



**Wellness Travel Motivation and Behavior during COVID-19**

**A Case Study of Phuket**

**Alina Tkachuk**

**A Thesis Submitted in Partial Fulfillment of the Requirements for the Degree of Master of  
Business Administration in Hospitality and Tourism Management (International Program)**

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A Case Study of Phuket

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I hereby certify that this work has not been accepted in substance for any degree and is not being currently submitted in candidature for any degree.

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### ABSTRACT

Changes in travel behavior and motivations during COVID-19 had a major impact on wellness tourism destinations to redesign their product to satisfy wellness travelers' needs. The study aimed to explore the wellness tourist's behavior and their travel motivations and to investigate the impact of demographic characteristics on wellness motivations. Quantitative research methods were applied by self-completed questionnaires distributed in public and entertaining areas around Phuket Island, Thailand. Convenience sampling method was used. 464 questionnaires were identified to be useful and then analyzed by using SPSS.

This study found that most international wellness tourists stay in Phuket for 1-2 weeks and 1-2 months, traveling alone or with family. The main travel purpose was for leisure. The most popular sources of information were tourism websites and online social media such as Facebook, YouTube and Instagram. International wellness tourists preferred to use many wellness treatments, but the most popular wellness treatments were body and facial beauty treatments. There were six push motivational factors which include healthy diet and meditation, movement and fitness, self-care, rest and relaxation, socialization, learning about wellness and four pull motivations which include safety and access, variety and quality of wellness treatments, pricing and reputation, and climate and attractiveness. Socialization and safety and access were found to be influential while selecting the destination. This study also found that sociodemographic characteristics in terms of regions, gender, age and travel purposes have a significant impact on wellness tourist's motivations.

**Keywords:** Wellness, Tourist Motivation, Push and Pull motivation, Travel Behavior, COVID-19.

**ชื่อวิทยานิพนธ์** แรงจูงใจและพฤติกรรมของการเดินทางท่องเที่ยวเชิงส่งเสริมสุขภาพในช่วง  
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### บทคัดย่อ

การเปลี่ยนแปลงพฤติกรรมการท่องเที่ยวและแรงจูงใจในช่วงการระบาดของเชื้อ  
โควิด-19 มีผลกระทบอย่างยิ่งต่อแหล่งท่องเที่ยวเชิงสุขภาพในการออกแบบผลิตภัณฑ์การท่องเที่ยว  
เพื่อให้ตอบสนองความต้องการของนักท่องเที่ยวเชิงส่งเสริมสุขภาพ งานวิจัยนี้จึงมีวัตถุประสงค์  
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เก็บข้อมูลด้วยแบบสอบถามในแหล่งบันเทิงและพื้นที่สาธารณะทั่วเกาะภูเก็ต ประเทศไทย ใช้  
วิธีการสุ่มตัวอย่างแบบสะดวก จากแบบสอบถามจำนวน 464 ชุดที่สามารถใช้ในการวิเคราะห์ด้วย  
โปรแกรมสถิติสำเร็จรูป SPSS ผลการศึกษาพบว่า นักท่องเที่ยวเชิงส่งเสริมสุขภาพชาวต่างชาติโดย  
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## CHAPTER 1

### INTRODUCTION

This chapter illustrates general information about the importance of the travel and the tourism industry and its subcategory - wellness tourism. The main contents of this chapter include the significance of travel and tourism industry to the global economy, its meaning, and the role of wellness tourism in the travel and tourism industry.

#### 1.1 Tourism Situation Industry Statistics

Travel and tourism are important drivers of the world's economic growth. For example, in 2019, the travel and tourism sector contributed to the world's GDP of US\$ 8.9 trillion (10.3% of global GDP), created 330 million jobs related to the tourism industry (1 in 10 jobs around the world), contributed to the economy through US\$ 1.7 billion from tourists (6.8% of total exports, 28.3% of global services exports, and increase of US\$ 948 billion capital investment (total investment by 4.3 %), (WT&TC, infographic, 2020). Being a part of the travel and tourism sectors, the wellness industry also strengthens the global economy. For instance, in 2022 Global Wellness Tourism market was valued at US\$641.298 billion (Research and Markets, 2020).

