



# Advantages of the Wellness Tourism and its Future Implications

Soo-Hee LEE<sup>1</sup>

Received: June 30, 2024. Revised: July 2, 2024. Accepted: July 25, 2024

## Abstract

**Purpose:** The current research has investigated the question of how wellness tourism can be optimized to serve the diverse needs of its participants better while ensuring sustainable and inclusive growth. It will help design and implement better health and tourism policies to improve health and tourism policies to improve societies and economies. **Research design, data and methodology:** This research adopts a systematic literature review approach in collecting and synthesizing previous research works contained in the study to develop the result discussed in the next section. This review adheres to the Preferred Reporting Items for Systematic Reviews and Meta-Analyses (PRISMA) checklist. **Results:** The findings of this research have indicated total of four brief suggestions to answer the research question, such as (1) Integration of Health and Wellness Programs in Mainstream Tourism, (2) Economic Revitalization of Rural and Underdeveloped Areas, (3) Enhancement of Public Health through Preventive Wellness, (4) Promotion of Sustainable Tourism Practices. **Conclusions:** Finally, this research concludes that incorporating health and wellness programs into mainstream tourism is a strategic focal area in hospitality practice. By raising the stakes in, for example, physical activities, beauty treatments, healthy meals, and mental health sessions, old-fashioned hotels or resorts can broaden their client base.

**Keywords :** Wellness Tourism, Tourism Industry, Qualitative Literature Approach

**JEL Classification Code :** L83, Z32, C35

## 1. Introduction

Health and wellness tourism has been identified as a high-growth market segment of the global tourism market in recent years. This type of tourism is one where travel is done to improve health, taking part in wellness activities such as spas, fitness and nutrition exercises, and holistic health (Andreu et al., 2021). It can be attributed to an increase in the incidence of chronic diseases, ubiquitous stress, and growing concerns for personal wellbeing, including mental health. The demographic specificities of participation in wellness tourism suggest that the activity targets different population groups that look for stress-free time and health care: youths and baby boomers. One of the most critical

segments currently targeted by wellness tourism is the aging global population. The aging population has brought about new opportunities and hurdles for the industry since elderly travelers tend to have certain conditions and tastes regarding their health (Aluculesei & Nistoreanu, 2016).

However, wellness tourism has potential socio-economic impacts. It can stimulate regional development, more so in rural and less developed regions, since it creates employment opportunities and fosters the culture and traditions of a given region. Furthermore, wellness tourism improves the tourism segment's sustainability by promoting activities that positively impact the physical environment and communities (Suess et al., 2018). These perspectives contribute to the importance of wellness tourism in improving the population's health and promoting sustainable

<sup>1</sup> First and Corresponding Author. Assistant Professor, Department of International Tourism Management, Hansei University, Korea. Email: [sooheelee@hansei.ac.kr](mailto:sooheelee@hansei.ac.kr)

© Copyright: The Author(s)  
 This is an Open Access article distributed under the terms of the Creative Commons Attribution Non-Commercial License (<http://creativecommons.org/licenses/by-nc/4.0/>) which permits unrestricted noncommercial use, distribution, and reproduction in any medium, provided the original work is properly cited.

economic development. Thus, catering to the health and welfare of travelers enhances the quality of their lives and positively impacts society.

Nevertheless, several factors act as key barriers to realizing the full potential of wellness tourism with increasing interest and investment. Among these challenges, one of the most critical is the ability to satisfy clients with different demographics, especially old-age clients with peculiar needs and wants (Aluculesei & Nistoreanu, 2016). Further, the sector is challenged to promote sustainability that upholds host countries' physical and social assets (Su et al., 2018). This knowledge is critical for defining approaches to help wellness tourism expand sustainably and inclusively.

However, the importance of wellness tourism goes beyond just economic impacts. It is critical to public health, quality of life, and sustainable tourism practices in the community. With an emphasis on every aspect of health, wellness tourism presents the chance to prevent the negative impact of modern diseases and mental health problems (Lim et al., 2016). Also, it can promote socio-economic development, especially in rural areas and less developed regions, through employment opportunities and preserving cultural heritage and values (Valentine, 2016). The findings of this research can help design and implement better health and tourism policies to improve health and tourism policies to improve societies and economies. Research Question: How can wellness tourism be optimized to serve the diverse needs of its participants better while ensuring sustainable and inclusive growth?

