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Understanding the tourist profiles and how they experience Wellness Tourism

Maria Torres Padilha Dias Cravo

Master's in Hospitality and Tourism Management

Supervisor:
Sandra Costa, Assistant Professor of the Human Resources and Organizational Behavior Department at ISCTE-IBS

July 2023

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"Ever more people today have the means to live, but no meaning to live for."

- Viktor Frankl

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RESUMO

Esta dissertação de mestrado contribui para a compreensão do turismo de bem-estar, examinando os perfis dos viajantes de bem-estar e explorando os fatores que moldam as suas experiências. O Modelo PERMA e a Escala de Satisfação com a Vida (SwLS) também estão incluídos neste estudo, que fornece uma avaliação completa do impacto do turismo de bem-estar no bem-estar e na satisfação com a vida.

O SPSS foi utilizado para analisar a informação recolhida de uma amostra de 200 participantes após a sua recolha através da plataforma Qualtrics. O estudo descreve os fatores críticos para uma experiência positiva de turismo de bem-estar, nomeadamente a qualidade dos serviços, a autenticidade e o bem-estar mental.

Os resultados ajudam os profissionais do setor e os investigadores a desenvolver métodos que melhoram o bem-estar e a satisfação dos turistas de bem-estar, oferecendo informações perspicazes. Ao fornecer orientação sobre a ligação entre o turismo de bem-estar, o bem-estar e a satisfação com a vida, este estudo acrescenta à literatura já disponível no campo do turismo de bem-estar, particularmente em Portugal.

Os intervenientes na indústria podem desenvolver produtos personalizados que melhor satisfaçam os requisitos e as preferências dos turistas de bem-estar, estudando as características que distinguem os perfis dos viajantes de bem-estar e os fatores que afetam as suas experiências. Os resultados deste estudo permitem que os profissionais do setor tomem decisões informadas e melhorem os resultados bem-estar geral dos viajantes de bem-estar.

Palavras-chave: Turismo de Bem-Estar, Bem-Estar, Perfis Turísticos, Satisfação com a Vida, Felicidade, Intenção comportamental

Sistema de Classificação JEL: L83 - Turismo, M19 - Outros (Administração de Empresas), I31 - Bem-estar geral, Bem-estar

ABSTRACT

This master's dissertation contributes to the understanding of wellness tourism by examining the profiles of wellness travelers and exploring the factors that shape their experiences. The PERMA Model and the Satisfaction with Life Scale (SwLS) are also included in this study, which thoroughly evaluates the impact of wellness tourism on well-being and life satisfaction.

SPSS was used to analyze the information gathered from a sample of 200 participants after the survey was collected via the Qualtrics platform. The study outlines critical factors for a positive wellness tourism experience, namely the quality of services, authenticity, and mental wellness.

The findings help industry professionals and researchers develop methods that enhance the well-being and satisfaction of wellness tourists by offering insightful information. By providing light on the connection between wellness tourism, well-being, and life satisfaction, this study adds to the body of knowledge already available in the field of wellness tourism, particularly in Portugal.

Stakeholders in the industry can develop customized products that better satisfy the requirements and preferences of wellness tourists by studying the characteristics that distinguish the profiles of wellness travelers and the factors affecting their experiences. The insights from this study enable industry practitioners to make informed decisions and improve the overall well-being outcomes for wellness travelers.

Keywords: Wellness Tourism, Wellbeing, Tourist profiles, Life Satisfaction, Happiness, Behavioral Intention

JEL Classification System: L83 – Tourism, M19 – Other (Business Administration), I31 – General Welfare, Well-Being

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LIST OF ABBREVIATIONS

AD: '*Anno Domini nostri Iesu*', Latin for in the year of Our Lord Jesus Christ."
BC: Before Christ
B&B: Bed and Breakfast
GWI: Global Wellness Institute
PERMA: Positive Emotions, Engagement, Relationships, Meaning, Accomplishment
QOL: Quality of Life
SBW: Subjective Wellbeing
STR: Short-Term Rental
SWLS: Satisfaction with Life Scale
WHO: World Health Organization
WT: Wellness Tourism

Chapter 1 – Introduction

In addition to the world's record-breaking 2021 in terms of corporate profits and CO2 emissions, Gallup's 2022 Global Emotions Survey shows that negative emotions are at an all-time high. According to a survey in 121 countries, record levels of stress, sadness, and loneliness were experienced in 2021, the highest since Gallup started tracking emotional health in 2006. A few more conclusions: 330 million individuals spent at least two weeks without speaking to a single family member or friend; a record 41% of people experience extreme levels of daily stress; positive feelings like laughter and feeling well-rested also hit record lows (Malleret, 2022). Moreover, Portugal is the second country in Europe with the highest prevalence of psychiatric illnesses. One in every 5 people has a mental illness. In 2021, Portugal occupied first place in a rank that evaluated the risk of burnout (out of 26 member-states in Europe). Mental Health in numbers: 10% of citizens suffer from depression; 9,7% is the suicide rate per 100.000 inhabitants; 65% of the people living with a mental health problem are not accompanied or treated; 10.9 million anxiolytics, sedatives, and antidepressants sold in the first semester of 2022; 240 billion € is the estimated annual cost of poor mental health in Europe; 80% of people living with mental health problems don't have an accessible and quality care/service treatment; 20% of the world's population has mental health problems (Fernandes, 2022). This clearly indicates that the current situation of Portugal and the rest of the world is unsustainable. More specifically, in Portugal, the few preventive measures for mental health have failed, and an alternative sector, such as the wellness movement has emerged to respond to this flaw.

The Global Rise of Unhappiness and Unwellness

According to the Gallup Global Emotions 2022 Report, negative emotions - which Gallup defines as "the aggregate of the stress, sadness, anger, worry and physical pain that people feel every day" - have reached an all-time high (Gallup, 2022, p. 1). Gallup has been conducting annual surveys involving approximately 150,000 individuals across 120 countries since 2006 to assess their emotional state (Malleret, 2022). This data reveals a concerning trend of increasing unhappiness, an inverse measure of subjective well-being, and a meaningful proxy for unwellness in academic terms. (Gallup, 2022). Particularly noteworthy is the outbreak of worldwide unhappiness predates the current widely publicized issues, including the pandemic, inflation, economic concerns, geopolitical instability, and the escalating climate crises. Despite the various challenges faced in recent years, the rise in unhappiness has been ongoing for over a decade (Gallup, 2022).

Several factors contribute to people's unhappiness, but five can be highlighted: poverty, a lack of strong social relationships and communities, hunger, loneliness, and a lack of good work. They are

all rising and can contribute to unhappiness and unwellness since our emotions impact our decisions, actions, and cognition (Gallup, 2022). Such a paradigm highlights the importance of prioritizing our emotional and mental health. Investing in our wellbeing is crucial for our happiness. It is evident then why the wellness industry is undergoing rapid expansion.

The Western world has experienced a surge in health consciousness renaissance, largely influenced by ancient Eastern philosophy. This trend is not limited to any particular region but rather present all around the globe. Wellness has become the hot new buzzword for the past several years, and everyone is using it because, in this internet age, savvy marketing pros know a wellness business will show up better in search engines. Google search trends reveal a growing interest in wellness products and services. Every month, over 823.000 people search for information on meditation techniques, and more than 50.000 people search for yoga retreats. These figures do not even account for the numerous other searches related to these topics. There is a significant demand for such offerings (Hollander, 2022).

The increased focus on wellness is something the original industry pioneers wanted to happen. However, such increased focus on wellness is primarily because our lives have become unhealthy. In today's world, we are constantly connected to our work through mobile devices and living a more sedentary lifestyle. We are always "on" 24/7. We also spend a lot of time on social media and are so attached to screens that we need to plan vacations in nature to counteract the harmful effects caused by our pernicious habits (LeSage, 2016).

Before the pandemic, people mostly talked about wellness in January as a New Year's resolution, but it often got pushed aside for other priorities. However, health has become a significant focus worldwide for over two years, prompting people to reflect on their priorities, lifestyle choices, and mental and emotional health (Hilton, 2023). People's priorities shifted towards wellness and self-care. People started traveling again, and as a result, the travel industry had to adapt to meet these new demands by promoting healthier and more balanced lifestyles through innovative solutions. These evolved preferences drive a significant shift in the industry (Hilton, 2023).

It is time to rethink the role of tourism in the Portuguese contemporary society. In recent years, consumers have been growing interest in wellness tourism. According to LeSage (2016), many reputable hotels are now prioritizing wellness and investing time and effort into the process. They are rebranding themselves around wellness, identifying the needs of wellness tourists, and adjusting their rooms and programs accordingly. Travel experiences must provide opportunities for restoration and rejuvenation to establish a lasting relationship with customers. Such options will encourage customers to return to the property (LeSage, 2016).

As consumers' wellness needs increase, wellness tourism is expected to be the continued hot item in travel. According to the 2016 spa and wellness trends forecast completed by SpaFinder Wellness 365, it's expected to expand into parenting and family wellness retreats, wellness festivals, wellness cruising, and wellness in the workplace (LeSage, 2016).

The current wellness tourism market already represented US$ 822.44 Billion in 2021, and the market is expected to reach a value of US$ 1.25 Trillion by 2027 (IMARC GROUP, 2022). Forecasts predict a 50 percent faster growth than "regular" tourism in the next few years. This trend is good for consumers and good for the wellness tourism business. However, this boom also creates a muddied market for consumers who might not know precisely what they are looking for (LeSage, 2016). Moreover, according to the Global Wellness Institute, the "wellness tourism" sector is predicted to have the highest growth rate compared to other wellness sectors. The projection is to increase by 20.9% by 2025, resulting in a $1.1 trillion contribution to the economy; if it was once called the pandemic loser, it is now considered the future winner (McGroarty, 2021). This trend has caught the attention of the hospitality industry (Hilton, 2023).

A recent report by Hilton called "The 2023 Traveler: Emerging Trends that are Innovating the Travel Experience" found that 50% of those surveyed feel that their upcoming travels in 2023 should prioritize their mental or physical wellness. Travelers are looking beyond the four walls of the spa or fitness centers as they consider their choice accommodations, evaluating the destination, design, food and beverage experience, and even a hotel's environmental and social impact (Hilton, 2023).

Holistic health and prevention are already at the center of consumer decision-making. Wellness tourism is about much more than where people visit and what they do while on a trip — it is an extension of the values and lifestyle of the traveler. In the past, sustainability and cultivation of a healthy lifestyle were mainly headed by a small group of knowledgeable, early adopters who advocate changes in various areas such as organic and locally sourced food by practicing yoga and meditation, utilizing solar panels and recycling, and niche tourism movements such as ecotourism and sustainable tourism. In the last decade, these preferences have become more popular among consumers trying to prevent chronic illnesses and mental health issues caused by our increasingly sedentary, unhealthy, digitalized, and stressful lifestyles. More and more people all over have started to include elements of health, prevention, self-actualization, experience, and mindfulness into their daily lives — from their diet, exercise habits, and relaxation techniques to their work environment and the design of their homes and communities. Unsurprisingly, individuals now anticipate maintaining their healthy lifestyles and wellness routines even when they're not at home (Yeung & Johnston, 2018).

The wellness industry is in an excellent position to assist individuals in using travel to achieve relaxation, rejuvenation, discovery, joy, and self-actualization — all essential elements of living a good life. It is worth noting that the wellness tourism market is not strictly limited to people traveling to destination spas, wellness centers, and yoga retreats. As individuals become more health-conscious, they will start prioritizing their wellness when planning any type of trip, whether for leisure or business. They will also expect the market to cater to their needs (Yeung & Johnston, 2018).

This master's dissertation aims to understand the tourist profiles' motivations, expectations, behaviors, and perceptions of the wellness experiences and their impact on tourists' wellbeing, life satisfaction, and intention to have a similar experience. Therefore, the following research questions arose: What are the critical factors for a positive wellness tourism experience? How do wellness tourism experiences impact wellbeing and life satisfaction?

The research objectives are:

1. To describe the different wellness travelers' profiles (in Portugal).
2. To examine the impact of wellness tourism experience on wellbeing, life satisfaction, and intention to have a similar experience.

The structure of this dissertation is as follows: the 1st chapter is an introduction to the topic of wellness, how it became a catchword and led to the emergence of wellness tourism; the 2nd chapter consists of the literature review in which all the concepts related to wellness tourism are developed including the motivations, activities, the critical factors for a positive wellness tourism experience, and the impact of wellness tourism experiences on wellbeing, life satisfaction, and intention to have a similar experience, 3 hypotheses were raised by the end; the 3rd chapter is the methodology applied which consisted on a correlational deductive quantitative survey, the measures are explained as well as a brief sociodemographic picture of the sample; the 4th chapter is the data analysis, the discussion of these results with the research findings, contributions to theory and implications for practice and, finally, the 5th chapter is the recommendations including limitations and suggestions for future research as well as a final overall conclusion of the Portuguese wellness tourism market.

Chapter 2 – Literature Review

2.1 Wellbeing and Wellness: Origins of these concepts

Most participants in contemporary health and wellness centers are unaware of the rich historical and cultural origins underlying the treatments they receive and nourish (Koncul, 2012). Hippocrates, the classic Greek philosopher and physician and a precursor of natural healing methods, recognized the healing properties of the waters of spas, stating: '...*water is still, after all, the best.*' (1700BC). The word 'spa' could have been derived from the Latin expression 'Sanitas *per aqua*', meaning the healing waters of spas. Romans, Greeks, and Ottomans focused on cleanliness and fitness and understood the health benefits of various types of water, giving us, Europeans, a legacy of baths. Ancient civilizations of Asia and the Middle East acknowledged the gains of massage, yoga, meditation, herbal medicines, and other types of healing and spiritual practices for many more centuries than in Europe; for instance, the Siamese (Thai) started practicing massage before 100 BC and the Japanese used natural therapy springs in 737 AD. While hydrotherapy has been a cornerstone of European spas for centuries, it was not until recently that cosmetic and beauty treatments and spiritual and psychological activities became popular. Since Europeans' health improved, spas had to be reappropriated - from a focus purely on physical and medical (mineral water, thermal water, seawater, mud, climate, oxygen therapy, special diets, etc.) to more relaxing and body pampering activities (focused on body and beauty treatments, including massage, steam and sauna, and relaxation in pools and baths). After World War II, Western European spas stagnated while spas in Eastern European countries thrived (Hoheb & Puczkó, 2011; Koncul, 2012).

Before defining wellbeing and wellness, clarifying what being healthy means is essential. One of the most widely accepted definitions of health is from the World Health Organization (WHO, 1948, p.1): "Health is a state of complete physical, mental, and social well-being and not merely the absence of disease or infirmity." Nevertheless, since 1948, the WHO has expanded its meaning to include physical and mental health and broader wellness and lifestyle management issues. So, the definition of health was developed to: "the extent to which an individual or a group is able, on the one hand, to realize aspirations and satisfy needs; and, on the other hand, to change or cope with the environment. Health is, therefore, seen as a resource for everyday life, not the objective of living; it is a positive concept, emphasizing social and personal resources, as well as physical capabilities." (WHO, 1998, 2009, p.29).

This definition matches tightly to what is generally becoming known as wellness (Hoheb & Puczkó, 2011). The concept of "wellness" was first introduced in 1959 by Halbert Dunn, an American doctor. He argued that the state of health is intimately related to an overall sense of wellbeing and

that an individual is constituted by body, spirit, and mind and depends on his environment (Mueller & Kaufmann, 2001). In the 1950s, Dunn realized that as life expectancy increased, patients were more at risk from lifestyle factors than contagious diseases. Such understanding was crucial in distinguishing wellness as a simple opposition to illness. About 20 years later, Dr. John Travis highlighted the need for individuals to care for and be responsible for their health. So, the term wellness was born from the consolidation of wellbeing and wholeness, tackles human health in a holistic and comprehensive sense, and postulates that each person will actively participate in protecting their health, and preventing diseases, instead of relying exclusively on medication (Hoheb & Puczkó, 2011; Ryan et al., 2008; Taylor, 2010).

Already in the XXI century, Mueller and Kaufmann (2001) extended this definition of wellness to comprise the harmonization of body, mind, and spirit together with "self-responsibility, physical fitness/beauty care, healthy nutrition/diet, relaxation/mediation, mental activity/education and environmental sensitivity/social contact" (p. 6). Moreover, Adams (2003) has defined four main principles of wellness: 1) wellness is multi-dimensional; 2) wellness research and practice should be oriented toward identifying causes of wellness rather than causes of illness; 3) wellness is about balance (among different dimensions of an individual's life that may vary depending on the individual's circumstances); and 4) wellness is relative, subjective, and perceptual, as indicated by Foster et al. (2007).

The concept of wellbeing relates to "optimal psychological functioning and experience" (Ryan & Deci, 2001, p.142). Such notion goes deeper than one might think: being not only present on the famous question "How are you?" but integrating a complex analysis through scientific debate. What embodies a "good life" and what is behind the compound of an optimal experience is an essential debate since it has a profound impact on how we, as a society, see and practice government, teaching, therapy, parenting, and even preaching (Ryan & Deci, 2001).

Overall wellness has a more holistic approach (than health), having in account body, mind, and spirit, a sense of self-responsibility by acting on prevention and investing in wellbeing improvement and maintenance. Later, in chapter 2.1.3, I will explore three theories/constructs of wellbeing: a) eudaimonia and hedonism, b) life satisfaction, and c) PERMA Model (Positive Emotions, Engagement, Relationships, Meaning, and Accomplishment).

2.1.1 The wellness movement

The term wellness emerged as an element of a parallel transformation in the definition of health towards a more holistic perspective that is interrelated, positive in nature, and centered on the

examination of healthy human functioning (Westgate, 1996). Previous definitions looked at health as a concern with illness, and the body was considered in terms of isolated physiological systems (McSherry & Draper, 1998). The notion of health underwent an entire shift due to this holistic perspective. The wellness movement was the main driver of this transformation that started after the end of World War II, mainly because society's health needs changed. The revolution in vaccines and antibiotics enabled by the advances in medicines and technology reduced the threat of infectious diseases that had been the leading cause of death until that time (Seaward, 2009). Instead, chronic and lifestyle illnesses (e.g., heart disease, diabetes, cancer), in conjunction with several life and workplace stressors, became the primary health concern. This conjecture led to an expansion in the concept of health, involving all aspects of the person – mind, body, and spirit (Donatelle et al., 1999).

