

USING FITNESS, SPA AND WELLNESS SERVICES FOR BETTER CUSTOMER HEALTH! THE INTERSECTION BETWEEN HEALTH AND PROFIT

DOI:

(Original scientific paper)

Ivan Anastasovski,¹ Andrijana Zafirovska Misovski,¹ Vlatko Nedelkovski,² Tane Dimovski

¹Univeristy Ss. Cyril and Methodius, Faculty of physical education, sport and health, Skopje, Macedonia

²Department of education, culture, sport and protect, Municipality of Aerodrom

Abstract

This paper is part of a wider research in the Community fitness & spa club Sky Wellness Skopje. The intention of this research is to show the social role between the client as the end user of the services with the aim of better physical, mental and social health on the one hand and the profitability of this new sports industry that is rising and is part of the new modern age on the other. side. Fitness, wellness and spa clubs are one of the largest exercise arenas worldwide. Today's management is still based on intuitive and traditional experiences, with continuous application of scientific knowledge, as well as information mode - manager intended for sports management. Sports facility management is a process that deals with various aspects of ownership, management of sports facility models, issues of their design, construction and business. Long in the past, the sports facilities of the royal families served to hold traditional parties, but over the years they gradually became a kind of harbinger of today's sports complexes that fully encompass all layers of society. Increased knowledge in this area can provide valuable information leading to more effective exercise promotion strategies and better retention rates, important for long-term center success and physical, mental, and social health. The modern sports system in the world continuously faces many qualitative and structural transformations, which result from social, economic - political and technological conditions for social development. Based on this situation, a specific need is created on the basis of which the management of the sports center is obliged to make a balance between the needs of the clients (especially health) and the profitability of their own business, which is very rare, but at the same time necessary. for mankind. Therefore, in this study, a certain number of clients (more than 100 respondents) of different age, social, gender and age group will be surveyed, in order to show that possibility of using fitness and spa services to clients for better physical, mental and physical health as a social component on the one hand and the profitability of the Community fitness & spa club Sky Wellness sports center on the other.

Key words: *Fitness, wellness, spa, social, mental, physical health, clients*

Introduction

The first and only community fitness & health club Sky Wellness in the capital of Macedonia, Skopje, where in one place you can enjoy a spa center, sauna, steam bath, Turkish bath, swimming pool, massage studio, fitness center, multifunctional fitness, coffee bar, children's swimming school, personal training. The multi-functional center dates from 2018 and is located in the complex of buildings Dzevahir Sky City, municipality of Aerodrom. The sports hall connects the first two towers of the building complex, tower A and tower B, it was built and adapted according to world standards of the most modern spa, fitness and wellness centers. The sport center Sky Wellness (SCSW) extends over approximately 2,000 square meters, with a modern ventilation, cooling and heating system, a place that is visited by more and more customers with every new year.

The sport center Sky Wellness (SCSW) includes a multifunctional section, which has its own cafeteria, which can also be used for holding seminars, conferences, etc. In the complex itself there is also a small fitness room, which is intended for recreation and group training. As I already mentioned, the fitness center is part of this modern sports complex, which has a large relaxation area, a Finnish sauna, a steam room and

a Turkish bath, as well as an indoor pool (small and large) intended for group training and recreation of clients. In the center itself there is also a space for relaxation.

Theoretical background

What is health?

Health is a state of complete physical, mental and social well-being, and not merely the absence of disease or physical infirmity.

Modern science defines human health quantitatively, as a set of "reserve capacity" of basic functional systems. In this sense, we should consider whether with our lifestyle we are only consuming and reducing our health reserves and whether we are doing enough to preserve or improve our health. Health is not only our property. We did not inherit health from our ancestors, but we borrowed it from our descendants.

What is mental health?

You must be clear that mental health is a state of mind, not a health problem. Anyone who has dealt with mental health issues knows that the most important struggle of any individual's life is the struggle with oneself.

