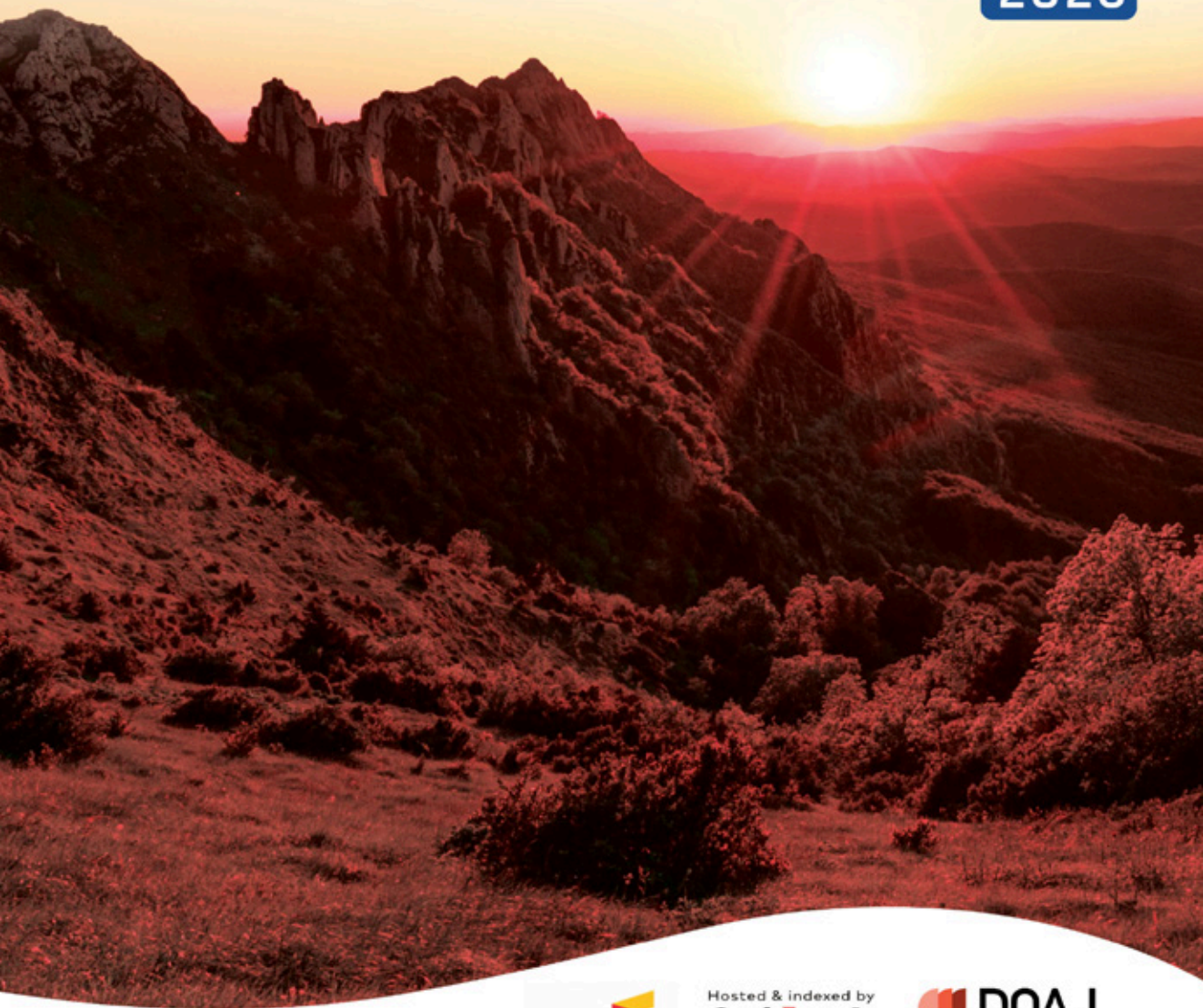


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Evaluation of the state of memorable experiences for SPA tourism in Zimbabwe: Conceptual Paper

