

Expectations of Customers Consuming Spa Services in Lithuanian Wellness and Sport Centres

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Content of presentation

- Introduction.
- Conceptual background.
- Research methodology.
- Findings of survey.
- Guidelines for spa services providers.
- Further research.

Introduction

- Spa centres in Lithuania.
- The question that arise to businessmen – that are the expectations of customers to spa services provider?
 - swimming pool;
 - baths;
 - ... more?





- When spa services became to be popular?
 - Romanian times;
 - Nowadays.

- A goal of this paper is to identify the aspects that are important to a spa service's customer of Lithuanian sport and wellness centres.
- Tasks:
 1. To identify the main criteria for estimation of spa.
 2. To develop the most important criteria, to range them and to foreseen guidelines for providers.

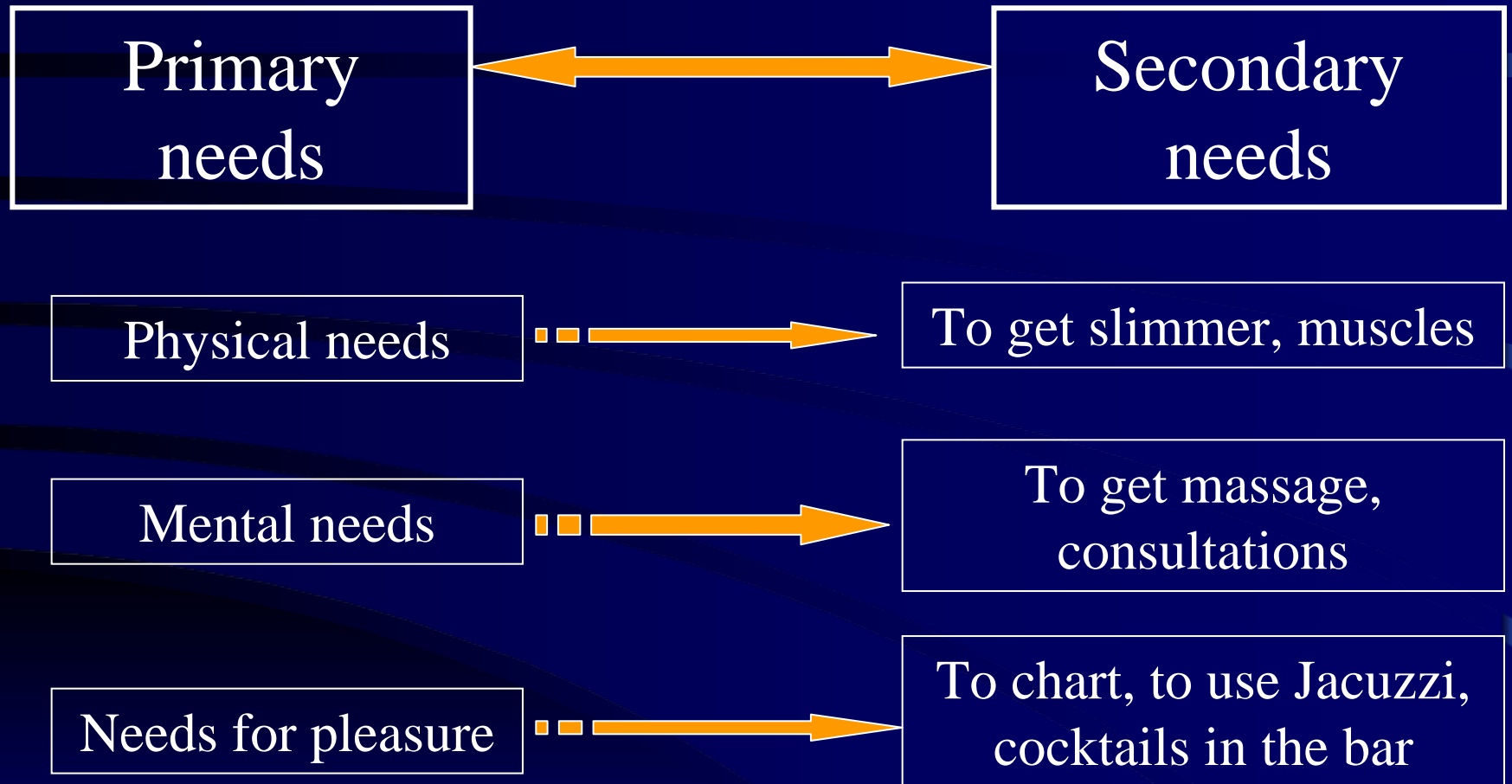
- Methods of the research:
 - analysis of scientific literature;
 - quantitative research inquiring customers of spa centre's;
 - qualitative research making depth interviews with spa centres managers;
 - comparative analysis.

Conceptual background of spa service's estimation

- Term *spa*.
- Sub-class of sport and wellness services class.



Conception of spa service



Definition of spa service

- *SPA services are services of individual consuming, oriented to the final customer, trying to provide possibilities to sport, to threat, to improve health, to spend excellent free time using water procedures and water entertainment equipment.*
- Does an enterprise is a customer of spa, too?



