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ABSTRACT

Cruise is a special type of tourist offer that includes a large market. Interests of guests - the structure of service users and their financial capabilities determine the content offered - entertainment, adventure, wellness or recreation, etc. One of the primary activities during long voyages are wellness procedures that are performed in order to preserve and improve the health of passengers. These procedures involve a multidisciplinary approach from several areas, of which tourism, medicine and physical culture stand out. The provision of services requires specific knowledge and skills, which have only recently taken their place in the nomenclature of job titles, as well as a special direction of education. Successful effects require a proper hierarchy of treatment during procedures, but also a system of periodic evaluation. The paper presents a questionnaire with the results that was conducted on 102 guests on a cruise from Strasbourg to *Köln*, where passengers confirm the high quality and suitability of the program for users. The results especially emphasize the importance of the Wellness program for the quality and content of the trip itself. Training of personnel for these programs is possible and desirable in continental countries, whose graduates can find employment on one of the many cruises at sea, but also on larger passenger ships on continental navigation in the systems of rivers and canals of Europe.

KEY WORDS: health, SPA programs, navigation

INTRODUCTION

One of the modern trends in nautical and cruise tourism is the offer of various facilities on board (Pašković, 2020). Cruising is a special type of tourist offer that includes a large market with an estimated value of 29.4 billion dollars a year, with 314 sea cruisers in 2018, covering a capacity of 537,000 passengers, a total of 19 million passengers a year in 2011 (<https://cruisemarketwatch.com/capacity/>). In addition to maritime tourism, the development of continental cruising, which is growing worldwide, should not be neglected (Vuksanović, Pivac, Dragin, 2013; Pašković, 2020). Among the primary activities on such trips are Wellness procedures in order to preserve and improve health. Wellness

services require a complex approach and application of various methods and activities related to fitness, cosmetic care, healthy eating, relaxation, meditation, physical and mental activity as well as other procedures in order to strengthen and preserve health.

Wellness and SPA procedures have a positive effect on the health, working ability, self-confidence and aesthetics of the human body. In this regard, a modern concept has been created that aims to improve the quality of life, which is known in professional circles as Wellness and SPA philosophy of life. Wellness is a process, not a static state (Travis, 1981). Four basic principles of Wellness have been defined (Adams, 2003):

- Wellness is multidimensional;
- Wellness research and practice should be oriented towards
- identifying a Wellness sample rather than the cause of the disease;
- Wellness is about balance;
- Wellness is relative, subjective or perceptual.

The connection between health and nautical and cruise tourism can be seen through the prism of the application of various health prevention programs that are implemented on large ships – cruisers. The purpose of cruisers - passenger ships is to travel from port to port while enjoying the sea, ocean or river (Станковић, 2000) in a luxurious environment. Interests of guests - the structure of service users and their financial capabilities determine the content offered – entertainment, adventure, wellness or recreation, etc. “The wellness program is a set of all relationships and phenomena that arise from the travel and stay of people whose main motive is to preserve and improve their health. They require a thorough package of services that includes professional knowledge, fitness, cosmetic care, healthy eating or dieting, relaxation or meditation, physical or mental activity, and education” (Mueller and Kaufman, 2001). Cruising large ships requires the provision of a variety of services, and among the priorities are *Wellness* and *SPA*

programs. In addition to the economic component, the modern tourist offer must also have a content component (Mitić, 2001; Гърков, 2019), which provides the guest with a healthy and useful rest and psychophysical refreshment and relaxation. There are modern *Wellness* and *SPA* centers on cruise ships. Wellness centers are places where health-preventive procedures are harmonized with pleasant feelings (Dimitova, 2012). In *SPA* centers on cruisers, various health procedures and programs based on natural therapeutic and recreational resources are applied through the application of eastern (breathing gymnastics, meditation, yoga) and aqua methods, as well as various anti-stress and relaxation programs. In addition, there are various programs for body care and beauty. *SPA* zone contains a minimum: swimming pool, fitness, fresh bar, and the body care and beauty zone has a minimum of two cabinets with Jacuzzi procedures, Turkish bath, steam bath, sauna for relaxation. There are modern wellness centers on many modern cruise

ships. They recommend a variety of recreational, cosmetic and other procedures, anti-stress programs based on the action of natural therapeutic and holistic procedures in order to achieve emotional, physical, spiritual, intellectual and social well-being. Recently, various wellness programs of selective purpose have been increasingly applied and modeled on cruisers, which are aimed at:

- prevention and alleviation of acute fatigue, so-called anti-fatigue programs;
- prevention of obesity, reduction of fat deposits;
- prevention, alleviation and elimination of tension and pain of the locomotor system;
- optimization of the cardiovascular system;
- relieving nervous and emotional tension;
- anti-stress, relaxation programs.

