



## EVALUATION OF THE DIGITAL PRESENTATION OF THE FURNITURE AND EQUIPMENT IN CERTIFIED SPA AND WELLNESS CENTRES IN BULGARIA

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### ABSTRACT

**PURPOSE** The aim of the present study is to evaluate the digital internet information related to the available furniture and equipment in certified SPA and Wellness centers. **METHODS** An analysis of existing information related to the Dry and Wet High Temperature Section, as well as rooms for contrast procedures was made. The websites of the respective certified SPA and Wellness Centers were used for initial data. **RESULTS** The results obtained from our study demonstrate very good conditions and prerequisites for the development of the Spa and Wellness industry in our country. **CONCLUSIONS** The analysis of the summarized results reveals gaps in the digital presentation of the certified SPA and Wellness centers.

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

### INTRODUCTION

The National Tourist Register lists the certified centers according to Ordinance № 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 ordinance also determines the minimum mandatory requirements for construction, furniture and equipment, service, offered services and professional and language qualification of the staff, which must be met by the respective centers. (2).

### METHODS

The study analyzed the content of the websites of 74 SPA centers and 25 wellness centers included

in the National Tourist Register. A description of the indicated centers by location in resort and urban environments, as well as the availability of mineral water. The Internet performance of the equipment of the respective certified centers in terms of dry and wet high-temperature section, as well as the premises for contrast procedures was evaluated. A general assessment of the completeness of the information presented on the Internet has been made.

### RESULTS

In **Figure 1** shows the location of the certified SPA and Wellness centers included in the study. 70, 27% of the surveyed SPA and 44% of the wellness centers are located in resorts.

The presence of mineral water in the certified centers is demonstrated in **Figure 2**. 37.84% of the SPA and 20% of the Wellness centers included in the study have mineral water.

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### SPA and Wellness in Health resort

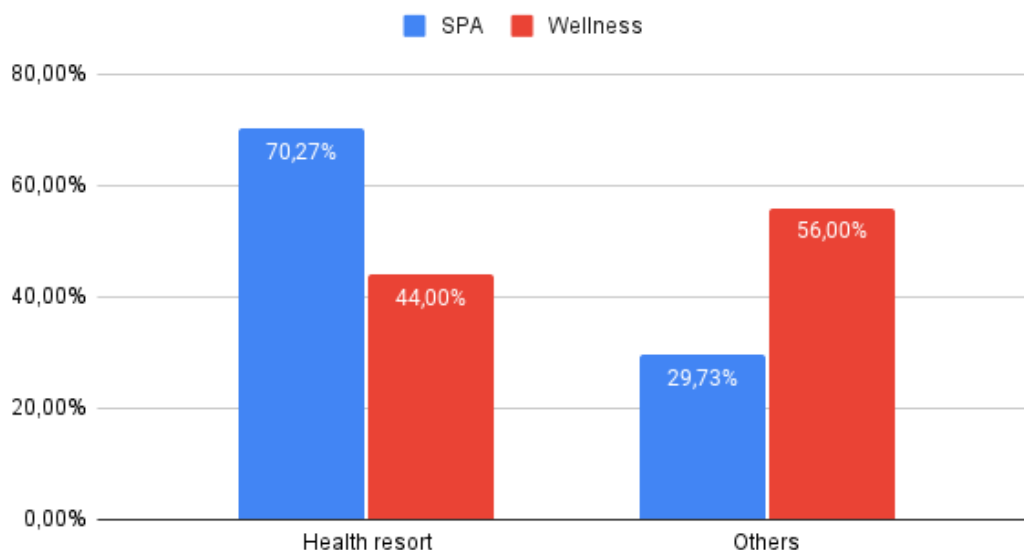


Figure 1. Spa and Wellness in Health resort.

