



DEVELOPMENTAL PERSPECTIVE OF WELLNESS TOURISM OF REPUBLIC OF CROATIA IN THE POST-COVID-19 PERIOD - A THEORETICAL FRAMEWORK

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Abstract:

The pandemic caused by the COVID-19 virus reflected significantly on the world economy and particularly countries in which tourism is developed strongly. Based on the current pandemic situation and consequences that reflected the world tourism industry, this paper aims to analyse the implications on Croatian wellness tourism. The authors used an epistemological approach in order to form a conceptual model whose starting point is from the constructivist approach, which emphasises the researchers' ability to construct new knowledge with the use of a conceptual research methodology which includes reviews of the current theoretical and empirical findings in wellness tourism and development in the post-19 period in Croatia. The conceptual model tried to provide a theoretical development framework that stimulates and enables a new construct. This study aims to define the impact of a pandemic caused by COVID-19 on the tourism and hospitality industry and present strategies that will limit its consequences, especially in wellness tourism. Based on the findings, developmental guidelines are presented to improve current Croatian wellness tourists' offers and future development in the post-COVID-19.

Keywords:

wellness tourism, Republic of Croatia, post-COVID-19 period, developmental guidelines.

INTRODUCTION

Tourism is the most developed industry globally, which is witnessed because it has been registering growth in its turnover for the tenth year. According to the data from World Tourism Organization, a total of 1,460 million tourist arrivals was registered in 2019 (+4% in relation to 2018) and 1,481 billion USD in tourism receipts (+3% in relation to 2018). (UNWTO, 2021). All this was disturbed with the emergence of the pandemic caused by the virus COVID-19. The entire world is currently faced with a global health crisis. It can be justifiably assumed, as time goes by, that the world economy and tourism as well will not reach their full recovery any time soon. World Travel Tourism Council has determined that, when discussing epidemics/pandemics that have occurred so far (SARS, Ebola, Zika, etc.), the recovery

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period for the tourism industry to return in the pre-crisis condition was 20 months (Krešić and Mikulić, 2021, 6 according to World Travel Tourism Council, 2021). Taking all this into consideration, it is mandatory to consider how to recuperate the tourism industry and the tourists. The answer needs to be searched in further development of wellness tourism, a specific form of tourism that has gained tremendous importance and became an inevitable part of a destination's tourist offer, considering its reflecting changes on tourists' global, social and individual needs. Wellness tourism has played an important role in reducing stress, self-discovery, personal development, illness prevention, and rejuvenation (Kelly, 2010). The pandemic has greatly contributed to raising the awareness of wellness (the state of physical, mental, and social well-being in people's lives) on the world level, and this needs to be used well when rethinking the way of further development and adaptations of current wellness tourist offer by world destinations. Successful development will positively affect wellness visitors searching for health improvement and relaxation caused by stress during the COVID-19 pandemic period. In addition to that, it will also bring positive economic effects for the wellness destinations, and based on the previous positive trends, the forecasts given by the Global Wellness Institute state that it is being expected that by 2022 the worth of wellness tourism will increase from 639 billion USD (registered in 2017) to 919 billion USD (Choe and Di Giovine, 2021; Global Wellness Institute, n.d.), which is something that all tourist destinations need to exploit to the full. One of the countries with a very rich and long-term tradition of development of (health) tourism offers the Republic of Croatia, which has been actively developing its wellness tourist offer throughout the years. Wellness in Croatia is based on people's needs for active rest, relaxation, healthy nutrition, care and beauty, renewal of each individual's mental and working abilities, and personal development (Bartoluci and Birkić, 2011). Croatia is a country with extremely rich natural resources for developing health tourism, from climate to sea and health resorts and has a long tradition of health and tourism. The successful development of wellness tourism depends on several factors, including a comprehensive and diverse range of body and soul health promotion services, offering programs and products based on natural healing environmental factors, efficient work organisation, material and financial resource management and effective marketing. People's perception that they could fall victim to COVID -19 has promoted perceived travel risks that could negatively influence future travel decisions. Health and wellness tourism destinations are likely to be severely affected. Despite the health appeal of visiting therapeutic landscapes, the perceived risk of a health crisis such as COVID -19 may upset the balance between individuals' preferences, the purpose of visit/re-travel (Novelli et al., 2018). The main purpose of this paper is to conceptualise the complex situation of Croatian wellness management and its adaptation to the new conditions after COVID-19. Because tourism in Croatia is the biggest contributor to the gross domestic product, it is obvious that the pandemic has negatively affected it. Therefore, to improve the current state of affairs of Croatian tourism, developing the wellness tourism offer in the post-Covid period is necessary. The main question guiding the wellness situation in Croatia as a research paradigm is: what are possible elements that can influence Croatian wellness reorganisation and adoption in line with the expected development of the industry in the post-Covid period. The paper aims to incorporate all relevant wellness issues into a complex theoretical wellness development model post-Covid 19 period.