Considering health through a holistic perspective has enabled the emergence and improvement of preventive health measures and an emphasis on achieving optimal health as physicians investigate the causes of lifestyle illnesses rather than just their symptoms, treating the patient as a whole. Nevertheless, the terminology used to discuss wellbeing and health has gotten increasingly complicated. Other concepts related to wellness are now being explored in the literature, including wellbeing, quality of life, happiness, and general satisfaction (Foster et al., 2007).

The need to comprehend wellness in all its dimensions arises to understand Wellness Tourism better. Various studies have been conducted on the concept of wellness, which suggests that it is more of a psychological state than a physical one. In 2005, Anspaugh et al. identified seven dimensions of wellness: physical, emotional, social, intellectual, spiritual, environmental, and occupational, whereas Jonas (2005) explained the difference between wellness and health, stating that wellness is a process of living, while health is a state of being. According to Foster et al. (2007), wellness refers to a way of life and living that involves constantly searching for new answers and learning more about us. It is designed to enable each person to achieve their maximum potential in each of the three dimensions of living: the physical, the mental, and the social (Foster et al., 2007).

2.1.2 Theories of wellbeing

a. Eudaimonia and Hedonism

Two broad perspectives on wellbeing have arisen from contemporary research: one center on happiness, relating wellbeing to pain avoidance, positive emotions, and pleasure attainment – the hedonic approach; and the other emphasizes self-realization, a sense of purpose, meaning, and fulfillment in life, describing wellbeing to the degree to which a person is fully functioning – the eudaimonic approach (Boniwell, 2020; Ryan & Deci, 2001).

Aristotle was the first to propose the idea of eudaimonia (from daimon – true nature). He stressed that not all goals are worthwhile pursuing because, even if some might bring pleasure, they would not result in wellness, and happiness is a vulgar idea (Boniwell, 2020). According to Aristotle, living a virtuous life and doing what is worth doing will bring you true happiness. Several thinkers throughout history have expanded on this concept, including John Locke and the Stoics, who emphasized the importance of self-discipline and the pursuit of happiness through prudent behaviour (Boniwell, 2020). Aristotle said that the highest of all human goods is realizing one's true potential. So, eudaimonia is not just feeling good or enjoying life but striving to implement our goals to maximize our talents and capacities. The aim is to make the world a better place, and this may sometimes clash with short-term, feel-good kind of happiness because striving takes effort and hard work. It is a "do good, be good" kind of happiness. Cutting-edge research suggests that hedonic and eudaimonic happiness display different patterns regarding the brain and physiological systems (Ryff, 2017).

Eudaimonic wellbeing involves engaging in activities that align with one's values and goals, cultivating positive relationships, and experiencing personal development. It is seen as a more profound and lasting form of wellbeing than hedonic wellbeing, which can be fleeting and dependent on external circumstances. The benefits of eudaimonic wellbeing include greater resilience in the face of challenges and a sense of coherence and harmony in one's life. Individuals can cultivate eudaimonic wellbeing through volunteering, pursuing meaningful work, and engaging in self-reflection and personal growth (Boniwell, 2020).

A significant difference between the hedonic and eudaimonic views is that while hedonic pleasure-seeking activities provide instant wellbeing, eudaimonic effects may result from unpleasant activities that have delayed positive impact (Knobloch et al., 2017). An illustration of this could be going to holistic or wellness retreats for self-development workshops, which are psychologically or emotionally painful at the time but have cathartic effects and can lead to transformation later (Fu et al., 2015). The eudaimonic perspective is associated with personal growth, self-fulfillment and self-development, full engagement, and optimal performance of meaningful behavior (Cloninger, 2004). These implicit objectives can be related to numerous forms of tourism, such as volunteer or slum tourism. According to research by Diekmann & Hannam, 2012, visitors after slum tours often gain a more profound sense of gratitude and appreciation for their own lives and feel more satisfied with their situation, constituting a better sense of life satisfaction.

An increasing number of articles in tourism studies touch on the 'hedonic' and 'eudaimonic' paradigms of wellbeing. For example, Voigt et al. (2011) suggest that in wellness tourism, more hedonic wellbeing experiences might occur in a beauty spa. In contrast, more eudaimonic experiences can be gained from spiritual retreats. A medical tourism experience might also fall closer to the

eudaimonic end of the spectrum. The focus is on healing the physical body, which can eventually induce greater happiness, but it can be painful at the time.

The complexity of comprehending the notion of wellbeing for an individual resides, however, in what is 'good for' a person and what is not. Human beings tend to act in pursuit of what they think will give them more pleasure and the greatest balance of it over pain. Nevertheless, it is debatable in many circumstances whether what seems good to a person is really good for him or her, especially in the context of health and even tourism (e.g., health and safety-compromising sun-sea-sand holidays) (Smith & Diekmann, 2017).

According to Feldman (2008), in a tourism setting, there could be slighter long-term wellbeing benefits from hedonic holidays where the tourist is 'happy' but unaware or uninterested in the effects of their behavior. Besides, eudaimonic experiences where tourists engage with residents and help them with volunteer work or charity might lead to self-development and transformation. Yet, though some types of tourism may offer more eudaimonic or long-term benefits (e.g., retreat tourism, volunteer tourism, charity-supporting activities, slum tourism), most tourism experiences will not. In the context of tourism, three elements might translate into holidays that deliver a mixture of pleasure and hedonism (i.e., having fun), altruistic activities (e.g., being environmentally friendly or benefitting local communities), and meaningful experiences (e.g., education, self-development). One example could be ecotourism in its true form as ''responsible travel to natural areas that conserves the environment, sustains the wellbeing of the local people, and involves interpretation and education" (TIES, 2015, para. 4).

b. Life Satisfaction

Satisfaction with one's life refers to the contentment or acceptance of one's life circumstances or the fulfillment of one's desires and needs for life as a whole. A healthy and productive lifestyle is believed to be related to quality of life and life satisfaction (Anand & Arora, 2009). Life satisfaction involves a cognitive evaluation of an individual's current life situation compared to their expectations. Individuals assess the quality of their lives based on specific criteria, and since this assessment is subjective, it is considered a crucial indicator of wellbeing (Arora & Anand, 2009; Pavot & Diener, 1993). Kruger (2011) stated that trip events induce positive and negative effects on social, family, and love life, leisure, arts and culture, spiritual life, intellectual life, the self, health and safety, work, finances, culinary life, and travel that impact overall life satisfaction. Quality of life researchers argue that subjective wellbeing means satisfaction with life domains and life overall. Quality of life (QoL), linked to life satisfaction, is also seen as a constant and general state of wellbeing (Zullig et al., 2005). QoL covers various domains, including physical, psychological, economic, spiritual, and social wellbeing,

and is defined as an individual's perception of their physical and mental health (WHO, 2012). According to a group of researchers from the World Health Organization, quality of life is "the individual's perception of their position in the context of the culture and value systems in which they live and in relation to their goals, expectations, standards and concerns" (WHO, 1998, p. 1).

The debate over whether subjective judgments of life satisfaction stem primarily from top-down, stable influences such as personality traits (a person's internal disposition) or bottom-up, context-specific factors such as mood and life circumstances (pleasant and unpleasant life experiences) is a topic of ongoing discussion (Pavot & Diener, 2008). Existing research indicates that life satisfaction judgments result from a complex interplay between both types of factors. While broad personality traits such as extraversion and neuroticism establish a baseline for subjective experiences, cultural norms and individual differences also significantly shape these judgments. Besides, many factors, even internal factors such as feelings of self-efficacy and self-esteem, vary in importance across cultures and the context of life. Additionally, short-term changes in mood or immediate circumstances may occasionally impact life satisfaction judgments. However, longer-term contextual modifications such as long-term unemployment or widowhood produce more significant and lasting effects. Ultimately, stable factors such as personality traits and cultural norms have the most enduring influence on life satisfaction judgments (Pavot & Diener, 2008). Moreover, individuals who tend to assess life events and experiences with optimism usually display a higher sense of wellbeing because they possess personality traits like openness to experience, extraversion, and attraction to novelty (Steel et al., 2008). An objective assessment of life satisfaction in the Wellness Tourism context could determine the impact of this type of tourism on an individual's life satisfaction, which would ascertain whether a positive wellness tourism experience correlates to overall life satisfaction.

c. PERMA Model

This subchapter will examine the PERMA Model, which offers a comprehensive approach to achieving flourishing, long-term wellbeing, and genuine happiness. Martin Seligman, a prominent positive psychologist created this model that was extensively presented in his book "Flourish," published in 2011. According to the author, the pursuit of happiness is a universal human desire. When we experience happiness, we tend to be more productive, form meaningful relationships, and feel better. However, defining happiness can be challenging, and if we focus excessively on it, we might find ourselves feeling disappointment or emptiness, especially if we fail to achieve the level of happiness we desire (Seligman, 2012a). Seligman (2012a, 2012b) identified five important measurable components of wellbeing, which he refers to as PERMA. These elements are Positive Emotion (P),

Engagement (E), good Relationships (R), Meaning (M), and Accomplishment (A). A flourishing adult/child must possess these five essential constructs.

Positive emotion involves experiencing joy, comfort, and happiness, but it should not be confused with cheerfulness, which is largely genetically determined. Engagement is, for instance, being one with music, being flow, and using our signature strengths. These signature strengths and virtues are moral strengths, not talents. However, they have value on their own right, like gratitude, kindness, a sense of humour, social intelligence, courage, integrity, and similar qualities. Using signature strengths as a builder of wellbeing, for example, using kindness as a signature strength at work, will lead to less anxiety, less depression, and higher life satisfaction (Seligman, 2012a, 2012b).

Good relationships are a skill that can be developed. Meaning comes from belonging to and serving something bigger than oneself, as humans are ineluctably driven to search for meaning. Achievement requires self-discipline (outdoes QI, being twice as important statistically as smartness) and grit (extreme persistence) and is essential for mastery and competence (Seligman, 2012a).

The wellbeing theory is plural in both method and substance because positive emotion is a subjective variable determined by what we think and feel. Wellbeing cannot be limited to one's own beliefs (it cannot exist just in our head); it involves feeling good and actually having meaning, good relationships, and accomplishment. So, these factors have both subjective and objective components. We maximize each of these five factors when deciding on our life's path (Seligman, 2012a). The PERMA model, encompassing these five elements, has been linked to longer life, lower morbidity, and reduced healthcare expenditure (Seligman, 2012b).

The Harvard Study of Adult Development is a nearly 80-year study that tracked the lives of 724 men, examining the factors that contribute to a “good life” (healthy and happy life). The study conducted by Robert Waldinger found that the quality of relationships, rather than material success or wealth, is the most essential factor in leading a fulfilling life. Participants who had strong social connections were found to be happier, healthier, and lived longer than those who did not. The study also found that the quality of relationships is more important than quantity, and those who had satisfying relationships at age 50 were healthier and happier at age 80. The study emphasizes investing in relationships for long-term happiness and wellbeing (Mineo, 2017). This lesson from the longest Harvard study on people's happiness resonates with the importance of the Relationship component in the PERMA Model.

PERMA model of wellbeing delineates the key domains that need to be satisfied to achieve the ultimate form of wellbeing – happiness. If all of them are in place, an individual can lead a flourishing life. Besides, according to the former director of the longest study on happiness, George Vaillant, the key to healthy aging is relationships (Mineo, 2017).

2.2 Wellness Tourism

According to the **G**lobal **W**ellness **I**nstitute, every travel to maintain or enhance one's wellbeing is considered Wellness Tourism (Yeung & Johnston, 2018). Recent research has undeniably demonstrated the positive impacts of tourism on wellbeing, including the health benefits of visiting certain tourist destinations and maintaining good physical health (Smith & Diekmann, 2017). A more complex and broader analysis demonstrates how tourism can impact the emotional, psychological, cognitive, and spiritual dimensions of wellbeing, not only for tourists but also for destination communities (Hartwell et al., 2018).

2.2.1 Exploring Wellness Tourism Motivations: A Push and Pull Framework

In the tourism field, motivations are the socio-psychological forces that influence individuals to choose and engage in tourist activities. The scientific community is interested in learning more about the driving forces behind why individuals travel to comprehend better human behaviour (Beltrán-Bueno & Parra-Meroño, 2017).

The Push and Pull Factors as a motivational framework in the tourism sector was established by Crompton in 1979. Push factors are internal, individual needs and emotional aspects, such as the need to escape and get away from the daily routine, stress, alienation, to relax, and the desire for adventures or social interactions. In contrast, pull factors are external, cognitive, and situational factors, such as the attractions of the destination, recreational facilities or cultural and natural settings (like the climate, wildlife, monuments, and museums) that drive tourists to partake in a trip. So, the push factors are socio-psychological factors that drive a person's decision to travel, whereas the pull ones, being a cultural motivation, determine the choice of a destination (Beltrán-Bueno & Parra-Meroño, 2017; Crompton, 1979).

Crompton (1979) distinguishes 7 socio-psychological motives: escape from a perceived mundane environment, exploration, and evaluation of self, relaxation, prestige, regression, enhancement of kinship relationships, and facilitation of social interaction; and two cultural motives: novelty and education. Gray (1970) defines the same push and pull motives as 'sunlust' and 'wanderlust', respectively. Sunlust motivates a unique form of travel dependent on the availability of different or better amenities for a specific purpose elsewhere than are accessible locally; it is more linked to sports activities, and it literally means the search for the sun (Crompton, 1979). The alternative to the pull factors, wanderlust is described as "the basic trait in human nature that causes

some individuals to want to leave things with which they are familiar and to go and see at first hand different existing cultures and places (…)"; this basic human trait is curiosity (Gray, 1970, p.13).

The factors of the push dimension for Wellness Tourism for Tuzunkan (2018) were: “keeping up with fashion”, “spiritual health”, “releasing stress”, and “life improvement”. The factors of pull dimension were labelled “core products provided by destination”, “accessibility of destination”, and “reputation of destination”. However, according to Tuzunkan’s (2018) findings, only two predictors of behavioral intention to participate in wellness tourism were somewhat significant - keeping up with fashion and spiritual health.

Comprehending what motivates tourists to participate in a wellness trip (both the sociopsychological motives and the push and pull factors) is the first step to acknowledging the reason/s behind individuals choosing to partake in a wellness trip instead of any other kind of trip.

2.2.2 Understanding Wellness Tourism: Exploring Motivations, Activities, and Tourist Profiles

Wellness tourism and medical tourism both fall within the Health Tourism domain (Mueller & Kaufmann, 2001; Smith & Kelly, 2006). The authors of *Wellness and Tourism: Mind, Body, Spirit, Place* state that there are 6 categories of wellness tourism according to tourists’ motivations and product purpose and benefits. They are medical, health, sport/fitness, adventure, wellbeing, and self-transformation (Bushell & Sheldon, 2009, as cited in Nielsen, 2011).

In general, wellness tourism includes traveling for medical reasons (Connell, 2006), mental and physical rejuvenation (Mueller & Kaufmann, 2001; Smith & Puczkó, 2009), and engaging in physical activities that require or encourage certain levels of fitness (Tuzunkan, 2018). The main wellness tourism activities include yoga, acupuncture, thermal swimming pools, body massages, baths, beauty treatments, spas, rest and meditation, fitness, and beauty care (Tuzunkan, 2018).

Wellness goes beyond relaxation and has become an integral part of many individuals’ lifestyles. The travel and tourism industry can take advantage of this massive opportunity as people who follow a wellness lifestyle will also seek similar services when they travel. Wellness tourism encompasses more than just spa experiences; it includes healthy cuisine, specific fitness, or body-mind-spirit programs, active-aging or longevity programs, learning, adventure, spiritual enlightenment, and personal growth, ultimately enhancing lives (Hoheb & Puczkó, 2011).

According to different authors, distinctive wellness tourist profiles or clusters have emerged. Voigt, Brown, and Howat (2011) classified wellness tourists into 3 categories: beauty spa tourists, lifestyle resort tourists, and spiritual retreat tourists. Psychological motives, like relaxation

and escapism, are present in the three wellness tourist categories. However, each group attributes diverse meanings and values concerning their wellness experience. For example, beauty and spa tourists look for self-indulging, pampering activities. On the other hand, spiritual retreat tourists seek spiritually enriching and transcending experiences; finally, lifestyle retreat tourists seek physical fitness activities (Voigt et al., 2011).

Various studies have examined the perception and expectations of wellness seekers. Mueller & Kaufmann (2001) studied tourists' perceptions of wellness tourism using Importance-Performance Analysis (IPA). Their findings clustered visitors as demanding health guests, independent infrastructure users, care-intensive cure guests, and undemanding recreation guests. Other researchers examined consumers' service expectations, attitudes toward wellness services, and the clusters of clients in five wellness centers in Bangalore, India. Based on the behavioral characteristics of clients, three clusters were identified: occupational ailment prevention seekers & regular weekend clients; heredity ailment prevention seekers & new clients; and anti-aging, spiritual seekers & strong reviewers (Ganesan, and Ravichandran, 2007, as cited in Tuzunkan, 2018).

It must be considered that several wellness approaches have very close links with mental and psychological health. Travelers searching for mental balance or a better mental state search for complementary or alternative approaches, many of which (e.g., Ayurveda, yoga retreats, faith, and meditation) are closely related to medical treatments (Hoheb & Puczkó, 2011). Smith and Kelly (2006) have suggested that a lack of community may be spurring wellness tourists to seek a sense of community within a holistic center, a yoga retreat, at a New Age festival, or on a pilgrimage. More recently, Wellness Tourism and Spa industries have seen an increase in the popularity of digital detox retreats and workshops. These retreats help individuals manage their technology-related stress by taking a break from it (Yeung & Johnston, 2020).