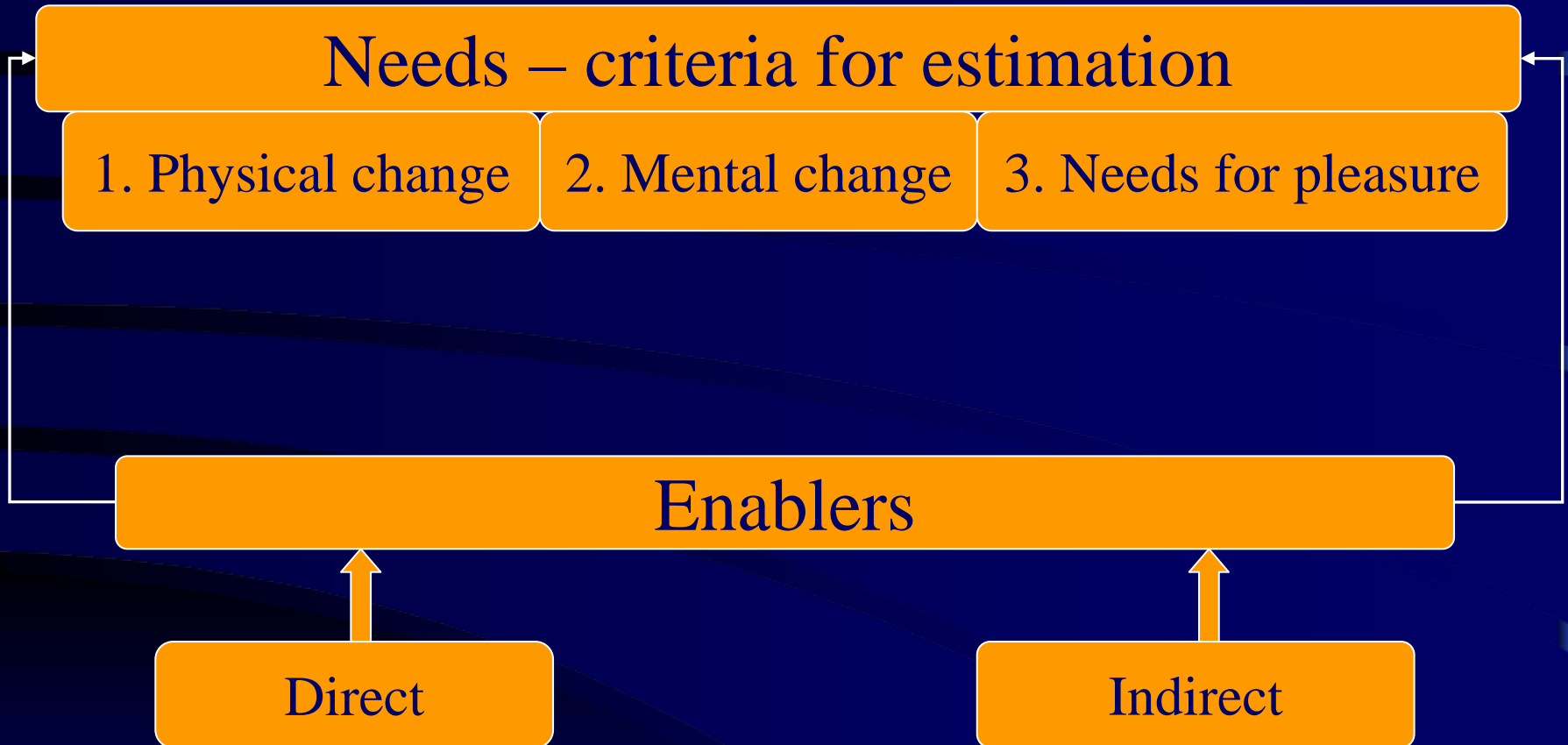
Scientific works

Scientists	Field of research
Papadimitriou, Karteroliotis, (2000)	four-factor model of: instructor quality, facility attraction and operation, program availability, and delivery and other services
Mandelbaum	Spa as a way to get more money...
Theodorakis, Kambitsis, Laios (2001)	SPORTSERV model (access, reliability, responsiveness, tangibles, and security)
Afthinos, Theodorakis, Nassis (2005)	QUESC instrument: tangible elements of facilities, attitudes and abilities of staff members, costs of participation, programming and scheduling of services

Scientific works

Scientists	Field of research
Eraqi (2006)	Main attention of services customer is paid to a quality of human, personnel recourses
Lagrosen and Lagrosen (2007)	Two main criteria that are essential to sport and wellness services: quality dimensions and enablers
Madanoglu, Brezina (2008)	Spa as marketing tool for attracting visitors to hotels...

Model of spa services estimation



Needs or criteria for estimation

1. Physical change



beauty and function (getting slimmer, relief from pains)

2. Mental change



relax from stress in working and home life, obliteration of problems

3. Needs for pleasure



getting a fun communicating with others, enjoying in procedures, trainings

Direct enablers

Technical competence

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graph LR; A[Technical competence] --> B[ability to get required services: swimming pool, bath, massage and etc.]; C[Relative competence] --> D[kind staff of spa centre, friendliness of consultant inside the centre];
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ability to get required services: swimming pool, bath, massage and etc.