THE THEORETICAL FRAMEWORK OF WELLNESS

The origins of wellness date back to the 1950s, when Dunn (1959) first used wellness, emphasising the close connection between body and mind. Since then, the term wellness has described the ideal state of harmony of body, mind and well-being. Wellness is a harmonious state of body and mind, based on a person's self-responsibility and attitude towards nature and the environment. The word wellness was invented by Dunn and is made up of the following words: wellness = which means contentment, well-being Fitness = which means ability (McMahon and Fleury, 2012). Church and Robertson (1999) point out that wellness involves many things. Church (1993), therefore, defines it broadly as a good state of health, a healthy mind in a healthy body, and control over bodily functions. Thus, wellness programs aim to meet all human needs and requirements to reduce risk effects, e.g., to create a holistic, healthy environment (Erfurt et al., 1992). The importance of medical wellness as a modern form of health tourism should be emphasised. According to Shanahan et al. (2019), the medical aspect of wellness focuses on ensuring physical, mental and social well-being and the absence of disease.



Thus, medicine helps people live longer, and wellness enables people to live better. Such a medical wellness process emphasises the return to nature and the use and sale of natural remedies. Wellness has become a way to maintain and improve health (Lyubomirsky and Layous, 2013; Stussman et al., 2015). This awareness of people has increased in the last twenty years by visiting quality wellness centres, which has also become an enviable trend in the tourism industry (Koncul, 2012). Myers et al. (2000) emphasised the importance of wellness as a holistic concept in which wellness centres implement programs that simultaneously activate the body, soul, spirit, and environment. In figure the adopted holistic model of wellness dimensions is presented (Samhsa.gov., 2015). According to the holistic dimensions of wellness, programs promote physical activities, mental activities, healthy nutrition, and personal relaxation according to the components offered by the environment in which the guest is located (Fu et al., 2015). The holistic concept must also include the vision, relationships, management policies and management of the wellness facility, and the professional orientation and knowledge of the staff that takes care of the preparation and implementation of the wellness programs (Atkin and Brooks, 2021).

Figure 1. The holistic model of wellness dimensions



Source: Authors' adaptation according to Samhsa.gov. 2015

Although generally wellness tourism is defined as a category of spa tourism and both types of tourism are very similar, they differ in both purpose and target audience. Spa tourism is the oldest and most stable form of tourism, known since Roman times. Spa tourism is important for a person who needs treatment. The purpose of spa tourism is both treatment and rehabilitation. In the context of spa tourism, it is the occurrence of relationships of events that result from the person's leisure to relax and strengthen health. Services include physical fitness, healthy eating, relaxation, and mental activities. However, their use depends on the type of facility and the timing of individuals' wellness services (Smith and Puczkó, 2008). In the Republic of Croatia, the wellness services market is unregulated. Wellness is used very broadly and undefined. It is perceived as a trend and something that brings profit. That is why many centres have emerged that have called themselves wellness centres, although they do not meet certain criteria. The wellness offer in the Republic of Croatia is mostly offered in hotels of higher categories which provide wellness services within their hotel wellness centres. However, we are still talking about a classical hotel in which wellness represents an additional element of the offer, not the wellness hotel where guests decide to stay specifically due to the use wellness services. If we look at the development and importance of wellness in Croatia, we can easily say that wellness still represents a small part of Croatian tourism but is recognised as an important part of the offer. It appears as a form that has a preventive effect but also improves the health of tourists. It is based on active recreation, healthy nutrition, relaxation, and personal classification.



