



ANALYSIS OF DIGITAL PRESENTATION OF INFORMATION ABOUT PROGRAMS, PACKAGES AND IN CERTIFIED SPA AND WELLNESS CENTRES IN BULGARIA

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ABSTRACT

PURPOSE This study aims to assess the digital presentation of information about the programs, packages and procedures offered by certified SPA and Wellness centers. **METHODS** The information is analyzed in terms of description and value of the respective service. Internet sources of certified SPA and Wellness centers are used as a source of information. A comparative analysis of the prices of popular procedures has been made. **RESULTS** The summarized results reveal shortcomings in the presentation of the procedures on the websites of the certified SPA and Wellness Centers. **CONCLUSIONS** The summarized analysis of the obtained results reveals the presence of information problems related to the digital presentation of the offered services in the certified SPA and Wellness centers.

Key words: National Tourist Register, Ordinance № 04-14 of October 9, 2019, SPA centers, Wellness centers

INTRODUCTION

This study is related to our previous study, in which we analyze the Internet performance of the furniture and equipment of certified spas and wellness centers in accordance with Regulation № 04-14 of October 9, 2019 on the terms and conditions for certification of "Balneotherapy (Medical SPA) Center", "SPA Center", "Wellness Center" and "Thalassotherapy Center" (1). The study included spas and wellness centers registered in the National Tourist Register (2).

METHODS

The study covers 74 SPA centers and 25 Wellness centers included in the National Tourist Register.

An analysis of the available information on the offered services provided on the websites of the certified centers included in the study was made. The data are summarized in three categories: missing, limited and comprehensive. In the same categories are distributed the results obtained in terms of description of the services offered. The data regarding the availability of a price list of the offered services are analyzed.

The average value of the classical massage was calculated from the available data for the studied SPA and Wellness centers. The respective percentages of missing data on the Internet sites in terms of furniture, equipment and services offered are indicated.

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RESULTS

Information on procedures

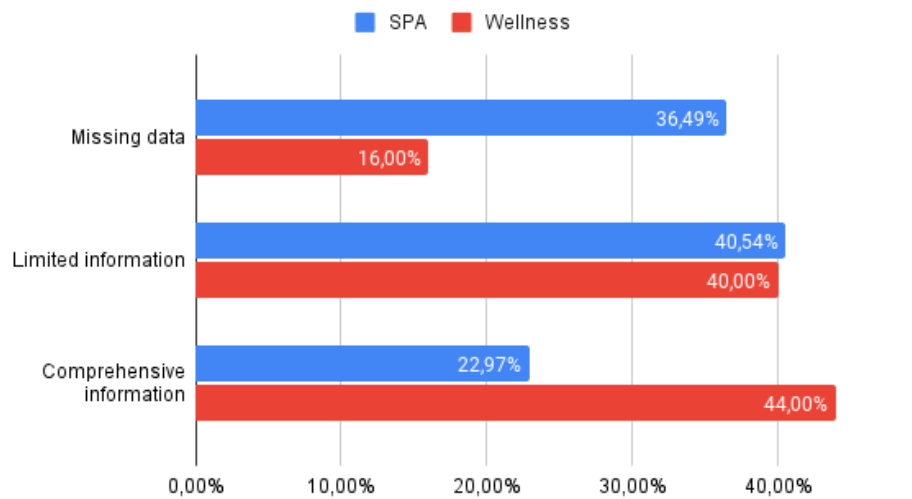


Figure 1. Information on procedures.

Information about the offered procedures is missing on the websites of 36.49% of the certified SPA centers surveyed by us and significantly less than 16% at the Wellness Centers. Approximately 40% (40.54%; 40%) of the

information provided is partial or incomplete. The comprehensive information about the services offered at 44% of the Wellness centers and 22.97% of the Spa centers makes a good impression (Figure 1).