## 2. Literature Review

Wellness tourism has attracted much interest from scholars and stakeholders because of its diverse utility and the increasing trend of travelers seeking health and wellness-boosting experiences. This paper aims to review the literature on the benefits of wellness tourism and its impact on physical and mental health, the economy, quality of life, and environmental conservation. The review consolidates results from various studies to get an overall view of wellness tourism and its effects on various aspects of society. It highlights the role of this segment in the tourism industry. The wellness tourism sector has emerged in response to the growing trend of traveling focusing on wellness. Wellness tourism is a broad concept that deals with many of the needs people nowadays have concerning health and stress issues. Prior Scholars have studied the literature on the wellness tourism area, which has been credited for holding various health and economic benefits to society and everyone, including improving sustainable well-being.

### 2.1. Health Benefits and Disease Prevention

It is commonly recognized for enhancing the health state of the population and serves as a viable approach to health promotion and disease prevention. This tourism segment means promoting people to consume healthy meals and engaging in health-boosting activities such as yoga, meditation, spa, and fitness wellness. Subsequent studies have also shown that wellness tourism effectively reduces stress levels, significantly benefiting one's health. For instance, Andreu et al. (2021) stated that intending wellness tourists implied the levels of anxiety and depression from the wellness activities were lowered. Furthermore, studies by Lim et al. (2016) established that wellness tourism is vital in combating lifestyle diseases such as obesity, high blood pressure, and diabetes. Wellness tourism eliminates these risks because people live a healthy lifestyle through good nutrition and exercise, as encouraged in wellness tourism.

Furthermore, wellness tourism entails learning units on wellness where the participants learn personal health practices such as healthy eating, exercise, and stress-reducing activities (Liu et al., 2023). This educational dimension affords long-term health enhancement as opposed to the periods of the visit vacation, which makes wellness tourism wholesome. Culturally compatible treatments, including Ayurveda and acupuncture, among other forms, can also give visitors varied therapeutic experiences that are difficult to access in typical hospitals (Aluculesei & Nistoreanu, 2016).

### 2.2. Economic Development and Job Creation

Pushing the growth of wellness tourism also benefits the economy, with concentrations in rural and underdeveloped areas. These areas could generate more tourism income by attracting visitors seeking wellness experiences and providing job offers. Based on their study, Pyke et al. (2016) state that wellness tourism can also bring about economic recovery through employment in well-being centers, hospitality, food services, and transport. These facets of wellness tourism hence increase its economic significance by their ability to foster cultural and product tourism. This leads to the consumption of local food, travel spas, cultural shows, and massage therapies, benefitting the region's artisans and traders.

Luo et al. (2018) observed that wellness tourism may contribute to creating infrastructure like road networks and public facilities that benefit the community other than the tourism practice. Furthermore, wellness tourism can promote sustainable economic behavior. By encouraging sustainable and responsible tourism, this sector can also contribute to protecting and sustaining natural resources. This approach also complies with the sustainable

development objectives, where economic growth will not be at the cost of the environment (Suess et al., 2018).

### 2.3. Enhancement of Quality of Life

Wellness tourism positively impacts the participants and communities in and around the region. Individuals engaged in physical activity reap the gains in physical health, mental health, and quality of life. As Asan et al. (2024) pointed out, wellness tourism benefits senior people by satisfying them with their lives and increasing their positive attitude toward nature in general. This has improved the quality quality quality of life since wellness tourism does not only focus on the physical aspect but also the mental one.

Concerning the implications for local communities, wellness tourism will enhance the availability and quality of public health services. Some factors that can lead to increased investment in the health sector include establishing quality wellness facilities that will suit the residents and tourists. Su et al. (2023) also pointed out that wellness tourism can help locals positively engage with tourists to help them hear about their culture and traditions. In the same way, wellness tourism can also be beneficial because it lowers the pressure on local healthcare by encouraging prevention. It creates awareness of healthy activities and timely treatments, thus lowering the rates of chronic diseases and healthcare expenses in the nation (Liu et al., 2023). This preventative approach is consistent with international healthcare missions and assists in creating more robust immune systems within healthcare organizations.

