

A Study of Popularity of Wellness Tourism Amongst Young Generation

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Abstract

This research study examines the popularity of wellness tourism among the younger generation. The study uses a mixed-methods approach, including both qualitative and quantitative data collection methods. The participants in the study are young adults aged between 15 to 35 years who have recently traveled for wellness tourism. The study investigates the reasons for the popularity of wellness tourism among the younger generation, the destinations preferred by them, the types of wellness activities that attract them, and the challenges faced during such trips. The study also explores the impact of wellness tourism on the physical and mental well-being of young adults. The findings of the study suggest that wellness tourism is gaining popularity among the younger generation due to an increased focus on self-care, a desire for personal growth and development, and a need for stress relief. The Pie diagrams were used to test the result and even the limitation of this study as it is concentrated on the young age of people only and social media specially Structured questionnaire was used to collect data for the selected sample of 59 young boys and girls. The study has been carried out in a span of six months in the year 2022-23

This descriptive research investigates data in real life phenomenon. The methodology and the process of this research in this study has been completed through questionnaire, observation, interview and case analysis. In other words, this study provides readers more insightful information of the position in the market in order to find a way to maximize the profit, by understanding the need of young generation.

Keywords: Tourism, Wellness, Youth, Popularity

INTRODUCTION

Tourism is one of the largest and fastest growing industries in the world. Wellness tourism is overpowering all other forms of tourism industry all across the world. Wellness tourism attracts the high-end tourists from developed and developing nations, it increases the economy of not only

developed countries but also small or underprivileged regions, which otherwise are rich in conventional methods of health and wellness. We have listed wellness destinations in our Wellness Tourism Guide for the convenience of our readers.

The core essence of seeking out wellness is the improvement in health, which automatically leads to an enhanced quality of life. Several wellness programs provided in any wellness resort in world aim to eliminate the physical and intangible 'toxins' from an individual through the use of relaxation and de-stressing methods.

Along with this, wellness centers and retreats encourage maintaining a healthy lifestyle through a wholesome, nutritious diet and fitness-related activities. They also emphasize spiritual and mental health, beauty treatments and healthy sleeping techniques all in the hope of improving and bettering one's health. Wellness tourism is a type of travel that focuses on promoting health and well-being through various activities and experiences. It involves individuals seeking out destinations, facilities, and experiences that offer opportunities to improve their physical, mental, and spiritual well-being.

Wellness tourism can include a wide range of activities, such as spa treatments, yoga and meditation classes, healthy eating, fitness programs, outdoor recreation, and other activities that promote relaxation, stress reduction, and self-care.

The wellness tourism industry has grown significantly in recent years as more people seek out ways to prioritize their health and well-being while traveling. It can be seen as a way to combine leisure and self-improvement, allowing individuals to recharge and improve their overall quality of life.

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Wellness is a modern word with ancient roots. As a modern concept, wellness has gained currency since the 1950s, 1960s and 1970s, when the writings and leadership of an informal network of physicians and thinkers in the United States largely shaped the way we conceptualize and talk about wellness today.

The origins of wellness, however, are far older—even ancient. Aspects of the wellness concept are firmly rooted in several intellectual, religious and medical movements in the United States and Europe in the 19th century. The tenets of wellness can also be traced to the ancient civilizations of Greece, Rome and Asia, whose historical traditions have indelibly influenced the modern wellness movement.

Wellness tourism plays an important role as it provides individuals with an opportunity to take a break from their daily routines and focus on their physical, mental, and emotional well-being. This can help reduce stress, improve sleep, boost mood, and enhance overall quality of life.

Second, wellness tourism can support local economies by creating jobs and generating revenue for businesses in the travel and hospitality industries. This can be especially important for communities that rely on tourism as a major source of income.

Third, wellness tourism can promote sustainable tourism practices by encouraging environmentally friendly and socially responsible travel. This can help preserve natural and cultural resources for future generations while also promoting responsible and respectful interactions with local communities.

Finally, wellness tourism can also promote a greater awareness and appreciation for health and wellness, and encourage individuals to adopt healthier habits and lifestyles even after their trip has ended. This can have long-term benefits for individuals and society as a whole.

Wellness activities can vary widely depending on personal preferences, interests, and goals. However, here are some common examples of wellness activities that people often engage in:

- *Yoga and Meditation:* These practices promote relaxation, reduce stress, and improve mental clarity.
- *Spa Treatments:* Spa treatments such as massages, facials, and body scrubs can promote relaxation and rejuvenation.