Relative competence

kind staff of spa centre, friendliness of consultant inside the centre

Indirect enablers

Equipment



equipment of pools, saunas, baths, slipstreams
(security of them, comfort of premises)

Training



competence of trainers, consultant's receptionists,
skills to manage training, exercises

Evaluation



permanent analysis of key factors for qualitative
service, security of facilities, other enablers

Empowerment



staff is authorised to consult because of using
medical service, getting massages or other services
related to risky procedures

Climate



cooperation with staff, inside the personnel, also
cooperation with other industry related to centre

Leadership



motivation of staff to help, to consult, influence on
climate and empowerment of personnel

Research methodology

- Quantitative research (294 respondents). Two relations between answers were analysed:
 1. How customers estimates spa centre depending on them experience to use spa services; what criteria for choosing the spa service's centre are most important (ranging them)?
 2. How they estimates spa services depending on them revenue?

Questionnaire

Group of questions	Tasks
1.	To identify expectations of customers <i>before visiting the spa centre</i> , which are grounded on advertisement of spa centre, recommendations of friends, needs of customer, image of the centre
2.	To identify how customers evaluates spa services depending on their wish to rest, to relax or to change physically, how they evaluates warranting elements of spa services quality <i>after visiting the centre</i>
3.	To develop which of criteria of service's quality is the most important for a customer
4-5.	To identify if customers have had any problems (quality gaps) consuming the service and that specific problems they have met.

- Qualitative research (4 centres were inquired during depth interview):
 - “Druskininkai Aqua Park” (Druskininkai, Lithuania);
 - “Vichy” Aqua Park (Vilnius, Lithuania);
 - Tourism, Healthiness and Entertainment Centre “Trasalis” (Trakai, Lithuania);
 - “SPA Druskininkai” (Druskininkai, Lithuania).

Findings of the survey

Customers' viewpoint

Evaluation of spa centre upon the expectation by different factors influencing the expectations

...depending on how long they consume spa service

Evaluation of spa centre by duration of consuming of spa services	Factors for expectations			
	Printing advertisement	Recommendations	Total image	Possibility to satisfy a want
<i>1st time visitor</i>	3.36	4.00	3.73	3.82
<i>Half a year</i>	3.92	3.59	3.97	3.92
<i>Year</i>	3.51	4.07	3.08	4.19
<i>Longer than year</i>	3.63	3.50	3.38	3.63

...depending on if they have used other's centre services earlier

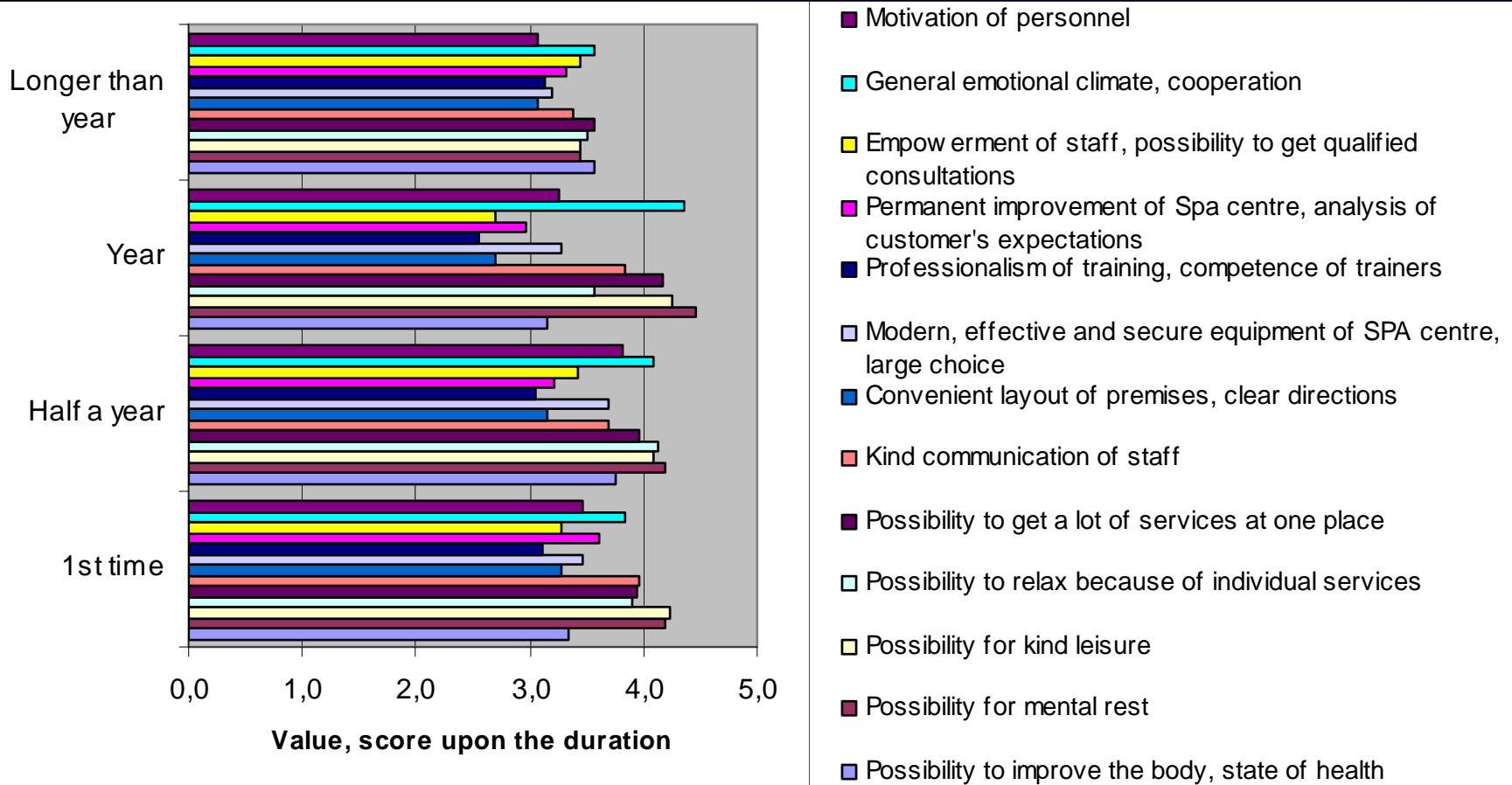
Evaluation of spa centre by experience to consume other's centre services	Factors for expectations			
	Printing advertisement	Recommendations	Total image	Possibility to satisfy a want
<i>Users of other centres</i>	3.72	3.72	3.72	3.64
<i>Non-users</i>	3.45	3.96	3.39	4.10