### 2.4. Environmental Sustainability

The goal of wellness tourism is sometimes environmental preservation, and it can incorporate sustainable activities and measures. Several wellness tourism providers consider the issue of the interconnection with nature and its preservation as essential factors relevant to tourists who prefer sustainable travel. According to Valentine (2016), it is crucial to understand that wellness tourism sites often include environmentally sustainable measures such as using renewable energy, reducing waste, and sourcing locally produced and organic products. Such environmentally friendly practices appeal to tourists who are focused on sustainable tourism and benefit the tourism sector by providing an example for the rest. As wellness tourism pursues the success of sustainable tourism, it can also serve as an example for others to bring about similar changes.

Su et al. (2018) pointed out that wellness tourism can positively impact the conservation of natural environments and species, as many wellness-related resorts and centers are

in protected territories. In addition, sustainability is also applicable to wellness tourism, including community empowerment and awareness. Most wellness tourism projects engage the locals in the conservation processes and sensitize them to embrace sustainability. This promotes the sustainable use of natural resources and enhances the awareness and well-being of both the tourist and the host community (Su et al., 2023).

**Table 1:** Literature Review

| Summary of the Literature Review   | Supporting Evidence  |
|--|--|
| Prior Scholars have studied the literature on the wellness tourism area, which has been credited for holding various health and economic benefits to society and everyone, including improving sustainable well-being. | Andreu et al. (2021), Lim et al. (2016), Liu et al. (2023), Aluculesei and Nistoreanu (2016), Pyke et al. (2016), Luo et al. (2018), Suess et al. (2018), Asan et al. (2024), Su et al. (2023), Valentine (2016) |

## 3. Methodology

This research adopts a systematic literature review approach in collecting and synthesizing previous research works contained in the study to develop the result discussed in the next section. This review adheres to the Preferred Reporting Items for Systematic Reviews and Meta-Analyses (PRISMA) checklist, a recommendation for practice that helps conduct the review systematically and pre-planned. Regarding the PRISMA method, it is acknowledged that selecting and including relevant materials in the study is rigorous, which is why the final literature review and analysis of the study are comprehensive and precise.

### 3.1. Literature Search Strategy

The initial phase of the work entailed conducting a literature review search through several databases. PubMed, Scopus, Web of Science, and Google Scholar databases are also applied. As the goals were defined with the focus on the potential of wellness tourism as the secondary objective of the study, the search strategy was designed to focus on the source selection with regards to the range of studies that probe the topic under consideration as well as the opportunities of the given subject about health-related issues, economic effectiveness, the Quality-of-life enhancement and the protection of the environment. The specific keywords used in the study were Wellness tourism, Health benefits, Economic development, quality of life, and Environmental sustainability. The use of the Boolean

operators and OR in linking the keywords (Nantharath et al., 2020).

### 3.2. Inclusion and Exclusion Criteria

In order to perform an advanced search and reject the least credible and suitable studies among the ones identified as potential sources of information, specific inclusion-exclusion criteria were formulated. Among the key indicators are all the papers in English, published within the period 2010-2024, that relate to wellness tourism by offering empirical findings or a systematic review manuscript. Studies are needed to provide precise data or insights on the benefits and impacts of wellness tourism, covering at least one of the four critical areas of interest: The aspects regarded in systems are the social well-being of a community, economic feasibility, and profitability, a person's health and welfare, and health of the earth. With these exclusion criteria, the most suitable quality relevant research papers were adopted for review. Similarly, previous research work before 2010 and other documents classified as grey literature, like editorial and opinion articles, should have been considered. Moreover, any article with no primary concern on general and specifically wellness tourism was excluded. Records duplicated in multiple databases were also excluded to avoid duplicate records (Nguyen et al., 2022; Guzak & Kang, 2018).