Mental health includes our emotional, psychological and social well-being. Mental health affects how we think, feel and act. Also, mental health helps us determine how to deal with stress. Mental health is important at every stage of life, from childhood and adolescence to adulthood.

a) Mental Health and Wellness

Positive mental health enables people to:

1. Realization of their full potential
2. Coping with the stresses in life
3. Productive work
4. Significant contributions to their community.

Ways to maintain positive mental health include:

1. Getting professional help if you need it
2. Connecting with other individuals
3. To stay positive
4. Being physically active
5. To help others,
6. Let's get enough sleep,
7. Developing skills to deal with situations.

What is social health?

Social health could be defined as our ability to communicate and form meaningful relationships with other people. It also refers to how comfortable we can adjust in social situations. Social relationships have an impact on our mental and physical health and mortality risk.

Over the years, sociologists have established a link between social relationships and health outcomes. Studies show that social relationships and quality and quantity have short- and long-term effects on our health.

Analysis of the use of fitness, spa and wellness services for better customer health! The intersection between health and profit

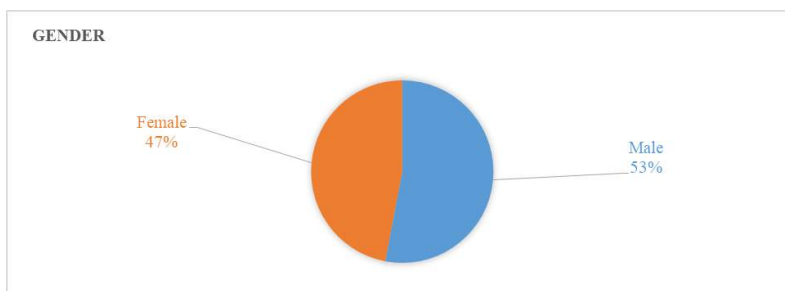
In the analysis of this scientific paper, a survey questionnaire is created with a total of 9 (nine) variables, of which 3 (three) are sociodemographic characteristics of the customers, namely: Gender, age and social status of the customers and 7 (seven) variables are directly aimed at the customers to confirm the topic that was researched for the needs of the sports center Sky Wellness (SCSW), namely: how the client found out about SCSV, whether the client is satisfied with the services offered by SCSW, what is the main reason for using the services of SCSW, which of the SCSW segments are used by the clients, whether by using the selected segment of the SCSW the client has an improvement in his condition from a health point of view, what does the client expect from being a member of the SCSW and finally how does the client view the amount of the membership fee from a financial point of view.

To date, the sports center Sky Wellness, Skopje has a total of 605 registered members, but considering that the whole concept of SCSW is multi-functional, that means that there are customers who are not

registered but come on a daily basis using certain segments. A total of 107 customers who filled out the survey participated in this research, which on average represents about 20 percent (%) of the registered customers. Just filling out the questionnaire showed the motivation of the clients from the point of view that a sports center like Sky Wellness asks its clients about how they feel and what they expect from using their services, and above all from a health aspect, by a comparison is made with the profit of the founders, but also with the service received by the customers.

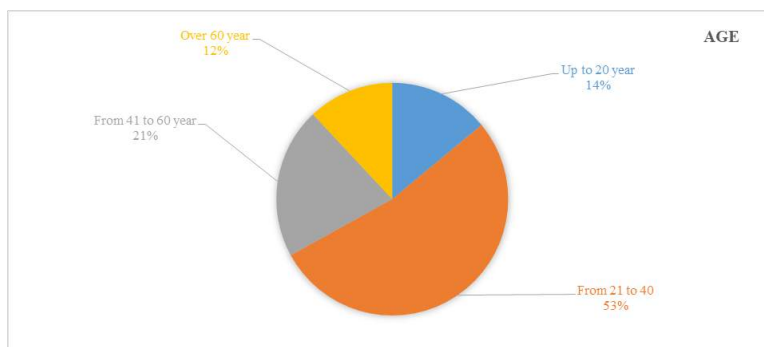
We will present the analysis of the obtained results through the graphs shown in the text below.

