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SPA AS A PROMOTER OF WOMEN HOLISTIC
LIFESTYLE

Master's Thesis

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This Master thesis has been compiled independently. All works by other authors
used while compiling the thesis as well as principles and data from literary and
other sources have been referred to.

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INTRODUCTION

Nowadays health is viewed as a resource for living. Healthy populations are achieved through an emphasis on interventions focused on achieving wellness in individuals. (Willis & Rayner, 2013). The concept of wellness, developed by Dunn (1959), describe wellness as a special state of health comprising an overall sense of wellbeing which sees man as consisting of body, spirit and mind and being dependent on his environment (Smith & Puczko, Health and Wellness Tourism, 2009). Spas are a special example of the effect of the wellness concept in Europe (Weiermair & Mathies, 2004). In recent years spas has come to mean a cheerful, relaxed place devoted to health and wellness (Leavy & Bergel, 2003). The concept of wellness clearly means different things in different contexts and countries. What is clear, however, is that there is an increasing globalization and hybridization of wellness products, whereby eastern philosophies and traditions infiltrate western contexts; traditional spas expand to include emotional and spiritual activities as well as physical ones; and pop psychology blends with more esoteric practices to enhance mental wellness. (Smith & Puczko, Health and Wellness Tourism, 2009)

Positive mental health and spiritual wellbeing is perception, thinking and communication in a way that helps to enjoy life and cope with difficult situations. This, in turn, binds to a healthy lifestyle, physical health, better outcomes, productivity, nutritious human relations, and better quality of life. It makes possible to realize person's potential, recognize abilities and cope with changes (Laido & Mark, 2011). Mental health is a global public good and an integral part of health and wellbeing. A good mental health is also a human right. Positive mental health is social cohesion and the base of building social capital, also improves the safety of the living

environment. The lack of positive mental health is a threat to public health, quality of life and economy (Jané-Llopis & Anderson, 2005).

To improve population mental health is extremely important societal agreement, common understanding of the seriousness of the problem and future courses of action (Amos, 2009). Year 2005 in Helsinki World Health Organization adopted the mental health declaration and action plan for Europe emphasize the importance of the role of primary care in mental health services (Ministry of Social Affairs, 2013). Estonia's mental health services common problem is its under-emphasis, lack of availability, lack of alternatives and lack of awareness of the service capability. Mental health services in Estonia differ geographically and qualitatively (Mental health policy in Estonia base document, 2002). Community-based treatment and care is described by the WHO as the 'ultimate goal' for mental health policy. (Knapp, McDaid, Mossialos, & Thornicroft, 2007)

Although last few years, the Estonian society has moved steadily toward holistic and spiritual wellbeing, many yoga schools, different group meditation workshops, spiritual magazines, holistic lifestyle consulting and life coaching services have emerged to the market, the physical wellbeing is still in a spotlight. The fact that Estonian Sports Index point out 2348 sports organizations in Estonia all together with 140 934 amateurs (Spordikoolituse ja -Teabe SA, 2014) shows amazing participation in physical activity development.

Spas in Estonia offer to their customer different options for physical activities and physical medical treatments. According to Estonian Spa Association, that has 17 members, 7 of the spas have gyms, 8 of them offer group exercises and 10 of them have water gymnastics in the spas. From spiritual point of view there are massages pointed out and also 3 spas offer yoga classes to their clients (Estonian Spa Association, 2007) but it remains unclear how holistic are the spa concepts. For decades, scholars have emphasized the value of the connections between mind and body that can contribute to wellness, but society is now becoming more interested in the role of spirituality in wellbeing and healing, and exploring body-mind-spirit philosophies. There is relative consensus amongst researches that optimum wellness comes from a balance between wellbeing in the body, the mind, and the spirit, that is a holistic approach to life (Smith & Puczko, Health and Wellness Tourism,

2009). That shows the rising demand among spiritual practices and holistic lifestyle promoters.

Before analyzing the spa concepts, there is the need to understand the meaning and importance of holistic lifestyle and its engagement opportunities to different spa concepts. To this end, there is a need to identify the criteria that are important to develop and promote holistic lifestyle in spas. As the author of the thesis is a woman who has tried and experienced different holistic practices in last two years, the awareness of holistic lifestyle benefits and its potential to improve women life quality, has created the desire to find out more ways to promote holistic lifestyle among women. That is also the reason why the author of the thesis focuses on women holistic lifestyle promotion.

From the foregoing information the current thesis bears the title: “Spa as a promoter of women holistic lifestyle”. Outcome of the thesis is lead by the aim to find out the practical needs of women holistic lifestyle promotion in Estonia and map the criteria that are important to promote holistic lifestyle in spas. For fulfilling the aim and be able to present the outcome the author has put up the following research question: what kind of criteria are important to develop and promote holistic lifestyle in spas among women?

Survey participants and sample group are holistic therapists and lifestyle consultants who will justify the holistic lifestyle importance of women’s lives and point out the different criteria regarding services and products development in holistic approach. The author has used qualitative research by semi-structured in-depth interviews with holistic lifestyle experts as data collection method.

For research the author is also using Anti-common-sense Hypothetico-deductivist Model. According to the used model, the author sets a hypothesis – there is a rising demand on the Estonian market, especially among women, for holistic lifestyle promoters and no spas that offer lifestyle development from holistic approach.

Tasks for the thesis are:

- to work with the theoretical sources, which provide an overview of the definitions, holistic lifestyle concepts and its achieving methods, also women needs in different life periods and the purpose and character of day spas.
- to prepare and carry out qualitative in-depth interviews among holistic therapists and lifestyle consultants to find out the important criteria of developing holistic lifestyle products and services.
- to analyze the survey responses, point out the important criteria and make recommendations for developing holistic products and services for woman in spas.

This thesis structure includes a title page, a table of contents, an introduction, three chapters, conclusion, list of references, appendices and resume. First chapter of the thesis will focus on theories and facts in theoretical sources about holistic lifestyle promotion in spas among women and is divided into three subchapters. First subchapter will give an overview about the definitions used in the thesis and begins with the holistic lifestyle theme development. Second subchapter will point out the benefits of holistic lifestyle to women's lives and focuses on the importance of the quality of life and holistic lifestyle improvement. Third subchapter will give an overview about lifestyle promotion and basic service design criteria for spa treatments and services with holistic approach. Also it will point out service redesign importance for meet the needs of today's customer and to be competitive in nowadays market circumstances. Second chapter of the thesis will give an overview about the practical part of the research together with the research method, process, the sample group and discussion analysis. The analysis discussion is divided into two sections. First section converges under theme: holistic lifestyle in practice and its importance among women in Estonian society and second section converges under theme: holistic lifestyle promotion in spas and important criteria of its developing. Third chapter of the thesis will give an overview of the research findings collected from practical qualitative research thru semi-structured in-depth interviews with holistic therapists as holistic lifestyle experts. The findings will be supported with the theory in the thesis. Regarding to the findings the author is going to give recommendations for holistic service and products development in the spa sector.

The most widely used authors in the thesis are Apusto, Roscoe, Burns, Shapiro, Smith and Puczko, Willis and Ryaner, Zerher, Bitner.

The author hopes that the thesis will lead spas to understanding the importance of holistic concept and helps to integrate holistic approach to their spa concepts.

1. HOLISTIC LIFESTYLE PROMOTION IN SPAS AMONG WOMEN

This chapter will focus on theories and facts in theoretical sources about holistic lifestyle promotion in spas among women. The chapter is divided into three subchapters. First subchapter will give an overview about the definitions used in the thesis and begins with the holistic lifestyle theme development. Second subchapter will point out the benefits of holistic lifestyle to women's lives and focuses on the importance of the quality of life and holistic lifestyle improvement. Third subchapter will give an overview about lifestyle promotion and basic service design criteria for spa treatments and services with holistic approach. Also it will point out service redesign importance for meet the needs of today's customer and to be competitive in nowadays market circumstances.

1.1 The specification of the holistic lifestyle definition

In this subchapter the author will give an overview about the definitions used in the thesis and begins with the holistic lifestyle theme development based on theoretical sources.

According to World Health Organization (WHO) health is a resource for everyday life, not the objective of living; it is a positive concept, emphasizing social and personal resources as well as physical capabilities. In addition to freedom from the risk of disease and untimely death, the WHO also refers to people's abilities to perform family, work and community roles; their ability to deal with physical, biological, psychological and social stress; the extent to which they experience feelings of wellbeing; and their state of equilibrium with their environment. Wellbeing means developing as a person, being fulfilled, and making a contribution

to the community. (Smith & Puczkó, 2014) Contemporary health problems mean that healthy populations are achieved through an emphasis on interventions focused on achieving wellbeing in individuals. (Willis & Rayner, 2013)

Ecological systems theory states that an individual's thoughts and actions can be explained only by understanding the micro- and macro system of the person's environment. An ecological perspective of human development is concerned with understanding the contexts in which an individual exists, and incorporates the interactions between the individual, other individuals, and the social structures of society to explain human development. Micro system of individuals lives include past and present roles and actions that often affect both subconscious and conscious thinking. Macro system facilitating and constraining factors include money, ethnicity, gender, social class, institutions and culture. (March & Woodside, 2005) Humans macro - and micro system create also the lifestyle that individuals live.

Lifestyle refers to the way we live (attitudes, habits and behavior) in everyday life. It includes several components through which people carry out major aspects of their life (example work, relaxation, nutrition, problem solving). Although not all components of lifestyle are under the control of the individual, everyone deals with different lifestyles that directly affect the health and wellbeing in the short or long term. Lifestyle components create general types of behavior. The choices people make regarding lifestyle affect their health and influence their quality of life (Apostu, 2013). According to the definition above – the lifestyle should imply at least four things. First, lifestyle can be defined by its physical, socio-cultural or psychological boundaries. Second, lifestyle is also describable by its association to certain thing, phenomenon or place. Third, lifestyle is often associated with preference and/or choice. Fourth, lifestyle also carries identity of the groups or individuals (Mahmud, Ahmad, & Abdullah, 2012)

Holism derives from the Greek word “holos ”, meaning whole. Healing and health stem from the Greek word “hale” what also means to make whole. Therefore holism, healing and health are inter-related concepts. Holism views the person as a whole, concerned with the interrelationship of body, mind and spirit, promoting physical and physiological wellbeing as well as fostering socio-cultural relationships in an ever-changing economic environment of care (McEvoy & Duffy, 2008). The World Health

Organization promotes a broad, holistic definition of health as a “state of complete physical, mental, and social well-being”(Goodgold, 2005).

According to holistic therapists and lifestyle consultants the main argument of holistic lifestyle is being present in the exact moment and pay attention to situations, our emotions, thoughts and feelings at the present moment.

If a person consciously directs attention to her behavior, actions, thoughts and feelings, different opportunities occur how person can contribute to damage or recover her health. Holistic worldview purpose is to be truly present in the bodies, look how it is functioning, what are its strong sides and weaknesses, how the energy flows, where limitations appear and how to overcome the obstacles. Paying attention means listening, watching, noticing without any comments added – it does not mean judgment or criticism. (Shapiro, 1997)

Body, mind, spirit, family, community, education and beliefs are all interrelated as a whole in person. All the aspects of a person's life work together in an integrated way that allows her not only a long survival time, but also the joy of living (Phillips, 2010). Systematic analyses lead us to a new approach to the concept of holistic healthy lifestyle and wellbeing by dealing the following dimensions: emotional, intellectual, physical, social and spiritual. (Apostu, 2013)

Emotional dimension is generally conceptualized as awareness and control of feelings, as well as a realistic, positive, and developmental view of the self, conflict and life circumstances. It is the ability to act autonomously and cope with stress, and the capacity to have fulfilling relationships with others. In sum, emotional wellness is an awareness and acceptance of feelings, as well as a positive attitude about life, oneself and the future. (Roscoe, 2009) Emotional health includes emotional understanding and knowledge of how to solve daily problems, stress and the ability to study, to work, to perform tasks effectively and with good humor. Physicians frequently highlight body emotional state connections. (Burns, 1999) For example, an individual with a good emotional state shows a low rate of stress- related diseases (ulcers, migraines, asthma). When stress or emotional disorder continues for a long time, the immune system is affected, emphasizing the risk of various diseases. (Apostu, 2013) Some researchers have argued that personality trait called “force of

character” can help strengthen the immune system against the harmful effects of stress. This force is defined as an adaptation of an optimistic approach to life issues, including illness as a challenge that can be manipulated. (Donatelle, 2009)

Intellectual dimension can be defined as the perception of, and motivation for, one’s optimal level of stimulating intellectual activity. The optimal level of activity is achieved by the continual acquisition, use, sharing, and application of knowledge in a creative and critical fashion for the personal growth of the individual and for the betterment of society. (Roscoe, 2009) Intellect, the important mental aspect contributes to the essential decisions to maintain the health or welfare of the individual. Although IQ varies from individual to individual, all individuals are able to learn, acquire and evaluate information, to choose between alternatives and make decisions on various types of concerns, including health. The intellectual health is sometimes included in emotional health as mental health. However, it is refined from intellectual thinking. Emotions can alter a person’s thinking ability and confused thinking may increase the number of problems. (Burns, 1999)

