

Chapter 5

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EUROPESPA MARK AS HOTEL WELLNESS QUALITY DETERMINANT

Abstract: Professional treatment, wellness and recreational services allow guests satisfaction from the advantages of complete relaxation. However, it should be paid the attention to such things as architecture and atmosphere of the treatment place, so as to create an unforgettable experience. Regardless of whether the spa is run by the hotel itself or an external contractor, it is always perceived by guests as part of the hotel's facilities. The chapter shows the EuropeSpa certification procedure and benefits that certificate gives spa resorts.

Key words: EuropeSpa mark, quality, hotels, wellness.

5.1. Introduction

SPA name comes from Latin and means "Sanus Per Aquam" or "health through water". SPA philosophy is based on the assumption that the water is to the body, the dream of the soul - can soothe or stimulate activity can relax or stimulate to action. Spa is a calm body and mind - have undergone appropriate treatment to help relax tired body and soothe the senses.

Wellness philosophy is a way of life that focuses on health and complacency. Philosophy Wellness main aim is to get a balance between body, spirit and mind. Spa is complements wellness philosophy.

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More and more people are interested in staying at a spa or visiting a health resort abroad. But often they are worried about the unknown standards of hygiene, safety and cleanliness there. Furthermore, they wonder whether the cuisine available, the accommodation and the general atmosphere will meet the international standards expected of spas and medical wellness centers. Despite the Common Market, Europe does not have uniform standards of quality in this sector. For example, significant differences exist in the regulations governing safety and hygiene in swimming pools and saunas, food hygiene, the management of medicines, accommodation and fire protection. EuropeSpa addresses this problem by promoting high standards, which are internationally comparable throughout Europe ((KALINOWSKI R. 2013). After all, a level playing field is only possible if uniform quality criteria are applied across the continent.

Development of spa resorts in Poland was launched in 1997 year, the opening of the Hotel Spa Dr Irena Eris in Krynica Zdroj.

5.1.1. Types of Spa

There are different kinds of spa that were presented in the Figure 5.1. From the Figure 5.1 it can be seen that there are few kinds of spa (KALINOWSKI R. 2012):

- 1. Day spa** - also known as urban spa and salon treatments. There are beauty salons, spa area of sports, recreation and sports complexes. A characteristic feature is the location of the day spa in town. There is no capacity for accommodation. The day spa is a place medications, massages and treatments.
- 2. Wellness and spa** - offer spa treatments like: massages, beauty treatments and relaxation, activities to ensure the regeneration of the body, mind and soul. We offer yoga classes, fitness, dance, sauna, jacuzzi, swimming pools and baths.

3. **Resort spa** – in addition to the spa treatments, the center offers many activities for clients such as golf, swimming, tennis, riding a horse. Hotels are also focused on activities for children.
4. **Destination spa** - in the center is a place to help customers with getting the goals as losing weight, de-stress, detoxification, smoking cessation.



Fig. 5.1. Types of spa.

Source: own study basis on: KALINOWSKI R. 2012

5. **Medical spa** - combines the features of a health clinic and day spa. The customer ensures doctor. Work is here dermatological treatments and rehabilitation. You can take advantage of plastic surgery procedures. The activity center is focused on the medical aspect and not relaxing.

- 6. Business spa** - the resort has facilities in addition to training for conferences and other business meetings.

5.2. EuropeSpa mark characteristic

EuropeSpa is the European Spas Association's seal of quality. The mark is granted to the ([HTTP://WWW.PCBC.GOV.PL](http://www.pcbc.gov.pl)):

- EuropeSpa med.
- EuropeSpa wellness hotel.
- EuropeSpa hotel spa

The aim of the EuropeSpa med initiative is to develop for the first time in Europe, uniform quality criteria for all centers offering preventive measures. An integrated approach of EuropeSpa med includes, in addition to the quality of the sections of therapy and tourism, the technical solutions “ from the water spring to the tub”. As well as environmental aspects, accommodation, catering and food safety. This procedure ensures that all centers and medical treatments are becoming subject to uniform quality standards, and thus can be objectively compared.

The assessment criteria it applies are based on more than 30 national and international laws and standards ([WWW.EUROPESPA.EU](http://www.europespa.eu)). It is an effective management tool, it includes 500 criteria for safety of spa area and for service quality. It is a reliable indicator of the quality in the European market.

Special attention should be paid to:

- infection control at the spa, where hygiene is critical, especially if the measures include oils, essences, hot water,
- high standards of hygiene of beauty parlor and safety and sterilization of instruments,
- complete equipment including control apparatus, such as in the swimming pool area and sauna or dispensers of liquids,
- air quality, air conditioning and fire protection,

- protection of the clients health, especially visitors with possible health risks as a result of spa treatments, such as allergies, hypertension, venous insufficiency, claustrophobia, back problems, and pregnant women.

