

**Kyiv National University of Trade and Economics**  
**Tourism and Recreation Department**

**FINAL QUALIFYING PAPER**

on the topic:

**«Distribution management for SPA & Wellness tourism  
company»**

Student of the 2<sup>d</sup> year, group 5am,  
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**Kyiv National University of Trade and Economics**  
Faculty of Restaurant, Hotel and Tourism business  
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Specialty 073 «Management»  
Specialization «Tourism, Resort and Recreation Management»

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**Task  
for the final qualifying paper**

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**1. Topic of the final qualifying paper**  
**«Distribution management for SPA & Wellness Tourism Company»**

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*The purpose of the research* is the development and justification of the practical recommendations of distribution management for SPA & Wellness Tourism Company.

*Object of the research* is the process of the development of distribution management for SPA & Wellness Tourism Company.

*Subject of the research* is a set of theoretical, methodological and practical issues related to the development of the distribution management for SPA & Wellness Tourism Company.

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5. Consultants of the research and titles of subsections that were consulted:

Section	Consultant (last name and initials)	Date and signature	
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**INTRODUCTION**

**PART 1. THEORETICAL AND METHODOLOGICAL BASIS OF THE DISTRIBUTION MANAGEMENT FOR SPA & WELLNESS TOURISM COMPANY.**

- 1.1. Theoretical basis of SPA & Wellness tourism
- 1.2. The distribution management in tourism and its specific features
- 1.3. The modern trends in SPA & Wellness tourism

Conclusions to part 1

**PART 2. ANALYSIS OF EFFICIENCY OF THE DISTRIBUTION MANAGEMENT SYSTEM FOR SPA & WELLNESS TOURISM IN "INTERAVIASERVICE" COMPANY**

- 2.1. Characteristic of SPA & Wellness tourism potential in Ukraine
- 2.2. Assessment of distribution management for SPA & Wellness tourism in "INTERAVIASERVICE" company
- 2.3. Assessment of the competitive environment of SPA & Wellness tourism at national and foreign market

Conclusions to part 2

**PART 3. IMPROVEMENT OF THE DISTRIBUTION MANAGEMENT SYSTEM FOR SPA & WELLNESS TOURISM IN "INTERAVIASERVICE" COMPANY**

- 3.1. The development and improvement of the distribution management for SPA & Wellness tourism in Ukraine
- 3.2. Elaboration and evaluation of the distribution management for SPA & Wellness tourism in "INTERAVIASERVICE" company on the basis of practical recommendation
- 3.3. Forecasting of distribution management development for SPA & Wellness tourism in "INTERAVIASERVICE" company

Conclusions to part 3

**CONCLUSIONS**

**REFERENCES**

**APPENDIXES**

## 7. Time schedule of the paper

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		de jure	de facto
1.	Choosing and approval of the final qualifying paper topic	01.09.2018-20.12.2018	01.09.2018-20.12.2018
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3.	Writing and pre defense of the 1 <sup>st</sup> part of the final qualifying paper	20.11.2018-11.05.2019	20.11.2018-11.05.2019
4.	Writing and pre defense of the 2 <sup>nd</sup> part of the final qualifying paper	till 01.06.2019	
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## INTRODUCTION

Wellness and SPA tourism has become a growing force driven by the changes in lifestyles simultaneously by demographic and psychographic factors. The ageing of the European population and the growing health awareness to live better with a nonstressful state of mind has been creating demand for a new range of health-related products and services in a large leisure setting. Identifying this and considering the growing demand for but also the supply of health tourism products and services, – the recent re-emergence of demand for wellness experiences has presented destinations with a new opportunity to develop and sell innovative products in this area.

World-wide fashion for healthy looks is gradually embracing Ukraine: over the past ten years, the domestic market for wellness tourism has grown by almost a third. Due to the fact that Ukraine has one of the best natural health and wellness potentials in Europe, the issue of improving the health resort complex becomes one of the most priority areas for the development of domestic tourism, in particular its health and wellness type, which leads to replenishment of the budget and strengthening of the national economy in general.

**The main aim of the article** is an analysis of prerequisites, problems, and perspectives of the industry of wellness and spa tourism development in Ukraine. Elaboration of recommendations concerning stimulating the domestic market of wellness tourism development and distribution policy for it is envisaged.

**The urgency of the research** is the need to improve the management of services distribution in Wellness and SPA tourism and to create an efficient marketing system for the operation and development of enterprises in the market is due to the growing competition in the tourism industry against the background of demand reduction for services.

A whole set of methods and techniques of scientific knowledge were used to achieve the goal. In particular, based on the methodology of the systematic approach, the system-functional characteristics of the health-improving activity as a subsystem of resort-recreational tourism are revealed, and modern trends of health-tourism are considered. The basic prerequisites for the development of wellness and spa tourism

in the world are traced to the main chronological approach. Using the methods of analysis and synthesis, the comparison identifies the main directions of improving tourism and its distribution in Ukraine. The paper also uses statistical and graphical methods, generalization and forecasting methods.

**Objectives of the study:**

- determination of theoretical content of Wellness and SPA tourism and its place in the system of international tourism;
- determining the role of distributive management in tourism and its characteristics;
- study of the prerequisites for the development of Wellness and SPA tourism in the world and in Ukraine, and current trends;
- research of distributive management of Wellness and SPA tourism on the example of INTERAVIASERVIS company;
- review of Wellness and SPA tourism in Europe and Ukraine;
- assessment of the competitiveness of Wellness and SPA tourism in certain regions of Ukraine;
- development of practical recommendations for improving the distribution management mechanism for health tourism in Ukraine with the use of foreign practice.

**The scientific novelty** of the results of this study is the theoretical substantiation of the nature, place and importance of domestic health and spa tourism in the system of international tourism market, the application of methodological tools and recommendations for the improvement of domestic health tourism based on the use of foreign experience in the distribution management of regional tourism in Ukraine.

Reforms process on the way to euro integration of Ukraine stipulated urgency of the development of those branches of economy that are able in short term perspective give impetus to the social-economic growth of the regions and improving the investment image of the country in general. Within recent time wellness and spa tourism start to become popular.



However, in Ukraine, industry of wellness tourism passes only the stage of establishing, main problems lay in absence of scientific theoretical, methodological and organization-legal grounds of the industry development. Most managers both national and local levels don't accept the touristic sphere in general as the economic sector, even not saying about wellness and spa tourism that is still on the establishment stage in Ukraine.

Besides, there arise the problems through low level of cooperation among medical and sanitary facilities on one side and touristic operators and touristic agencies – on the other. That led to the secondary level of state policy in the sphere of tourism and the absence of a complex understanding of industry development.

In one way or another, in the investigations of wellness and medical tourism such Ukrainian scientists as O. Dmytruk, M. Malska, U. Schur and others are being engaged. Scientific researches on wellness and spa tourism are mostly developed in the USA. Thus, the Global Wellness Institute yearly conducts a thorough study of the world touristic market of recreation services.

Recently, investigation of the potential of wellness and spa tourism also starts to be developed in Russia. Among the Russian scientists that are investigating this issue, we should note N.Vlasovs, O.Marchenko, V.Selezneva, G.Sarobabyna, and others.

The problems of the theory and practice of managing the distribution of tourism services are reflected in the works of foreign and domestic scientists such as J. Bolt, D. Bukhalis, D. Jobber, J. Lancaster, and G. Stewart. In the area of tourism: L. Balabanova [1], G. Calvin, F. Kotler, J. Majkenzi, C. Melnychenko [6], G. Mykhaylychenko [7], G. Osmolovsky [14], T. Primak [15] and others.

The article focuses on the development of theoretical and methodological approaches, practical recommendations on the management of distribution activities of tourism enterprises. It is determined that the construction of an effective distribution system for tourism services should be carried out on the basis of their sales potential, channels for the promotion of tourism products (direct, indirect) and

the formation of strategies. The usage of electronic distribution in tourism is considered.

At present, the main problem is to identify the main ways of transformation of the domestic tourism industry in accordance with the current global trends in the development of wellness and spa tourism, which were described in the article “Modern trends in the development of Spa and Wellness tourism” (Appendix A). The integration of the tourism and wellness industry will allow to diversify the range of recreational services of domestic tourist complexes, which will further allow to attract more clients to meet their needs, improve the image of national tourist and recreational establishments, increase their profits and become one of the attractive segments of the attractiveness market.

Under this perspective, wellness and spa tourism may become a booster element of these new forms of economic growth, socially sustained, promoting the sustainability of regional development creating a territorial balance and improving quality of life that basis on a well-balanced relationship between economic, environmental and social indicators, revealing as an gradually important factor in regional competitiveness.

The results of this study provide a theoretical basis for the development of wellness and spa tourism in Ukraine at a new level at the expense of ways to increase its competitiveness and take into account the favourable factors that are revealed in the research process.

# PART 1

## THEORETICAL AND METHODOLOGICAL BASIS OF THE DISTRIBUTION MANAGEMENT FOR SPA & WELLNESS TOURISM COMPANY

### 1.1. Theoretical basis of SPA & Wellness tourism

According to the estimates of the World Tourism Organization, treatment and rehabilitation are among the most important tourism motivations. Over the last 15 years, the number of wellness trips in the world has increased by 10% [16]. Today, SPA and wellness tourism is truly global. And it can be said that the process of formation of the world market of medical tourism is actively continuing.