### SPA and Wellness with Mineral waters

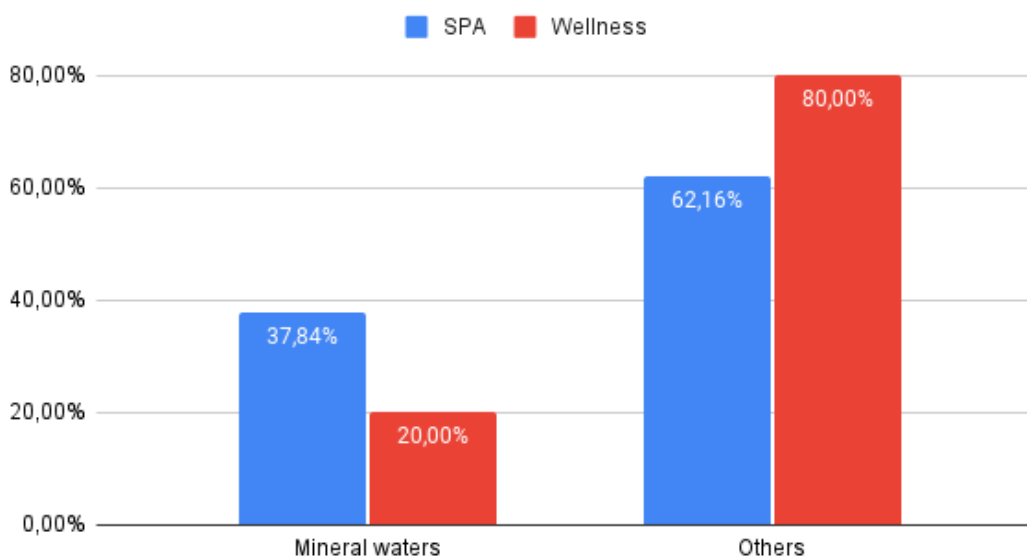
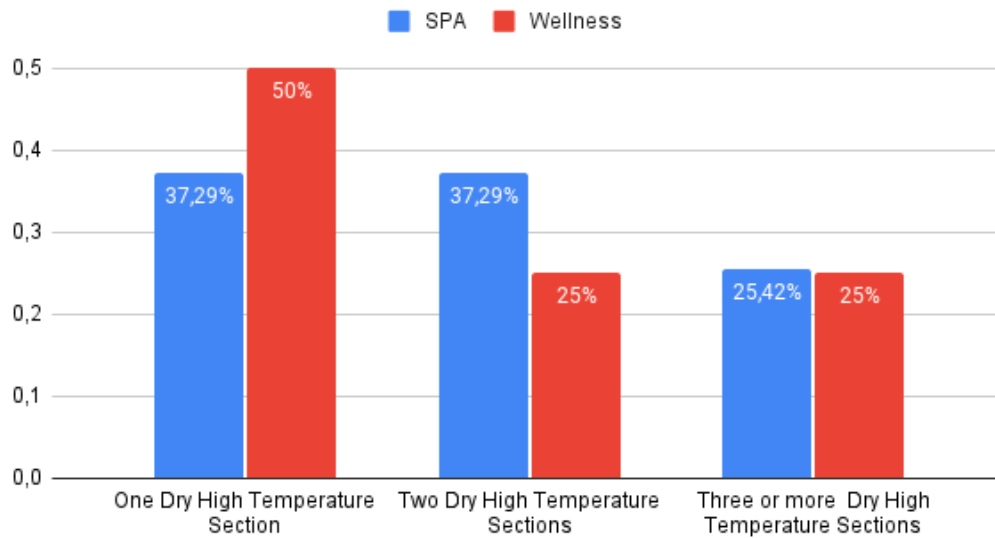


Figure 2. Spa and Wellness with Mineral waters.