The number of wellness centres is constantly increasing, not only in hotels, but also in city centres. As one of the most important activities of the Croatian economy, tourism has not defined a development strategy that could positively influence wellness tourism, although wellness is the future of tourism, and it is necessary to invest in its development. In addition to accommodation in the tourist facility, wellness tourism offers various thalassotherapy and balneotherapy, massages, cosmetic care, healing programs, alternative medicine, saunas, swimming pools, recreation, healthy nutrition, and programs for mental health or personal growth and development. Despite the history of spas in Croatia, wellness arrives late in this area, beginning to spread only at the beginning of the 21st century. Wellness tourism in Croatia began in 2000 when Dr Jelica Popić from Lovran opened the first wellness centre on the Milenij Hotel in Opatija (Magaš, 2008). As the number of wellness centres grows, it is difficult to determine their exact number. According to the National Program-Action Plan of Development of Health Tourism, in 2014 there was approximately 60 wellness centres in the coastal part of Croatia, mostly in the 4- and 5-star hotels (Ministry of Tourism of the Republic of Croatia, 2014, p. 12), although over 80 wellness centres are listed today according to brochures and catalogues. A prerequisite in health and wellness tourism is certainly the presence in its offer of health prevention programs (massages, cosmetic treatments, water programs, healthy nutrition, recreation, mud baths), with specialisation in a particular wellness program or theme related to medical factors and specialisation of staff.

A few years ago, the Croatian tourism offer took the foreign trend and demand for wellness facilities more seriously, and today wellness is a new form of tourism. It appears as a form of preventive health tourism, which has a demanding effect on improving the health of tourists in higher category hotels, while in developed tourism countries, it has a leading role in tourism. In order to develop a high-quality wellness offer, the Croatian Chamber of Commerce has started to draft guidelines for the development of the strategy and standards of Croatian wellness. The Professional Wellness Group was established, whose membership is constantly changing, e.g., growing. The group initiated the creation of the "Croatian Wellness" brand, where membership is linked to compliance with wellness quality standards, which should stabilise wellness as a driving force for the future growth of tourism. The "Croatian Wellness" brand is currently in the registration process. On the Croatian market, there are still very few guests who travel exclusively for wellness reasons, and these are guests who stay much longer and spend up to 50% more than the average guest, as some studies show. In Croatia, wellness is mainly developed within the hotel offer, although there are also urban wellness centres intended for the population of cities. Wellness hotels are, as previously mentioned, usually high categories with wellness centres intended for guests for the weekend or multi-day wellness arrangements and business people who use their free time to relax in wellness centres. The difference between city and hotel centres is that the city area is smaller than the hotel, and their offer is focused on shorter and more compact treatments because their customers are mostly professionals with little free time, which they want to usefully and efficiently as possible. Gračanin (2010) also states that most of the hotel's wellness offer is located on the Adriatic Sea. Their offer includes facilities such as massages, beauty treatments, saunas, swimming pools and fitness. The offer of various wellness packages, in which the wellness centres services are combined with diet, exercise, aromatherapy, etc., is very common. As elsewhere, Croatian thermal destinations have not become the backbone of wellness tourism but have lost their attractiveness due to a lack of investment in facilities. In contrast to the thermal destinations, hotels have recognised the potential of wellness, e.g., the possibility of better utilisation of their capacities throughout the year and enriching the tourist offer. The wellness industry generates revenue from wellness services both in the hotel and in the destination. Therefore, the current level of facilities, the quality of equipment, the content of the program and the quality of services in the wellness area are usually of a high standard. In this sense, it can be said that the Croatian wellness offer is internationally competitive.

RESEARCH METHODOLOGY

This study's fundamental subject is how the development of Croatian wellness tourism can be adapted in the post-Covid-19 period. Based on the epistemological approach to forming a conceptual model that comes from the constructivist approach, the paper emphasised the researcher's ability to construct new knowledge (Paavola and Hakkarainen, 2005). This new knowledge is created using a conceptual research methodology that involves reviewing existing theoretical knowledge and evidence on a particular topic, in this case, wellness



and development in the post-19 period in Croatia. Based on the proposed conceptual model, we attempt to provide a theoretical development framework that encourages and enables new constructs (Shapira, 2011). To prepare the article, we analysed academic literature and research reports in tourism and wellness and tourism association reports, government reports, and media news. In fig. 1 the conceptual research approach based on analyses of documents collected from Google scholar is presented (Roblek et al., 2016). The authors conducted the process of selection of literature in a three-step screening process. They searched the literature by using the following keywords: Croatian wellness tourism, wellness tourism development, wellness service, wellness destination and COVID-19. In the second phase the authors removed insignificant literature that was not directly connected with the topic of this paper. In the third step the titles of the papers, the abstract content as well as conclusions of the papers were reviewed manually. The authors limited the search results only on to the papers written in the English language published in reviewed journals. Taking everything previously stated into consideration, the authors didn't intend to evaluate the state in total on state level. This paper applies the literature review in order to analyse the actual state of this topic as well as to identify the actual gaps in research for preparing future research (Alkier et al., 2021; Evangelista et al. 2018).