- *Fitness Classes:* Fitness classes such as Pilates, dance, and high-intensity interval training (HIIT) can improve physical health and fitness.
- *Outdoor Recreation:* Outdoor activities such as hiking, kayaking, and skiing can provide physical exercise and exposure to nature.
- *Mindfulness Practices:* Mindfulness practices such as journaling, visualization, and gratitude exercises can promote emotional well-being and reduce stress.
- *Healthy Eating:* Eating a nutritious diet that includes whole foods, fruits, and vegetables can promote physical health and well-being.
- *Wellness Retreats:* Retreats that focus on wellness can provide an immersive experience in which individuals can engage in a variety of wellness activities and learn new practices to promote health and well-being.

OVERVIEW OF RESEARCH AREA

The study of the popularity of wellness tourism among young adults is important for several reasons. Firstly, understanding the preferences and needs of the younger generation is critical for the sustainability and growth of the wellness tourism industry.

Secondly, the findings of this research can provide valuable insights for stakeholders in the industry to tailor their offerings and marketing strategies to better cater to the younger market segment.

Thirdly, the study contributes to the broader literature on the benefits of wellness tourism for individuals and communities, particularly in the context of the younger generation. Overall, this research area has significant implications for the wellness tourism industry, young adults, and the broader society.

SCOPE OF STUDY

The scope of this study is limited to the factors influencing the popularity of wellness tourism among young adults. Therefore, this study does not cover other aspects of wellness tourism, such as the economic impact of wellness tourism, or the sustainability of the industry. The findings of this study will contribute to a better understanding of the factors influencing the popularity of wellness tourism among young adults and provide insights into how the industry can cater to this market segment better. The

scope of study covers and depend on major two factors: 1] Geographic and 2] Demographic

- *Geographical Scope*: Geographical scope means the area covered by a model or analysis used to calculate physical changes resulting from a proposed project. In this case the research is only restricted for Pune city.
- *Demographical Scope*: Demo-graphical scope refers to the study of a population-based on factors such as age, race, and sex. In this case the population segment was age (15 to 45 years). Since the study is related to the popularity of young generation.

RESEARCH OBJECTIVES

- To understand the concept of Wellness Tourism.
- To know different activities in wellness Tourism.
- To study the popularity of Wellness Tourism amongst young generation.

REVIEW OF LITERATURE

Chenmei Liao, Yifan Zuo, Shaogui Xu, Rob Law and Mu Zhang (2023)

Authors in their research on Dimensions of the health benefits of wellness tourism: A review, showed four main dimensions, namely, physical fitness, psychological fitness, quality of life (QOL), and environmental health; however, these dimensions need further investigation. The study contributes to the present literature by providing new theoretical foundations and subsequently helps to understand customers better and convey their marketing messages to tourists more effectively.

Bivek Datta, Vishwakarma University, Department of Travel and Tourism, Pune, India (2022)

On a global scale, people are resorting more to travel in order to invigorate, relieve stress and lead a healthy life. Therefore, there is a great desire to add wellness component to their travel itinerary post COVID-19. The study aims to find the preferences and changing needs of wellness tourists post COVID-19. The study was conducted on 400 foreign tourists visiting India and find

their preferences and changing needs pertaining to various variables of wellness tourism post COVID19. The study indicates that core wellness services i.e., yoga, Ayurveda, spirituality, meditation has stronger impact contributing to the satisfaction level of wellness tourists.

Wellness Travel 2020 Report, prepared for Wellness Tourism Worldwide by Xellum Ltd. (Hungary) with the support from Global Spa and Wellness (USA). As per the segment-based analysis the following results were seen:

Singles will prefer wellness and lifestyle-based services as well as leisure and recreational facilities and spas. Families will show a continued interest in leisure and recreational services, but wellness hotels and spas will also be popular. Generation Y (young people) will show growing demand for adventure and eco facilities and spas. The popularity of wellness and lifestyle based services, as well as adventure facilities and spas will grow among men.

Darko Dimitrovski (2015) Clustering wellness Tourists in Spa Environment

This research study meets the requirements of both medical and wellness tourists. The former are requiring treatments for specific medical reasons while the latter seek to preserve health. The differences between the two groups are therefore primarily one of the motives even while both may use a number of common resources. This study reports findings from a sample of 165 wellness tourists using the services at Vrnjacka Banja Spa, Serbia. Their motives are classified as ‘rejuvenation’, ‘socialization’, ‘hedonism’, ‘obsession with health and beauty’, ‘relaxation’ and ‘escape from routine’. The study also examines the role of socio-demographic variables as determinants of being a ‘wellness tourist’.