5.3. EuropeSpa certification procedure

The EuropeSpa certification system consists of the EuropeSpa criteria, the audit and the certificate. The criteria are regularly evaluated by an international Committee of Experts from the European Spas Association. The quality of spas and health resorts is assessed by an independent auditor on the applicant's premises. Coordination, the operation of the certification system, and the publication of certified providers are all in the hands of EuropeSpa med & wellness GmbH based in Wiesbaden. Providers' organizational aspects (e.g. compliance, human resources, quality management and quality assurance) are examined and their facilities are inspected using a checklist. The main audit usually takes 2–3 days. For EuropeSpa med, the control audit about 18 months later usually takes 1 day, while the anonymous control audit for EuropeSpa wellness is performed 8–24 months after the main audit and typically takes 1–2 days. At least 80% must be scored in each section of the audit and all the KO (knock-out) criteria must be met in order to be awarded a EuropeSpa certificate. The decision as to whether to award a EuropeSpa certificate is taken by the EuropeSpa Coordination Centre and the European Spas Association based on the auditor's report (Fig. 5.2.).

If the spa in the hotel is run by an outside tenant EuropeSpa hotel spa certificate ensures that the facility meets high quality standards and is properly maintained.

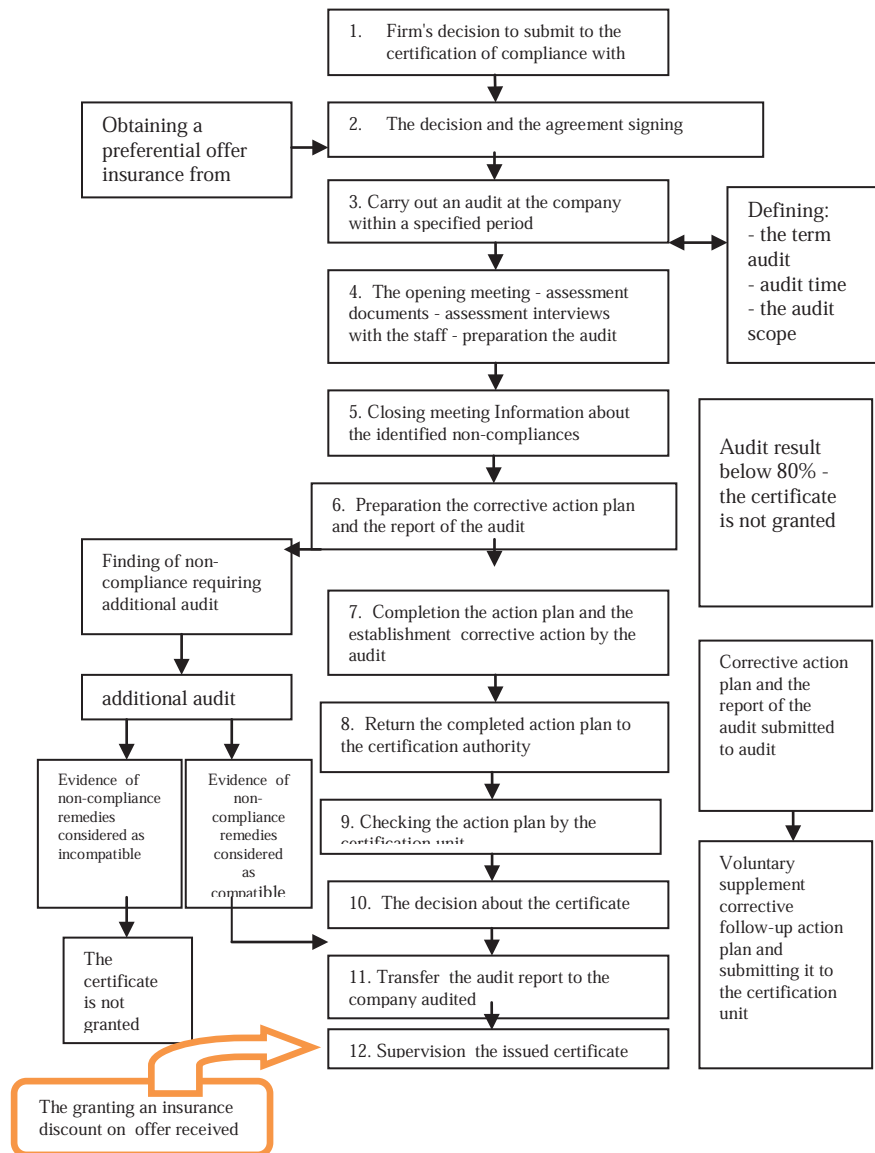


Fig. 5.2. EuropeSpa certification process.