Chart 1. Percentages of gender representation of clients



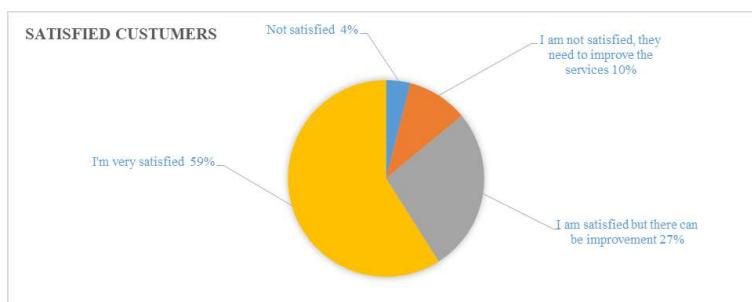
From Graph 1, it can be seen that there is equality in the gender representation of clients who are users of the services of SCSV Skopje, namely: 46.7 percent (%) are female while 53.3 percent (%) of the users are male.

Chart 2. Percentages of customers' age



From the presentation of Graph 2, it can be seen that the majority of customers who use the services of SCSW, Skopje 14.0 percent (%) are customers up to 20 years old, most of clients are between 20 and 40 years 54.3 percent (%), further 20.6 percent (%) are customers between the age of 40 and 60 years old, and finally those over 60 years old and that is 12.1 percent (%) who spend their time in the sports center.

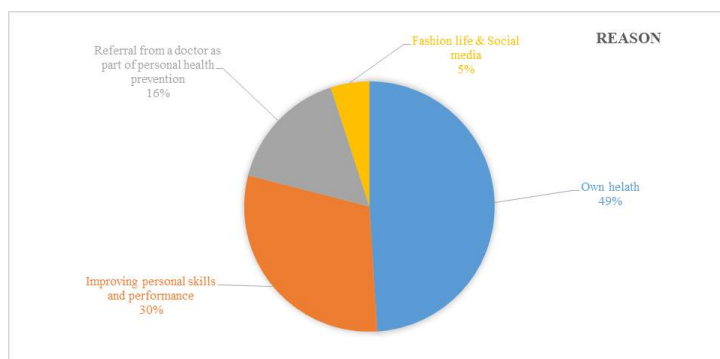
Chart 3. Percentages of customer responses on whether they are satisfied with employee services



From what is shown in Graph 3, it can be seen that even 59 percent (%) or more than half of the customers are *absolutely satisfied* with the services provided by SCSW employees, but also a high 27

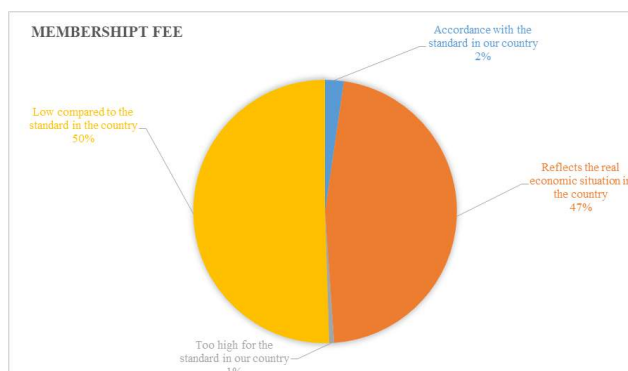
percent (%) manifest satisfaction with the services but still indicate that the same needs to be improved and 10 percent (%) of the customers are not satisfied and appeal for the service to be improved, while 4 percent (%) answered that they are *not satisfied* with the services offered by SCSW employees.

Chart 4. Percentages of clients' answers about the reason for being members of SCSW



From the answers to the question about the reason for being a member in SCSW, almost half of the client's 49 percent (%) stated that they are here to maintain their *own health (mental, physical and social)*, but also a high 30 percent (%) said that they are here for *improving personal skills and performance*, 16 percent (%) of customers joined as a *referral from a doctor as part of personal health prevention* and only 5 percent (%) are here as part of fashion life and to promote himself on social networks.