Willard Madhombiro^a, Enes Madzikatire^b, Charity Mappingure

^{a-c} Chinhoyi University of Technology

Abstract

This scoping review maps and synthesises existing literature on the state of memorable experiences in SPA tourism in Zimbabwe, focusing on structural gaps, SPA typologies, and experiential design. Despite sustained global growth in wellness tourism, scholarly engagement with Zimbabwe's *Solus Per Aqua* (SPA) sector remains limited, particularly regarding how memorable experiences are conceptualised and operationalised. Using a structured search of peer-reviewed and grey literature across major academic databases, the review screened studies published between 2010 and 2025, with a refined sample informing thematic analysis. The review classifies SPA tourism into key typologies: township, luxury, resort, thermal, and natural SPAs, and evaluates their capacity to generate memorable experiences. Findings reveal a fragmented knowledge base, with minimal empirical and theoretical linkage between SPA offerings and experience memorability. Zimbabwe is endowed with abundant natural springs; however, these resources remain underdeveloped, undervalued, and marginalised within formal tourism systems. Most natural SPAs are positioned as cultural or therapeutic spaces catering to local or vulnerable populations, rather than as strategically designed, high-value tourism products. In contrast, globally competitive SPA destinations integrate multisensory design, servicescape optimisation, and strong branding to enhance memorability and attract high-spending markets. The review further identifies key constraints, including weak regulatory frameworks, inadequate infrastructure, limited product development, and poor experiential packaging. Additionally, tensions are noted between the adoption of advanced technologies and the preservation of authentic, culturally embedded SPA experiences. The study highlights a critical gap in both scholarship and practice regarding memorable SPA tourism in Zimbabwe. It emphasises the need for contextually grounded frameworks to guide the development, packaging, and positioning of SPA experiences capable of enhancing destination competitiveness and aligning with global wellness tourism trends.

Keywords: authenticity, menus, natural springs and *solus per aqua*.

Introduction

Memorable experiences are conceptualised as transient; yet to be impactful encounters, they must be characterised by engagement, affective intensity, and cognitive retention. Within tourism, such experiences are increasingly defined by authenticity, meaningfulness, multisensory stimulation, and transformative potential (Buzova et al., 2020; Chirakranont & Sakdiyakorn, 2022; Kirillova et al., 2017; Spielmann et al., 2018). This scoping review interrogates the generation of memorable experiences within SPA tourism, with specific emphasis on the consumption processes associated with health, beauty, and relaxation treatments under the *salus per aquam* paradigm. Central to this inquiry is the role of mineral and thermal spring resources in shaping therapeutic landscapes and experiential value propositions.

The review situates SPA tourism within its historical and epistemological foundations, tracing wellness practices to ancient civilisations in China, India, and Rome, where holistic health, integrating body, mind, and spirit, was prioritised. Contemporary SPA models diverge across regions: Asian systems emphasises spiritual and meditative therapies, whereas Western models prioritise technologically mediated beauty, leisure, and therapeutic services (Smith & Puczkó, 2009). Despite significant global expansion, including substantial investment and increasing facility proliferation, the capacity of SPAs to consistently deliver memorable experiences remains uneven.

Evidence indicates that advanced servicescape, characterised by integrated sensory design and technological sophistication, confer competitive advantage and enhance experiential outcomes. However, persistent disparities are evident, particularly in marginalised contexts where SPA resources remain underdeveloped. In Southern Africa, for instance, SPAs located in peripheral regions exhibit infrastructural and experiential deficits, limiting their capacity to meet evolving consumer expectations. Zimbabwe exemplifies this condition: despite extensive natural spring endowments, SPA tourism remains poorly packaged, weakly branded, and insufficiently aligned with global experiential standards.

Globally, untapped and under-researched SPA resources continue to present latent opportunities for experiential tourism development. The literature consistently emphasises the necessity of integrating hedonic and eudaimonic dimensions in SPA design to enhance memorability. Consequently, this review

identifies a critical knowledge gap and calls for systematic, context-sensitive frameworks to guide the development of authentic, competitive, and memorable SPA tourism experiences in Zimbabwe.

Statement of the problem

The state of memorable experiences in SPA tourism remains significantly under-researched, particularly in Zimbabwe, thereby constraining its representation in scholarly discourse and limiting its strategic development. Existing SPAs are largely under-branded, poorly packaged, and difficult to market due to weak servicescape configurations, resulting in limited capacity to deliver the memorable experiences anticipated by consumers (Madzikatire et al., 2019). In contrast, regions such as Asia, America, and Europe have effectively commercialised wellness offerings, capturing substantial value from this high-growth market segment. Wellness is widely conceptualised as a proactive and holistic philosophy encompassing physical, mental, and emotional equilibrium (Global Wellness Tourism Economy, 2013), and has become a central driver of tourism demand.