Figure 2. Research process



Source: Authors' research

FINDINGS AND ANALYSIS

The focus of the research is the current state of Croatian wellness tourism. The development of wellness tourism in Croatia began in 2000 by opening the first wellness centre Ortosan in Lovran in Opatija. In 2011, to improve wellness tourism, the Wellness Tourism Association was established, which planned the establishment of wellness educational institutions, urban wellness centres, medical wellness, etc., which has not yet been achieved. Croatia has unpolluted nature, healing mud, a clear sea with high salinity, healing thermal water, but the natural potentials alone are not enough, especially for health tourism, which attracts mainly well-informed and demanding guests who expect quality accommodation and service, as well as first-class health services. Despite having tremendous developmental perspective, Croatia still hasn't reached its full developmental potential in relation to other world leading wellness destinations like Slovenia, Hungary, etc. Croatian thermal destinations are no longer not so much attractive because of insufficient investment in facilities, while some hotels have managed to enrich their tourist offer and realise the potential of wellness, but not enough. The biggest problem in developing wellness centres in Croatia is very similar and classic services, insufficiently profiled and poorly positioned in the global health wellness offer (Rončević et al., 2019) in relation to its true potential. However, a positive movement needs to be emphasized; the findings of the recent TOMAS Health Tourism 2018 attitudes and consumption of users of health tourism services in Croatia (Institute for Tourism, 2018, 38) indicate a (very) high level of satisfaction of tourists who did chose to visit Croatia due to its wellness tourist offer.

Wellness tourists are showing a significant trust in professionalism (88,3%) and expertise of the staff that provides wellness services (86,6%), cleanliness of the space (85,4%), quality of equipment (77,9%), etc., which can be considered of significant relevance for wellness tourists in general, but also for the post-COVID19 period. The only two lacks that were emphasized were the introduction of innovations in wellness tourist offer (69,7%) and adaptation of the institution that provides wellness services to the people who have special needs (66,8%).



The basic subject of this research is how to adapt the development of wellness tourism for the post-COVID19 period. In doing so, the authors rely on the fact that Croatia has a great potential and rich resources for even better development of wellness tourism, but unfortunately, they are still underused in relation to its potential. In order to realise this course, it is necessary to analyse the development of supply and demand in wellness tourism through global tourism trends, which will influence the preparation of the Croatian strategy for the further development of wellness tourism. What is most definitely important to emphasize is that the previously presented positive attitudes of wellness tourists show that Croatia has strong potential for further (wellness) tourism development in the post-COVID period.

DISCUSSION

By the end of May 2021, European Union is already swiftly addressing the opening of borders and removing restrictions as part of social unbundling and the revival of the tourism industry. It is expected that in the post-pandemic period, guests will want to spend their holidays in places that offer them personalised and more place-based packages of wellness services with an additional offer of the natural and nutritional qualities of the environment in which the wellness centre is located. Of course, it will be necessary to provide health care for guests in hotel centres and tourist destinations. The question is how the Croatian tourism industry can create new wellness offers that will attract guests from the homeland and surrounding countries such as Austria, Italy, Slovenia, and especially the German state of Bavaria. These are countries from which guests can travel by car in a few hours, which will be especially important in the period after September 19, as it is expected that tourists will want to take advantage of a holiday in their own country or neighbouring countries. The Croatian tourism industry must consider that the wellness offers ranges from spa services in luxury resorts to offering physical activities or leisure in a quiet and peaceful environment provided by oases of tranquillity in rural and natural settings. When reopening wellness centres and spas, owners and management will need to ensure that safety measures are in place to prevent possible COVID-19 infections in the future. It will also be necessary to develop new protocols and procedures for interactions between and with guests.