The growth of wellness tourism has increased due to several reasons. Firstly, due to the integrated concepts of the World Health Organization (WHO) and adopted well-being “and,” “fitness” secondly awareness of individuals’ for personal health and longevity (Niko Koncul, 2012), and thirdly due the aging population. Tourists worldwide search for different, new, and specific spa treatments and other wellness activities while taking holidays in a foreign country. Furthermore, the world is aging. According to United Nations Report, in 2019, global population accounted for 703 millmillion persons aged 65 and over and this number is projected to reach 1,5 billion of persons in 2050. The group of aged people 80 and over accounted 143 million worldwide and prognosed to reach 426 million in 2050 (UN, 2019). Nowadays, the generation of baby boomers search for extension of their years, followed by good health. What is more, demand for health and wellness related products and services is a result of increased pollution in big cities, unhealthy lifestyle that may include poor diet and alcohol consumption (Chen, Prebensen & Huan,

2008). The growth of wellness tourism market increased due to intensive production and a variety of wellness products/services in all price categories (Dimon, 2013; Kazandzhieva, 2014).

In other words, wellness tourism is a way to combine traveling and the opportunity to maintain and improve an individual's health (Chen et al., Parmar, 2017). However, incomplete understanding of two different markets – wellness and medical - are often conflated by consumers and by destination marketing. Medical tourism, which takes care of already diagnosed conditions, such as poor health, injury, and illness, aims to treat these medical conditions. For instance, trips taken in order to receive surgery or dental treatment are part of medical tourism (Hall 1992). The common reasons are affordable prices, higher quality, and availability to treat specific health issues in contrast with their homeland. In contrast, motivations for wellness tourism are connected with individuals' desire to maintain and prevent their health condition, reduce stress, prevent disease, to improve themselves (body and spirit), to experience new wellness related products and services (Smith & Puczko, 2008; Hashemi, Kiumarsi, & Mohammadi 2015). A significant number of studies show researchers' interest in the development of health and wellness sectors together and separately (Pesonen & Komppula, 2010; Wrey, Laing & Voigt 2010; Voight, Brown & Howat 2011; Falck, 2013; Fillep, 2014).

#### ***Wellness travel motivations***

Understanding travel motivations is a common topic for discussion among researchers. Exploration of factors that are standing under travel motivation helps marketers and industry specialists identify travelers' demand and expectations. The fact that there is no clear explanation and permanent list of the wellness reasons gives researchers liberty to explore this topic in more depth. Some studies have already searched into the importance and the relationship between travel motivation of wellness travelers and potentially related factors such as wellness destinations (Fyall, Garrod & Wang, 2012; Dvorak, Saari & Tuominen 2014;), wellness facilities and services (Kim & Batra, 2009; Mak, Wong and Chang, 2009), nationality of wellness traveler (Kozak, 2002), or another socio-demographic characteristics (Heung, Qum, & Chu, (2001); Jonsson & Devonish, 2008), the lifestyle related to wellness ( Kim at al.,2003, Hallab, 2006; Kim & Batra, 2009; Bruno Grbac, DamijaniĆ & Zdravko 2013; Chen, Chang & Tung 2014). What is more, a significant number of research studies emphasize a robust relationship between travel

motivations and push and pull factors (Divine & Lepisto, 2005; Dryglas & Salamaga, 2018, Crompton, 1979; Kozak, 2002; Jonsson & Devonish, 2008; Yoon & Uysal, 2005). Therefore, to feel the wellness motivation gap particularly in Phuket, Thailand, this study will focus on detailed exploration of the international wellness tourists to Phuket, Thailand and the factors influencing their wellness travel motivations.