Scholarly evidence indicates substantial global uptake of wellness tourism, with leading markets including the United States, Germany, Japan, France, and Australia collectively accounting for approximately 63% of the global market. Europe alone records over 203 million wellness tourists, generating significant revenue (Ellis, 2013). Despite growing awareness among Destination Marketing Organisations and Tourism operators in Zimbabwe, there is limited scholarly evidence of coordinated investment, strategic intent, or institutional commitment to develop SPA tourism as a competitive niche. Consequently, Zimbabwe has yet to define and leverage distinctive experiential attributes capable of attracting this lucrative segment.

This study addresses the persistent knowledge gap concerning the state of memorable experiences in SPA tourism in Zimbabwe. It seeks to systematically review scholarship and evaluate existing literature on experiential offerings, with a view to strengthening the empirical and conceptual foundations of SPA tourism research and informing destination development strategies. This review advances the following objectives: to establish the current state of scholarly focus on memorable experiences in SPA tourism in Zimbabwe and subsequently review the characteristics and dimensions of existing scholarship on SPA tourism experiences in the country.

Methods (Scoping Review)

This study adopts a scoping review methodology to systematically map the breadth, nature, and extent of literature on memorable experiences in SPA tourism, with reference to Zimbabwe. A scoping design was deemed appropriate given the exploratory nature of the inquiry and the fragmented state of existing knowledge, allowing for comprehensive identification, screening, and synthesis of relevant evidence across diverse sources.

A structured search strategy was employed across multiple academic databases, including Google Scholar, ScienceDirect, EBSCOhost, Scopus, and other open-access repositories. The search was guided by predefined keywords and Boolean combinations such as *SPA tourism*, *wellness*, *therapeutic landscapes*, *natural springs*, *resort SPA*, *luxury SPA*, *salus per aquam*, and *memorable tourism experiences*. The temporal scope of the review prioritised studies published between 2010 and 2025, while seminal works outside this range were selectively included to provide conceptual grounding.

The study followed a PRISMA-informed screening process. An initial pool of 270 records was identified after removing duplicates ($n = 50$ manually; $n = 30$ machine-assisted). Titles and abstracts were screened to assess relevance, resulting in the exclusion of 70 records. A total of 200 articles were subjected to full-text retrieval, of which 30 could not be accessed. Ultimately, 170 full-text articles were assessed for eligibility.

Inclusion criteria were defined to ensure analytical focus and rigour, incorporating studies that explicitly addressed SPA tourism, wellness, mineral and thermal springs, and experiential dimensions of tourism. Exclusion criteria comprised studies that were overly general to tourism ($n = 53$), lacked currency ($n = 53$), demonstrated weak methodological credibility ($n = 50$), or could not be localised to relevant contexts ($n = 50$). Following this process, 25 studies were retained for final analysis.

Data extraction and synthesis were conducted using thematic analysis, enabling the identification of recurrent patterns, conceptual gaps, and emergent themes related to memorable SPA tourism experiences. This methodological approach ensured a systematic, transparent, and replicable review process, providing a robust evidence base for understanding the current state of SPA tourism in Zimbabwe. Figure 1 is the summary of the scoping methodology