2.2.3 Wellness Tourism Activities

A clear consensual distinction divides Wellness Tourism into two major profiles. Travelers motivated by wellness to take a trip or choose their destination based on its wellness offerings (such as those attending a wellness resort or a yoga retreat) are considered primary wellness travelers. On the other hand, secondary wellness travelers aim to maintain wellness or participate in wellness activities while on any trip (like business or leisure travel), e.g., someone who visits a gym, gets a massage, or prioritizes healthy food when they take a trip (Yeung & Johnston, 2018). The secondary wellness travelers' market is growing faster, making up most wellness tourists, totaling 89% of trips and 86% of spending in 2017 (Yeung & Johnston, 2018). Concerning wellness travelers' behaviors, they can perform 8 types of wellness activities:

- Health Activities – The health scope of wellness tourism relates to those tourists seeking mainly physical benefits, traveling for activities such as integrative medicine, diagnostics, health check-ups, CAM (Complementary Alternative Medicines), and chronic condition management. These types of tourists mainly choose destinations with Integrative Health Centers, CAM centers, and Wellness centers (Yeung & Johnston, 2018).
- Spa and Beauty Activities - The spa and beauty domain of wellness tourism refers to those tourists seeking physical and mental benefits through activities such as massage, bathing, body treatments, facials, and hair & nails. Spa and beauty tourists are patrons of spas, salons, baths and springs, healthy hotels, wellness cruises, resorts & sanatoria, etc. (Yeung & Johnston, 2018).
- Mind-body Activities - The mind-body domain of wellness tourism refers to those tourists seeking predominantly mental and spiritual benefits by participating in activities such as yoga, meditation, tai-chi, qigong, and biofeedback. Visitors in this category will patronize places such as yoga studios and martial arts studios (Yeung & Johnston, 2018).
- Spiritual & Connection Activities - The spiritual and connection domain of wellness tourism refers to those tourists mainly seeking spiritual and emotional benefits from activities involving prayer, volunteering, time with family and friends, and time in solace. Spiritual travelers visit yoga retreats, spiritual retreats, and ashrams (Yeung & Johnston, 2018).
- Personal Growth Activities - The personal growth domain of wellness tourism refers to tourists who seek emotional benefits from life coaching, retreats, stress reduction seminars, reading, music, and arts. These tourists will mostly visit lifestyle and wellness retreats (Yeung & Johnston, 2018)
- Eco and Adventure Activities - The eco and adventure domain refers to tourists who predominantly seek environmental benefits from wellness tourism activities such as hiking, biking, walking, and nature visits. These tourists visit parks, wildlife sanctuaries, and nature preserves (Yeung & Johnston, 2018).
- Fitness Activities - The fitness domain refers to tourists who predominantly seek physical and social benefits from wellness tourism activities such as gym visits, fitness classes, stretching, and Pilates. Therefore, these tourists' profiles visit Gyms and Fitness Centers (Yeung & Johnston, 2018).
- Healthy Eating Activities - Healthy eating refers to tourists seeking social and physical benefits from wellness tourism activities such as culinary food tours or other culinary experiences,

weight management, nutritional workshops, and detox. These tourists will visit organic and natural restaurants as well as health food stores (Yeung & Johnston, 2018)

In addition, Hoheb and Puczkó (2011) also found that younger people (Generation Y) will predominantly seek adventure, eco facilities, and spas. As for gender, men are more interested in wellness, lifestyle-based services, adventure facilities, and spas. Regarding marital status, singles likely prefer wellness and lifestyle-based services, as well as leisure and recreational facilities and spas. For those traveling with family, leisure and recreational services remain popular, but wellness hotels and spas are also gaining popularity.

An investigation like the one from Hoheb and Puczkó has shown that these different wellness travelers have different motivations and behaviors. However, the question now is whether these contrasts in profiles between primary and secondary wellness travelers are significant. Furthermore, not all aspects in which these differences occur are known in the Portuguese wellness tourist profiles, so the first research question arises.

RQ1: How do primary wellness travelers differ from secondary wellness travelers in terms of sociodemographic characteristics, activity preferences, and motivational factors?

2.3. Critical Factors for a positive wellness tourism experience

According to Pizam and Tasci (2019), experiencescapes include anything customers feel and experience within a service environment, including physical/functional, artistic, social, cultural, natural, and hospitality culture elements. The experiencescape determines how tourists live the experience (Campos et al., 2018).

The physical experiencescape and the social experiencescape (or the social features of consumption locations) are essential aspects of the tourism service experiencescape (Baker & Kim, 2020). Thus, the experiencescape is frequently regarded as a more complex extension of the servicescape, including components and contexts beyond the control of the tourism provider (Dybsand & Fredman, 2021). Customers' positive perceptions of the physical and personal dimensions of an experiencescape contribute to a high-quality customer experience (Dong & Siu, 2013).

This subchapter explores the key factors contributing to a positive wellness tourism experience. By identifying these critical factors, we can gain a deeper understanding of how to enhance the overall quality of wellness tourism and improve the wellbeing of travelers.

Based on the literature review and research, three critical factors for the quality of the wellness tourism experience were found:

1. **Authenticity and Cultural Immersion**: Wellness tourists often seek an authentic experience that connects them with the local culture, traditions, and environment. The destination plays a crucial role in determining the experience. A destination that offers natural beauty, clean air, and peaceful surroundings is ideal for wellness travelers. A serene and tranquil setting away from the city's hustle and bustle can enhance the experience's relaxation and rejuvenation (Hekmat et al., 2022). An authentic experience can improve the wellness tourist's sense of wellbeing and satisfaction. Some tourists might be content with a regular massage, workout class, or smoothie. However, the more sophisticated wellness travelers, particularly millennials, are curious about what the location offers that is distinctive from other places. Such authentic experiences can be based on "indigenous healing practices: ancient/spiritual traditions; native plants and forests; special muds, minerals, and waters; vernacular architecture; street vibes; local ingredients and culinary traditions; history and culture; etc." (Yeung & Johnston, 2018, p.16). Wellness travelers can always find something unique to experience at each destination, as each place has its distinct offerings (Yeung & Johnston, 2018). Tourists tend to be more actively engaged in an experience if they are involved in it (Liu & Jo, 2020). They also become more influenced by the activity and report a more positive evaluation of the experience (Andersson & Mossberg, 2017).
2. **Mental Wellness:** Mental wellness is a dynamic, renewable, and positive resource; an active process that requires initiative and conscious action; and an internal experience that encompasses multiple dimensions: ***mental*** (thinking - how we process, understand, and use information); ***emotional*** (how we manage and express our feelings); ***social*** (how we connect with others); and ***psychological*** (how we function or "put the pieces together" to make decisions or do things). The wellness tourism experience can offer some of these practices that support and improve our mental wellness, such as promoting good rest (good sleep), good nutrition, exercise, meaningful relationships, reducing stress, and meditation. Mental wellness emphasizes our capacity to build resilience; reduce suffering; find inner peace, joy, and fulfillment; seek purpose, meaning, and happiness; and connect to others (Yeung & Johnston, 2020). Providing a safe and supportive environment where customers can address their physical, mental, and emotional health needs is crucial to a positive wellness tourism experience. Wellness tourists seek to improve their emotional and psychological wellbeing, in addition to their physical health. Experiences in wellness tourism produce feelings of refreshment and wellbeing (Kongtaveesawas et al., 2022). According to Voigt et al.'s (2011a) study, refreshment revolves around escaping from one's daily life, problems, and circumstances by engaging in a relaxing atmosphere. Some wellness products

and services might be connected to refreshment, such as baths, saunas, beauty treatments, natural and refreshing treatments, physical activity, and spaces for solitude and relaxation (Konu et al., 2011). According to some recent studies, refreshment can be viewed as a by-product of positive vacation experiences that travelers can remember even after returning home (Kotur, 2022). Social connections and a sense of community can contribute to the overall well-being of the wellness tourist. The wellness program or destination should offer opportunities for social interaction and connection, such as group activities and events among all participants so they can meet and even make deep connections (Social Dimension of Mental Wellness).

3. **Quality of services:** The quality of the wellness experience, including the quality of the staff, facilities, and services, can significantly impact the satisfaction and loyalty of the wellness tourist since a high-quality experience can also lead to positive word-of-mouth recommendations and repeated visits. The qualifications, expertise, and experience of the staff, including therapists, instructors, and guides, can significantly impact the quality of the experience. The quality of the facilities and amenities, such as the spa, accommodation, and dining, can significantly affect the overall experience. The accommodation should be comfortable and clean and provide a relaxing atmosphere. Wellness services should be of high quality and delivered by qualified professionals. Wellness tourists prefer hotels or resorts that offer various wellness services such as spa treatments, meditation sessions, yoga classes, nutritional advice, fitness program, and healthy cuisine (Xie et al., 2022).

2.3.1. Impact of Wellness Tourism Experiences on Wellbeing, Satisfaction with Life, and Intention to have a similar experience

Some research suggests that wellness tourism can positively impact travelers' wellbeing (Smith & Kelly, 2006; Smith & Puczkó, 2009). Happiness is understood as the affective component of subjective wellbeing (Diener et al., 1999) in the sense of QoL, which forms the measurement of happiness in happiness research (Carlson et al., 2003). Many tourism studies have shown that tourism experiences can lead to greater life satisfaction (e.g., McCabe & Johnson, 2013; Sirgy et al., 2011) and happiness (Nawijn, 2011). According to Carneiro & Eusébio (2019) and Nawijn (2011a), tourism trips contribute to an increase in the overall level and specific domains of happiness, such as optimism and enthusiasm, self-esteem and self-confidence, social support, freedom, relaxation, satisfaction with life, acquisition of skills and gaining the ability to perform tasks, feeling more energy, and having a positive influence on others. Holiday trips strongly impact young tourists' happiness, the highest impact being on their cheerfulness, positive outlook, and wellbeing. Moreover, satisfaction with holiday trips and social contact emerge as the factors with the most decisive influence on dimensions of happiness. However,

the impact of tourism on overall happiness is determined by the sociodemographic profile, the travel behavior (number of holiday trips undertaken, type of destination visited, travel group, social contact during holidays), and overall satisfaction with holidays (Carneiro & Eusébio, 2019).

Current studies have been focusing on the relationship between tourism experiences and tourists' wellbeing and quality of life (Chen & Yoon, 2019). Sirgy et al. (2011) were able to demonstrate that tourists' positive and negative memories generated from the most recent trip affect satisfaction in 13 life domains (e.g., social life, leisure life, family life, cultural life, health and safety, love life, work life, spiritual life, travel life, arts and culture, culinary life, and financial life), which in turn influence their overall life satisfaction. Moreover, Sirgy et al. (2011) and other researchers on Quality of Life debate that subjective wellbeing means satisfaction with life domains and life overall. Smith and Diekmann (2017) conclude that other investigators on the same topic found tourism to contribute to most domains of QoL, particularly health, work and productivity, emotional and spiritual wellbeing, and relationship with family and friends. QoL research in tourism has shown that travel to a tourism destination has both direct and indirect positive benefits for the traveling tourist. These include greater levels of happiness, improved health, increased longevity, increased self-esteem, and better satisfaction with various aspects of life (Kruger, 2011).

Travelers' happiness can be defined as "a psychological state of fulfillment and well-being that is experienced in anticipatory, on-site, and reflective travel phases" (Filep, 2014, p.266). A link between happiness and tourism adds to a more explanatory understanding of the positive psychological benefits of travel. Research on these benefits and their potential to contribute to happiness has been consistently growing. Seligman (2012a) advanced on his original theory of authentic happiness (in which happiness was seen as a conjunction of only: Positive Emotions as part of the Pleasant Life, Engagement as the Good Life, and Meaning that is the Meaningful Life) by expanding on SWB to include more eudemonic measures, evolving into what is now known as the PERMA model of wellbeing. Filep (2014) reasoned that such a model better explains the phenomenon of happiness in tourism. As mentioned earlier, the PERMA model of wellbeing, developed by Seligman (2012a), establishes the key domains that must be satisfied to reach the ultimate form of wellbeing - that is, happiness. An advanced model, known as 'The PERMA Profiler,' measures the five key pillars of wellbeing: Positive emotion, Engagement, Relationships, Meaning, and Accomplishment, as well as Health and Negative Emotions (Butler & Kern, 2016). This profiler also contains basic measures of physical health and vitality, happiness, and propensity to be sad, angry, or anxious. The PERMA model's five key domains have been implemented to reflect wellbeing, while health, happiness, and negative emotions remain intermediary factors in explaining how or why the PERMA Model might influence QoL in the tourism context.

While positive psychological theories have been applied in the tourism context (McCabe & Johnson, 2013; Nawijn, 2011), no empirical studies have been conducted using the PERMA Model in tourism research until Dillette (2016). Although Dolnicar's study drew on Seligman's theory, linking travel experiences to authentic happiness (positive emotions, engagement, and meaning), it was published before the PERMA Profiler's current advancement. Dolnicar et al. (2012) found that vacations contribute to most people's QoL. This extraordinarily dynamic and individual concept may be different for different people at different times in their life. Unlike other theories, such as Subjective Wellbeing Theory (Diener et al., 1985), the PERMA Profiler includes both hedonic and eudemonic aspects of wellbeing. Although the PERMA Profiler hasn't been used in the tourism field, it is discussed that Seligman's ideas can help explain powerful tourism experiences (Filep, 2014).

Therefore, although there is a positive correlation between tourism and QoL, whether QoL can be increased based on the specific type of tourism being experienced by the traveler remains unclear (Dillette et al., 2018). Moreover, tourist satisfaction refers to the emotional state experienced by tourists when they derive enjoyment from their tourism experiences or when they evaluate the overall tourism process, including satisfaction with tourism products and services (Oliver, 2010). Research has shown that when tourists have a positive and unique experience that aligns with their expectations, it positively impacts tourism activities, leading to higher satisfaction among tourists (Sirgy et al., 2011).

According to (Cole & Scott, 2004), revisit intention refers to a tourist's willingness or plans to visit the same destination. The relationship between memorable wellness tourism experience, subjective well-being, and revisit intention has been found to be significant (Sthapit et al., 2022).
So, this master's dissertation aims to examine the impact of a positive wellness tourism experience - based on the participation of the critical factors explained above – on wellbeing, life satisfaction, and on the intention to have a similar experience, thus raising the following research questions:

H1: Authenticity and cultural immersion in the wellness tourism experience positively impacts WB (a), life satisfaction (b), and intention to have a similar experience (c).

H2: Mental wellness component of the wellness tourism experience positively impacts WB (a), life satisfaction (b), and intention to have a similar experience (c).

H3: Quality of services provided in the wellness tourism experience positively impacts WB (a), life satisfaction (b), and intention to have a similar experience (c).

CHAPTER 3 - Methodology

3.1 Research Context and Research Design

This dissertation aims to understand the tourist profiles and how they experience and perceive Wellness Tourism. After completing the literature review in which I comprehended the investigation that has been done in Wellness Tourism, I proposed one research question and three hypotheses that I'm now about to test and validate. In doing so, I have chosen to elaborate an online survey to assess Portuguese wellness tourists' expectations and experiences, and later I analyzed this data on SPSS.

The research design chosen to study the tourist profiles of wellness Tourism was descriptive correlational research to understand the market characteristics of this industry in Portugal. Descriptive research is used in market studies to describe the market size, consumers' buying power, distributors' availability, and consumer profiles (Malhotra et al., 2017). Descriptive research designs rely heavily on two main techniques: surveys and quantitative observation. These techniques are crucial for gathering information in this type of research (Malhotra et al., 2017). For my research, I opted to conduct a survey to obtain quantitative primary data in descriptive research to measure the Portuguese wellness tourist profiles and their sociodemographic, motivations, behaviors, activities, and perceptions of the wellness tourism experience. Quantitative research is based on deductive reasoning in which the researcher formulates a hypothesis and then tests that hypothesis, thus reaching (or deducing) a conclusion (Kara, 2022). A descriptive correlational study is a study in which the researcher is primarily interested in describing relationships among variables without seeking to establish a causal connection (Chen & Popovich, 2011).

3.2 Procedure

As stated, the research method chosen to collect data was an online survey. Such a technique can provide a significant number and diversity of responses; however, it depends on the respondents' availability and motivation (Malhotra *et al*., 2017).

The online survey was developed using the Qualtrics software. The survey was translated into Portuguese, as it was primarily targeted at Portuguese so they could better comprehend the questions at hand. A pre-test was shared with a few friends and colleagues to detect possible errors and gather recommendations. The link to fill out the survey was sent to people by WhatsApp, Email, Instagram Direct, Messenger (Facebook), and LinkedIn. It was available for about one month (between mid-October to mid-November of 2022). The survey link was also shared from friends to their friends,

creating a snowball effect. The data were analyzed using IBM SPSS STATISTICS VS 28.0.0: reliability, descriptive analysis, correlations, and linear regressions were conducted.

3.2.1 Population and Sample

A population is the combination of all the elements that share the same features, including the universe that addresses the marketing research problem (Malhotra et al., 2017). According to these authors, the population characteristics can be obtained using a sample that corresponds to a subgroup of the population chosen to participate in a study.

The sampling process requires a definition of the target population. Since the central theme of this dissertation is the tourist profiles and how they experience Wellness Tourism in Portugal, the target population is Portuguese tourists and people who have visited Portugal and at the same time performed wellness activities during their vacation. As the total population is impossible to analyze, a non-probability sampling method was used, namely convenience sampling, as the researcher primarily selected the sample based on the researcher's accessibility (Malhotra et al., 2017). Snowball sampling was also used because some participants were asked to share the survey with their friends and acquaintances who could also belong to the target population. The target population for the survey was anyone aged 18 or more, Portuguese or not, who has done Wellness Tourism in Portugal.

The survey (annex A) was developed in Qualtrics, and the data were exported and analyzed in IBM SPSS Statistics 28. Out of the 252 responses collected, only 200 were considered valid for analysis (100% completed). Any % of missing answers in the remaining filled questionnaires were deemed invalid and therefore were not included in the analysis.

The sample comprised 200 people, the majority were 184 Portuguese (92%). Regarding gender, there is an equal distribution considering that 115 were female (57.5%), 84 were male (42%), and one was non-binary (0.5%). Concerning the age ranges, most respondents, 89 people (44.5%) were young adults (18-25). Regarding their marital status, 126 respondents (63%) were single. Considering the education level, the majority, 96 persons (48%) completed a bachelor.

In relation to their monthly income, 59 respondents (12.5%) received 1000-1499€, and 38 tourists (19%) earned between 501-999€. Finally, regarding their current professional status, 119 were full-time employed (59.5%), and 43 were students (21.5%). The sample consisted of two major groups: 97 were primary wellness tourists (48.5%), and 103 were secondary wellness tourists (51.5%) (Annex C).

3.2.2 Survey Design and Measures

The first part of the survey was an introduction to explain the study's objective, which is to better understand the tourist profiles and how they experience Wellness Tourism, the anonymity of the answers, and that they would be used only for academic purposes. Finally, the participants would have to consent and agree with it so they could start answering the survey.

The second part was the sociodemographic section, in which the respondents reported their gender, age, nationality, marital status, level of education, current employment status, and monthly income. The last two questions are the only ones across the entire survey where the respondent can select "prefer not to say."