The demand for "travel for health" is increasing year by year. On the one hand, there was an opportunity to choose where, in which clinic, in which country to treat a particular disease, and possibly to do surgery. On the other hand, the demand for natural healing factors, SPA procedures and sanatorium treatment is increasing. Life itself increasingly makes us think of good physical fitness, and lack of free time pushes people to combine leisure with the treatment and prevention of various diseases.

On today's dynamic and competitive markets spa and wellness tourism offer companies in the travel sector challenging opportunities for expanding business. The development of health and wellness tourism around the world is facilitated by a multitude of resources, and a large number of new therapies are being developed. Travels for healing and wellness purposes have a long history. Even the ancient Greeks and Romans used healing springs and places with a favorable climate in order to improve their health. Not only the sick but also the healthy people came to the resorts, wishing to relax and have sufficient means for this purpose. Times have changed, but the motivation for traveling has remained the same. The healing properties of natural factors, as before, attract tourists to resort areas.

The rapid development of the medical tourism industry in the last 15 years was caused due to several reasons:

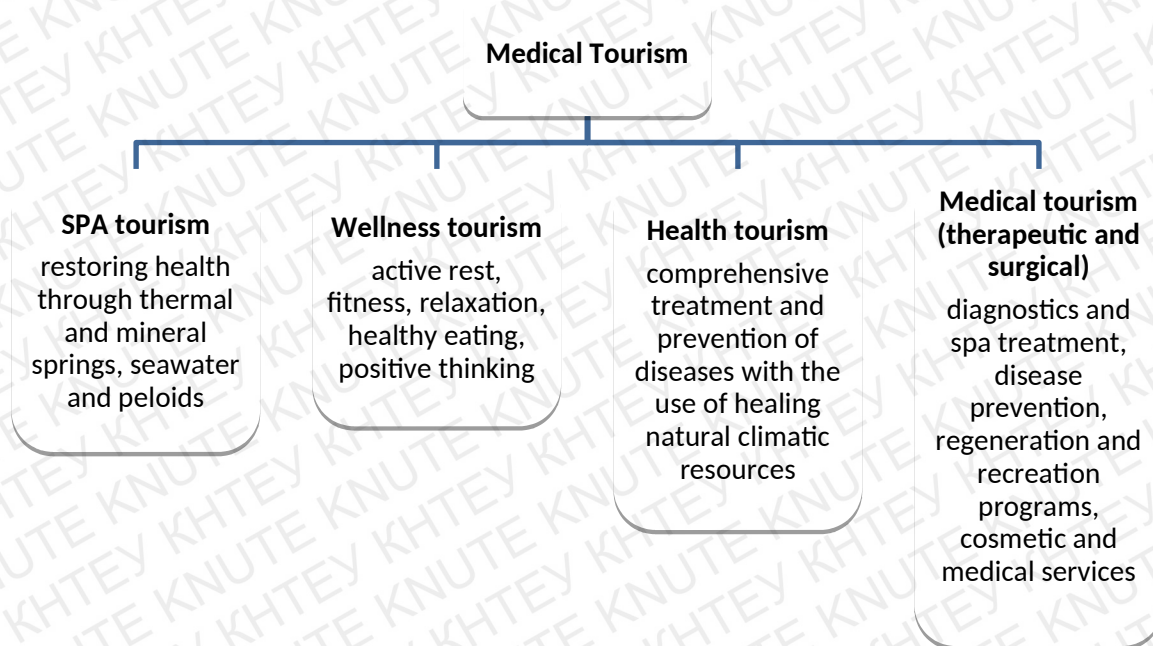
- the rising cost of treatment in the countries with developed economies;
- the emergence of a new segment of consumers of medical services who prefer to combine quality treatment at low prices, with the possibility of receiving a vivid impression of traveling to other countries;
- the inability to receive prompt medical assistance (waiting letters) in the European Union and the Middle East;
- the lack of quality medical care and appropriate treatment and diagnosis technologies in many countries of the world.

Today, health and wellness tourism in developed countries is formed with the help of two components - receiving medical care in specialized institutions (boarding houses, sanatoriums, clinics) and organizing tourist trips to resorts to maintain physical and psychological health.

From the point of view of balneology, health-improving tourism is a kind of sanatorium-spa treatment and considers the organization of the health improvement of the population in terms of travel technology. This is achieved through the formation of a tourist product, which is based on therapeutic or wellness technology that improves the quality of life by fully satisfying the need for rest, healing and treatment using a variety of natural, healing factors.

Most specialists tend to believe that health tourism should be determined on the basis of the allocation of its four main components - health, rehabilitation, wellness and recreational. The first two components are medical in nature, the third and fourth components are recreation and leisure services.

To be healthy today is not only fashionable but also necessary. The tourism market clearly responds to this trend by offering a large range of spa services, and wellness tourism is becoming popular and becoming a global trend in the modern travel industry. SPA and Wellness tourism offers a variety of programs for the recovery of body and soul: anti-stress, detoxification of the body, rejuvenation and slowing of the aging process of the skin, relaxation thalassotherapy, prevention of aging, ayurveda, fitness, oriental healing practices and more. The structure of medical tourism and the content of its innovative forms are shown in the figure 1.



*Fig. 1.1 The structure of medical tourism and the content of its innovative forms.*

Source: [4]

The purpose of medical SPA is to support and restore physical and mental health - revitalization, body remodeling, and improving the quality of life. Spa services, which are the main component of medical-SPA, include services aimed at improving people and include three components: medical, rehabilitation, recreational.

Today, SPA-procedures, in particular medical-SPA, are offered in Ukraine in sanatoriums, health resorts and medical centers located at the resort. Medical-SPA sanatorium and spa services are divided by types of resorts into:

- balneological - using mineral waters for medicinal purposes;
- climatic - heliotherapy, aerotherapy, thalassotherapy;
- mud - different types of therapeutic mud are used.

Modern SPA-medicine has been able to collect the most effective methods of healing, which are closely combined with the latest diagnostic technologies. Medical-SPA is unlike any medical or preventative institution. At the same time, medical-SPA complex programs for disease diagnostics and spa treatment, cosmetic and medical services, SPA-therapy, wellness programs were created. It uses modern laboratory and medical equipment, employs highly professional medical staff, uses the principle of individual approach to the patient, taking into account the possibility of

comprehensive examination and quality control of the patient's condition during the spa treatment. Supplementation of SPA-programs with physiotherapy procedures allows to increase their efficiency and prolong the result. The development of this industry motivates manufacturers to create means that use the domestic raw material base of natural plant and mineral resources; this experience should be promoted in the media, be a guide to action for all recreational and resort facilities.

Medical tourism has such great potential that stands out in the independent segment of the tourist market with a wide range of investment opportunities: from large-scale hotel projects adjacent to clinics and located within the city, to already existing specialized complexes with some modifications in the structure of services.

Increasing the recreational needs of the population and its demands for quality of recreation at the resort have led to the transformation of the sanatorium and resort business into a resort and recreational system, whose main purpose is to improve human health, quality and life expectancy. The revival of medical prevention at the stage of spa treatment is one of the most important directions of development and improvement of the health care system in Ukraine.

## **1.2. The distribution management in tourism and its specific features**

In the travel and tourism industries, distribution is particularly important because these industries deal in services which are intangible, very perishable and because these industries operate globally.

Contemporary distribution channels not only make tourism, travel and hospitality services available to consumers but also influence all other aspects of the marketing mix that affect demand and marketing budget decisions on the supply side of the industry. Activity and decisions by distribution channels can determine price, by assessing and matching supply and demand, often in real time by using computers networked via the Internet or through private networks. Distribution channels can also be responsible for the creation of new packages of tourism services through combining and tailoring the components of a tourism or travel package to meet the specific needs of a defined segment of the market or even an individual consumer.

Distribution (Lat. distributio) - marketing of goods (services), distribution of services through the sales chain. An effective distribution management system brings increased sales, profit and stability in the marketplace to the tourism enterprise. The distribution control object is the structure of the marketing organization to which the management activities are directed. Tourism and hotel enterprises are the subjects of distribution in the tourism market. In other words, it is the organization or persons who are the subjects of the tourism services market [8].

The distribution management structure is depending on the sales system used by the enterprise. The distribution management system is based on market research, close contact with producers, search for the most effective channels and forms of realization that meet consumer requirements, and monitor the progress of services realization in order to reduce the cost and accelerate realization. The backbone of the distribution management system is the marketing strategy of the enterprise, based on the choice of objectives and tactics to select market target segments, distribution system, marketing methods, market access methods and time, and formation of merchandise systems.

In the first stage of the development of distribution capacity, the business is faced with the tasks of product, personnel, innovation and information support for the distribution processes involving [12]:

- research of marketing-logistic market, consumers, competitors;
- use of innovative information technologies to form an enterprise database;
- introduction of innovative marketing technologies;
- development of personnel policies aimed at the effective implementation of distribution processes, staff selection, training, adaptation and motivation;
- establishment of an enterprise's contractual relationship with suppliers;
- development of ways to improve the quality and competitiveness of services;
- determining the proportion of services in the range at different stages of their life cycle;
- assessment of the enterprise's services competitiveness.

In the distribution Management phase, the enterprise management focuses on developing a marketing strategy; general marketing forecasts for segments of the target market; operational marketing plans; innovative marketing technologies and distribution networks. In today's tourism business management to release tourism product, tour operators use different sales channels using counterparty channels, IT systems (Tab. 1.1).