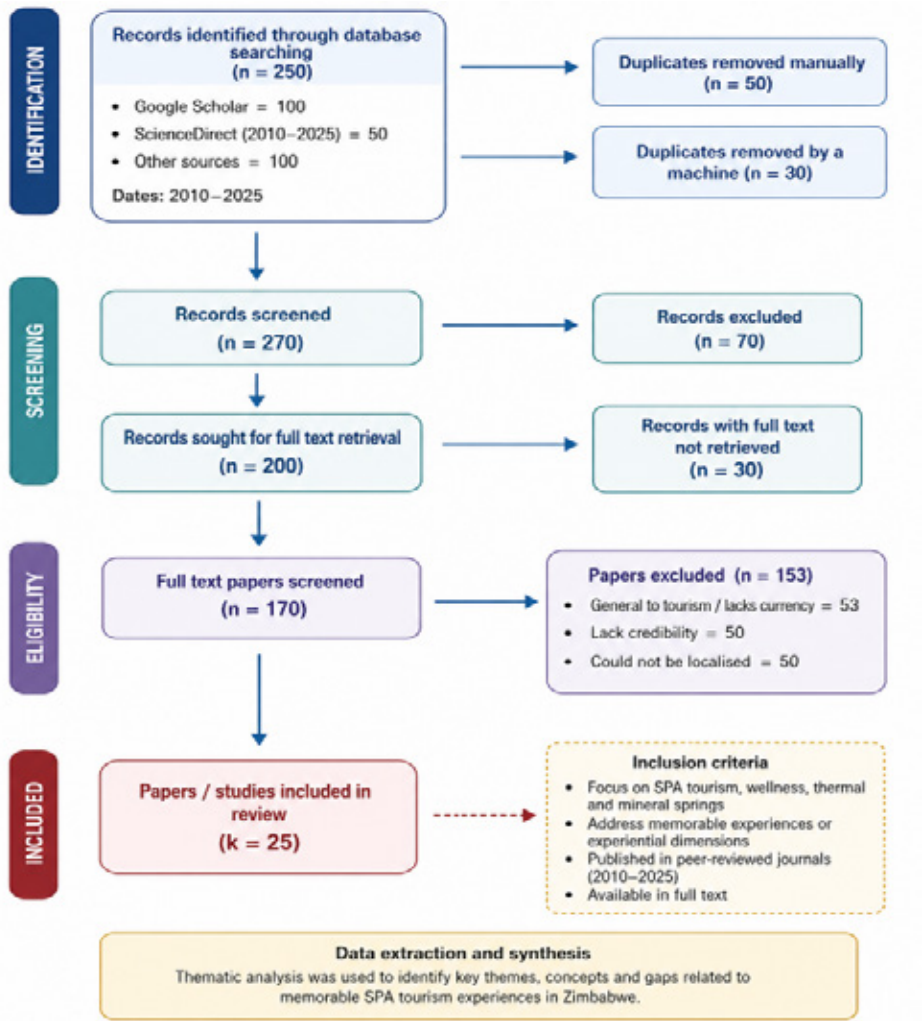


Figure 1: PRISMA Style flow diagram of data collection and analysis based on literature

Results

The scoping review revealed distinct structural and experiential disparities across SPA typologies in Zimbabwe. Scholarly evidence indicated that resort and luxury SPAs, predominantly located within urban hotels and resort environments, are relatively well-developed and strategically packaged. It was shown that these facilities integrate both cultural and contemporary design elements within their servicescapes, thereby enhancing their capacity to deliver memorable, multisensory experiences aligned with global wellness tourism standards.

In contrast, township-based natural springs, despite their abundance and cultural significance, literature showed that they are largely underdeveloped, undervalued, and marginalised within the formal tourism economy. Scholars such as Boekstein and Spencer (2013) and Borsay (2012) noted that township-based springs function primarily as cultural or therapeutic sites rather than commercially viable tourism assets. Their current state was indicated as limiting their ability to generate memorable experiences or contribute meaningfully to SPA tourism development (Lazzeroni, 2020). Thus, the literature reflects a broader structural gap in the optimisation and valorisation of indigenous natural resources.

The review further identified that the experiential potential of the natural springs remains largely untapped due to deficiencies in infrastructure, servicescape design, branding, and market positioning. Consequently, there is limited integration of these assets into mainstream tourism circuits. From a sustainability perspective, the results of the scoping review reflect the need for strategic development frameworks that balance commercialisation with cultural preservation to ensure that these resources contribute to both experiential value creation and local economic development.

Thematic synthesis of the literature also noted recurring dimensions shaping the state of memorable SPA experiences in Zimbabwe, including wellness orientation, service quality, accessibility, regulatory context, and global competitiveness. These dimensions collectively highlighted systemic constraints while simultaneously signaling latent opportunities for repositioning Zimbabwe's SPA tourism sector. Table 1 presents a synthesis of key literature-derived themes informing the current state of memorable SPA tourism experiences in Zimbabwe, as briefly discussed.

