

Wellness & Economy



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Reviews

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(Prof. Dario Lang)

WELLNESS & ECONOMY



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GRIN Verlag Jun 2008, 2008. Taschenbuch. Book Condition: Neu. 210x148x3 mm. This item is printed on demand - Print on Demand Neuware - Bachelor Thesis from the year 2007 in the subject Tourism, grade: 2,9, , 39 entries in the bibliography, language: English, comment: Wir leisteten Pioniersarbeit in dieser Fachrichtung, da bis zur Abgabe Mai 2007, keine englisch-sprachigen Arbeiten vorlagen. , abstract: Abstract 'Escaping from stress and pressure of everyday's life, rebuilding new power .Indulge yourself and stoke up on new drive. Let your soul dangle for a moment in order to handle with new challenges. Find time to enjoy the nice things of life and let your body, spirit, and mind stroking.' - All this is Wellness and a lot more This and similar advertising slogan are not longer used by the travel industry but also adorn daily used products in different industries. Wellness which has been seen once as ultimate luxury products that has been produced for the rich upper ten thousand, now have been transmuted to mass- products available for everybody. The tide has turned and has originated a 'wellness- revolution'. Additionally, driving impulses to this phenomenon are present and developing diseases of civilisation which in turn increase the desire of harmony of body, spirit, and mind. Central to his work is to discover whether wellness does still serve its desired purpose and to investigate the literal effects on human body, spirit, and mind as improved quality of life. Needless to say that the wellness market is one of the seminal and most profitable markets in Germany as it exposes an annual growth of 6% therefore this trend seems naturally as a sheet anchor for many businesses Wellness is doubtful an ongoing trend, but the impact on businesses that use the term as a 'negative' label will...



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