

## The business model in spa companies

The purpose of the project is to characterize the new concept of components of the business model of the spa company. This need is primarily due to changes in the structure of the needs of the patients, the negative effects of the privatization of spa companies, the negative impact of civilization progress, changes in the basic purpose of the health resort. In view of the above diagnosis of the situation the following **research hypotheses were formulated:**

- Business models used in health care facilities require re-characterizing components and business architecture, especially in terms of processes and relationships.
- The modern model of the spa business should be oriented towards a B2C (*Business-to-Customer*) market, creating primarily customer value instead of the dominant B2B (*Business-to-Business*) relationship.
- The business model of a modern spa company should take into account changes in the structure of the spa product and its components, taking into account the needs of existing customers and potential customers.

Correct implementation of the project requires a study to verify the hypotheses formulated in the project. However, achieving this goal requires an analysis aimed at characterizing the current and desired components of spa business models.

The study took a step-by-step approach to project implementation. The first stage will be a case study of business models of selected spa companies, taking into account their components. It must be firmly stated that the overwhelming majority of spa companies do not use almost any strategic plan for the organization of services, so it will be necessary to focus on the different elements of the business strategy used.

In the second stage, the research will focus on the preferences of spa therapists and the societal needs of potential therapists and the proposed solutions resulting from civilization changes and technological advances. This will be the basis for changes in the structure and elements of the spa product. The study will take a randomly selected group of spa patients and potential patients.

The purpose of the research undertaken includes the model of the spa business based on the critical analysis of literature as well as the diagnosis of the elements of business models used in health resorts. The realization of this goal will also require investigating the market needs and barriers to using spa services by potential therapists.

Taking into account the main purpose of the project and the sub-objectives highlighted, work on the project was divided into **5 tasks:**

Task 1. Critical analysis of the literature on the spa sector and business models

Task 2. Characterization of the existing elements of the spa business models and the structure of the spa product

Task 3. Examining the needs resulting from social and privatization transformations and customer value for the desired directions and types of spa therapy.

Task 4. Change the processes of creating value for the customer in the current models of the spa business

Task 5. The business model of a modern spa company - a proposition

The results of the research will broaden the knowledge of spa tourism by:

- model of the spa business, taking into account the characteristics of the components of the current models and proposed solutions,
- development of a new spa product structure, taking into account strategic age and occupational needs,
- filling the literature gap in the subject matter of business models in tourism, especially in spa tourism.