

AQUA PRACTICES INCREASE HAPPINESS AND COMPETITIVENESS IN NICHE TOURISM

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INTRODUCTION

Modern SPA tourism market includes different aqua practices programs for body-mind modelling and Recreational activities in water environment. Customers who are living at high speed, they need for an efficient and fast recovery are focused mainly to the association with the curative effect of water. Primarily they needed comfort, relaxation, recreation, manual therapies, beauty treatments and a balanced diet to become happy and to feel Selfness. Significantly grows the proportion of healthy active holidays in 2021/2022. The Health / Wellness tourism is the more practiced with 4 million people worldwide and "...which makes the global spa and wellness industry in business for around € 300 billion per year..." (GWI, 2014; Harizanova, 2019; Dimitrova et al. 2021). Unfortunately, there is no statistical information on revenues from "...the free time industry on the entire Balkans region..." and apparently there is also an acute need for "...new marketing & management strategy in SPA&Wellness business..." (Dimitrova et al. 2018; Donev et al., 2019; Nesheva, 2020). In the last 3-5 years the physical activity in water enjoys with growing popularity in all Europe (Chipeva, 2019; Nesheva, 2019; Ignatova et al., 2020; Dimitrova et al. 2021). That is why our scientific interests are focused, for studying the Bulgarian market for the special interest of customers to aqua practices. They are relatively new SPA service and not so popular, for example like the "...Influence of fencing on the development of adolescent..." (Tomova, 2021). First issue is associated with identification of the type and quality of the modeling aquaspinning programs. The second is focused on adapting them to the individual customer needs because "...Spa is something old and wonderful - the best alternative to the modern stress and its effects on human health where SPA&Wellness modern methods are alternative to social stress..." (Polimenov, 2019; Dimitrova et al., 2021). But in our opinion is very important to know that the "...Spas are frequented for health by healthy people..." to "...recover from social and professional everyday stress..." (Dimitrova et al., 2018).

METHODOLOGY

The research purpose is to establish the quality and significance of the new wellness aquaspinning program, as a package for the Bulgarian niche tourism by registering the importance of the studied indicators and defining their range by the attempted weigh. The study has been taken by 56 people, all Bulgarians in 2022, aged 21-41 (average =31), 26 men and 30 women, divided into three age segments (21-27 years old; 28-34 years old; 35-41 years old), gender, practical experience in aqua sports programs (less than one years, from 1-3 years, and above 4+). The examinations were concluded by research team in the most prestigious Bulgarian university for Wellness culture, with accredited and integrated educational programs in Wellness&SPA&Thalasso culture National Sports Academy "V. Levski", Sofia. Declarations for informed consent were signed - the data of the study to be published. Within the period March to June 2022, a psychometric measurement of opinions was conducted. The respondents' opinions we measure with an adaptive version of the questionnaire for studying through the usage of online tools of google drive and we used a test for the psychometric grade. The level of the psychometric

measurement by the opinions of the respondents is a result of the meaning of the numbers (through the order of specific questions A-fixed question by-X of B-number of questions) used for all questions asked (points). Our working hypothesis is based on the assumption that the development of modules for practicing aqua spinning will allow optimizing recreation offers relaxing programs for the Niche tourism.

RESULTS

These report indicators are revealing the internal strength and load intensity of cardio-programs developed for the SPA module in aquaspinning. Under studying are the different muscle areas of the body and the development of specialized batteries of aquaspinning exercise, which are health preventive for the clients. The methodology of the study included the development of own resort in aquaspinning for women under 30 who expect to eliminate the presence of cellulite in the abdominal-pelvic region. Scientific experiment is tracked over a period of three months under regular participation of target groups two times a week or 24 aggregate activities for specialized aquaspinning program. We traced the confidence of women through psychometric experimental methodology. Monitoring the effectiveness of aquaspinning impact the group conducted a body by recording the weight and circumference of the abdomen, pelvis and hips standard anthropometric methods. This report offers a partial view of our regular customers' in the aquaspinning program. Analysis of the results is based on the values obtained after mathematical and statistical processing of the data. Using correlation analysis, we calculated the interdependencies between the studied indicators for persons involved in the aquaspinning program. The values of correlation coefficients showed large direct relationship between indicators of aquaspinning modeling programs for weight loss ($r = 0,778$) and the circumference of the pelvis as for the circumference of the thigh and abdomen of the client ($r = - 0,739$). It is also a very high correlation between rights programs for weight loss, combined with SPA services ($r = - 0,919$) like Hydro jet impingement and spray beating – consciously aimed primarily at the studied areas. Many direct relationships found at these combined effects (motor and restorative), including herbal teas and additional regulated water intake of 30 ml. / Kg body weight ($r = - 0,882$). Topping content of the aquaspinning with SPA services to improve psychophysical status and personal self-motivate of our clients in their majority (56.8 to 59.5%). The combined option attracts customers with specific expectations about the emotional and psychological wellness. It is correct to say that this kind of aquaspinning programs is considerably more expensive than



just practicing physical activity by means of aquaspinning, which also shows the high efficiency of its impact on areas of cellulite, but found significant results only after the 20th training.