Physical dimension is the active and continuous effort to maintain the optimum level of physical activity and focus on nutrition, as well as self-care and maintaining healthy lifestyle choices (e.g., use of medical services, preventative health measures, abstinence from drugs and excessive alcohol use, safe sex practices). Physical dimension also includes the perception and expectation of health, as well as the acceptance of one’s physical state (e.g., body image, disability). The definition focuses on an individual moving toward personal potential without comparing his or her progress with that of others, thus allowing for individual variation and circumstances. For example, an individual with a physical disability can be considered to be well by moving toward his or her own personal optimal level. (Roscoe, 2009) Physical health refers to the state of the body and its responses to the aggression of a disease. To maintain a good physical condition, physical health it is important to embrace those behaviors that give us a physical wellbeing. For example, avoiding smoking and alcohol, balanced diet, maintaining a healthy weight through exercise will ensure that the health of the human body. Fundamental skills of self-care can help people solve their minor health problems. If you experience serious medical

problems special check-ups in institutions and health services are recommended. (Apostu, 2013)

Social dimension encompasses the quality and extent of interaction with others and the interdependence between individual, others, the community, and nature. It comprises the skills and comfort level one is able to express in the context of interpersonal interactions, as well as the motivation, action, intent, and perception of those interactions. Social dimension also includes the extent to which one gives support and how one receives support and the respect of others. In sum, social wellness is the movement toward balance and integration of the interaction between the individual, society, and nature. (Roscoe, 2009) Social health refers to the ability to be a citizen in an efficient, comfortable and pleasurable way, without disturbing the climate of social ecology, protection of other persons. This role involves risks and responsibilities, and an effective communication "give and take". Healthy relationships never involve only a single direction. Fulfillment of human emotions (love, intimacy, affiliation) is an important factor in achieving social health. People who are deprived of these feelings can develop behaviors that constitute a threat to their health and fun, thus falls under the field of social pathology.(Apostu, 2013)

Spiritual dimension is the innate and continual process of finding meaning and purpose in life, while accepting and transcending one's place in the complex and interrelated universe. Spiritual dimension is a shared connection or community with others, nature, the universe, and a higher power. Additionally, spiritual dimension is the development of values and a personal belief system. (Roscoe, 2009) Spiritual health is feeling or emotion what gives harmony to the behavior and values of person. Some health professionals' claim that spiritual forces affect and are affected by overall health. Spiritual health may include feelings of awe, deep religious faith and sense of inner peace in someone's life. It develops the knowledge and understanding of the significance of the relationship with the universe and life itself. Numerous studies have shown a link between religious affiliation and a low rate of chronic disease and mortality. Some people attribute these effects to religious rules, arguing that religion discourages behaviors that can lead to severe health problems. Other people have said that religious affiliation can contribute directly on the health and good mood, which causes the sacral therapy.(Apostu, 2013) Being spiritual does not

mean saintly or affiliated with particular religion. Very often, those who opt for a less formal approach to spirituality can achieve inner harmony. Characteristics of a holistic approach are the individual's primary motivational force to search and find meaning in life. (McEvoy & Duffy, 2008)

Holistic lifestyle is an individual's subjective experience of overall life satisfaction in these dimensions. (Zender & Olshansky, 2009) According to Willis and Ryner holistic approach to lifestyle coaching is increasing trend that informs people to realize that everything they do physically or mentally effect their life quality and is connected (Willis & Rayner, 2013). Our body, mind and soul are one whole complex. People are complex, and live in complex communities in a complex world. All aspects of this world have an impact on the health of the people in it. Taking into account the studies and scientific arguments, this means that everything affects health. People need to understand and honor the whole, in each of its parts and with the synergies that are created as they act together. (Freeman, 2005) Therefore people should to pay attention to all their being and according to holistic therapists, it all starts with understanding our mental and spiritual inner-world. Lot's of people are still far away from the real self (Shapiro, 1997).

In theoretical point of view the author makes a conclusion that holistic lifestyle is important factor of humans self-being and helps enjoy life thru balanced mind. If a person pays attention to herself in holistic approach emotions, other people and other external factors do not have big influence on person's inner balance.

1.2 Developing holistic lifestyle and its influence to women's quality of life

Subchapter focuses on the importance of the quality of life and holistic lifestyle improvement to it. This subchapter will also point out the benefits of holistic lifestyle to women's lives.

Quality of life as a general term is meant to represent either how well human needs are met or the extent to which individuals or groups perceive satisfaction or dissatisfaction in various life domains (Costanza, Fisher, Ali, Beer, Bond, & Snapp, 2007). It is even broader and more complex concept than health and combines both

objective and subjective elements. Quality of life includes the domains of health, work and productivity, material wellbeing, feeling part of one's local community, personal safety, quality of environment, emotional wellbeing, and relationships with family and friends. (Smith & Puczkó, Health, Tourism and Hospitality. Spas, wellness and medical travel, 2014).

Person's quality of life does not rely only on physical health, also mental health is an integral part of humans overall health status (Ministry of Social Affairs, 2013) The quality of a person's life reflects her emotions, her feelings for herself or others (Phillips, 2010). Lifestyle aspects involve activities and behavior, values and attitudes, of individuals or groups, involves interaction, coherence, which can be recognized and chosen by the people (Mahmud, Ahmad, & Abdullah, 2012). Quality of life depends on acquired behavior and programming (Sisson, 2010). With mind-sets and feelings people contribute good or bad to their life situations. Thoughts create feelings and people start to live their lives according to those feelings and beliefs that they have created. Starting to think holistic many people realize that they come from unhealthy families that has created negative patterns in their lives and affected their attitude toward life. (Hay, 1991)

Usually body and mind are seen as two different systems, that function independently of one another. People give food and water to their bodies, take it to walk and enjoy its sensory abilities. The same way nurture the mind with thoughts, ideas and train it intellectually. People are aware of the simple connection of the body and mind. They are not surprised if they are blushing when they are in the middle of the situation of perplexity. Also that terrifying thought can make the heart pumper faster or all the parts in physical body strike if when unexpected bad news is heard. But people do not believe that these kind of mental factors like loneliness or sadness can also influence the physical body. (Shapiro, 1997)

Recent studies of the immune system (Sisson, 2010) show that health and happiness are mutually related. Immune system can be compared with pharmacy. If person feels happy, the body fills up with natural curative agents. If person feels stressful and unhappy, into the blood occurs hormones that can create diseases and illnesses (Sisson, 2010). Buddhists are often considered to be some of the happiest people in the world, partly because of their practice in meditation and mindfulness

(Smith & Puczkó, Health, Tourism and Hospitality. Spas, wellness and medical travel, 2014) Natural psychological level the human undergoes a process of development. If that process is successfully accomplished, the mature personality evolves a sense of self-cohesiveness and a personal identity of its own. Achieving a continuous sense of identity, one becomes aware of the continuity of her personality as a satisfactory integration of the structural subsystems composing her body and mind. The maturely functioning personality, with a secure sense of identity and self-integration, responds to her life situation in a realistic manner. The concepts of psychological identity and self-organization, reflecting the level of functioning proper to the mature personality, can be extended and adapted to the spiritual level. (Meissner, 1987)

Spirit can make people weaker or give them strength. It helps to solve problems, strengthen the immune system and create positive attitude. There are different practices to help people discover themselves, bring their attention to present moment and increase the quality of life through holistic worldview (see Table 1). (Shapiro, 1997)

According to Constantin Gorgos (1980), spiritual health appears as a broad overview, result of a complex set of parameters of organic and social life, that are in a dynamic equilibrium, but that project a functional or morphological model in vital history. Manifestation of these health states corresponds to a realistic vision-logic of the world, coupled with the existence of psychological and social work disciplines and based on volitional self as social norms, joy of living and introversion-extroversion balance. (Apostu, 2013) Lifestyle interventions, particularly in form of nutrition and exercise and more recently meditation have become prominent in several frontier branches of health sciences such as a behavioral medicine, positive psychology and mind/body medicine. There is also small body and scientific evidence that show lifestyle modification enhances quality of life and may even extend survival rates for people with cancer. (Smith & Puczkó, Health, Tourism and Hospitality. Spas, wellness and medical travel, 2014)

Women experience many different periods in their lifetime, both physically and mentally, that have an effect on their regular life standards, for example being pregnant or having menopause. In these cases where person's life is out of regular and

the things that she is used to, change, it always influences the life balance. All these life and mood changes affect women life quality, relationships and may cause stress in everyday lives. (McKeith, 2010)

Table 1. Spiritual practices and methods.

| | Method | | Practice |
|---|------------------------|-----------------------|---|
| 1 | Healing thru the mind | | respiratory therapy affirmations creative visualization conscious inner relaxation meditation |
| 2 | Healing thru the heart | | acceptance of self acceptance of anger fear and intrepidity finding forgiveness unconditional love |
| 3 | Passion and creativity | | art therapy antic acting music and singing rituals creative writing |
| 4 | Body balance | Balancing <i>Chi</i> | acupuncture <i>Shiatsu</i> reflexology |
| | | Position and movement | Massage <i>Rolfing</i> Alexander technique <i>Feldenkrais</i> |
| | | Energy flow | healing thru hands metamorphic technique, kinesiology |
| | | Natural way | <i>Ajurvedic</i> , homeopathy healing with plants aromatherapy flower essences |
| 5 | Expressive movement | | <i>Chi kung</i> <i>Tai chi</i> Dancing yoga |

(Sharpio 1997)

Stress is a multidimensional phenomenon what is focused on dynamic relationship between the individual and the environment. High rate of stress would followed by numerous consequences, including mental and physical illnesses, sleep disorders,

restlessness, irritability, forgetfulness, abnormal fatigue, reduced individual's resistance and recurrent infections, headaches, poor concentration, memory impairment and reduce in problem solving ability. In general, everyone experiences the stress, but women are a group of people who are at the higher risk of stresses due to the nature of the their life. (Hasanvandi, Valizade, & Honarmand, 2013) Stress in human's lives is now so great and so insidious that more and more people are making the deliberate decision to understand it better and to find imaginative and creative ways to change how they are in relationship to it (Kabat-Zinn, 1990).

Today the life of women is different than earlier time because most of them are working and their career is nowadays at the same level as men. Therefore, they are really giving emphasis to appearance, health, and pleasant personality (Yaman, Alias, & Norishahaini, 2012). According to Kangas and Tuohnio the Eastern Finland survey of lifestyle segmentation showed that 85 per cent of women, mainly 35-44 years old, were oriented to work and health, 75 per cent were women, aged 18-44 who were family-orientated and 72 per cent of respondents were women, mainly 55-65 years old, who interested in spirituality. The survey also showed that mostly men, under 35 years old, were careless of holistic well-being and had little interest in spiritual wellbeing. (Smith & Puczkó, Health, Tourism and Hospitality. Spas, wellness and medical travel, 2014).

Health care for women is unique, given their hormonal profiles, tendency to present with certain diseases disproportionately to men, and greater longevity. Humans health begins long before birth, and even before conception, with the genetic and lifestyle make up's of the generations preceding her. The behaviors of a baby's mother before she becomes pregnant influence the outcome of the pregnancy more than prenatal care (Zender & Olshansky, 2009). Many women experience painful and long-lasting menstruation, chronic premenstrual syndrome or hot flushes, all this is influenced by eating habits and lifestyle. Many of these complaints are preventive with healthy eating habits, lifestyle change and positive spiritual thinking. (McKeith, 2010)

Often there is a tendency among women to focus more on children, partner, husband, parents, relatives and friends wellbeing and care than they look after themselves. And not only women's who have children do not risk to lose themselves but everyone who is not focused and present in their real self. (McKeith, 2010) Therefore holistic

lifestyle and spiritual practices help women to find balance and satisfaction in their lives that is needed to live a fulfilling life (Shapiro, 1997).

Theoretical part above shows holistic lifestyle developing methods and approves that the holistic approach has positive impact to women lives in physically and in mentally. Women have to cope with different situations in life like menstruation cycle, pregnancy, giving birth and having menopause. The holistic lifestyle helps women to adapt faster in different life changes both in physically and in mentally and reduces the chance that they have to lower their quality of life to cope with these life situations.

1.3 Criteria in service design for spas as holistic lifestyle promoters

This subchapter will give an overview about lifestyle promotion and basic service design criteria for spa treatments and services from holistic approach. Also it will point out service redesign importance to meet the needs of today's customer and to be competitive in nowadays market circumstances.

