

An Overview of Hospitality and the Wellness Offering

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Abstract: *A paradigm shift has taken place in the field of modern hospitality, bringing in a new age where wellness has become ingrained with the conventional offerings of comfort and luxury. This abstract explores how the concept of wellness in hospitality is changing and shows how businesses are now more than just places to stay; they are now places where people may have experiences that promote overall well-being. In this context, hospitality becomes a haven where luxury blends with peace and the quest of well-being is woven into each step of the guest's experience. This paradigm departs from traditional services, delivering customized wellness programs that are targeted to each individual's requirements as well as deliberately built environments that foster serenity.*

Keywords: Hospitality, wellness, wellbeing, Guest, Hotel, Employee

I. INTRODUCTION

The idea of hospitality appears as a thread that intertwines the fabric of social exchange, comfort, and shared experiences in the complex tapestry of human connection. Fundamentally, hospitality is a meaningful expression of warmth, openness, and a sincere desire to make others feel at home; it is not just a transactional delivery of services. It is an intricate dance of service, where the needs and desires of guests take center stage. Each establishment becomes a stage for this performance, with a cast of professionals orchestrating an experience that transcends the routine and turns a visit into an unforgettable journey.

HOSPITALITY

The word hospitality comes from the Latin word "hospes," which means "visitor" or "stranger," and refers to giving tourists a warm welcome or a place to stay while they are away. Since the days of the biblical taverns and innkeepers, hospitality has been one of the oldest industries. Whereas tourism is a relatively modern phenomenon that originated in Europe, with Switzerland among the first nations to create unique tourist accommodations and services. The broad field of hospitality and tourism encompasses all commercial endeavors that either directly or indirectly support or are dependent upon travel and tourism.

The industry includes-

- Hotels & Resorts
- Restaurants & Catering
- Night Clubs & Bars
- Travel & Transportation
- Tourism
- Spas & Wellness
- Cruise Liners & Bus tours
- Events (Private, Business, Cultural & Sports)

HOSPITALITY INDUSTRY

The Hospitality Industry encompasses a broad range of businesses and services that cater to the comfort, enjoyment, and wellbeing of guests or customers. It usually covers industries like lodging, dining, drinking, catering, travel and tourism, organizing events, and more. Whether they are guests staying in hotels, diners at restaurants, or attendees at events, the hospitality industry's primary goal is to provide services that make their stay warm and enjoyable. This

industry, which includes a wide range of jobs and occupations, places a high priority on client service, comfort, and contentment.

WELLNESS

A wellness program is a comprehensive wellness strategy that aims to prevent sickness, manage stress, maintain or increase well-being through healthy eating and exercise. Wellness programs might involve counseling, exercise challenges, weight reduction education, quitting smoking, and many other initiatives aimed at improving a person's general health. Insurance companies and primary care providers used to offer wellness programs.

WELLNESS IN HOSPITALITY INDUSTRY

COVID-19 has no doubt created global disruption, particularly in the hospitality industry. Yet, with change comes opportunity, and the chance to reevaluate how industry can emerge from the crisis stronger and more resilient.

Providing a truly soothing and wellness-focused hotel experience is likely to be valued now more than ever before, as people all over the world are becoming more concerned with their health and wellbeing.

“It generally takes a major event to be a catalyst for real changes in human behavior and the hospitality industry is going to see an increase in demand for wellness-related travel, destinations and activities” said rightly by Mark Sands, Vice President of Wellness, Six Senses Hotels Resorts Spas. “No longer will a hotel be just a place to sleep. Wellness, health and personalization are going to become more mainstream.”

Wellness program revenue has historically come from on-site features including group retreats, exercise centers, spas, and beauty salons. In the midst of a recovery, a wellness program might prefer to concentrate on bringing the wellness experience into each guest room. Wellness-focused amenities can be easily customized and given based on the guest's preferences thanks to modern technologies. Personal yoga mats and a free on-demand yoga TV channel can be added to guest rooms, and specialized exercise spaces can be supplemented with resistance bands upon request. Integrations of meditation apps can encourage mindful breathing, which has been demonstrated to control sleep, lower blood pressure, and cortisol levels. Similarly, immune-boosting minibar items can both surprise and reassure guests. In order to develop a complete wellness program, a body-mind connection is required, which is facilitated by spa treatments, training regimens, and healthy eating options.

