

Marketing Innovation In Tourism Thermal Resorts, case study of Sidi Yahia thermal tourism resort

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Abstract:

Thermal and mineral springs and springs are considered as the core of the tourism in Biskra city, which is one of the most important thermal and medical tourism poles in Algeria, due to its tourism richness and the healing capacity of its waters. Biskra city possesses three thermal springs that exist since the roman era which allowed it to attract many local and foreign investors and tourists. This study aims to explore the medical tourism in the recently established thermal tourism resort Sidi Yahia, in order to examine the adoption of innovative procedures and strategies in the resort. As a matter of fact, the key to revitalize medical tourism lies definitely in good structures and highly competitive new services.

Keywords: Marketing innovation, Medical tourism, Thermal tourism, Thermal tourism resort Sidi Yahia- Biskra.

Jel Classification Codes: : M310, M210.

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1. INTRODUCTION

Thermal tourism is a real wealth and a strategic natural resource that labels the Algerian tourism sector, and needs accurate vision, effective and serious efforts in the management and supervision. As well as openness to the market to attract a large number of tourists inside and outside the country, in light of the registration of some important Algerian mineral springs worldwide, especially in terms of the heat degree, and the specificity of its mineral water and its historical and civilizational dimension, which makes it a landmark that calls for a visit. Therefore, reliance on thermal activity in generating revenues should be based on specific and long-term goals, as well as identifying the gains in order to value them and address the deficiencies. The tourism sector is still in urgent need of optimal care and investment, in order to make of it a sector productive of wealth that contributes to economic growth and diversifies incomes and exports, to use it as a destination of local and foreign tourists, and in light of the tremendous technological progress and the great economic revolution it has caused; Organizations active in thermal medical tourism should oriented themselves towards modern strategies and innovative methods that are considered one of the most important tools that contribute to enhancing competitiveness, which in turn contributes to attracting customers through quality and price.

In light of the development of the medical tourism activity in this world on the one hand, and its reality in Algeria on the other hand, the following problematic can be formulated: **What is the reality of the application of marketing innovation with its foundations in the thermal tourist resort Sidi Yahia in Biskra?**

This study attempts to achieve the following goals:

- Diagnosing the reality of medical tourism in thermal resort in Biskra city ;

- Emphasizing the importance of the medical tourism sector in achieving economic development.
- Listing the obstacles of the sector suffers from.
- Exploring on how to increase competitiveness between the tourism thermal resorts in Algeria.

In order to answer and analyze the problematic, we adopted a descriptive and analytical approach, to address and analyze this problematic. The study was divided into four main axes:

The first Axis: Marketing innovation;

The second Axis: Medical tourism;

The third Axis: Medical tourism in Algeria;

The fourth Axis: Medical tourism in the tourist resort, Sidi Yahya, in BISKRA City.

1 : Marketing innovation

The word innovation is used frequently in various fields to something new, and we find convergent concepts related to: the new product, creativity, and innovation. To eliminate confusion and ambiguity, it became necessary to define and differentiate between terms as follows:

Figure .1: Concepts related to innovation

		New product	creativity	The invention
Innovation	Theoretical Relationship	Innovation: It is the process of renewal that aims to provide something modern. It is the entrance to renewal, begins with innovation New product: It is the result of the process only	Creativity: a process of individual perception (state of mind) Innovation: is to put this idea into practice	Invention: Creating new knowledge Innovation: turn these ideas into reality (applying invention)
	Theoretical equation	New Product = The innovative process	Innovation = Creativity + application	The invention = Innovation + commercial application

Source: Prepared by researchers

As: $INNOVATION = INVENTION + CREATIVITY$

Does: $INNOVATION = CREATION$



Answer: is that creativity $\neq$ invention: creativity is a state of mind that is at the level of individuals generating new ideas. Whereas invention is the automation of these ideas and turning them into products, innovation is transforming ideas into the products (services and products) and introducing them into the market and being accepted and adopted by the targeted consumers.

