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INNOVATIONS IN THE SPHERE OF HOTEL SPA SERVICES

Summary

The article provides an analysis of innovations in the SPA industry and implementation of the latest techniques and innovative procedures in Ukrainian hotels. The fast pace of life of a modern active person, the rapid development of technologies, the deterioration of the ecological state, anxiety and insomnia, psychological disorders associated with military aggression and many other factors encourage tourists to pay more attention to their health and rest, choose hotels that provide SPA services. SPA is a place where one can restore one's emotional balance, improve mental and physical health, increase social activity and creativity using healing treasures provided by the nature, various types of massage, rejuvenating procedures. The research methodology was based on the application of a system analysis of innovations developed and implemented in international spa centers such as Palazzo Fuggi, Italy; Soneva Jani, Maldives; Rakxa, Thailand; Park Eagles, Austria. An abstract-logical method was used to make theoretical generalizations and conclusions about the essence of innovations in the field of spa services.

The main areas of innovative activity are analyzed and their characteristics are provided. The importance of innovations in the field of SPA industry is considered and important factors that must be taken into account when providing services are determined. The main approaches that the company needs to focus on when providing SPA procedures have been determined. Classic and innovative wellness services with an indication of the healing effect are given. The main types of massage are defined. The characteristics of non-invasive procedures during which modern equipment is used and at the same time hospitalization of the patient to a hospital and quick rehabilitation periods are not required (Ultherapy, CoolSculpting). The characteristics of innovative equipment for relaxation and recovery are considered.

Based on the analysis and study of innovations in the field of SPA services, the authors have proposed modern innovative procedures, which take into account the needs of customers and expand the range of additional services.

Keywords: the field of hospitality, SPA-industry, services, innovations.

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