### ***Wellness Tourism in Thailand***

According to the annual research of World Travel and Tourism Council (WT&TC, 2020), the contributions of the travel and tourism industry in Thailand in 2019 contributed significantly to Thailand's economy. Being a third source of income after Financial Services and Retail, the travel and tourism industry creates 1 in 4 net new jobs, approximately 21.4% of total employment (8,054,6 jobs in 2019). Furthermore, contributions of travel & tourism to GDP make up a huge percentage of almost twenty percent (19.7%), of the total economy in Thailand (THB 3 BN,319,6). International visitors' expenditures cover 21 % of total exports (THB 2,137,5 BN). Income from leisure tourism is higher than that of business tourism (89% and 11% respectively). Finally, it is important to know that international spending surpasses domestic spending at 71 % and 29% respectively. As for inbound arrivals, the percentage of main travelers is China, 27%, Malaysia, 10%, South Korea and Laos are equal 5%, Japan, 4%, and the rest of the world, 49% (World Travel & Tourism Council report, 2020).

In Asian countries, the wellness travel offers are frequently regarded as body, mind, and spirit activities such as yoga, meditation, massage. Among Asian wellness destinations, Thailand is recognized for the ultimate wellness spa market (Kukusta & Giulet, 2014; Thongpan & Yu, 2015; Sritama, 2015). Being a top wellness destination, wellness spa tourism attracts wellness travelers by having a positive post – purchase behavior (Han et al., 2017) and revisiting plan due to continuous expansion of wellbeing tourism products (Thongpan & Yu, 2015; Tanyatanaboon & Brennan, 2016).

According to Kiattiporn & Han (2017), when international wellness tourists come to Thailand their main reasons are physical and emotional recreation and stress management. In comparison to other countries, the wellness tourism in Thailand is still under recognition in terms of different wellness treatments and programs (Jedeejit, Nuankaew & Nuangkaew, 2017). The majority of popular destinations for foreigners in southern Thailand are

Phuket, Krabi and Phangnga provinces due to attractiveness, breathtaking beaches, beautiful landscapes and cultural heritage and Thai food culture (Jedeejit et al., 2017). These aspects are essential for wellness tourism as the natural environment plays a critical role for success in the wellness spa industry (Hall, 2003).

Thailand, being one of the top tourism destinations for health and wellness tourism, benefits local communities and the state economy (Han, Tanyatanaboon & Brennan, 2020). Moreover, since the mid-2000s, Thailand has aimed to allocate wellness and health tourists by having the largest number of wellness spa facilities in Asia. Through different promotions such as “Find your Fabulous” in 2013, and aim to attract visitors from Japan, China, and India (Thongpan & Yu, 2015). Currently, health and wellness tourism segments are supported by the Tourism Authority of Thailand (2020) under the umbrella of the marketing concept of “Amazing Thailand: Open to the New Shades” from 2019 (TT, 2019). According to Kanittinsuttitong (2018), each area of Thailand has different wellness and health offers. For instance, while north of Thailand focuses on mind and mental therapy, Central Thailand is great for the relaxation of body and mind. At the same time, South of Thailand shows high participation in activities while Bangkok focused on health care due to its urban lifestyle. Aiming to develop a competitive model for health and wellness tourism destinations in Thailand, including Phuket destination, Phuthong (2021), the found that the majority of service providers firms offer wellness activities and services such as spa, Thai massage, training sessions with fitness instructors, yoga classes, self-empowering meditation techniques culinary workshops related to traditional cuisine and healthy ingredients. Similarly, Phuket Health Tourism is divided into medical and surgery hospitals, and aesthetics centers, health and wellness centers and tourism experience-oriented wellness activities, fitness and detox programs, spa's, saunas, acupuncture, gyms, yoga, and meditation clubs etc. (Phuket Media Company, 20--). Switching from “over tourism” to “quality tourism” was a plan for The Tourism Authority of Thailand since 2016 (2021). Despite the negative impact on the economy and tourism industry, COVID-19 gave Thailand the opportunity to reorganize and change the tourism policy and travel markets. Since the improvement of COVID situation, Thailand government and private tourism operators launched a pilot project ‘Andaman Wellness Economic Corridor’, that can boost the economy and support Thailand as the world's largest health hub. Another concept is to promote three southern provinces on the Andaman Coast (Phuket, Pang



Nga, Krabi), to become must-visit tourist destinations as a part of ‘Smart Health and Wellness City’.

