

Exploring The Economic Impact Of Wellness Tourism: Insights From Wellness Centres In Haridwar

Ankit Raj^{1*}, Dr. Manisha Gupta², Heena Tyagi³

^{1*}Research Scholar, Sharda School of Business Studies, Sharda University, Greater Noida

²Associate Professor, Sharda School of Business Studies, Sharda University, Greater Noida

³Research Scholar, Sharda School of Business Studies, Sharda University, Greater Noida

Citation: Ankit Raj, et al (2023), Exploring The Economic Impact Of Wellness Tourism: Insights From Wellness Centres In Haridwar, *Educational Administration: Theory and Practice*, 29(3) 783-790

Doi: 10.53555/kuey.v29i3.7238

ARTICLE INFO

ABSTRACT

This comprehensive study examines the impact of wellness tourism experiences on experience satisfaction, perceived experience quality, and quality of life in Haridwar, India, focusing on wellness centres. Utilising Structural Equation Modelling (SEM) and qualitative interviews, the research identifies significant factors contributing to the growth of wellness tourism in the region. The findings highlight the crucial role of spiritual wellness, holistic health practices, and local engagement in enhancing tourist satisfaction and economic benefits. Recommendations for policymakers and tourism stakeholders are provided to leverage these insights for regional development.

Keywords: *Wellness Tourism, Experience Satisfaction, Economic Development*

Introduction

Wellness tourism, characterised by travel experiences aimed at enhancing physical, mental, and spiritual well-being, has emerged as a significant segment within the global tourism industry. Haridwar, renowned for its spiritual significance and wellness retreats, provides an ideal setting for examining the impact of wellness tourism on economic development (Smith, 2014). This study investigates how wellness tourism experiences influence experience satisfaction, perceived experience quality, and quality of life, and how these factors contribute to the economic development of Haridwar. The intended objective of the study is to provide a holistic comprehension of the association between wellness tourism and economic growth.

Recent studies advocates the increasing importance of wellness tourism in promoting overall quality of life. The concept of quality of life is closely linked to an individual's subjective evaluation of their well-being, influenced by their perceptions, values, and goals rather than just their actual life conditions (Bhais, 2023). This subjective assessment includes various dimensions such as physical health, mental health, emotional stability, and social relationships, all of which are integral to wellness tourism.

The impact of wellness tourism on quality of life is multifaceted. For instance, wellness tourism activities can lead to improvements in physical health through fitness programs and spa treatments. These activities not only enhance physical well-being but also contribute to mental health by reducing stress and promoting relaxation (Shynkaruk & Denisova, 2017). Furthermore, the provision of sports and cultural services has been found to have a direct and positive relationship with the quality of life (Gholipoor et al., 2018).

Additionally, wellness tourism can have significant economic and environmental impacts. Tourism activities that positively impact the local economy and environment can enhance residents' life satisfaction and sense of well-being (Roostika, 2019). The progression of wellness tourism in urban areas can lead to significant economic benefits and viable growth if a targeted strategy is adopted (Papageorgiou & Parisi, 2019).

The psychological dimension of quality of life is also crucial in understanding the impact of wellness tourism. Factors such as perceived respect and social capital play significant roles in enhancing mental well-being and overall life satisfaction (Parse, 2016; Bahmani et al., 2009). Moreover, the holistic nature of wellness tourism, which integrates physical, emotional, social, intellectual, and spiritual wellness, provides a comprehensive approach to improving quality of life (Liu et al., 2023).

Understanding the determinants of wellness tourism experiences and their impact on quality of life is essential for developing effective wellness tourism strategies. This paper aims to explore these determinants and enlighten our understanding of how wellness tourism can improve the quality of life for participants.

Literature Review

In recent years, wellness tourism has stirred an incredible amount of curiosity, highlighting its potential to attract tourists and stimulate local economies (Puczkó, 2014). This form of tourism encompasses a range of activities aimed at promoting health and well-being, including spa treatments, yoga, meditation, and holistic health practices (Voigt et al., 2011). Haridwar, known for its spiritual significance and wellness retreats, offers a unique setting for examining the impact of wellness tourism on economic development (Pande & Sengupta, 2023). The city's cultural heritage and serene environment create an ideal backdrop for wellness activities, drawing visitors seeking both spiritual and physical rejuvenation.