Description of the procedures

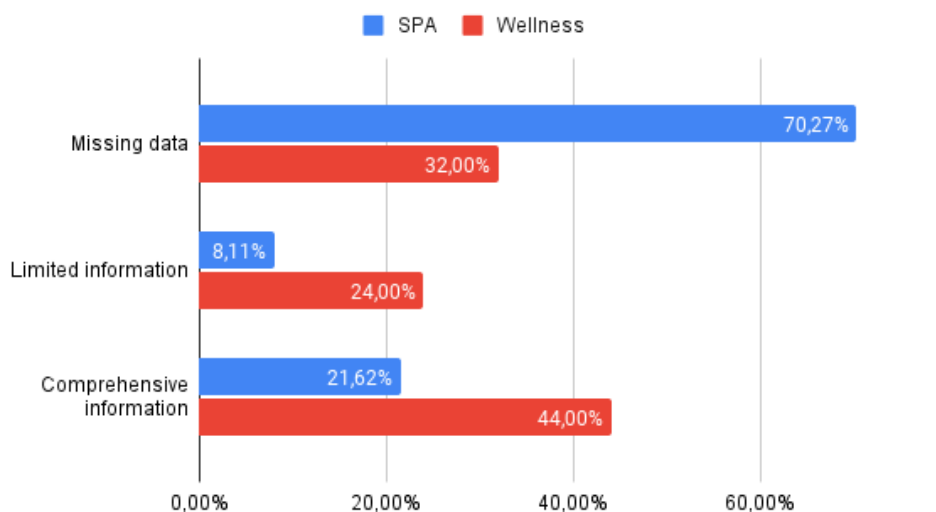


Figure 2. Description of the procedures.

A significantly large percentage of missing data is in the description of the proposed procedures, respectively 70.27% for Spa and 32% for

Wellness centers. Detailed and comprehensive information is presented in 44% of the Wellness centers and 21.62% in the Spa centers (Figure 2).

Price of the procedures

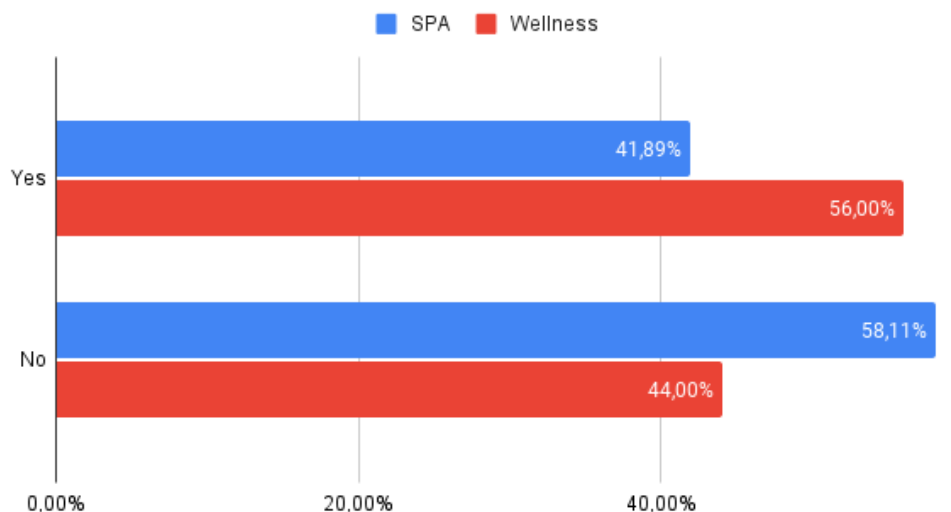


Figure 3. Price of the procedures.

The price of the offered procedures is announced on the websites of 56% of the Wellness Centers and 41.89% of the SPA Centers (**Figure 3**).

