Wellness Tourism as an active Method for individual Health Promotion. Edition No. 1

Description: Wellness Tourism became an important part in today's society. Preventive actions and privately paid health promotions are gaining more importance as people are creating more self-awareness towards their health status. Primarily, this book gives the reader an insight on health, health promotion and wellness. Further, it focuses on health prevention and gives a short overview of what complimentary medicine means. Moreover, the author Lucia Steppeler gives an introduction to the spa industry with a special focus on the Steirische Thermenland. In order to investigate which role spas belonging to the Steirische Thermenland are playing, an empirical study has been conducted. The outcome of this study presents a tendency of why Styrians visit a spa, how they experience it, what expectations people have, what treatments they are interested in and whether they consciously chose a spa visit to support their health status.

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