...depending on revenue of the customer

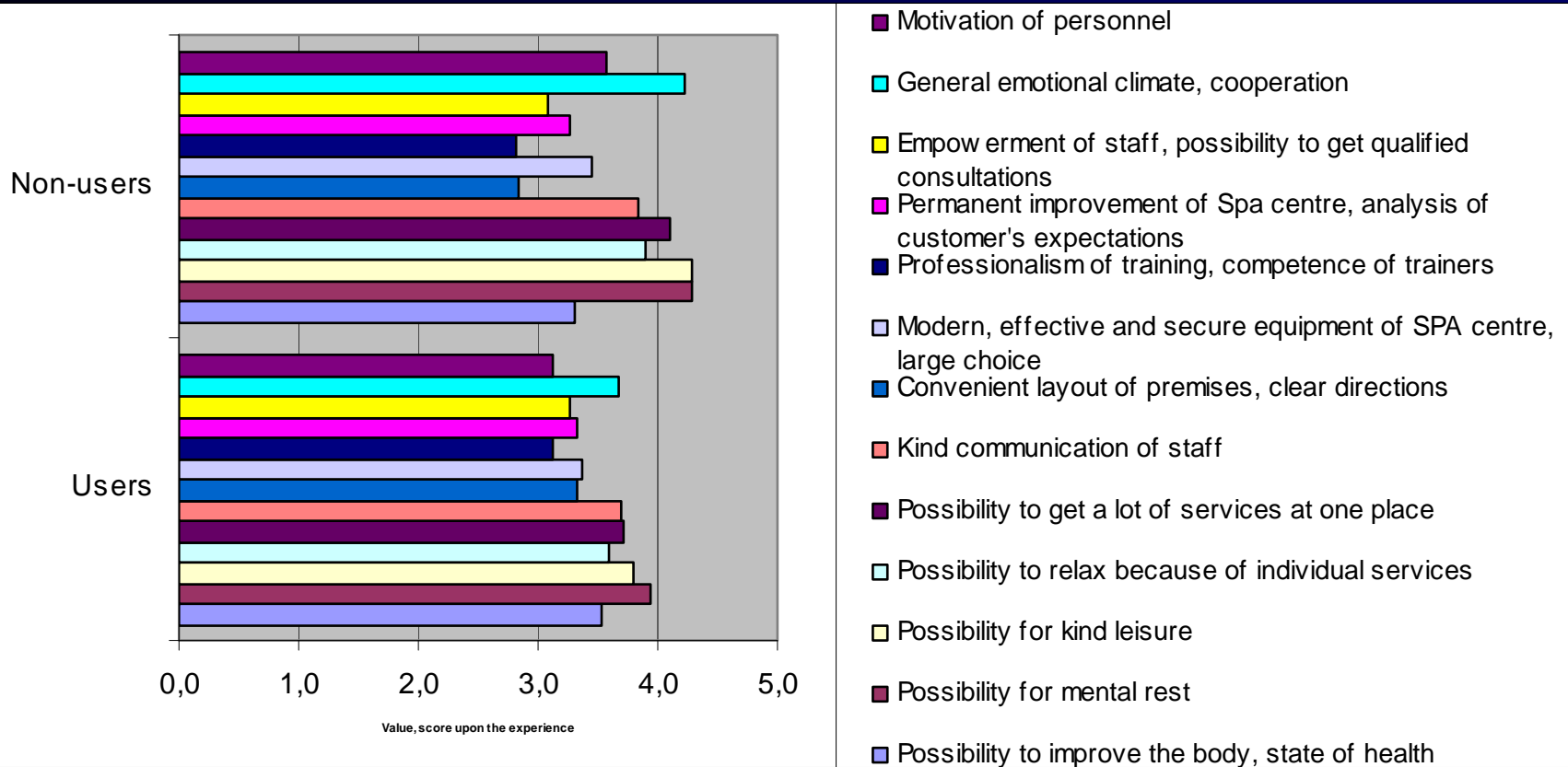
Evaluation of spa centre by revenue of customer	Factors for expectations			
	Printing advertisement	Recommendations	Total image	Possibility to satisfy a want
<i>Up to 300 Euro</i>	3.00	3.44	3.22	4.11
<i>301-600</i>	3.89	3.94	3.17	4.11
<i>601-1200</i>	3.72	4.09	3.83	3.98
<i>1201-1700</i>	3.63	3.84	3.68	3.84
<i>1701-2300</i>	3.71	3.82	3.88	3.82
<i>More than 2301 Euro</i>	2.60	3.50	2.60	3.50