In 1991 Damanpour defined innovation as: Development and adoption of new ideas by a firm. Also, defined by the Organization of Economic Cooperation and Development "OECD" as: the application of new or significantly improved solutions that have been reached by the organization, whether in the form of products (goods / services), operations, organizational of Marketing methods or, with a primary goal of

enhancing the organization's competitive position, improving its performance, increasing its her knowledge. **(Morotti, 2008)**

The innovation dimension is thus linked to the implementation speed required to develop new products, and how quickly a new company embraces emerging technology in the industry'. **(Prajogo, 2006)**

Marketing innovation focuses on marketing activity and methods, especially those related to The marketing mix elements and the firm's methods and procedures, or using equipments that contribute In creating a new situation in marketing, whether in the field of product , distribution or promotion and so on. The development of a new method in providing a service and distributing the product in an automated way is marketing innovation, innovating. A pricing method that promotes value is a marketing innovation, as well as a method of promotional communication through Private parties for a sample of customers is a marketing innovation, thus any unique and distinctive act in the field of Marketing makes the organization different from others in the market place in the field of marketing innovation. The most important literary contribution to the marketing innovation construct to date is the work of the late Theodore Levitt. Levitt, using terms such as marketing myopia and marketing imagination, introduced researchers and business. **(CASCIO, 2011)**

A new marketing method or a new organizational method is in practices such as workplace organization or relationships. However, it is a broad concept that includes all aspects of marketing activity, and therefore it is not limited to a specific field in marketing, such as innovation in the field of the product or in the field of promotion only, but rather includes all other marketing areas, as marketing innovation affects all activities related to directing the product from the manufacturer to the end user. **(Lambian, 1993).**

(Kotler and armstrong) are among the researchers that estimate the marketing innovation value and claim reasons for which giving that much of importance such as :

- Creating the excellence, specially for services that can be easily emitated.
- The size of the organization's marketing innovations has become one of the importance indicators of measuring the marketing performance
- Marketing innovation was indicated as a strategic source of flexibility and value that helps the firms in acquiring a sustainable competitive advantage.

To the extent that marketing of products and services represents an important part of economic activities in any economy, further research on the economics of marketing innovation is warranted. Each organization may offer a different marketing innovation than the other, depending on the rate of access to opportunities or creative and innovative ideas. This is due to the spending of marketing organizations on marketing research. **(CHEN, 2006).**

Product : innovation is significant in the marketing context because it attracts new customers by promising superior value and by enlarging market segments and product lines . Many studies support the positive relationship between marketing innovation and product innovation **(Aksoy, 2017).**

Price : Setting in S2B marketing is characterized by personalized pricing (or first-degree price differentiation), because uniqueness is an inherent feature of innovation results **(Szabolcs Prónay, 2015).**

Promotion: innovation in the field of promotion is through new innovative uses in the field of direct and indirect contact with the consumer, through advertising, personal selling, activating sales, and publishing, to introduce him to the services of the organization and try to convince him that he fulfills his needs and meets his desires. (A. Bleier, 2020) .

Place: for the innovation in the distribution, the customer gets the service and benefits from it at the right time and at the lowest costs.

The people: component of the marketing mix includes all the staff of the service business that interacts with prospective customers and indeed once they are enrolled as customers of the service business. These could be both staff, and support staff. On the administrative support front, significant input to the delivery of services both at the front line and what behind the scenes is provided, which does influence customer perceptions of service quality. claims that the most significant component is choosing people for positions at a service industry.

Physical evidence: are the newest additions to the marketing mix for service industry. Physical evidence is the tangible component of the service offering. That allows tangibilizing the intangible product. (Salmana, 2017)

Processes: We need to be set in motion to ensure that the guest has the best service. While this might seem quite explicitly, there are numerous of other processes that need to be implemented alongside. The proposed marketing mix components. Accommodation, food and beverage, reserving activities, laundry, order taking and many others) to ensure the highest level of customer satisfaction

for marketing innovation in the tourism field, it includes all marketing methods and activities related to the tourism marketing mix (Casaisa, 2020)" :Who expresses the changes that can be controlled, organized, and controlled, and which any organization seeks to coordinate and modify to satisfy the needs and desires of tourists and visitors," and which is radically or gradually improved :

3. Medical Tourism:

A tourist is defined according to: Yves Tednar is a tourist as: Every person that moves outside his residence for a period more than 24 hours or a full night and not more than four months for one of the following reasons: leisure, health, meetings, skills, private and business trips and business trips, and school trips (Yo, 1992). As for tourism, (GuyeFreuler) defined it as a phenomenon that distinguishes the modern era, and focuses on the increasing needs of humans in order to rest and change the atmosphere and their desire to discover the beauty of nature and art and the belief that nature gives happiness to humans, which brings together societies between countries. and is the gains of commercial and industrial development as well as means of transportation, (Ionela Butnaru, 2011) It is also known as a temporary voluntary transfer from one place of residence to another in order to satisfy a need or desire (Pikkemaat, 2019) .Over the past six decades, tourism has witnessed continuous expansion and diversification to become one of the fastest growing economic sectors in the world, and new destinations have emerged that have become a challenge to traditional destinations like Europe and North America. Modern types of tourism emerged, which stem from the motives leading to them, and it is difficult to determine theme due to their diversity and complexity.

