

Chapter 3 Outline

Entering the Contemporary Period
Transitions
 Integrating Spa Cultures and Concepts
 From Fitness to Wellness
 Destination Spas
 Day Spas
 Resort Spas
 Medical Spas
 The Contemporary Spa Movement
 Gathers Steam
Today's Spa Industry
 Growth
Proliferation of Spa
 The World of Spa
 Spa and Health Resort Organizations/
 Associations
Branding the Spa Experience
New and Emerging Spa Concepts
The Influence of Spa
 Spa Culture and the Service Ethic
 Spa Culture and Spa Cuisine
 Spa Culture and the Medical
 Community
 Spa Culture and the Fitness and
 Health Club Industry
 Spa Culture and the Tourism and
 Hospitality Industry
Conclusion

Competencies

1. Trace the early development of contemporary spa. (pp. 65–67)
2. Describe the transitions that spas made during the early years of the contemporary period. (pp. 67–85)
3. Explain how spas today have proliferated and the organizations that have sprung up to support them. (pp. 85–94)
4. Describe how spas have developed brands and new concepts in the past several years. (pp. 94–100)
5. Identify how spa culture has influenced the rest of society, particularly service, cuisine, medicine, fitness, and hospitality. (pp. 100–109)