Table 1: Literature-derived thematic synthesis on the state of memorable SPA tourism experiences in Zimbabwe

Section	Codes	Theme	Illustrative Evidence (Extracts)
Section B1: Conceptualisation of SPA Tourism	Wellness and beauty orientation	Wellness-centric value proposition	People visit SPAs for multiple purposes, including wellness, beauty, treatment of skin conditions, and general well-being (Koskinen & Terhi-Anna Wilska, 2019).
	Therapeutic and leisure appeal	Motivational drivers of SPA consumption	Visiting for therapy and leisure purposes (Levick et al. 2025)
	Luxury experience emphasis	Premium and experiential positioning	SPA consumption associated with health, wellness, and luxury (Shin et al., 2026)
	Cultural significance of water	Hydro-cultural foundations of SPA tourism	Water has always been central to both health and spiritual wellness (Foley, 2016)
Section B2: Familiarity with SPAs in Zimbabwe	Beauty and wellness SPAs	Basic SPA service typologies	Beauty SPAs, salons, and swimming facilities offering bathing services (Wisnom, 2017)
	Day and resort SPAs	Formal SPA classifications	Familiarity with resort-based SPA facilities (Viljoen et al., 2019)
	Boutique SPA offerings	Integrated service models	Boutique SPAs offering integrated services including treatments, accommodation, and food and beverage (Poonlumlerit & Teerakapibal 2020)
Section B3: Consumption of SPA Services	Luxury perception challenge	Perception of SPA as non-essential luxury	Not perceived as a tourism product, but rather a luxury service (Wirtz et al. 2020)
	Seasonal demand patterns	Temporal variability in SPA utilisation	Business is seasonal, with peak demand during holidays and vacation periods (Dahir, 2024)
	Accessibility and standardisation gaps	Institutional and market access constraints	Lack of regulation and grading reduces consumer confidence (Busch, 2016)
	Economic constraints	Demand-side financial limitations	Low-capacity utilisation due to limited disposable income (Muzhan, 2026)
Section B4: Regulatory Environment	Absence of formal oversight	Weak governance structures	No dedicated regulatory authority overseeing SPA operations (Malik et.al, 2025)
	Health-based regulation	Fragmented institutional control	Regulated primarily by municipal health departments (2022)
	Lack of standardisation	Quality assurance deficiencies	Absence of standardised operational frameworks for SPAs (Borhan et.al, 2026)
Section B5: Internal Comparisons	Limited market diversity	Narrow domestic market structure	SPA market remains small and predominantly female, unlike diverse global markets (Koskinen & Wilska 2019)
	Cultural participation barriers	Socio-cultural constraints on consumption	Cultural norms limit participation, particularly among male consumers (Pettylaite et.al., 2021)
	Technological and experiential gap	Global competitiveness deficit	Zimbabwean SPAs lag behind regional and international standards in technology and experience design (E Madzlikatre et.al, 2019)

The thematic synthesis reveal that studies in SPA tourism in Zimbabwe are underpinned by a predominantly wellness-oriented value proposition, in which consumption is driven by health, beauty, and therapeutic motivations. Consistent with global literature, SPA experiences are framed within both hedonic (relaxation, pleasure) and eudaimonic (wellbeing, self-actualisation) dimensions. However, the Zimbabwean context, from the scholarly perspective, reflects a relatively narrow operationalisation of these constructs, with limited translation into structured, multisensory and co-creative experiences that characterise memorable tourism encounters. The cultural centrality of water as both a therapeutic and spiritual resource provides a strong ontological foundation for SPA development; nevertheless, this potential remains insufficiently leveraged within formal tourism systems.

The analysis of the scholarship further indicates that SPA typologies in Zimbabwe are fragmented and unevenly developed. Literature shows that from a consumption perspective; SPA services are widely perceived as discretionary luxury products rather than core tourism offerings. This perception, coupled with pronounced seasonality and low disposable incomes, suppresses demand and undermines capacity utilisation. Furthermore, limited accessibility, exacerbated by the absence of formal grading systems and weak institutional frameworks, reduces consumer confidence and inhibits market expansion. The findings further suggest that both demand-side and supply-side constraints interact to shape sub-optimal experiential outcomes.

Regulatory deficiencies emerge as a critical impediment to sectoral development. The absence of a dedicated governing authority and reliance on fragmented oversight mechanisms, primarily through municipal health departments, results in inconsistent standards and weak quality assurance. This institutional vacuum undermines service reliability, brand development, and international competitiveness. In mature SPA markets, robust regulatory frameworks are instrumental in standardising servicescapes, enhancing consumer trust, and facilitating market growth.