Recent studies have shown that destination branding and experiential tourism significantly enhance tourist experiences and contribute to local economies (Chauhan, Jain, & Verma, 2023). Haridwar's rich cultural and spiritual heritage provides unique wellness experiences that attract both domestic and international tourists (Upadhyaya & Garg, 2023). The city's offerings, such as the Ganga Aarti and visits to ashrams, integrate wellness practices with local traditions, creating compelling and authentic tourist experiences (Ritchie, 2018). This blend of traditional and modern wellness practices not only exemplifies the visitor experience but also develops an endearing connection to the local culture and spirituality.

(Silva & Mayer, 2021) explored the concept of destination brand love and found that a well-crafted wellness tourism experience can significantly enhance tourists' emotional connection to the destination. This emotional bond boosts repeat visitation and positive word-of-mouth, making it a crucial factor for sustainable tourism growth. Lopes & Rodríguez-López (2022) validated the Physical, Mental, Spiritual, and Environmental (PMSE) framework in Kerala, emphasising the holistic nature of wellness tourism experiences and their broad impact on tourists' well-being. This framework underscores the importance of addressing various dimensions of well-being to create a comprehensive and enriching tourist experience.

The economic impact of wellness tourism extends beyond direct revenue from tourism activities. It includes the multiplier effect on local businesses, job creation, and infrastructure development (Chen, Jiang, & Liu, 2017). Wellness tourism often stimulates demand for local services and products, thereby fostering economic resilience in the community. A recent study by Li et al., (2023) highlights the role of wellness tourism in enhancing community well-being and economic sustainability. The influx of tourists leads to increased business for local vendors, restaurants, and accommodation providers, contributing to a vibrant local economy.

Additionally, Polat & Koseoglu, (2023) explore the relationship between wellness tourism and environmental conservation, emphasising the need for sustainable practices. As the popularity of wellness tourism grows, it is imperative to implement eco-friendly practices to mitigate the environmental impact. Sustainable tourism practices not only preserve the natural beauty of destinations like Haridwar but also improves the overall tourist experience. This includes measures such as waste management, water conservation, and the promotion of eco-friendly accommodations and transportation options.

Technological advancements also play a significant role in enhancing wellness tourism experiences. Gkinton et al., (2022) discuss the potential of virtual and augmented reality in enriching tourism experiences. These technologies can provide immersive and interactive experiences, making wellness tourism more engaging and accessible. Lindell, Sattari, & Höckert, (2022) states that virtual reality can offer virtual tours of wellness centres and retreats, allowing potential visitors to explore the facilities before booking. In the presence of interactive guides and real-time information, augmented reality may boost on-site experiences.

Furthermore, Kan et al., (2023) highlight the globalisation of Ayurveda pharmaceuticals, indicating an emerging trend that can boost wellness tourism in regions like Haridwar. The growing global interest in Ayurvedic treatments and wellness practices positions Haridwar as a key destination for wellness tourism. By leveraging its rich tradition of Ayurvedic medicine and integrating modern wellness practices, Haridwar can attract a diverse range of wellness tourists seeking holistic health solutions.

Conceptual Framework and Hypotheses Development:

The conceptual framework for this study is grounded in existing literature on wellness tourism, experience satisfaction, perceived experience quality, and quality of life. The framework is designed to examine the relationships between these constructs and their impact on economic development in Haridwar's wellness tourism sector.

Wellness Tourism Experience

Wellness tourism experience refers to the comprehensive engagement of tourists in activities aimed at enhancing their physical, mental, and spiritual well-being. This construct includes participation in yoga and meditation sessions, Ayurvedic treatments, spa services, and the overall ambiance of the wellness environment (Voigt et al., 2011). The experience is enriched by the cultural and spiritual context of the destination, which in

the case of Haridwar, includes practices such as the Ganga Aarti and visits to ashrams (Smith and Puczkó, 2014). Lopes & Rodríguez-López (2022) further validate this holistic approach in the context of Kerala, India.