Evaluating of spa centre after attending it by different criteria for evaluating a spa service

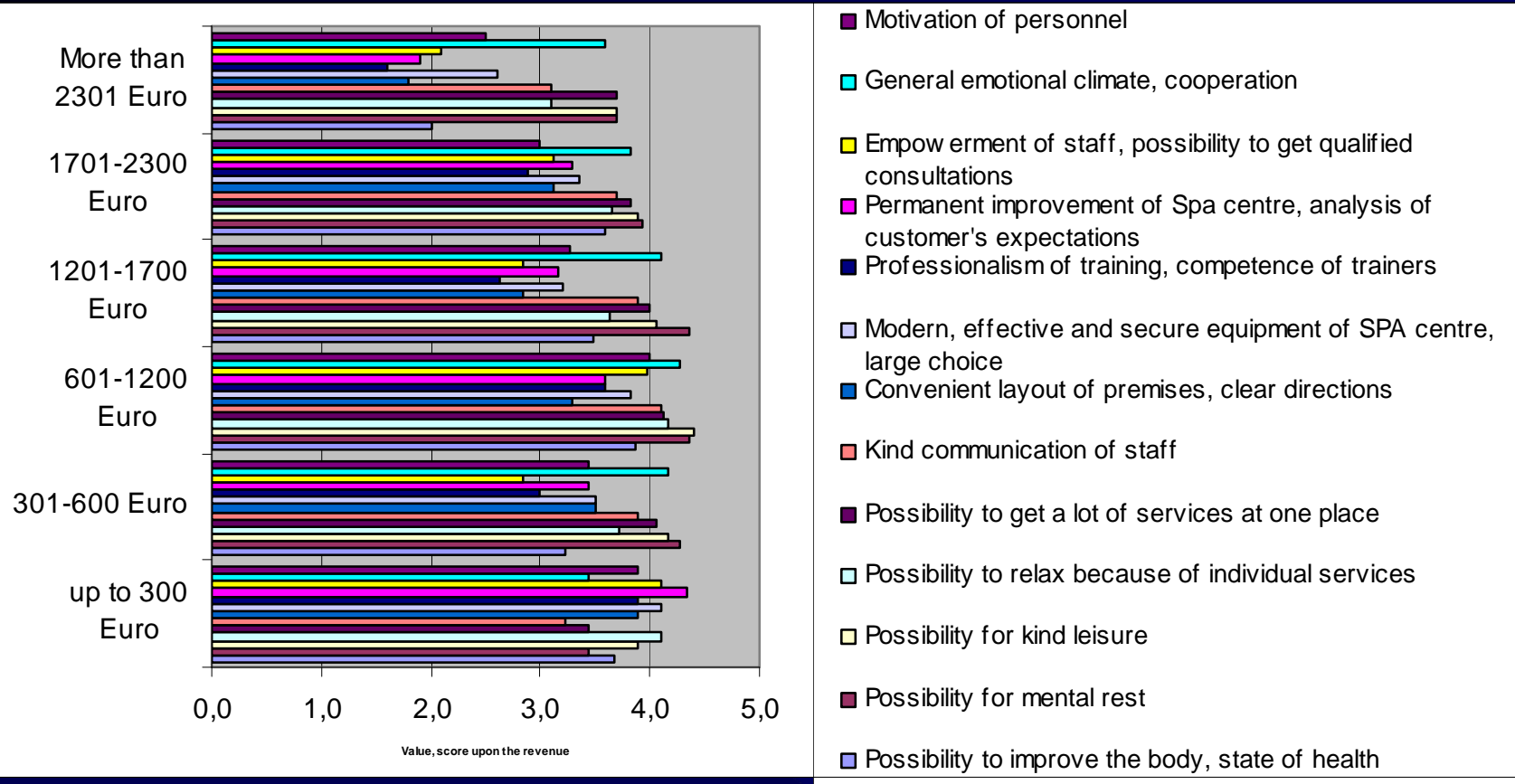
...depending on how long they consume spa service



...depending on if they have used other's centre services earlier



...depending on revenue of the customer



The most important criteria for estimation of quality of spa service

...depending on how long they consume spa service

Evaluation by duration of consuming of spa services	Criteria for estimation of spa service (percentage)												
	Possibility to improve the body	Possibility for mental rest	Possibility for kind leisure	Possibility for individual services	A lot of services in one place	Kind communication of staff	Convenient layout of premises	Modern, effective and secure equipment of SPA centre	Professionalism of training	Permanent improvement of spa centre	Empowerment of staff	General emotional climate, cooperation	Motivation of staff
<i>1st time visitor</i>	17	53	40	24	23	27	27	20	13	16	14	17	17
<i>Half a year</i>	44	44	39	28	39	22	22	22	17	28	22	28	28
<i>Year</i>	10	30	50	7	10	10	10	10	7	13	13	10	10
<i>Longer than year</i>	13	19	13	13	13	13	13	31	19	20	31	31	31

...depending on if they have used other's centre services earlier

Evaluation by experience to consume other's centre services	Criteria for estimation of spa service (percentage)												
	Possibility to improve the body	Possibility for mental rest	Possibility for kind leisure	Possibility for individual services	A lot of services in one place	Kind communication of staff	Convenient layout of premises	Modern, effective and secure equipment of SPA centre	Professionalism of training	Permanent improvement of spa centre	Empowerment of staff	General emotional climate, cooperation	Motivation of staff
<i>Users of other centres</i>	10	36	15	15	15	12	18	10	21	10	21	24	24
<i>Non-users</i>	26	40	40	19	23	20	22	20	15	24	16	16	16

