



Understanding the Global Spa Industry

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The spa industry is currently the fastest growing segment of the hospitality and leisure industry with revenues exceeding those from amusement parks, box office receipts, vacation ownership gross sales and ski resort ticket sales.

Understanding the Global Spa Industry is the first book to examine management practices in this industry and offers a groundbreaking and comprehensive approach to global spa management, covering everything from the beginnings of the industry through to contemporary management and social and ethical issues.

With contributions from internationally renowned business leaders, practitioners and academics, this unique book is packed with case studies, examples and advice for all those working in, and studying, the international spa industry.

Understanding the Global Spa Industry brings an analytic lens to the spa movement, examining past, current and future trends and the potential for shaping wellness and health services in the 21st century.

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