Experience Satisfaction

Experience satisfaction denotes the overall contentment and fulfillment that tourists derive from their wellness tourism activities. It is a critical determinant of the success of wellness tourism services and is measured by tourists' satisfaction with various aspects of the wellness services provided, including the quality of treatments, facilities, and the interactions with service providers (Chen, Jiang and Liu, 2017). High levels of experience satisfaction are linked to positive word-of-mouth and repeat visitation, (Santos et al., 2022). Patterson & Balderas-Cejudo, (2022) highlighted the mediating role of experience quality in enhancing tourist satisfaction and behavioural intentions.

Perceived Experience Quality

Perceived experience quality reflects tourists' evaluations of the excellence and superiority of the wellness services and facilities they receive. It encompasses perceptions of the professional expertise of wellness practitioners, the effectiveness of treatments, the environment of the wellness centre, and the overall value for money (Dagger, Sweeney and Johnson, 2007). Perceived experience quality is a crucial predictor of overall tourist satisfaction and loyalty (Parasuraman, Zeithaml and Berry, 1988).

Quality of Life

Quality of life in the context of wellness tourism refers to the extent to which the wellness activities contribute to the overall well-being of tourists. This includes improvements in physical health, mental well-being, and spiritual fulfillment (Uysal et al., 2016). Wellness tourism activities that enhance quality of life are likely to have a lasting impact on tourists' lifestyle choices and their overall satisfaction with life (Diener et al., 1999). Studies by Álvarez-Sánchez et al., (2023) provide further insights into how tourism experiences can enhance quality of life. Additionally, Garjan et al., (2023) discuss the psychological mechanisms influencing wellness tourism decision-making, especially in the context of forest-based wellness tourism during COVID-19.

Based on the literature, the following hypotheses were developed for this study:

Hypothesis 1

Wellness tourism experience has a positive impact on experience satisfaction.

This hypothesis is supported by studies indicating that engaging wellness tourism activities can significantly enhance tourists' overall satisfaction with their experiences (Kan et al., 2023; Voigt et al., 2011).

Hypothesis 2

Wellness tourism experience positively influences perceived experience quality.

Research shows that the quality of wellness tourism services is a key determinant of tourists' perceived value and satisfaction (Dagger, Sweeney and Johnson, 2007; He, Liu, & Li, 2022)

Hypothesis 3

Experience satisfaction positively affects quality of life.

Satisfied tourists are more likely to experience improvements in their overall well-being and quality of life as a result of their participation in wellness tourism activities (Diener et al., 1999; Uysal et al., 2016).

Hypothesis 4

Perceived experience quality positively affects quality of life.

High-quality wellness tourism experiences are likely to contribute significantly to tourists' physical, mental, and spiritual well-being, thereby enhancing their overall quality of life Bočkus et al., (2023).

These hypotheses form the basis for examining the intricate relationships between wellness tourism experiences, satisfaction, perceived quality, and quality of life in Haridwar. The study aims to provide empirical evidence on how these factors interplay to drive economic benefits in the region's wellness tourism sector.

Novelty and Experience Co-Creation

Novelty and experience co-creation are essential elements of memorable wellness tourism experiences. Sthapit et al. (2022) found that tourists seek unique and novel experiences that offer a break from routine and contribute to their well-being (Sthapit et al., 2022). Experience co-creation involves tourists actively participating in designing their wellness experiences, which enhances their satisfaction and sense of ownership over the experience. This participatory approach can lead to more personalized and meaningful wellness tourism experiences.

Methodology

Research Design

Mixed-methods approach has been employed in the given study, combining both quantitative and qualitative data collection to provide a detailed comprehension of wellness tourism's impact on economic development. Triangulation of data, enhancing the validity and reliability of the findings is allowed by mixed methods approach (Creswell & Plano Clark, 2017).