...depending on revenue of the customer

Evaluation by experience to consume other's centre services	Criteria for estimation of spa service (percentage)												
	Possibility to improve the body	Possibility for mental rest	Possibility for kind leisure	Possibility for individual services	A lot of services in one place	Kind communication of staff	Convenient layout of premises	Modern, effective and secure equipment of SPA centre	Professionalism of training	Permanent improvement of spa centre	Empowerment of staff	General emotional climate, cooperation	Motivation of staff
<i>Up to 300 Euro</i>	40	40	40	40	40	40	40	60	50	40	50	40	40
<i>301-600</i>	16	28	39	11	6	11	6	11	6	6	11	17	17
<i>601-1200</i>	21	33	50	17	38	17	33	25	12	29	25	25	17
<i>1201-1700</i>	10	52	32	5	0	10	10	16	0	10	10	5	5
<i>1701-2300</i>	12	24	30	18	6	18	6	6	6	6	6	6	18
<i>More than 2301 Euro</i>	30	60	30	40	50	30	20	20	40	30	30	40	30

Service gaps occurring consuming the service

...depending on how long they consume spa service

Evaluation by duration of consuming of spa services	Does any problems (service's gaps) arise during consuming the service (percentage)	
	Have met problems	Have not met any problems
<i>1st time visitor</i>	32	68
<i>Half a year</i>	49	51
<i>Year</i>	63	37
<i>Longer than year</i>	80	20

...depending on if they have used other's centre services earlier

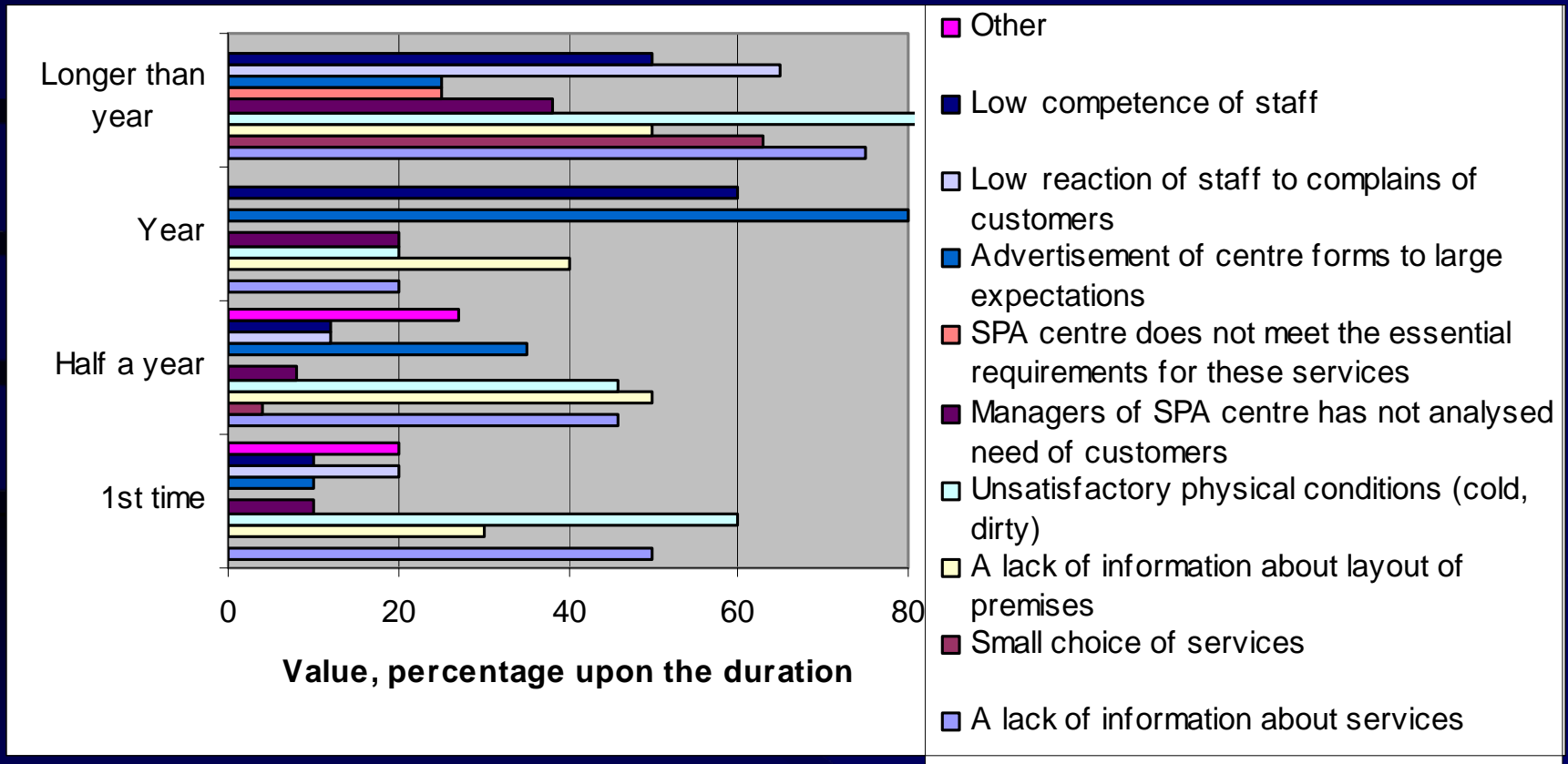
Evaluation by experience to consume other's centre services	Does any problems (service's gaps) arise during consuming the service (percentage)	
	Have met problems	Have not met any problems
<i>Users of other centres</i>	55	45
<i>Non-users</i>	50	50