Comparative insights further highlight Zimbabwe's lag in relation to global SPA tourism benchmarks. Internationally, SPA markets are characterised by diversified clientele, advanced technological integration, and highly curated experiential environments. In contrast, Zimbabwe's SPA market remains narrow, with participation constrained by socio-cultural norms, particularly

among male consumers. Additionally, the limited adoption of technology and innovation in SPA design and delivery restricts the sector’s ability to meet evolving consumer expectations.

Collectively, these findings point to a systemic misalignment between Zimbabwe’s resource endowment and its experiential output. While the country possesses substantial natural and cultural assets capable of underpinning a competitive SPA tourism sector, deficiencies in packaging, regulation, infrastructure, and market positioning inhibit the creation of memorable experiences. Addressing these gaps requires an integrated approach that combines servicescape optimisation, regulatory reform, experiential design, and strategic branding. Such interventions are essential for repositioning Zimbabwe’s SPA tourism sector within the global wellness economy and enhancing its capacity to deliver distinctive and memorable visitor experiences

The data gathered from table 1 (themes from literature) can be summed up by the figure 2: below .The data collected and analysed is also corroborated by Madzikatire in 2029, reinforces the fact that the state of spa tourism industry in Zimbabwe still lags behind in terms of development. Figure 1 summarises the state of spa sector in Zimbabwe. However this study also concurs that the spa industry has demonstrated potential due to the availability of resources.



Figure 2: Summary of the state of spa tourism in Zimbabwe.

Discussions

Resort hotel spa experience

Spas in resort are secluded facilities providing guests an opportunity to relax from a busy schedule. After an engagement with several activities in a resort, hotels saw it fit to expose guests to skin treatments and massages to retain harmony of the body, soul and spirit. Such is called the equilibrium balance (Cross, 2012 & Madanoglu and Brezina 2008). The study also noted that such havens have become a revenue generating facility; hence upgrading spas to deliver memorable experiences becomes topical. Priority now is to deliver value for money. The study also indicates spas in resort hotels were being considered as an amenity used as a marketing tool to attract guests in upmarket hotels and independent resorts in the 19th century (Choi, et al., 2016). Spa facilities in hotels have become commercial entities capable of generating viable profits (Madanoglu and Brezina 2008 & Durie, 2003).

This spa experience presented as an extra facility, for management as an additional business portfolio to complement the core business of selling rooms, a resort spa has to deliver authentic memorable experiences, as guests prefer more of hand massages utilising natural oils and less of advanced technology for example electronic machines (Lin and Mattila, 2018). Findings from literature prove that the products are being over commercialised, fancy to the extent of losing authenticity, which is a deviation from its original premium offering. Luxurious spas are characterised by extravagance, strong brands and highly priced as a differentiation strategy to counter existing competition (Kapferer and Bastien, 2009, Yeoman and McMahon, 2014 and Mandhachitara and Lockshin, 2004). Consumers in luxury hotel spas are in search of relaxation, pampering, beautification and enhancement of wellness (Kelly and Smith, 2009, Kucukusta et al., 2013 & Yeung, et al., 2014). A Spa business entity is committed to deliver a sensory value, brand promise based on its service scape, Lin and Mattila, (2018) & Bell et al (2018), aesthetics, ambience, aroma, colour, and lighting, through tangible components; emotional, psychological, and intellectual values, benefits through providing meticulous service delivery processes and educational sessions. Luxury hotel spas, lack authenticity in situations where a culture, a service process is lost when there are no meticulous following cultural guidelines. Pizam, (1993) explained that culture exists everywhere and everyone belongs to at least one; hence innovations undertaking to deliver memorable experiences should not be divorced from culture of origin.

This study categorically relates cultural meaning as a driver of perceived authenticity. Lomilomi is an ancient Hawaiian massage technique, it is a traditional approach passed on from generation to generation, where such a menu item has to be adopted and only Hawaiian employee will do it better (Hunter, 2006). A Turkish based Hammam, culturally which is a ceramic tiled based steam room, its true essence ritual practised in Turkey, Tunisia and Morocco, (Lin & Mattila, 2018). An attendant leads the guest into the sogukluk (a cold room) to adjust to the temperature. Next, wearing only a pestemal (apron) and nalins (clogs), the guest goes to the core sicaklik or hararet (hot room). The attendant pours hot water on the guest the is lathered with soap and shampoo and given an invigorating full-body massage (Hunter, 2006). In the quest to understand the memorable experiences in luxury spa, there is a tendency of losing some authentic experiences, there is need to communicate original rituals of Hammam for such a therapy has to be deemed to be authentic by Turkish origins. Zimbabwe as a destination still lagging behind in commercialisation of its cultural approaches in skin treatments and massages by utilising its plenty of water. While health benefits are being derived from the pool at Nyanyadzi thermal water little has been written about how such as resource can be enhanced to deliver memorable experiences as it has remained undeveloped (Madzikatire et al 2022 & Chambers, 2016)

