



Understanding the Global Spa Industry

Spa Management

Edited by
Marc Cohen & Gerry Bodeker

*Original and groundbreaking text
investigating the practise of managing spas
- the fastest growing area of the hospitality
and leisure industry*

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- Examines its beginnings through to the business, social and ethical issues of contemporary management
- Written by a team of internationally renowned practitioners and academics, packed with international case studies and examples
- The first book to investigate the trends and practices of the industry from economic, social and business perspectives

About the Editors

Professor Marc Cohen is Foundation Professor of Complementary Medicine at RMIT University, President of the Australasian Integrative Medicine Association and an Honorary Senior Research Fellow with the Monash Institute of Health Services Research.

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