Many authors in their research state that users of *Wellness* services on cruise ships are active at home and have an appropriate *Wellness* culture. The following wellness dimensions are defined in the literature (Smith, Kelly, 2006) (Table 1).

Table 1. *Wellness dimensions*

Motivation of tourists	Typical locations / activities	References
Medical / cosmetic	Hospitals and clinics	Cornell
Physical / physical	Spas, massages, yoga	Lea; Lehto, Brown, Chen and Morrison; Puczko and Bachvarov
Escapism and relaxation	Beaches, spas, mountains	Pechlaner and Fischer; Puczko and Bachvarov
Hedonistic / Experimental	Festival Spaces	Lea; Pernecky and Johnston
Existential and psychological	Holistic centers, with a focus on self-development and philosophical satisfaction	Smith and Kelly; Steiner and Reisenger
Spiritual	Spiritual Pilgrimage, Yoga, Resorts	Devereaux and Carnegie; Pernecky and Johnston; Lehto, Brown, Chen and Morrison
Related to the community	Volunteering, humanitarian work, hospital centers	Devereaux and Carnegie; Smith and Kelly

The problem of this research is related to the modeling of the algorithm of *Wellness* and *SPA* programs on cruise ships with the presentation of the model of examining the attitudes of users of *Wellness* services on cruise ships. The tasks of the research include the analysis of written sources and consideration of the possibilities of applying *SPA* and *Wellness* programs on cruisers, proposing an appropriate algorithm model for *Wellness* and *SPA* programs and defining a questionnaire to examine the attitudes of *SPA* and *Wellness* program users on cruisers.

METHODS

The applied methods include the procedures of modeling and analysis of the *wellness* and *SPA* programs. For this purpose, scientific and professional literature was studied using the methods of theoretical analysis, modeling and statistical data processing.

This research examined the attitudes of clients regarding *Wellness* services on a cruise ship from *Strasbourg* to *Köln* through a seven-day cruise. The research was applied on a sample of 102 guests. The sample of respondents was formed by random selection. During the application, the questionnaire met all the prescribed criteria.

As stated, one of the represented methods in this paper is the *Wellness* Program Modeling Method. The following criteria were used during modeling the algorithms for the *Wellness* and *SPA* programs:

- diagnosing the initial - current state;
- time available to the client;
- sample of clients and health condition;
- financial capabilities of clients.

RESULTS OF RESEARCH WITH DISCUSSION

In order to propose an appropriate model of the algorithm of the *Wellness* and *SPA* programs, the *Wellness* literature, goal, purpose, ie orientation of the *Wellness* and *SPA* model was primarily studied. The following factors were taken into account when modeling the wellness program algorithm:

- objective and subjective needs of users of the *Wellness* program on the cruise as well as diagnosing the condition of clients;
- relevant biomedical knowledge and laws.

In practice, the modeling of the algorithms of the *Wellness* and *SPA* programs can be performed as follows:

- *SPA* Day - in the form of so-called Weekend packages - usually for two;
- package for three people during the week (Monday-Wednesday, Friday-Tuesday, Thursday-Saturday);
- weekly package (Sunday to Friday);
- ten-day package.

The structure of the *Wellness* and *SPA* packages is modeled based on the age of the client and his health condition. The decisive role in the application of appropriate procedures and *Wellness* packages is played by the *Wellness* Trainer – an expert who knows best the impact and effects of individual procedures and program packages on the health status of users. Based on the above, several *Wellness* programs are proposed that should meet the following requirements:

- that the content of procedures and activities is indicated by its nature, i.e. that the procedures have the so-called compensatory-corrective and relaxation role;
- hat procedures have a positive emotionality and health preventive role;
- to optimize the cardiovascular system during the applied procedure, accelerate the process of fat elimination, activate the muscular system, activate metabolic processes, eliminate toxins, improve skin elasticity, etc.

