

# AROMATHERAPY TO WAFT INTO THE TOURISM MARKET



In the modern atmosphere of extreme hustle and bustle, people thinking only about work, meeting deadlines and paying bills, sometimes the average holiday by the sea or up in the mountains turns out to be insufficient. It has been suggested that indulging in a massage is an ideal way of relaxing and allowing the body to take a break.

An even more relaxing and therapeutic method has been put forward as aromatherapy, combining the classic massage with beautifully aromatic oils and new methods of relaxing the brain. Ever since the Swedish scientist Per Henrik Ling came up with using aromatic oils during massaging in 1776, an abundance of oils and spices have been discovered and invented to enhance the patient's enjoyment of aromatherapy. Today, the phenomenon is a popular lure in the tourism market with hotels and other tourist attractions putting aromatherapy in their advertising material.

Stress relievers such as camomile and lavender are becoming more and more familiar on the market and now there is a bigger choice of oils than ever before. Traditional spices such as cardamon and black pepper are sometimes used as aromatherapy aims to cater for all tastes. The great advantage aromatherapy has in terms of stress relief is that the aromas stimulate a part of the brain linked with memory and emotion. Thus, when we come across a pleasant smell, it is usual to remember something pleasant from the past. This is, of course, essential to the relaxation process.

A relatively new method in the field of providing relaxation is the use of steam distillation during massaging. It involves the flow of steam into a chamber holding the raw plant material. The steam has small sacs causing the essential oils to burst, thus creating an extremely pleasant effect. As tourists continue to search for cheaper and healthier ways to relax, aromatherapy is growing on a global scale.

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