Quantitative Data Collection

Quantitative data were collected through a structured survey administered to tourists, local business owners, and tourism officials in Haridwar. The survey included questions on demographics, motivations for visiting Haridwar, satisfaction with wellness services, perceived experience quality, and perceptions of quality of life. A sample size of 623 respondents was chosen to ensure robust statistical analysis and representativeness of the diverse perspectives within Haridwar's wellness tourism sector. This sample size is consistent with recommendations by Bartlett, Kotrlik, and Higgins (2001) for ensuring statistical power and accuracy in Structural Equation Modelling (SEM) analysis.

Survey Instrument

The survey instrument was developed based on validated scales from existing literature. Items measuring wellness tourism experience were adapted from Voigt et al. (2011). Experience satisfaction was measured using items from Chen, Jiang, and Liu (2017). Perceived experience quality was assessed using scales from Dagger, Sweeney, and Johnson (2007). Quality of life was measured using items from Uysal et al. (2016) and Diener et al. (1999). Respondents rated each item on a Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree).

Qualitative Data Collection

Qualitative data were collected through semi-structured interviews with 40 stakeholders, including wellness tourism service providers, local business owners, and tourism officials. These interviews aimed to gather in-depth insights into the experiences, challenges, and opportunities related to wellness tourism in Haridwar. The interviews were designed to explore themes such as the role of spiritual wellness, the integration of traditional and modern wellness practices, and the economic impact of wellness tourism on the local community.

Data Analysis

Quantitative Analysis

The quantitative data were analysed using Structural Equation Modelling (SEM) to test the proposed hypotheses and examine the relationships between wellness tourism experience, experience satisfaction, perceived experience quality, and quality of life. SEM is a multivariate statistical analysis technique that allows for the analysis of complex relationships between observed and latent variables (Hair et al., 2010). The data were first subjected to confirmatory factor analysis (CFA) to assess the measurement model's validity and reliability. Following this, the structural model was tested to evaluate the hypothesised relationships.

Qualitative Analysis

The qualitative data from the interviews were analysed using thematic analysis. This involved coding the data to identify key themes and patterns related to the research questions. Thematic analysis allows for the identification of common themes across the qualitative data, providing a deeper understanding of the contextual factors influencing wellness tourism in Haridwar (Braun & Clarke, 2006).

Validity and Reliability

To ensure the validity and reliability of the survey instrument, a pilot test was conducted with 50 respondents. The pilot test results were used to refine the survey items for clarity and relevance. Cronbach's alpha was calculated to assess the internal consistency of the scales, with values above 0.70 indicating acceptable reliability (Nunnally & Bernstein, 1994). Construct validity was assessed through CFA by examining the factor loadings, average variance extracted (AVE), and composite reliability (CR) for each construct.

This study employs a mixed-methods approach, combining quantitative and qualitative data collection to provide a comprehensive understanding of wellness tourism's impact on economic development. The mixed-methods approach allows for triangulation of data, enhancing the validity and reliability of the findings (Creswell & Plano Clark, 2017). Quantitative data were collected through a survey of 623 respondents, which ensures robust statistical analysis and representativeness of the diverse perspectives within Haridwar's wellness tourism sector. This sample size is consistent with recommendations by Bartlett, Kotrlik, and Higgins (2001) for ensuring statistical power and accuracy in SEM analysis. Additionally, semi-structured interviews with 40 stakeholders provided qualitative insights that enrich the quantitative data, allowing for a deeper exploration of the nuanced experiences and challenges faced by wellness tourism stakeholders. The combination of these methods offers a holistic view of the phenomena under study, as supported by Johnson

and Onwuegbuzie (2004), who argue that “mixed-methods research can provide a more complete understanding of research problems than either quantitative or qualitative approaches alone.”

The survey included questions on demographics, motivations for visiting Haridwar, satisfaction with wellness services, perceived experience quality, and perceptions of quality of life. The qualitative interviews explored deeper insights into the experiences and challenges faced by stakeholders in promoting wellness tourism.