*Table 1.1*

**Establishment of an agency network for a tourism enterprise**

<b>№</b>	<b>Types of agent distribution within distribution channel</b>	<b>Features for distributing agents within the distribution channel</b>
Selection of distribution system types		
1.	Traditional	No business related enterprises
2.	Vertical	Integrative connected enterprises, have the same goals
Tour agency networks selection		
1.	Direct	One level of intermediaries
2.	Presentative	Tour operator cooperation with regional market representatives, where the tourism is implemented
3.	Sub-agency	The presence of sub-agents on intermediate level
Selecting distribution strategies through intermediaries		
1.	Intensive distribution	The operator's tourism products are located in most travel agencies by regions of the state
2.	Selective distribution	Agents are selected selectively (divided into multiple intermediaries, specialized dealers)
3.	Exclusive distribution	Travel operator selects a number of intermediaries by exclusive distribution. This strategy is specific to special types of tourism services
Select the interaction directions (distributions)		
1.	High	Strategic interaction based on penetration
2.	Low	A conventional relationship in which channel members act only in their own interests

Source: [10]

The distribution management system requires organizational support for its operation, including the following steps: information support organization; sales organization; trade communications organization; legal and claiming work



organization; organization of a study of domestic and foreign experiences; participation in scientific and practical conferences.

Special conditions for the distribution of a tourism product through agency networks are geographic proximity to the customer, understanding client usage features, high sales planning requirements, focusing on strategic customers, search and develop relationships with agencies, marketing sales, and the high value of advisory services.

The classical (direct) travel agency network is represented by a product distribution scheme in which sales are carried out with only one level of intermediaries, namely travel agencies.

Selection criteria for the agents in the network may be determined by: business reputation, professional experience of key workers, stable financial management, territorial coverage, knowledge of markets, quality of services, internal system support for productions, pricing policies and growth prospects. This structure is characteristic of the national operators such as "Feeria Mandriv" (travel extravaganza), "Akkord Tour", etc.

The representative agency network is used by the tour operator, which reaches international tourism markets (Fig. 1.2). The structure of the scheme remains the same, but another level of distribution is added between tour operators and travel as regional representatives of the tour operator, who performs the functions of consolidator by accepting and processing the order (booking) from tour agencies and other sales participants. For example, such a structure is used in enterprises such as TPG, TUI, TEZ TOUR, etc.

The representative agency network envisages the cooperation of the tour operator with the regional representatives of the markets in which the tourism is implemented. The main reasons for the use of regional representatives are their cooperation with travel agencies, the rapid reporting of information on the functioning of the local tourism market and the flexible changes in demand. In addition, cooperation with regional offices is an effective way to reduce costs by obviating the need for advertising and promotional campaigns, participating in local

tourism exhibitions. All presentation functions are performed by a representative - regional consolidator.

In the modern tourism market, participants' interaction is becoming more and more common in the form of franchising, which gives the right to sell packages on behalf of the tour operator. This model of tourism distribution is used by those tour operators which prefer the direct marketing of the tour products and the provision of common standards for servicing tourists.

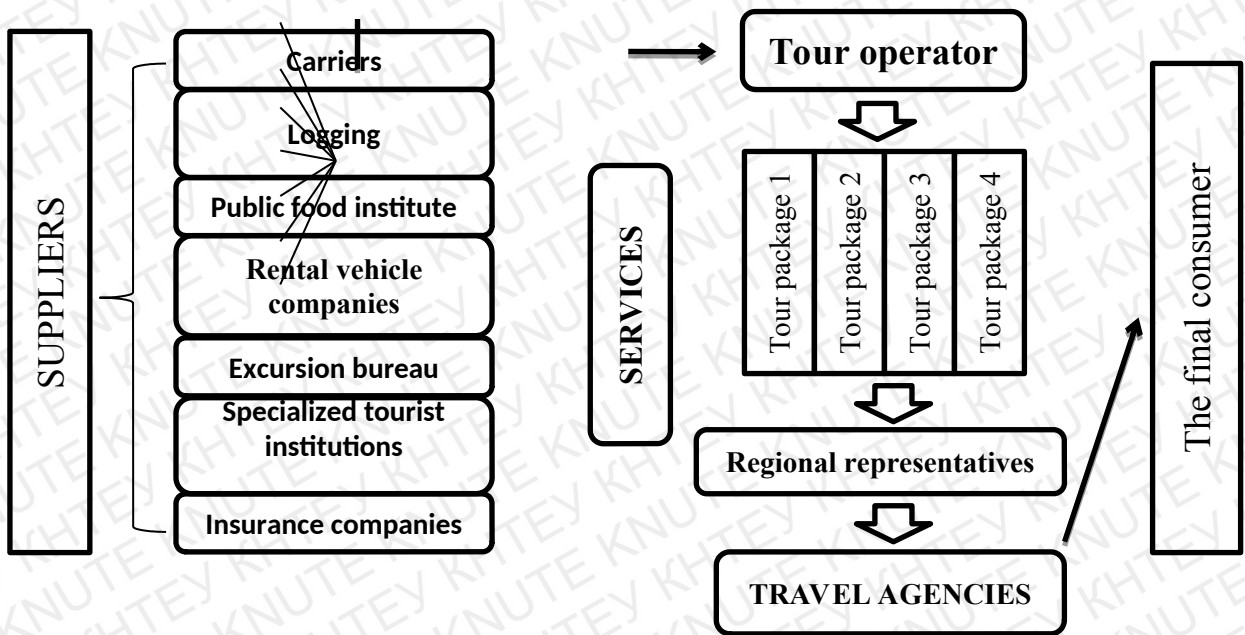


Fig. 1.2 Representative agent network

Source: [8]

For franchising travel agencies, this form of cooperation with the tour operator has its advantages, in particular: using a known brand; sale of packages on the terms of an elevated commission; corporate communications and software; mentoring in the process of implementing travel services; recruitment assistance; legal and accounting support; getting the POS package of materials, etc. The advantage of the franchise tour operator is to establish its own independent regional offices, which activate sales and enhance its authority and popularize the brand. In addition, the tour operator receives lump-sum for the use of the franchise and monthly royalties.

The product implementation system provides for the use of intermediaries, which helps to reduce the cost of product distribution and to cover new unexplored markets. This pattern of interaction is seen as vertical integration in tourism.

Vertical integration enables the tourism organization to gain power at all stages of product creation and distribution, standardize service delivery processes and to control price and quality, and ensure a high load of capacity. The "forward" vertical integration involves the integration of the enterprise with all the enterprises needed to form a tourism package. Vertical integration "backward" covers the integration of the tour operator with all enterprises involved in the marketing of the tour product [14].

In the process of the wholesale consignments of product realization, there is a horizontal integration - the integration of the same enterprises belonging to one level in the value forming chain and which are competitors to each other.

Tourism companies are fully integrated structures that bring together a wide range of firms offering different types of tourism services. They have, to a large extent, monopolized the market and become powerful inter-sectoral production and management complexes, including enterprises in the most diverse industries that serve the tourism business, transport, banking, insurance and other companies and realize tours through a wide network of tour operators and tour agencies in different countries [15].

Now, traditional distribution channels in the tourism industry continue to be important as before, but there is a huge role for the Internet as a medium for the virtual exchange of data and information, thereby changing the way business is done.

The latest concept of the distribution of a tourism product involves the use of information technologies and tools that allow enterprises to administer and manage the marketing of a product.

With the development of Internet communications, there is a growing focus on a composite agency network, which is characterized by the presence of information intermediaries between tour operators and travel agents in the form of a consolidated database, represented by tourism portals of specialized tourism companies.

Current trends and peculiarities in the operation of tourism business, the specifics of its production and servicing processes are forcing tourism companies to take radical innovations in the IT sector in order to optimize the operating and distribution activities.

Thus, in addition to the real market for the international tour operator, which is represented by an extensive network of initiative tourist enterprises, agencies, travel agents, sub-agents, distributors and other intermediaries, the virtual marketing sector today is the most promising and innovative electronic sales tool, actively influences the travel services price of tour operator and reduces not only the cost of the tour, but also the chance of errors due to high manufacturability and consolidation of all intermediaries distribution processes.

Tourism portals, which are the "virtual tourism shops" that accumulate the offers of tourism companies and act as their "informational mediator", according to the main segments are involved in the tour operator trading distribution system recently occupy a significant place in distribution activities of tourist enterprises. For example, the "IT Tour" is a system that consolidates the search and reservation of the tour offered on the market by the leading tour-operators of Ukraine and other countries and is designed primarily to elevate the efficiency of the travel agents. The system is online, which makes it much easier and cheaper to find and reserve tourist packages and individual services, as well as to compare price quotations, additional characteristics. In order to improve the efficiency of the IT Tour's marketing activities, it is suggested that the extension and additional modules and showcases, which raise agency sales on the Internet, cover hot offers, realize the search for tours with minimal prices [16].

Partner programs are also gaining popularity: the tourism enterprise site hosts a service module that sales certain service, which is actually provided by other businesses, the enterprise receives its reward for each customer involved and its revenue will depend on the efforts made to promotion and popularization of the service, but the possibility of obtaining another instrument to attract additional client is highly relevant in the present circumstances.

