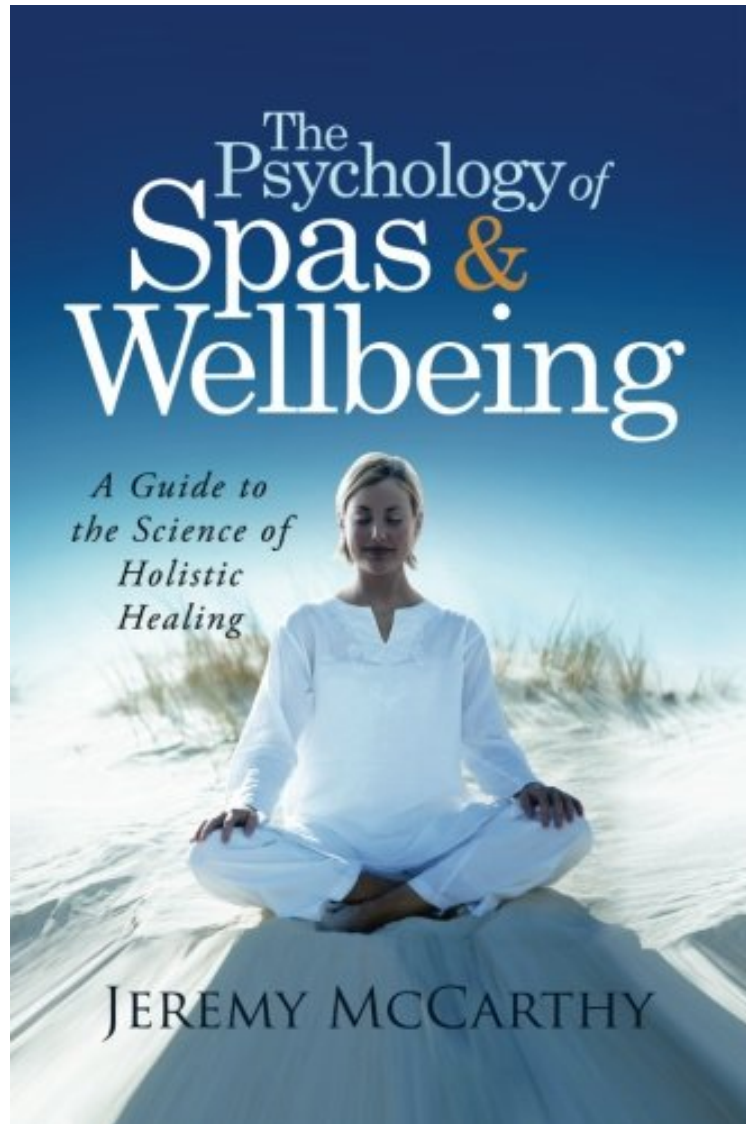


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The Psychology of Spas Wellbeing: A Guide to the Science of Holistic Healing

Jeremy McCarthy

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Jeremy McCarthy : The Psychology of Spas Wellbeing: A Guide to the Science of Holistic Healing before purchasing it in order to gage whether or not it would be worth my time, and all praised The Psychology of Spas Wellbeing: A Guide to the Science of Holistic Healing:

3 of 3 people found the following review helpful. Forget the Nunnery. Get thee to a Spa! Healthy Happiness