Township spas experience

Majority spa that are developed from existing mineral springs, such spas normally deliver the authentic experiences. They are ideal for consumers who are looking for healing from chronic ailments such as cancer, some skin diseases and even some spiritual deliverance. However the history, authenticity and sustainability is safe guarded by traditional leaders (Frost and Laing, 2016). These leaders are custodians who ensure that even the information and procedures are passed on from generation to generation (Bański, 2022). This study is mainly focused on understanding the state of memorable experiences delivered by such spas.

Another review was also done to check resilient of developed spas during the pandemic, the Russia-Ukraine war, spa destination in Romania and one in Slovakia, there was significant decrease of benefits (Zsuzsanna et al., 2024 & World Travel & Tourism Council 2021 2021). While incremental benefits were also realised in township spas, showing the tendency of huge tourists flows in townships which are more peaceful and less stressful (Kasagrande et al.,

2017) .The trend generally shows even during the war or pandemic tourists are constantly seeking for equilibrium balance of soul, body and spirit as articulated by Dun the proponent of health and wellness. It therefore means plenty of thermal springs and water resources can be developed into spas, which can be turned into national brands (Nistoreanu and Aluculesei 2021). The study also shows the need for destinations managers in Zimbabwe to work towards developing the marginalised plenty of water resources, repackaging them to create memorable experiences for guest (Pinos- Navarrete & Shaw, 2021)

It is also learned from different case studies that while natural mineral springs are still delivering expected healing experiences, they have remained under developed because they are mainly located in marginalised communities (Boekstein et.al. 2012). Their infrastructure is generally poor and undervalued as assets to Wellness and Spa tourism development in Zimbabwe (Madzikatire et.al, 2022). The said statement resonates well with a case study that has been recently conducted in Nemakonde (Madzikatire et.al., 2022).The Nyanyadzi natural spring in Zimbabwe is one of the natural resources that is becoming tired and gradually losing attention, negatively impacting on foreign inflows (Madzikatire et.al. 2018).Other destinations take advantage of such resources to give a face lift to the whole tourism. This study also notes that most of the modern spas enjoyed in resort areas have been developed from exploitation of various forms of natural springs (Madzikatire et.al.2018). India has developed various spas based on natural spring .To date more attention has been given to studying rivers, streams, lakes, and wetland in order to come up with a wide array of spas (Fahim & Rashid 2023).The tourism industry can only experience a boom when such natural resources are developed in order to deliver memorable experiences (Guzman et.al. 2011). In Greece and Rome natural springs are known for being cultural icons, where consumers can have unique cultural experiences Smith et.al, 2009). Greeks can also be acknowledged for being able to tap into the benefits of natural springs from as early as the 5th century while Romans were able to create entertainment from bath tubs from thermal springs (Smith and Puczeko, ibid).Natural spring exist in many categories ,as shown in the table below. While the spas are born from different natural springs it is important to identify various levels of spas that is from natural into developed spas (Madzikatire et.al. 2022). The table below provides evidence of developments that can be done to ensure some existing natural hot springs deliver memorable experiences.