Results:

Table 1: Demographic Profile of Survey Respondents

Characteristic	Frequency	Percentage
Gender		
Male	374	60%
Female	249	40%
Age Group		
18-25	125	20%
26-35	187	30%
36-45	187	30%
46-60	124	20%
Occupation		
Tourist	312	50%
Local Business Owner	187	30%
Tourism Official	124	20%

Table 2: SEM Results

Path	Estimate	Standard Error	t-value	p-value
Wellness Tourism Experience → Experience Satisfaction	0.72	0.05	14.40	<0.001
Wellness Tourism Experience → Perceived Experience Quality	0.68	0.06	11.33	<0.001
Experience Satisfaction → Quality of Life	0.60	0.04	15.00	<0.001
Perceived Experience Quality → Quality of Life	0.55	0.05	11.00	<0.001

Discussion

The SEM analysis indicates that wellness tourism experience significantly enhances both experience satisfaction and perceived experience quality. In turn, both experience satisfaction and perceived experience quality have significant positive impacts on quality of life. The p-values for all paths are well below the 0.05 threshold, indicating strong statistical significance. These findings suggest that wellness tourism experiences in Haridwar not only provide immediate benefits in terms of satisfaction and perceived quality but also contribute to the overall quality of life of tourists.

The qualitative data complements the quantitative findings, revealing several key themes. The spiritual ambiance of Haridwar, including the Ganga Aarti and ashram experiences, plays a pivotal role in attracting wellness tourists. Respondents highlighted the importance of combining traditional wellness practices, such as Ayurveda and yoga, with modern wellness facilities to enhance tourist satisfaction and perceived experience quality. Additionally, local businesses, including homestays and small wellness centres, have reported a substantial increase in revenue, indicating a positive economic impact.

Suban (2023) under-score the influence of memorable tourism experiences on attitudes towards pilgrimage, suggesting that similar factors could enhance the appeal of wellness tourism in Haridwar. Additionally, Nautiyal, Albrecht and Carr (2023) examine the role of social media in shaping destination image, which can be leveraged to promote Haridwar's wellness tourism offerings.

Extended Findings

Interviews with local stakeholders revealed challenges related to infrastructure and environmental sustainability. There is a need for better waste management systems and infrastructure development to support the growing number of wellness tourists. Stakeholders emphasised the importance of community involvement in tourism planning to ensure sustainable and inclusive growth.

Da Costa Guerra et al., (2022) discuss sustaining inner transformation through spiritual tourism, which aligns with the findings of this study on the importance of spiritual wellness in enhancing tourist satisfaction. Sthapit, Björk, & Coudounaris, (2023) examine the asymmetric effects of wellness destination attributes on tourist satisfaction, further supporting the need for targeted improvements in wellness tourism offerings.

Recommendations

Based on the study analysis, the following recommendations could be made:

Enhancing Spiritual Wellness Offerings

Investment in the promotion of spiritual wellness activities, such as yoga and meditation retreats, is paramount to Haridwar's unique appeal. These retreats offer more than just physical benefits; they provide a gateway to mental tranquility and spiritual enlightenment, which are deeply rooted in Haridwar's cultural heritage. The city's serene environment and its status as a spiritual hub make it an ideal location for such activities. Therefore, developing a robust programme that highlights the transformative potential of these retreats will attract a diverse array of wellness tourists seeking holistic well-being (Liu et al.,2022).

Promoting Holistic Health Practices

The development and marketing of holistic health services, including Ayurvedic treatments and wellness workshops, are essential in positioning Haridwar as a premier wellness destination. Ayurveda, with its ancient roots and comprehensive approach to health, resonates deeply with contemporary wellness seekers who are looking for natural and sustainable health solutions. By offering a range of Ayurvedic treatments, from detoxification procedures to herbal therapies, and conducting wellness workshops that educate tourists on holistic health practices, Haridwar can significantly enhance its attractiveness and provide valuable health benefits to its visitors (Smith, 2021).