### 3.3. Screening and Selection Process

When selecting the relevant studies, the screening process passed through several stages concerning the PRISMA guidelines. In the first step, two authors reviewed the titles and abstracts of the identified articles to check their relevance to the study. Specific works which did not fit the criteria of the review were removed during this step. The full texts were obtained and further reviewed critically for helpful articles. As part of the full-text assessment, the methodological quality of each relevant study was assessed, as well as data quality and relevance to the study's aims. The disagreement was discussed and settled on whether selecting particular papers for review needed to be more consistent between reviewers. Where the reviewers could not agree on the final decision, a third reviewer was sought to finalize the decision (Phommahaxay et al., 2019; Nantharath et al., 2016).

### 3.4. Data Extraction and Synthesis

Data extraction was performed using a structured form to minimize variability and capture all the relevant information. Each article was reviewed based on its authors, publication year, study design, sample size, findings, and the

extent to which the study related to the four chosen topics. One of the benefits of adopting such an approach was that it provided a clear structure for the synthesis of data, thus enabling a more orderly, systematic approach to integrating findings from the different research studies. Quantitative and qualitative methods were also used in the synthesis process. Descriptive statistics were applied to collectively sum up and compare numerical findings to highlight general tendencies and profound outcomes, and qualitative analysis was applied to define themes and encompass patterns regarding the advantages and effects of wellness tourism. This considered approach provided for a broad scan of the existing literature in the field and helped formulate robust conclusions and recommendations in the findings section (Kim & Kang, 2022; Phommahaxay et al., 2019).

### 3.5. Justification of Methodology

Applying the PRISMA rules in this study is justified by its scientific and systematic framework, which improves the credibility of the findings obtained from the literature review. When conducting searches and selecting prior scholarly work, following PRISMA guidelines can help reduce potential sources of bias and increase the study's replicability. This methodology, in return, gives adequate support to the conclusion made in chapter four, where the various advantages of wellness tourism are well established.

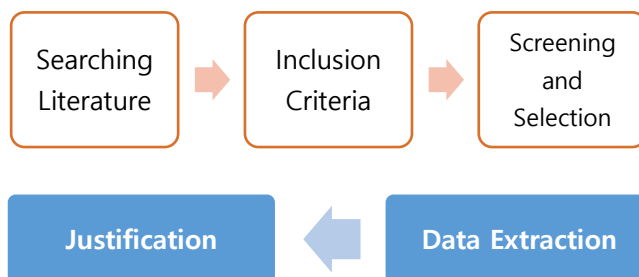


Figure 1: The Methodology of the Research

## 4. Findings

### 4.1. Integration of Health and Wellness Programs in Mainstream Tourism

However, one of the significant implications of wellness tourism's advantages is the possible accommodation of health and wellness programs as an extension of mainstream tourism. Since wellness tourism is rapidly developing, traditional tourism participants have the potential to integrate wellness components into their offerings. This

integration can further enrich the travel experience by providing complete solutions ranging from leisure travel to medical tourism. In this way, tourism providers can attract a wider audience beyond those suffering from ill health, the health conscious, and those looking for preventive health care (Andreu et al., 2021). Promoting such wellness activities as yoga training, meditation courses, and healthy meals might become the source of a competitive advantage in the context of tourism product offerings and customer retention.

Overall, the study indicates that the incorporation of health and wellness programs into mass tourism is not only a competitive advantage but, indeed, an imperative that reflects the shifting consumer demand. Research suggests that tourists opt for healthy leisure practices, thus signaling the need for integrated travel tourism packages (Lim et al., 2016). The change in consumer pattern development offers a good chance for tourism providers to reposition their services. Including wellness programs can result in greater guest satisfaction and longer stays as travelers tend to appreciate and be more loyal to destinations with health and wellness amenities (Liu et al., 2023). Besides, the integrated cooperation of the tourism and health sectors may lead to the development of new competitive wellness offerings in tourism destinations (Suess et al., 2018). Therefore, mainstream tourism actors must understand the significance of wellness integration to stay adaptable and more appealing to consumers in a very competitive market.

