

residents, or in general to poorer communities. Conventional tourism demands large scale organization and resources not usually available locally, or even in the country: as a result its rewards flow away to distant townsfolk, or abroad. Finally, a shared perspective with “Alternative Development” is an emphasis on cultural sustainability. Tourism which does not damage the culture of the host community is often called alternative: more than that, Alternative Tourism may actively try to encourage a respect for the cultural realities encountered by the tourists through education and organized “encounters”.

Spain as one of the leading countries in beach tourism made lot of progress in developing alternative forms of tourism in relation to changing global tourism trends. For the diversification of tourism activities and prolongation of the tourist season, the focus was on developing sports holidays, especially, nautical and adventure sports, cultural tourism, business tourism, health tourism, and rural tourism and holiday homes. But mostly, Spain focused on golf and skiing despite that Spain did not have the technical quality and the suitable infrastructure available to contribute to the quality program of Spanish tourism.

Greece was facing similar phases of tourism development as Spain, but at a much later date. National Plan for Regional Development focused on the development of golf tourism, marine tourism, conference tourism, and thermal tourism (i.e., spas and thermal springs), winter tourism and ecotourism.

Slovenia was trying to promote itself both as sea-sun-sand type of tourism, and used alternative tourism activities with newly determined tourism policies, while Croatia had used alternative activities (i.e., cultural tourism) to replace mass tourism activities.

The demand for alternative forms of tourism is on the increase. Whether this is due to the root causes when the consequences of market demand are considered. With increasing demand for alternative forms of tourism, tourism developments will be dedicated to providing alternative travel experiences. The way they are planned and managed will be an important area of tourism development research in the future.

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THE GLOBAL TRENDS OF WELLNESS TOURISM

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ГЛОБАЛЬНІ ТРЕНДИ ОЗДОРОВЧОГО ТУРИЗМУ

According to the Global Wellness Summit, the fast growing health tourism market is expanding 50% faster than other tourism industries and expected to generate about \$700 billion profit in 2018. The field of wellness tourism reaches out 15% of world travels and it is considered as one of the most lucrative directions — wellness travelers spend 130% more than average traveler.

Great amounts of various researches try to figure out consumer's intentions and make predictions about their needs in the industry of wellness tourism, distinguishing some specific trends that provide its growth.

One of the most common tendencies, which becomes more popular from year to year, is healthy nutrition. Travelers want to meet their specific eating requirements, which can be a key reason in choosing a direction. Such trends as organic spa cuisine, when guests can pick up fresh products literally from the garden by themselves, or farm-to-table dining, create a demand for new kinds of tourist products and services.

An increasing number of health-focused people has led to a situation, when non-core organizations offer wellness programs to their clients. Many upscale hotel brands provide complimentary walking, jogging, and hiking tours; offer workout gear, rooms with exercise equipment, yoga mat with stretch band, apparel and footwear, maps of running route etc.; organize various yoga classes, spa treatments and phytotherapy.

As well, cruises are increasingly offering innovative wellness options. They provide a range of services, including yoga sessions on deck, a thermal suite with hot and cold experience and exclusive body treatments inspired by locations the ship visits.

The tendency of services diversification reached even airports. To supply an existing demand, they provide designated yoga rooms as well as quiet room for meditation. A major element of wellness tourism is getting in touch with nature, follow which, some airports are creating green space indoors, with walking tracks to pass the time before flights in an invigorating way.

A great attention is paid to "wellness architecture" — creating designs and using materials that improve the health and happiness of the humans who stay at the place. Some hotels' property is already redesigned, using geometry, harmonics and mathematical ratios as well as creative use of biophilic design (incorporating natural materials, light, vegetation, etc.), so that guests will resonate at both cellular and conscious levels with the environment.

Due to urbanization and IT-technologies development, humans met a pervasive problem of stress and noise suffering. This has given rise to a range of customers' new desires and needs: for actual silence, quiet contemplation, to leave the shrieking world totally behind, and to be near, and hear, the "silence" of nature. Wellness resorts and spas (and even salons, restaurants, gyms, stores and airports) are answering the rising necessity for quietness, offering different silent experiences.

According to an increasing level of stress as well as a greater understanding of brain science, the proper relationship between mind/body is getting clearer. With an alarming mental wellness crisis (spiking depression, anxiety, etc.), wellness retreats, spas, fitness studios, schools, workplaces and governments will probably step up "healthy mind" programming in the nearest future. The most popular will be such: meditation practices, sleep-inducing

programs, breath classes, bibliotherapy, different physical workouts connected with all kinds of interwoven meditation and neuroplasticity approaches etc.

Another important vision of future, that in a world where rising inequality and a sense of “unfairness” is leading to a global, populist backlash — a wellness industry that’s become narrowly associated with wealthy elites must, and will, change. To make this, several key ways are suggested by experts:

- More giving back and “doing something” to bring more wellness services to more people. And if many wellness businesses already have charitable initiatives, the future is a “giving back” and community-building model baked deep into the business model.
- A new “Wellness Tourism 2.0”, where “wellness” is not merely the province of elites behind the resort’s gated walls. The future is a shift from a property focus to developing and promoting towns, regions, and even nations, where more authentic, comprehensive wellness is “packaged”: from positive environmental policies to access to sustainable, healthy food to broader social justice — benefiting tourists and locals.

A proliferation of lower-cost wellness products and services: from a new spate of affordable healthy grocery stores to low-cost spa chains. However, at the same time, a new focus on the wellbeing of the employees/practitioners that actually deliver all this “wellness.” So, lower prices, but a conversation about “fair price” and the state of wellness labor.

The abovementioned initiatives and trends — just a small part of how the wellness tourism is developing, but following them is a crucial component for creating a health society and for tourist organizations — to be competitive.

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ЛЕЧЕБНО-ОЗДОРОВИТЕЛЬНЫЙ ТУРИЗМ

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PRIMARY WELLNESS TOURISM

Туризм связан с релаксацией, удовольствием и ростом благополучия, улучшением здоровья. Некоторые из самых ранних форм туризма были непосредственно направлены на улучшение здоровья и благополучия: например, многочисленные курорты во многих частях Европы и в других местах. Отдых и туризм сдвинулись в развитых странах в сторону моря и простирались от элиты к рабочим классам, а морское купание стало здоровой формой отдыха.

Лечебно-оздоровительный туризм вырос в ряде стран: Индии, Сингапуре и Таиланде. Многие из них намеренно связали медицинскую помощь с туризмом, благодаря чему увеличили привлекательность близлежащих пляжей. Страны Восточной Европы стали важными для стоматологической помощи и пластической хирургии. Иордания обслуживает пациентов из некоторых районов Ближнего Востока, а Израиль принимает как