Table 2. *Several models of SPA and Wellness programs*

Five-Day Anti-Cellulite Program Model	
1. day	<ul style="list-style-type: none"> • aqua fitness; • exfoliation with marine peeling products (removal of dead cells from the skin surface); • CELUTRON MULTI treatment (diathermic treatment); • anti-cellulite mask; • anti-cellulite massage.
2. day	<ul style="list-style-type: none"> • aqua fitness; • CELUTRON MULTI; • sauna; • anti-cellulite massage;
3. day	<ul style="list-style-type: none"> • aqua fitness; • CELUTRON MULTI; • anti-cellulite massage.
4. day	<ul style="list-style-type: none"> • aqua fitness; • CELUTRON MULTI; • sauna; • anti-cellulite massage.
5. day	<ul style="list-style-type: none"> • aqua fitness; • CELUTRON MULTI; • exfoliation; • anti-cellulite massage.

A two-day model of a weight loss program	
1. day	<ul style="list-style-type: none"> • diagnosing the condition of clients and modeling appropriate procedures in accordance with the health condition of clients of the program; • modeling a weight loss program; • CELUTRON MULTI; • Turkish bath; • exfoliation of seafood; • anti-cellulite massage.
2. day	<ul style="list-style-type: none"> • CELUTRON MULTI; • Sauna • relaxation massage;

“Relax” program model	
1. day	<ul style="list-style-type: none"> • diagnostics of clients' condition; • Yoga exercises.
2. day	<ul style="list-style-type: none"> • methods of adopting relaxation techniques; • vitamin drinks; • breathing technique training.
3. day	<ul style="list-style-type: none"> • partial massage; • relaxing aromatic baths in the bathtub; • breathing technique training; • relaxing music for psychorelaxation.

In order to examine the attitudes of the users of the *Wellness* program on cruise ships, a scale of attitudes was constructed, which empirically examined the degree of agreement of the users of *Wellness* services with items that represent the value of the *Wellness* program. The examination of attitudes was performed on the *Likert scale*, where the degree of agreement with the offered items was measured on a continuum from 1 to 5. The highest degree of agreement was marked with the number 1, and the lowest with 5.

Table 3. *Attitudes of users of Wellness services about the values of Wellness programs offered on a cruise ship*

Serial number	Item	1	2	3	4	5
		I totally agree	I mostly agree	I'm not sure	Mostly I disagree	I do not agree at all
1	If someone asked me I would suggest him to visit this Wellness Center on a cruise ship	94 92,16%	6 5,88%	2 1,96%		
2	Wellness programs offered in the Wellness Center on a cruise ship contribute to improving the image of services on a cruise ship	100 98,04%	2 1,96%			
3	The packages of Wellness and SPA programs offered on the cruiser are of a complex nature and optimally affect my psychosomatic status	92 90,20%	8 7,84%	2 1,96%		
4	The goal and purpose of the Wellness and SPA programs meet my needs	95 93,14%	5 4,90%	2 1,96%		
5	This Wellness Center applies modern scientific knowledge and practical experiences and innovative procedures	102 100%				
6	Wellness services and SPA rituals have a positive effect on the emotional mood of clients	100 98,04%	2 1,96%			
7	The applied aqua-fitness program within the program package according to the nature of the content and activities is harmonized with the level of my abilities	94 92,16%	5 4,90%	3 2,94%		
8	The level of health largely depends on the practice of wellness procedures	102 100%				
9	Some programs that are applied in the Wellness Center on a cruise ship can cause negative health effects		51 50,00%	32 31,37%	19 18,63%	
10	People who work on a cruise in the Wellness Center have the necessary professional qualities	100 98,04%	2 1,96%			

From Table 3, it can be concluded that the users of the Wellness program have a positive attitudes towards the Wellness facilities offered on the cruiser that travels for seven days on the route *Strasbourg – Köln*.

