



**WELLNESS TOURISM AND EFFECTS OF TOURIST INSPIRATION : AN
EMPIRICAL STUDY**

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ABSTRACT

The wellness travel industry has grown quickly in recent years. This study, which is based on the transmission model of inspiration, attempts to investigate the causes and effects of tourist inspiration in the context of wellness tourism. We illustrated the inspiration and its underpinning role in stimulating visitor interaction through this novel study that focuses on relationship management in wellness tourism. Our research has produced theoretical and practical conclusions and results that will be useful to both academics and business professionals. The main objectives of the article are to analyze the benefit factors of wellness of travel and to find the relationship between the wellness tourists and benefit factors from these activities. Based on the stated goals, information was gathered from respondents who travelled to India for wellness purposes. Tourists visiting Indian tourist attractions in cities were asked for their permission to participate in the study using a purposeful sample technique to identify the wellness travelers. For which 300 sample respondents are selected all over India through the enumerators from various Indian tourist places (through Google Forms) like Rishikesh, Haridwar and Lucknow using convenient sampling methods . It is concluded from the results that the benefits among the wellness tourists do not differ at a greater level.

Keywords: Wellness tourism; openness to experience, transmission model of inspiration and tourist engagement;

INTRODUCTION

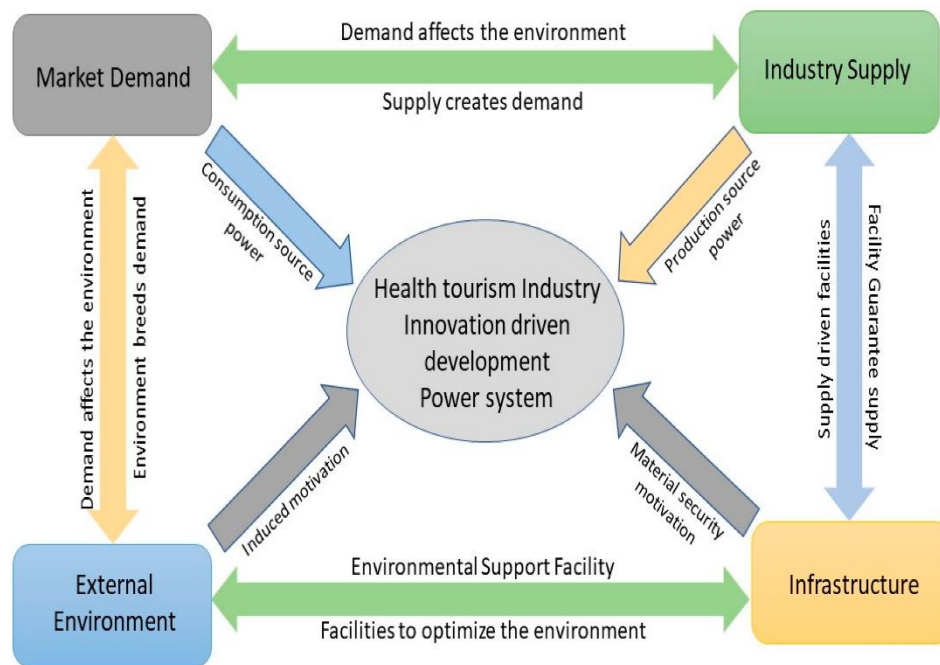
When one considers the meticulous attention that the Greeks and Romans took to their well-being, wellness tourism has become one of the oldest types of travel. In tourism, the word "wellness" is frequently used in Europe. Both the phrases "wellness" and "wellness tourism" have multiple definitions. The earliest type of wellness tourism included trips to hot springs and mineral springs, which were closely tied to modern health and wellness. Numerous researchers have delineated ideas and terminology pertaining to the significance of a healthy lifestyle, taking responsibility for one's own health, and making use of one's ability to achieve higher levels of wellbeing. This market segment's tourist activities are for "healthy" people whose key motivations are happiness and wellbeing, according to the current study's implicit findings. Giving individuals a positive experience is a key component of happiness and wellness. Today's world responds to the expanding customers' demands for fitness enhancement, healthy lifestyle education, preventative medicine, nutrition counselling, healing, and meditation to address their own personal issues like stress or despair. Healthy people can prevent difficulties and maintain their good mental and physical health by using

wellness services like exercise, meditation, massages, herbal wraps, and scrubbing. Because they offer holistic health services for treating the body through physical, mental, and spiritual exercise, relaxation, and health, health resorts, spiritual retreats, and beauty spas are now important factors for many wellness trip planners.