## 4.2. Economic Revitalization of Rural and Underdeveloped Areas

Wellness tourism has immense benefits and possibilities for generating economic growth, especially in rural areas. Developing wellness resorts and retreats in these places can boost local economies through employment creation and promoting local commerce. Economic regeneration could mean better infrastructure and public facilities for visitors and inhabitants (Pyke et al., 2016). In addition, wellness tourism can positively affect sustaining cultural values in these areas since local culture and traditions can be advertised more actively. The members of communities and the government must pay attention to investments in wellness tourism as a form of economic diversification and development.

The study implies that wellness tourism can stimulate the economic development of rural and lesser-developed regions and communities by utilizing available resources and opportunities in the territories. Research has also shown that investment in the construction of wellness tourism amenities, including spas, wellness centers, and holistic retreats, would generate many jobs for the people in those endowments. This employment generation goes further than

the core working population in the tourist facilities, down to the transport, farming, and cottage industries, for the host country's benefit. Besides, wellness tourism contributes to the development of fixed assets such as roads, health, and other public utilities through investment, thereby enhancing the quality of such infrastructure for the overall population (Valentine, 2016; Briedenhann & Wickens, 2004). Incorporating the cultural values of the local population and local resources, such areas can offer wellness attractions to target the segments of travelers interested in the most genuine and earth-friendly products (Aluculesei & Nistoreanu, 2016). Therefore, advancing wellness tourism as a strategic plan can turn rural and underdeveloped territories into prosperous economic zones for prosperous and influential growth.

## 4.3. Enhancement of Public Health through Preventive Wellness

The focus on preventing diseases in wellness tourism holds enormous potential for the current approaches to public health. Wellness tourism fosters healthful activities, including fitness, mental health, and nutrition, to improve the overall quality of the customer. Throughout their trips, travelers are more likely to maintain these behaviors upon arriving home, increasing overall population health impacts (Liu et al., 2023). Government ministries of health and those involved in policy-making can adopt the principles of wellness tourism to develop programs that aim to improve the general health of the community and focus more on the health promotion aspect. By engaging the service providers in wellness tourism, public health programs can benefit from the broader coverage of the population and better health outcomes of reduced non-communicable diseases.

The conclusion made in the study also indicates that proof of the possibility of applying the preventive form of tourism in the context of Wellness Tourism enables the enhancement of population health on a mass scale. As pointed out in the wellness tourism literature, the case studies indicate that the initiates can sustain higher levels of physiological and psychological wellbeing well-being even after the end of the specific wellness tourism activities (Lim et al., 2016; Yancey et al., 2007). This long-term impact is experienced due to numerous wellness lessons conducted during such trips on diet, fitness, and stress-relief lessons (Luo et al., 2018). Adapting these elements into one's lifestyle will help avoid chronic diseases such as obesity, diabetes, and cardiovascular diseases. Furthermore, wellness tourism expedites the efforts toward the presentation of a successful model for the protection of health as well as the promotion of prevention in the broad sphere of public health. Thus, public health can learn from the wellness tourism model and adopt measures to engage



the entire population in health and wellness practices (Su et al., 2023). Thus, the successful application of principles learned under wellness tourism in implementing public health approaches presents a viable avenue for improving the community's general well-being.

#### 4.4. Promotion of Sustainable Tourism Practices

This focus on wellness means that wellness tourism encompasses principles of sustainable tourism, which are inherently eco-friendly and encourage responsible traveling. Several destinations utilize sustainable material resources, energy, and water in wellness tourism. Such commitment may compel other sub-sectors of the tourist industry to imbibe such practices in their operations and thus cut down on the total impact of tourism on the environment (Higgins-Desbiolles, 2020; Su et al., 2018; Kim & Kang, 2022; Berry & Ladkin, 1997). Also, by bringing influential guests into various locales, wellness tourism can educate tourists on becoming more environmentally conscious, thus positively impacting the world around them. Conservation of tourism achievements not only involves protecting nature's environment but also takes care of the sustainability of demand for tourism (Moyle et al., 2020; Hong & Kang, 2022).