The results show that the users of *Wellness* services are satisfied with the offered model of the program provided on the cruiser. Also, the attitudes of tourists indicate that the wellness programs offered on the cruise contribute to improving the image of services. On the occasion of the *Wellness* packages and *SPA* programs offered by cruisers, the guests declare that they have an optimal effect on their psychosomatic status. Guests confirm the satisfaction of their needs through *Wellness* and *SPA* programs. The users of the *Wellness* Center confirm the application of modern scientific knowledge and practical experiences with innovative procedures. Guests confirm the positive effect of *Wellness* services and *SPA* rituals on their

emotional mood. Clients also confirm the compliance of the character of the content and activities of aqua-fitness with the level of their abilities. Clients confirm that the applied *Wellness* and *SPA* procedures effectively affect their health status. The results of the survey show that clients are aware of the possible negative health effects of the programs used. Clients also confirm the expertise of the staff engaged in *Wellness* programs.

The results of the survey, although related to a specific seven-day trip on a tour from Strasbourg to Cologne, have a high degree of generalization, given the similarity of the clientele and the very concepts of content on cruise ships. Similar questionnaires can be used for market research or evaluation of already existing contents both on sea cruisers and on larger tourist ships in continental navigation, but also on other forms of tourism where wellness programs are applied (rural, nautical, congress).

CONCLUSION

The starting points for modeling the algorithm of *Wellness* and *SPA* programs that are applied in the form of a complex program on cruisers are based on:

- diagnosing the current condition of the users of the *Wellness* program – psychosomatic condition at the initial diagnosis;
- determining the desired and possible effects of the applied procedures;
- modeling of the appropriate procedure – program;
- monitoring and controlling the reactions of the client's organism during the implementation of procedures – programs;
- valorization effect procedure.

Based on all the above, it can be concluded that the modeling of the algorithm of *Wellness* and *SPA* programs is a prerequisite for *Wellness* programming in order to effectively manage the *Wellness* and *SPA* process.

Wellness facilities on cruise ships have a significant role as a concept of a new approach to maintaining and improving human health for tourists who have a specific role and are “active seekers of health”.

In addition to cruisers, wellness facilities have their value in all other forms of tourism (rural, ecotourism, congress, sports).

In addition to maritime countries that have great potential for developing this type of nautical tourism, continental countries can through a strategic approach (Evans, Campbell, Stonehouse, 2003) have a large share in the development of this type of activity through training of specific staff covering a wide multidisciplinary field which consist of tourism, health and physical culture. Consequently, synergies between appropriate, higher education institutions are needed.

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SAŽETAK

Krstarenje kruzerima predstavlja posebnu vrstu turističke ponude koja obuhvata veliko tržište. Interesi gostiju – struktura korisnika usluga i njihove finansijske mogućnosti određuju sadržaje koji se nude – zabava, avantura, wellness ili rekreacija itd. Jedna od primarnih aktivnosti tokom dugih plovidbi su Wellness procedure koje se obavljaju u cilju očuvanja i poboljšanja zdravlja putnika. Navedene procedure zahvataju multidisciplinarni pristup iz nekoliko pravaca od kojih se ističu turizmologija, medicina i fizička kultura. Za pružanje usluga neophodne su specifična znanja i veštine, koje tek od skora imaju svoje mesto u nomenklaturi zvanja, kao i poseban pravac školovanja. Za uspešne efekte neophodna je pravilna hijerarhija postupaka tokom procedura, ali i sistem periodične evaluacije. U radu je predstavljen upitnik sa rezultatima koji je sproveden na 102 gosta na krstarenju od Strazbura do Kelna, gde putnici potvrđuju visok kvalitet i prilagođenost programa korisnicima. Rezultati posebno ističu značaj Wellness programa za kvalitet i sadržajnost samog putovanja. Obučavanje kadrova za navedene programe moguće je i poželjno i u kontinentalnim zemljama, čiji diplomirani učenici mogu naći svoje zaposlenje na nekom od mnogobrojnih kruzera na moru ali i na većim putničkim brodovima na kontinentalnoj plovidbi u sistemima reka i kanala Evrope.

Ključne reči: *zdravlje, SPA programi, plovidba*

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