The third part started with a definition of a primary wellness traveler and presented the type of wellness activities that can be performed during a trip. Then respondents were asked if they have ever traveled as primary wellness travelers. If not, they were considered secondary wellness travelers and followed a similar path of questions about their wellness trip(s). The following questions were included in this section to characterize the Wellness Tourism trip: the duration of the vacation; the total money spent on the trip; if they travel solo or accompanied; if they travel domestically and internationally and to which regions of Portugal and countries; the type of accommodation they stayed in; the reason why they choose to go on a wellness trip (push factors); the main drive to participate in a wellness trip (pull factors); the type of wellness activities in which they have partaken from the tourist profiles presented in GWI's report (2018) – Wellness Tourism Economy. Then I proceed with measuring the critical factors for a positive wellness tourism experience, wellbeing, intention to have a similar experience, and life satisfaction.

Authenticity and Cultural Immersion. Authenticity and Cultural Immersion were assessed with six items from Kim's (2009) Memorable Tourism Experience scale where wellness tourists rated their agreement with the characterized tourist experiences (e.g., "It was a once-in-a-lifetime/unique experience", "I had the possibility to be in contact with local people in the destination and perceived them as friendly") on a 5-point scale (1 = *Not at all*, 5 = *Very Much*), and one item from Kongtaveesawas et al.'s (2022) scale (Importance of feeling during the wellness trip "Being a part of the destination community") on a 5-point scale (1 = *Not at all important*, 5 = *Very important*).

Mental Wellness. Mental Wellness was assessed with seven items from Kongtaveesawas et al.'s (2022) scale (Importance of feeling during the wellness trip, e.g., "Contentment and joy", "Being empathized and cared for by the staff") on a 5-point scale (1 = *Not at all important*, 5 = *Very important*) and three items from Kim's (2009) Memorable Tourism Experience scale. Wellness tourists rated their

agreement with the characterized tourist experiences (e.g., “It was relaxing, and I could relieve daily stress through this tourism experience.”) on a 5-point scale (1 = *Not at all*, 5 = *Very Much*).

Quality of services. The quality of services was assessed with two items from Kim’s (2009) Memorable Tourism Experience scale. Wellness tourists rated their agreement with the characterized tourist experiences (“The touristic experience was worth it” and “The service in the destination area was exceptional”) on a 5-point scale (1 = *Not at all*, 5 = *Very Much*).

Wellbeing. Wellbeing was assessed with Dillette’s (2016) 15-item measure adaptation from the PERMA Profiler of Butler & Kern (2016) to the Wellness Tourism context. Wellness tourists rated their agreement about the impact Wellness Tourism has had on their day-to-day life (e.g., “I am more joyful”, “I have more loving relationships with others”, “My life is more purposeful and meaningful”) on a 5-point scale (1 = *Strongly disagree* to 5 = *Strongly agree*).

Life satisfaction. Life satisfaction was assessed with Diener et al.’s (1985) 5-items Satisfaction with Life Scale (SWLS). Wellness tourists rated their agreement with the statements regarding their overall quality of life (e.g., “In most ways, my life is close to my ideal life”) on a 5-point scale (1 = *Strongly disagree* to 5 = *Strongly agree*).

Intention to have a similar experience. Intention to have a similar experience was assessed with a 1-item measure. Wellness tourists rated their willingness to repeat the same kind of trip (“I plan to do the same kind of trip in the future”) on a 2-point scale (1 = *Disagree*; 2 = *Agree).*

The construct of the critical factors was measured using items from two sets of questions of the survey (annex A): “While traveling as a wellness tourist, how important is it for you to feel” and the characterization of their most recent wellness experience by stating the degree to which item corresponds to their perceived experience (Annex B).

CHAPTER 4 – Data Analysis and Results

4.1 Primary wellness traveler profile

The primary wellness travelers were predominantly female (60%), the largest age group comprising individuals between 18 and 25 years of age (32%), mostly single (54%), the large majority had some level of higher education (87%), most were full-time employed (65%) receiving between 1000-1999€ (52%) (N=97) (Fig. 1.1-1.6).

In terms of wellness activities performed by primary wellness tourists: 48.5% elected Eco&Adventure activities, 37.1% of these tourists performed Spiritually related activities, 34% have done Spa & Beauty activities, 22.7% had already done Healthy eating activities, 21.6% of respondents stated having done Mind-body activities, 17.5% have done Personal Development activities, 8.2% have gone for Fitness activities, only 5.2% did Health related activities; 18.6% did other wellness activities (Fig. 1.7).

In the last five years, 57.7% of the primary wellness travelers went abroad: 17 (out of 97) went to France (17.5%), 24 to Spain (24.7%), and 5 to the USA.

Over the past five years, 45.4% of the primary wellness travelers have chosen to go to the North of Portugal; also 45.4% went to the Center Region, 33% to Algarve, 25.8% preferred to go to Lisbon, 19.6% to Alentejo, and 18.6% to the Islands.

The type of accommodations chosen by primary wellness tourists are as follows: 42.3% have chosen to stay in an AL (Vacation Rental, Alojamento Local in pt) or Rural Tourism, 35.1% in a hotel/resort, 26.8% opted for a Bed&Breakfast, followed by 24.5% that stayed in a Guest House / Hostel, 21.6% in a Retreat Center, 7.2% Parks/RV/Camping, 6.2% went to a wellness hotel, and other 6.2% have stayed in an Ashram/Monastery, 1% in a wellness cruise, 1% in a typical cruise, and 14.4% have chosen other type of accommodation (Fig. 1.8).

About the number of nights that, on average, a primary wellness traveler spends on their trip: 51.5% spend between 1-3 nights, 28.9% go away for 4-7 nights, 11.3% pass 8-11 nights away, 2.1% choose to go on a trip for 12-15 nights and 6.2% travel for more than 15 nights (Fig. 1.9).

Concerning the travel group composition: 34% of primary wellness travelers travel with friends, 23.7% travel alone, 23.7% with their loved ones, and 18.6% with family (Fig. 1.10).

On average, 36.1% of the primary wellness travelers spend between 251-499€, 25.8% spend less than 250€ per trip, 2.1% spend 1750-1999€ and other 2.1% spend 2000-2499€ (Fig. 1.11) (see annex D for complete information).

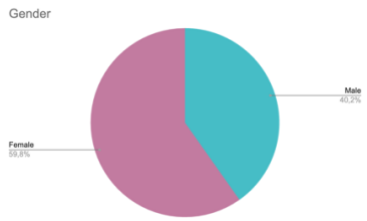

Figure 1.1: Primary WT by Gender

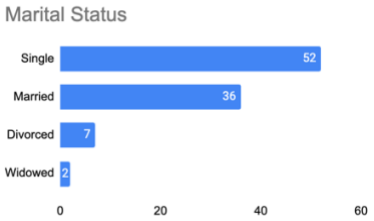

Figure 1.2: Primary WT by Marital Status

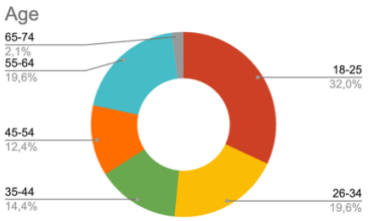

Figure 1.3: Primary WT by Age Range

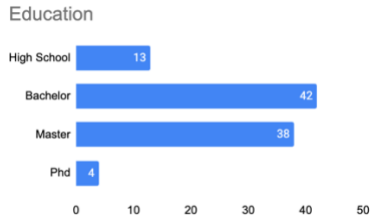

Figure 1.4: Primary WT by level of Education

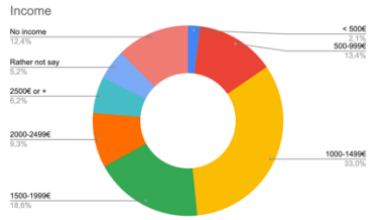

Figure 1.5: Primary WT by level of Income

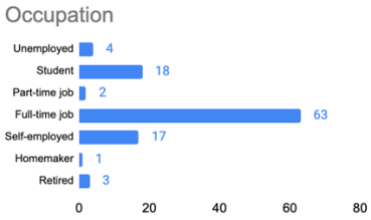

Figure 1.6: Primary WT by Occupation

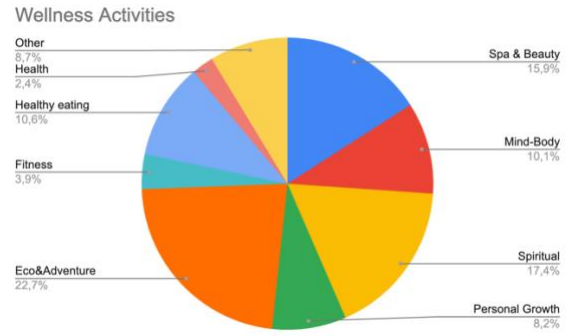

Figure 1.7: Primary WT by Wellness Activities

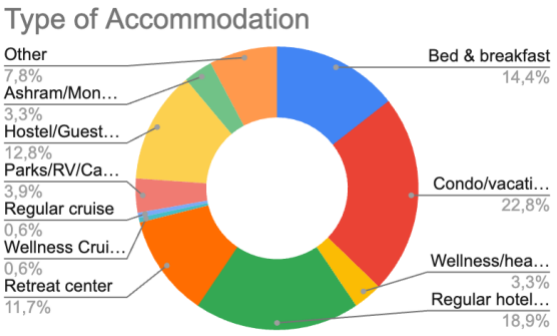

Figure 1.8: Primary WT by Type of Accommodation

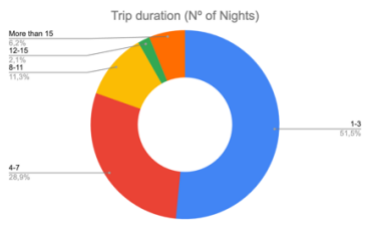

Figure 1.9: Primary WT by Trip duration

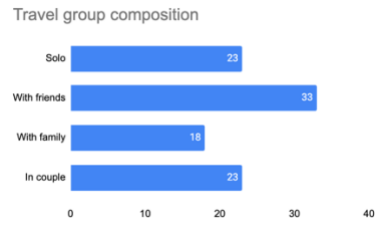

Figure 1.10: Primary WT by Travel group

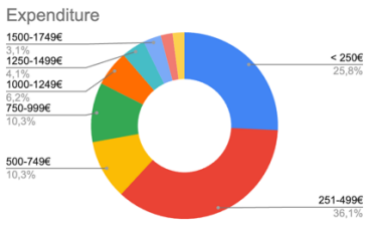

Figure 1.11: Primary WT by Expenditure level

4.2 Secondary wellness traveler profile

The secondary wellness travelers were predominantly female (55%), the majority had between 18 and 25 years of age (56%), mostly single (72%), the large majority had some level of higher education (88%), most were full-time employed (54%) receiving between 500-1499€ (51%) (N=103) (Fig. 2.1-2.6).

Regarding traveling abroad, in the last five years: 28 people went to Spain, 18 respondents went to France, 17 people to Italy, 10 to Germany, seven people went to Hungary, seven went to the

USA, and also seven chose to go to the Netherlands; each of these countries was visited by six respondents each: Belgium, Brazil, Croatia, UK, Poland, and Switzerland; 5 went to Austria and also 5 to Cape Verde.

Over the last five years, 52.4% of these tourists went to the North of Portugal, 50.5% to Algarve, 39.8% to the Center of Portugal, 26.2% to Lisbon, 26.2% to Alentejo, and 26.2% to the islands.

Concerning the secondary wellness tourists, the majority, 68% said they engage "sometimes" in wellness activities, 29.1% "most of the time", and 2.9% of them said to perform "all the time" wellness activities.

Regarding the wellness activities performed by secondary wellness tourists: 55.3% have chosen to do Eco&Adventure activities, 39.8% of these tourists have done Spa & Beauty related activities, 35% already did Healthy eating activities, 13.6% have engaged in Fitness activities, other 13.6% of these tourists performed Spiritually related activities, 10.7% have done Personal Growth activities, 5.8% did Health related activities, other 5.8% of respondents stated having done Mind-body activities, and 10.7% did different types of wellness activities (Fig. 2.7).

The type of accommodations chosen by secondary wellness tourists are as follows: 45.6% have decided to go to a hotel/resort, 39.8% opted for a Bed&Breakfast, 36.9% preferred an AL (Vacation Rental) or Rural Tourism, 8.7% went to a wellness hotel, 6.8% stayed in Parks/RV/Camping, 5.8% instead have chosen a typical cruise, 6.2% have remained in an Ashram/Monastery, 1.9% went to a Retreat Center, and 8.7% have stayed in other types of accommodation (Fig. 2.8).

About the number of nights that, on average, a secondary wellness traveler spends away: 44.7% spend 1-3 nights away, 43.7% spend 4-7 nights, 9.7% spend 8-11, and 1.9% spend 12-15 nights (Fig. 2.9).

Regarding the travel group composition: 32% usually go on a trip with family, 31.1% with their loved ones, 28.2% with friends, and 8.7% prefer to travel alone (Fig. 2.10).

Concerning the total amount of expenses per person: 33% expend 251-499€, 24.3% have less than 250€ in costs, 17.5% spend 500-749€, 1.9% spend 2500€ or more, and 1% pay 2000-2499€ (Fig. 2.11) (see Annex D for complete information).

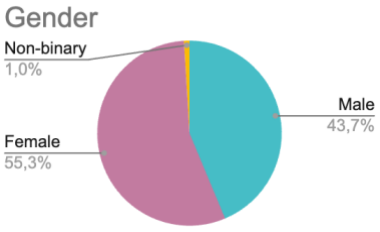

Figure 2.1: Secondary WT by Gender

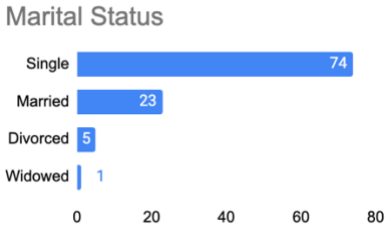

Figure 2.2.: Secondary WT by Marital Status

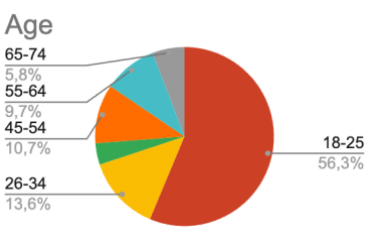

Figure 2.3: Secondary WT by Age range

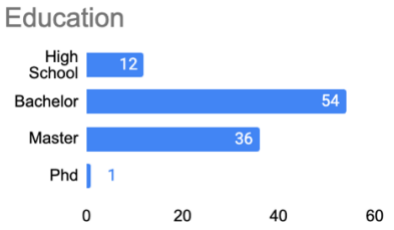

Figure 2.4: Secondary WT by level of Education

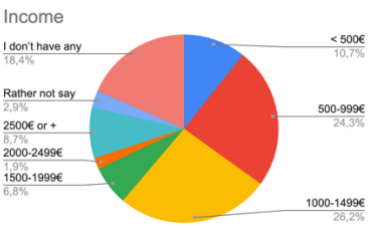

Figure 2.5: Secondary WT by level of Income

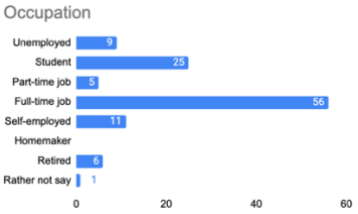

Figure 2.6: Secondary WT by Occupation

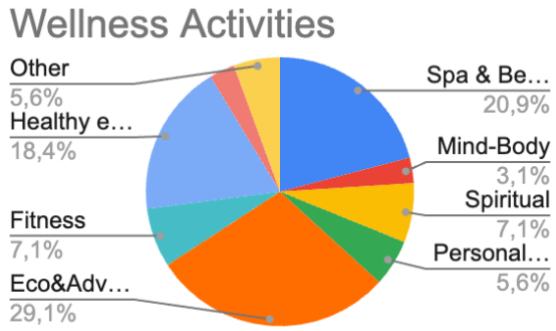

Figure 2.7: Secondary WT by Wellness Activities

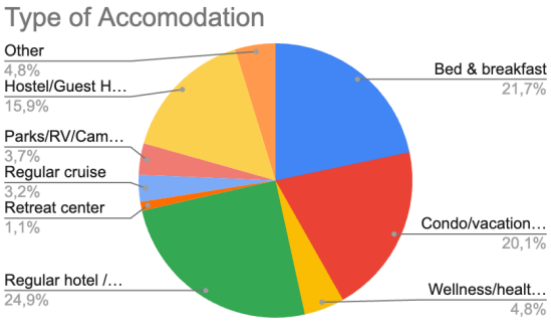

Figure 2.8: Secondary WT by Type of Accommodation

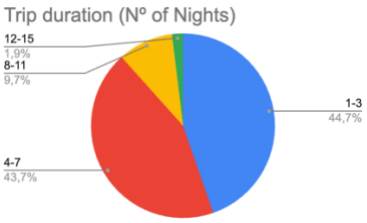

Figure 2.9: Secondary WT by Trip duration

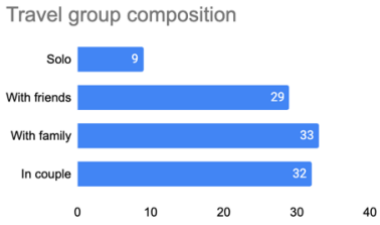

Figure 2.10: Secondary WT by Travel group

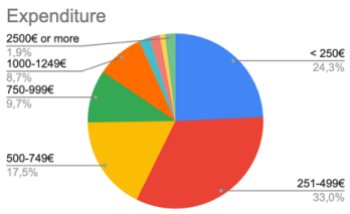

Figure 2.11: Secondary WT by Expenditure

4.3 Reliability Analysis

I proceeded with the evaluation of the internal consistency of each scale to obtain the reliability of each measure.

Reliability of Scales	Number of items	Cronbach's Alpha
Authenticity and cultural immersion	7	α = .69
Mental Wellness	10	α = .72
Quality of services	2	α = .70
Wellbeing (PERMA)	15	α = .92
Life Satisfaction (SWLS)	5	α = .84

Table 1: Reliability of critical factors, WB and life satisfaction.

Source: Dissertation author based on SPSS output.

From Table 1, we can conclude that all scales used in the data analysis have a high score on reliability since Cronbach's Alpha is higher than 0.7 (see Annex F for complete information).

4.4 Research Question and Hypotheses Testing

4.4.1 Descriptive Statistics

RQ1: How do primary wellness travelers differ from secondary wellness travelers in terms of sociodemographic characteristics, activity preferences, and motivational factors?