Situation where people are dealing with consequences rather than their prevention are slowly changing. Also understanding that medical treatments help to recover the symptoms, but not the root cause of some illness, physical injury or depression. More and more people are starting to realize that the health responsibility remains largely with the individual and their lifestyle. (Sisson, 2010) Even many medical practitioners focus on helping patients to become actively engaged in their health, in particular, in lifestyle change. In medical prospective integrative medical practitioners include both biomedical and contemporary and alternative approaches to their practice as incorporating a holistic view of the patient. The integration of body, mind and spirit. Integrative healing is about facilitating people to heal on all levels of being - the physical side, the emotional side, the psychological side and the energetic side.(Willis & Rayner, 2013)

Contemporary medicine emphasized the importance of patients 'taking control' of their health. Self will and identity is at the heart of lifestyle change, and that 'one

cannot change lifestyles without changing one's self". Lifestyle consulting includes both consulting in terms of physical activity, smoking, alcohol, but also moving more towards a lot of positive psychology. So it's not just the body or not just the physical but more spiritual, moving away from promoting passive therapies. Even acupuncture, that's quite passive, where treatment is given but then patient goes back to their life but problem root remains and the symptoms repeat. Holistic lifestyle coaching is more to do with managing health in long term, rather than fixing the current illness. (Willis & Rayner, 2013)

Lifestyle promoters try to ensure a healthier population and a higher quality of life. It is the pursuit of a healthy, balanced lifestyle.(Rančić, Popov-Raljić, & Pavić, 2013) Healthy lifestyle promotion encompasses educational, motivational, environmental, and policy measures that empower individuals, organizations, and communities; fosters healthy behaviors; and improves potential health and holistic wellbeing (Goodgold, 2005). Many spas today are nothing less than lifestyle universities, places of recreation and education that advocate a holistic approach to human complicated natures. It is a comfortable, protected, soothing place, where one can enrich the mind, improve health and fitness, and nourish one's spirit and soul. (Lazarus, 2000) Major change and the trend of the modern spa culture are the concentration of the attention on the treatment to the preventive action and promotion of general healthy lifestyles that would ensure a long life and good health in an older age. (Tomasberg, 2011)

Spa is an acronym for *salus per aqua*, or health through water. The main reasons stated by clients for their use are stress reduction, specific medical or other health issues, eating and weight loss, rest and relaxation, fitness and exercise, and pampering and beauty. (Frost, 2004) Today, spas are focusing on wellness as more holistic approach to physical conditioning, essentially redirecting marketing and development efforts on spa amenities that centre on mind, body, and being. As fitness still remains an integral part of the wellness experience, the exercised focused spas of the early '90s no longer can compete with modern facilities that offer life-enhancing, stress-reducing, and skin-improving techniques. To compete effectively in today's market, operators need to update and refurbish their spas to meet the changing demands of spa guests. (Johanson, 2004) While the origins of spas are rooted in the healing waters of natural hot springs, the focus of spas around the world has shifted. More recently,

spas have begun to adopt numerous new programs including meditation and spirituality. (Yaman, Alias, & Norishahaini, 2012)

In a recent study of spa tourism (Johanson, 2004), researchers found out why spa travelers visited spas; 41 percent of men stated stress was the reason, while only 22 per cent of women suggested this was their purpose for going. On the other hand, 45 per cent of women said they visited because they "felt like splurging"; 26 per cent of men so responded. While 39 per cent of women admitted going to the spa to "take care of themselves," only 19 per cent of men suggested that was the reason for their visit. In addition, males do not seem to value the experience as much as women, since only 30 per cent wanted to return, versus 50 per cent of women. These statistics suggest that spas may not be currently focusing on or sufficiently delivering their promise in terms of customer satisfaction, creating a memorable experience, having a well-maintained and well-staffed spa. (Johanson, 2004) Tourism and spa sector is a service industry that is dependent on the quality of customer's service experiences and their consequent assessments of satisfaction or dissatisfaction. The management of service quality is thus of crucial importance to the tourism industry; indeed, it is becoming increasingly important as a result of changing consumption patterns among tourists, the general "*tertiarisation*" of the global economy, and the continuing development of holistic tourism products and packages.(Zehrer, 2009)

Spas that focus on wellbeing as a more holistic approach to physical conditioning by essentially redirecting marketing and development efforts on spa amenities that centre on mind, body, and spirit will dominate the resort market since spas have become an integral amenity for many people today. (Johanson, 2004) For example key to stress management is learning to be mindful and mindfulness should be the watchword for the spa experience. It shows that spas should overlook their products and services and redesign their concepts to be more spiritual and holistic.(Lazarus, 2000)

Service has been designed by the American Marketing Association as: "activities, benefits or satisfactions which are offered for sale, or provided in connection with the sale of goods" (Hollins & Hollins, 1991). Services have impact, but no form. It is not a physical object and cannot be possessed (Shostach, 1984). Services are non-material, living products (Zehrer, 2009).

Service design considers services as products that need to be systematically developed with clear focus on customer value. Services requiring design ought to be considered like any other product. Similar to material products, design criteria for services focus on purpose, functionality, ergonomics, ecological integrity, economical feasibility and aesthetic maturity. The process of designing memorable service experiences in any organization entails the identification and sequencing of tasks, resources, decisions, and human accountabilities of that organization. Many organizations need to become responsive to customers and incorporate customer insight into their strategies and implications. They need to use customer input when they design experiences. They need to use customer feedback to improve experiences. (Zehrer, 2009) Experience is a broad term that can refer to any sensation of knowledge acquisition resulting from a person's participation in daily activities. Carbone and Haeckel define an experience as the take-away impression formed by people's encounters with products, services, and businesses – a perception produced when humans consolidate sensory information. (Fitzsimmons & Fitzsimmons, 2000)

Service redesign is the reconstitution, rearrangement, or substitution of process that make up a service. A redesigned service can add value for customers by improving the service's benefits or reducing its burdens. For companies, service redesign can attract new customers, increase service use, improve competitive differentiation, increase productivity, reduce labor costs and strengthen employee motivation and satisfaction. (Berry & Lampo, 2000) However well you have undertaken the design process there will always be areas in which the design is deficient or needs an update. The service should continue to be redesigned and updated periodically to satisfy customer needs as they change in time, until it comes to the end of its selling life. Customers have been using the service and can provide you with feedback or relate directly to it. (Hollins & Hollins, 1991) Services are characterized by the coincidence of production and consumption because the service is usually created in contact with the customer (Zehrer, 2009).

The difference between a successful and an unsuccessful service organization is often the way in which customers are treated (Hollins & Hollins, 1991). The competitive success of any service provider ultimately depends on customer satisfaction, which, in turn, is ultimately determined by consumer's experiences with service operators. In

general terms, a service orientation is an organizational predisposition that encourages a distinctive approach to all aspects of the consumer market. In parallel with this emphasis on a service orientation, the design of service has become an increasingly important issue in service management. (Zehrer, 2009) At the design stage, the developer must plan and consider every encounter between customer and provider. The good manners and attentiveness customer associate with good personal service must be made part of the hiring, training and performance standards of the company. Recruiting, training, and general management are important considerations in services rendered by people, and for complex professional occupations such as legal, consulting, or medical and welfare services these factors are of paramount importance. To the customer, people are inseparable parts of many services. (Shostach, 1984)

Research of atmosphere (Bitner, 2001) suggests that the physical setting may also influence the customer's ultimate satisfaction with the service. Interestingly, in service organizations the same physical setting that communicates with and influences customers may affect employees of the firm. Research in organizational behavior (Bitner, 2001) suggests that the physical setting can influence employee satisfaction, productivity and motivation. Customers and employees interact with each other within the organization's physical facility. Ideally, therefore, the organization's environment should support the needs and preferences of both service employees and consumers simultaneously. Even marketing goals such as relationship building could be influenced by the design of the physical setting. The ability of the physical environment to influence behaviors and to create an image is particularly apparent for service business such as hotels, spas, restaurants, professional offices, banks, retail stores, and hospitals (Bitner, 2001). The effect of atmospherics, or physical design and décor elements, on consumers and workers is recognized by managers and mentioned in virtually all marketing, retailing and organizational behavior. Environmental psychologists suggest that individuals react to places with two general, and opposite forms of behavior: approach and avoidance. Approach behaviors include all positive behaviors that might be directed at a particular place, such as desire to stay, explore, work and affiliate. Avoidance behaviors reflect the opposite, in other words, a desire not to stay, explore, work and affiliate. In a study of consumers in retail environments, Donovan and Rossiter (1982) found that approach to behaviors in that

setting (including shopping enjoyment, returning, attraction, and friendliness towards others, spending money, time spent browsing, and exploration of the store) were influenced by perceptions of the environment. (Hollins & Hollins, 1991) For example in the Milliman experiments, music tempo was varied and the effect on a variety of customer behaviors was measured. Milliman (1986) found that the tempo of background music can affect traffic flow and gross receipts in both supermarket and restaurant settings. (Bitner, 2001)

Each individual comes to a particular service organization with a goal or purpose that may be aided or hindered by the setting. Similarly physical surroundings and conditions could constrain an employee's ability to do her work. The basic assumption is that positive (negative) internal responses lead to approach (avoidance) behaviors. For employees approach includes such behaviors as affiliation, exploration, staying longer, expressions of commitment, and carrying out the purpose for being in the organization. Avoidance is represented by the opposite behaviors. For customer approach includes such behaviors as coming in, staying, spending money, loyalty, and carrying out the purpose for being in the organization. Avoidance is represented by the opposite behaviors.(Bitner, 2001)

The tourism industry and many other service sectors have utilized various enhancement programs to improve their operations and performance in an attempt to remain competitive. According to Vargo and Lusch service design must respond to a new service-dominant logic, whereby service design must be largely focused on operant resources with which the firm is constantly striving to make better value propositions than its competitors. (Zehrer, 2009) For a new or redesigned product and service to be a success it will need to be better than what already exists. (Hollins & Hollins, 1991)

Theoretical part of criteria in service design for spas as holistic lifestyle promoters shows the demand for spa services in holistic approach and points out the facts why theoretically spa is suitable place for holistic lifestyle promotion. It also mentions the criteria that are important of designing the holistic spa concept together with the environment and service quality. Service design and redesign are important matters in that concept.

2. PROMOTING HOLISTIC LIFESTYLE

This chapter of the thesis will give an overview about the practical part of the research together with the research method, process, the sample group introduction and discussion analysis. The analysis discussion is divided into two sections. First section converges under theme: holistic lifestyle in practice and second section converges under theme: holistic lifestyle trends in spas.

2.1 Research method, process and sample group review.

The aim of the thesis is to find out the practical needs of women holistic lifestyle promotion in Estonia and map the criteria that are important to promote holistic lifestyle in spas. To fulfil the aim the author has used qualitative research by semi-structured in-depth interviews with holistic lifestyle experts as data collection method.

For research the author is also using Anti-common-sense Hypothetico-deductivist Model. This model declares that there is no thing as ‘all the relevant facts’, there are only ‘hypothesis-relevant facts’, and that research must always start with a body of prior theory, if only to decide which set of ‘collectable facts’ should be collected or generated. It is this prior body of theory from which the researcher generates a particular hypothesis whose truth or falsity could be ‘tested’ by a particular selection of ‘hypothesis-relevant facts’. The hypothesis-relevant facts are then collected, and the hypothesis are either supported by the evidence of those facts or it is refuted by them. (Wengraf, 2001)

According to the used model, the author sets a hypothesis that also the theory pointed out – there is a rising demand on the market, especially among women, for holistic

lifestyle promoters and as ideal places for holistic lifestyle promoting spas in Estonia should overlook their concepts to become more holistic.

Qualitative research goes under several sobriquets, such as the humanistic model of social research, unobtrusive methods and ethnographic approaches. It is a term used to describe an approach to research than stresses 'quality' not 'quantity', that is, social meanings rather than the collection of numerate statistical data. (Miller & Brewer, 2003) Qualitative research methods often involve several in-depth interviews. Interviews explore the unique aspects of the case in great detail, more so than would be typical for a phenomenological interview. (Namey & Mitchell, 2013)

Semi-structured interviews are designed to have a number of interviewer questions prepared in advance but such prepared questions are designed to be sufficiently open that the subsequent questions of the interviewer cannot be planned in advance but must be improvised in a careful and theorized way. As regards such semi-structured interviews, they are ones where research and planning produce a session in which most of the informant's responses can't be predicted in advance and where interviewer therefore have to improvise probably half – and maybe 80% or more – of responses to what interviewees say in response to authors initial prepared question or questions. (Wengraf, 2001)

Marketing research can be divided into two broad categories: secondary data collection, which includes desk research, the collection of existing documentation and expert estimation, primary data collection, which includes interviewing, observation and experimentation. Secondary data collection should always be undertaken first. (Hollins & Hollins, 1991) As there is no other survey done before to research spas as holistic lifestyle promoters, author of the thesis starts with the secondary data collection. In the present survey the active holistic therapists as experts were interviewed who work day by day with promoting holistic lifestyle among Estonians.

Experts can provide you with estimates. They will also know where the organizations fail to sell and why, who their competitors are and in what ways the competitors are better or worse from each other. (Hollins & Hollins, 1991) The aim is to get their expert valuations about the practical situation regarding holistic lifestyle promotion in Estonia and about the demand for holistic lifestyle development from the society.

Also about their opinion for spas as a holistic lifestyle promoters and the criteria that is important to develop holistic lifestyle from practical approach.

Interviewees as holistic lifestyle experts were actively working holistic therapists. According to Holistic Therapy Institute there are 34 active holistic therapists at the Institute homepage who advise their clients regarding holistic lifestyle and held holistic regression sessions all over Estonia. 30 of them are based in Tallinn. (Institute, 2014)

Holistic Therapy Institute is an educational institution that provides its students introduction to the holistic worldview and the development of holistic therapy. The most popular is "The Holistic Training", a 1-year long self-development program. The 3-year long course where is an opportunity to become a holistic therapist, started in 2003, and the first training group of 12 therapists received their certificates in the summer of 2006. In years all together 260 persons have graduated 1-year long self-developing program and 64 3-year long course of becoming holistic therapist. There are over 120 students currently studying on different levels and different training groups at the Institute. (Holistic Therapy Institute, 2014)

All the chosen interviewees have their own relation to holistic lifestyle and reasons why they became holistic therapists. Preserving anonymity and good tradition author will not tell the background stories or the names of the interviewees. All the interviewed experts work in Tallinn. 7 of them have three years of working experience and one interviewed expert is the founder of the Holistic Therapy Institute. She has the working experience since year 1995.