Table 2: Classification and definition of natural springs

Classification Category	Definition
Geothermal Springs	Are hot and extreme hot water bodies which are heated naturally while circulating through underground voids and pore spaces
Natural Hot Spring	It is the generic term for geothermal springs with temperatures varying from the normal body temperature to above which generally recommended as pleasant bathing temperature and used for medicinal purposes and bathing. The water is naturally discharging from the subsurface.
Mineral Spring	It is a water body that discharges either cold, warm, hot, extremely hot or artificially heated water which can be used for medicinal purposes and bathing
Saline Spring	A water body consisting of various temperatures with very high mineral salt content. It is in the form of seawater or with characteristics of seawater when used in man-made Spas. It is used for medicinal purposes and curative bathing.
Geyser	Extremely hot spring -water reaches a boiling point and above used as a visual tourist attraction in geo tourism.
Submarine Hot Spring	Submarine vents are known as black smokers that emit extreme hot water enriched with mineral and metallic trace elements with the same characteristics as mineral hot spring

Source: Erfurt-Cooper and Cooper (2009)

According to studies previously undertaken amongst third world countries, there are many natural spring bodies especially that can be developed into modern spas (Boekstein , 2011). Yet such natural springs could be developed

to deliver real experiences packaged for tourists and generate foreign currency (Ramos and Untong, 2016). The study concurs with other researches previously undertaken, that exploitation of such resources may attract a niche market of spa tourism around the globe (Madzikatire et al., 2018). Of critical concern to utilisation of such natural resources is ensuring and compliance to principles of sustainability. Moyo & Tichaawa (2017) are of the view that if any form of tourism has to be sustainable in any given society, it requires communities to be empowered so that they participate in related activities. Nevertheless, it remains clear from Zimbabwean based literature that in the domain of spa tourism is still under studied and there is few authors who have sought to under memorable experiences in spa (Kazembe et al, 2019). It also applies to individual spa consumption and spa products being a grey area in research (Madzikatire et al., 2018). Therefore development of memorable spa in Zimbabwe have to be benchmarked against the best in the world. The concept of experience is being prioritised in tourism, the guest's feelings, cognitive and prompted after consuming the spa products is of greater essence (Walsh, 2013; Ada & Corrine, 2014). This generates more interest for undertaking a study to interrogate the state of memorable experiences for spa tourism in Zimbabwe.

This study has also tracked the evolution of resort spa in South Africa, Montagu being first natural spring discovered in the Western Cape Province. The spa has remained neglected and still marginalised due to its location (Nel et al., 2019; Mayer & Lazzeroni, 2022). Based on literature available, this spa is still in its natural state despite the potential it has to become a main pillar of economy (Butler & Rogerson, 2016; Kontsiwe & Visser, 2019; Rogerson & Rogerson, 2019; Rogerson & Visser, 2020; Mhlabane et al., 2023; Rogerson, 2023). It is also noted that even the significant development that has been realised in urban spas was due to vast literature content pointing to paradigm shift to meet the new needs of baby boomers and new tourists seeking memorable experiences (Donaldson & Majiet, 2023). There has been a thorough emphasis in infrastructural development, related to service scape to reconfigure spas into delivering more exciting experiences than ordinary. It is also noted from researches that a hyper urban tourism development is because spa experience is meant for the minority in Africa leaving majoring of natural springs in township undeveloped (Pirie, 2022). These observations corroborate with Madzikatire et al (2022), who also noted that natural springs in Namakonde are undeveloped and undervalued. It therefore denotes that vast natural springs that have a capacity to be developed

into modern memorable spas are still unattractive , may not be able to attract a lucrative marketing with high spending propensity.

Limitations

The papers has cited generic limitations from any conceptual papers. The most common being lack of empirical validation due to over reliance on desktop research. In this case the researcher generate literature from several data bases. Lack of existing literature from Zimbabwe as the study was able to cite few local authors who wrote about Spa tourism and memorable experiences. This study acknowledges subjectivity, this is also common in qualitative methodology.

Conclusion

Based on literature reviewed, it can be concluded that the state of memorable experience for spa tourism globally, depends on the nature and the state of the spa. While the memorable experiences envisaged include sensory value, brand promise based on its service scape ,(Lin & Mattila, 2018) , in addition to aesthetics, ambience, aroma, colour, and lighting, through tangible components; emotional, psychological, and intellectual values , benefits through providing meticulous service delivery processes and educational sessions on a global scale, the existing memorable experiences for spa tourism are still limited. In Zimbabwe the experiences are limited to offerings from resort hotel spas, township spas and natural springs which may be negative or positive depending on the service scape. However in developed countries, technology has replaced the cultural infusion which emanates from the substitution of human cultural intelligence and expertise as alluded in some cases in Turkey creating an assortment of memorable experiences, Therefore, further studies can be conducted to explore ways of increasing memorable experiences for spa tourism in Zimbabwe and beyond and also develop a memorable experience index for spa tourism.

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