Sociodemographic

When comparing primary and secondary wellness tourists regarding gender, no statistically significant differences were found (x^2(2) = 1.26; *p* = .533). As for age, statistically significant differences were found (*F*(5,200) = 4.12; *p* = .001). These differences were in the age classes 18-25, 35-44, and 55-64; there was a higher percentage of young people (18-25) in the secondary tourism group, whereas the age groups of 35-44 and 55-64 were more represented in the primary tourism group. The two groups did not reveal significant differences concerning marital status (x^2(3) = 7.2; *p* = .066), education (x^2(3) = 3.22; *p* = .359), and employment status (for every working condition, *p* > .050, therefore there are not statistically significant differences between primary and secondary wellness travelers). Regarding income, the groups showed significant differences (*F*(7,200) = 3.44; *p* = .002). More participants in the secondary wellness tourism group reported receiving less than 500€ (11 vs. 2 primary wellness travelers), and more participants in the primary wellness tourism group stated earning 1500-1999€ (18 vs. 7) and 2000-2499€ (9 vs. 2 secondary wellness travelers) (See annex C).

Activities

The two groups' comparison considering the different activities showed no differences except for Mind-Body activities (x^2(1) = 10.71; *p* = .001) and Spiritual (x^2(1) = 14.74; *p* < .001). In both cases, the primary wellness travelers showed more interest in these activities. 37% of primary wellness tourists have performed spiritual-related wellness activities, whereas only 14% of secondary wellness tourists did this kind of wellness activity. Regarding Mind-Body activities, primary wellness tourists are also the ones that choose to do more of this type of activities (22%), only 6% of secondary wellness tourists have opted for it.

Motivations

There were also significant differences regarding the aims of releasing stress (x^2(1) = 14.99; *p* < .001) and further work on spirituality (x^2(1) = 18.03; *p* < .001), but no differences were found for the reasons "to keep up with fashion" and "to improve my quality of life." Regarding the pull factors, the two groups showed significant differences (*F*(2,200) = 3.70; *p* = .026). The primary wellness tourists preferred the core products provided by the destination. In contrast, secondary wellness tourists were

more prone to participate in a wellness trip based on the accessibility of the destination and its facilities (See Annex E for more details on push and pull factors).

Moreover, Primary wellness tourists reported higher scores on life satisfaction (M = 3.53; SD = 0.63) than secondary wellness tourists (M = 3.19; SD = 0.76).

4.4.2 Correlation Analysis

To test hypotheses (1, 2, and 3), a Pearson correlation was conducted to examine the strength of the association between the quantitative variables (Ratner, 2009). The critical factors for a positive experience (Authenticity, Quality of services, and Mental Wellness) were found to be positively related to wellbeing, life satisfaction, and the intention to have a similar experience (Table 2).

Variables	*M*	*SD*	1	2	3	4	5	6
1. Mental Wellness	3.72	0.55	1	.548**	.332**	.571**	.156*	.212**
2. Authenticity	3.47	0.68		1	.319**	.411**	.077	.167*
3. Quality of services	4.10	0.68			1	.408**	.156*	.327**
4. Wellbeing	3.79	0.50				1	.270**	.216**
5. Life Satisfaction	3.35	0.72				.	1	.079
6. Intention to have a similar experience [a]								1

Note. **, Correlation is significant at the 0.01 level (2-tailed).
*, Correlation is significant at the 0.05 level (2-tailed).
[a] 1 = would have a similar experience, 0 = would not

Table 2: Descriptive Statistics and Correlations.

Source: Dissertation author based on SPSS output.

These results show that all critical factors correlate weakly ($0 < p < .3$) or moderately ($.3 < p < .7$) with wellbeing, life satisfaction, and intention to have a similar experience except for authenticity, which does not correlate significantly with life satisfaction. Therefore, we find preliminary support from Table 2 that hypotheses 2 and 3 are validated, but 2 is not validated for life satisfaction; in other words, authenticity and cultural immersion in the wellness tourism experience positively impact wellbeing and intention to have a similar experience, but it does not positively impact life satisfaction.

4.4.3 Linear Regression Analysis

a) Multiple Linear Regression between the critical factors and wellbeing

The multiple linear regression analysis was conducted to assess the impact of the critical factors (Authenticity, Mental Wellness, and Quality of the experience) on wellbeing. The results are presented in Table 3.

	Unstandardized Coefficients		Standardized Coefficients		
	B	S.E.	Beta	t	Sig.
(Constant)	1.327	.226		5.872	<.001
Authenticity	.071	.051	.095	1.401	.163
Mental Wellness	.408	.063	.442	6.478	<.001
Quality of services	.171	.044	.231	3.835	<.001
R-Square	.386				
Adj-R-Square	.377				
Dependent Variable: Wellbeing					

Table 3: Multiple Linear Regression between the critical factors and wellbeing

Source: Dissertation author based on SPSS output.

The regression model showed a significant association with wellbeing, as indicated by the R-squared value of .386. This means that approximately 40% of the variance in wellbeing can be explained by the independent variables included in the model (annex G).

Regarding Hypothesis H1a, which suggested that authenticity and cultural immersion in the wellness tourism experience positively impact wellbeing, the regression analysis revealed a non-significant coefficient for authenticity (B = .071, $p > .05$). This suggests that authenticity does not have a statistically significant impact on wellbeing.

For Hypothesis H2a, which proposed that the mental wellness component of the wellness tourism experience positively impacts wellbeing, the regression analysis showed a significant and positive coefficient (B = .408, $p < .001$). This indicates that the mental wellness component has a statistically significant impact on wellbeing, supporting Hypothesis H2.

Hypothesis H3a stated that the quality of services provided in the wellness tourism experience positively impacts wellbeing. The regression analysis demonstrated a significant and positive coefficient for the quality of the experience (B = .171, $p < .001$), supporting Hypothesis H3.

These findings suggest that the mental wellness component and the quality of services are important factors contributing to individuals' wellbeing in wellness tourism, supporting Hypotheses H2a and H3a. However, the linear regression analysis did not support Hypothesis H1a, which proposed a positive relationship between authenticity and wellbeing.

b) Multiple Linear Regression between the critical factors and life satisfaction

The multiple linear regression analysis was conducted to examine the relationship between the critical factors and life satisfaction. The results are presented in Table 4.

	Unstandardized Coefficients		Standardized Coefficients		
	B	S.E.	Beta	t	Sig.
(Constant)	2.301	.401		5.734	<.001
Authenticity	-.038	.090	-.036	-.421	.674
Mental Wellness	.176	.112	.135	1.577	.116
Quality of services	.129	.079	.123	1.629	.105
R-Square	.037				
Adj-R-Square	.023				
Dependent Variable: Life Satisfaction					

Table 4: Multiple Linear Regression between the critical factors and life satisfaction

Source: Dissertation author based on SPSS output.

For Hypothesis H1b, which proposed that authenticity and cultural immersion positively impact life satisfaction, the coefficient for the 'Authenticity' variable was found to be -0.038 (SE = 0.090, p = 0.674). This indicates a non-significant relationship between authenticity and life satisfaction. Therefore, the results do not support Hypothesis H1a concerning life satisfaction.

Regarding Hypothesis H2b, which stated that the mental wellness component of the wellness tourism experience positively impacts life satisfaction, the coefficient for the 'Mental Wellness' variable was 0.176 (SE = 0.112, p = 0.116). Although the coefficient suggests a positive relationship between mental wellness and life satisfaction, the p-value is greater than 0.05, indicating that the relationship is not statistically significant. Thus, the results do not provide sufficient evidence to support Hypothesis H2b in relation to life satisfaction.

For Hypothesis H3b, which proposed that the quality of services provided in the wellness tourism experience positively impacts life satisfaction, the coefficient for the 'Quality of services'

variable was 0.129 (SE = 0.079, p = 0.105). Similarly, the coefficient suggests a positive relationship between service quality and life satisfaction, but the p-value is not significant. Therefore, the results do not support Hypothesis H3c concerning life satisfaction.

The overall model for life satisfaction explains a small proportion of the variance, with an R-square value of 0.037. This means that the independent variables included in the model account for only 3.7% of the variability in life satisfaction. The adjusted R-square value, which adjusts for the number of predictors in the model, is slightly lower at 0.023 (annex G).

Based on these findings, it can be concluded that there is no statistically significant evidence to support the hypothesized relationships between the critical factors and life satisfaction.

c) Logistic Linear Regression between the critical factors and intention to have a similar experience

Logistic regression was used to investigate if the critical factors for a positive wellness tourism experience can predict the behavioral intention to have a similar experience, that is, to participate again on a wellness trip in the future (table 5). The logistic regression analysis using Method Enter revealed that the model explained approximately 34.2% of the variation in the dependent variable - intention to have a similar experience (Nagelkerke R^2 = 0.342). This indicates a moderate level of the explanatory power of the predictor variables (critical factors) included in the model (annex G).

Variables	B	S.E	Wald	df	Sig.	Exp (B)	95% C.I for Exp (β)	
							Lower	Upper
Authenticity	.275	.755	.132	1	.716	1.316	.300	5.782
Mental Wellness	1.654	.879	3.543	1	.060	5.228	.934	29.261
Quality of services	1.353	.420	10.378	1	.001	3.869	1.699	8.813
Constant	-8.079	3.083	6.869	1	.009	.000		

Table 5: Logistic Linear regression between the critical factors and intention to have a similar experience.

Source: Dissertation author based on SPSS output.

Regarding Hypothesis H1c, which postulated that wellness experience authenticity positively impacts the intention to have a similar experience, the results indicated a coefficient of 0.275 (SE = 0.755, p > .05). This suggests that authenticity does not have a statistically significant impact on the intention to have a similar experience.

For Hypothesis H2c, which proposed that mental wellness experience positively impacts the intention to have a similar experience, the coefficient was found to be 1.654 (SE = 0.879, p = .060).

Although the p-value approached but did not reach the conventional level of statistical significance ($p < .05$), the odds ratio of 5.228 indicated that for every one-unit increase in the mental wellness variable, the odds of having the intention to have a similar experience increase about 5 times.

Hypothesis H3 stated that the quality of services provided in the wellness experience positively impacts the intention to have a similar experience. The logistic regression analysis revealed a coefficient of 1.353 (SE = 0.420, $p = .001$), indicating a statistically significant positive relationship between the quality of services and the intention to have a similar experience. The odds ratio of 3.869 means that for every one-unit increase in the quality of services variable, the odds of having the intention to have a similar experience increase 4 times (table 5).

The following equation presents the logistic linear function.

$$\log\left(\frac{p}{1-p}\right) = -8.079 + .275.\,authenticity + 1.654.\,mental\ wellness + 1.353.\,Qofservices$$

After completing the correlation and linear regression analysis to test the hypotheses, we can draw some conclusions (Table 6).

Hypotheses	Results of the test
H1: Authenticity and cultural immersion in the wellness tourism experience positively impacts WB (a), life satisfaction (b), and intention to have a similar experience (c)	Not validated for either a), b), or c)
H2: Mental Wellness component of the wellness tourism experience positively impacts WB (a), life satisfaction (b), and intention to have a similar experience (c)	Validated for a) and c) Not validated for b)
H3: Quality of services provided in the wellness tourism experience positively impacts WB (a), life satisfaction (b), and intention to have a similar experience (c)	Validated for a) and c) Not validated for b)

Table 6: Hypotheses testing and results.

Source: Dissertation author based on SPSS output.

4.5 Results Discussion

4.5.1 Results Findings

In this section, I'm going to dwell on some interesting conclusions from the study.

First, Portuguese primary wellness tourists are likely to share similarities with typical wellness tourists, who are usually wealthier and spend significantly more per trip than the average tourist. Indeed, primary wellness travelers in this sample receive, on average more than secondary wellness travelers, which is in accordance with Yeung & Johnston's report results (2018).

Second, findings on tourist profiles indicate that most Gen Z individuals surveyed belong to the secondary wellness traveler group. This finding aligns with Hoheb and Puczkó's research (2011), stating that younger generations tend to prefer adventure, eco facilities, and spas.

From the few people that participated in the survey that had completed PhD, the majority were primary wellness tourists, which can indicate that a higher level of education could translate to more interest in Wellness Tourism, as individuals with higher levels of education are more likely to prioritize wellness as the main reason for going on a trip. Individuals with lower monthly incomes, particularly those receiving less than 1000€ are more likely to be secondary wellness tourists; on the other hand, those earning between 1000€ and 2499€ are more prone to choosing to go on a primary wellness trip. This survey results suggest that income level influences primary or secondary wellness tourism preference.

Portuguese wellness travelers considered the most important push factors to go on a wellness trip were *to release stress* and *to improve quality of life,* which is not in any way in line with Tuzunkan's findings (2018) that conclude that only two predictors of behavioral intention to participate in wellness tourism were somewhat significant - *keeping up with fashion* and *spiritual health*. Tuzunkan conducted a study in the USA, and since American society tends to value individuality, self-expression, and personal style, such could explain a heightened awareness of fashion and an interest in following the latest trends. The United States is known for its higher average income levels and greater wealth disparities compared to Portugal. Wealthier individuals may have more disposable income to invest in wellness experiences, making it a more popular and accessible option. On the other hand, Portuguese society tends to be more conservative, and even if globalization has undoubtedly influenced its trends and preferences, new trends often take longer to become established in Portugal compared to more trendsetting countries. Therefore, fashion-related motivations are unlikely to be a top priority for Portuguese wellness travelers. Portugal has a rich cultural heritage and a long history of holistic well-being practices, such as traditional healing methods, thermal baths, and natural remedies, so our main motivations when choosing to go on a wellness trip are stress reduction and quality of life aligned with a broader desire for overall well-being and rejuvenation inherent to the

Portuguese culture and history alongside with the busy, stressful lives we lead that Fernandes (2022) pinpointed which demand periodical escapes that are in line with Termas de Portugal mission and offer (see the guide in https://www.termascentro.pt/en/).

The favorite wellness activity for either primary or secondary wellness travelers is Eco & Adventures, followed by Spa & Beauty; on the other hand, primary wellness travelers clearly prefer Mind-Body and Spiritual activities more than secondary wellness travelers. In accordance with these results, Voigt et al. (2011) suggested that in wellness tourism, more hedonic wellbeing experiences might occur in a beauty spa. In contrast, more eudaimonic experiences can be gained from spiritual retreats. Based on this idea, we can conclude that primary wellness travelers perform more eudaimonic activities, such as in the Spiritual realm. In contrast, secondary wellness travelers instead chose more hedonic wellbeing activities like the ones found in a Spa which are more self-indulging and body-pampering kind of activities - focused on body and beauty treatments, including massage, steam and sauna, and relaxation in pools and baths (Hoheb & Puczkó, 2011; Koncul, 2012).

However, the Portuguese wellness tourism market (sampled in this survey) has shown little interest in Mind-Body and Personal Growth type of activities, and this might be attributed to the fact that Portuguese culture has a high level of uncertainty avoidance Hofstede's dimension (99/100) meaning that it maintains rigid codes of belief and behavior and is intolerant to unorthodox behavior and ideas (Hofstede et al., 2010). As so, this may explain why Portuguese tourists are reluctant to engage in wellness retreats that incorporate alternative medicines such as ayurveda, reiki, or even simply yoga, as most of them do not have scientifically proven results (Tabish, 2008) and are still considered exoteric and looked at with skepticism by many people. Moreover, the strong Catholic influence in Portugal (80% of the society) has shaped societal norms and beliefs system (Teixeira, 2023), leading to the disapproval of practices from the East, including Reiki and yoga. It is essential to acknowledge that attitudes and beliefs vary among individuals, and there is a growing acceptance and regulation (Amaral & Fronteira, 2021) of alternative wellness practices within certain circles. Cultural factors and personal beliefs significantly influence the acceptance or rejection of non-mainstream wellness and spiritual practices.

In Portugal, low individualism (another Hofstede dimension) may also contribute to the limited interest in mind-body and personal growth activities. Collectivist values prioritize group harmony over personal development, leading to a focus on social wellbeing rather than self-exploration. Portuguese wellness travelers may prioritize community needs over individual growth. Another plausible explanation could be the busy type of life our society (just like others) follows that more easily ask for a short break to escape, restore, and refresh. People most likely look for, first and foremost, a hedonic type of trip (Smith & Diekmann, 2017), which means the kind of travel where people just want to "shut

down" which does not involve yoga, meditation or any sort of self-introspection; instead, they want to maximize pleasure and avoid pain at all costs (and taking a pause to be in solitude and reflect on life does cause suffering or at least some level of discomfort), thus sun-and-sea or going to the spa is the easiest way out to respond to stressful daily life events such as work or any difficulties a person may be struggling with.

About half of the primary wellness tourists spend 1-3 nights away, and almost a third go on vacation for 4-7 nights; also, nearly half of the secondary wellness tourists spend 1-3 nights away, and the other half go on a wellness trip for 4-7 nights, which tell us that half of the Portuguese wellness tourists are looking for a short break (like a weekend getaway). For both primary and secondary wellness tourists, the mode is to go to a hotel/resort, an STR, or a B&B.

Both primary and secondary wellness tourists tend to spend less than 1000€ on their trip; indeed, more than half of both Portuguese wellness tourist profiles spend even less than 500€. This is consistent with the finding that half of the Portuguese wellness tourists only spend 1-3 nights on their trips. Another result is that most people traveling alone are primary wellness tourists. Such result is in line with the finding that primary wellness travelers show more preference than the other group for mind-body and spiritual activities that typically precisely involve time in solitude for praying, meditating, or, for e.g., participating in a spiritual or yoga retreat.

The quality of services is the most significant contributor to a positive wellness tourism experience, having the strongest relation with the intention to have a similar experience, showing that the perception of the touristic experience as being worthwhile and exceptional service in the destination area continues to be the most important aspects on any touristic experience, being a leisure, business, or wellness type of travel.

The level of wellbeing reported by the surveyed wellness travelers indicates a reasonably high level of wellbeing as a result of their wellness travels, considering the overview of mental health (Fernandes, 2022) of the Portuguese. This suggests that individuals who opt for wellness tourism are mindful of their mental state and place importance in preserving or enhancing specific aspects of their lives. It is worth noting that wellness tourism is defined as travel associated with the pursuit of maintaining or improving one's wellbeing (Yeung & Johnston, 2018).

Primary wellness tourists reported higher scores on life satisfaction than secondary wellness tourists demonstrating that wellness traveling truly has beneficial effects on a person's daily life. When primary wellness tourists prioritize and actively engage in wellness experiences during their travels, they are likely to benefit from the positive effects of these activities. This can lead to increased life satisfaction as they feel more balanced, rejuvenated, and fulfilled. The focus on self-care and well-being during the trip allows them to recharge and positively impact their daily lives even after

returning from their wellness journey. On the other hand, secondary wellness tourists may have a less intense focus on wellness activities during their travels. They may engage in wellness experiences to a lesser extent or prioritize other aspects of their trip, such as sightseeing or cultural exploration. As a result, their overall wellness benefits and the subsequent impact on life satisfaction may be relatively lower compared to primary wellness tourists.