In trying to verify hypotheses, qualitative researchers, working in the context of discovery, are open-ended, and often follow emergent empirical and conceptual findings in unexpected ways. Thus, they may not know, in advance, how much data they need to gather. But in general the rule is to keep interviewing as long as there are different answers presented, and that is a reminder that with little samples there is not an opportunity to establish frequencies but there should be a chance to find the range of responses. Whatever the way the question is handled, best answer is to report fully how it was resolved. (Baker & Edwards, 2012)

Depending on the theoretical facts given above the author succeeded to gather in total eight in-depth interviews. As the answers of the questions started to repeat the author did not see the purpose of continuing with the interviews or widen the sample group. The interviews took place in April and in May 2014 and were recorded.

Analysis is conducted via content analysis by using coding for finding hidden emphasizes, which was necessary to get as objective image of holistic lifestyle criteria as possible. It is essential to save the anonymity of the interviewees. At this point codes like “A1” for the answer number one and “A2” for the answer number two are going to be used in the analyses. Questions are coded starting from question number one “Q1” up to “Q15” as there were fifteen questions used (see Appendix 1).

Depending on the interviewees the questionnaire worked out differently. As all eight therapists have different background, their way of thinking how to promote holistic lifestyle is different and for that in some interviews the author asked more questions than planned and tested the answers already given by others. All in all author got plenty of information and profound material for analysis.

2.2 Analysis discussion

For analysis discussion the author will compare the opinions and answers of the interviewees to point out the similarities and also differences for wider range of criteria mentioned by the interviewees. Highlights of extraordinary or important opinions will be brought out to illustrate – these extracts from interviews are written in *Italic*.

According to Baker and Edwards (2012) with little samples there is not an opportunity to establish frequencies but there should be a chance to find the range of responses. Whatever the way the question is handled, best answer is to report fully how it was resolved (Baker & Edwards, 2012). Therefore in many answers the author finds important to write the answer fully as it was explained or said by the interviewee.

The questions are divided into two sections. First section converges under theme: holistic lifestyle in practice and include interview questions 1-9 (see Appendix 1), second section converges under theme: holistic lifestyle trends in spas and include interview questions 10-15 (see Appendix 1).

2.2.1 Holistic lifestyle in practice and its importance among women in Estonian society

The first question (Q1) asked to interpret holistic lifestyle and all the interviewees mentioned three aspects in holistic concept – taking care of the body, mind and soul. Holistic lifestyle means a whole and balanced lifestyle. If person takes care of her body, mind and soul, have inner satisfaction, is physically active and externally energetic. Holistic lifestyle means to listen to the intuition and trust oneself to make choices that are best for the person who is making them. A1 and A2 mentioned that in holistic lifestyle and way of thinking the most important question is *“What can I offer to myself?”* – is it food, movement, sleep, rest or something else that I need at this moment. A4 said: *“I rather say that there is no such thing as holistic lifestyle but there is holistic worldview. And it is possible that holistic worldview will change one's lifestyle but it comes like a bonus because with holistic worldview you start to analyze yourself – feelings, thoughts, actions and it will guide you to live the way that is best for your body, mind and soul. Holistic point of view helps people to understand what they really need and want from inside.”*

Q2 asked ways how to achieve holistic lifestyle was answered basically by all the interviewees that starting to ask the question *“What can I offer to myself?”* or *“What do I really want and need right now?”* is good point to start. It does not matter what kind of field the start takes place – is it nutrition, movement, better sleeping or right breathing, the main point is getting started to notice the needs of person to get the contact with herself. A3 mentions: *“Inner balance as managing emotions is learnable and trainable so from my point of view it is the easiest part to start the change because changing behaviour is always preceded by some sort of attitudes or beliefs change but they usually do not change by itself, they need to be changed in somehow.”* All therapists agree that holistic therapy session in that point would be

helpful but it's not the only way. Different spiritual practices like yoga or Shin Do help to get better connection with oneself. Also healthy food that includes plenty of vitamins will lead a person closer to holistic lifestyle.

A5 points out the fact what might guide people to search for different ways to achieve holistic lifestyle: *"It's the situation when you feel that something is always missing or defected. Although you might have a good job, perfect children, wonderful husband and beautiful home. This is the point where people might realize that they need spiritual guidance."*

The question "Based on current situation in Estonia is holistic lifestyle rather for individuals or is it a massive trend?" (Q3), brought out the fact that in current matters it is for individuals but awareness of the holistic concept is slowly changing in the whole world. A2 is giving the example regarding group training styles in sports clubs that have changed from muscle building body pump trainings to body and mind trainings like body art and body balance. A3 points out the meditation groups where people come together to do active group meditation that was not popular few years ago. Also she mentions that people awareness regarding healthy eating is increasing – more people prefer local products and food that in one point are proper for the person physiologically but also the person is contributing to the worlds ecological footprint. A3 says: *"It seems to me that for some people movement, nutrition, thinking and acting are already intertwining."*

A1 points out the current situation in Tallinn context: *"It is funny that we have to see the commercial "Tallinn is moving" what tells that moving 20 minutes 5 times a week is good to our health. Why does the city or the government has to tell what is good for people? People should now what is good for them individually and what makes them feel good. It shows that the massive amount of people has not asked the main basic question from themselves."* A5 is on opinion that the awareness of holistic lifestyle has risen but does not believe that a whole society would accept it.

Question number four (Q4) and question number five (Q5) focuses on the practical experience of the therapists by pointing out the gender that is more into holistic therapies and lifestyle change and also calls to believe why is that so. All therapists answered that mainly there are women who search the inner harmony also in therapy

studies and different spiritual practices, pointing out the percentages that are 80% of women and 20% of men. The reason all therapists mention is that women are more emotional and dare to show more feelings. In practical point of view if a man comes to holistic therapy, he has to have a deep issue or a problem. A3 mention that her clients are basically male gender, especially young men: *“It seems that younger generation is more open minded. In therapy there are plenty of men aged 25-40 but over 50 years old there are few. On the other hand there are plenty of women over middle age and less younger generation. The reason could be that the younger generation of men are more open-minded and with healthier worldview. Older generation are instructed in a way that work needs to be done without any questions asked.”*

A7 has an opinion: *“Regarding women they are more emphatic and focused on others. Especially being a young mother you focus more on your children, family and work. If children grow older, women get a chance to look for the opportunities how to implement herself into life and be helpful. Men’s life is opposite – they dedicate themselves first to make money and create successful business and in elderly age they start to devote themselves to the family. But unfortunately that first family often gets lost because of the separation growth between man and women in this time period. For men to create a new family and have children in the age of 50 is no problem, women in the age of 50 dedicating themselves to work, business or educational growth.”* Therapists mention that men start to lose their energy in elderly age, women vice versa have the energy growth in elderly age. Also therapists point out the fact that the older generation got their children at so early age and this might be the reason why now women in 50s are actively participating in spiritual practices.

A1 says that society has done plenty of mind-work with male generation: *“Usually men come to holistic therapy when they do not manage with their life anymore. If I look at young boy and young girl, the girl looks emotionally stronger but the society are forcing boys to get stronger and not to show their feelings. That is why I am not surprised why they come to therapy if it is their last chance.*

A6 adds: *“Regarding birth of a child, I think it is life-changing experience for both of the parents and even bigger responsibility to a man. He has to take responsibility to be a man and woman needs to have that trust to her man that she does not have*

husband as a second child at home. From my perspective in this point the marriages end. The point when woman realizes that the husband is still a child and not able to take the responsibility.”

Sixth question (Q6) gives answer to how does holistic lifestyle influence women’s quality of life. All the interviewees agreed that it is of course change in a good direction and better life quality. A1 mentions: *“Holistic lifestyle is not when you let personal trainer tell you what to eat or what exercises to do but it is when you take responsibility of your own life – actions, thoughts and feelings. And if you start taking responsibility and start to listen to your own intuition that tell you what is best for you right now, that changes your quality of life. You become the most important person in your own life!”*

A3 points out that if the person is calm every little detail cannot take her off balance and because of that drama that usually begins from nowhere, just because people are tired or irritated, will not happen. It lifts person relationships into whole new level – life is better, making love is better, work is better, relationships are better. A5 talks about how holistic thinking can change woman’s experiences in life: *“Thru holistic meditations or example giving birth to a child can be a fantastic experience without pain, if you know how to listen to yourself. And holistic approach to life helps to set the priorities in everyday lives in the right and suitable order for concrete person.”*

Seventh question (Q7) concern the time period of achieving holistic lifestyle – is it long or short term process? Basically all therapists agree that it needs constant work but all of them also say that holistic lifestyle is not a thing that a person can achieve it is way of living and thinking. If a person already adapt the patterns of holistic thinking the choices she makes does not need extra effort anymore and the holistic choices comes naturally. A8 state: *“Lifestyle is becoming a way of life in a point where you take something that is good for you without you should make choices.”*

Following question (Q8) is about holistic lifestyle consistent development. The interviewees gave solid answer also to this question. It needs engagement. A4 points out: *“In holistic point of view a human is not possible to achieve full life balance. Life itself has changes and it is impossible to stay stable and there is no need to because otherwise life would not be that interesting. Life needs to have enough challenge to*

occur growth.” A3 focuses on women: “Ideally, different situations in life that women has to go thru, like giving birth to a child, could make women to work with herself constantly. I personally think that there are plenty of woman who have untreated postpartum depression. In that case it would be helpful to develop the holistic worldview and find peace, balance and harmony again.”

A7 also talks about women: “In women’s life there are more of these dramatic changes where a woman has to give up more then man. For men the birth of a child can mean more working hours but he continues doing the job he did before. For women, the career is on hold for few years and this is the thing that women have to get used to, it also might need some guiding and spiritual work with your self.”

A8 points out the society’s pressure on young mothers: “There are plenty of capable women who can go to work right after child is born but here has society a big role to play that will tell you are a bad mother if you leave your little child home with the father. Society has very tough stereotypes to women – which kind of women is beautiful, which is good mother and a good wife etc. Women have to fit into the box. For men, there are not so many criteria to fit in to. That is why women should frequently meditate or take themselves into balanced situations.”

Ninth question (Q9) focused on spas as holistic lifestyle promoters. All the interviewees answered positively to this question. It is a place where people can rest and also be with themselves, it is good prevention work and stress reducer. It would be even more greater if spas would bring in more the spiritual part – atmosphere, products, services and holistic concepts.

2.2.2 Holistic lifestyle promotion in spas and important criteria of its developing

The question regarding products and services in Estonian market that help to create holistic worldview and lifestyle (Q10), all the therapists point out the meditation groups, different yoga schools, holistic therapies, releasing breathing and crystal therapy workshops. There are also mentioned Holistic Therapy Institute,

Hypnotherapy private school and Holistic Clinic. Also eco stores are pointed out and different spiritual camps that take place in the summertime, for example yoga camp.

A1 mentions also art workshops and ceramics as one method of moving towards more holistic worldview and points out: *“There are not a complex service in the market right now that would integrate the whole aspects of holistic concept regarding self development.”* A2 says: *“In my point of view also spas and sports clubs that invite people to take care of their bodies are somehow part of holistic lifestyle creators.”* A3 agrees that some sports club would like to think that they are holistic lifestyle service provider but the interviewees both mention that there is also a big difference between sports club and sports club. In holistic point of view the sports club have some kind of relaxing concept and they offer something also to people souls. Both therapists mention Arigato sports club first conception as a positive example that had Japanese Yasuragi in their service list. The sports club and spa have to have meaningful value, not only gym where is possible to pump your muscles or sports massage that is based on releasing tension only from your muscles. A7 mentions NLP trainings as one of holistic lifestyle introducer as there are some techniques that are used also in holistic therapy.

Following question (Q11) analyses the current situation in Estonian spas, precise tries to figure out are spas in Estonia focused on holistic lifestyle development. All therapists concur that there are lack of holistic approach in Estonian spas today.

A4 says: *“Spa culture has developed, there are massages, pools and gyms but there are lack of products or services that deal with emotions”.* A2 also mentions: *“In spas there are lack of spiritual and mind relaxing services. They offer you comfortable atmosphere and opportunity to take care of your body but still they haven’t had a courage to add spiritual practices to the service list.”*

A1 points out the fact regarding clients: *“People think of spas as places where you go and you can say make me healthy and beautiful. For example if we look at different spa menus – there are only body and beauty treatments in focus. And if the client is taking a massage the only therapeutic moment nowadays is that the person has opportunity to talk herself empty to the masseur. Here I see unused opportunity because massage in Ayurveda concept should reload also persons mind ad spirit.”*

A3 talks about customer questionnaires as an unused opportunity: *“In arrival to the spas for treatments also in Estonia the spa coordinator usually asks you to fill in the customer questionnaire. This is to secure them if something happens to you during the treatment but I see here unused potential because regarding questionnaire information that basically contains my whole lifestyle pattern the masseur or cosmetic has a chance to make me some suggestions how to live better and healthier, but they are not doing anything with this information.”*

A5 adds: *“There are soft ways to a holistic approach in some spas, for example music and lightning therapy, but there is a lack of guidance from spa workers and masseurs. Chocolate wrap smells fantastic but what impact it really has to our souls and bodies this is not explained.”* In this point A5 also mentions that if a person knows how to meditate and work with her inner world, the healing process can take place everywhere, even in some group trainings that are not guided as spiritual trainings.