Medical tourism is also divided into:

A-Medical Tourism Industry: For the medical tourism industry to thrive, the international promotion of its services is necessary. Marketing materials, such as websites and brochures, inform potential patients about tourism opportunities, treatment options, and other key pieces of information. (*Crooks, 2011*).

B-Convalescent tourism (medical): (*YORK, 2008*) where the tourist the tourist travels for treatment or undergoes a surgery in in highly notorious hospitals that enjoy high qualifications from specialized doctors, and equipment with advanced technology. (*Kristina Kosic Tatjana Pivac, 2011*).

C-Natural curative tourism: This tourism depends on natural therapy thanks to the nature provided by sulfur springs and hot mineral water rich in mineral salts, which help to treat many diseases, and physical therapy can be through:

Mineral or sulfur baths: They exist in specific and limited regions of the world, where they help to treat many diseases related to the skin; rheumatism, gynecology, etc.

Sand baths: They are part of the traditional methods of treatment, as they depend on burial in hot sand, hot sun, and they are useful for treating joint pain, **sciatica**, rheumatism and arthritis.

Mud baths: The method of medicating the mud of corrupt lakes or volcanic mud by burying the sick membrans of the tourist because they contain sulfur water, calcium carbonate, calcium sulfate, aluminum oxide, iron, fluoride, phosphate, and sulfur.

Sea water treatment: seawater is used in the treatment of many diseases, including chronic skin. Because it contains significant amount of salts and the area is lower than the sea level, where high atmospheric pressure absorbs harmful ultraviolet rays, due to the thickness of the ozone layer caused by the decrease in its location And, these combined factors combine to help cure allergic diseases and relax body, mental, nerves ... etc.

Traditional treatment with herbs: This type of medication using herbs is performed by specialized doctors who help to recover from incurable diseases, bone fractures, sterility ... etc.

Pure nature: Nature with its calmness and purity helps reduce some diseases, such as mental illnesses, asthma, physical and psychological fatigue, and others.

It can be said that medical tourism consists mainly in visiting mineral baths, treatment with sand in the desert, or moving to hospitals of a special nature or other places for treatment. (*Manuela Rozalia Gabor, 2019*).

3. Medical tourism in Algeria:

Thermal tourism, or what is known as hospital tourism, is among the most important tourism areas that Algeria, if it was exploits, it can rise to the ranks of the leading countries, given that the latter processes 282 thermal springs across the national territory, of which 172 are exploited by the private sector and 10 by the public sector. 100 of these springs are capable of embracing new investments especially seen Algeria receives 6 millions thermal tourism visitors. Article 23 of the Executive Decree 41-94 stipulates that the mineral spa water concession is an administrative contract, according to which the minister in charge of the mineral springs, representing the authority, stipulates the concession for a legal or public person or that owns the concession, the right to use this mineral water for a specified period in return of a fee. However, the problem of this type of tourism, like other types, is the absence of strict and clear marketing strategies for public and private thermal establishments, which are supposed to consider thermal tourism as an important strategic sector that contributes to economic development and increases raw domestic output and

improves domestic tourism and what It require for development of basic structures and structures and the provision of necessary facilities and services(حملاوي، 2017) .