The high intention to have a similar experience rate of 97% indicates that wellness tourism consistently satisfies its customers by promoting and maintaining well-being. This suggests that travelers perceive it as a rewarding investment. Wellness tourism is not merely a passing trend driven by fashion; it offers genuine benefits and has inherent value. However, it is important to note that there are individuals who attempt to discredit wellness tourism through the creation of deceptive or dangerous retreats (such as unsafe ayahuasca retreats that are not guided by experienced practitioners or medical professionals) and by selling false promises of a "cure" or "healing". Additionally, the industry itself may face challenges due to the lack of regulation, exorbitant prices, and limited accessibility of specific luxury programs, which can undermine it and jeopardize the entire industry. Nonetheless, the overall outlook for wellness tourism remains positive, as it has become a lasting and meaningful trend.

4.5.2 Theoretical Contributions

This study makes significant theoretical contributions to the field of wellness tourism by addressing a gap in the existing research related to understanding the components of a wellness tourism experience already identified by Dillette et al. (2021) but through a brand-new scope. While previous models have focused solely on evaluating motivations or satisfaction, this study takes a more holistic approach by incorporating three critical factors for a positive wellness tourism experience besides reflecting on motivations to participate in a wellness trip. As such, this study complements previous research by Dillete (2021), who applied the holistic model of wellness (mind, body, soul, and environment) and by Liu (2013) and Luo et al. (2018), among other researchers that used Pine II & Gilmore (1998) four realms of an experience conceptual framework (4 e's: entertainment, educational, esthetic, escapist) applied to Wellness Tourism.

The proposed model was original as it included three critical factors for a positive wellness tourism experience: authenticity and cultural immersion, mental wellness, and the quality of services. These three factors have been combined has never before to evaluate the wellness tourism impact mainly on wellbeing, life satisfaction, and intention to have a similar experience. Such model, alongside hypotheses raised and tested provides valuable insights into the holistic effects of wellness travel.

The main contribution of this study is the finding that the quality of services is the main predictor of wellbeing and intention to have a similar experience and that primary wellness travelers display higher levels of life satisfaction when compared to secondary wellness travelers showing that wellness travel produces remarkable and long-lasting benefits taking into consideration the ultimate goal of a human being should be about living a fulfilling life that makes them happy (eudaimonia), which is precisely the concept and what wellness tourism is all about.

Additionally, it was possible to conclude from this study and corroborate the existing literature that Portuguese primary wellness tourists tend to undertake Mind-Body and Spiritual activities that fall within the eudaimonic domain of wellbeing, e.g., a spiritual retreat may be painful at the time, but can produce liberating effects and lead to positive transformation, which is a more profound and more lasting form of wellbeing. On the other hand, secondary wellness travelers prefer hedonic like Spa&Beauty type of activities or sun, sea, and sand type of vacations, which produce positive emotions and immediate pleasure, but at the same time are short-lived types of wellbeing and thus do not constitute a complete and long-lasting form of wellbeing.

Furthermore, a model of wellbeing was found that was never used before in the Portuguese wellness tourism context. However, it has been revealed to be very reliable and of high value since it was possible to draw meaningful conclusions from it. Therefore, it was a pioneering study that can serve as an example for future researchers to expand the sample and apply it in specific markets or regions. This model is particularly useful for understanding the impact of wellness trips on tourists' daily life, including their emotional state, social life, and self-realization.

4.5.3 Practical and Managerial Implications

This dissertation provides valuable insights and practical implications for corporations, travel agencies, hotels, and other relevant stakeholders in the wellness tourism industry. The findings encompass a comprehensive understanding of wellness tourist profiles, motivations, preferences, desires, and engagement in wellness activities. These insights can guide effective marketing and promotional strategies emphasizing the potential benefits of wellness tourism in terms of improved mental and physical wellness and, thus, increased life satisfaction. It is important to emphasize that wellness tourism focuses on enhancing overall wellness and promoting healthier lifestyles rather than solely targeting medical treatments or curing specific illnesses. Consequently, it is worth noting that certain health programs within the realm of wellness tourism may align more with the concept of Medical Tourism within the broader Health Tourism context (Yeung & Johnston, 2018).

The wellness tourism industry is not limited to the usual wellness establishments like spas, retreats, springs (thermal/mineral), and boot camps. It encompasses a much broader range of

businesses. Wellness travelers (mainly primary wellness travelers) seek to maintain their healthy lifestyle while on a trip. This includes practices such as healthy eating, exercise routines, mind-body activities, outdoor experiences, and immersing themselves in the local culture and connecting with the local people. As a result, businesses such as yoga studios, fitness centers, healthy food stores, markets, events, museums, and others have the potential to attract this market by aligning their offerings with the preferences and needs of wellness travelers. Some strategies they could put into practice could be to create immersive and authentic experiences, focus on sustainability and eco-friendliness (such as using organic and locally sourced products, implementing energy-efficient practices, reducing waste, and promoting eco-tourism initiatives), and facilitate networking - businesses could collaborate with other wellness-focused establishments and create partnerships to enhance the overall wellness experience for travelers. This can involve cross-promotion, joint events or packages, and sharing resources or expertise to provide a comprehensive wellness offering.

Businesses can develop programs, classes, and services catering to travelers' wellness-focused interests. This can include yoga and fitness classes, healthy and organic food options, wellness workshops, cultural events that promote wellness and mindfulness, and opportunities for outdoor activities. Companies can also position themselves as holistic wellness destinations by offering various services that address physical, mental, and emotional well-being. This can include partnering with wellness practitioners, providing wellness consultations, or coaching services, incorporating mindfulness and meditation practices, and offering wellness retreat packages.

Besides the wellness experiences per se, wellness tourists logically require transportation, food, and lodging, and they will probably seek out shopping or entertainment. All these businesses, wellness-specific or not, benefit from wellness tourism and are part of the wellness tourism economy. Companies can differentiate themselves, provide more value, and capture higher spending by wellness travelers by integrating wellness into their amenities and services (Yeung & Johnston, 2018).

From the main results of the study arises some strategies that businesses in the wellness tourism industry can implement to meet the needs and preferences of travelers: emphasize stress reduction and quality of life in marketing messages to attract Portuguese wellness travelers; highlight the positive impact of wellness tourism on wellbeing and life satisfaction; prioritize integrity, safety, and transparency to build trust and maintain a positive industry image; adapt offerings to align with cultural preferences and beliefs; target younger generations by creating experiences that cater to their preferences for adventure, eco-facilities, and spas; provide options for different budget ranges and offer flexible packages to accommodate short breaks and longer wellness getaways; focus on delivering exceptional services, ensuring high-quality experiences, and prioritizing customer satisfaction.

CHAPTER 5 – Conclusion

5.1 Limitations and Recommendations for future research

This dissertation has some limitations. First, the survey had only 200 responses, is limited, and can only be generalized to the Wellness Tourism Portuguese market, so these results cannot be generalized to any other markets.

Current research in the field of wellness tourism has predominantly focused on understanding the motivations of wellness tourists without delving into specific distinctions between primary and secondary wellness tourists or exploring the various types of wellness activities they engage in. Additionally, research conducted in Portugal has been limited in scope, often concentrating on specific segments or target groups within the wellness tourism industry. For example, studies have emphasized thermal tourism or particular regions within Portugal (Belo, 2014; Branco, 2019; Esteves, 2017; Ferreira, 2019; Gonçalves & Guerra, 2019).

Future research could explore the potential impact of wellness tourism on the Portuguese tourism job market. This investigation could examine how wellness tourism initiatives can serve as a pioneering force in implementing policies that promote good, fair, and positive practices for both tourists and employees, such as employee well-being programs, fair remuneration and benefits, work-life balance, ethical and sustainable practices and embracing diversity and inclusivity within the workplace. A study could be conducted to determine whether these actions are being implemented and assess the impact of these practices on the workers and, consequently, on the customers. Alternatively, if these practices are not widespread, a survey could be conducted among the workers to ascertain their perception of the potential influence of these practices on their job satisfaction and performance. Recognizing that employee satisfaction plays a crucial role in delivering high-quality customer service, it is imperative to ensure the well-being and happiness of employees within the wellness tourism sector. By investigating and highlighting successful strategies and policies in this regard, future research can provide valuable insights for the industry to create a work environment that fosters employee happiness and, consequently, enhances the overall customer experience.

Although my dissertation focused on the tourist side (demand), it is crucial to study the organization side as well. It is well-known that the current tourism labor market in Portugal is facing dissatisfaction with working conditions. This situation can be attributed to several factors, including a lack of work-life balance, which is unappealing to young people, and a lack of professional recognition. Additionally, there is a need for greater flexibility in working hours, addressing issues such as excessive working hours, shifts, and the demand for fairer schedules. The industry also struggles with unattractive and precarious salaries, job instability, and a lack of career progression, leading to high

turnover rates and individuals leaving the tourism field. Furthermore, there is a shortage of qualified personnel, emphasizing the importance of investing in the education and training of staff to ensure the delivery of high-quality wellness tourism experiences in Portugal.

It would be valuable to have qualitative research on this topic (tourists' profiles and how they experience and perceive wellness tourism in Portugal) by conducting interviews with both professionals (offer side), but especially individuals who have taken a wellness trip in Portugal and understand what their expectations and the actual experience were, if they are satisfied with it and if they have a perception of a real increase on their wellbeing, happiness, and life satisfaction as a result of a primary wellness traveling, compared with non-wellness travelers and with secondary wellness travelers. In the context of wellness tourism, interviews offer several advantages. They provide valuable insights into participants' personal experiences, emotions, and motivations related to their wellness travel. Researchers can explore specific aspects of wellness activities, such as the types of activities engaged in, the impact on well-being, and the factors influencing tourists' choices. Interviews also allow for a deeper exploration of the quality of service, customer satisfaction, and the role of wellness practices in promoting overall health and wellness. By asking follow-up questions and seeking clarification, researchers can capture nuanced information that may not be obtained through surveys alone. Establishing a personal connection and rapport during interviews creates a comfortable environment for participants to share authentic responses, leading to richer data and deeper insights into the participants' wellness tourism experiences.

Likewise, as this study consisted of a one-time-only survey, it provides a global but single picture of the impacts of wellness travel on its travelers. However, to gain a deeper understanding of the long-term effects and dynamics of wellness tourism in Portugal. Implementing longitudinal studies would offer valuable insights and a more comprehensive understanding of this phenomenon. Longitudinal studies provide several advantages by conducting research over an extended period and adopting a temporal perspective. They enable a deeper exploration of the impacts of wellness travel on individuals by collecting data at multiple time points, allowing researchers to observe changes in well-being, happiness, and life satisfaction over time. This temporal perspective facilitates a more accurate assessment of the long-term effects and helps identify patterns and trends that may not be evident in a single survey.

Moreover, longitudinal studies enhance the validity of findings by considering individual differences and capturing dynamic processes. In the context of wellness tourism in Portugal, these studies would also allow for examining within-person variability and identifying individual trajectories. By tracking how experiences and perceptions evolve over time, researchers can identify distinct patterns of well-being outcomes and uncover various segments within the wellness tourism market.

This knowledge can contribute to a better understanding of the multiple segments within the wellness tourism market and help tailor experiences and services to meet the needs and preferences of different traveler profiles, ultimately enhancing the overall wellness tourism offering.

5.2 Conclusion

Contemporary society is suffering unprecedentedly high levels of stress and even sadness. Our brains are always on alert mode, never really "shutting down" or getting enough recovery that is only possible when this vigilant state is deactivated. The expected way of living would be an equilibrium of shifts between these two essential mechanisms. However, because this does not happen and our nervous system is programmed to survive, depression and burnout happen more than ever (at impressive rates) to make people stop. People are always on the go and busy, so often, the wake-up call only happens when they collapse. If this digital, high-speed capitalist modern times made incredible advancements in medicine, technology, and other areas, on the other side of the coin, we face a clearly ill society where consumerism and other trends have inversed our values and what truly matters, turning possessions and appearances to the top priority for most people so they can fit in (in their impression) and have some kind of status; the "having" or "appearing to be" has become the new way of living, seeming that it is more important than the "being". Moreover, individualization present in most cultures can bring a false sense of security as, at the end of the day, our human nature is to socialize (and cooperate), and we feel lonelier than ever. The pandemic has raised this problem, and if covid-19 is the epidemic of 2020-2023, mental illness is the epidemic of the 21st century.

Wellness (promotion) is, therefore, the "solution". If traveling was already seen as a "smart" investment in our mental health, Wellness Tourism is and will undoubtedly be the way to travel in the upcoming years. According to Hilton's report (2023), in today's world, travelers are looking for deeper, more engaging human experiences and connections; people acknowledge authentic travel as a crucial aspect of their wellness routine; travelers require more care than ever before; travelers demand seamless travel experiences that incorporate both cutting-edge technology and personalized human interactions. Such four themes of desires, preferences, and passions are totally in line with what the Wellness Tourism industry has to offer, as its primary goal is to provide healthy living, disease prevention, stress reduction, management of poor lifestyle habits, and authentic experiences (Yeung & Johnston, 2018).

More and more people are looking for traveling as a way of not only getting to know the history, culture, and traditions of a place at the same time as they expect to go through authentic, unique, and, therefore, unforgettable experiences that enhance wellbeing.

Wellness tourism can be a solution for destinations dealing with the adverse effects of mass tourism or over-tourism. This is because wellness travelers are willing to spend more money and prefer authentic and unique experiences, which reduces the need for destinations to compete on price and quantity (Yeung & Johnston, 2018).

There are already some exciting projects, hotels, and retreats (e.g., Termas de Portugal, New Life Portugal, Working with Satya, Heal Me – Patrícia Domingos, Inês Gaya, Vilarara Thalassa Resort, Six Senses Douro Valley, Vidago Palace and Cascade Wellness Resort, just to name a few) ongoing in Portugal. Still, there's so much more that can be done in the Wellness Tourism industry, beginning with its promotion and moving on to incorporate wellness throughout the whole stay experience by offering various wellness services to attend to different needs. There's a gap in the Portuguese wellness tourism market which constitutes tremendous opportunities for more companies to invest in this industry. Wellness tourism will continue its growth momentum. This trend will continue for the next five years.

Primary wellness travelers will become more sophisticated, sensitive, and selective regarding their travel plans and needs. — this could mean going further into specific wellness modalities, such as following a yoga or fitness "guru", chasing a holistic experience that combines authenticity and local flavors, or pushing the boundary on transformative journeys (Yeung & Johnston, 2018). Secondary wellness travelers, constituting most wellness trips, will also grow as more people incorporate their wellness lifestyles and values into their travel. The wellness aspects of travel are expanding beyond the traditional offerings like fitness facilities, healthy rooms, massages, and healthy food. — and will aggregate new and diverse opportunities to be stimulated or destressed, immerse in local cultures, connect with nature, go deeper into ourselves, or encourage personal growth (Yeung & Johnston, 2018).

On the offer side of the Portuguese Wellness Tourism market, there's a lack of a qualified workforce, and to be able to offer a high-quality service and experience, there's a need to invest in the education and training of the staff. Besides professionalizing the sector, this growth also implies better regulation specific to Wellness Tourism. Portugal could implement practices such as the WellHotel® Certification program by Global Healthcare Accreditation, which is a significant stride in the right direction. Specifically tailored to the hospitality industry, this certification aims to elevate the performance and practices of businesses in the hospitality sector, including hotels, resorts, and spas. The certification ensures that hotels have the appropriate infrastructure to meet the distinct requirements of health and wellness tourists and guests seeking wellness services during their travels. Initiatives like this play a vital role in fostering the growth and prosperity of the wellness tourism industry while also stimulating credibility and accountability (LeSage, 2016).

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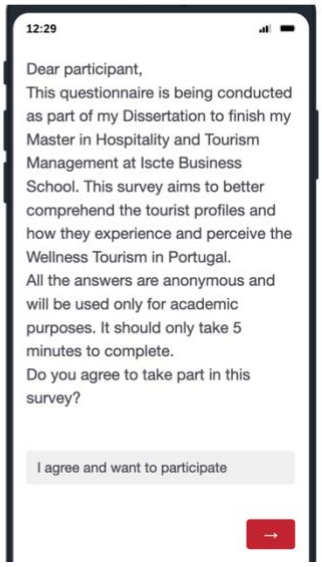
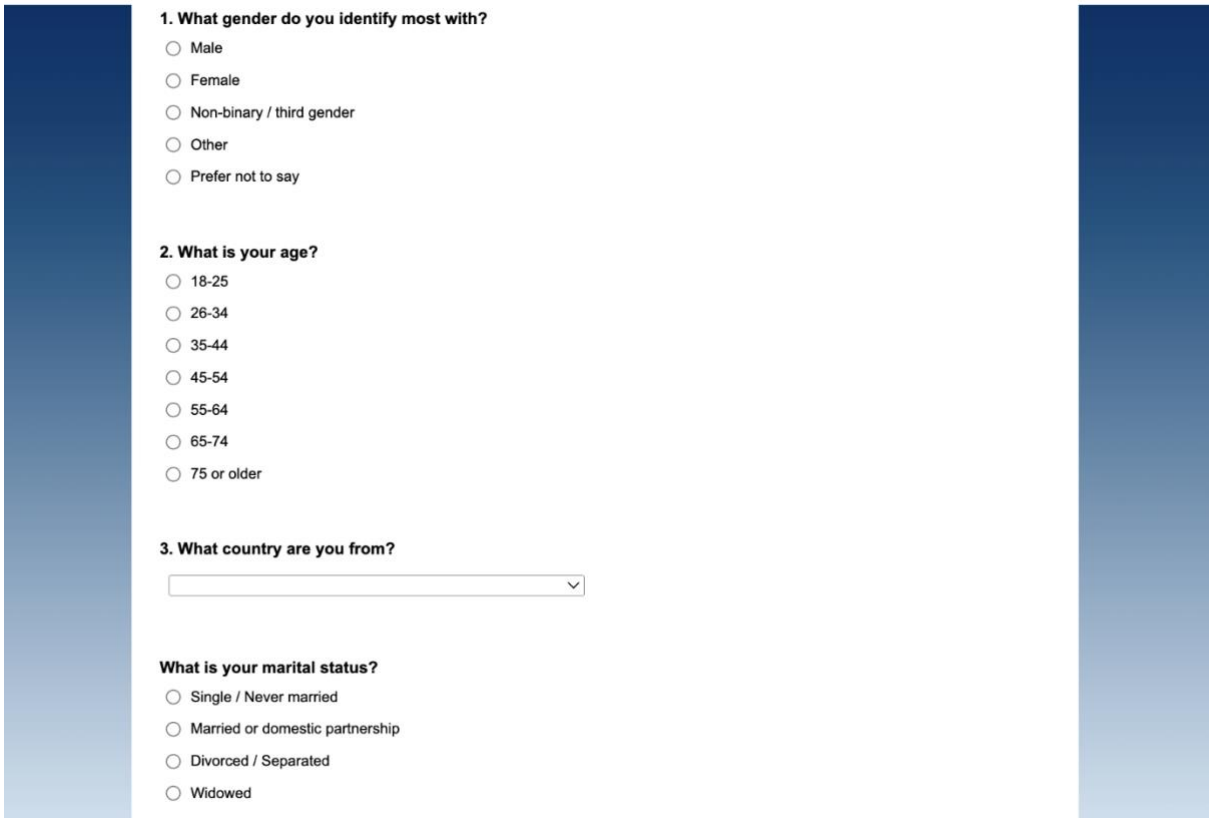
Annexes

Annex A: Survey





What's your highest level of education?