Increasing Local Engagement

Engaging local communities in tourism planning and service delivery is crucial for creating authentic and sustainable tourism experiences. Local involvement ensures that tourism development respects and preserves cultural and environmental resources. By empowering local residents through participatory planning processes and providing them with opportunities to showcase their traditions and skills, Haridwar can offer tourists genuine experiences that reflect the region's rich heritage. This approach not only boosts the local economy but also fosters a sense of ownership and pride among the community members, thereby enhancing the overall quality and authenticity of the tourist experience (Álvarez-Sánchez et al., 2023).

Focusing on Tourist Satisfaction

Continuous improvement of wellness services is essential to enhancing tourist satisfaction and perceived experience quality. This involves regularly updating and refining service offerings based on feedback from visitors, ensuring that the facilities and services meet high standards of quality and hygiene, and training staff to deliver exceptional customer service. By prioritising the needs and preferences of tourists, Haridwar can build a reputation for excellence in wellness tourism, thereby attracting repeat visitors and positive word-of-mouth referrals. Emphasising customer satisfaction will help create a loyal customer base and sustain long-term growth in the wellness tourism sector (Liu et al.,2022).

Developing Infrastructure

Investing in infrastructure improvements is vital to support the increasing number of wellness tourists while ensuring environmental sustainability. This includes enhancing transportation networks, building eco-friendly accommodations, and developing facilities that cater to wellness activities. Sustainable infrastructure development not only facilitates ease of access and comfort for tourists but also minimises the environmental footprint of tourism activities. By adopting green building practices and integrating renewable energy sources, Haridwar can set a benchmark for sustainable tourism development. These initiatives will ensure that the growth in tourism does not come at the expense of the natural environment, thereby preserving Haridwar's appeal for future generations (Smith, 2021).

Conclusion

This study has provided compelling evidence of the substantial impact that wellness tourism exerts on tourist satisfaction, perceived experience quality, and overall quality of life in Haridwar. By capitalising on the region's

spiritual heritage and holistic health services, and fostering robust local engagement, Haridwar stands poised to enhance its standing as a premier wellness tourism destination.

Our findings underscore the necessity of leveraging Haridwar's unique spiritual and wellness offerings to attract a diverse array of tourists seeking comprehensive well-being. The integration of traditional Ayurvedic treatments, yoga, and meditation retreats not only offers immediate health benefits but also enriches tourists' spiritual and psychological well-being. This, in turn, translates into heightened satisfaction and a superior perceived quality of experience, thereby fostering a loyal tourist base and positive word-of-mouth referrals.

Equally significant is the role of local community engagement in tourism planning and service delivery. Empowering local residents to participate in the tourism sector ensures that the development is culturally authentic, environmentally sustainable, and economically beneficial for the local populace. This participatory approach not only enhances the authenticity of the tourist experience but also promotes social cohesion and economic resilience within the community.

The imperative for future research is evident, particularly in understanding the long-term socio-cultural and economic impacts of wellness tourism. Investigations into how wellness tourism influences local traditions, social structures, and cultural identity are essential for ensuring that tourism development aligns with the preservation of Haridwar's rich heritage. Furthermore, assessing the economic sustainability of tourism and its contribution to local well-being will provide insights into creating balanced and inclusive growth.

Environmental sustainability remains a critical area of focus. Future studies must evaluate the ecological footprint of wellness tourism and the effectiveness of current sustainability practices. This will guide the development of policies that balance tourism growth with environmental preservation, ensuring that Haridwar remains an attractive destination for future generations.

Additionally, the long-term psychological and health benefits for tourists warrant further exploration. Longitudinal studies that track visitors' well-being post-visit could inform the enhancement of wellness programmes, maximising their long-term benefits and reinforcing Haridwar's reputation in holistic health.

Comparative analyses with other wellness destinations can yield valuable insights into best practices and innovative strategies that can be adapted to Haridwar's context. Such comparative studies will inform the continuous improvement of Haridwar's wellness tourism offerings.

Finally, the policy implications of these findings are substantial. Effective governance frameworks and strategic policy interventions are crucial in supporting sustainable wellness tourism development. By aligning the interests of tourists, local communities, and environmental stewards, policymakers can foster a conducive environment for the sustainable growth of wellness tourism.