### **1.3. The modern trends in SPA & Wellness tourism**

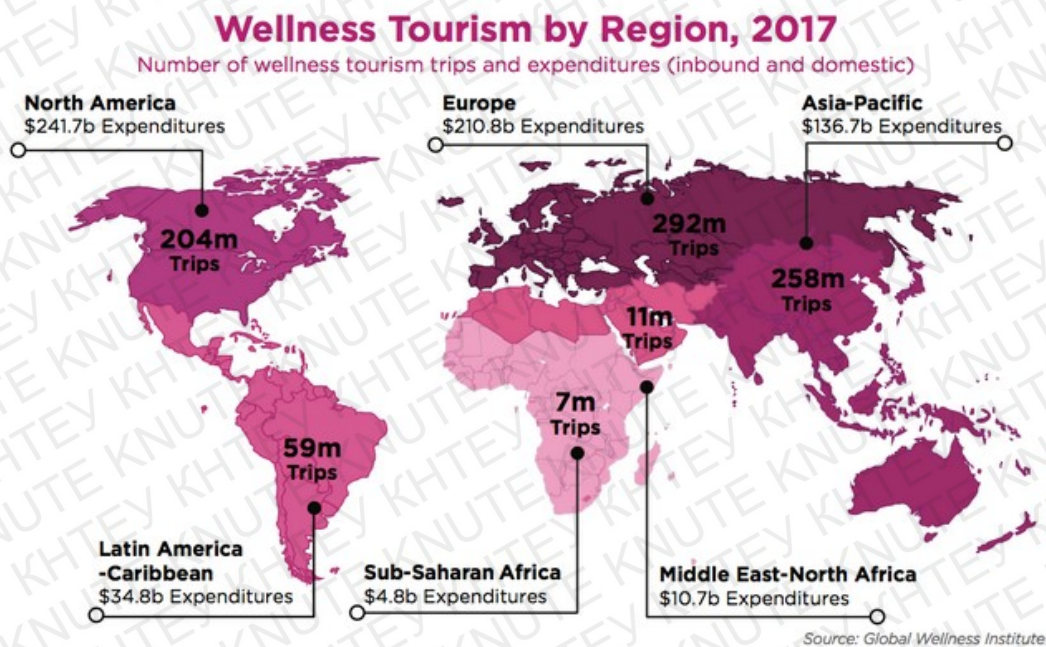
In the last decade, health tourism featuring an on-going development saw a dynamic development primarily in the area of wellness tourism at both national and international levels. The countries with the most significant wellness supplies and tourist movement are located in the first place in Europe. The general trends such as the enhancement of individualization, demographic transformations, changes in women's social roles, spiritualization, the appreciation of healthy lifestyles have created the social background of the demand for wellness services and products.

As for experts in various areas of science, the wellness market, due to social transformations and the favourable economic performance of the sector, is likely to become one of the fastest developing touristic and economic sectors. The fact, however, that the various countries are unable to fully exploit the potentials hidden in natural endowments; moreover, it leads to the uniformity of supply and endangers the sustainability of natural assets. In the coming decades well-to-do, ageing but at the same time active age groups aspiring for a higher quality of life, particularly in North America, Scandinavia and Western Europe may represent a huge potential for wellness tourism.

In the 2013 Wellness Tourism Economy inaugural study, GWI defined wellness tourism as travel associated with the pursuit of maintaining or enhancing one's personal wellbeing and measured its global size for the first time. Fast-forward five years, wellness tourism is now recognized as a significant and fast-growing tourism segment. Globally, wellness tourism has expanded from \$563.2 billion in 2015 to \$639.4 billion in 2017. The sector's 6.5% annual growth rate from 2015-2017 is more than double the 3.2% growth rate for general tourism. Travelers made 830 million wellness trips in 2017, which is 139 million more than in 2015 [5].

The rapid growth of wellness tourism around the world has been stimulated by a rising global middle class, increasing consumer desire to adopt a wellness lifestyle, and a growing interest in experiential travel. Across the world, Europe remains the destination for the largest number of wellness trips (Pic. 1.1). North America

continues to lead in wellness tourism expenditures because average spending per trip is higher. In the past five years, Asia has made the most gains in the number of wellness trips and wellness tourism expenditures, with demand stimulated by strong economies and an expanding middle class.



*Pic. 1.1 Number of wellness tourism trips and expenditures*

Compiled by: [17]

In 2017, GWI estimates that the number of spas has grown to over 149,000, earning \$93.6 billion in revenues and employing nearly 2.6 million workers, comparing with 2007 year. This represents 9.9% annual revenue growth, which is much higher than the pace observed in the previous two-year period. The main drivers of the spa industry are rising incomes, rapid growth of wellness tourism, and an increasing consumer propensity to spend on all things related to wellness. The broader spa economy encompasses not only spa facility revenues, but also sectors that support and enable spa businesses, including capital investment; consulting; training of spa therapists and education of managers; and associations, media, and events businesses that promote spas. In 2017, these related sectors added \$25.2 billion to the spa facility revenues of \$93.6 billion, to create a \$118.8 billion global spa economy (Pic. 1.2).



*Pic. 1.2 Spa Economy in 2017 year*

Compiled by: [17]

Asia-Pacific is home to the largest number of spas and also added the greatest number of new spas from 2015-2017. Europe led in total spa revenues in 2017 (Pic. 3). Across the world, the spa industry remains quite concentrated in the top markets. The top five countries (United States, China, Germany, Japan, and France) account for 48% of global revenues, while the top twenty countries represent 77% of the global market [16]. However, the industry is becoming slightly more dispersed over time. In 2017, 18 countries had annual spa revenues exceeding \$1 billion, and Indonesia and Australia each surpassed the \$1b threshold for the first time.



*Pic. 1.3 Number of spas and spa facility revenues*

Compiled by: [17]

Experts say that the main differences in the trends of out-of-travel spa tourism in different European countries depend on the extent to which spa-culture has been

developed in these markets. Along with changes in lifestyle and growing self-care, the most prone to assess the benefits of spa-healing in Europe are the inhabitants of Austria, Italy, Spain and Germany. Even more expressive are similar trends in the Asian continent, in particular in Singapore.

Regarding the trends in the development of spa and wellness tourism in the countries of the socialist camp (in particular, Hungary, the Czech Republic, Poland, Romania, Bulgaria, Slovakia, Slovenia, Montenegro, Croatia, the Baltic States), then medical tourism here has gained a healthy coloration (the main income traditional spa establishments receive from tourists who care about improving their appearance, rest, preventing diseases, etc.).

The only one center of spa tourism is clearly positioned in Ukraine, to which mass consumers from other regions travel, namely, the Carpathians.

One of the main trends in the development of the spa and wellness industry, which has a natural resource base, is not determined by the choice of place for the construction of spa and wellness facilities. This trend is relevant for industrial areas that require daily short-term service.

Studying the motivation of travelers is crucial when planning new spa-offers for tourists; understanding these motivations is quite closely linked with the ability to meet the needs of clients. Therefore, marketing research on the motivation of consumers in the spa & wellness industry is very popular among owners / managers of such institutions and is widely used to correct marketing campaigns and promote their brands on the market.

Among the main trends in the development of "spa & -wellness" of tourism, it is necessary to distinguish the following:

- 1) Europe is the largest spa market in the world in terms of incomes, the number of spa establishments and their employees.
- 2) For tourists over the age of 50 years accounted for 50% of spending in the tourism sector [7, c. 52]. Older people have more time to rest and spend more money on health and wellness services. In particular, these consumers are looking for



traditional (standard) methods of recovery, treatment, rehabilitation or prevention, they are prone to prolonged stay.

3) There is a rapid promotion of spa and wellness services in the Asia-Pacific region, which is already beginning to win potential customers of European resorts.

4) Among the consumers of "spa & wellness" services, most tourists of the female article. In particular, the sociological study of Clover and Muller, conducted in Europe and the United States, suggests that the average health tourism clients are successful women 45 years of age [7, c. 72]. These consumers are at the peak of incomes, with higher education, are generally free of debt, have more time to travel and an increased desire for active rest, health and well-being.

5) Over the last 5 years, there has been an increasing interest in spa & wellness from younger audiences (up to 30 years old).

6) The main motives of spa-tourists is the removal of stress. Interestingly, the physical form, the loss of overweight, healthy eating habits and appearance do not always serve as important motives for visiting spa facilities; instead, the most common is the feeling of stress, feel better and relax. In Canada and the United States, spa-services are perceived as rewards, stress relief, a desire to relax, calm down and refresh [4, c. 167].

7) GlobalSpaSummit notes in its research that the most popular spa / wellness industry products from the standpoint of active clients are massages (75%) and physical exercise (50%), body care procedures (48%), healthy food (38%), manicure / pedicure (30%), meditation and spiritual programs (28%), balneotherapy, thalassotherapy (18%), health assessment and counseling (17%), nutrition programs (16 %), dermatological services (15%) and medical testing (4%) [25].

8) The main advantages of new spa and wellness destinations are authentic local culture, lifestyle and traditions (33%), as well as the opportunity to get more benefits at the same price (21%) [27].

9) The Internet is becoming the main source of information for consumers of spa & wellness services in the world. Consumer behavior surveys show that 60% of spa-services are found on the Internet, 53% from the doctor, 38% from books /

magazines, 29% from relatives, 21% from friends or colleagues; 20% - from TV / radio; 16% - from pharmacists; 15% - from newspapers; 14% - from electronic mailings [27].

In Europe, the main sources of information when choosing a rest are the recommendations of friends and colleagues (about 30%), the Internet (24.3%), personal experience (18%), recommendations of travel agents (11%), guides and commercial journals (4.8 %), catalogs (brochures of a non-commercial nature (5.5%), newspapers, radio, television (3.3%) [27].

10) The role of intermediaries in the tourist market is decreasing. Through them, travel or accommodation is ordered less often (13% in 2015 and 11% in 2017).