Health wellness travellers deliberately pursue health, happiness, and improved well-being. Stakeholders in the wellness industry need to be conscious of the fact that wellness tourists have very distinct needs at different points and stages of their lives. Where the two businesses diverge is in how customers use the facilities. Typically, visitors make a special trip to the destination spa for a schedule of activities that includes events from each spa component. Recently, tourists who are interested in wellness have indicated a desire to experience the phenomenon of happiness. Wellness-conscious travellers are curious about what would likely make them happy. Changing one's outlook on life and making lifestyle changes are two common approaches to boost happiness. These factors lead to wellness tourists adopting a healthier lifestyle while being fed wholesome spa fare, receiving education on lifestyle improvement, engaging in physical activity

that boosts self-esteem while being urged to establish healthy habits at home, and receiving future bodywork and pampering treatments that support wellness programmes. Despite the fact that the terminology used to express health and wellbeing has changed and become vaguer, the majority of studies show that happiness is negatively impacted by placing a high priority on money and other material belongings over the pursuit of intrinsic self-realization. In recent years, wellness tourism

has gradually gone beyond its theoretical boundaries to include wellness and healthy travel. Researchers have not yet looked into these effects as spa-related actions on happiness are already being investigated. However, the impacts of wellbeing travel on life satisfaction from leisure pursuits are empirically tested among the three types of wellbeing tourists (beauty spa, lifestyle resort, and spiritual retreat visitors) (Smith 2016).



THEORETICAL BACKGROUND AND LITERATURE REVIEW

However, a planned dietary activity is the most efficient way to increase one's life satisfaction, as evidenced by the high correlation that can be seen in both the zero

order and partial correlations scores presented above. It is clear that wellness activities play a significant role in life satisfaction. In contrast, leisure activities show a negative correlation with life happiness, whereas travelling has a very

weak connection with life satisfaction. People typically have a strong urge to break away from their regular routines, which is often motivated by their quest of travel and independence, despite the fact that such journeys have a poor link with overall life happiness. They can also be seeking out complementary therapies for their conditions, and there is a rising market of organic mixtures supplement, which attracts them to wellness tourism locations like India. Wellness tourism is influenced by several social and individual factors, it can only be defined from a wide viewpoint that takes into account how people choose to spend their lives (Adams, 2003). The same conclusion had been reached by a number of other academics, and they highlight the complexity of an personality's wellness, which they define as a state of equilibrium and spirituality that incorporates aspects mental health with those of society and the environment (Bushell 2001) Numerous facets of an individual's life are linked to wellbeing in other research (Corbin et al., 2001). The biological, psychological, religious, intellectual, social, and environmental dimensions, respectively, are used to describe these factors. Smith and Pung (2020) comparison of wellness tourism to a journey that includes lifestyle

components helps to link wellness tourism to particular contexts. These elements comprise education, environmental awareness, and social sensitivity in addition to self-sufficiency, physical prowess, beauty, a balanced diet, relaxation, meditation, and mental activity. The majority of research on wellness travel has concentrated on three important areas: the locations for health and wellness travel, the impact of tourism on the health and wellbeing of travellers, and the impact of tourism on the communities that serve as destinations. (2018) Hartwell et al. If we exclude the Wang et al. study that looked at the impacts of wellness tourism on the communities that are visited as destinations, we are left with two primary areas of inquiry. The driving forces for wellness tourism were emphasized by (Damijanac 2013). These factors highlight the statistically substantial correlations between gender and educational achievement and travel desires and income. The writers stress how health travellers are drawn in particular to places that are well-known for their abundance of natural and cultural attractions. According to Lim et al., the elements that entice users to visit a certain site for the first time and motivate them to return are constant (2016). These elements

include the well-known attractions in the area as well as the local flora and fauna. Lee et al. (2019), hotels should offer chances for spiritual wellbeing, intellectual wellness (intellectual stimulation), and intelligent wellness to a particular tourist category like Millennial.