- ◯ Less than high school diploma
- ◯ High school diploma or equivalent degree
- ◯ Bachelor's degree
- ◯ Master's degree
- ◯ PhD

6. What is your current employment status? (can select more than more)

- ☐ Unemployed
- ☐ Student
- ☐ Part-time employment
- ☐ Full-time employment
- ☐ Self- employed / Freelance
- ☐ Homemaker
- ☐ Retired
- ☐ Prefer not to say

7. What is your monthly income?

- ◯ I have no income
- ◯ Less than 500€
- ◯ 501-999€
- ◯ 1000-1499€
- ◯ 1500-1999€
- ◯ 2000-2499€
- ◯ 2500€ or more
- ◯ Prefer not to say

Please review the following information CAREFULLY before answering the question:

Primary wellness travelers are those people who have traveled for the sole purpose of maintaining or enhancing their health & well-being. Primary wellness travel can include any of the activities described below. For example, you may travel specifically for wellness (e.g. a yoga retreat, a volunteer trip, or going on a pilgrimage).

Have you ever traveled as a primary wellness traveler?

- ◯ Yes
- ◯ No

How many nights do you spend when traveling as a primary wellness traveler?

- ○ 1-3
- ○ 4-7
- ○ 8-11
- ○ 12-15
- ○ More than 15

About how much money do you spend on your wellness vacation in euros (including trip planning fees, transportation, accommodation food, activities etc)?
Have in mind the cost per person even if you are not traveling alone.

- ○ Less than 250€
- ○ 251-499€
- ○ 500-749€
- ○ 750-999€
- ○ 1000-1249€
- ○ 1250-1499€
- ○ 1500-1749€
- ○ 1750-1999€
- ○ 2000-2499€
- ○ 2500€ or more

Who do you travel with when traveling primary for wellness?

- ○ Solo
- ○ With Friends
- ○ With Family
- ○ As a couple

In the past 5 years, where have you traveled for your primary wellness vacations? (Choose all that apply)

- ☐ Portugal
- ☐ International

In the past 5 years, to which regions have you traveled to for your primary wellness vacations? (Choose all that apply)

- ☐ North
- ☐ Center
- ☐ Lisbon
- ☐ Alentejo
- ☐ Algarve
- ☐ Islands
- ☐ None

In the last 5 years, which destinations have you traveled to for your primary wellness vacations? (Choose all that apply)

- [ ] Afghanistan
- [ ] Albania
- [ ] Algeria
- [ ] Andorra
- [ ] Angola
- [ ] Antigua and Barbuda
- [ ] Argentina
- [ ] Armenia
- [ ] Australia
- [ ] Austria
- [ ] Azerbaijan
- [ ] Bahamas
- [ ] Bahrain
- [ ] Bangladesh
- [ ] Barbados
- [ ] Belarus
- [ ] Belgium
- [ ] Ukraine
- [ ] United Arab Emirates
- [ ] United Kingdom of Great Britain and Northern Ireland
- [ ] United Republic of Tanzania
- [ ] United States of America
- [ ] Uruguay
- [ ] Uzbekistan
- [ ] Vanuatu
- [ ] Venezuela, Bolivarian Republic of...
- [ ] Viet Nam
- [ ] Yemen
- [ ] Zambia
- [ ] Zimbabwe
- [ ] None

What type of accommodation(s) have you used while traveling primarily for wellness? (Check all that apply)

- [ ] Bed & breakfast
- [ ] Guest House / Hostel
- [ ] Condo, vacation rental or Rural Tourism
- [ ] Wellness / healthy hotel
- [ ] Regular hotel
- [ ] Retreat center
- [ ] Wellness Cruise
- [ ] Regular cruise
- [ ] Parks/RV/Camping
- [ ] Ashram / Monastery
- [ ] Other

What do you consider to be the reason(s) why you choose to go on a wellness trip?

- ☐ To keep up with fashion trends
- ☐ To work on my spirituality
- ☐ To release stress
- ☐ To improve my quality of life

What do you consider to be the main drive to participate in a wellness trip?

- ○ The core products provided by the destination (services provided, treatment options, etc)
- ○ The acessibility of the destination and its facilities
- ○ The reputation and popularity of the destination

What type(s) of wellness activities have you participated in while traveling primarily for wellness? (Choose all that apply)

- ☐ Spa & Beauty (e.g. Body Treatments, Spa, Massage, Nails, Facials)
- ☐ Mind-Body (e.g. Yoga, Meditation, Tai chi, Biofeedback)
- ☐ Spiritual (e.g. Prayer, Volunteering, Time alone, Time with family & friends)
- ☐ Personal Growth (e.g. Life coaching, wellness retreats, stress reduction)
- ☐ Eco & Adventure (e.g. hiking, biking, nature walks)
- ☐ Fitness (Gym visits, fitness classes)
- ☐ Healthy eating (restaurants, health food stores)
- ☐ Health (Check ups, diagnostics, chronic condition management)
- ☐ Other

While traveling as a wellness tourist, how important is it for you to feel...

	Not at all important	Slightly important	Moderately important	Very important	Extremely important
• Contentment and joy	○	○	○	○	○
• Absorbed & interested in things	○	○	○	○	○
• That the new experiences lead me to escape, restore and refresh from my everyday life	○	○	○	○	○
• That the place is not too crowded	○	○	○	○	○
• Being empathized and cared for by the staff	○	○	○	○	○
• Being a part of the destination community (e.g., CBT – community-based tourism)	○	○	○	○	○
• A strong sense of purpose & direction for my life	○	○	○	○	○
• Like I am making progress towards accomplishing my goals	○	○	○	○	○
• Happy and healthy	○	○	○	○	○

Take a moment to think about your most recent experiences traveling as a primary wellness tourist. Use the list of statements below to characterize your identified tourism experience. Directions: Please rate the degree to which each statement applies to your experience by circling the appropriate response on the following scale: 1 - Not at all to 5 - Very Much

	1 - Not at all	2 - A little	3 - Neither too much nor too little	4 - Quite a lot	5 - Very Much
1. I experienced something new (e.g., food, activity, etc) during this tourism experience.	○	○	○	○	○
2. I gained knowledge or information from this tourism experience (e.g., history, culture, about fitness, diet recipes, yoga, ayurveda etc).	○	○	○	○	○
3. I was interested in the main activities of the tourism experience.	○	○	○	○	○

4. The activities during this tourism experience required lots of skills, either physically or emotionally.	○	○	○	○	○
5. The tourist experience was expensive.	○	○	○	○	○
6. The tourist experience was worth it.	○	○	○	○	○
7. The service in the destination area was exceptional.	○	○	○	○	○
8. This tourism experience is/was personally special to me (e.g. trauma healing, life-changing, etc).	○	○	○	○	○
9. It was quite different from my previous / ("normal") tourism experiences.	○	○	○	○	○
10. It was a once-in-a-lifetime / unique experience.	○	○	○	○	○
11. I built a friendship(s) from this tourism experience.	○	○	○	○	○
12. It was relaxing and I could relieve daily stress through this tourism experience.	○	○	○	○	○
13. I had lots of contact with nature during this tourism experience.	○	○	○	○	○
14. I had the possibility to be in contact with local people in the destination and perceived them as friendly.	○	○	○	○	○
15. I followed a specific diet (e.g. vegan) during this trip.	○	○	○	○	○

The following questions are asking you to think about the impact that wellness travel has had on your day-to-day life.
As a result of traveling for wellness, I feel like...

	1- Strongly disagree	2 - Disagree	3 - Neither agree nor disagree	4 - Agree	5 - Strongly agree
I am more joyful	○	○	○	○	○
I am more positive	○	○	○	○	○
I am happier	○	○	○	○	○
Become absorbed in what I am doing	○	○	○	○	○
Feel excited and interested in things	○	○	○	○	○
Lose track of time while doing something I enjoy	○	○	○	○	○
I have more support in my relationships with others	○	○	○	○	○
I have more loving relationships with others	○	○	○	○	○
I am more satisfied with my personal relationships	○	○	○	○	○
My life is more purposeful and meaningful	○	○	○	○	○
My life is more valuable and worthwhile	○	○	○	○	○
I have more sense of direction for my life	○	○	○	○	○
I spend more time making progress towards accomplishing my goals	○	○	○	○	○
I achieve important goals more often	○	○	○	○	○
I am able to handle my responsibilities more often	○	○	○	○	○

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Directions: please indicate your agreement or disagreement with the following statement by circling the appropriate response on the following scale:

	Disagree	Agree
1. I plan to do the same kind of trip in the future.	○	○

→

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If you don't plan to do wellness tourism again, why not?
Directions: please indicate your agreement or disagreement with each of the following statements by circling the appropriate response on the following scale:

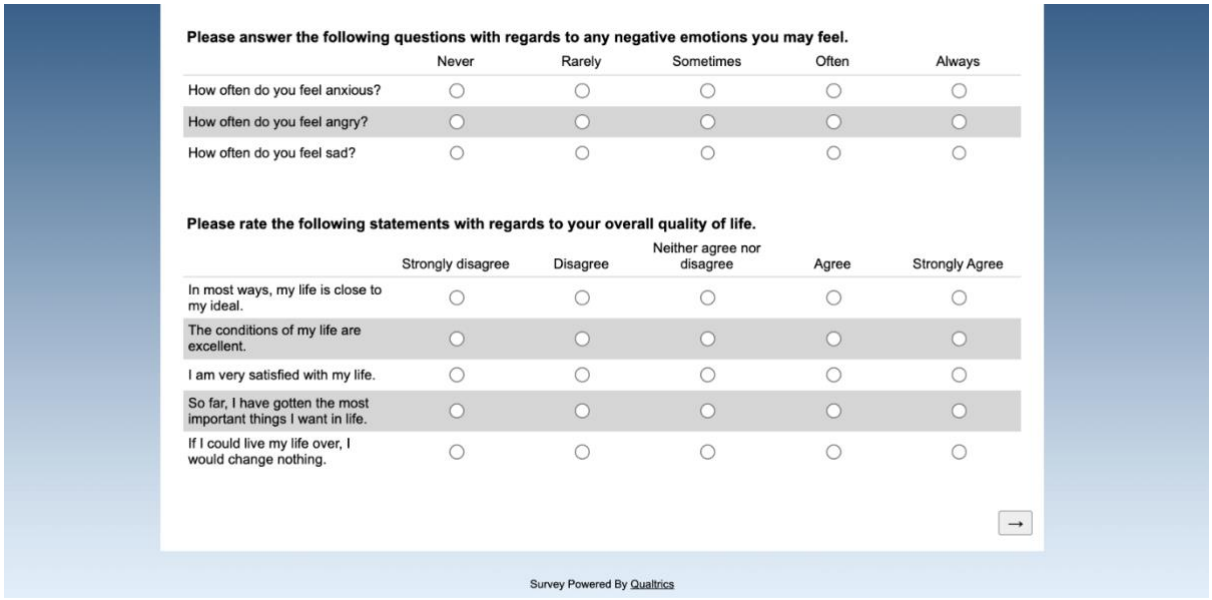
	Disagree	Agree
A. I did not enjoy the experience overall. / I expected more. / It didn't impact me that much.	○	○
B. I do not think that I will have the same great experience. (therefore is not worth it)	○	○
C. I do not keep in touch with the people whom I traveled with anymore.	○	○
D. I think it's too expensive	○	○
E. There are not enough offers close to me (in Portugal)	○	○
F. Others	○	○

Please indicate your agreement or disagreement with the following statement by circling the appropriate response on the following scale

	Extremely dissatisfied	Somewhat dissatisfied	Neither satisfied nor dissatisfied	Somewhat satisfied	Extremely satisfied
How satisfied are you with your current physical health?	○	○	○	○	○

Please answer the following questions with regards to your current overall health.

	Very Poor	Below Average	Average	Above Average	Excellent
Overall, how would you say your health is?	○	○	○	○	○
Compared to others of your same age and sex, how is your health?	○	○	○	○	○



Please answer the following questions with regards to any negative emotions you may feel.

	Never	Rarely	Sometimes	Often	Always
How often do you feel anxious?	○	○	○	○	○
How often do you feel angry?	○	○	○	○	○
How often do you feel sad?	○	○	○	○	○

Please rate the following statements with regards to your overall quality of life.

	Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly Agree
In most ways, my life is close to my ideal.	○	○	○	○	○
The conditions of my life are excellent.	○	○	○	○	○
I am very satisfied with my life.	○	○	○	○	○
So far, I have gotten the most important things I want in life.	○	○	○	○	○
If I could live my life over, I would change nothing.	○	○	○	○	○

→

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We thank you for your time spent taking this survey.
Your response has been recorded.

Survey Powered By Qualtrics

Annex B: Items of the critical factors for a positive wellness experience

Critical factors for a positive wellness experience	Perception of wellness tourism experiences (Characterization of the trip)
Authenticity and Cultural immersion	"I experienced something new (e.g., food, activity, etc.) during this tourism experience." (Novelty) "I gained knowledge or information from this tourism experience (e.g., history, culture, about fitness, diet recipes, yoga, ayurveda, etc.)." "I was interested in the main activities of the tourism experience." "It was quite different from previous / ("normal") tourism experiences." (Novelty) "It was a once-in-a-lifetime/unique experience." "I had the possibility to be in contact with local people in the destination and perceived them as friendly." Importance of feeling "Being a part of the destination community (e.g., CBT – community-based tourism)."
Mental Wellness	Feelings of: "Contentment and joy." "Absorbed & interested in things." "That the new experiences lead me to escape, restore and refresh from my everyday life." "Being empathized and cared for by the staff." "A strong sense of purpose & direction for my life." "Like I am making progress towards accomplishing my goals." "Happy and healthy." "This tourism experience is/was personally special to me (e.g., honeymoon, celebration, trauma healing, life-changing, etc.)." "I built a friendship(s) from this tourism experience." "It was relaxing, and I could relieve daily stress through this tourism experience."
Quality of services	"The touristic experience was worth it." "The service in the destination area was exceptional."

Annex C: Sociodemographic characterization of the Wellness Tourists sample

	Primary	WT	Secondary	WT	Full Sample	(WT)
	N	%	N	%	N	%
Total	97	48.5%	103	51.5%	200	100%
Gender						
Male	39	40%	45	44%	84	42%
Female	58	60%	57	55%	115	57.5%
Non-binary			1	1%	1	½ %
Age						
18-25	31	32%	58	56%	89	44.5%
26-34	19	20%	14	14%	33	16.5%
35-44	14	14%	4	4%	18	9%
45-54	12	12%	11	11%	23	11.5%
55-64	19	20%	10	10%	29	14.5%
65-74	2	2%	6	6%	8	4%
Marital Status						
Single	52	54%	74	72%	126	63%
Married	36	37%	23	22%	59	29.5%
Divorced	7	7%	5	5%	12	6%
Widowed	2	2%	1	1%	3	1.5%
Education						
High School	13	13%	12	12%	25	12.5%
Bachelor	42	43%	54	52%	96	48%
Master	38	39%	36	35%	74	37%
Phd	4	4%	1	1%	5	2.5%
Current employment status	108		113		221	
Unemployed	4	4%	9	8%	13	6%
Student	18	17%	25	22%	43	19%
Part-time job	2	2%	5	4%	7	3%
Full-time job	63	58%	56	50%	119	54%
Self-employed	17	16%	11	10%	28	13%
Homemaker	1	1%	-	-	1	½ %
Retired	3	3%	6	5%	9	4%
Rather not say	-	-	1	1%	1	½ %
Monthly income						
< 500€	2	2%	11	11%	13	6.5%
500-999€	13	13%	25	24%	38	19%
1000-1499€	32	33%	27	26%	59	29.5%
1500-1999€	18	19%	7	7%	25	12.5%
2000-2499€	9	9%	2	2%	11	5.5%
2500€ or +	6	6%	9	9%	15	7.5%
Rather not say	5	5%	3	3%	8	4%
I don’t have any	12	12%	19	18%	31	15.5%

Annex D: Characterization of the Wellness Tourism Trip

	Primary WT		Secondary WT		Full Sample (WT)	
	N	%	N	%	N	%
Total	97	48.5%	103	51.5%	200	100%
Nº nights						
1-3	50	52%	46	45%	96	48%
4-7	28	29%	45	44%	73	37%
8-11	11	11%	10	10%	21	11%
12-15	2	2%	2	2%	4	2%
More than 15	6	6%	-	-	6	3%
Money spent						
Less than 250€	25	26%	25	24%	50	25%
251-499€	35	36%	34	33%	69	34.5%
500-749€	10	10%	18	17%	28	14%
750-999€	10	10%	10	10%	20	10%
1000-1249€	6	6%	9	9%	15	7.5%
1250-1499€	4	4%	2	2%	6	3%
1500-1749€	3	3%	-	-	3	1.5%
1750-1999€	2	2%	2	2%	4	2%
2000-2499€	2	2%	1	1%	3	1.5%
2500€ or more	-	-	2	2%	2	1%
Travelling with						
Alone	23	24%	9	9%	32	16%
With friends	33	34%	29	28%	62	31%
With family	18	18%	33	32%	51	25.5%
In couple	23	24%	32	31%	55	27.5%
Accommodation	180		189		369	
Bed & breakfast	26	14%	41	22%	67	18%
Condo/vacation rental/ Rural Tourism	41	23%	38	20%	79	21%
Wellness/healthy hotel	6	3%	9	5%	15	4%
Regular hotel / Resort	34	19%	47	25%	81	22%
Retreat center	21	12%	2	1%	23	6%
Wellness Cruise	1	½%	-	-	1	1%
Regular cruise	1	½%	6	3%	7	2%
Parks/RV/Camping	7	4%	7	4%	14	4%
Hostel/Guest House	23	13%	30	16%	53	14%
Ashram/Monastery	6	3%	-	-	6	2%
Other	14	8%	9	5%	23	6%
Wellness activities	207 answers		196 options		200	
Spa & Beauty	33	34%	41	39.8%	74	37%
Mind-Body	21	21.6%	6	5.8%	27	13.5%
Spiritual	36	37.1%	14	13.6%	50	25%