### **Conclusions to part 1**

1. Thus, "Spa" and "wellness" tourism in the modern world represent a significant global market that is rapidly growing ahead of the development of other tourist sectors and has a remarkable economic effect on other sectors of the economy. The spa and wellness industry and spa tourism are characterized by much less dependence on seasonal and crisis trends.

2. The development of the industry in the world is provided by significant capital investments. Rigid competition prompts spa establishments to actively create new products and reformat existing ones, use new marketing technologies and sales channels, and go to newer target groups of consumers.

3. The spa & wellness market in the world is in a rapid development. In most civilized countries, spa-rest became an integral part of the life of a self-respecting citizen. An increase in the daily burden of health spawns thousands of clients around the world. "Spa & Wellness" industry is not only one of the segments of the international tourism market, but also an independent economic sector with its emerging demand and supply, norms and rules.

4. Also, in the tourism industry distribution is very important because it deals in services which are intangible, very perishable, and that is why this industry operates globally. In today's context, the strategic framework for organizing the

distribution activities of tourism enterprises is recommended to be shaped by focusing on traditional and new channels for the sale of tourism services, their mutual influence and development, provide advanced technology, global distribution, and tourism content through various distribution channels, which certainly improves the quality of services provided.

5. Among the main trends in the development of Spa & Wellness tourism are the following:

- The main motive of spa tourists is stress relief.
- Europe is the largest market for spa and wellness services in the world in terms of income, number of spa facilities and their staff.
- Over the last 5 years, there has been a growing interest in wellness by young audiences (up to 30 years old).
- Among the consumers of wellness services, most tourists are women. Successful women, 45 years old, are the average clients of wellness tourism.
- The most popular spa and wellness products include massages and exercises, body treatments, healthy eating and facials, manicures / pedicures, meditation and spiritual programs, balneology, thalassotherapy, health and counseling, nutrition, dermatological services and medical testing.
- The Internet is becoming a major source of information for wellness consumers worldwide.

6. Thus, spa and wellness tourism in the modern world is a significant global market that is rapidly growing, developing and ahead of other tourism sectors.

**PART 2**

**ANALYSIS OF EFFICIENCY OF THE DISTRIBUTION MANAGEMENT  
SYSTEM FOR SPA & WELLNESS TOURISM IN "INTERAVIASERVICE"  
COMPANY**

**2.1. Characteristic of SPA & Wellness tourism potential in Ukraine**

Ukraine has a well-developed tourism infrastructure, which began to be created in the nineteenth century. It is an essential factor in the development of the tourism business, as well-developed infrastructure is one of the main prerequisites for its development. The emergence and development of wellness and spa tourism in our country are conditioned by a unique set of natural, recreational resources and a whole network of various health and wellness facilities that will be able to satisfy a fairly wide range of tourists' needs for treatment and rehabilitation. On the territory of the country there are all kinds of resources (balneological, mud, climatic), which are necessary for the functioning of institutions for the provision of sanatorium and health services.

Factors that determine the development of wellness and spa tourism: the creation of a global information space (Internet) and fundamentally new means of communication, the spread of high-speed modes of transport, the emergence of the international market for tourist services, the spread of English as a language of international communication, improving living standards in developed countries and developing countries.

One of the most pressing problems in the sanatorium and resort industry, which has exacerbated since the beginning of the restructuring of Ukraine's economic system, is a significant reduction in state funding and a decrease in the efficiency of the management of specialized health-care facilities, which negatively affected their competitiveness. At the same time, there is a problem related to the insufficient capacity of internal and external tourist flows.

Tours to spa resorts are gaining in popularity. Customers who visit wellness resorts regularly choose a new vacation spot every year. Wellness and spa tourism

has such great potential, which stands out in the independent segment of the tourist market with a wide range of investment opportunities: from large-scale hotel projects adjacent to clinics and located within the city, to already existing specialized complexes with some modifications in the structure of services. The revival of medical prevention at the stage of spa treatment is one of the most important directions of development and improvement of the health care system.

The solution to this problem is facilitated by the development of the concept of health protection of a healthy person, which envisages the introduction of modern technologies of health improvement, complement of the existing system of rehabilitation treatment with spa programs with the inclusion of medical spa services aimed at prevention, formation of a culture of health in the population.

Wellness and spa tourism is one of the most promising types of tourism in Ukraine. It develops with significant resources: flat and mountainous terrain, karst caves, mountain lakes and rivers, the sea coast of the Azov and Black seas combined with mild climates and comfortable weather conditions, hot, warm and cold mineral springs, therapeutic mud deposits, forests, diversity of flora and fauna of which the rich country. Since tourism is primarily based on natural resources, the availability of such natural diversity in the country has become a key factor.

According to the statistical materials, the geography of sanatorium and resort establishments of Ukraine largely corresponds to the territorial-component structure of recreational resources and recreational needs. Attention should be paid to two groups of areas:

- 1) leaders - the Autonomous Republic of Crimea (16.7% of health resorts of Ukraine), Donetsk (14.6%), Odessa (11.6%), Dnipropetrovsk (7.1%), Mykolaiv (5.0%), Zaporizhzhia (5.3%) regions;
- 2) outsiders - Kirovograd, Vinnytsia, Zhytomyr, Khmelnytsky, Ternopil, Chernivtsi regions (only less than 1.0%).

The dynamics of the development of sanatorium and health resorts was also analyzed (Tab. 2.1). According to these data, there is a generally negative trend: the reduction of sanatoriums and boarding houses with treatment from 320 in 2014 to

288 in 2018. There is also a significant reduction in the number of sanatoriums-preventoriums from 118 in 2014 to 56 in 2018, a significant reduction in children's health and recreation facilities from 13997 in 2014 to 9428 in 2018.

*Table 2.1*

**Dynamics of the development of sanatorium and wellness resorts**

Year	Sanatoriums and boarding houses with treatment		Sanatoriums-Preventoriums		Holiday homes and pensions		Bases and other recreation facilities		Children's health camps	
	total	Number of beds, ths	total	Number of beds, ths	total	Number of beds, ths	total	Number of beds, ths	total	Number of beds, ths
<b>2000</b>	549	151	377	31	266	63	2010	238	7615	227
<b>2001</b>	555	151	357	29	273	61	2015	236	8578	221
<b>2002</b>	544	151	334	28	290	63	1982	236	10890	231
<b>2003</b>	536	147	325	27	292	62	2005	236	14961	228
<b>2004</b>	531	147	311	25	302	62	2033	231	19443	256
<b>2005</b>	524	145	291	23	321	65	2016	233	18366	236
<b>2006</b>	520	148	277	23	301	63	1976	232	18238	231
<b>2007</b>	523	143	269	21	302	64	1934	224	18363	226
<b>2008</b>	518	142	262	21	302	64	1916	221	18672	218
<b>2009</b>	513	141	252	21	296	62	1907	216	17379	198
<b>2010</b>	510	141	234	19	290	60	1920	217	17342	196
<b>2011</b>	508	141	224	19	280	59	1947	216	17703	194
<b>2012</b>	484	133	185	18	286	60	1925	208	17744	188
<b>2013</b>	477	132	165	15	271	57	1916	202	18549	191
<b>2014</b> <sup>1</sup>	320	79	118	17	90	17	1400	157	13977	126
<b>2015</b> <sup>1</sup>	309	78	79	12	76	15	1399	165	9743	113
<b>2016</b> <sup>1</sup>	291	70	63	10	73	14	1295	146	9669	112
<b>2017</b> <sup>1</sup>	290	67	59	9	72	13	1125	138	9504	110
<b>2018</b> <sup>1</sup>	288	64	56	8	70	12	1065	127	9428	108

<sup>1</sup> Excluding the temporarily occupied territory of the Autonomous Republic of Crimea, the city of Sevastopol and the temporarily occupied territories in Donetsk and Luhansk regions.

Source: [21]

This state of sanatoriums is explained by the complex socio-economic situation in our country and the specifics of the implemented medical reform. In the past, health resorts and wellness establishments worked more dynamically and were focused on the development of mass health improvement of the population.

However, despite the negative dynamics, the conditions for the development of wellness and spa tourism are clearly observed. Moreover, it is the involvement of foreign nationals for the rehabilitation in Ukraine that will facilitate the restoration of the medical sector and the development of certain recreational regions in our country,

create new jobs and suspend migration processes when the most qualified health care workers go abroad.

Ukraine has enough resorts of different specialization, but to attract the attention of foreign and domestic tourists, Ukrainian resorts need to solve a number of problems related to financing, management and modernization.

Modern strategies for the development of state and local resorts should take into account the introduction of an effective system of financing the spa industry and the creation of a system to encourage investment in the modernization and construction of facilities of the spa industry, the creation of affordable health product, adherence to state standard methods in the field of resort treatment, coordination of activity of sanatorium and health resorts regardless of the form of ownership and subordination.

According to experts, the development of innovative health centers in Ukraine in the form of the so-called recreation parks, recropolises, resorts, and recreation zones in the traditional resort regions (Carpathians, Polesie, Azov and Black Sea coasts) will allow to create a nationwide health and wellness network. Activities to improve the operation of resorts and sanatoriums in Ukraine should turn the resort business into a highly profitable and competitive sphere of economy and medicine, since Ukraine has large natural, geographical and socio-cultural recreational resources.

## **2.2. Assessment of distribution management for SPA & Wellness tourism in "INTERAVIASERVICE" company**

INTERAVIASERVICE is a company that specializes in air transportation and travel services. The main purpose of the activity is Travel Services. The strategy is to provide exclusive information about tourist and excursion services and organization of recreation of citizens abroad. The agency was founded in 2017. The company INTERAVIASERVICE provides quality services and the employees of the company know how to find an individual approach to each client!