WELLNESS TOURISM AND EXCELLENCE OF LIFE TOURISM

With the participation of multinational corporations in international luxury business models, has come to be recognized as a luxury and prestige industry. Even though their products have nothing to do with wellbeing, these MNCs are carefully marketing their financial and other high-end goods using the "Wellness message" notion. A destination's health and wellness tourism often offers both physical and emotional fulfilment and charges top dollar for the wellness services. Bhat (2012) argued that what was formerly seen as a luxury and amenity for the wealthy is now a universal requirement for wellbeing. This is being seen by international businesses and investors as a significant investment potential in the health and wellness industry. A number of business and lifestyle trends are emerging in the new century as a result of an increased understanding of what it

means to be healthy and how this might be accomplished. The communal is becoming more aware of the possibilities for maximizing health, boosting performance, avoiding illness and ageing, and enhancing attractiveness from the inside out, via investment in wellness, as seen by the increasing and continually changing demand for wellness-related services. (Cohen 2004).Muller and Kaufmann (2000) argued that wellbeing is a state of health characterized by the balance of body, mind, and spirit in an effort to uncover parallels between American and European understandings of wellness. The key components that contribute to total health and wellness include physical fitness, beauty care, good eating, rest, mediation, psychological states, education, environmental sensitivity, social connections, and others. Gracia-Altaes (2005) stated that the industry's explosive expansion, where individuals travel for various health-related impacts, the term "health and wellness tourism" has emerged. Visitors interested in health and wellness are more affluent, work in stressful environments, and spend more money than other types of visitors. Destinations all around the globe are adopting strategies to attract visitors interested in health and

wellbeing by providing the necessary infrastructure and experiences.

The proposed programme has a clear goal: to advertise wellness facilities about the state in order to attract both local and foreign visitors. Licensing and certification have been made essential in these centers in order to standardize the processes, with the Gold and Silver leaf classifications denoting the services offered. With subsidized loans and tax breaks, the government is also encouraging new business owners in this industry. Sociologists claim that since a young, healthy look denotes fitness for reproduction, humans are biologically wired to value it. Consumers, however, are conceited, and societal ideals of beauty also emphasize youth. (Morris 1994).

DEVELOPMENT OF WELLNESS TOURISM

Indian culture has traditionally placed a strong emphasis on wellness. But it wouldn't be incorrect to state that India has just recently begun to handle their aspect in a more developed and commercial manner. The stressful nature of the professional lifestyle causes strain. The understanding of sedentary lifestyles that cause obesity, stress, high cholesterol, and tension has made health a top priority. With the advent

of new investors using private equity funds, India's health and wellness industry is developing. This is regarded as a remarkable growth in the health and wellness tourism verticals. In 1959, Dunn created the idea of wellness as a unique state of health, an all-encompassing feeling of wellbeing as the surroundings. A person's connection with themselves, others, and the environment are all included in the complex idea of health, in addition to their physical, mental, and spiritual wellbeing. The idea of wellbeing also encompasses elements of one's physical, spiritual, intellectual, emotional, social, and professional lives (Dunn 1959) stated that balance of the body, mind, and spirit is what it is, say Smith and Puczko (2009). The phrase "medical wellness" may be used to combine the ideas of health and wellness in a programme of client wellbeing that is under the direction of a physician. This entails adopting particular lifestyle adjustments that may assist in achieving maximum wellbeing.

Travel and tourism are treated similarly to incorporated regulations and affect almost all facets of our population. The growth of the economy, human socio-cultural behaviour, and the environment all depend on tourism. Similar to how it connects to other educational topics, it does

so with others as well, including geography, money, history, verbal communication, psychology, marketing, etc. As a result, marketing and business inform us about the promotion and marketing of tourism-related goods. As a result, the term "journey" refers to any journey from one location to another, including all travels planned by a population entering a country for work, play, residence, education, or simply to live, excluding destinations. The word "tourism" refers to both people's temporary short-distance travel to locations other than their customary homes and places of employment, as well as the activities they engage in while waiting at these locations. Tourism denotes to the happenings of individuals who travel to and wait in locations of their usual setting for a period of time less than a year and whose primary motivation for the trip is something other than the performance of an activity reimbursed from inside the destination trip.