One of the most relevant consequences of the COVID-19 will be the acceleration of decrease of mass tourism. The period after the COVID-19 will be characterized by the growing demand for individual travel. A decrease is expected for the group travel. Also, resilient tourism will be brought in the center, primarily focusing on sustainable tourism (Higgins-Desbiolles, 2020; Sharma et al., 2021). People will be seeking personal contact more and more, so it can be expected that getting acquainted with the locals and local cultures will not be so much visibly staged, and artificial (Romagosa, 2020).

Špiljak (2021) emphasized a strong and significant increase of care about physical and mental health in pandemic period, which confirmed wellness being one of the fastest growing industries in the world, and wellness tourism as part of health tourism. It can be expected that in the future it will continue to grow rapidly. Everybody is very much aware that the pandemic has blocked the entire world, which resulted in a big decrease of tourist turnover as well as the use of wellness services. It is undeniable that there is a big presence of change in behavior standards (exchange of handshake, greeting, hospitality and smile with masks). Particular attention has been given to the hygiene, change of working hours, wellness services offered in open spaces during summer, mobile wellnesses, etc. Pandemic has changed attitudes on travel health in general; there has been an increasing interest for programs which are aimed towards strengthening immune system, wellness retreat programs (staying in nature, meditating, yoga, etc.), use of local products, natural remedies, etc., use of eco-certified products, branding offer.

The wellness industry in Croatia must develop, together with local providers of crafts, gastronomy and drinks, new, more sustainable tourism products. Presumably, Croatia should also perceive this as an advantage and offer a sustainably oriented, diverse range of local, domestic products. Food safety and proof of proper hygiene will, of course, play an essential role in this (Alkier et al., 2021, p. 113-114). Local communities and tourism organisations will also play an important role in supporting collaboration between large tourist hotel businesses and smaller local businesses from rural areas close to the tourist (wellness) destination.



Municipalities need to support walking trails, bike paths, trim trails, and golf courses near wellness and spa providers. When building, it is necessary to consider the ethnological tradition, so it is necessary to use materials found in the area, and these are mainly wood and stone. A modern, sustainable tourist who wants an individually designed offer is no longer looking for a stay in concreted holiday resorts that distance him from nature, the countryside, and the forest. Croatia needs to revitalise both the spa and wellness offer along the Adriatic coast and in the continent's interior. The distributed offer of health and wellness tourism on the continent will positively impact reducing socio-economic inequality between parts of the country and enable new jobs, especially in rural areas, from where most people emigrate in recent years. In the post-pandemic era, wellness consumers will look for quieter, less-visited places recognisable by their program offerings and quality services. The resort's historically unique offerings will likely be one of the most important factors in differentiating between destinations. Guests will focus on local culture, food and natural resources. Table 1 presents the factors of the differentiation between the wellness centres demand.

Table 1. Factors of differentiations

Factors of differentiations	Description
Spa experiences	Providing different treatments in-house: saunas, sweat lodges, mud ceremonies, massage options
Fitness programme	Group or private yoga and other relaxation techniques
Luxury services	Providing experiences that positively affect both the emotional and mental well-being of guests: different events on a beach, yachts, island's locations
Grand Bathtubs	Offer outdoor bathtubs that allow you to enjoy the views
Provide exhilaration	Encourage guests to step out of their comfort zones and experience something new. Thus, they can swim in cold lakes or rivers, which has proven health benefits, or free diving, which has incredible benefits for human mental strength.
Events in the natural environment	Kayaks, bicycles, sups, rafting, swimming with dolphins
Workshops	Encouraging guests to expand their thoughts through learning. In this way, guests can be introduced to local culinary delicacies in cooking workshops, they can be taught about wine production, workshops on local crafts can be organised, or short forms of learning massages can be offered.
Hygiene and sanitation	Disinfectants should become a regular part of the offer in wellness centres. Employees will be required to wear face masks and gloves. It will be extremely important that employers carry out regular inspections of employees so that that better wellness centres can be distinguished from others. It will probably also be necessary for guests to introduce behavioural requirements in connection with compliance with hygiene rules and regulations restricting the transfer of Covid-19.
Digitisation	Wellness centres need to digitise their business. The development of mobile applications and digital platforms enables safer and faster interaction with guests. In addition, digital marketing is coming to the fore. Thus, the institution informs guests about its services and safety measures and maintains the level of hygiene through digital platforms. Businesses in tourist and catering facilities must become paperless and contactless. Instead of paper menus and service offers, it is necessary to offer digital guest menus and offers using QR codes. There will also be more use of robots and artificially intelligent solutions in the provision of services.
Focus on mental well-being	Wellness centres need to start looking at guests who need programmes related to disorders, stress, and poor mental health. Spas can research and focus on mental well-being services. Online counselling is a great way to get started, which can gradually move to online therapy courses.
Pricing/promotion strategy	Introduction of promotional programmes and various coupons that can be redeemed in the next 12 months. The centres must ensure that guests also return for reasonable offers and programmes of welcome or confidence in loyalty.
Diversification	Offering various relaxation and nutrition programmes, including Ayurveda, positively affects holistic well-being, emphasising the human immune system.