### ***Changes in Tourist Behavior during COVID-19***

However, the future of wellness tourism had to be revised due to COVID – 19 outbreaks. The COVID-19 a type of pneumonia that firstly was detected in Wuhan, China and reported on 31 December 2019 (Huang et al., 2020). The virus has seriously impacted the overall economy and especially the travel and tourism industry: an estimated loss in GDP from the travel & tourism industry of around 30% (2.7 trillion us) in comparison to the year 2019; a sharp decrease in jobs related to travel & tourism industry is approximately – 31% (100,8 million job losses), in comparison to previous year - 2019; predicted rose of global unemployment rate, 2.9 %, directly from travel & tourism in 2020 (World Travel & Tourism Council, 2020). Therefore, it is clearly seen that the tourism industry has turned from over tourism (Dodds & Butler, 2019; Seraphin, Sheeran & Pilato, 2018), into non - tourism (Conde Nast, 2020). Travel constraints and mandatory closing of borders at international, regional, and local levels affected the overall global economy, including the tourism system which strongly relies on international and domestic tourism (Sharma & Nicolau, 2020; Gössling, Scott & Hall, 2020).

The COVID-19 has seriously effected Thailand in all social and financial aspects. A severe economic impact was seen in travel and hospitality businesses, especially southern regions, including Phuket (The Nation Thailand, 2022). According to Pacific Prime Thailand, even before the COVID-19 “Light” and “Advance” wellness retreats were promoted: from homestays and farm hotels trips, diet following programs, sport escape (kickboxing, rock climbing, or trekking), to preventive wellness retreats (Meditation and Silence Getaways, Menopause Retreats, Fertility Trips etc.). Different efforts were done to support the Thai economy since the emergence of the COVID-19: from promotion of domestic tourism during total border closure to recalling of international tourists through the “Phuket Sandbox ” program. On July 1<sup>st</sup>, Tourism Authority of Thailand (2020), announced that the country opened it borders to international tourists again, starting the program in Phuket, Thailand. Vaccinated and wealthy tourists were offered safe and premium travel experience relying on ecotourism, cultural tourism, and wellness related experiences (TAT, 2021; McKinsy & Company, 2021). At the same time, Phuket’s business operators concluded the idea that the traditional tourism model as it was before

the COVID-19, has been outdated. The new driving tourism mechanism could stimulate Phuket economy and attract tourists to emphasize promoting health and wellness tourism, where international tourists can get health benefits during and after their stay in Phuket (Bangkok Post, 2022).

## **1.2 Statement of the problem**

Despite previous studies related to wellness tourism, this study aims to fill a gap of understanding what are motivations and behavior of international tourists towards wellness treatment/ activities particularly during COVID-19, in Phuket, Thailand, and to analyze their socio-demographic characteristics. Furthermore, it is important to focus on the travel behavior and treatment choices of wellness tourists in order to determine what wellness products/treatments tourists prefer to obtain at the destination. This information can be added to literature about wellness tourism studies and can help service providers at the destination in developing relevant strategies to establish competitive advantages and competitive strategies.

## **1.3 Aims and objectives:**

- 1.3.1 To explain the wellness tourists' travel behaviors during COVID-19.
- 1.3.2 To investigate wellness tourists' push and pull motivations during COVID-19.
- 1.3.3 To examine the impact of wellness tourists' demographic characteristics on push and pull motivations.