Therapeutic tourist resort and thermal stations in Algeria contain: which are distributed in various regions of the country such as: **Hammam of Salihine in Biskra, Hammam chellalla in Guelma, Hammam Bou-Hanifia in Mascara, Hammam Gargour in Setif, Hammam Rabie" Spring" in Saaida, Hammam Bouhdjar in Ain-Tmouchent, Hammam Boughrarar in Telemcen, Hammam Righa in Ain-Defla.**

Thermal tourism areas differ according to their components and the ways in which they are exploited. In this field, these areas are divided in terms of the treatment in which they are used to:

- areas which mineral water is used for drinking or recreation;
- Areas that have mineral water, in addition to the therapeutic atmosphere that is being exploited for hospitalization, such **Hammam Salihine** in the city of Biskra.
- Areas that take advantage of sea water for treatment, such as treatment with sea water in **Sidi Fradj**.
- areas that have other natural potential that are used for treatment, such as burial in the sand, as is the case in some desert regions in Algeria, as Biskra and Oeud- Souf‘
- Areas where there are caves that emit vapor gases that are used to treat some diseases, as are the case in the "Kriff" springs in Khenchela.

4. Medical Tourism in the Tourist Resort, Sidi Yahya in Biskra

4.1. Evolution of the resort

The mineral resort “Sidi Yahya”, located in the city of Biskra, which evolved into being an agricultural and tourism pole, is considered a gain for medical tourism in Algeria. It is the result of the efforts made by the Algerian state in facilitating investment procedures and encouraging private operators in the field of thermal tourism, to attract tourists towards domestic tourism instead of going abroad. To spend their vacation, as a source of diversification of the national economy.

The elderly and sick people are the most common category that visits the resort the most this region is known for its mineral underground water that is used for the treatment with hot mineral water, and the best example of this is the "**Hammam Salihine**" known nationally since ancient times. The thermal resort “**Sidi Yahya**” sits on an area of 09 hectares. It is used for skin care, rheumatism and joints diseases, Calcium deficiency and various types of fractures, the thermal resort Sidi Yahya was inaugurated in March 2017.

It attracts qualified young workforce graduate from institutes and universities with different specializations in thermalisme, catering, reception trained from institutes and universities with a total number of the staff is 150 workers.

The resort provides the following tourism services: tourist transport services, tourist guides, tourist security, sports and leisure services, tourist shopping service, cultural services, special services for tourists, social public services, and catering services.

4.2: Interview data:

Interview questions focused on:

The study was conducted in the thermal tourist resort, **Sidi Yahya, in Biskra**, by using the interview as a tool to collect data that helps us to reach objective results, where a

structured interview was conducted and allowed questions to be asked according to a unified protocol about the phenomenon studied. The interview contained closed and open questions in order to obtain many information. The interview was conducted with the head of the reception in the resort under study. In the following table, we mention us the questions of the interview according to the innovation in each element of the marketing mix

Table .1: interview questions

Type of innovation	Question coding	Questions according to each element
1-Innovation in Product	Q1 .1 Q1.2 Q1.3 Q1.4 Q1.5	What are the services provided by the tourist resort? Did the resort add a completely new service to its range of services? Has the resort added improvements to its old services? Did the resort delete a service from its current range of services? Are customers satisfied with the services provided by the resort ?
2-Innovation in Price	Q2.1 Q2.2	Does the resort apply price reductions for its services? Does the resort grant price premiums according to the type of its clients?
3-Innovation in Place	Q3.1 Q3.2	Are its services provided (distributed) via a renewable and updated means, 24 hours a day? Can the services of the resort be booked online?
4-Innovation in Promotion	Q4.1 Q4.2	Does the resort use new methods to promote its services? Does the resort adopt on new methods to develop a solid relationship with its customers?
5-Innovation in People	Q5.1 Q5.2	Does the resort commit its employees to be kind with customers Are the employees of the resort qualified for their jobs?
6- Innovation in Process	Q6.1 Q6.2	Does the resort use on new and developed equipment and devices in providing medical and hotel services? Does the resort give importance to customers complaints ?
7-Innovation in Physical Evidence	Q7.1 Q7.2 Q7.3 Q7.4 Q7.5	What facilities does the resort provide? Is it equipped in a way that reflects the thermal tourist character? Did the resort restore its structures? Does the resort impose a uniform for its employees? Does the Sidi Yahya complex provide advanced safety and security devices?

Source: Prepared by researchers.

5. RESULTS AND DISCUSSION

5.1. Analysis and discussion of product innovation interview questions:

Q1.1 : Sidi Yahya resort added a completely new service to its range services, which is Spa: Sauna, Massage, Jacuzzi, Gymnasium, Jade bed stone, foot reflexology, Beauty Service” **Aesthetic”**, Barber, apartments,

Q1.2: The Sidi Yahya resort has not made improvements to its old services, given that the complex is newly established and doesn't need restoring operations,

Q1.3: The Sidi Yahya thermal tourism resort did not completely delete a service from its range of services, but only temporarily, which is the service of outdoor swimming pools, it is deleted in all seasons except in the summer, which means, it is a seasonal service.