Source: Authors' research



As a country with a long tourist tradition, Croatia is very much aware of the importance of developing a competitive tourist offer focused strongly on health. This is in accordance with the findings from the recently held 8th Crikvenica International Health Tourism Conference where both scientists and professionals made and discussed the future developmental actions. They agreed that strategic focus needs to be made on future development of Croatian health tourism due to significant comparative advantages for health tourism development and significant excellent potential of reducing seasonality of Croatian tourism. Focus needs to be on the effects of the pandemic on health (wellness) tourism (what is the present market situation of wellness tourism, what are the new practices that need to be learned and implemented as well as which opportunities need to be used, how future promotion activities should be conducted, and what are the future expectations in post-COVID period). It is important to work on all levels to wellness tourism, in order to enable for Croatia to become even more recognizable as a destination of health. It is necessary to pay attention on the quality of services, certification of health institutions in COVID and post-COVID period, branding of Croatia as a health tourism destination, etc. (hrturizam.hr tourism news portal, 2020). Crnjak (2021) emphasized a recent positive movement that occurred in the county of Primorje-Gorski Kotar, where wellness tourism has been registering successful development. An investment was made of 85 million euro in opening a Hilton Rijeka Costabella Beach Resort&Spa, a five-star facility which offers a diverse and top-quality wellness offer which is based on holistic approach, treatments are based on rejuvenating, revitalizing and renewing body and spirit-massages, face and body treatments, relaxation activities, etc. All is done under a strict supervision of wellness professionals. Also, particular accent is placed on upholding hygiene standards and safety of wellness service users in pandemic period.

The future development of the Croatian wellness offer requires a continuous qualitative as well as quantitative renewal of the programs. It is necessary to create sustainable oriented programs in which all wellness components will be represented (natural environment, healthy local food, personal relaxation, physical activities, spiritual activities with education). The program offers must be prepared in advance for the seasonal period, which will allow short-term guests (weekend guests) to be informed about events and offers, which will positively impact their decision to come more often. An important role will be played by social media, through which wellness providers will provide timely information about events and guests' health policies.

CONCLUSION

Within this paper, the authors presented the current state of wellness tourism in the Republic of Croatia. The findings indicate quite clearly that the current state of wellness tourist offer could be considered satisfactory when observing the determined level of satisfaction with the wellness tourist offer elements. Despite this high level of satisfaction, it is mandatory to constantly think and plan new ways to remain competitive. It is important for wellness service providers to be aware of guests' travel changes. It is expected that the guest's locations with their vehicle will be most visited in the post-pandemic period. Whether stand-alone or in a hotel or resort, wellness and spa facilities will need to target local guests or guests from nearby countries. Finally, the authors emphasise that the post-pandemic period will bring new concepts of sustainably oriented tourism, in which guests will require more individually oriented programs. Wellness service providers will also have to adapt to this and take care of both guests' and employees' hygiene and health protection in the long run. In terms of future perspectives, if taken into consideration that even before the pandemic occurred, wellness industry was one of the most developed industries in the world, it can be justifiably considered that in the post-pandemic period the growth for its services will grow, and people will want to travel to other destinations, to rest and recuperate their disturbed health. As a tourist destination, Croatia most definitely needs to consider this as an opportunity and develop its wellness offer further and better, in order to attract tourists and be profiled as a destination of health. The main limitation of this paper is that it is going for abstract text based on an analysis of existing primary and secondary sources. In the future, it will be necessary to conduct a survey among the managers of wellness centres and health resorts in Croatia and analyse their strategies and views on the further development of the industry in the region.



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