These days, hotels are coming up with ideas to create the most tranquil hotel atmosphere possible and the ideal room arrangement to ensure guests get the finest sleep of their lives. As a result, in 2023, sleep tourism is anticipated to be one of the key factors driving wellness tourism. Numerous hotels, including the Beau Rivage Geneva, have begun to market the quality of the sleep that they provide for its visitors. Medical tourism, which has been around for centuries, is expected to continue to have an impact on the health and wellness industry.

Research Methodology to study this article referred the Secondary data like research articles, websites, periodicals, videos and interviews.

II. LITERATURE REVIEW

Sonal Uberoi, in her article ‘Top 5 Wellness in Hospitality Business Trends 2023’ speaks about 5 wellness trends in hospitality industry.

Employee Wellbeing- first and foremost

In a paradigm shift, the wellbeing of employees has taken centre stage. It is no longer enough to provide competitive salaries and benefits. Genuine care for the physical, mental, and emotional health of employees has become a non-negotiable requirement to attract and retain top talent.

Hyper personalization

As the population continues to diversify and age, catering to the wellness needs of different generations becomes paramount. Enter ‘hyper personalization’, a strategic approach to tailoring experiences to meet the unique requirements of each individual guest.

Transformative experiences

Today’s guests seek more than a temporary escape or a lavish setting. They crave experiences that have a lasting impact on their lives, leaving them transformed in some shape, way or form. Hotels are embracing this desire by going beyond

traditional amenities and focusing on the pre- and post-stay journey. We explore how hotels are reimagining the guest experience, infusing it with fun, convenience, and ease.

Community- Sense of belonging

In an increasingly interconnected world, individuals yearn for a sense of belonging and human connection. Hotels are responding to this need by actively engaging with their local communities. They are not only becoming integral parts of the neighborhoods' they inhabit but also opening doors for the community to be part of their story.

Ecosystem thinking- Strength in Wholes

In the pursuit of wellness, the notion of strength lies in wholes rather than individual parts. Hotels are recognizing that success in wellness is not achieved through isolated products or offerings but through a holistic ecosystem.

Pkf Hospitality on their page, published an article 'The World of Wellness and Wellbeing in the Hospitality Industry' speaks about wellness and wellbeing in the hospitality industry.

The global rise of wellness and wellbeing offering in hotels has taken center stage.

Trips based on wellness motives are experiencing a boom among consumers. hotels worldwide are increasingly acknowledging the potential and opportunities associated with enhancing their wellness-related offerings on their properties. This shift in focus towards well-being is not only a trend destined to pass but also a strategic move for many hospitality establishments.

The following excerpt from "EUSAIR wellbeing tourism handbook" distinguishes between wellness and wellbeing tourism and aids in understanding the key difference between the two:

"Wellbeing is associated with activity (i.e., training, physical activity, meditative practices), while wellness is a passive enjoyment and pampering (i.e. spa, beauty), often connotating luxury and high quality. In contrast to wellbeing, wellness is a more consumptive practice." The authors of this article recognize a crucial distinction between these two terms, understanding that both coexist to enhance the physical and mental quality of life for guests.

Sagar Chitre in his article 'The Hospitality industry's health and wellness programs' explains about the importance of wellness in the hospitality industry and programs initiated by the hotel.

The hospitality industry in the recent past has recognized the importance of implementing health and wellness programs for both employees and guests. Hotels that cater to the emerging needs of wellness-focused visitors will have a competitive edge in the post-COVID-19 era, as people increasingly prioritize their health and well-being. Despite the challenges brought about by the pandemic, it presents an opportunity for the hospitality industry to reimagine its approach and emerge stronger and more resilient. By providing deeply relaxing and wellness-oriented experiences, hotels can meet the growing demand for a holistic approach to travel. The industry is known for its fast-paced and demanding work environment, which can be stressful for employees. As a result, stress-related attrition has become a significant issue in the industry. Employees who experience high levels of stress may become burnt out, which can lead to reduced job satisfaction, decreased productivity, and ultimately, leaving the job. This can have a significant impact on businesses in the hospitality industry, as they may struggle to retain skilled employees and maintain their reputation for providing high-quality service. Implementing health and wellness programs can help address these concerns and provide a more productive and positive work environment, thus improving employee retention rates in the industry. Implementing health and wellness programs can help address these concerns and provide a more productive and positive work environment, thus improving employee retention rates in the industry.

