Research Methodology:
For the purpose of the research secondary data has been used. The data has been collected from textbook, reference book, journal of related subject.

Suggestions:
Following suggestions are recommended:
- Today’s generation is very fast; it has to make proper communication.
- In Computers or laptop backup facility is given so, it is very useful.
- Also in internet antivirus facility is given.

Conclusion:
From this paper we come to know that e-mail is electronic mail it is so fast and can be sent to every person in absence of his physical location. There are various new technology in electronic media. It is very easiest way to send electronic files through e-mail in the form of tables, words, graphs, sounds, videos like. It is easy to new generation to speak more on what’s App.

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A COMPARATIVE STUDY OF STAND-ALONE SPAS WITH HOTEL SPAS OF PUNE:

REVENUE, CUSTOMERS PROFILE AND SERVICES OFFERED

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ABSTRACT:
With more and more multinational companies setting base in India, India is seeing an increasing number of business travelers combining business with leisure and the MICE (Meetings, Incentives, Conventions, and Events) market is growing. Women today visit beauty salons not as much to look better as to feel good and have some time for themselves. They want to pamper themselves and are constantly on the lookout for new experiences. Traditionally Men used to visit salons only for haircuts or a quick shave but times have changed and a average Indian male today loves to visit Spas to relax and de-stress himself. Young Men are one of the fastest growing customer segment for the Spa industry. Increase in disposable income has made Spa treatment affordable. Spa treatment is not longer a luxury services beyond the reach of an average person. A huge middle class with a ever increasing appetite for new and better goods and services, provide Spas a large client base. The ever so stressful life style and pressures all around have made Spa treatments de-stress & rejuvenate a necessity for the ambitious young professionals. The truth of an Affordable Health Destination - Medical wellness and cosmetic med spas is a booming business as it fills certain critical gaps in the traditional health care system. Spas tie in with medical tourism as part of the “post-op” recuperative holiday.

The primary revenue of any hotel is generated through rooms, but as Pune market is flooding with new properties the market share is constantly reducing and it is time to take other revenue sources seriously. Spa is a growing industry and Pune is the 2nd largest spa attraction after Kerala this opportunity should be utilized to the fullest.

LITERATURE REVIEW:

Medical, wellness and health tourism are three segments that have seen growth of varying levels across countries of the world. India has been one of the major countries in the world offering wellness tourism, given its rich traditions of Ayurveda, meditation, yoga and other spiritual and healing practices.

Wellness, as part of the luxury needs, can readily be found in affluent societies because it involves dealing with the body, after the basic needs for food, shelter and medical care base are already accomplished. Many of the activities applied in wellness, in fact, aimed at controlling the side effects of enrichment, such as obesity and inactivity.

Pune city with its boom in infrastructure, IT & Software, transport and other industries has led to the formation of a corporate culture which is unique, diverse and expanding. Pune is rising towards the concept of spa destinations and with its increasing clientele from various countries across the world, it certainly is stepping ahead towards one of the sought after options for spa destinations.

But as Pune is seen as epicenter of business most of the hotels in Pune are business hotels, which cater to businessmen’s coming for meetings and conferences, less emphasis is give on the potential of Pune developing as wellness destination where there is a huge market already present. Stand alone spas in pune have grown and their big spa companies moving in to venture into Pune market.

This study has been aimed at identifying differences in services, revenue generation, customer preferences between spas in hotels and stand alone spas in Pune. This will also help them know their target market better to modify their services and cater them better.
INTRODUCTION

SPA
A spa is a location where mineral-rich spring water (and sometimes sea water) is used to give medicinal baths. Spa towns or spa resorts (including hot springs resorts) typically offer various health treatments, which are also known as balneotherapy. The belief in the curative powers of mineral waters goes back to prehistoric times. Such practices have been popular worldwide, but are especially widespread in Europe and Japan. Day spas are also quite popular, and offer various personal care treatments.

ORIGINS OF THE TERM
The term is derived from the name of the town of Spa, Belgium, whose name is known back to Roman times, when the location was called Aquae Spadanae, sometimes incorrectly connected to the Latin word "spargere" meaning to scatter, sprinkle or moisten.