PRACTICAL IMPLICATIONS OF THIS RESEARCH

The study provided important facts that may be used to create and market wellness tourism goods and services. This study has shown that there are 139 distinct market categories for wellness travellers. The wellness tourism industry is diverse,

with at least three homogeneous categories that each have their own identities, requirements, ambitions, aspirations, and wellness-related lifestyle practices. The marketing and management of tourism should strengthen their marketing techniques to target their targeted market with greater focus and increase profits as the market for wellness tourism grows and more new locations appear with improved amenities. Marketing communications should align with superior service options in line with the advantages the target groups are looking for. Visitors to beauty spas are treated to physical and mental relaxation, distressing, and resort to indulgence and pampering; as a result, these advantages are encouraged. Visitors to lifestyle resorts are encouraged to stress the advantages of strength, improved overall health, and improved beauty.

Lifestyle resorts are designed to be a haven for better living, transforming visitors into more active, healthy, and strong people. Lifestyle resorts reassure visitors about the significance of their life objectives and strategies for achieving them. Spiritual retreat facilities help visitors rediscover their inner selves, boost their self-worth, and cleanse their souls from a busy, fast-paced existence into a calm, passive, and quiet inner self. Both spiritual retreat facilities and

lifestyle resorts should emphasize to visitors the long-lasting positive advantages of staying in their locations. Wellness service providers might provide treatments and methods for changing one's lifestyle to boost the confidence of tourists looking for help in getting over a significant unpleasant life experience. Only personal development, one of the health-promoting behaviour characteristics found in this research, had an impact on visitors' positive psychological well-being related to wellness tourism, therefore service providers should concentrate on this factor. Because the tourist destinations are dispersed across India's length and breadth, it is vital to educate visitors on how to enhance their levels of health. Wellness tourism relies on the communication conveyed good word of mouth to travel throughout the nation. The goal of tourist businesses is to improve the health and welfare of their customers by teaching them about the value of interpersonal relationships in obtaining wellness. In order to draw health tourists to these facilities, seminars on resolving

conflict, communicating, establishing long-lasting partnerships, and maintaining cordial and benevolent connections are some of the subjects covered.

RESEARCH OBJECTIVES

1. To analyze the benefit factors of wellness of travel
2. To find the relationship between the wellness tourists and benefit factors from these activities.

RESEARCH METHODOLOGY

Based on stated goals, information was gathered from respondents who travelled to India for wellness purposes. Tourists visiting Indian tourist attractions in cities were asked for their permission to participate in the study using a purposeful sample technique to identify the wellness travelers. For which 300 sample respondents are selected all over India through the enumerators from various Indian tourist places (through Google Forms) like Goa, Chennai, Delhi, Bangalore and Kolkata using convenient sampling method.

RESULT AND DISCUSSION

1. Nature of the respondents

The nature of the respondents like age, gender, employment and the continent they belong are observed. It is given in the Table 1.

Table 1: Nature of the respondents

Nature of respondents		Number of respondents	Percentage
Gender	Male	160	53.3
	Female	140	46.7
Age	Less than 35	72	24.0
	36 to 50	133	44.3
	More than	95	31.7
Employment status	Student	23	7.7
	Part time	53	17.7
	Full time	21	7.0
	Others	114	38.0
	Unemployed	14	4.7
	Retired	75	25.0
Residential status	African	22	7.3
	American	118	39.3
	European	85	28.3
	Asian	58	19.3
	Australian	17	5.7
Total		300	100.0

The distribution of the respondents according to their nature shows that 53.3% respondents are male and 46.7% are female. 72 (24.0%) are aged below 35 years, 133 (44.3%) are aged from 36 to 50 years and 95 (31.7%) are aged more than 50 years. The employment status shows that most of the respondents (38.0%) are from other categories. The continent they belong reveals that 118 (39.3%) respondents are

Americans (US, Canada and other countries). 85 (28.3%) respondents are Europeans.

Reason for visiting India

The wellness tourists come to India for many reasons like holiday vacation, on the invitation from friends, to participate in conference or meetings, business purpose and education related studies. This is studied from the respondents and given below.

Table 2: Reasons for visiting

Reason	Mean	Std. Deviation	Mean Rank	Rank
Holiday/Vacation	3.29	1.314	3.14	I
Visiting friends/relation	3.12	1.262	3.06	II
Conference/Convention	3.11	1.025	2.96	IV
Business	3.20	1.070	2.97	III
Education	2.98	1.442	2.87	V

The result of the descriptive statistics shows that most of the respondents have visited on their holidays to spent make their trip for well beings (3.14). Secondly, the reason for visiting the friends or relative houses (3.06) has been ranked. Business purpose, conference and educations are ranked third, fourth and fifth respectively.