One popular wellness program for employees is the provision of healthy meals and snacks. Another program gaining popularity is yoga and meditation classes.

Bhupendra Paintola in his article 'Wellness hotels: A Booming Hospitality Trend' Speaks about wellness in hotels.

Today, it is commonly acknowledged that a higher quality of life encompasses physical, emotional, and mental health. The hospitality industry has demonstrated a significant need for well-being services that go well beyond spas and fitness to include things like health, nutrition, and technology. Experts convey that well-being will be the driving force in leveraging the hotel industry. With people focused on health and wellbeing, providing a deeply relaxing and wellness-focused hotel experience that puts nature at the centre is likely to be valued more than ever before. Prior to the pandemic, India was the fastest-growing market for wellness tourism. Traditional Ayurvedic resorts, destination spas, and wellness retreats are among the expanding number of hotels and resorts in India that offer a complete package of

treatments, experiences, and travel. Various places like Kerala and Uttarakhand are being developed as unique places for wellness tourism. Incorporating wellness offerings can differentiate a hotel from competitors and establish it as an appealing destination for guests seeking relaxation, rejuvenation, and holistic experiences during their stay.

Abhishek Rajawat in his article 'Health and wellness programs in hospitality'

Writes about how hotel can be a part of the growing wellness trend.

Trends of a healthy lifestyle are increasing. Travelers are concerned about their health more than ever. Therefore, it is critical to offer significance to health and wellness programs in hospitality.

In the 21st century, health and wellness concepts are emerging. So, these trends are also important to attract customers in hotels. Hotels should work on this to get bookings from this health segment.

The Global Wellness Institute defines wellness tourism 'as a travel associated with the pursuit of maintaining or enhancing one's personal wellbeing'.

21st-century people are more aware of the fitness of the body. These health-conscious trends are shifting the hospitality industry towards wellness tourism.

Hotel companies are launching programs by integrating wellness programs into the guest experience. At wellness centers, the wellbeing and health of a visitor are a top priority.

A hotel can be a part of this growing trend.

Importance of wellness program

Introduce Wellness into Deals.

Invest in Gyms and Spas

Use of technology in guest rooms

Kat Boogaard in her article '4 Examples of Employee Well-Being Programs in Hospitality' mentions 4 examples of well being program in the hospitality industry.

Marriott's TakeCare Program

It offers plenty of different opportunities and perks for employees, including company-sponsored walking breaks and fitness breaks, as well as a designated relaxation space available to all Marriott associates.

Hyatt's Colleague Wellbeing Council

The company believes that employee wellness has to be a priority in an industry that's as demanding and around-the-clock as hospitality. Hyatt relies on their Colleague Wellbeing Council to continuously collect feedback and shape and evaluate their offerings to give employees what they need most. From low-cost or free healthy snacks and exercise options to travel perks and flexible work arrangements.

Accor's Total Wellbeing App

In Australia, the company launched their Lifeworks Total Wellbeing app, which provides employees with 24/7 access to counselling sessions and other mental and emotional health resources like webinars. Accor also started a fund to help staff members who were burdened with medical bills during the COVID-19 pandemic.

Royal Caribbean's Wellness Works Program

The company started its Wellness Works program, which offers many perks and programs. Their on-site wellness centre offers free chair massages, chiropractic care, meditation classes, and more.

Royal Caribbean also provides weekly exercise classes, personalised health coaching, regular fitness challenges and competitions, and even biometric screenings to help employees be informed and take control of their health

III. CONCLUSION

In conclusion, the incorporation of health into the hospitality industry is an evolutionary change in how we see and handle the guest experience, not just a passing trend. Upon contemplating the various facets of this mutually beneficial relation, it is apparent that health in the hospitality industry is not only an extra feature but rather a mindset that caters to the changing requirements and goals of contemporary tourists. The conclusion is evident as we enter this new era of hospitality: wellness is an essential component of the story, not an add-on. It's an investment in the visitor's total quality of life throughout their visit, inspiring them to bring the essence of wellbeing into their everyday lives in addition to making them feel at ease and pampered.

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