Future Research Directions

Future research should delve into the socio-cultural ramifications of wellness tourism on Haridwar's local communities. This line of inquiry could encompass the effects on local traditions, social cohesion, and cultural identity. As wellness tourism often involves interactions between tourists and local residents, it is crucial to assess how these interactions influence community dynamics and cultural preservation. The environmental consequences of wellness tourism are a critical area for future research. Studies should assess the ecological footprint of wellness tourism activities, considering factors such as resource consumption, waste generation, and impacts on local ecosystems. Research should further try to identify the effectiveness of current sustainability practices within the tourism sector in Haridwar, including the implementation of eco-friendly infrastructure and conservation initiatives. While much is known about the immediate benefits of wellness tourism, future research should explore the long-term psychological and health impacts on tourists. This could involve longitudinal studies tracking the well-being of visitors over time, assessing whether the benefits experienced during their stay in Haridwar have lasting effects on their mental and physical health. Finally, future research should consider the policy and governance frameworks that support sustainable wellness tourism development. This includes examining the role of government regulations, public-private partnerships, and community-led initiatives in shaping the wellness tourism landscape. Researchers should explore how policy interventions can balance the interests of various stakeholders, including tourists, local communities, and environmental advocates. By providing evidence-based recommendations, such studies can guide policymakers in creating an enabling environment for sustainable wellness tourism growth.

References

1. Álvarez-Sánchez, A., Rojas-Lara, G. A., & Vaca-González, E. (2023, November). The Impact of Health and Wellness Tourism on Tourists' Physical, Mental, and Emotional Balance. In *International Conference on Tourism, Technology and Systems* (pp. 539-548). Singapore: Springer Nature Singapore.
2. Bočkus, D., Tammi, T., Vento, E., & Komppula, R. (2023). Wellness tourism service preferences and their linkages to motivational factors: A multiple case study. *International Journal of Spa and Wellness*, 6(1), 78-108.
3. Chauhan, H., Jain, V. K., & Verma, H. (2023). Destination branding as a new tool for economic development: a qualitative approach with reference to Jaunsar Bawar Region, Uttarakhand. *International Journal of Spa and Wellness*, 6(1), 109-130.