Source: own study basis on: WWW.EUROESP.A.EU

Assessment of compliance with certification criteria of EuropeSpa hotel spa is done in one to two days audit, which focuses primarily on:

- quality and human resource management,
- pool area with infrastructure ,
- sauna,
- gym and fitness area ,
- spa treatments ,
- treatment rooms ,
- hygiene and sterilization,
- risk management (eg, accidents, fire) .

In Poland, EuropeSpa certification program is implemented solely by the Polish Centre for Testing and Certification. Catalog of EuropeSpa med criteria is used primarily to provide a comparable quality of medical treatment at European level in the following areas:

- prevention,
- treatments,
- medical wellness to maintain and improve the health and well-being,
- rehabilitation.

Certification by EuropeSpa med is for an individual licensed facilities (e.g. healing hotels, spa clinics, medical wellness centers, thermal waters centers with therapeutic section and spa and treatment houses) (Fig. 5.2.).

Quality in the field of therapy, for the purpose of safety criteria catalog has been divided into three modules:

- A. The quality of the structure: requirements for general infrastructure (structural and operational organization);
- B. Quality of processes: processes of major importance for the quality and organization;
- C. Quality of results: on the one hand the requirements of the European Association for Spa occupational safety and health, on the other results of the therapy, if such assessment is possible (Table 5.1.).

Regardless of whether it is a medical center or rehabilitation or prevention activities in the field of health care, everyone who applies for EuropeSpa med certificate of quality, must meet the high standards of the

European Spa Association. The following list describes all the areas to be tested in audit.

Table 5.1. Safety criteria divided

Module	Quality of therapeutic infrastructure	Safety Quality
A. The structure quality	product infrastructure medical staff local medical resources alimentation quality management organization compliance with international standards	safety hygiene staff
B. Processes quality	healing process Work for ensuring quality	prevention action in the event of an emergency
C. The quality results	Final examination therapeutic outcome effectiveness and sustainability of results	hygiene and the absence of harmful substances - Surfaces - Drinking water - Medicinal resources (local / regional) - food means - air general impression of the quality of the environment / surroundings

Source: own study

5.4. Summary

Analysis of EuropeSpa issue showed that this certificate is not so famous still. Moreover customers are still not aware of the trade and the benefits that it gives to spa centers. Analysis showed also that spas are not seek a sign because lack of convictions for doing it. In the Figure 5.3. was showed number of spa with EuropeSpa certificate in particular countries.

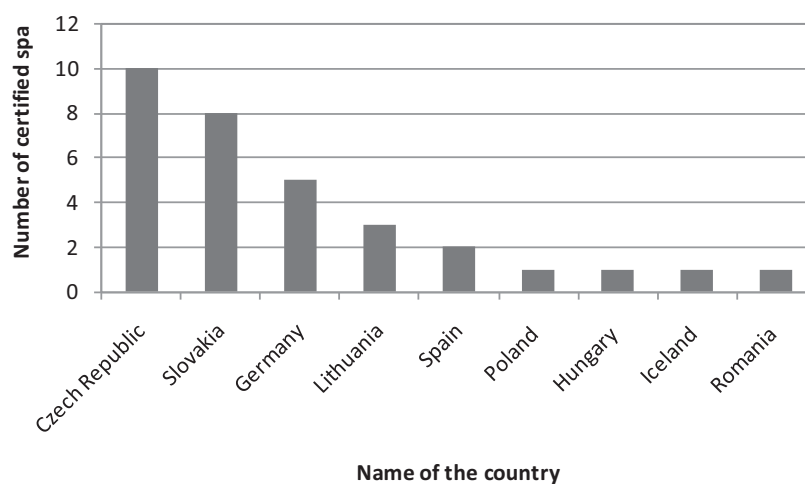


Fig. 5.3. Number of spa resorts with EuropeSpa certificate in particular countries.

Source: own study basis on: WWW.EUROPESPA.EU

It can be seen from the figure that the highest EuropeSpa certificates exists in Czech Republic (10), however the smallest number exists in 4 countries which are: Poland (1), Hungary (1), Iceland (1) and Romania.

EuropeSpa hotel spa certificate guarantees that the standard of spa area meets the standard of the hotel.

EuropeSpa hotel spa certificate, however, allows the marketing cooperation with the awarded facilities and:

- raises the reputation of certified object between the guests, travel agents and tour operators, by demanding and regular external evaluation,
- integrates business partners, journalists and industry experts with a constantly growing promotional network of EuropeSpa.

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