

How to Improve Tourism through Spas: A Comparative Study of USA and India

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Abstract : Spas have been bringing people from far and near. They have long been recognized as the place for healing, relaxation, rejuvenation, and pampering. As the economies look forward to the newer ways of earning revenues; spas offer a bright option to the tourism of a place. They have become a strong pillar of hospitality and tourism industry in developed nations and developing nations can learn from their example. This paper is an attempt to study the impact of the spa industry on the tourism industry and to offer suggestions to strengthen this impact by understanding the situation in a developed economy (USA) and a developing one (India). A survey has been conducted on a sample size of 200 and the percentage analysis of the data reveals that spas can significantly add to the tourism of a place if they work on the accreditation system and put in more money and thought on their marketing plans.

Keywords : impact, India, marketing, spa, tourism, USA

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