5.2. Analysis and discussion of pricing innovation and interview questions:

Q2 .1: The Sidi Yahya resort provides price reductions for its accommodation-related services for the summer season, due to the decrease in demand for thermal therapeutic treatment services, and this is due to the hot climate of Biskra City, and thus renews its service prices by taking into account the season.

Q2.2: It also grants price concessions according to the type of its customers, by making price reductions for tourist customers whose stay exceeds more than a week, provided that they consumes the medical and hotel services of any of the resort. The price concessions represent in the reduction of the rooms rates and treatment services for customers under contract agreements, and are made on the basis of those affiliated with social services, such as a couples, children who are less than 18 years old.

5.3: Analysis and discussion of distribution innovation interview questions:

Q3.1: The services of the thermal tourist resort Sidi Yahya (distributed) are provided by renewable and updated means, and 24 hours every day, where the resort provides rooms and catering 24 hours a day, entertainment services as well, while the treatment service at certain times: Clinic timing for women: for men:

Shower service: Women’s spring: from 6:00 am to 20:00 pm

Men’s spring: From 6:00 am to 1:00 am.

This is due to the employees ’satisfaction with working hours and their dedication to serving the customer at the appropriate times for him. Satisfaction can be explained to a large degree that there is other alternative except Hamame Salihine for the city’s residents and the rest of the country. Combined between therapeutic and desert tourism.

Q3.2: The process of booking the services of Sidi Yahya hotel or therapeutic services and other via the Internet, can be made over the phone or via the Internet through our website and e-mail (**reservation@sidiyahiabiskra.com**) and facebook. However, reservation via the website is still not available since we are renewing the website site and linking it to the rest of the reservation sites (booking), where the customer can walk-in directly at the resort which can be reached, thanks to the appropriate site of the resort with indicative panels to know the direction both outside and inside the resort, the customer receives direct services (interactive marketing between the service provider and the customer provider Customer service.

5.4: Analysis and discussion of promotion innovation interview questions:

Q4.1: Sidi Yahya resort uses new methods to promote its services, through Facebook and the website (www.sidiyahiabiskra), the interviews with Tv channels, such as an interview with Algerian Tv channel that was broadcasted on November 03, 2018. The new service is that we provide our audience and targeted customers with YouTube videos about our range of services on the link (https://www.youtube.com/watch?v=X8omrD0_Gnw) targeting all segments of society. The resort was also promoted in a press article under the title: Source for diversifying the economy and promoting desert tourism, in the Algerian newspaper Al-Shaab, which is National daily newspaper.

In addition to providing (business cards) and the news paper of the resort, which Treatment, hotel services and the working schedule.

Q4.2: Sidi Yahya resort relies on new methods to develop the relationship with customers, by concluding transactions with national companies and institutions to benefit from our services. Which in turn transforms those targeted customers into regular ones, who patronize our resort, spread positive word of mouth to others and promote for our resort without any cost.

5.5: Analysis and discussion of public innovation interview questions:

Q5.1: Sidi Yahya resort employs workers who are courteous and sympathetic to customers, by requiring them to exhibit characteristics including: the necessity of showing a smile, speaking kindly and in a moderate tone of voice communicating the information to the tourist customer, good listening and answering their inquiries and questions regarding all aspects regardless of The employee's department they must bear their positive or negative reactions, while the main feature that is required in the resort's workers is education, ethics and good behavior, and this is what we felt when we visited the complex.

Q5.2: The resort attracts and recruits qualified workers to provide treatment and hotel services most of them are technicians and higher technicians, in addition to hiring a general practitioner in the resort's clinic, but the resort does not conduct training sessions for its workers after employment. Thus, it counts on the functional quality from the beginning.

5.6: Analysis and discussion of physical evidence innovation interview questions:

Q6.1: It is equipped in a way that reflects the thermal tourist character, in some urban and architectural structures such as fountain and bathtubs, internal and external organization such as Sauna, the reception headquarters in the hotel and the treatment centers, and the presence of a tent that includes traditional food and a small city for water games available.