**Table 2:** Findings of the Research

| Key Statements   | Supporting Idea   |
|--|---|
| 1. Integration of Health and Wellness Programs in Mainstream Tourism | Tourists opt for healthy leisure practices, thus signaling the need for integrated travel tourism packages.   |
| 2. Economic Revitalization of Rural and Underdeveloped Areas         | Wellness tourism can positively affect sustaining cultural values in these areas since local culture and traditions can be advertised more actively.  |
| 3. Enhancement of Public Health through Preventive Wellness          | Government ministries of health and those involved in policy-making can adopt the principles of wellness tourism to develop programs that aim to improve the general health of the community. |
| 4. Promotion of Sustainable Tourism Practices                        | By bringing influential guests into various locales, wellness tourism can educate tourists on becoming more environmentally conscious.  |

#### 5. Discussions

Some of the various implications of wellness tourism emanating from the research findings offer significant opportunities that point to the potential for future development within the hospitality industry. This discussion will also focus on how these implications can direct the practitioners to improve their products, realize sustainable growth, and serve civil society purposes.

Incorporating health and wellness programs into mainstream tourism is a strategic focal area in hospitality practice. By raising the stakes in, for example, physical activities, beauty treatments, healthy meals, and mental health sessions, old-fashioned hotels or resorts can broaden their client base. It also adequately responds to the rising trend in health-conscious travel and effectively improves the overall guest experience, increasing satisfaction and loyalty. From a practitioner's perspective, this integration involves adequate knowledge of wellness trends and patrons. Institutions can differentiate themselves from other related institutions by hiring staff, informing them of wellness concepts, partnering with health and medical practitioners, and coming up with institution-specific wellness packages. Also, there are opportunities to utilize digital platforms to provide exclusive wellness experiences and individualized wellness programs to capture the modern and tech-savvy guests. According to Andreu et al. (2021), a holistic approach to wellness that includes physical, mental, and emotional well-being will be crucial for attracting and retaining health-conscious guests.

As demonstrated by wellness tourism, a new opportunity has been availed to the hospitality industry, especially in rural and underdeveloped regions. The development of wellness retreats in such areas can impact the economy positively through employment creation, investment of the locals, and showcasing of local traditions. Economic development may enhance the physical facilities and amenities for travelers and enhance the quality of life of the community's residents. The practitioners should coordinate with the local governments and community organizations to develop wellness tourism projects that align with regional developments. Hence, wellness tourism may result in a marked emphasis on the support of local cultures and local diets and the possibility of leisurely sightseeing, which is an essential source for the retention of competitive advantage in the highly saturated niche. Pyke et al. (2016) provided some insights that it is more appropriate to engage communities so that the gains and the cultures of any affected region could be shared.

The idea of wellness tourism as a chance to adopt the preventive health strategy is perfect for the industry since it implies the opportunity to contribute to attaining public health goals. Regarding the activities underpinning health tourism, wellness provides a reasonably sufficient chance of preventing and reducing the threat posed by diseases such as

obesity, diabetes, hypertension, and other chronic ailments. Therefore, to reduce the contribution of stress, obesity, and other chronic diseases, hospitality practitioners should collaborate with healthcare givers to adopt or develop comprehensive wellness plans to address these health issues. They include organizing and conducting educational professional training on healthy diets and lifestyles, maintaining accessible fitness centers, and incorporating fitness activities into guests' schedules. Liu et al. (2023) emphasize that the positive impacts of wellness practices may go beyond the duration of the tourist visit, thereby spreading the wellness impact of wellness tourism. Also, it found that practitioners can use wellness tourism to promote and sustain corporate wellness programs and offer vacation packages to business travelers or organizations interested in the wellness of their employees. Besides, this approach contributes not only to the diversification of income sources but also to identifying wellness tourism as a critical aspect of corporate health agendas.

Incorporating sustainability into wellness tourism sets an example for the hospitality business to adopt environmentally-friendly methods. Wellness tourism can contribute to sustainable development by limiting the impact of tourism operations and indirect activities on environmental resources by considering sustainable materials, energy-efficient business practices, and conservation of natural resources. Therefore, it becomes evident that sustainability needs to be incorporated into a strategic plan for hospitality practitioners, as well as the design and construction of the hospitality facility. Remodeling the buildings with green spec, controlling and reducing waste, sourcing locally grown organic food, and involving the guests in green activities are some ways towards sustainability. Suess et al. (2018) explain that current tourists prefer destinations demonstrating their environmental responsiveness; therefore, sustainability could be a perk. In addition, increasing guests' awareness and engaging them as key contributors to the environmental management process will enrich the trip's value while giving them insight into how to protect the environment. Educating guests on the affected area's ecosystems, organizing clean-up activities, and supporting projects that aim to preserve the flora and fauna effectively attract people's attention and create a sustainable future.