...depending on revenue of the customer

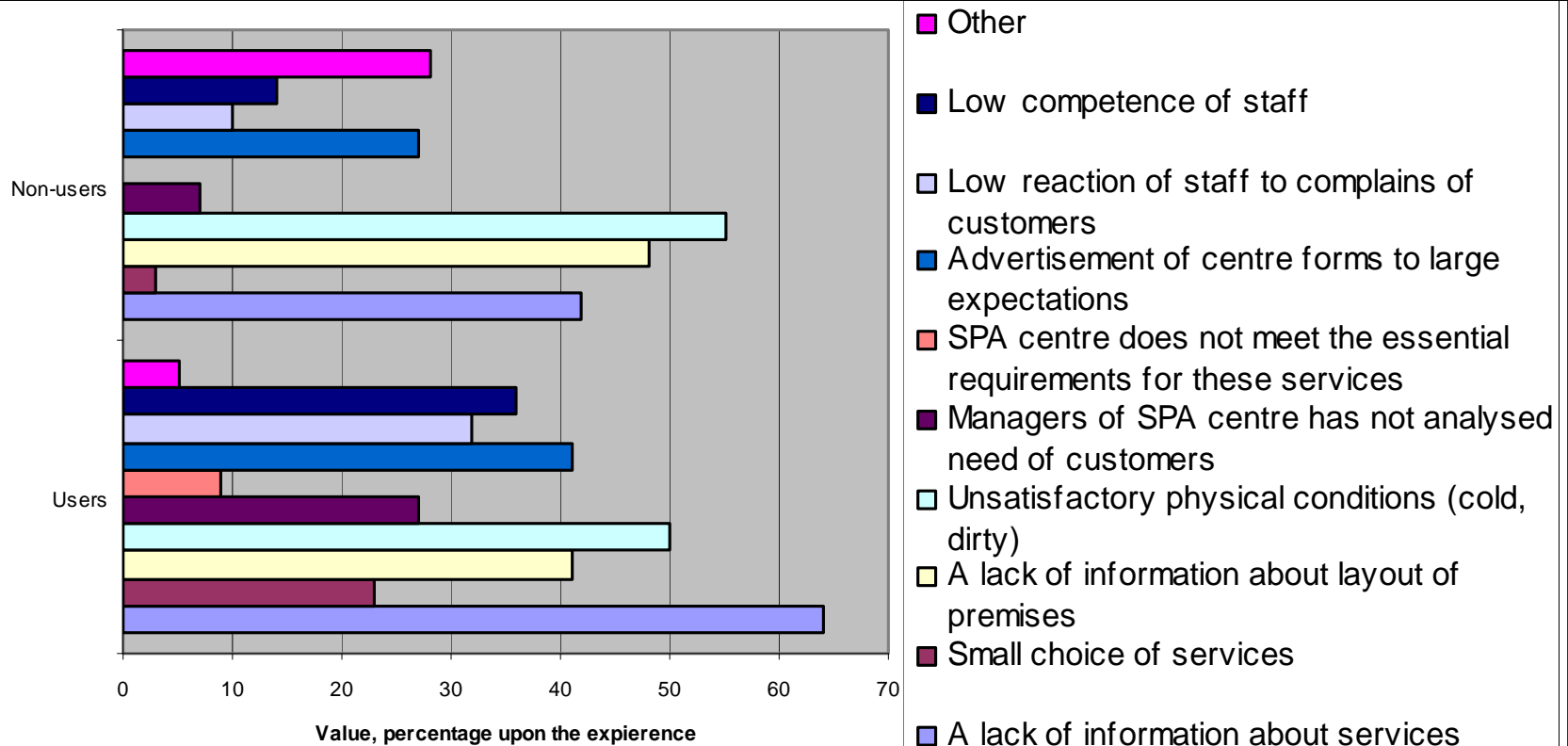
Evaluation by revenue of customer	Does any problems (service's gaps) arise during consuming the service (percentage)	
	Have met problems	Have not met any problems
<i>Up to 300 Euro</i>	33	67
<i>301-600</i>	47	53
<i>601-1200</i>	45	55
<i>1201-1700</i>	67	33
<i>1701-2300</i>	56	44
<i>More than 2301 Euro</i>	80	20

