

part of Belarusian restaurant Business. For the purpose of successful innovation caterers need to know that adding something new in business can be successful and risky at the same time. It depends on many factors. In this case before to innovate something caterers need to create a business plan, to figure out all risks in advance, think about the profitability of innovation, because successful innovation is a profit that a business owner will get in the future. So, the conclusion of the given thesis goes with the words of the world's most inspirational marketing and customer service speaker Jay Baer: "Make your marketing so useful people would pay you for it".

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## DEVELOPING HEALTH TOURISM PRODUCTS FOR GENERATION X USING LTD TAASTUSRAVIKESKUS VIIKING AS AN EXAMPLE

In 2012, the World Health Organization estimated that by 2050, the number of people aged 60 and older would increase from 605 million to 2 billion people and, therefore, the demand for health tourism services will increase [5]. The clients of Ltd Medical Spa Hotel Viiking are mostly Finnish, aged 60 and older, but the company wishes to focus more on generation X (born in 1965–1980). The aim of the paper is to present recommendations to the company for developing health tourism products aimed at the Finnish generation X. The research question is: what are the expectations of Finnish generation X on health tourism products in a medical spa hotel?

The method of the research was a survey. Finnish people were asked about their earlier experiences in spas, expectations, needs etc. [1–4]. The sample of the research was the people living in Finland who were born in 1965–1980. The 404 filled-in questionnaires were collected during 28.02–07.03.2015 and analysed using statistical and content data analysis. The respondents were from different parts of Finland. Women made up 300 and men 104 of the respondents. Among the respondents, married people were overwhelmingly dominant, who primarily wished to visit a spa hotel with their partner or with family.

The survey revealed that generation X is motivated to travel by the wish to do something for their health, to be pampered and enjoy it, escape the everyday routine, relieve stress, rest and relax, spend time with people close to them, have fun and do sports. For them using health tourism

services means maintaining and improving their health and preventing illnesses. Most of the respondents wish for nutritionist and physiotherapist appointments, personal nutrition and training programs as well as instructions on how to improve their physical fitness and an opportunity to lose weight. High-quality and healthy food is also important. It was also revealed that generation X is very interested in water parks, water procedures, clay treatments, lava stone massages, yoga, rose petal baths, mud and herbal baths, water aerobics and salt chambers, cold therapy, metabolism stimulating procedures, and packages for children. They were also interested in aromatherapy and general massage.

The author recommended the company to develop luxurious romantic packages for couples which consist of health tourism products, including water park visitations, lava stone massages, rose petal baths and different water procedures. They should offer health tourism vacations to all three generations simultaneously, where one package would include preventative and rejuvenating procedures, metabolism stimulating and pampering procedures, mud baths and therapy, yoga, rose petal and herbal baths, water aerobics, salt chambers and cold therapy. The company should hire a nutritionist (who designs personal diets for the clients) and physiotherapist (whose task is to assess the functional abilities of clients and provide counselling for training intensity). The company should also offer healthy food in the form of buffets and relating training for clients. Training the personnel in healthy lifestyles and preventing ailments is important because such knowledge helps to form a better understanding about the behaviour of generation X.

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