. Many sources give the origin of the word consisting of the letters S, P and A in Latin (sanitas) (Ateş, 2010, p. 3).

S salus (health, well-being) or sanus (good, healthy, natural),

P per (through, with help, as a result).

A aqua (water).

The word wellness means being good and fit in mind, body, soul and relationships. In this context, all kinds of massages, skin care, mud and algae baths, bathtub treatments, Talasso therapy, such as massage, skin care, mud and algae baths, and body treatments made with healthy living methods are included in Wellness (<http://baka.gov.tr>).

In this study, the latest SPA trends in the world are tried to be explained with examples. Some of those; Forest Bath, Islamic Tourism, Wellness for Blue Collar, Wellness Houses, Villages and Cities, SPA Activities with the Group, Arrival SPA and Travel SPA and Spa & Wellness Gastronomy.

Results

In short, the concept of SPA, which means health from water, is actually a holistic therapy that rests and renews people spiritually, corporally and physically. This therapy does not only cover water treatments today. At the same time, aesthetic and beauty treatments, massages, phytotherapy, aromatherapy, fan therapy, snow and ice rooms, salt rooms, sauna, stone therapy and color therapy etc. are all in the concept of SPA. In addition, SPA is an integrative therapy in which the feelings of rest and relief gained by the applications can be used in hot, cold and different forms of flow, drip, spray and shower.

The rapid change and development of the SPA sector in the world, different lifestyles and opportunities, customer profile that wants to receive higher quality and different services, and businesses that want to offer this bring different and new SPA trends.

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It is inevitable for some of these hot trends in the world are coming to Turkey in near future. This new trends coming to Turkey is sure to give a new breath to tourism. This dynamism, especially in health and thermal tourism in Turkey, which is now approximately \$ 7 billion share, it can be argued that can be easily achieved with a share of \$ 20 billion which is the target in the year 2023.