The management of the company approached the choice of marketing measures very carefully. Among the huge number of ways and methods of promotion, INTERAVIASERVICE has chosen the ones that will affect the potential consumers.

INTERAVIASERVICE uses external and internal means of promotion of the tourist product, depending on the direction of action.

External means of promotion of the tourist product are directed to encourage consumers to buy and include more traditional promotions:

- advertising;
- branding;
- Public Relations;
- personal sale;
- exhibition activity;
- direct marketing.

They help travel agents to promote an operator's travel product and sell it faster by promoting it. They also help to create a positive image for both the travel agent and the travel operator, who is the producer of a particular specific package of services.

Internal - directed to the subjects of the tour business, which act as an intermediary between tourist operators and consumers of tour services:

- support at all stages in the sales process;
- preferential terms of cooperation;
- exclusive partnership;
- increased commission.

These tools encourage travel agents to collaborate with INTERAVIASERVICE on specific terms that are beneficial for both parties and help travel agents choose the best travel service providers and become an exclusive partner offering unique products that can only be purchased from agencies that cooperate with such travel agents.

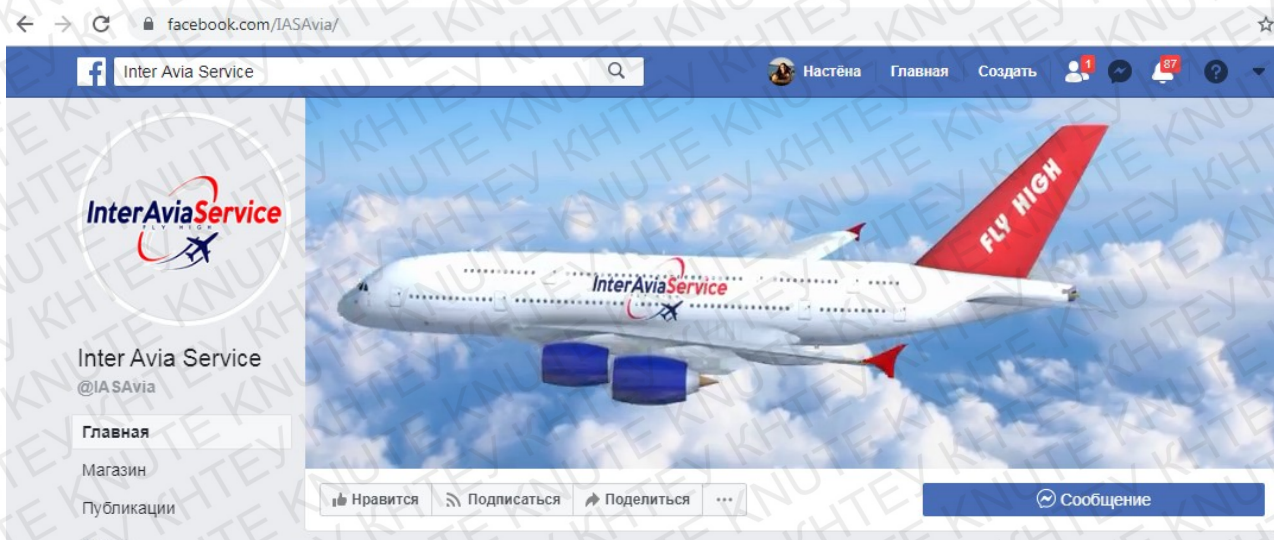


In addition to favorable conditions of cooperation, the tourist business entities - sellers of the tourist product, receive partial or complete information, accounting and other support from the tour operator, create or strengthen their own image as a reliable seller and partner, enhancing their own competitive position in the market.

All the variety of tourist services can be divided into two types of sales channels: direct and indirect. Direct sales channels provide direct connection of the tour operator with the consumer. In connection with the development of information technology, the company sells tourist services through global computer reservation systems, the Internet and other reservation systems.

The company INTERAVIASERVICE uses the following types of product promotion through the Internet:

- development of the Internet site;
- search promotion;
- implicit advertising through blogs and forums;
- mailing;
- participation in various Internet fairs;
- promotion on social networks (Pic. 2.1).



*Pic. 2.1 Profile page on Facebook of INTERAVIASERVICE company [30]*

The following activities are included to promote the wellness and spa tourism product:

- an advertising (introductory) tour to accommodation facilities for tour operator employees;
- placement of banner advertising on agency sites.

This choice is justified by the high popularity of online promotion methods. Webinars and banner ads on the web cover a much larger volume of agents and leads, and more importantly geographically dispersed across different regions of Ukraine than traditional advertising. At the same time, an advertising tour as one of the methods of propaganda and acquaintance of agents with the product has traditionally been effective and profitable for many years [4].

Various printing products are used by the tour operator to drive sales directly in the office. At the moment when the client is hesitant in choosing a holiday destination, hotel or mode of transport, a colorful prospectus will help push him to buy, outlining all the advantages of a given vacation destination, hotels, etc.

Calends, stands, brochures, magazines, and directories of their own edition not only attract the customer with their appearance but also offer more detailed information about the route. The production is relatively inexpensive - depends on the amount of printed information, the cost of paper, the cost of printing, the salary of designers.

The company also chose the indirect distribution method in the form of exclusive distribution. INTREAVIASERVICE grants exclusive rights to distribute its products to a limited number of intermediaries within a specific territorial market (one intermediary in the region). When using exclusive distribution, the tour operator receives certain levers of influence on the agent, such as:

- the ability to set the final price of the tour product;
- defining standards and requirements for customer service;
- the ability to control the sale of tourist products [24].

So, managing the distribution activity of INTERAVIASERVICE company is a complex and multifaceted process, so it requires constant analysis and further improvement.

### **2.3. Assessment of the competitive environment of SPA & Wellness tourism at national and foreign market**

Today, wellness and spa tourism maintain one of the leading places in the tourism industry. Wellness and spa tourism are based on the usage of natural resources: mineral waters, therapeutic muds, and climatic conditions, which in combination with each other have a positive impact on the treatment of various diseases.

Europe is one of the centers of wellness and spa tourism in the world, where the intensive development of resorts began in the XVIII century. Countries such as Poland, Slovakia, Hungary and the Czech Republic are firmly entrenched not only in the European but also in the global health tourism market. Natural conditions, resources, proper support from the state, development of resort infrastructure, use of modern treatment methods, attracting foreign investments, active promotion of the national tourist product do their job - the world-famous resorts of the countries of the region attract hundreds of thousands of tourists every year [10].

Wellness tourism is one of the priority directions of the development of both foreign and domestic tourism in Ukraine. This is facilitated by the potential, available healing resources and natural conditions in Ukraine, which are very similar to the European countries - leaders of wellness and spa tourism.

Any type of tourism is part of an entire tourist complex that is developing based on the tourist attractiveness and competitiveness of the country, as well as its rating on the world tourist market. According to the rating of tourist competitiveness and attractiveness, compiled by the World Economic Forum (WEF) in 2013, the Czech Republic (31), Hungary (39), Poland (42) and Slovakia (54) received the highest points and places among the studied countries (Tab. 2.2). In 2013 Ukraine ranked 76th overall out of 140 countries represented in the report, far behind in terms of doing business, pursuing state tourism policies and cultural resources [20]. However, in terms of infrastructure, our country was on par with Slovakia and Poland.

In 2019, the Czech Republic was ranked 38, Poland - 42, Hungary - 48, and Slovakia - 60, among the countries surveyed. According to this rating, Ukraine took 78th place.

*Table 2.2*

### Country Competitiveness Rating, 2013/2019

Country	Overall Rank	Enabling Environment	Travel & Tourism Policy and Enabling Conditions	Infrastructure	Natural and Cultural Resources
Poland	42/42	58/45	49/55	60/50	42/34
Czech Republic	31/38	37/26	28/36	35/36	47/61
Hungary	39/48	49/42	26/17	47/45	71/60
Slovakia	54/60	60/47	43/51	64/68	53/59
Ukraine	76/78	71/65	60/70	68/73	91/89

Source: [26]

So, the main obstacle to conducting any type of tourist activity, including wellness and spa tourism, is the security of tourists in the country, corruption, political instability, problems with doing business and investment activities.

There are 58 resorts in Ukraine (45 of which are national and international), while in Poland - 43, in the Czech Republic - 33, in Hungary - 22 and in Slovakia – 18. The most famous resorts are:

- Czech: Karlovy Vary, Františkovi Lazne, Marianske Lazne, Jáchymov, Lugachovice;
- Hungarian - Heviz, Balatonfured, Hajdúszoboszló, Paradfurdo;
- Slovak - Piestany, Bardejov, Raietske Teplice, Smrdaki;
- Polish - Krynica, Dushniki-Zdrój, Wieliczka.

The most famous resorts of Ukraine are Truskavets, Morshyn, Nymyryv (Lviv region); Soimy, Svalyava, Kvasy, Sinyak (Transcarpathian region); resorts Khmilnyk (Vinnytsia region), Myrhorod (Poltava region), Berminvoda (Kharkiv region), Berdyansk, Kirillovka (Zaporizhzhia region), Hopry, Genichesk (Kherson region), Odessa, etc.