In **Figure 3** presents the distribution of the number of dry high-temperature sections according to the information available on the Internet sites of the certified centers. 37.29% of

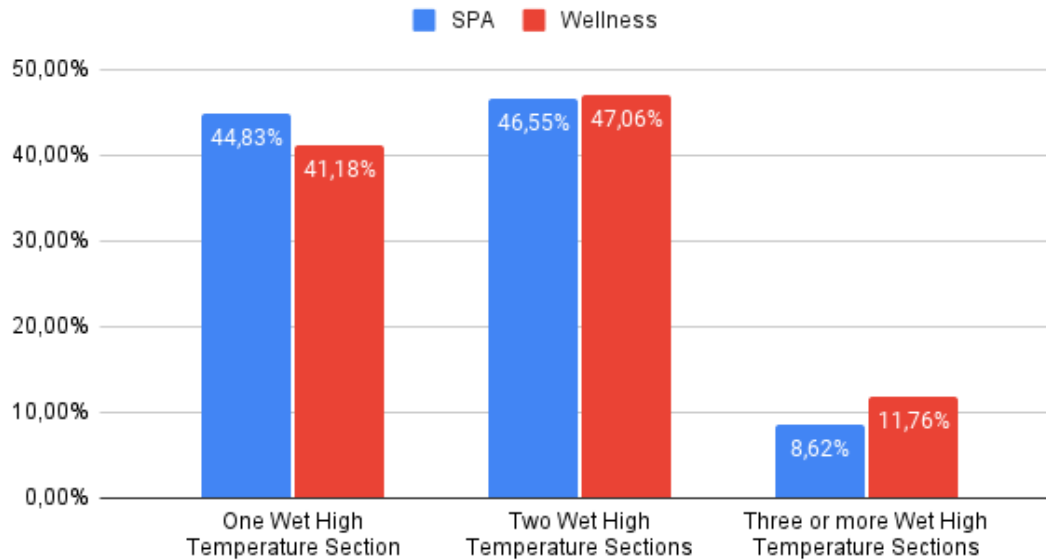
the spas and 50% of the wellness centers have a minimum of one dry high-temperature section. A significant percentage of the centers have two, three or more sections.

### Dry High Temperature Sections



**Figure 3.** Dry High Temperature Section

### Wet High Temperature Sections

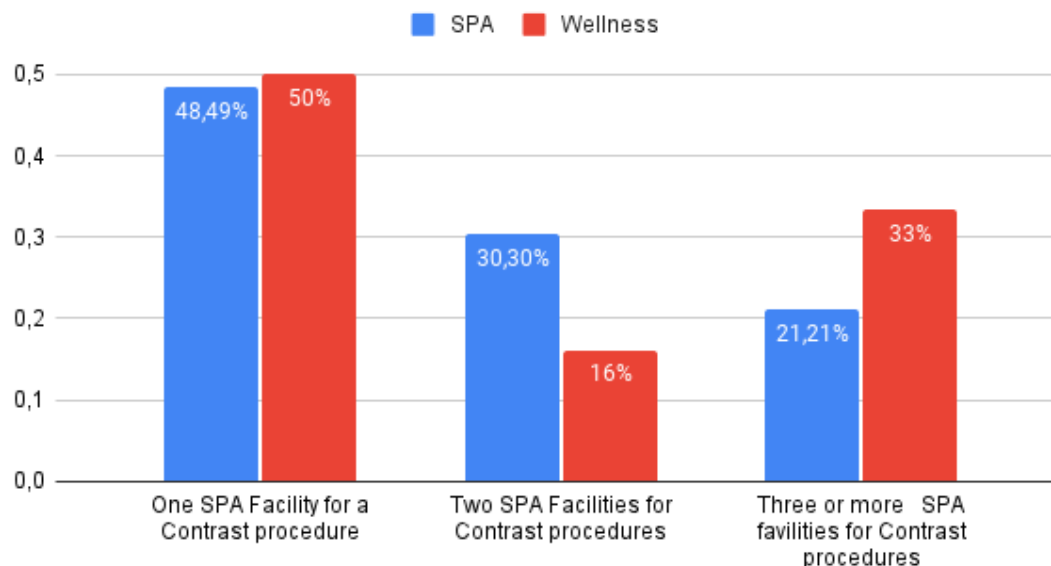


**Figure 4.** Wet High Temperature Section.

The average number of Wet high temperature sections is shown in **Figure 4**. The minimum requirements according to the Internet presentation of the specialized SPA and Wellness

centers are available at 44.83% and 44.18%, respectively. In their higher percentage, they have two, three and more wet high temperature sections.