Finally interviewees mention a few spas and wellness centres in Estonia that from their point of view are the closest to the holistic concept – Harmoonikum (A1), Kubija Sleeping Clinic (A3), City Spa (A2), Meresuu Spa (A5). Therapists explain their choices: Harmoonikum has an ecological approach to everything they do or offer and from a holistic approach every detail has to be thought through, the concept has to be holistic over every detail. Kubija Sleeping Clinic has this kind of holistic approach that first in the arrival they take different tests and interviews with the client to collect as much data as possible and after that the customer goes to the doctor who gives the person suggestions in different fields of living to increase the quality of life and sleeping. City Spa is mentioned because of the perfect atmosphere that helps the client to relax and their treatment area is separated and quiet. People can really relax and enjoy the treatments or massages. Meresuu Spa has a lightning therapy room where it is also good to meditate.

The question about holistic product and services development in spas (Q12) got different answers from the interviewees but basically all therapists agreed that from the point of view where the customer is staying at the spa for a longer period of time, the spiritual practices could be offered systematically to the client through all of her staying period. Also the chance to discover different spiritual practices in one place and one period of time could be an option to help a person to choose the pleasant

suitable method for her. Holistic therapy regression sessions could also be one of the options as one therapy session takes 3 hours and usually holistic regression therapy is started with the intensive therapy cycle that consists of four 3-hour sessions and can take place on 4 consecutive days or divided in 2 parts: two sessions in 2 consecutive days and two more days a week later. There could be also lectures with different themes regarding holistic lifestyle development that would give tips to the customers how to integrate holistic lifestyle to their every day life.

For the day spas concept the holistic practice should be focused more on quick development as usually day spas are visited for certain amount of hours in a day. For example 1 hour lasting group meditation sessions, yoga classes, spiritual massages with energy flow or guided meditations. Day spas could also link spiritual practices to their usual beauty treatments. A7 thinks about the regular day spa customer: *“If we think of a regular mother who has 3 kids at home, she is lucky to have 1,5 hour three times a week for herself and usually she goes to a day spa for 1 hour massage or to a sports club and attends to 1 hour training and after that goes to sauna and then she already has to leave, she does not have that 20 minutes to meditate. That is why day spas should think of smart integrated ways to their products and services to promote holistic lifestyle to their clients.”*

A3 suggests: *“On my personal experience I am impatient person and for example on facial treatment, before I started to meditate, I got really irritated about the fact that I just had to lie there while having a mask on my face. But this might be the time where busy scheduled persons could take some time to heal their soul. Or after massage for 10 minutes you just lie on the massage table and listen to meditation music or guided meditation. It could be the same way that before the massage you choose your massage oil together with the meditation that you would like to have in the end of the retreat depending what do you want to achieve – calmness, energy, lose some weight etc.”*

A4 talks about holistic spa services for clients that stay at the spas longer period of time: *“If a person comes to spa for longer period of time, there could be emotional purification in the form of holistic therapy. Easier way for example in day spas is to have meditation room and mediation teaching. For example you can go to meditation room and listen to relaxing music or do guided meditation. Meditation helps body to*

rest, helps to get contact with the body and intuition. Different theme lectures could be at spas if a person stays at one place longer – every evening you do not go to sauna or pool or have a drink at the bar so the lectures could make interest.”

A2 and A1 both pay attention to the service culture. A1 mentions: *“If you walk in at the spa, the atmosphere should be trustful. The first person that welcomes you when you enter creates the mood and I should sense this person’s real honesty and presence. Me as holistic therapist I actually sense if person is not connected to her inner-self.”* A2 points out the massage therapist side: *“The main importance is to educate spa workers regarding holistic lifestyle and help them to find themselves first. Because holistic massage is not just a pain killer in a muscle, it also includes the energetic world and massage should open your energy channels and make you feel better in that way. But if the person who is doing the massage for you is very stressed, the energy that you get from the massage is also stressful and negative energy, so the massage is not so relaxing after all.”* A6 and A8 agree that if spa workers are not enthusiastic themselves, they cannot deliver it to the customers if they do not believe that the thing they are offering is necessary. A7 mentions: *“It actually starts already in staff recruitment process.”*

All therapists point out that the easiest way to bring the spiritual world a little bit closer to the spa regular customer is add different yoga and body and mind trainings like Shin Do or Tai-ji into spa group training plans. All therapists also mention the fact that many spas and sports clubs are having yoga in their training schedule but in many cases it is learned in a way far from the real meditation yoga that really helps person’s mental growth. It is more for physical strengthening. A5 points out: *“Also body balance and yoga trainings in sports clubs could be with some themes and introductions by the trainer that helps to discover spiritual world as well. And the training might end softly so that who wants can sheer their feelings that they experienced in the training. Right now there is a tendency that next training costumers already are marching in before you can even put away your yoga mat.”*

The interviewees are all in the same opinion that also holistic therapy could be one of the services that could work in the quiet spa area as they could have their sessions held in the spas. All kinds of professional help thru different advisors could be also one thing to think about at the spas, for example nutritionist, life coach, holistic

therapist etc so if the person comes to the day spa and takes for example half year package for visiting the spa, she has the opportunity to visit several different professional advisors that look the person as a holistic complex.

A1 pointed out that spas could also be educators for their customers about holistic lifestyle and not only the service providers: *“The spas could educate their clients towards sustainable lifestyle change by providing different trainings and courses for example how to cook holistic food to get all the necessary vitamins or how to make body scrub at home that would be ecological and therefore better for your body than some chemical. Because in general spa conditions it is easy to stay holistic but if you go home and you do not have a knowledge how or what to cook or what meditation with different feelings you should practice, it affects your attempt and motivation to live holistic lifestyle. It also needs knowledge.”*

The next question (Q13) requested therapists to mention criteria in addition they think are important in spas if they would like to become holistic lifestyle promoters. In this part all the answers were the same. Most important is to educate the staff to live holistic lifestyle and to be a role model to all the clients in achieving inner harmony and life balance. Also the atmosphere should be calm, relaxing and trustful. A4 highlights: *“For example if you have therapy session in the spa, total silence is required that also creates secure feeling for the person in therapy because she knows that nobody except the therapist will hear her.”* A1 complements: *“The atmosphere creates the first feeling and if the style of the spa is from steel or granite, it does not sound very relaxing and calm, rather cold and uncomfortable.”* A2 points out the environment the impact on quality of life: *“If I’m in a stressful environment, I inevitably turn into similar condition. I adapt it.”*

Another important mentioned component is music. Music has also big part to play in creating the right vibe in the atmosphere. From holistic point of view the music should be with meditational influences but that does not mean that it always has to be calm and relaxing, it can also be energetic to give power.

Next criteria the therapists mentioned is catering. If the spa wants to be holistic and think of body, mind and spirit concept, the food and drinks that the spa offers have to be also holistic, ecological and good to persons body, soul and spirit.

Basically experts concluded that each part of the spa and each detail have to support the others in holistic approach and all the concept has to be thought thru in every detail, the concept it self has to be holistic. For example the use of ecological household chemicals is also mentioned as one of the criteria, because it supports holistic thinking.

The following question (Q14) concentrates on how to market holistic products and services in the society where holistic thinking is not yet developed to the masses. All therapists point out group meditations or workshops. A4 adds: *“Lectures and seminars are the option how to be visible.”* A5 talks about the reasons people come to spas and group trainings: *“Lots of people attend to group trainings and get anti-cellulite massages to lose weight. There is an option to make people realize that only physical activities might not help if there is something disturbing your spiritual world.”*

A8 points out sports club context and says that the personal trainers in sports clubs who is advising their clients could market the holistic lifestyle by putting the spiritual practices into peoples training programs: *“I know that Fittest sport club personal trainers are actually suggesting holistic therapy sessions to their clients.”*

A3 considers: *“There should be user-centred approach. Before integrating this holistic and spiritual aspect to the spa I would go thru the design process of service to map the user group and create some kind of concrete service that the testing group could try and then see if it works. There should be a pilot study – survey, participation and experiment.”*

A6 suggests to use existing marketing channels like holistic magazines: *“There are plenty of holistic lifestyle marketing channels like different spiritual magazines that have come to the market in these past few years like “Psühhologia Simule” and “Sensa” magazine for women, all of them include holistic and spiritual approach in every layout, so there is marketing options but there might be the difference between spa customer and for example “Sensa” reader.”*

A1 mentions also the reverse side of marketing: *“You cannot be a so called tourist in spiritual practice and come with an attitude that somebody told me I have to come. Spiritual practice especially holistic therapy and meditation need motivation and*

persons own will to deal with the inner world. So I think the marketing in holistic world grows with the awareness of a person. For example the person goes to yoga, then she wants to go deeper and finds group meditation and from there she might also find the way to holistic therapy session.”

The last question (Q15) concentrates on predicting what way is moving Estonian society in holistic lifestyle context and what would be the future trends. Therapists concurs that all world is moving toward holistic approach and sooner or later every wellness facility including spas in Estonia should think of integrating spiritual practices into their concepts. Definitely spiritual yoga classes and group mediation popularity will grow bigger. More ecological thinking is where the world and society is going. Even in the context of Estonian food stores – there are already sections of ecological and local products. Regarding treatments and massages the therapists agree that the services will probably also go more holistic including more from oriental culture and mind activation.

A1 points out: *“If I look at my clients from holistic therapy and with the subjects they come to me, it is changing in time. The therapy is starting to turn from problem solving into finding the meaning and suitable way for the future decisions.”* A4 says: *“People think of spas as wellness and health institutions. Because of that I think medical holistic approach would be the key in the future where people come and get their health and wellbeing back without any medicine.”*

Regarding who would be the person in spas to provide and guide people to holistic direction the therapists think differently. For A4 it should be somebody with medical background to put together a personal developing plan to each interested customer from the holistic point of view. A1 thinks that spas could start with life coaching services. This service also points out the strong parts and weaknesses in customer life and if there are analyzed the part regarding life balance, the spirituality and holistic practices pump up anyway. A2 thinks: *“The first guidance might come from some trustable person like if you go to sport club, you get a personal trainer. Also in some spas nowadays offer personal trainers service. For example the personal trainer will make you a training plan that would take in account the holistic and spiritual part.”* A5 adds: *“It would be fantastic if there would be one institution that provides*

everything – massages, spiritual practices, health food and nice atmosphere with holistic service culture.”

A6 answers: “In my therapeutic practice I have seen lots of people who come to group meditations and they get something from the meditation but actually what they need is some other technique to overcome their problems more efficient way. Suggestions regarding different holistic practices could be the future view of the holistic lifestyle direction in spas.”

For the future hopes, A3 points out different worldviews to holistic medicine where one group of people is going very deeply into esotericism and the others are becoming more and more sceptic about it. *“If those two could be more tolerant to each other and find reasonable and more parallel way to exist in the future, could be fantastic. Although I can understand both sides but right now the gap between them is very big.”*

The analysis discussion show the obvious facts about holistic lifestyle demand on the market, also why especially women are interested and need to live holistic lifestyle, about what impact it could have to women’s life quality and what actually is holistic lifestyle. There is practical proof according to the answers of the experts that most spas in Estonian market are still not thinking about their services in holistic approach, although the demand is rising. The interviews pointed out the most suitable spiritual practices for spas and also the criteria that are important to promote holistic lifestyle in spas. The author of the thesis found many similarities in theoretical and practical approach.

Although the thesis concentrates more on women’s holistic lifestyle development and the effect of holistic lifestyle to approve their life quality, all the therapists agreed that holistic lifestyle consulting is also needed among men as it has the same factors for rising their life quality.

3. RESEARCH FINDINGS AND RECOMMENDATIONS

This chapter of the thesis will give an overview about the research findings collected from practical qualitative research thru semi-structured in-depth interviews with holistic therapists as holistic lifestyle experts. The findings will be supported with the theoretical facts.

The aim of the thesis was to find out the practical needs of women holistic lifestyle promotion in Estonia and map the criteria that are important to promote holistic lifestyle in spas. Regarding to the findings the author is going to give recommendations for holistic service and products development and points out the important criteria of developing holistic lifestyle in the spa sector.

The research question of the thesis was: “what kind of criteria are important to develop and promote holistic lifestyle in spas among women”, and after interviewing the experts, the author succeeded to gather opinions which supported each other and were responding to the previous theoretical background.

There are three aspects in holistic concept – taking care of the body, mind and soul. Holistic definition of health is a state of complete physical, mental, and social wellbeing (Goodgold, 2005). Holistic worldview purpose is to be truly present in the bodies, look how it is functioning, what are its strong sides and weaknesses, how the energy flows, where limitations appear and how to overcome the obstacles (Shapiro, 1997). Systematic analyses lead us to a new approach to the concept of holistic healthy lifestyle and wellbeing by dealing the following dimensions: emotional, intellectual, physical, social and spiritual (Apostu, 2013). Holistic lifestyle is an individual’s subjective experience of overall life satisfaction in these dimensions (Zender & Olshansky, 2009).

Holistic lifestyle means a whole and balanced lifestyle. If person takes care of her body, mind and soul, have inner satisfaction, is physically active and externally energetic.