M. Smith (2013) - Transforming Quality of Life through Wellness Tourism

This chapter focuses on wellness tourism and the extent to which it can transform the quality of life of individuals, groups and communities. The chapter divides wellness tourism into spa, holistic, retreat and spiritual tourism, and emphasizes the emotional, psychological, existential, spiritual, social, cultural, environmental and physical forms of the transformative nature of wellness tourism.

Cornelia Voigt, Graham Brown and Gary Howat (2011)

The purpose of this paper is to explore and compare the benefits sought by three different types of wellness tourists: beauty spa, lifestyle resort, and spiritual retreat visitors. The relevance of this paper lies in its adoption of a comprehensive approach to the investigation of the potential differences between three wellness tourist groups regarding the socio-demographic profile, travel behaviour, and the benefits sought. Previous studies have focused on a single particular wellness tourist group.

Courtney Suess, Seyhmus Baloglu and James A. Busser (2011)

The study focuses on Medical tourism which is a niche tourism resulting from the rapid rise of domestic and international travelers in search of medical surgery and therapies for various conditions. Medical tourism—where travel is linked to both wellness and direct medical intervention—is quite new and is satisfying the needs of people who are patients and travelers, from a range of countries, benefiting themselves and a growing number of destinations (Connell, 2011).

Xin Ran Y. Lehto and Sally Brown (2006) - Yoga Tourism as a Niche within the Wellness Tourism Market

This research, delineated the socio-demographic and motivational characteristics of yoga tourists and provided empirical evidences that an individual's involvement level with yoga, physical health as well as mental well-being positively contribute to the propensity to travel for yoga. The findings bear practical relevance for tour operators and destinations that are trying to develop niche travel markets by tapping into the growing special-interest tourism market. This research provides a good baseline for future research on the yoga tourism phenomenon.

RESEARCH METHODOLOGY

The current study is based on primary data collected from 59 respondents combined, analyzed and translated into graphs. There are different types of questionnaire used in this study. The result shows that perceived usefulness is

significant and positively affects the behavioral intention to follow.

In this study a Google Form is created and distributed among the people with different age groups mainly focusing the age between 15-45 and above. In this form there are various types of questions related to Wellness Tourism were asked and the answers were expected with their best opinion. A combine random and convenience sample was used to collect the data.

The primary data was collected through a structured questionnaire which was used as instrument to collect primary data in this research. Whereas Secondary data was conducted to gather insightful information about the wellness tourism, consumer behavior of young people towards wellness tourism and consists of credible published source, online reputed websites and research articles from various research journals.

RESEARCH METHOD

- Survey
- Questionnaire
- Interview

In this study qualitative research method is adapted with the help of survey, questionnaire and interview which is based on words, feeling, emotion and other non-numerical and unquantifiable elements.

SAMPLING TECHNIQUES

The more focus on age group 15 to 45 and the people who are aware about wellness tourism and their responses are collected and also random people data is also collected with name and email id this helped us to identify people easily and keep a track on the answer and their review.

DATA COLLECTION METHOD

A structured questionnaire was prepared and shared through Google link to the target respondents of the age group between 15 to 45.

DATA ANALYSIS AND TECHNIQUES

This information was then recorded in a spreadsheet. Then the data was combined, analyzed and translated into pie charts.

- Test Analysis
- Statistical Analysis
- Qualitative Analysis

DATA ANALYSIS AND INTERPRETATION

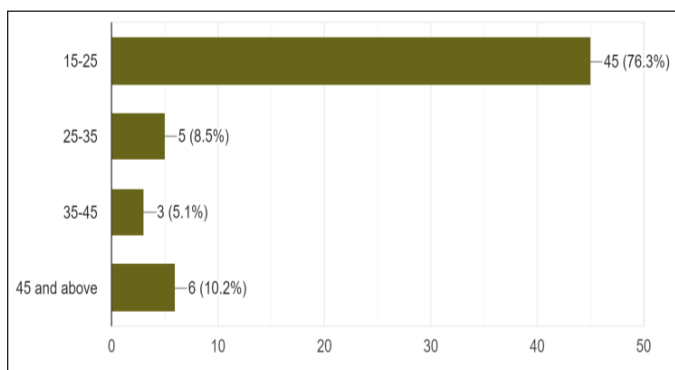
The majority of people nowadays face stress and are aware about different ways to reduce stress. The primary data was collected through questionnaire by using different parameters like people who are aware about stress management and wellness tourism. Different activities in wellness tourism. The questionnaire contained total 10 questions regarding wellness tourism with different questions related to them.