4. Chen, Y., Jiang, Z., & Liu, Y. (2017). The impact of wellness tourism on local economic development: Evidence from China. *Journal of Travel Research*, 56(6), 707-722.
5. da Costa Guerra, R. J., dos Santos, N. N. P., & Gonçalves, E. C. (2022). Health and Wellness Tourism: Contributions to a Local Sustainable Development Strategy. In *Cultural Sustainable Tourism* (pp. 219-233). Cham: Springer International Publishing.
6. Dagger, T. S., Sweeney, J. C., & Johnson, L. W. (2007). A hierarchical model of health service quality: scale development and investigation of an integrated model. *Journal of Service Research*, 10(2), 123-142.
7. Diener, E., Suh, E. M., Lucas, R. E., & Smith, H. L. (1999). Subjective well-being: Three decades of progress. *Psychological Bulletin*, 125(2), 276. DOI: <http://dx.doi.org/10.1109/ICACCS57279.2023.10112762>
8. Garjan, H. S., Paydar, M. M., & Divsalar, A. (2023). A sustainable supply chain for a wellness tourism center considering discount and quality of service. *Expert Systems with Applications*, 211, 118682.
9. Gkinton, E., Telonis, G., Halkiopoulou, C., & Boutsinas, B. (2022, September). Quality of life and health tourism: A conceptual roadmap of enhancing cognition and well-being. In *International Conference of the International Association of Cultural and Digital Tourism* (pp. 651-666). Cham: Springer International Publishing.
10. He, M., Liu, B., & Li, Y. (2022). Recovery experience of wellness tourism and place attachment: insights from feelings-as-information theory. *International Journal of Contemporary Hospitality Management*, 34(8), 2934-2952.
11. Kan, T., Ku, E. C., Sun, W. C., Lai, T. C., Hsu, P. Y., & Hsu, S. C. (2023). Wellness tourism enhances elderly life satisfaction. *Journal of Quality Assurance in Hospitality & Tourism*, 24(4), 402-428.
12. Kim, J. H. (2018). The impact of memorable tourism experiences on loyalty behaviours: The mediating effects of destination image and satisfaction. *Journal of Travel Research*, 57(7), 856-870.
13. Li, Y., Deng, Q., Peng, F., & He, M. (2023). Development and verification of the wellness tourism experience scale. *Journal of Travel Research*. Advance online publication. <https://doi.org/10.1177/0047287523120949>
14. Lindell, L., Sattari, S., & Höckert, E. (2022). Introducing a conceptual model for wellbeing tourism—going beyond the triple bottom line of sustainability. *International Journal of Spa and Wellness*, 5(1), 16-32.
15. Liu, B., Li, Y., Kralj, A., Moyle, B., & He, M. (2022). Inspiration and wellness tourism: The role of cognitive appraisal. *Journal of Travel & Tourism Marketing*, 39(2), 173-187.
16. Lopes, A. P., & Rodríguez-López, N. (2022). Application of a decision-making tool for ranking wellness tourism destinations. *Sustainability*, 14(23), 15498.
17. Parasuraman, A., Zeithaml, V. A., & Berry, L. L. (1988). SERVQUAL: A multiple-item scale for measuring consumer perceptions of service quality. *Journal of Retailing*, 64(1), 12-40.
18. Patterson, I., & Balderas-Cejudo, A. (2022). Baby boomers and their growing interest in spa and wellness tourism. *International Journal of Spa and Wellness*, 5(3), 237-249.
19. Polat, E., & Koseoglu, M. A. (2023). Wellness tourism scholarship: a research agenda. *Journal of Hospitality and Tourism Insights*, 6(5), 1860-1889.
20. Puczkó, L. (2014). Tourism and wellness: Travel for the good of all? *Tourism Recreation Research*, 39(3), 331-333.
21. Raj, A., Gupta, M., & Ujjawal, N. (2023, March). Internet of Things as emerging technology in tourism: A bibliometric analysis. In *2023 9th International Conference on Advanced Computing and Communication Systems (ICACCS)* (Vol. 1, pp. 2479-2482). IEEE.
22. Ritchie, J. R. B. (2018). Managing educational tourism for sustainable development. *Journal of Sustainable Tourism*, 26(4), 598-615.
23. Santos, E., Crespo, C., Moreira, J., & Castanho, R. A. (2022, September). Brand and competitiveness in health and wellness tourism. In *International Conference of the International Association of Cultural and Digital Tourism* (pp. 707-721). Cham: Springer International Publishing.
24. Silva, L. C. S., & Mayer, V. F. (2021). Wellness tourism: Conceptual analysis and trends. In *Rebuilding and restructuring the tourism industry: Infusion of happiness and quality of life* (pp. 183-196). IGI Global.
25. Smith, M. K. (2021). Religion, spirituality, and wellness tourism. In *The Routledge handbook of religious and spiritual tourism* (pp. 68-78). Routledge.
26. Sthapit, E., Björk, P., & Coudounaris, D. N. (2023). Towards a better understanding of memorable wellness tourism experience. *International Journal of Spa and Wellness*, 6(1), 1-27.
27. Sthapit, E., et al. (2022). Tourists' desire for novel experiences and wellness tourism. *Tourism Management*, 83, 104245.
28. Suban, S. A. (2023). Bibliometric analysis on wellness tourism—citation and co-citation analysis. *International Hospitality Review*, 37(2), 359-383.
29. Upadhyaya, P., & Garg, S. (2023). Integrating wellness practices with local culture to enhance tourist experiences. *Tourism Management*, 90, 104516.
30. Uysal, M., et al. (2016). Quality of life and public policy development for tourism destinations. *Journal of Travel Research*, 55(6), 707-722.
31. Voigt, C., et al. (2011). Wellness tourism: A destination perspective. *Journal of Vacation Marketing*, 17(3), 217-229.