Usually body and mind is seen as two different systems, that function independently of one another. People give food and water to their bodies, take it to walk and enjoy its sensory abilities. The same way nurture the mind with thoughts, ideas and train it intellectually. People are aware of the simple connection of the body and mind. They are not surprised if they are blushing when they are in the middle of the situation of perplexity. Also that terrifying thought can make the heart pumper faster or all the parts in physical body strike if when unexpected bad news is heard. But people do not believe that these kind of mental factors like loneliness or sadness can also influence the physical body. (Shapiro, 1997)

Lifestyle refers to the way person live (attitudes, habits and behavior) in everyday life. Lifestyle components create general types of behavior. The choices people make regarding lifestyle affect their health and influence their quality of life (Apostu, 2013). Holistic lifestyle means to listen to the intuition and trust oneself to make choices that are best for the person who is making them. Among experts there was also thinking that there is no such thing as holistic lifestyle but there is holistic worldview. It is possible that holistic worldview will chance ones lifestyle but it comes like a bonus because with holistic worldview a person starts to analyze her feelings, thoughts, actions and it will guide her to live the way that is best for her body, mind and soul. Holistic point of view helps people to understand what they really need and want from inside and therefore raise their life quality. Person's quality of life does not rely only on physical health, also mental health is an integral part of humans overall health status (Ministry of Social Affairs, 2013). The quality of a person's life reflects her emotions, her feelings for herself or others (Phillips, 2010).

Developing holistic lifestyle should start with the question "*What can I offer to myself?*" or "*What do I really want and need right now?*" It does not matter what kind of field the start takes place – is it nutrition, movement, better sleeping or right breathing, the main point is getting started to notice the needs of person to get the contact with herself. Inner balance as managing emotions is learnable and trainable so the start might come from there because changing behaviour is always preceded by some sort of attitudes or beliefs change but they usually do not change by itself, they need to be changed in somehow.

Natural psychological level the human undergoes a process of development. If that process is successfully accomplished, the mature personality evolves a sense of self-cohesiveness and a personal identity of its own. Achieving a continuous sense of identity, one becomes aware of the continuity of her personality as a satisfactory integration of the structural subsystems composing her body and mind. The maturely functioning personality, with a secure sense of identity and self-integration, responds to her life situation in a realistic manner. The concepts of psychological identity and self-organization, reflecting the level of functioning proper to the mature personality, can be extended and adapted to the spiritual level. (Meissner, 1987)

The fact what might guide people to search for different ways to achieve holistic lifestyle is the situation when person feels that something is always missing or defected. Although she might have a good job, perfect children, wonderful husband and beautiful home. This is the point where people might realize that they need spiritual guidance.

Spirit can make people weaker or give them strength. It helps to solve problems, strengthen the immune system and create positive attitude (Shapiro, 1997). Lifestyle interventions, particularly in form of nutrition and exercise and more recently meditation have become prominent in several frontier branches of health sciences such as a behavioral medicine, positive psychology and mind/body medicine (Smith & Puczkó, Health, Tourism and Hospitality. Spas, wellness and medical travel, 2014).

Smith and Puczkó point out that there is an increasing globalization and hybridization of wellness products, whereby eastern philosophies and traditions infiltrate western contexts; traditional spas expand to include emotional and spiritual activities as well as physical ones; and pop psychology blends with more esoteric practices to enhance mental wellness (Smith & Puczko, Health and Wellness Tourism, 2009). According to experts practical experience current situation in Estonia is holistic lifestyle bought out the fact that in current matters it is for individuals but awareness of the holistic concept is slowly changing in the whole world. For example regarding group training styles in sports clubs that have changed from muscle building body pump trainings to body and mind trainings like body art and body balance. Also the meditation groups where people come together to do active group meditation that was not popular few years ago. People awareness regarding healthy eating is increasing – more people

prefer local products and food that in one point are proper for the person physiologically but also the person is contributing to the worlds ecological footprint. According to Willis and Ryner holistic approach to lifestyle coaching is increasing trend that informs people to realize that everything they do physically or mentally effect their life quality and is connected (Willis & Rayner, 2013)

Nowadays situation people believe more what others are telling and suggesting them but actually it should start from the individuality herself to realize what is good for her. Holistic lifestyle is not when a customer lets personal trainer tell her what to eat or what exercises to do but it is when the person herself take the responsibility of her own life – actions, thoughts and feelings.

According to Kangas and Tuohnio the Eastern Finland survey of lifestyle segmentation showed that 85 per cent of women, mainly 35-44 years old, were oriented to work and health, 75 per cent were women, aged 18-44 who were family-orientated and 72 per cent of respondents were women, mainly 55-65 years old, who interested in spirituality. (Smith & Puczkó, Health, Tourism and Hospitality. Spas, wellness and medical travel, 2014).

In practical example of the experts in Estonian market there are mainly women who search the inner harmony the percentages that 80% of women and 20% of men. The tendency is that the average age for men developing holistic lifestyle are 25-40 years old, but men over 50 years there are few. The reason could be that the younger generation of men are more open-minded and with healthier worldview. Older generation are instructed in a way that work needs to be done without any questions asked. On the other hand plenty of women over middle age and less younger generation are developing their holistic lifestyle. The reason could be that women are more emphatic and focused on others. In middle age when the children are older they dedicate themselves to look for the opportunities how to implement themselves into life and be helpful to the others. Older generation got their children at so early age and this might be the reason why now women in 50s are actively participating in spiritual practices. One of the reason there are more women than man taking part of holistic lifestyle practices might be because women are more emotional and dare to show more feelings.

Experts point out that men start to lose their energy in elderly age, women vice versa have the energy growth in elderly age. Men's life is opposite to women – they dedicate themselves first to make money and create successful business and in elderly age they start to devote themselves to the family. Women as young mother inversely focus more on children, family and work and set her own wishes and needs on the background. But unfortunately in these circumstances often the family gets divorced because of the separation growth between man and women in this time period. For men to create a new family and have children in the age of 50 is no problem, women in the age of 50 dedicating themselves to work, business or educational growth.

There is a practical and also theoretical approve that society and humans life patterns influenced by all the beliefs and people around her, might direct a person away from her real self. Society has very tough stereotypes to women– which kind of women is beautiful, which is good mother and a good wife etc and women have to fit into the “normal” society box. There are plenty of capable women who can go to work right after child is born but society is on an opinion that this is a bad mother who leaves her little child home with the child's father. Society is also supporting non-holistic lifestyle among men as forcing boys to get stronger and not to show their feelings.

Lifestyle aspects involve activities and behavior, values and attitudes, of individuals or groups, involves interaction, coherence, which can be recognized and chosen by the people (Mahmud, Ahmad, & Abdullah, 2012). Thoughts create feelings and people start to live their lives according to those feelings and beliefs that they have created. Starting to think holistic many people realize that they come from unhealthy families that has created negative patterns in their lives and affected their attitude toward life. (Hay, 1991)

Holistic approach to life helps to set the priorities in everyday lives in the right and suitable order for concrete person. The person starts taking responsibility and starts to listen her own intuition that tell her what is best for her right now, that also rises her quality of life. If the person is calm then every little detail cannot take her off balance and drama that usually begins just because people are tired or irritated, will not happen. It lifts person relationships into whole new level. This can also prevent the situations mentioned above where families get divorced because of the growing apart

or someone is forced to follow the society stereotypes. Holistic lifestyle helps women to maintain their inner balance and raises the life quality thru balanced mind.

Often there is a tendency among women to focus more on children, partner, husband, parents, relatives and friends wellbeing and care than they look after themselves. And not only women's who have children do not risk to lose themselves but everyone who is not focused and present in their real self. (McKeith, 2010) Therefore holistic lifestyle and spiritual practices help women to find balance and satisfaction in their lives that is needed to live a fulfilling life (Shapiro, 1997).

Holistic lifestyle is not a thing that a person can achieve it is way of living and thinking. If a person already adapt the patterns of holistic thinking the choices she makes does not need extra effort anymore and the holistic choices comes naturally. Lifestyle is becoming a way of life in a point when a person takes something that is good for her without she should make choices.

In holistic point of view a human is not possible to achieve full life balance. Life itself has changes and it is impossible to stay stable and there is no need to because otherwise life would not be that interesting. Life needs to have enough challenge to occur growth. Therefore holistic lifestyle needs engagement. Different situations in life that women has to go thru, like giving birth to a child, could make women to work with herself constantly. For example giving birth to a child can cause untreated postpartum depression in young mother. Giving birth to a child brings dramatic changes to women's lives like giving up her job and personal income or putting the career on hold for few years. For many women personal income is a sign of independency that they have to abandon in these circumstances. For men the birth of a child can mean more working hours but he continues doing the job he did before. In that case the young mother might need some guiding and spiritual work that would develop the holistic worldview and find peace, balance and harmony again. Also thru holistic meditations giving birth to a child for example can be a fantastic experience without pain, if woman know how to listen to herself. That is why women should frequently meditate or take themselves into balanced situations.

Women in different life period experience many stages, both physically and mentally, that have an effect on their regular life standards, for example being pregnant or

having menopause. In these cases where person's life is out of regular and the things that she is used to, change, it always influences the life balance. All these life and mood changes affect women life quality, relationships and causes stress in everyday lives. (McKeith, 2010)

Spa is a comfortable, protected, soothing place, where one can enrich the mind, improve health and fitness, and nourish one's spirit and soul. (Lazarus, 2000) Situation where people are dealing with consequences rather than their prevention are slowly changing (Sisson, 2010). Major change and the trend of the modern spa culture are the concentration of the attention on the treatment to the preventive action and promotion of general healthy lifestyles that would ensure a long life and good health in an older age. (Tomasberg, 2011) According to experts problems that clients go to holistic therapy sessions are also changing in time. The therapy is starting to turn from problem solving into finding the meaning and suitable way for the future decisions. Spas as a holistic lifestyle promoters are perfect places where people can rest and also be with themselves, it is good prevention work and stress reducer. According to the experts it would be even more greater if spas would bring in more the spiritual part – atmosphere, products, services and holistic concepts.

Today in Estonian market there are meditation groups, different yoga schools, holistic therapies, releasing breathing and crystal therapy workshops, also art workshops and ceramics help to create holistic worldview and lifestyle. Institutions like Holistic Therapy Institute, Hypnotherapy private school and Holistic Clinic are meant to develop holistic lifestyle in educational approach. Also different spiritual camps that take place in the summertime, for example yoga camp can help to develop holistic lifestyles among Estonians. But there are not a complex service in the market that would integrate the whole aspects of holistic concept.

Some spas and sports clubs that invite people to take care of their bodies and would like to think of themselves as holistic lifestyle promoters but the experts mention that there is a big difference between service providers and the service quality. The sports club and spa should have meaningful value, not only gym where is possible to pump your muscles or have sports massage that is based on releasing tension only from persons muscles. Holistic lifestyle promoters should have holistic relaxing concept and they should offer something also to people souls. The experts point out the

Arigato sports club first conception as a positive example of holistic Japan concept together with the Japanese Yasuragi bath.

Today, spas are focusing on wellness as more holistic approach to physical conditioning, essentially redirecting marketing and development efforts on spa amenities that centre on mind, body, and being. As fitness still remains an integral part of the wellness experience, the exercised focused spas of the early '90s no longer can compete with modern facilities that offer life-enhancing, stress-reducing, and skin-improving techniques. To compete effectively in today's market, operators need to update and refurbish their spas to meet the changing demands of spa guests. (Johanson, 2004) While the origins of spas are rooted in the healing waters of natural hot springs, the focus of spas around the world has shifted. More recently, spas have begun to adopt numerous new programs including meditation and spirituality. (Yaman, Alias, & Norishahaini, 2012)

Experts are on an opinion that Estonian spa culture has developed, there are massages, pools and gyms but there is lack of spiritual and mind relaxing services. Spas offer comfortable atmosphere and opportunity to take care of the body but still they do not offer spiritual practices in holistic approach. In different spa menus there are body and beauty treatments in focus. Also there is lack of guidance from spa workers and masseurs. In arrival many ask to fill in the customer questionnaire. In today's circumstances this is to secure them if something happens to you during the treatment but the questionnaire contains information about a persons whole lifestyle pattern the masseur or cosmetic has a chance to make some suggestions how to live better and healthier, but in many spas they are not doing anything with this information.

Spas that focus on wellbeing as a more holistic approach to physical conditioning by essentially redirecting marketing and development efforts on spa amenities that centre on mind, body, and spirit will dominate the resort market since spas have become an integral amenity for many people today. (Johanson, 2004) For example key to stress management is learning to be mindful and mindfulness should be the watchword for the spa experience. It shows that spas should overlook their products and services and redesign their concepts to be more spiritual and holistic.(Lazarus, 2000)

According to experts in spa sector there are unused opportunities and plenty of ways for spas to make their concepts more holistic. If the customer is staying at the spa for a longer period of time, the spiritual practices could be offered systematically to the client thru all of her staying period. Also the chance to discover different spiritual practices in one place and one period of time could be an option to help a person to choose the pleasant suitable method for her.