Service gaps that were mentioned by respondents

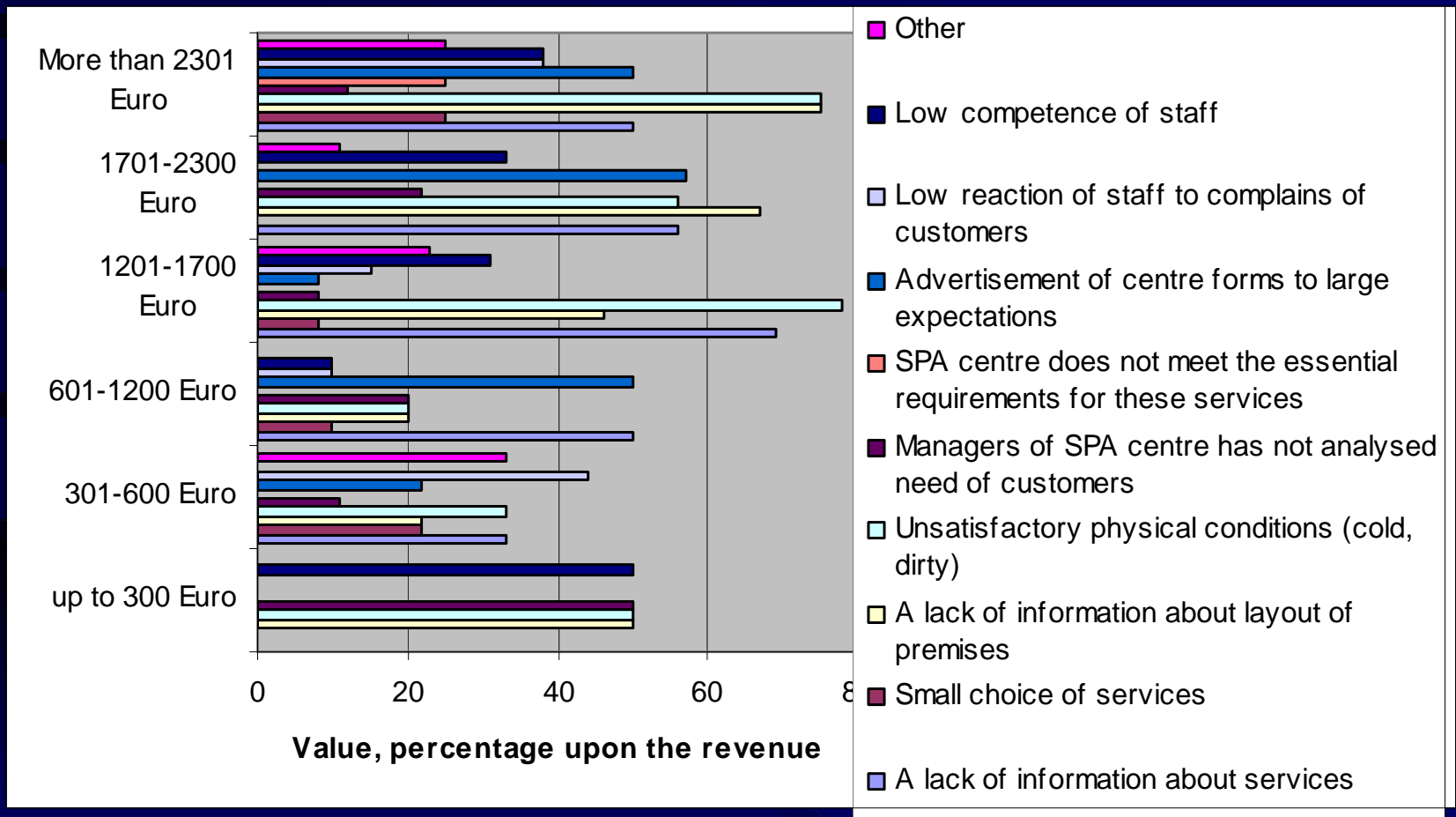
...depending on how long they consume spa service



...depending on if they have used other's centre services earlier



...depending on revenue of the customer



Providers' viewpoint

Importance of the criteria for the creating a quality for spa service on the provider's viewpoint

Criteria for the qualitative spa service	Position of various providers			
	“Vichy”	“Trasalis”	“Druskininkai Aqua Park”	“SPA Druskininkai”
<i>Possibility to satisfy customer's want</i>				
<i>Physical change</i>	--	--	+-	+-
<i>Mental change</i>	+-	+-	++	++
<i>Getting pleasure</i>	++	++	++	++

Criteria for the qualitative spa service	Position of various providers			
	“Vichy”	“Trasalis”	“Druskininkai Aqua Park”	“SPA Druskininkai”
<i>Direct enablers</i>				
<i>Technical competence of the centre</i>	++	+-	++	++
<i>Relative competence of the centre</i>	++	+-	++	+-

Criteria for the qualitative spa service	Position of various providers			
	“Vichy”	“Trasalis”	“Druskininkai Aqua Park”	“SPA Druskininkai”
<i>Indirect enablers</i>				
<i>Modern, secure equipment, large choice of equipment and procedures</i>	++	+-	++	+-
<i>Training and education of staff, improving their competence</i>	+-	+-	+-	++
<i>Permanent analysis of customers wishes</i>	++	+-	+-	+-
<i>Empowerment of personnel to take decisions, to consult customers</i>	++	+-	--	+-
<i>Climate inside centre / culture of organization, partnership with outside partners, outsourcing</i>	--	--	++	+-
<i>Motivation of personnel of the centre</i>	++	--	--	+-

Guidelines for spa services providers meeting the expectations of customers

- Three groups of guides meeting the customer's expectations:
 1. Meeting the needs of the physical change.
 2. Meeting the needs of mental change.
 3. Meeting the needs of kind leisure time.

Further research

- New methods of investigations could be used (as focus group, secret customer and etc.).
- New relation between answers (socio or demographic characteristics) could be identified.
- The larger group of respondents should be inquired.
- Longitudinal research could be organized.
- Other suggestions....

Thanks for Your attention!