Price of a classic massage

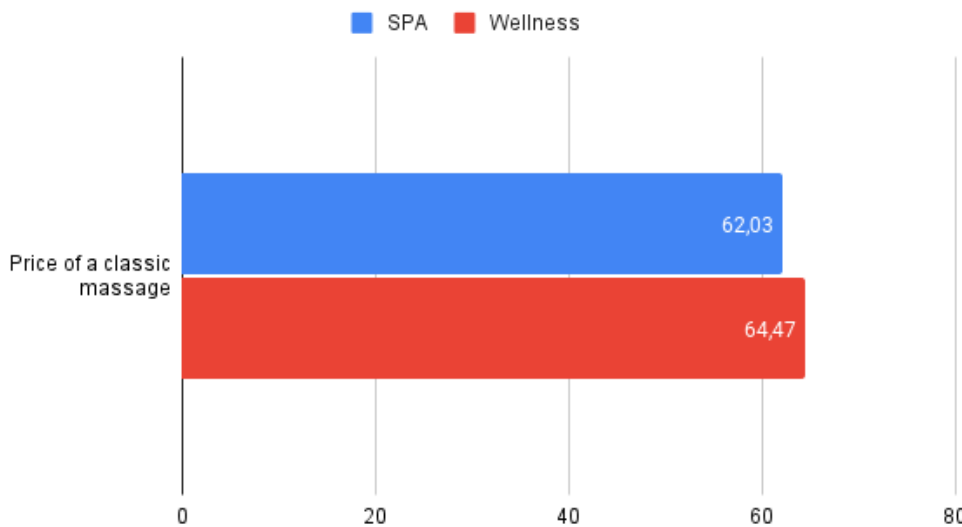


Figure 4. Price of a classic massage.

The average price of the classic massage at the SPA centers is BGN 62.03 and BGN 64.47 at the Wellness Centers. It should be noted that this

price has been announced for a procedure with a different duration of 45 to 60 minutes of massage (**Figure 4**).

Missing data

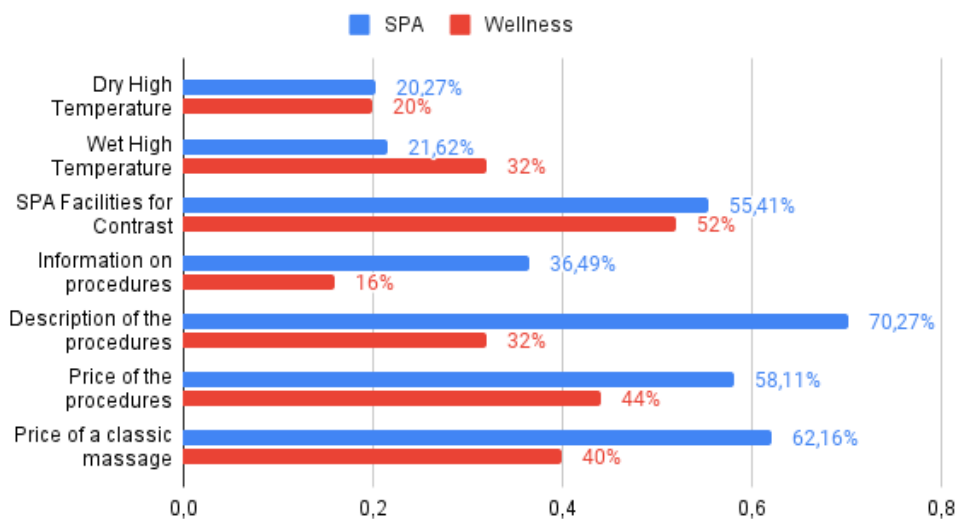


Figure 5. Missing data

In **Figure 5** shows summarized data with those from our previous study, which demonstrates the common shortcomings in the Internet presentation of the study by our certified SPA and Wellness centers. The largest percentage of shortcomings is observed in terms of description of the offered procedures, respectively 70.27% at the SPA centers and 32% Wellness centers. The percentages of missing information about the prices of the individual procedures are also high, namely 58.11% for the SPA centers and 44% for the Wellness centers.

The value of the standard classic massage procedure is not announced on the websites of 62.16% of the SPA and 40% of the Wellness centers. When describing the material base and the equipment, the most striking are the missing data for the rooms for contrast procedures, respectively 55%, 41 and 52% at the Wellness centers.

In general, the large percentage of missing data shown in Figure 5 outlines significant gaps in the Internet presentation of the certified SPA and Wellness centers studied by us. This, of course, reveals opportunities for optimization and additional attraction of customers to the SPA and Wellness industry in Bulgaria.

We consider a significant omission to be the lack of announced prices of the procedures on the websites of the certified SPA and Wellness centers we have studied. It makes a good impression to offer information in the form of a Spa menu, which describes in detail the proposed procedures and rituals, as announced their duration and value. We can point to a series of examples of good practices in presenting the procedures in Bulgarian SPA and Wellness centers (3-13).

CONCLUSION

The summarized analysis of the obtained results reveals the presence of information problems related to the digital presentation of the offered services in the certified SPA and Wellness centers.

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