The questionnaire begins with personal information of the respondents. Then it proceeds asking general questions from the respondents aiming to understand the preferences and their choice. It asks comparative questions with respect to Wellness tourism and stress management and also questions related to how they choose a destination for stay and how they manage their stress.

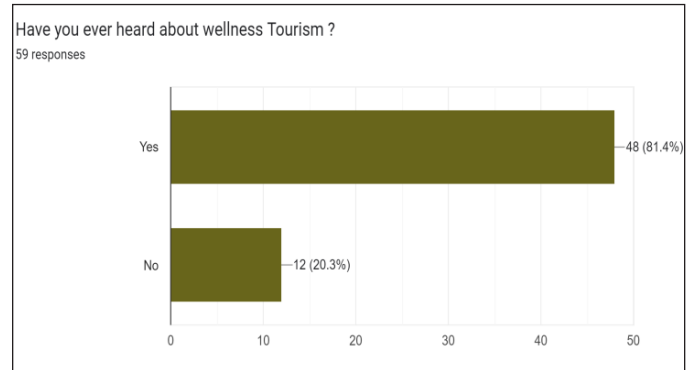
By answering these research questions, we hope to gain a deeper understanding of the impact of wellness tourism on the young generation. Which will be useful to analyse the changing demand and need of the consumers and will help in promoting awareness about stress and issues caused by it and different ways to manage it effectively.

Age Group of the Respondents

From the below data we come to about the age group segment. Which consist of about 76.3% of young generation.

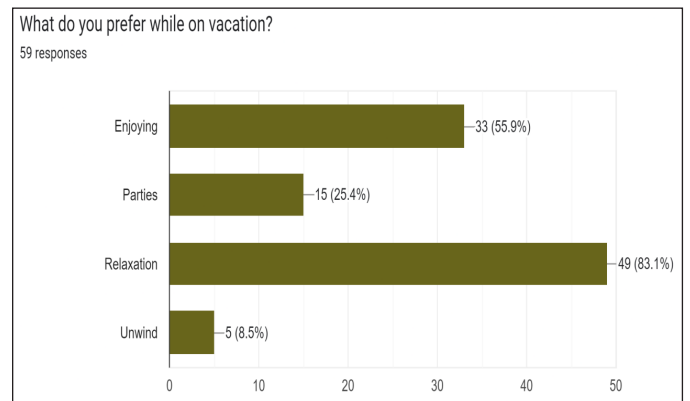


Awareness about Wellness Tourism



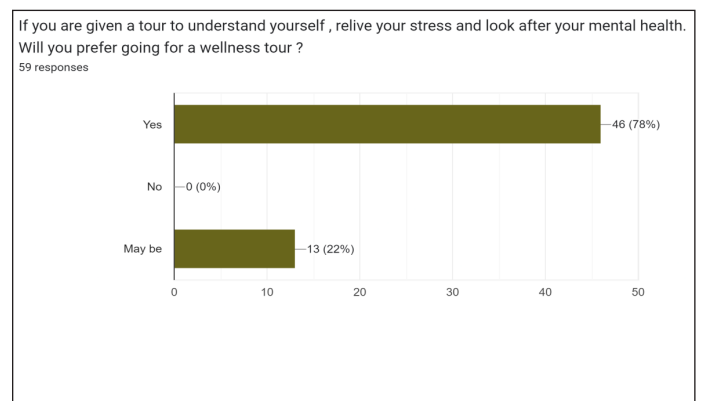
From the above data we come to know that about 81.4% people are aware about Wellness Tourism.

Purpose of Vacation



From the above data we conclude that young generation prefer vacation which are relaxing more than parties.

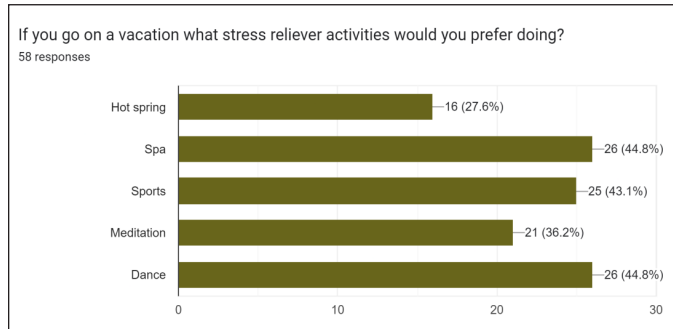
Preference Towards Wellness Tourism



From the above data we can conclude that people prefer wellness tourism to overcome stress.