Spiritual practices like respiratory therapy, affirmations, creative visualization, conscious inner relaxation, meditation, art therapy, antic, acting, music and singing, rituals, creative writing, acupuncture, *Shiatsu*, reflexology, massage, Alexander technique, metamorphic technique, kinesiology, *Ajurvedic*, homeopathy, aromatherapy, *Tai chi*, dancing, yoga etc are all helping to achieve inner harmony and holistic life balance. People are different and therefore a person should test different practices to find the suitable on for her. (Shapiro, 1997)

Holistic therapy regression sessions could be one of the services that could be offered in the quiet spa area. One therapy session takes 3 hours and usually holistic regression therapy is started with the intensive therapy cycle that consists of four 3-hour sessions and can take place on 4 consecutive days or divided in 2 parts: two sessions in 2 consecutive days and two more days a week later.

There could be lectures with different themes regarding holistic lifestyle development that would give tips to the customers how to integrate holistic lifestyle to their every day lives.

Day spas should think of smart integrated ways to their usual products and services to promote holistic lifestyle. As the regular day spa customer do not have the whole day at the spa to get quick and effective result is most suitable for her. But this might be the time where busy scheduled persons could take some time to heal their souls. For example 1-hour lasting group meditation sessions and spiritual massages with energy flow or guided meditations. After massage for 10 minutes or the same time with the massage a person lies on the massage table and listens to meditation music or guided meditation. Together with the massage oil the person has a chance choose the meditation that she would like to take in the end of the retreat depending what she wants to achieve – calmness, energy, healing or something else.

The easiest way to bring the spiritual world a little bit closer to the spa regular customer is add different yoga and body and mind trainings like Shin Do or Tai-ji into spa group training plans. Many spas and sports clubs have yoga in their training schedule but in many cases it is learned in a way far from the real meditation yoga that helps person's mental growth. It is more for physical strengthening. Also body balance trainings could be with some themes and introductions by the trainer that helps to discover spiritual. The training might end softly so that who wants can sheer their feelings what they experienced in the training. Right now there is a tendency that next training costumers already are marching in before you can even put away your yoga mat.

Meditation room and mediation teaching in the spa could also be very useful tools of promoting holistic lifestyle. For example you can go to meditation room and listen to relaxing music or do guided meditation.

All kinds of professional help thru different advisors, but in this case not medical help, could be also one service provided at the spas. For example nutritionist, life coach, holistic therapist etc so when the person comes to the day spa and takes half year package to visit the spa, she has the opportunity to visit several different professional advisors that look the person as a holistic complex.

Many spas today are nothing less than lifestyle universities, places of recreation and education that advocate a holistic approach to human complicated natures (Lazarus, 2000). Spas in Estonia could also be educators for their customers about holistic lifestyle and not only the service providers. Spas could educate their clients towards sustainable lifestyle change by providing different trainings and courses for example how to cook holistic food to get all the necessary vitamins or how to make body scrub at home that would be ecological, etc. Because in general spa conditions it is easy to stay holistic but if a person goes home and do not have a knowledge how or what to cook or what meditation she should practice with different feelings, it affects the persons attempt and motivation to live holistic lifestyle.

Very important factor of the holistic spa services development is spa service culture. Most important is to educate the staff to live holistic lifestyle and to be a role model to all the clients in achieving inner harmony and life balance. If spa workers are not

enthusiastic themselves, they cannot deliver it to the customers if they do not believe that the thing they are offering is necessary. Interviewed experts sense if person is not connected to her inner-self and that is how they can already predict what kind of spa experience they will have for example with the masseur that is giving them a massage. The atmosphere between the client and the staff members should be trustful. The first person that welcomes a client when she enters to the facility creates the mood and it is important to feel the person's real honesty and presence. The main importance is to educate spa workers regarding holistic lifestyle and help them to find themselves first. Because holistic massage is not just a pain killer in a muscle, it also includes the energetic world and should open energy channels to make the person feel better in energetic way. But if the person who is doing the massage is very stressed, the energy that the client gets is also stressful and negative energy, so the massage is not so relaxing after all. If the environment is stressful, the person inevitably turn into similar condition, she adapts it. Staff education actually starts already in the recruitment process.

Regarding the information above new services that spas could develop in holistic lifestyle in mind:

- Body and mind trainings that are focused on spiritual opening;
- Meditation room and guided meditation practices, group meditations;
- Spiritual massages and masseurs with “warm hands”;
- Energetic massages;
- Holistic therapy sessions;
- Different lectures and theme evenings;
- Integrated beauty treatments with spiritual practice.

The difference between a successful and an unsuccessful service organization is often the way in which customers are treated (Hollins & Hollins, 1991). Each individual comes to a particular service organization with a goal or purpose (Bitner, 2001). The competitive success of any service provider ultimately depends on customer satisfaction, which, in turn, is ultimately determined by consumer's experiences with service operators (Zehrer, 2009). The good manners and attentiveness customer associate with good personal service must be made part of the hiring, training and performance standards of the company. Recruiting, training, and general management

are important considerations in services rendered by people, and for complex professional occupations such as legal, consulting, or medical and welfare services these factors are of paramount importance. To the customer, people are inseparable parts of many services. (Shostach, 1984)

According to holistic lifestyle promoting concept in spas, each part of the spa should support the others in holistic approach and all the concept has to be thought thru in every detail, the concept it self has to be holistic. Both theoretical and practical chapter pointed out that atmosphere is also very important criteria of holistic concept. The atmosphere should be calm, relaxing and trustful. For example if a person is having therapy session in the spa, total silence is required that also creates secure feeling for the person in the therapy because she knows that nobody except the therapist will hear her. Music can influence by creating the right vibe in the atmosphere. From holistic point of view the music should be with meditational influences but that does not mean that it always has to be calm and relaxing, it can also be energetic to give power. In holistic approach the offered food and drinks in the spa have to be also holistic, ecological and good to persons body, soul and spirit. The use of ecological household chemicals is also mentioned at the practical research as one of the criteria, because it supports holistic thinking.

Research of atmosphere (Bitner, 2001) suggests that the physical setting may also influence the customer's ultimate satisfaction with the service. Interestingly, in service organizations the same physical setting that communicates with and influences customers may affect employees of the firm. Research in organizational behavior (Bitner, 2001) suggests that the physical setting can influence employee satisfaction, productivity and motivation. Customers and employees interact with each other within the organization's physical facility. Ideally, therefore, the organization's environment should support the needs and preferences of both service employees and consumers simultaneously. (Bitner, 2001) In the Milliman experiments, music tempo was varied and the effect on a variety of customer behaviors was measured. Milliman (1986) found that the tempo of background music can affect traffic flow and gross recipes in both supermarket and restaurant settings. (Bitner, 2001)

The aim of the thesis was to find out the practical needs of women holistic lifestyle promotion in Estonia and map the criteria that are important to promote holistic

lifestyle in spas. For fulfilling the aim and be able to present the outcome the author has put up the following research question: what kind of criteria are important to develop and promote holistic lifestyle in spas among women?

Theoretical and practical facts given above refer to six main criteria from the holistic point of view that are important in developing institutions with holistic approach:

- Staff education – all the persons who are serving the clients should create trustful atmosphere and be the motivational role models to their clients;
- Atmosphere - it should be warm, relaxing, trustful and thoughtful;
- Music - it has a very important roll of creating the right therapy vibe and relaxed feeling;
- Food and drinks – nutrition should be selected according to holistic lifestyle prospective;
- Ecological thinking – it is important in all aspects in the spa starting from treatment products until the household chemicals;
- Balance between spiritual and physical practices and services – the focus on spiritual holistic developing together with the physical wellbeing.

Experts in research point out four spas and wellness centres in Estonia that from their point of view are the closest to the holistic concept – Harmoonikum, Kubija Sleeping Clinic, City Spa, Meresuu Spa. Harmoonikum has a ecological approach to everything they do or offer. Kubija Sleeping Clinic take different tests and interviews the client in the arrival to collect as much data as possible and after that the customer goes to the doctor who gives the person suggestions in different fields of living to increase the quality of life and sleeping. But in this point Kubija Sleeping Clinic is a medical institute not a relaxing spa. City Spa has perfect atmosphere and their treatment area that is separated from the body building area so it is relaxing and quiet. Meresuu Spa has lightning therapy room where is also good to meditate but it can take place only if a person know how to meditate and work with her inner world as there are no mentoring.

Starting to write the thesis the author set a hypothesis - there is a rising demand on the Estonian market, especially among women, for holistic lifestyle promoters and no spas that offer lifestyle development from holistic approach.

The thesis research shows the raising demand in holistic practices and lifestyle development especially among women. According to the expert interviews there aren't any of the spas in Estonian market that would promote holistic lifestyle as a whole complex and would have spiritual and physical balance between offered products and services. The thesis shows that spas should overlook their concepts and redesign their services to attract and satisfy the clients who search holistic lifestyle development. For many spas it could also be a new client group.

The service should continue to be redesigned and updated periodically to satisfy customer needs as they change in time, until it comes to the end of its selling life. Customers have been using the service and can provide you with feedback or relate directly to it. (Hollins & Hollins, 1991) Services are characterized by the coincidence of production and consumption because the service is usually created in contact with the customer (Zehrer, 2009).

Before integrating this holistic and spiritual aspect to the spa there should be a pilot study – survey, participation and experiment. There is necessary to go thru the design process of service to map the user group and create concrete service that the testing group could try and see if it works. As the research point out there are mostly middle-aged women developing holistic lifestyle, so the spas should keep that in mind in service design or redesign period. Although as proven both in theoretically and in practically in this thesis, holistic worldview have positive influence to women's life quality in all ages. As the holistic lifestyle promoter spas could think of ways how to guide and attract also new clients, women that have never tried holistic practice before, to develop their lifestyle more holistic and thru that raise their quality of life.

For the future of holistic lifestyle development the experts predict that definitely spiritual yoga classes and group mediation popularity will grow bigger in the future. More ecological thinking is where the world and society is going. Even in the context of Estonian food stores – there are already sections of ecological and local products. Regarding treatments and massages the services will probably also go more holistic including more from oriental culture and mind activation. Holistic lifestyle is increasing in population but there is still a big gap between esotericism and sceptics. Hopefully in the future they will move more parallel and be more tolerant to each other.

In a conclusion to research and findings the author can say that the world is moving toward holistic wellbeing and in the point of raising women's life quality, the holistic lifestyle promotion is with remarkable meaning. Sooner or later every wellness facility including spas in Estonia should think of integrating spiritual practices into their concepts. It would be fantastic if there would be one institution that provides everything from the holistic approach – from individual's inner developing perspective.

CONCLUSION

Past few years have shown the rise of interest towards holistic wellbeing. It might have been caused by the economical crises five years ago. People had to work hard for money, many companies went to bankruptcy and stress in people every day lives was regular phenomenon. Now the situation has stabled, economics have got better and people are more time to focus on themselves. Holistic wellbeing and quality of life becomes more and more important in people's lives.

For women having holistic worldview means healthier, happier and meaningful lifestyle that helps to cope with different situations in life. Women are naturally more emotional then men also by nature women are givers, so it is easy for women to lose themselves into life spin and focus on serving others rather than themselves. Life situations like pregnancy, giving birth to child and having menopause can simply create stress in women's lives.

Holistic lifestyle means dealing with a person as a whole, including her body, mind and soul. Holistic approach at first starts from noticing the inner-world of a human, her wishes, needs, thoughts and feelings. It means to take care all aspects of person's life.

Need for places that offer services and products that carry holistic worldview are increasing. There are plenty of practices that help to discover and maintain the inner-world. Spa as a relaxation and wellness institution is very suitable for promoting holistic wellbeing. Unfortunately there is a lack of spas in Estonian market offering spiritual practices and holistic services.

For research the author is also using Anti-common-sense Hypothetico-deductivist Model and sets a hypothesis – there is a rising demand on the Estonian market,

especially among women, for holistic lifestyle promoters and no spas that offer lifestyle development from holistic approach.

Before analyzing the spa concepts, there was the need of understanding the meaning and importance of holistic lifestyle and its engagement opportunities to different spa concepts. To this end, there was a need to identify the criteria that are important to develop and promote holistic lifestyle in spas. As the author of the thesis is a woman who has tried and experienced different holistic practices in last two years, the awareness of holistic lifestyle benefits and its potential to improve women life quality, has created the desire to find out more ways to promote holistic lifestyle among women. That was also the reason why the author of the thesis focuses on women holistic lifestyle promotion.

From the foregoing information the current thesis bears the title: “Spa as a promoter of women holistic lifestyle”. Outcome of the thesis was lead by the aim to find out the practical needs of women holistic lifestyle promotion in Estonia and map the criteria that are important to promote holistic lifestyle in spas. For fulfilling the aim the research question for the thesis was: what kind of criteria are important to develop and promote holistic lifestyle in spas among women.

Thesis structure includes a title page, a table of contents, an introduction, three chapters, conclusion, list of references, appendices and resume. First chapter of the thesis focuses on theories and facts in theoretical sources about holistic lifestyle promotion in spas among women. As a conclusion of the first chapter the author points out that holistic lifestyle is important factor of humans self-being and helps enjoy life thru balanced mind. If a person pays attention to herself in holistic approach emotions, other people and other external factors do not have big influence on person’s inner balance. The theory approves that the holistic lifestyle has positive impact to women lives in physically and in mentally. Women have to cope with different situations in life like menstruation cycle, pregnancy, giving birth and having menopause. The holistic lifestyle helps women to adapt faster in different life changes both in physically and in mentally and reduces the chance that they have to lower their quality of life to cope with these life situations. Service design for spas as holistic lifestyle promoters shows the demand for spa services in holistic approach and points out the facts why theoretically spa is suitable place for holistic lifestyle

promotion. It also mentions the criteria that are important for designing the holistic spa concept together with the environment and service quality. Service design and redesign are important matters in that concept.

