

Gesundheits- Und Wellnesstourismus - Mike Eimer

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Wellness und Gesundheit sind im letzten Jahrzehnt immer häufiger in aller Munde. Kein Tag vergeht, an dem nicht in den einschlägigen Medien darüber berichtet wird. Dabei handelt es sich nach Einschätzung des Soziologen Matthias Horx (vgl FOCUS 2002, S 1) nicht um eine kurzfristige Modeerscheinung, sondern um eine neue Lebenseinstellung. Verantwortlich hierfür sind beispielsweise Faktoren wie die neue Langlebigkeit der Gesellschaft, der Trend zur Individualisierung (immer mehr Single-Haushalte) und nicht zuletzt die Flexibilisierung der Arbeit, sowie die zunehmende Technisierung und Bürokratisierung der Lebenswelt, was wiederum zu vermehrten Stresspotentialen führt. Zur Bewältigung dieser Symptome wird der Wunsch vieler Menschen nach Entspannung und Ausgleich von Körper und Geist immer größer. Kein Wunder also, dass die Nachfrage nach Wellness-Produkten immer mehr zunimmt, weil die meisten Menschen mit dem Begriff Wellness wohl fühlen, entspannen und genießen verbinden. Das führt wiederum dazu, dass die Zahl der Wellness-Produkte unaufhaltsam steigt, weil die Hersteller mit dem Begriff Wellness ein Erfolg versprechendes Vermarktungskonzept verbinden. Deshalb hat der neue Wohlfühl-Trend viele Branchen erfasst, insbesondere auch den Tourismus. Diese Arbeit soll nun einen Überblick über diese Entwicklung geben, den Gesundheits- und Wellnesstourismus als neue touristische Erscheinungsform darstellen und einordnen und mögliche Potentiale für die Tourismusindustrie (insbesondere für das Destinationsmanagement) aufdecken. Author: Eimer, Mike Publisher: GRIN Verlag Illustration: N Language: GER Title: Gesundheits- und Wellnesstourismus Pages: 00019 (Encrypted PDF) On Sale: 2005-01-01 SKU-13/ISBN: 9783638434621 Category: Business & Economics : General

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