Awaits! By Judy Krings, Ph.D., CMC, PCC Never think of a spa visit as a luxury. Before life unceremoniously intervened with my wake up call, I used to think getting a massage was a luxury. But my massage therapist literally saved the quality of my life and enabled me to continue my career. She made chronic pain livable and lessened the car accident effects well-meaning doctors could not ameliorate. She forever altered my inappropriate belief that spas were for wealthy people. Now I know they are worth every penny. Wellness is a water mist. Or relaxing solitude under warm stones. Or fresh life views that surface during or after a facial. Ease. Peace. Time for yourself to re-awaken and open yourself up to your world. Your health and well-being depend on your self-compassion and self-care. In "The Psychology of Spas Wellbeing", Jeremy McCarthy delights you with fascinating stories and insights backed up with specific scientific evidence. Find out why you deserve to treat yourself to better health and self-awareness as well as joyful relaxation, stress relief, and new ways to savor life. Oops. I stand corrected here. Spa is not a treat. It is a blessed necessity if you want to learn how to live your best life now. McCarthy helps you integrate easy and enjoyable daily rituals and practices. These alone are worth reading this mind-expanding book. Life-altering and enhancing. McCarthy explains "holistic renewal" via pairing the new science of Positive Psychology with the wealth of health wisdom from 1000's of years ago. What a fascinating juxtaposition of positivity knowledge. He is a terrifically creative writer who adds a soothing, very human, extraordinarily cool reading aspect to his book. I particularly relished his weaving in fascinating research findings from the founders of Positive Psychology. Do yourself a favor. Expand your mind. Open your horizons. Let this book joyfully educate you. Learn how to flourish, thrive, and come more alive via new knowledge this book avails you. As a clinical psychologist and positive psychology coach, I was surprised at how much new information I gleaned. I had never thought of spa as "a spiritual journey", but it is. So is this marvelous book. Like a spa, it is mind, body, spirit beauty enlightening you from the inside out. This book offers you a win win. Buy yourself and your friends this book to take along to the spa! 0 of 0 people found the following review helpful. Applying Positive Psychology to the Spa Business By Margaret H. Greenberg Combining twenty-plus years in the spa and hospitality business with his knowledge of positive psychology, McCarthy knows what he's talking about. Spa owners and spa goers will find The Psychology of Spas Wellbeing packed with evidenced-based advice to turn what was once thought of as a treat or indulgence, into an essential ingredient to reducing stress and improving one's overall health. Spa owners who focus not just on the facilities and treatments, but on how their spa experience makes their clients FEEL, will have a distinct competitive advantage. Well written, well researched, and a quick read. Margaret H. Greenberg, co-author of Profit from the Positive: Proven Leadership Strategies to Boost Productivity and Transform Your Business, with a foreword by Tom Rath 2 of 3 people found the following review helpful. Bummed. Not What I expected. By msgrnbay This book came highly recommended by a coworker, and so, I was eager to read it. What I found was nothing but a reference guide and quotes from others. Almost every paragraph in the book, regardless of the size of the paragraph, had one or multiple references cited with name, date, and/or page numbers. Reading about Jeremy McCarthy and his 20 plus years of experience in the spa industry, I thought surely he had something of his own worth saying. I know he has to. Yet, even the simplest of thought was a quoted reference. You'll find a 119 page book with 20 pages of references. For me, it was very distracting to continually read through all the referencing and really get to the meat of the book. In fact, I stopped reading after the first chapter. In the end, what this book gave me was a terrific reference guide for future reading and where to find books/authors on health and wellbeing, other than Jeremy McCarthy. Sorry for the not so good review.

The Psychology of Spas and Wellbeing is the culmination of years of research in psychology, positive psychology, and the science of holistic wellbeing. The spa industry markets itself as offering holistic wellness through a variety of services intended to enhance wellbeing across body, mind and spirit. This book explores the science behind the claims of the spa industry and looks for possible applications to enhance the impact of a spa as a center for holistic healing. This book is intended for: Spa and holistic healing professionals who want to use the latest science to deepen their impact on human wellbeing. Healthcare professionals who want to learn more about a holistic approach to wellness. Anyone interested in a comprehensive review of the scientific literature on holistic wellness. In this book, readers will learn: The history, philosophy and culture of the world of spas and its role in modern society How to approach human wellbeing holistically, considering body, mind and spirit and the interactions between these domains The psychology of the spa experience and the links between psychological wellbeing and health The latest research from the field of positive psychology and how it can be applied in a spa or other center for health and wellness An overview of the research on stress and stress relief, the number one reason consumers visit spas The elements of a healthy spa lifestyle and the latest research on behavior modification and positive lifestyle change The spa industry has a rich history and culture of holistic healing, but lacks a foundation in science. Modern medicine and healthcare is informed by the science of recent decades but ignores the holistic nature of human wellbeing. This book explores the latest scientific research in wellbeing to assess the evidence of the spa industrys impact on health and to explore applications and interventions that could be used to create a new, more effective healing institution that combines the best of science and philosophy.

About the Author Jeremy McCarthy has over twenty years of experience opening and operating luxury resort spas, including 14 years with Four Seasons Hotels and Resorts and 3 years opening and operating the new spa at famed La Costa Resort and Spa. Since 2006, he is the Director of Global Spa Development and Operations for Starwood Hotels and Resorts where he is responsible for the development of spas across Starwoods many hotel brands around the world. McCarthy sat for several years on the Board of Directors for the International Spa Association and speaks regularly at spa industry events including ISPA, The Global Spa and Wellness Summit, Leading Spas of Canada, New York Spa Alliance, Washington Spa Alliance, and SPATEC. He is the author of *Become a Spa Owner*, and writes regularly for Pulse, LiveSpa, Organic Spa Magazine, and Positive Psychology News Daily, as well as his own blog on holistic wellness, The Psychology of Wellbeing (<http://psychologyofwellbeing.com>.) He has a Master of Applied Positive Psychology degree from the University of Pennsylvania that he applies to his work in spas and luxury resorts and he teaches a course at University of California, Irvine on Positive Leadership for Spas and Hospitality. When he is not working, he enjoys surfing and beach volleyball.