Second chapter of the thesis gives an overview about the practical part of the research together with the research method, process, the sample group and discussion analysis. Survey sample group of the thesis are holistic therapists and lifestyle consultants as experts who justified the holistic lifestyle importance of women's lives and pointed out the different criteria regarding services and products development in holistic approach. The author used qualitative research by semi-structured in-depth interviews with holistic lifestyle experts as data collection method.

The analysis discussion showed the obvious facts about holistic lifestyle demand on the market, also why especially women are interested and need to live holistic lifestyle, about what impact it could have to women's life quality and what actually is holistic lifestyle. There is practical proof according to the answers of the experts that most spas in Estonian market have not designed their services in holistic approach, although the demand is rising. The interviews pointed out the most suitable spiritual practices for spas and also the criteria that are important to promote holistic lifestyle in spas. The author of the thesis found many similarities in theoretical and practical approach.

Although the thesis concentrates more on women's holistic lifestyle development and the effect of holistic lifestyle to approve their life quality, all the experts agreed that holistic lifestyle consulting is also needed among men as it has the same factors for rising their life quality.

Third chapter gives an overview of the research findings collected from practical qualitative research thru semi-structured in-depth interviews with holistic therapists as holistic lifestyle experts. The findings were supported with the theory in the thesis. Regarding to the findings the author made recommendations for holistic service and products development in the spa sector.

Theoretical and practical facts refer to six main criteria from the holistic point of view that are important in developing institutions with holistic approach and which also

answer to the research question - what criteria are important to develop and promote holistic lifestyle in spas among women:

- Staff education – all the persons who are serving the clients should create trustful atmosphere and be the motivational role models to their clients;
- Atmosphere - it should be warm, relaxing, trustful and thoughtful;
- Music - it has a very important roll of creating the right therapy vibe and relaxed feeling;
- Food and drinks – nutrition should be selected according to holistic lifestyle prospective;
- Ecological thinking – it is important in all aspects in the spa starting from treatment products until the household chemicals;
- Balance between spiritual and physical practices and services – the focus on spiritual holistic developing together with the physical wellbeing

Practical approach also suggested new services that spas could develop or redesign in holistic lifestyle aspect:

- Body and mind trainings that are focused on spiritual opening;
- Meditation room and guided meditation practices, group meditations;
- Spiritual massages and masseurs with “warm hands”;
- Energetic massages;
- Holistic therapy sessions;
- Different lectures and theme evenings;
- Integrated beauty treatments with spiritual practice.

Before integrating holistic and spiritual aspect to the spa there is necessary to go thru the process of service design or redesign. The research pointed out that mostly middle-age women are developing holistic lifestyle, so the spas should keep that in mind in service design or redesign period. Although as proven both in theoretically and in practically in this thesis, holistic worldview have positive influence to women’s life quality in all ages. As the holistic lifestyle promoter spas could think of ways how to guide and attract also new clients, women that have never tried holistic practice before, to develop their lifestyle more holistic and thru that raise their quality of life.

The thesis research shows the raising demand in holistic practices and lifestyle development especially among women. According to the expert interviews there aren't any of the spas in Estonian market that would promote holistic lifestyle as a whole complex and would have spiritual and physical balance between offered products and services. Spas should overlook their concepts and redesign their services to attract and satisfy the clients that search holistic lifestyle development. The fact confirms the hypothesis of the research – there is a raising demand on the Estonian market, especially among women, for holistic lifestyle promoters and no spas that offer lifestyle development from holistic approach.

The thesis aim was achieved by finding out the practical needs of women holistic lifestyle promotion in Estonia and mapping the criteria that are important to promote holistic lifestyle in spas. Author is on an opinion that the aim of the thesis is fulfilled and hopes that the outcome will lead spas to understanding the importance of holistic concept and helps to integrate holistic approach to their spas.

In a conclusion the author can say that the spas are perfect places for promoting holistic lifestyle and as the world is moving towards holistic approach, in the point of raising women's life quality, the holistic lifestyle promotion is with remarkable meaning. Sooner or later every wellness facility including spas in Estonia should think of integrating spiritual practices into their concepts. It would be fantastic if there would be one institution that provides everything from the holistic approach – from individual's inner developing perspective.

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APPENDIX

Appendix 1. In-depth interview questions to holistic therapists

1. What means holistic lifestyle?
2. How to achieve holistic lifestyle?
3. Based on current situation in Estonia is holistic lifestyle rather for individuals or is it a massive trend?
4. On your practical experience – what gender is more into holistic therapies and lifestyle change?
5. Why do you think it is so?
6. How does holistic lifestyle influence life quality?
7. Is achieving holistic lifestyle a long or short-term process?
8. Does holistic lifestyle need consistent development?
9. Could spa, as a relaxation and wellness institution, be a holistic lifestyle promoter?
10. What kind of products and services are in Estonian market that helps to create holistic worldview and lifestyle?
11. At your point of view how is the current situation in Estonia regarding spas – are they focused on holistic lifestyle development?
12. What kind of products and services could spas offer to promote holistic lifestyle?
13. Are there some more criteria that spas have to consider if they would like to be holistic lifestyle promoters?
14. How to market holistic products and services in the society that is still discovering the holistic lifestyle in its all aspects.
15. In your opinion what direction the Estonian spa market is moving and what could be the future trends considering holistic lifestyle context?

RESÜMEE

SPAAS KUI NAISTE HOLISTILISE ELUSTIILI EDENDAJA

Tänapäeval on tervis ja heaolu vaadeldavad kui tääsväärtusliku elu allikad. Fookus haiguste ravilt on liikunud ennetavatele tegevusele. Heaolu kontseptsioon (Dunn 1959) hõlmab keha, meele ja hinge ühist arendamist. Spaadest on saanud tervise ja heaolu edenduse asutused, kus inimesel on võimalik lõõgastuda ning enda heaolu eest hoolitseda.

Teoreetilised ning praktilised faktid näitavad, et heaoluteenuste maailm liigub holistiliste kontseptsioonide suunas, pakkudes koos füüsiliste aktiviteetidega klientidele ka erinevaid vaimseid praktikaid. Tähtsale kohale on tõusnud inimese vaimne heaolu.

Positiivne vaimne tervis ja heaolu aitab nautida elu ning tulla toime erinevates elusituatsioonides. See omakorda viitab tervislikule elustiilile, heale füüsilisele tervisele, parematele saavutustele elus, produktiivsusele, headele inimsuhetele, võimete tunnustamisele ja muutustega toime tulekule. Positiivse vaimse tervise puudulikkus on ohuks rahva tervisele, elukvaliteedile ning majandusele.

Vaimse heaolu terviseteenuste probleem Eestis on teenuste raske kättesaadavus, alternatiivide vähesus ning inimeste vähene teadlikkus teenuste mõjust. Maailma Terviseorganisatsioon (WHO) kirjeldab teadlikkuse tõstmist vaimsete terviseteenuste vallas ning nende kättesaadavust kui suurimat eesmärki vaimse terviseedenduse riiklikus strateegias.

Kuigi füüsilise heaolu tähtsusest ja selle positiivsest mõjust inimese vaimsele tervisele on ühikonnas palju räägitud, on tänaseks tõestatud, et inimese füüsiline heaolu sõltub eelkõige tema vaimsest heaolust. Üha enam tuntakse huvi vaimse tervenemise järele,

avastades holistilisi filosoofiaid. Holistiline elustiil väljendub eelkõige holistilises mõtteviisis, mis keskendub inimese sisemaailma tasakaalustamisele lähtudes indiviidi personaalsetest ihadest, soovidest ning tunnetest konkreetsel ajahetkel, olles sõltumatu kõikidest välistest faktoritest.

Eesti ühiskond on viimase paari aastaga liikunud järjepidevalt holistilise heaolu suunas – avatud on mitmeid jooga koole, toimuvad erinevad grupimeditatsioonid, turule on tulnud vaimseid teemasid käsitlevad ajakirjad ning üha enam otsitakse abi holistilisest teraapiast ja elustiilinõustamisest. Inimesed on asunud tegelema meditatsioonide, eneseavastuse ning vaimsete praktikatega.

Spaal kui heaoluteenustele orienteeritud asutusel on inimese holistilise elustiili edendamiseks võimalus pakkuda oma klientidele nii füüsilisi kui ka vaimseid praktikaid, aitamaks edendada ühiskonna vaimset tervist ning holistilist tasakaalu.

Hetkeolukorras, kus varasemalt on inimeste endi poolt olnud fookus spaade külastamisel pigem suunatud füüsilisele heaolule ning selle kaudu saavutatavale vaimsele rahulolule, on erinevate tervise- ja heaoluasutuste teenused välja arendatud pigem seda aspekti silmas pidades. Antud tööga soovib autor aidata kaasa Eesti spaakultuuri arengule holistilise lähenemisviisi integreerimiseks spaatoodete ja teenuste disainimisel või ümberdisainimisel. Töö on suunatud naiste holistilise elustiili edendamisele eelkõige just autori isiklikust huvist.

Käesoleva magistritöö eesmärgiks on teha kindlaks praktiline vajadus naiste holistilise elustiili edendamiseks Eestis ning tuua välja põhilised kriteeriumid, mis on olulised edendamaks holistilist elustiili spaades. Et täita eesmärki, on magistritööle seatud uurimusküsimuseks: millised kriteeriumid on olulised naiste holistilise elustiili edendamiseks spaades.

Töös on püstitatud ka hüpotees, milleks on väide, et Eesti turul on nõudlus, eelkõige just naiste seas, holistilist elustiili edendavate teenusepakkujate järele, kuid ükski spaa Eestis ei paku elustiili edendamist holistilisest mõtteviisist lähtuvalt.

Antud magistritöös on kasutatud kvantitatiivset uurimismeetodit, andmekogumine toimus pool-struktureeritud süvaintervjude kaudu holistilise elustiili ekspertidega. Ekspertideks olid Holistilises Teraapia Instituudis töötavad holistilised terapistid ning elustiili nõustajad, kes tõid oma kogemuse põhjal välja nõudluse Eesti ühiskonnas holistilise elustiili edendamiseks, ühtlasi viitasid holistilise elustiili tähtsusele naiste elukvaliteedi tõstmiseks. Lisaks tõid eksperdid välja kriteeriumid, mis on olulised teenuste ja toodete arendamisel holistilisest aspektist.

Töö tulemustest selgub, et on olemas konkreetsed faktid holistilise elustiili edendavate teenuste ja toodete nõudluse järel. Kasvav klientuuri hulk holistilise teraapia sessioonides ning tudengite arvu kasv Holistilises Teraapia Instituudis on üks vähestest praktilistest näidetest, mis tõendab, et inimesed on hakanud üha enam otsima võimalusi enda holistilise elustiili edendamiseks. Antud tendents on eelkõige keskealiste naisterahvaste seas. Holistilise Teraapia Instituudi andmete kohaselt on 80% õpilastest naisterahvad, 20% meesterahvad. Sama protsendi tõid välja eksperdid ka holistilise elustiili nõustamise ning teraapiate külastajate osas. Ekspertide arvates ei ole Eesti turul neile teadaolevalt ühtegi spaad, mis pakuks terviklikku holistilist lähenemist.

Töös tuuakse välja holistilise mõtteviisi terviklikkuse tähtsus kogu spaa kontseptsioonis, kuid enim on mainitud kuus olulist kriteeriumit holistilise elustiili edendamiseks spaades – holistilise mõtteviisiga personali värbamine, turvaline ja usaldusväärne atmosfäär, mediteerivate sugemetega muusikavalik, naturaalne söögi ja joogivalik, ökoloogiline mõtlemine igas detailis, tasakaal pakutavate vaimset ja füüsilist tervist mõjutavate teenuste ja toodete vahel.

Ekspertid mainivad töös ka konkreetseid spirituaalse suunitlusega teenuseid, mida spaad võiksid arendada: keha ja meele treeningud, mis on suunatud vaimsele avanemisele, meditatsiooniruum seal hulgas grupimeditatsioonid ja individuaalsed juhendatud meditatsioonid, spirituaalsed massaažid ja “soojade kätega” massöörid, energeetilised massaažid, holistilise teraapia sessioonid, erinevad loengud ja teemaõhtud, integreeritud iluteenused vaimse praktikaga.

Kuigi töö põhineb eelkõige naiste holistilise elustiili edendamisele, on eksperdid arvamusel, et holistilise elustiili edendamine on vajalik ka meestele, tõstmaks nende elukvaliteeti.

Autori seisukohalt täidab magistritöö püstitatud eesmärgi. Ühtlasi kinnitab töö eelnevalt seatud hüpoteesi, milleks oln väide, et Eesti turul on nõudlus, eelkõige just naiste seas, holistilist elustiili edendavate teenusepakkujate järele, kuid ükski spaa Eestis ei paku elustiili edendamist holistilisest mõtteviisist lähtuvalt.

Autor loodab, et antud töö on abiks Eestis tegutsevatele spaadele mõistmaks holistilise elustiili edendamise nõudlust turul ning töös esitatud kriteeriumid koos teenuste arenduse näidetega on abiks Eesti spaakultuuri arengule holistilise lähenemisviisi integreerimiseks spaatoodete ja -teenuste disainimisel või ümberdisainimisel.

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