The largest concentration of health facilities in the region is concentrated in the Western Carpathians and their spurs. Polish balneology is represented by 9 types of

mineral waters, Czech - 8, Hungarian - 7 and Slovak - 6 species. In Ukraine, there are mineral waters in almost every region (except Chernivtsi). In total, 8 out of 9 types of medicinal waters are represented in Ukraine.

It can be said that the natural conditions and resources possessed by Ukraine are not inferior to those of the Central European countries being explored and should be used rationally for the development of resorts and tourist infrastructure. In general, our country lacks a single state body that would fully control the market for wellness and spa services, not some of its individual parts.

In terms of quantitative indicators of health tourism, Ukraine is also not inferior to the countries of Central Europe (Tab. 2.3).

*Table 2.3*

**The main quantitative indicators of wellness and spa activity  
in the countries 2016**

Indicator	Poland	Czech Republic	Hungary	Slovakia	Ukraine
Number of resorts	43	33	22	18	58
Number of enterprises	250	88	35	101	404
Number of beds	43925	22504	12420	13142	95360
Number of tourists taking a rest for the purpose, including	731453	732276	663000	304975	651943

Source: [22]

By the number of health-improving enterprises, Ukraine is ahead of the countries of the region. As for 2016, there were 404 institutions in our country. In 2016, 651943 people were treated in Ukrainian institutions, which is 2.1 times more than in Slovakia, but less by 1.7% than in Hungary; 12.2% than in Poland; 12.3% than in the Czech Republic.

So, in terms of quantitative indicators, Ukraine is not inferior to the countries under study, however, we can take on their experience in organizing health tourism through the creation of a single body of control, monitoring and support of resorts and businesses.

## Conclusions to part 2

1. Wellness and spa tourism in Ukraine is developing under the influence of a number of political and economic factors caused by the transformation processes in the country. On the one hand, they contributed to the active development of the Ukrainian tourist market and the rapid growth of the share of outbound tourism, on the other - the economic crisis had a negative impact on the formation of the tourism industry and its infrastructure, there is no confidence in the full implementation of strategic plans in this area.

2. The current state of the material and technical base of sanatorium facilities remains at a level far from world standards. Therefore, the key issues of public administration and local self-government should be considered to increase the facilities and their capacities, establish a competitive market for recreational services by modernizing the existing material and technical base, improving the quality of life of the population, which will ensure their purchasing power. It is necessary to improve the level of service, expand the network of resort animation, improve and use advertising more publicly, increase the level of service culture.

3. Thus, it can be noted that the development of the tourism industry, in particular wellness and spa tourism, is a key to the sustainable development of the Ukrainian economy. Our country has considerable natural potential for the development of this industry. Considering that Ukraine has one of the best natural health and wellness potentials in Europe, the issue of improving the sanatorium and resort complex becomes one of the priority areas of tourism development, which leads to budget replenishment and strengthening of the state economy as a whole.

4. The comparative characteristics of the market of health and spa services in Ukraine and the countries of Central Europe indicate that the domestic market has its problems. It is important to emphasize the reconstruction of old establishments and the construction of new, hotel types, as well as the conversion of rooms into single and double rooms. Creating and developing additional infrastructure for leisure activities will contribute to a longer stay in the resorts, and more thorough training of

medical staff with a narrow specialization with knowledge of several languages will increase the quality of service and more.

5. Based on the possibilities of using the experience of the countries of Central Europe, among the promising directions of development of health and spa tourism in Ukraine can be distinguished:

1. attraction of investments in the given market;
2. improvement of public-private partnership;
3. construction of new institutions and complete retrofitting of old ones;
4. improvement and popularization of the health insurance system;
5. advertisement to promote a wellness product and create a spa brand.

6. The promotion of own tourist services has great importance for the successful functioning of enterprises in the tourism market [3]. Having analyzed the means of promotion of tourist services and the choice of marketing strategy, we can conclude that INTERAVIASERVICE has good prospects in the market of wellness and spa tourism. At the same time, the distribution management of INTERAVIASERVICE needs considerable improvement, which will help to gain a competitive advantage over others, increase the market share and increase the loyalty of end consumers.

### **PART 3**

## **IMPROVEMENT OF THE DISTRIBUTION MANAGEMENT SYSTEM FOR SPA & WELLNESS TOURISM IN "INTERAVIASERVICE" COMPANY**

### **3.1. The development and improvement of the distribution management for SPA & Wellness tourism in Ukraine**

The topic of wellness tourism development in Ukraine causes great interest to both potential clients and the mass media. One of the testimonies to this is the new special project of the health.info online portal, which is entirely dedicated to SPA. Also, the Union of SPA Professionals, Hotels and Wellness Resorts of Ukraine assists in informing SPA consumers and guests about the best centers, salons, resorts, and SPA hotels in Ukraine. For this purpose, the SPA & Wellness Navigator application was created, which enables the client to quickly find a SPA or Wellness object on-line, according to the region of its location on the map of Ukraine.

The time was gone when it was possible to distribute leads by age group and meet needs based on bundled offers. Nowadays, consumer characteristics are defined, such as the rapid flow of interests, hobbies, preferences and the influence of changing fashion trends. New wellness trends are emerging. The homogeneous target groups are divided into smaller ones depending on demographic, social and mental changes. More clearly, these trends are observed in the synthesized female target group. To effectively meet the needs of consumers in this group, it needs to consider such factors as:

- the destination must give women a sense of security and comfort;
- hotels should be in safe places;
- a wide range of wellness services should be provided;
- travels should be geared towards meeting specific women's needs in SPA procedures;
- tourist and recreational enterprises should be guided, to a greater extent, by the emotional and aesthetic criteria of the service;
- offering new wellness trends [11].



The largest target group for travel service providers is the middle-aged generation. It is characterized by the desire to optimize their life. Wellness hotel deals, outdoor activities, promotional trips and emotional coloring offers, travel services and products that offer easy living, time savings and convenience (individual package tours) aimed at meeting recreational needs. Modern transformations of tourist and recreational complexes are caused by two circumstances. The priority is a healthy lifestyle and a growing number of people who want to maintain good physical shape and in need of reconstructive-regenerative anti-stress programs. They cover both classic treatments and a variety of relaxation treatments. The second reason for the reorientation of tourist and recreational complexes is that their traditional support, including financial support, from municipalities and the state due to the unstable economic and political situation in the country, is diminishing. Health resorts have to refine their product to reach new segments of the consumer market and attract additional customers.

Wellness weekend-tour may be one of the new forms of work for most Ukrainian resorts that do not require significant restructuring of the health resort. Wellness, relaxation or aesthetic SPA packages for a few days have long gained popularity in the European market of SPA services. This form of the resort is attractive to clients regardless of the time of year. With the advent of alternatives to traditional wellness tourism, the stay at the resort becomes more flexible, that is, it does not provide for fixed courses of treatment, unlike medical and wellness. SPA and wellness tourism is characterized by much less dependence on seasonal and crisis trends. With the reorientation of group tourism to an individual, binding criteria is to improve service quality, qualified staff, and adequate tourism infrastructure. Therefore, there is a growing need for the introduction of new services and technologies in the organization of recreational activities to create competitive tourism and recreational product.

Thanks to the introduction of modern therapeutic and rehabilitation methods, the latest wellness and SPA technologies in the organization of the resort business in combination with the traditional use of natural mineral waters and favorable climatic

conditions, Ukraine can take a worthy place in the world market of tourist and recreational services.

### **3.2. Elaboration and evaluation of the distribution management for SPA & Wellness tourism in "INTERAVIASERVICE" company on the basis of practical recommendation**

Direct distribution in today's economy is becoming more popular, as each tour operator tries to minimize the costs of promoting and selling its own product, and the intermediary companies are not always highly efficient, which reduces the profitability of the operator. Therefore, large operators create their own network of travel agencies, while having complete control over their activities, implementing their own standards of service and directly affecting their performance. It is the creation of your own agency network that is a potential and rather undeveloped direction of promoting your own tourist services directly to the consumer.

In addition, one of the promising directions of innovative development of the enterprises of the tourism industry is the use of modules of online booking and purchase of tours directly on the website of the tour operator, as well as through mobile applications. The development of your mobile application has the following advantages:

- increase in sales;
- awareness of the client about promotions and discounts;
- increasing the number of potential customers;
- an advertising channel tool.

Also, traditional advertising channels are losing their effectiveness, leading to the rise in popularity of various forms of indirect advertising, such as so-called product placement when the advertised product is shown in a movie, computer game or illustrations as props. The Internet has great potential for both direct product advertising and indirect methods [13]. Therefore, INTERAVIASERVICE company needs to consider alternative distribution channels to improve the company's distribution policy and competitiveness in the wellness and spa tourism market.

An effective way to attract customers and sell products to tourism businesses today is to create and run loyalty programs that not only facilitate product sales, but help businesses to build a customer database [9].

The purpose of creating a loyalty program for the tourism enterprise can be formulated on the basis of the following tasks:

- to involve more consumers in a dialogue that will allow receiving the necessary information constantly;
- qualitatively manage this information (database creation);
- to make and convey to the consumer the offer;
- to get the consumer's response to the proposal and to enter it in the database [27].

Price programs include discount, bonus, discount savings as well as certificates and vouchers, and non-price programs include competition and consumer associations.

Moreover, a website is an important aspect of marketing the tour company and securing bookings, but a poorly designed website of INTERAVIASERVICE could be doing more harm than good. It's needed to create Book Now buttons when customers are ready to book, the company should make it easy for them. INTERAVIASERVICE should have a clear call to action to encourage sales and so that there are no problems finding how to book the tour.