## 6. Future Directions for Practitioners

Wellness programs, as a specific part of mainstream services and products, are a significant possibility for diversification in the hospitality industry. Organizing specific health-related activities in fitness and eating habits classes, unity, and spa services makes it feasible to leverage a new client base for traditional hotels and resorts. This

diversification also satisfies the trend in wellness tourism apart from enhancing value addition to the guests, leading to high satisfaction and loyalty. For such services to be integrated, hospitality practitioners must embrace staff training and liaise with the wellness personnel to provide genuine wellness services to the consumers. Presenting personalized wellness plans and online wellness sessions may appeal to tech-savvy tourists and ensure a competitive advantage in the market (Andreu et al., 2021).

The prospect for economic development in the wellness tourism market reaffirms the role of stakeholders in the community. Developing wellness retreats and resorts in underdeveloped rural regions may generate employment opportunities and contribute to local economic development. For these initiatives to succeed, hospitality practitioners must embrace the locals and other stakeholders. This partnership should focus on enhancing wellness tourism initiatives relevant to the region's development objectives and enhancing cultural identity. These projects must be initiated and implemented with the active participation of the community members so that residents feel proud of the outcome and thus support sustainable economic returns and cultural values (Pyke et al., 2016). However, enhancing local cultures, foods, and scenic attractions can offer customers fresh experiences that create distinctions between competing locations.

The focus of wellness tourism on preventive health offers a clear path for hospitality professionals to support public welfare outcomes. By promoting health and wellness programs that address stress, obesity, and chronic diseases, hospitality companies can respond proactively to customer needs. It can be realized by working with healthcare organizations to facilitate health awareness programs, fitness centers, and other features promoting healthy living (Liu et al., 2023). Also, including corporate clients in their marketing and offering them specialized wellness packages may balance revenues and benefit the employees. Bringing corporate wellness retreats and stress management programs in place can entice businesspeople and organizations looking to improve their employees' well-being and effectiveness.

The nature of wellness tourism aligns with sustainable practices and thus serves as an exemplary industry for similar businesses to follow and implement sustainable methods. Hospitality managers should include sustainability in strategic development plans and practical concerns associated with constructing and designing various facilities. This involves engaging in such measures as affording green buildings, minimizing waste, sourcing food locally and organically, and involving the guests in environmentally conscious practices. Suess et al. (2018) attested that when hospitality providers show care for the environment, they are likely to attract clientele with environmental concerns

and, therefore, enhance their competitive advantage. It can also improve and make it more enjoyable for guests, as well as improve their understanding of sustainable practices and their participation in conservation practices. Concerning the impact of activities like clean-up drives and nature conservation workshops, encouraging guests to embrace local biodiversity would be a more fascinating and impactful guest experience.