TYPES OF SPAS
ISPA (International Spa Association) defines spa as places devoted to overall well-being through a variety of professional services that encourage the renewal of mind, body and spirit.

CLUB SPA
A facility whose primary purpose is fitness and which offers a variety of professionally administered spa services on a day-use basis.

DAY SPA
A spa offering a variety of professionally administered spa services to clients on a day-use basis.

DESTINATION SPA
A destination spa is a facility with the primary purpose of guiding individual spa-goers to develop healthy habits. This lifestyle transformation can be accomplished by providing a comprehensive program that includes spa services, physical fitness activities, wellness education, healthful cuisine and special interest programming.

MEDICAL SPA
A facility that has a full-time licensed health care professional on-site, which is further defined as a health professional who has earned a degree of Doctor of Medicine (M.D.) as defined by the AMA. All applications are reviewed individually and international standards are taken into account when applicants from outside the U.S. apply for membership.

MINERAL SPRINGS SPA
A which spa offers an on-site source of natural mineral, thermal or seawater used in hydrotherapy treatments.

RESORT / HOTEL SPA
A spa located within a resort or hotel providing professionally administered spa services, fitness and wellness components.

SPA-WELLNESS CENTER AS A PART OF HOTEL FACILITY
Guests' expectations in spa-wellness hotels increase through time. There are increasingly development of recreational facilities in hotels, the outdoor pools in motels, large wellness centers in the city hotels, to spacious golf course and tennis courts, marinas, and ski resorts in resorts. Although research shows that guests use the pool less, they however expect hotel to have the recreation area, often offering a swimming pool. It is essential that the contractor fits these facilities Specialization in hotel industry today becomes more and more harmonized with motives for visiting some destination.
Wellness consumers in India mainly comprise a young population with rising income levels

The young population in India is the core target group.
- Indian youth (in the age group 15 to 34 years) comprises over 34% of the total population.
- This is expected to cross over 400mn by 2015 and forms the core target group for wellness products and services.

India’s growing middle-class is fuelling demand for wellness products.

THE INDUSTRY Globally the wellness industry is estimated at over $250 billion. There are about 75,000 standard spas world over that provide direct employment to about 1.5 million people. As per FICCI-E&Y report in 2009, Spa Industry forms a significant part of the Rs 11,000 cores wellness services sector in India. In India, there are over 2300 spas that have created direct and indirect employment for about 400,000 people.

ACTIVITY SEGMENTATION Ayurveda, Meditation Yoga, Therapies aimed at relaxation of body & mind. Massage Therapy, Body & Facial Treatments For clients looking for anti-aging solutions, chronic pain etc. Alternative Health Care Use massage as a p g preventive healthcare treatment, help reduce stress.

KEY TRENDS Foreign Players entering Indian market and targeting teens & men the key trends increasing affordability, growth in mediSpas, which is no longer a luxury.

CONCLUSION
- Revenue generated by standalone spas is much higher than the revenue generated by hotels spas.
- Clients ranging from 20-30 yrs preferred Stand Alones Spas(50%), and 30-39 yrs preferred Hotel spas."
- 8 out of 10 females choose Hotel spa(80%) and only 2, choose to go to Standalone Spa(20%). Whereas in Men 6 choose to go to Standalone’s (60%)Spa because of the variety of services offered and specialized services.
- Hotels Spas had 40% female clients and 60% of male clients.
- Number of services offered in a hotel were limited to 20-25, whereas Stand alone spas provided 35-40 services on an average, it ranged from Swedish Massage (with extensive choices of oils) Aromatherapy Massage, Shirodara, Vinotherapy Massage, Foot Reflexology, Palmarosa & Ylang Ylang Body Polish, Natural Protein Body Wraps, Healing & Hydrating Facials to Beautiful Bride Package, Steam variations.
- Loyalty programs in a hotel are very extensive as there are more resources available like restaurants, swimming pools, gyms, etc. so, for loyal customer they can offer free low calorie,
Changing Dimensions of Commerce Education in Globalised Era

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- Loyalty programs in a hotel are very extensive as there are more resources available like restaurants, swimming pools, gyms, etc. so, for loyal customer they can offer free low calorie breakfast, free swimming lessons during week days, or even stay of 4-5 days in a year.

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