2. Benefits of Wellness of travel

The benefits from the wellness trip have been studied as self-absorption, revival, health vigor, be active, social bonding and serenity. These factors are observed from the respondents and correlated to understand the inter relationship between these factors. The result is given below.

Table 3: Benefit factors of wellness tourism

Benefit factors	Self-absorption	Revival	Health Vigor	Be Active Social Bonding	Social Bonding	Serenity
Self-absorption	1	0.638**	0.124*	-0.041	-0.232**	-0.184**
Revival	0.638**	1	0.334**	0.122*	-0.090	-0.053
Health Vigor	0.124*	0.334**	1	0.417**	0.407**	0.373**
Be Active	-0.041	0.122*	0.417**	1	0.738**	0.609**
Social Bonding	-0.232**	-0.090	0.407**	0.738**	1	0.736**
Serenity	-0.184**	-0.053	0.373**	0.609**	0.736**	1

** . Correlation is significant at the 0.01 level (2-tailed).

* . Correlation is significant at the 0.05 level (2-tailed).

The Table 2 shows that there is significant relationship between the various benefits of the wellness travel. The Self-absorption has close relationship with the all the factors except social bonding. The revival of the

wellness travel has positive relationship with all factors except social bonding and bonding. The most of the relationship between the factors have positive and significant relationship.

3. Differences in benefits sought among three different tourist groups

The benefits of the wellness tourism are perceived by the respondents according

to their nature of tourism. The difference in the perceived level is analyzed in the study as below.

Table 4: Relationship between the benefits and the wellness of the tourists

Benefit factors	Spa Resort or Hotel Visitors		Health or Lifestyle Resort Visitors		Spiritual Retreat Centre Visitors		Result	
	Mean	SD	Mean	SD	Mean	SD	F	p
Self-absorption	4.20	1.077	4.23	1.167	4.21	1.246	0.021	0.980
Revival	3.75	0.783	3.67	0.826	3.71	0.803	0.245	0.782
Health vigor	3.26	0.728	3.26	0.841	3.25	0.792	0.006	0.994
Be active	3.00	1.054	3.03	1.149	2.88	1.063	0.419	0.658
Social bonding	2.70	1.386	2.85	1.413	2.66	1.418	0.517	0.597
Serenity	3.02	1.125	3.13	1.207	3.27	1.228	0.750	0.473

The result from the above table shows that the pleasure of Spa resort or hotel visitors is found more with self-absorption (4.20). The Self-absorption is more with the tourist who make spiritual retreatment (4.21). But the difference in the perceived level is not significant (Sig. = 98%). It shows that self –absorption does not have significant difference across all type of tourist of the study.

The Revival in the tour has been found high with the tourists who come India for Spa resort (3.75). But this is not also significant (F=0.245). Hence, it is concluded that perceived revival level does not differ significantly.

The health vigor has been achieved more by the tourists visiting for Spa resort (3.26) and health or lifestyle (3.26). The calculated F value is 0.006 which is insignificant (0.994). The perceived level of health vigor does not have much difference.

The activeness through the wellness tour is found more with the health and lifestyle visitors (3.03). This mean does not significantly vary with the other tourists. The social bonding is also perceived more by the health or lifestyle resort tourists (2.85). The result of ANOVA indicates there is insignificant difference.

Serenity is achieved better by the tourists coming India for spiritual

retreatment center (3.27). The mean of the Spa resort or hotel visitors is 3.02. But the variation is not significant (F=0.750). It is concluded from the results that the benefits among the wellness tourists do not differ at a greater level.

CONCLUSION

In India, it is necessary to study the wellness tourism economy because of its size and growth potential as marked by a well-built consumer drift. Furthermore, it is accepted as a niche travel product besides it is increasing faster than the global tourism business. Successively, wellness vacationers are affluent and bring in foreign exchange which boosts our economy. Besides drawing revenues, generating jobs, improving the health of public, preserving local culture and natural assets and kindle entrepreneurship are some of the offshoots of proliferation of wellness tourism. Insufficient studies have inspected wellness tourism in overall or wellness tourism involvements in-specific, especially from the perspective of the tourists. Several investors could take advantage from the contributions this article makes. The article concluded from the results that the benefits among the wellness tourists do not differ at a greater level.

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