Chart 5. Percentages of customer responses on the amount of the SCSW membership fee



And finally we ask the customers about monthly fee for membership, according to the answers to the last variable about the amount of the monthly membership fee in SCSW or the financial effect, it is clearly seen that the majority of customers 59 percent (%) are of the opinion that the membership fee is in accordance with the standard in our country, and 12 percent (%) from them who think that the membership fee reflects the real economic situation in the country. Against them, 16 percent (%) agreed that the membership fee is too high for the standard in our country, while 13 percent (%) answered that the membership fee is low compared to the standard in the country.

Concluding observations on the topic

According to everything shown above and according to what is the main point of this paper, it can be said that the majority of clients who are active members in the SCSW, Municipality of Aerodrom, Skopje, are between the ages of 20 and 40, which represents a category of young people to an age category of both genders are identical of gender balance position. The fact is that the majority of clients in SCSW are members for reasons that take care of their own health (mental, physical and social) and benefit from a high percentage of satisfaction with the services provided by the center's employees, while at the same time they are far behind the membership fees (financial effect) which they pay on a monthly or daily basis to meet their own needs (health). This all confirms the thesis of maintaining a balance between the needs of being

healthy and at the same time enjoying health at the required level (as prevention) and setting aside part of the monthly income to cover those pleasures, which are in a certain part as a recommendation to doctors who lead patients to prevent their health in order not to burden the health system.

The SCSW very skillfully and managerially has a balance between the needs of the center (profit) and the needs of the customers (health), at the same time it meets the needs of the customers especially for those who need health aspects or as a doctor's recommendation and the needs for maintenance of the so-called sports center monthly overhead costs.

Summarizing the results of this research suggests that there must be a balance between the profit of sports centers and the needs of customers that is reflected in the ability of managers to realistically perceive the characteristics and segments of the work they lead and to arrange their activities to match of processes and functions aimed at providing quality service and achieving goals. In this sense, it seems particularly important, regardless of whether it is a new or existing business venture, to continuously analyze market trends, customer and competition characteristics, business process characteristics, as well as expected qualitative and quantitative goals, but always in function of the health (mental, physical and social) of the clients. The results of this research in the future can represent a complete basis, on which a large number of managers will be guided when managing sports facilities of this type.

Bibliography

- Anastasovski Ivan, Nanev, Lazar. (2010). Sport and Law, Skopje: Book, University of St. Cyril and Methodius, Faculty of Physical Culture, University Press, St. Kliment Ohridski, p. 152, p. 163-166.
- Anastasovski, Ivan (2016). Sponsorship in sports and sports events, Skopje: Professional text, Fitness Magazine, Faculty of Physical Education, Sports and Health, number 5, UDC: 796.078(091), p. 20-23.
- Anastasovski, Ivan, Aleksovska Velichkovski, Lenche, Naumovski, Milan, Zafirovska Misovski, Andrian, Nanev, Lazar. (2017). The structure in the management process in sports and sports organizations from legal and economic aspects. Skopje: Journal research in physical education, sport and health, FFOSZ, Vol.2. 2017.
- Anastasovski, Ivan, Aleksovska Velichkovska, Lenche, Naumovski, Milan, Nanev, Lazar, Nikolov, Igor. (2019). Impact of socio-demographic characteristics on the development of sports organizations, Skopje: Journal research in physical education, sport and health, FFOSZ, Vol.4. 2019.
- Anastasovski Ivan, (2023). The Economic Connection between Sport and Sports Events with Tourism: Development and Opportunity, Budapest: Czech Institute of Academic Education z.s., Proceedings of IAC 2023, ISBN 978-80-88203-32-2,, pp39-47.
- Anastasovski Ivan, (2019). Functions of sports management and professionalism in sports, Venice: Czech Institute of Academic Education z.s., Proceedings of IAC 2020, ISBN 978-80-88203-16-2, pp.31-35.
- World Health Organization. 1946. WHO definition of Health, Preamble to the Constitution of the World Health Organization, adopted by the International Health Conference, New York, June 19-22, 1946; signed on 22 July 1946 by representatives of 61 countries (WHO Official Documents, No. 2, page 100) and entered into force on 7 April 1948.