## **1.4 Research questions:**

- 1.4.1 How do tourists behave when they take a wellness trip in Phuket during COVID-19.
- 1.4.2 What motivates wellness tourists to visit Phuket during COVID-19.
- 1.4.3 Do demographic characteristics determine travel motivations of wellness tourists?

### **1.5 Hypotheses**

H1: Regions have an impact on wellness traveling motivations.

H2: Gender has an impact on wellness traveling motivations.

H3: Age has an impact on wellness traveling motivations.

H4: Travel purpose has an impact on wellness travel motivations.

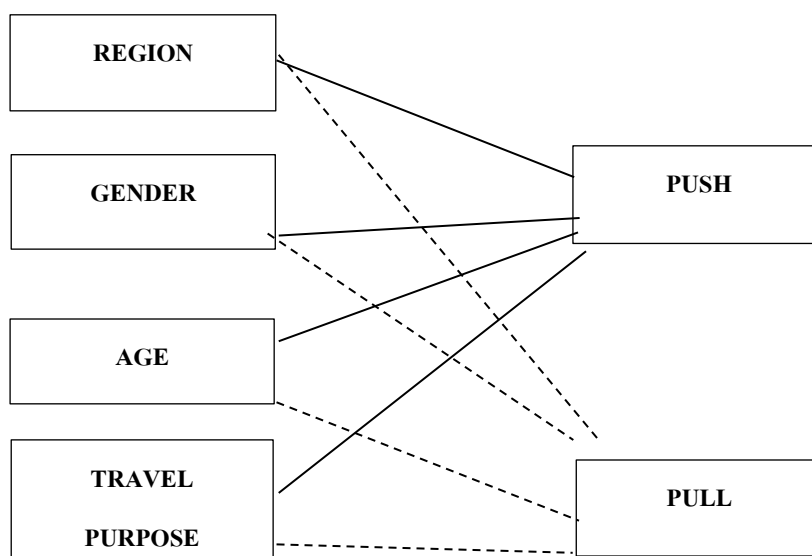
### **1.6 Scope of the study**

Quantitative data was collected. The 500 questionnaires were distributed in public places such as restaurants, bars, beach clubs around Phuket and 464 defined useful. Prior filling the form international tourists were checked by a screening question: “Did you obtain any wellness treatments or programs during this stay in Phuket (massage, yoga, detox programs, hydrotherapy, sport activities, acupuncture etc.)?” If the answer was ‘Yes’, the respondent could complete the questionnaire. This research focused on the characteristics, travel behavior, wellness product selections and motivations of international tourists travelling to Phuket and the wellness related products/treatments obtained. The data collection will include international tourists who will be at least 18 years of age and obtain wellness treatments or programs. The questionnaire was distributed for the period of December 2021 to January 2022.

### **1.7 Significance of the study**

Contributing to academic literature, the data and the findings obtained from this research can be used for better understanding of the motivations and behavior of wellness travelers during COVID - 19 particularly in Phuket, Thailand. Furthermore, the findings can be applied to a marketing campaign to attract current and potential wellness tourists based on their travel demand and the destination offers. Eventually, the study results can contribute to wellness tourism theory and industry in Thailand by updating the changes and preferences of international tourists obtaining wellness treatments/programs during COVID-19.

Figure 1.1 Research Framework



### 1.8 Definition of key terms of the study

Following the study purpose, clear and specific definitions of terms used were provided. This study used different, defined and their meaning is explained and used by the thesis.

**Health Tourism.** Defined as an effort to attract tourists by promoting health-care services and facilities in addition to regular tourist amenities or facilities (Goodrich, & Goodrich, (1987).

**Wellness Tourism:** Wellness Tourism: refers to a way of traveling from one place to another destination for wellness and leisure purposes and obtaining wellness treatments. The Global Wellness Institute, describes wellness tourism as “ a travel during which individuals enjoy their stay and improve or/and maintain their health” (GWI, 2014).