## References

- Aluculesei, A. C., & Nistoreanu, P. (2016). Romanian wellness tourism—a potential solution with positive implications for the effects of the aging population in the European Union. *Amfiteatru Economic Journal*, 18(10), 767-780.
- Andreu, M. G. N. L., Font-Barnet, A., & Roca, M. E. (2021). Wellness tourism—new challenges and opportunities for tourism in Salou. *Sustainability*, 13(15), 8246.
- Asan, K., Alrawadieh, Z., & Altinay, L. (2024). Connectedness to nature and life satisfaction of seniors: the mediating effects of tourist experience and tourist wellbeing wellbeing wellbeing. *Current Issues in Tourism*, 27(9), 1496–1512.
- Berry, S., & Ladkin, A. (1997). Sustainable tourism: A regional perspective. *Tourism Management*, 18(7), 433-440.
- Briedenhann, J., & Wickens, E. (2004). Tourism routes as a tool for the economic development of rural areas—vibrant hope or impossible dream?. *Tourism management*, 25(1), 71-79.
- Guzak, J. R., & Kang, E. (2018). Culture, Competencies and Compensation: A Framework for Pay for Performance Incentives. *American Journal of Management*, 18(4), 33-48.
- Higgins-Desbiolles, F. (2020). The “war over tourism”: Challenges to sustainable tourism in the tourism academy after COVID-19. *Journal of sustainable Tourism*, 29(4), 551-569.
- Hong, J., & Kang, E. (2022). Food Delivery Applications Becoming Alligator of Hotel Supply Chain: An Empirical Analysis. *The Journal of Distribution Science*, 20(9), 97-107.
- Kim, J., & Kang, E. (2022). An empirical study of how both environmental awareness and interest in artwork can be incorporated into the interior design of urban hotels. *Sustainability*, 14(2), 1005.
- Kim, J. H., & Kang, E. (2022). The Role of Wearable Devices for the Success of the Healthcare Business: Verification from PRISMA Approach. *Journal of Economics Marketing, and Management*, 10(4), 13-24.
- Lim, Y. J., Kim, H. K., & Lee, T. J. (2016). Visitor motivational factors and level of satisfaction in wellness tourism: Comparison between first-time and repeat visitors. *Asia pacific journal of tourism research*, 21(2), 137-156.
- Liu, L., Zhou, Y., & Sun, X. (2023). The Impact of the Wellness Tourism Experience on Tourist WellbeingWellbeingWellbeing: The Mediating Role of Tourist Satisfaction. *Sustainability*, 15, 1872.
- Luo, Y., Lanlung, C., Kim, E., Tang, L. R., & Song, S. M. (2018). Towards QualityQualityQuality of life: The effects of the wellness tourism experience. *Journal of Travel & Tourism Marketing*, 35(4), 410-424.
- Moyle, B., Moyle, C. L., Ruhanen, L., Weaver, D., & Hadinejad, A. (2020). Are we really progressing sustainable tourism research? A bibliometric analysis. *Journal of Sustainable Tourism*, 29(1), 106-122.
- Nantharath, P., Kang, E. G., & Hwang, H. J. (2016). Investment Analysis in the Hydroelectric Power Sector of the Lao People's Democratic Republic (Lao PDR). *Journal of Distribution Science*, 14(8), 5-8.
- Nantharath, P., Laochankham, S., Kamnuasilpa, P., & Kang, E. (2020). Fiscal decentralization and economic growth in Thailand: A cross-region analysis. *International Journal of Financial Research*, 11(1), 147-156.
- Nguyen, L. T., Nantharath, P., & Kang, E. (2022). The sustainable care model for an ageing population in vietnam: evidence from a systematic review. *Sustainability*, 14(5), 2518.
- Phommahaxay, S., Kamnuansipla, P., Draper, J., Nantharath, P., & Kang, E. (2019). Preparedness of Lao People's Democratic Republic to Implement ASEAN Common Visa (ACV). *Research in World Economy*, 10(3), 419-430.
- Pyke, S., Hartwell, H., Blake, A., & Hemingway, A. (2016). Exploring wellbeing wellbeing wellbeing as a tourism product resource. *Tourism Management*, 55, 94–105.
- Su, L., Pan, L., Wen, J., & Phau, I. (2023). Effects of tourism experiences on tourists' subjective well-being through recollection and storytelling. *Journal of Vacation Marketing*, 29(4), 479-497.
- Suess, C., Baloglu, S., & Busser, J. A. (2018). Perceived impacts of medical tourism development on community wellbeing. *Tourism management*, 69, 232-245.
- Valentine, N. A. (2016). Wellness tourism: Using tourists' preferences to evaluate the wellness tourism market in Jamaica. *Review of Social Sciences*, 1(3), 25-44.
- Yancey, A. K., Fielding, J. E., Flores, G. R., Sallis, J. F., McCarthy, W. J., & Breslow, L. (2007). Creating a robust public health infrastructure for physical activity promotion. *American journal of preventive medicine*, 32(1), 68-78.