It can be a good idea to include some reviews of INTERAVIASERVICE tours on the company website. If a potential customer has never heard of this organization they might be seeking clarification that the company can deliver. While potential clients can search elsewhere for reviews it's a good idea to either integrate some into the website or select some to display so they don't necessarily need to look somewhere else.

Videos are a great way to showcase exactly what the tour company can do, and can make a fantastic addition to a website if they're used in the right way. Some companies use video on their homepage, or for specific tours.

The company doesn't have an online booking system and it's needed to implement one. Having the ability to book online is a huge drawcard for customers, and can even result in losing sales if the company doesn't offer such a service. Some tour operators hold off from online booking because of the expense or difficulty in managing a system, however, with a company like WeTravel that has built an online payment platform aimed at travel companies, it couldn't get any easier [28].

So, having a professional tour company website is an important part of working in the tour industry today. The ideas offered will allow INTERAVIASERVICE to increase not only sales of products, but also to develop and improve the customer base.

### 3.3. Forecasting of distribution management development for SPA & Wellness tourism in "INTERAVIASERVICE" company

Current trends in the business sector require the use of aggressive methods of doing business, finding new effective ways to survive in the market. Ensuring competitiveness in health and spa tourism is possible through the use of effective distribution management and modern information technologies that contribute to the modernization of business activity.

Regardless of the size of the company, its most reliable weapon in the competition is long-term customer loyalty. There some benefits what INTERAVIASERVICE can get with creating a loyalty program (Pic. 3.1):



*Pic. 3.1 Customer loyalty program Advantages*

Source: [2]

Also, experts believe that electronic marketing channels should be one of the hallmarks of marketing for the third millennium. Based on the Internet, electronic distribution channels can change the very "landscape" of the distribution structure.

It is difficult to overestimate the presence of a tourism website with a tourism enterprise because with the help of this tool of Internet technologies the tourism enterprise can significantly expand its activities and optimize internal business processes accordingly.

As the Internet has become an integral part of consumers' lives, Travel Statistics for Tour Operators will help to predict the influx of leads when the company upgrades the official website and develop a mobile app. Among the indicators are the following:

- of all direct online bookings, 30% are made on mobile devices (tablets and smartphones), and it's increasing at a rate of 1% per quarter;
- nearly 32% of leisure travelers will request more information through your website before booking a tour [29];
- 82% of travel bookings in 2018 were completed via a website or mobile app, without human interaction [31].

So, tourists use mobile apps a lot, and mobile applications have already become a must even in places with poor internet connection. Here are the possible results which the company can reach by creating and installing the mobile application:

1. Engage through the entire travel cycle: clients will be using the company's mobile application from the beginning to the end of their trip. During this time, the travel agent can provide them with all the information and travel support they need.
2. Increase client satisfaction and loyalty: provide accurate real-time trip information for the clients. The agent can support them throughout their travels, by providing suggestions and guidance at their destination(s) while remaining 100% offline.

3. Drive more revenue: the clients can purchase additional products and services (flights, accommodation, tours, activities, airport transfer, etc.) directly within the company's mobile app.
4. Reduce operating costs: reduce the company's customer service workload by including all the information your clients will need during their trips, updated in real-time. Automate document delivery.

Consumer survey data from around the world indicate the growing importance of the Internet as a source of information about travel products. So, using the Internet, Internet technologies, and software products through the automation of all business processes of the tourist business today is not just a question of leadership and creating competitive advantages, but also survival in the services market in the near future.

### **Conclusions to part 3**

1. Wellness and spa tourism is a reflection of a lifestyle based on the formation of emotional harmony of the soul and physical state, it is providing physical, spiritual and emotional health, style and lifestyle that can comprehensively meet the recreational needs of modern man. It is a transition to a new level of understanding of the quality of life, a conscious attitude to oneself, to one's mental and physical health. Therefore, it is necessary:

1. to introduce new forms of work with clients of tourist-recreational complexes on the domestic market of wellness-tourism;
2. to focus on the main target groups that use wellness and SPA services and related innovative technologies;
3. to introduce wellness innovations that will better transform tourist and recreational complexes in order to meet the contemporary needs of the population;
4. to use the foreign experience of organizing wellness-tourism in the activity of tourist-recreational complexes of Ukraine.

2. Accordingly, flexible policy and optimization of recreational activity strategy should be one of the important strategies for the development of national health-improving institutions. Current trends in the development of recreational activities require such innovations that would provide consumers with diverse and high-quality services on the one hand, and businesses providing these services would be able to be cost-effective and time-consuming. The efficiency of the transformation of the tourism industry depends on solving the challenges facing in the era of the development of technogenic civilization.

3. INTERAVIASERVICE has a good potential to promote wellness and spa tourism, but it needs significant adjustments in distribution management. Among the suggested ideas are the following:

1. creation of own agency network;
2. creation of a mobile application and improving the web page;
3. creation and launch of loyalty program.

## CONCLUSIONS

The spa & wellness market in the world is in rapid development. "Spa & Wellness" industry is not only one of the segments of the international tourism market, but also an independent economic sector with its emerging demand and supply, norms and rules.

Among the main trends in the development of Spa & Wellness tourism are the following:

1. The main motive of spa tourists is stress relief.
2. Europe is the largest market for spa and wellness services in the world in terms of income, number of spa facilities and their staff.
3. Over the last 5 years, there has been a growing interest in wellness by young audiences (up to 30 years old).
4. The most popular spa and wellness products include massages and exercises, body treatments, healthy eating and facials, manicures / pedicures, meditation and spiritual programs, balneology, thalassotherapy.
5. The Internet is becoming a major source of information for wellness consumers worldwide.

The current market situation reveals the weak and strong sides of the Ukrainian resorts, formed in the historical conditions. For example, the strengths or competitive advantages are: the availability of treatment for a wide range of people; medical specialization and purpose of sanatorium-resort establishments, powerful scientific potential; weaknesses are: the weakened factor of "historical uniqueness" in the brands of some domestic resorts compared with foreign ones; in fact, the absence of well-known domestic brands in the sanatorium and resort industry, with the exception of several resort associations; low level of service and diversification of services; low profitability due to "hereditary" low prices.

In order to eliminate the mentioned negative factors of development of the sanatorium and resort complex, it is expedient to:



1. improve the efficiency of the general state and regional regulation of the sanatorium and resort sphere;
2. develop and implement a complex of measures aimed at attracting investments for the development of the infrastructure of the sanatorium and resort complex;
3. develop information and advertising and marketing activities of sanatorium and resort establishments;
4. balance the price policy and quality of the basic and additional healthcare and wellness services, introduce a system of discounts;
5. pay more attention to the development and implementation of innovative measures for the offer of individualization at the resort and the formation of new domestic brands in the market of sanatorium and resort services of Ukraine by the enterprises of the healthcare and wellness industry;
6. staffing of the healthcare and wellness establishments with qualified specialists.

The essence of the concept of "distribution of wellness and spa tourism" covers not only a system of marketing communications aimed directly at the consumer, but also consists in the development of a complex of activities aimed at the tourism business entities (support in the sales process, increased remuneration, favorable conditions of cooperation, etc.) in order to gain a leading position in the tourism market.

The management of the INTERAVIASERVICE company approached the choice of marketing measures very carefully. Among the huge number of ways and methods of promotion, the company has chosen the ones that will affect the potential consumers.

Managing the distribution activity of INTERAVIASERVICE company is a complex and multifaceted process, so it requires constant analysis and further improvement.

The development of digital media technologies, particularly the internet and social media are offering a wide range of possibilities to the travel industry. These latest technological advances have enabled many travel businesses, including airlines and hotels to manage their distribution channels in a more efficient and economical way. There are few ideas how to improve the distribution management of wellness and spa tourism in INTERAVIASERVICE company:

1. creation of own agency network;
2. creation of a mobile application;
3. creation and launch of loyalty program;
4. improving the web page.

Loyalty programs is a multifaceted tool that allows not only to develop customer loyalty, but also to build your customer base, identify the most valuable customers and reduce costs for marketing events.

The ideas offered will allow the tourist enterprise to increase not only sales of products, develop and improve the customer base, but also strengthen interaction with other tourism enterprises in the tourist services market.

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**ВИТЯГ**

**з Ліцензійного реєстру суб'єктів туроператорської діяльності Міністерства економічного розвитку та торгівлі України**

ДАТА ТА НОМЕР РІШЕННЯ	ВИД ДІЯЛЬНОСТІ	Ідентифікаційний номер	ЛІЦЕНЗІАТ	ФІНАНСОВЕ ЗАБЕЗПЕЧЕННЯ ТУРОПЕРАТОРА	Статусний звіт	Область
Наказ Міністерства економічного розвитку від 19.04.2018 № 552	Туроператорська діяльність	41351963	ТОВАРИСТВО З ОБМЕЖЕНОЮ ВІДПОВІДАЛЬНІСТЮ "ІНТЕРАВАСЕРВІС" вулиця Шота Руставелі, будинок 33А, офіс 4, м. Київ, 01033 Керівник: Мізін Павло Володимирович, тел. (044)2874132 E-mail: admin@stavos.com.ua МІСЦЕ ПРОВАННЯ ДІЯЛЬНОСТІ (вулиця Шота Руставелі, будинок 33А, офіс 4, м. Київ, 01033)	ПАТ "Комерційний банк "Глобус" сува гарантії еквівалент 20000 євро, термін дії гарантії 22.03.2018-21.03.2019	Звітувана з 2019 року	М. Київ

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