### SPA Facilities for Contrast procedures

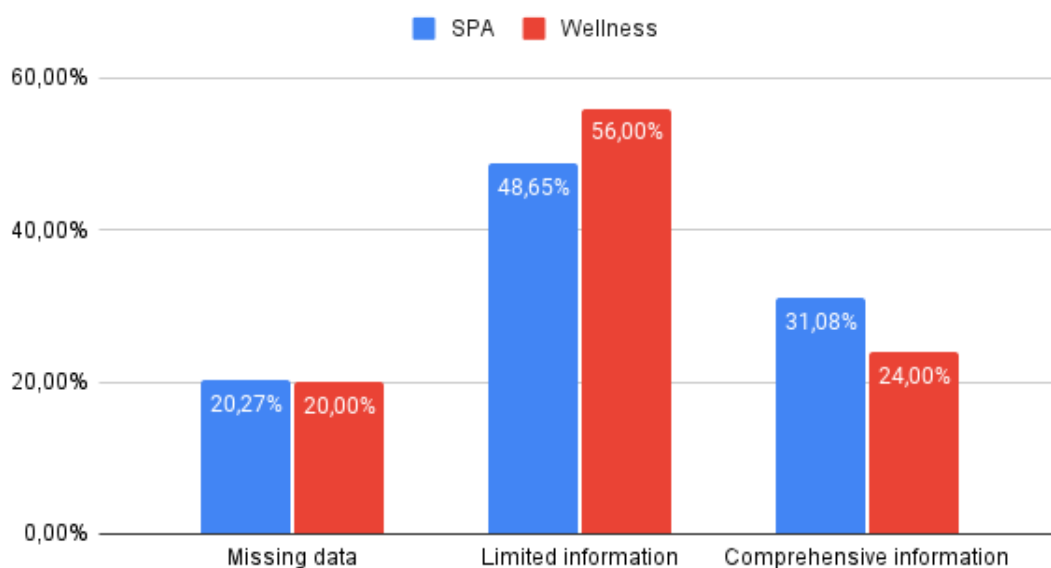


**Figure 5.** SPA Facilities for Contrast procedures.

Half of the Wellness centers and more than half of the Spa have two or more rooms and facilities for contrast procedures. The minimum requirements are met at 48.49% of the Spa and

50% of the Wellness centers, respectively. The presence of a rich material base in the Bulgarian SPA and Wellness centers is demonstrated again (**Figure 5**).

### Completeness of information



**Figure 6.** Completeness of information.

Our study found missing data for the indicators, we monitored in 20.27% of spas and 20% of wellness centers. In 48.7% of the SPA and 50% of the Wellness centers, the information is partial and incomplete.

The results obtained from our study demonstrate very good conditions and prerequisites for the development of the Spa and Wellness industry in our country. They are on the one hand, conditioned by the country's data in terms of natural resources. Most of those studied in this study are located in a resort country, and many of them have mineral water. On the other hand, serious investments have been made in the construction of material base and in particular, according to the present study Dry and Wet high-temperature sections, rooms, and facilities for contrast procedures.

To improve the quality of presentation of the material base, it is appropriate on the Internet sites of the SPA and Wellness centers, where it is necessary to supplement information related to the description, applications and illustration of the above-mentioned Dry and Wet high-temperature sections and rooms and facilities for contrast procedures. From the research, we can point out a series of examples of good practices for describing the offered services and available facilities on the websites of the certified SPA and Wellness centers (3-8) etc.

## CONCLUSION

A relatively large percentage of the SPA and Wellness centers included in the study are located in resorts (70% of the SPA centers and 44% of the Wellness centers) and have mineral water, respectively 37.84% and 20%. The results emphasize the favorable conditions for the development of the SPA and Wellness industry in Bulgaria.

According to the available information posted on the websites of the certified centers, it is evident that the material base in a large percentage exceeds the minimum requirements for the respective centers.

The analysis of the summarized results reveals gaps in the digital presentation of the certified SPA and Wellness centers.

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