Q6.2: The Sidi Yahya resort has restored its structures, and facilities: it was completed with water games city for entertainment, and treatment centers that were didn't exist yet at the time of the inauguration

5.7: Analysis and discussion of process innovation interview questions:

Q7.1: Sidi Yahya resort relies on new and advanced equipment and devices to provide treatment and hotel service, and this innovation and development lies in the technology of devices used in treatment and is represented in Jad Bed Stone, which is a treatment method using a bed where the customer lays in. Then , the electrical circuits completely massage him, as well as the use of the so-called water jet, which is a tube with mineral water whose properties are sprayed on the customer's body using the power of flowing water, and the

area of regeneration lies in the style and method of massage used using advanced equipment. Infrared.

Q7.2: Sidi Yahya resort prioritizes customer complaints, at the stage of check-out for the tourist, he is given a note book in department interest (treatment, hotel, bathroom), as well as receiving positive and negative comments and criticism via Facebook. The responsible checks the book and comments of feedback by upgrading the performance of the service that satisfies and meets the needs and desires of customers expressed and unexpressed potential.

6. Conclusion:

Our study demonstrated that there is a policy of renewal and innovation in some facilities at the level of the resort under study. In addition to health departments equipped with modern equipment supervised by specialized doctors, but a lined program must be developed to prepare and configure the paramedical staff, as well as technicians with the aim of handling the thermal resources. Aside from a technical study to prepare and modernize resorts and tourist springs, which is a future view to preserve the thermal springs in our country, these operations will give a strong impulse to the thermal tourism activity that has become more than ever.

In light of the data and information obtained. We came up with the following results:

1- The resort applies innovation at the product level by adding some recreational and therapeutic structures as it witnesses an increasing increase on customer demand for the resort compared to the hotel structures in the city and thermal tourist resort in the seasons of the year. Which is due to the culture of medication with natural springs represented by mineral water that the resort except for the summer season. Because of the hot climate, however, the demand for recreational tourism during the summer vacation period is increasing. This is true due to the recreational services provided by the complex, as well as the lack of recreational facilities and family parks in the city, meaning there is no alternative to other parks except in the evenings

2- The resort applies innovation in pricing, as illustrated by:

Adopting two strategies: the first is the “skimming strategy” by setting a high price in the winter, autumn, and spring, because it has competitive advantages compared to the Hammam Salihine, and the second is a “market penetration strategy” by applying a low price policy by reducing the prices of accommodation and treatment services for the summer season except for shopping services Commercial, as it adopts the policy of discrimination by changing prices according to the type of its customers through price concessions by applying price reductions.

3- The resort does not apply innovation in distribution because the reservation via the website is still not activated, and also is not linked to a platform for electronic reservations, the absence of modern and platform databases to control new technologies for the international tourism market; represented in the use of communication technology in hotel reservations, restaurants and transportation in favor of Tourists. However, it is available on customer transportation.

4- The resort applies innovation to promote the public relations component, as illustrated by:

- The complex applies the relationships marketing strategy from the sales contract. Which is to take advantage of its services to the retention of customers and strengthening the relationship with them by gaining their satisfaction and building their loyalty developing the relationship with the target customers (Sonatrach,

Sonalgaz, Algerian Airlines, Assurance –CAAT, prison administration) by adopting an initial savings method service.

- Neglecting the aspect of the promotion via Facebook, as it is not active and is not constantly activated by generating new feed and information to remind the audience with its services, as well as the site is not very attractive and is not connected to a database, and the lack of modern and effective marketing methods that raise the capabilities at the level of entertainment services and methods of promotion to revive these thermal springs.

5- The resort does not apply innovation at the individual level, as illustrated by:

- It is not that the complex does not provide customized training classes that qualified medical staff can provide, despite employing workers with distinctive and special features required by them, such as kindness and sympathy with customers, as well as recruiting workers who are qualified to provide service by hotel and leisure, as well as kinesis and motor rehabilitation under supervision of experts in the field (cure and kinesis), however, the experience factor is due to the lack of training courses in order to renew and develop their therapeutic skills.

6- The resort applies innovation at the operational level through: its use of new and advanced equipment and devices in providing curative and hotel service and treatment methods that ensure customer comfort and effective treatment for him.

7- The resort applies innovation at the level of the cape services through: the attractive facilities it provides to reflect the thermal tourist character, in addition to the renewal of its structures, like the developed safety devices designed to protect customers and employees inside and outside the centers.

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