Personal Growth	17	17.5%	11	10.7%	28	14%
Eco&Adventure	47	48.5%	57	55.3%	104	52%
Fitness	8	8.2%	14	13.6%	22	11%
Healthy eating	22	22.7%	36	35%	58	29%
Health	5	5.2%	6	5.8%	11	5.5%
Other	18	18.6%	11	10.7%	29	14.5%

Annex E: Push and Pull factors

Push factors	Primary wellness travelers	To Secondary wellness travelers
To keep up with fashion trends	1%	-
To work on my spirituality	33%	8.7%
To release stress	51.5%	77.7%
To improve my quality of life	68%	70.9&

Pull factors	Primary wellness travelers	To Secondary wellness travelers
The core products provided by the destination	53.6%	35.9%
The accessibility of the destination and its facilities	21.6%	35.9%
The reputation and popularity of the destination	24.7%	28.2%

Annex F: Reliability

Wellbeing (PERMA) Scale

Reliability Statistics

Cronbach's Alpha	N of Items
.913	15

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
As seguintes perguntas convidam-no a pensar no impacto que as viagens de bem-estar têm tido na sua vida quotidiana. Como resultado das viagens para o bem-estar, sinto que... - Estou mais alegre	52.84	50.731	.599	.908
As seguintes perguntas convidam-no a pensar no impacto que as viagens de bem-estar têm tido na sua vida quotidiana. Como resultado das viagens para o bem-estar, sinto que... - Estou mais positivo	52.83	50.373	.664	.906
As seguintes perguntas convidam-no a pensar no impacto que as viagens de bem-estar têm tido na sua vida quotidiana. Como resultado das viagens para o bem-estar, sinto que... - Estou mais feliz	52.85	51.287	.591	.908
As seguintes perguntas convidam-no a pensar no impacto que as viagens de bem-estar têm tido na sua vida quotidiana. Como resultado das viagens para o bem-estar, sinto que... - Fico absorvido no que estou a fazer	53.22	51.931	.419	.914
As seguintes perguntas convidam-no a pensar no impacto que as viagens de bem-estar têm tido na sua vida quotidiana. Como resultado das viagens para o bem-estar, sinto que... - Fico entusiasmado e interessado nas coisas	52.96	51.797	.563	.909
As seguintes perguntas convidam-no a pensar no impacto que as viagens de bem-estar têm tido na sua vida quotidiana. Como resultado das viagens para o bem-estar, sinto que... - Perco a noção do tempo enquanto faço algo de que gosto	52.87	51.524	.404	.915
As seguintes perguntas convidam-no a pensar no impacto que as viagens de bem-estar têm tido na sua vida quotidiana. Como resultado das viagens para o bem-estar, sinto que... - Tenho mais apoio nas minhas relações com os outros	53.27	49.522	.625	.907
As seguintes perguntas convidam-no a pensar no impacto que as viagens de bem-estar têm tido na sua vida quotidiana. Como resultado das viagens para o bem-estar, sinto que... - Tenho relações mais amáveis/ternas com os outros	53.17	49.127	.654	.906
As seguintes perguntas convidam-no a pensar no impacto que as viagens de bem-estar têm tido na sua vida quotidiana. Como resultado das viagens para o bem-estar, sinto que... - Estou mais satisfeito com as minhas relações pessoais	53.02	49.889	.640	.906
As seguintes perguntas convidam-no a pensar no impacto que as viagens de bem-estar têm tido na sua vida quotidiana. Como resultado das viagens para o bem-estar, sinto que... - Vivo a vida com mais propósito e significado	52.99	49.507	.686	.905
As seguintes perguntas convidam-no a pensar no impacto que as viagens de bem-estar têm tido na sua vida quotidiana. Como resultado das viagens para o bem-estar, sinto que... - A minha vida é mais valiosa	53.01	49.357	.685	.905
As seguintes perguntas convidam-no a pensar no impacto que as viagens de bem-estar têm tido na sua vida quotidiana. Como resultado das viagens para o bem-estar, sinto que... - Tenho mais sentido de rumo/direção para a minha vida	53.20	49.102	.724	.903
As seguintes perguntas convidam-no a pensar no impacto que as viagens de bem-estar têm tido na sua vida quotidiana. Como resultado das viagens para o bem-estar, sinto que... - Passo mais tempo a fazer progressos no sentido de alcançar os meus objetivos	53.21	49.443	.708	.904
As seguintes perguntas convidam-no a pensar no impacto que as viagens de bem-estar têm tido na sua vida quotidiana. Como resultado das viagens para o bem-estar, sinto que... - Atinjo objetivos importantes com mais frequência	53.33	49.750	.623	.907
As seguintes perguntas convidam-no a pensar no impacto que as viagens de bem-estar têm tido na sua vida quotidiana. Como resultado das viagens para o bem-estar, sinto que... - Sou capaz de lidar mais frequentemente com as minhas responsabilidades	53.16	49.297	.647	.906

Authenticity and Cultural Immersion Scale

Reliability Statistics

Cronbach's Alpha	N of Items
.688	7

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Enquanto viaja como turista de bem-estar, quão importante é para si sentir / sentir-se... - • Parte da comunidade do destino (por exemplo, CBT - community-based tourism)	21.33	19.266	.235	.692
1. Experimentei algo novo (por exemplo, comida, uma atividade, etc.) durante esta experiência turística.	20.35	17.594	.416	.649
2. Adquiri novos conhecimentos desta experiência turística (por exemplo, sobre a história, cultura, sobre fitness, receitas de dieta, sobre yoga, Ayurveda, etc.).	20.64	15.990	.525	.616
3. Estava interessado nas principais atividades desta experiência turística.	20.26	19.309	.354	.667
9. Foi bastante diferente das minhas experiências turísticas anteriores/("normais").	21.23	17.050	.369	.662
10. Foi uma experiência única na vida.	21.06	15.429	.545	.608
14. Tive a possibilidade de estar em contacto com a população local do destino e de a considerar amigável.	20.86	17.186	.349	.669

Mental Wellness Scale

Reliability Statistics

Cronbach's Alpha	N of Items
.719	10

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Enquanto viaja como turista de bem-estar, quão importante é para si sentir / sentir-se... - • Satisfação e prazer	33.07	26.845	.274	.711
Enquanto viaja como turista de bem-estar, quão importante é para si sentir / sentir-se... - • Absorvido & interessado nas coisas	33.20	25.414	.457	.688
Enquanto viaja como turista de bem-estar, quão importante é para si sentir / sentir-se... - • Que as novas experiências me levam a evadir, recuperar e renovar da minha vida quotidiana	33.28	24.633	.507	.679
Enquanto viaja como turista de bem-estar, quão importante é para si sentir / sentir-se... - • Empatia e cuidado por parte do pessoal (staff)	33.25	26.711	.258	.714
Enquanto viaja como turista de bem-estar, quão importante é para si sentir / sentir-se... - • Um forte sentido de propósito e direção para a minha vida	33.93	22.281	.587	.657
Enquanto viaja como turista de bem-estar, quão importante é para si sentir / sentir-se... - • Como se estivesse a fazer progressos no sentido de alcançar os meus objetivos	33.73	22.231	.595	.656
Enquanto viaja como turista de bem-estar, quão importante é para si sentir / sentir-se... - • Feliz e saudável	32.72	26.474	.446	.694
8. Esta experiência turística foi especial para mim (por exemplo, ajudou na cura de um trauma, mudança de vida, etc.).	34.20	23.377	.344	.709
11. Construí amizade(s) a partir desta experiência turística.	34.45	24.118	.266	.728
12. Foi relaxante e pude aliviar o stress diário através desta experiência turística.	33.18	27.522	.198	.721

Quality of Services Scale

Reliability Statistics

Cronbach's Alpha	N of Items
.699	2

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
6. A experiência turística valeu a pena.	3.87	.650	.539	.
7. O serviço prestado no destino foi excecional.	4.33	.564	.539	.

Satisfaction with Life Scale (SWLS)

Reliability Statistics

Cronbach's Alpha	N of Items
.835	5

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Por favor classifique as seguintes declarações no que diz respeito à sua qualidade de vida em geral. - Na maioria dos aspetos, a minha vida está próxima do meu ideal.	13.48	8.321	.701	.783
Por favor classifique as seguintes declarações no que diz respeito à sua qualidade de vida em geral. - As condições da minha vida são excelentes.	13.39	9.174	.566	.820
Por favor classifique as seguintes declarações no que diz respeito à sua qualidade de vida em geral. - Estou muito satisfeito/a com a minha vida.	13.30	7.988	.771	.762
Por favor classifique as seguintes declarações no que diz respeito à sua qualidade de vida em geral. - Até agora tenho conseguido as coisas mais importantes que quero na vida.	13.00	9.010	.592	.813
Por favor classifique as seguintes declarações no que diz respeito à sua qualidade de vida em geral. - Se eu pudesse reviver a minha vida não mudaria nada.	13.92	8.164	.572	.825

Annex G: Linear Regressions

- **Multiple linear regression --> Critical factors and Wellbeing**

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Quality of the services, Authenticity and Cultural Immersion, Mental Wellness[b]	.	Enter

a. Dependent Variable: Wellbeing

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.621[a]	.386	.377	.39826

a. Predictors: (Constant), Quality of the services, Authenticity and Cultural Immersion, Mental Wellness

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	19.541	3	6.514	41.068	<.001[b]
	Residual	31.088	196	.159		
	Total	50.629	199			

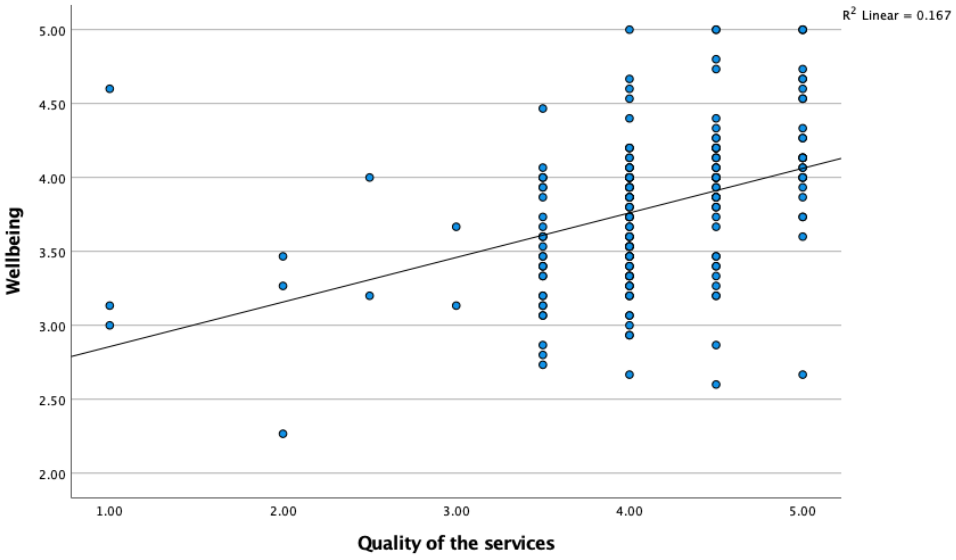
a. Dependent Variable: Wellbeing

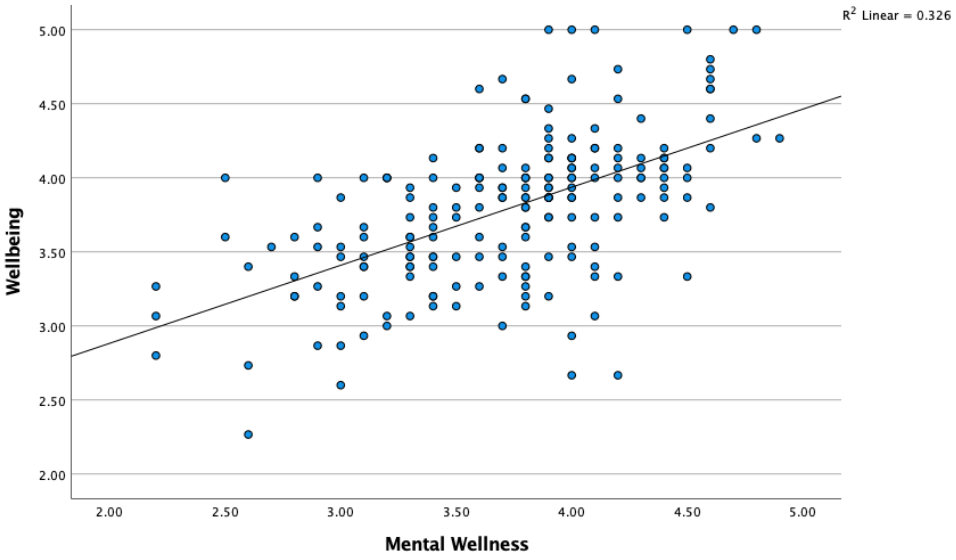
b. Predictors: (Constant), Quality of the services, Authenticity and Cultural Immersion, Mental Wellness

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B	
		B	Std. Error	Beta			Lower Bound	Upper Bound
1	(Constant)	1.327	.226		5.872	<.001	.881	1.772
	Mental Wellness	.408	.063	.442	6.478	<.001	.284	.532
	Authenticity and Cultural Immersion	.071	.051	.095	1.401	.163	-.029	.171
	Quality of the services	.171	.044	.231	3.835	<.001	.083	.258

a. Dependent Variable: Wellbeing





- **Multiple linear regression --> Critical factors and Life Satisfaction**

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Quality of the services, Authenticity and Cultural Immersion, Mental Wellness[b]	.	Enter

a. Dependent Variable: Life Satisfaction

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.194[a]	.037	.023	.70739

a. Predictors: (Constant), Quality of the services, Authenticity and Cultural Immersion, Mental Wellness

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	3.817	3	1.272	2.543	.057[b]
	Residual	98.079	196	.500		
	Total	101.897	199			

a. Dependent Variable: Life Satisfaction

b. Predictors: (Constant), Quality of the services, Authenticity and Cultural Immersion, Mental Wellness

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients			95.0% Confidence Interval for B	
		B	Std. Error	Beta	t	Sig.	Lower Bound	Upper Bound
1	(Constant)	2.301	.401		5.734	<.001	1.509	3.092
	Mental Wellness	.176	.112	.135	1.577	.116	-.044	.397
	Authenticity and Cultural Immersion	-.038	.090	-.036	-.421	.674	-.215	.139
	Quality of the services	.129	.079	.123	1.629	.105	-.027	.285

a. Dependent Variable: Life Satisfaction

- **Logistic linear regression --> Critical factors and intention to have a similar experience**

Case Processing Summary

Unweighted Cases[a]		N	Percent
Selected Cases	Included in Analysis	200	100.0
	Missing Cases	0	.0
	Total	200	100.0
Unselected Cases		0	.0
Total		200	100.0

a. If weight is in effect, see classification table for the total number of cases.

Dependent Variable Encoding

Original Value	Internal Value
Discordo	0
Concordo	1

Block 0: Beginning Block

Classification Table[a,b]

			Predicted		
			Instruções: indique por favor o seu acordo ou desacordo com a seguinte declaração: - 1. Tenciono fazer o mesmo tipo de viagem no futuro.		
	Observed		Discordo	Concordo	Percentage Correct
Step 0	Instruções: indique por favor o seu acordo ou desacordo com a seguinte declaração: - 1. Tenciono fazer o mesmo tipo de viagem no futuro.	Discordo	0	7	.0
		Concordo	0	193	100.0
	Overall Percentage				96.5

a. Constant is included in the model.

b. The cut value is .500

Variables in the Equation

		B	S.E.	Wald	df	Sig.	Exp(B)
Step 0	Constant	3.317	.385	74.312	1	<.001	27.571

Variables not in the Equation

			Score	df	Sig.
Step 0	Variables	Authenticity	5.555	1	.018
		Mental Wellness	9.011	1	.003
		Quality of the experience	21.350	1	<.001
	Overall Statistics		23.805	3	<.001

Block 1: Method = Enter

Omnibus Tests of Model Coefficients

		Chi-square	df	Sig.
Step 1	Step	18.732	3	<.001
	Block	18.732	3	<.001
	Model	18.732	3	<.001

Model Summary

Step	-2 Log likelihood	Cox & Snell R Square	Nagelkerke R Square
1	41.953[a]	.089	.342

a. Estimation terminated at iteration number 8 because parameter estimates changed by less than .001.

Classification Table[a]

Observed			Predicted		
			Instruções: indique por favor o seu acordo ou desacordo com a seguinte declaração: - 1. Tenciono fazer o mesmo tipo de viagem no futuro.		Percentage Correct
			Discordo	Concordo	
Step 1	Instruções: indique por favor o seu acordo ou desacordo com a seguinte declaração: - 1. Tenciono fazer o mesmo tipo de viagem no futuro.	Discordo	2	5	28.6
		Concordo	0	193	100.0
	Overall Percentage				97.5

a. The cut value is .500

Variables in the Equation

		B	S.E.	Wald	df	Sig.	Exp(B)
Step 1[a]	Authenticity	.275	.755	.132	1	.716	1.316
	Mental Wellness	1.654	.879	3.543	1	.060	5.228
	Quality of the experience	1.353	.420	10.378	1	.001	3.869
	Constant	-8.079	3.083	6.869	1	.009	.000

a. Variable(s) entered on step 1: Authenticity , Mental Wellness , Quality of the experience.

Variables in the Equation

								95% C.I.for EXP(B)	
		B	S.E.	Wald	df	Sig.	Exp(B)	Lower	Upper
Step 1[a]	Authenticity	.275	.755	.132	1	.716	1.316	.300	5.782
	Mental Wellness	1.654	.879	3.543	1	.060	5.228	.934	29.261
	Quality of the experience	1.353	.420	10.378	1	.001	3.869	1.699	8.813
	Constant	-8.079	3.083	6.869	1	.009	.000		

a. Variable(s) entered on step 1: Authenticity , Mental Wellness , Quality of the experience.