Picture 1. Underwater body-work during the aquaspinning activity (specific equipment)

How assist weight loss: natural result of regular exercise with aquaspinning is clearing body fat and weight loss by burning an average of 450 to 700 calories in one hour of work. But training in water

stimulates the appetite. If you want to lose weight, the food must be in restrictions. Otherwise, the effect can be reversed. Activities are not recommended on an empty stomach or immediately after a meal. It is important to observe safety rules when swim aquaspinning, adopted by the Red Cross. Our expert team of interdisciplinary specialists conducted an experiment to capture psychometric view of 56 regular customers in aquaspinning practitioners. They were the subjects of study groups organized in the capital - Pool "Spartacus" and the private school of the famous Bulgarian synchro swimmer Asia Stoycheva. The results of the reading views on improving the quality of modeling aquaspinning programs are presented in Table 1:

Table 1. Matrix of preferences opinions of inquired customers for improving the Quality and efficiency of the aquaspinning programs.

Indicators	1	2	3	4	5	6	Sum	Rang
	/6 un./	/5 un./	/4 un./	/3 un./	/2 un./	/1 un./	points	
1. The aquaspinning used as a modelling program for weight loss	45 270	6 30	4 16	1 3	—	—	56 persons 319 points (Weight rang)	I
2. Did the aquaspinning programs are useful to be included in the touristic package?	10 60	30 150	2 8	10 30	3 6	1 1	56 255	II
3. Did the aquaspinning programs burn fats?	5 30	4 20	33 132	3 9	5 10	6 6	56 207	III
4. Did the modelling aquaspinning programs are combined with SPA therapies?	4 24	2 10	3 12	42 126	4 8	1 1	56 181	IV
5. Did the aqua spinning programs burn high levels of calories?	- -	4 20	6 24	10 30	36 72	- —	56 146	V
6. Did aqua spinning programs model cellulite?	1 6	5 25	4 16	4 12	12 24	30 30	56 113	VI

The aquaspinning used as a modelling program for weight loss (Q.1: Rank weighing 319 units - 73.1%) are in first position. On second position is "Did the aquaspinning programs are useful to be included in the touristic package" (Q.2: rank. 255 weight units - 56, 8%) and they help to counter post-professional and post-social stress. Third and fourth place are respectively "Did the aquaspinning programs burn fats" (Q.3: rank. 207 weight units) and next "the modeling aquaspinning programs combined with SPA services" with rang weights 181 units.

of calories On Fifth Rang is classified "Did the aqua spinning programs burn high levels" (Q.5: rank. 146 weight unit) and "Did aqua spinning programs model cellulite?" (Q.6: rank. 119 weight units - 59.5%) having related to functional activity, self-esteem and health. We believe that these two factors are the expression of specific customer needs.

DISCUSSION

Underwater spinning is a great low-impact workout that can increase your cardiovascular endurance. When you're spinning in water, you can exercise at a higher intensity but at a lower heart rate. Thus, it improves your cardiovascular health without risking exhaustion. It strengthens and tones muscles – the resistance of the water means that opposing muscle groups are worked in each movement as you push and pull against it. It improves flexibility, while the support of the water greatly reduces the risk of muscle and joint injuries. Spinning is long known to decrease fat and help people drop pounds. In fact, it's so effective that research has shown replacing one bout of moderate intensity exercise with two 30-minute sessions of the high-intensity workout can improve everything from your cardiovascular health to your body composition. Compared to swimming, aqua fitness classes are considered to be a better all-round

exercise because they use a greater variety of muscles. You won't burn as many calories as with running, but the calorie burning is still considerable – about the same as brisk walking or a low-impact aerobics class. Spinning burns a high rate of calories and will force the body to raid fat reserves for performance as well as recovery energy. Coupled with proper nutrition and controlled portions, spinning will make legs with excess fat smaller, not bigger. And it will make already-trim legs tighter and shapelier. Development aqua practices in the SPA industry, in Bulgaria have lacks of specific information and advertising strategy that is tailored to the specific media.

CONCLUSIONS

Based on the analysis we allow formulating the following conclusions in this original paper:

1. The aquaspinning is effective for health prevention in the water environment and is a preventive health measure, in this sense, which improve the quality of life when used in everyday life;
2. The aquaspinning is interactive psychomotor activity allowing the practice as a means to modelling the body
3. According to the prevailing opinions of the clients is imperative to develop and use a variety of pricing packages in aquaspinning and SPA procedures for the "pregnant";
4. Aquaspinning is recommended for health recovery through Wellness physical activity, and excellent activity in both periods of rehabilitation and recovery after postoperative treatments – as medWellness package in Health tourism.
5. Aquaspinning cardio-programs help to lose weight and are completely safe for the legs and spine.

Note:

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