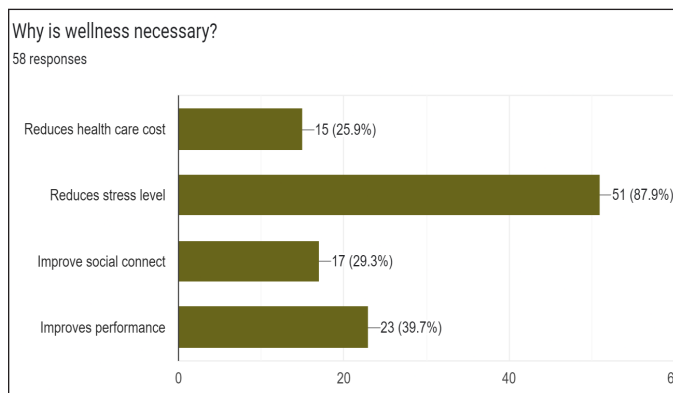
Preference of Wellness Activities

PREFERE



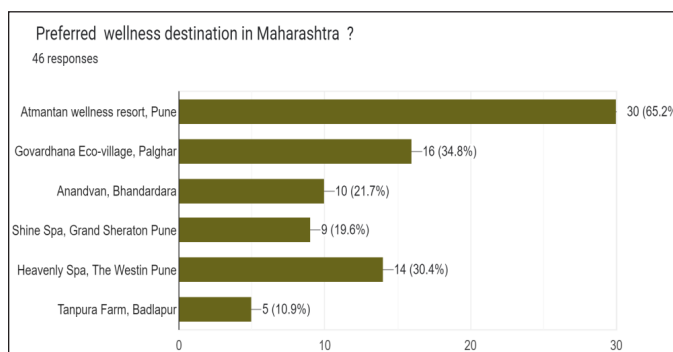
From the above data we can conclude that people prefer SPA and DANCE on their vacation as a stress reliever.

Importance of Wellness



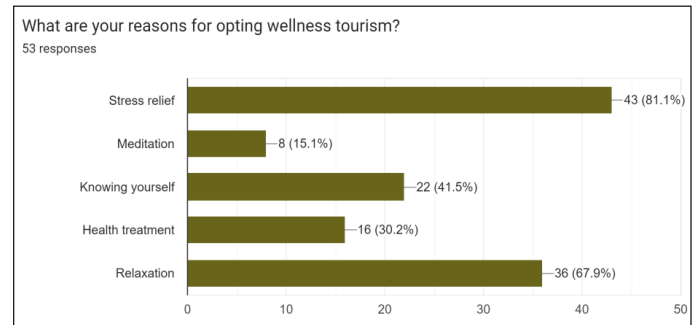
From the above data we conclude that people choose wellness since it reduces stress.

Preferred Wellness Destination in Maharashtra



From the above data we conclude that people prefer atmantan wellness resort.

Reasons for Opting Wellness Tourism



From the above data we conclude that people opt for wellness tourism because it reduces stress.

FINDINGS

- 81% respondents were aware of the concept of Wellness Tourism.
- Shift amongst young generation towards preference of vacation which are relaxing more than parties.
- Most preferred activities amongst people during wellness tourism are SPA and DANCE which acts as a stress buster for them.
- Aatmantan wellness resort seems to be most preferred wellness resort amongst all others in Maharashtra.
- The prominent reason for people opting for wellness tourism is because it reduces stress.
- About 76.3% of people of age group 15 to 25 prefer wellness tourism, hence we can conclude that wellness is popular among the young generation as it helps in reducing stress.

CONCLUSION

In conclusion, the impact of wellness tourism on the young generation is significant and has gained increasing attention over the past few years. Our analysis has revealed that wellness tourism is popular among the young generation for several reasons, including the desire for self-care, stress relief, and personal growth.

The benefits of wellness tourism for the young generation include physical, mental, and emotional well-being,

enhanced social connections, and cultural immersion. However, the young generation also faces several challenges in engaging in wellness tourism, such as cost, lack of awareness, and limited time.

Despite these challenges, the future prospects of wellness tourism for the young generation are positive. The industry is evolving to cater to the changing needs and preferences of young travellers, with a focus on sustainability, technology, and cultural diversity.

In conclusion, the impact of wellness tourism on the young generation is complex and multifaceted. It provides significant benefits to young travellers while also posing challenges that need to be addressed. Future research can further explore these issues and inform policies and strategies that promote sustainable and inclusive wellness tourism for the young generation.

Limitation of this Study

The most limiting issue of this study was the time constraint and lack of awareness. Even though people travel for relaxation they are unaware about the concept of wellness tourism. Also every person has different opinion and drawing a conclusion on that was surely a difficult task.

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