**A Wellness Tourist** is a person that travels in order to improve his health by using or combining wellness-related products/treatments. Global Wellness Institute divided this market into primary wellness traveler, an individual whose goals are wellness programs and treatments, and secondary tourist or traveler who seeks wellness treatments while taking trips for leisure or business purposes. Therefore, in this study, international tourists with leisure or other purpose that obtained wellness tourism/products will be determined as a wellness tourist.

**Long-stay wellness tourists** are considered as international tourists who travel independently for long periods during low seasons (Robson, 2007). These individuals are

considered as a high travel market for their overall expenditure. According to Tkaczynski, Runndle-Thiele and Beaumont (2009), the most important push and pull motivations for this market are rest and relaxation (push), and weather and relax activities (pull), at the destination.

**Wellness tourism products/treatments:** products/ treatments aiming to improve individuals' health and overall wellbeing. May cover different aspects of wellness dimension model (Wickramaratne, Phuoc, Albattat, 2020): Physical, Spiritual, Intellectual, Emotional Social, Environmental.

**Wellness Travel Motivations:** it is a combination of internal and external forces that push individuals to leave their place of living and to select another destination in order to fulfill psychological, physiological and other needs.

**Travel behavior:** the behavior of tourists or travelers starting from their place of living to a destination selection. It may include different features such as mode of travel, places selected to stay, expenses during a stay at a destination, channels to obtain information about the destination selected, trip duration, travel company, shopping preferences etc.

**COVID-19:** a highly transmissible type of pneumonia (Huang et al., 2020). that led to the decline and closure of many industries, including tourism and wellness, and caused changes in travel behavior.

## **CHAPTER 2**

### **LITERATURE REVIEW**

This chapter provides a literature review related to the history of wellness, and its dimensions. Furthermore, it looked through previous studies related to wellness travel motivational factors (push and pull, and the impact of sociodemographic characteristics on wellness travel motivations. Finally, it outlines the changes in travel behavior during the COVID -19.

#### **2.1 Origins and Dimensions of Wellness Tourism**

Although some people believe that wellness tourism is recent, according to Global Wellness Institute (GWI, 2021), wellness history has a deep origin. The appearance of wellness begins with the Ayurveda holistic system (3000 - 1,500 BC), aimed to create harmony of body, mind, and spirit. Intended to prevent illness through individually created treatments (nutrition, exercise, social interactions, hygiene needs and physical activities such as yoga and meditation). A Traditional Chinese Medicine came next (TCM, 3000 - 2 000 BC). TCM was a holistic approach of caring for health and wellness health and included different treatments such as acupuncture, herbal medicine etc. Approximately 500 BC Ancient Greek Hippocrates was one of the first physicians focusing on prevention rather than treating diseases and pointing that sickness is caused by poor diet, lifestyle, and environmental factors. Later, Ancient Roman Medicine (50 BC), adopted the Hippocrates approach by developing a strong public health system to maintain a healthier population by building public bath sewers. Alternative healthcare methods appeared in the 19<sup>th</sup> Century in Europe and the US (homeopathy, osteopathy, chiropractic, and naturopathy), and focused on self-healing and preventive care. The first notes of the word “wellness” were in the 1650s. (Oxford English Dictionary). In the 1790s. German physician Hahneman proposed a homeopathy approach, natural substances that were used for self-healing. In the 1860s, German priest Kneipp started adopting the “Kneipp Cure” – combination of hydrotherapy, herbalism, exercise, and nutrition. Osteopathy therapy was developed in 1870s, by Boker Eddy. The first research study related to nutrition (supporting a balanced diet of fruit and vegetables) was conducted in the 1880s, by Swiss Physician Bircher-Benner. In the 1900s, Harvey Kellogg supported the idea that “learning to stay well” and healthy diet, exercise, fresh air, and hydrotherapy

are on the same path. At the same time, Austrian Mayr creates “Mayr therapy” program for a detoxification and dietary modification program (GWI, 2021).

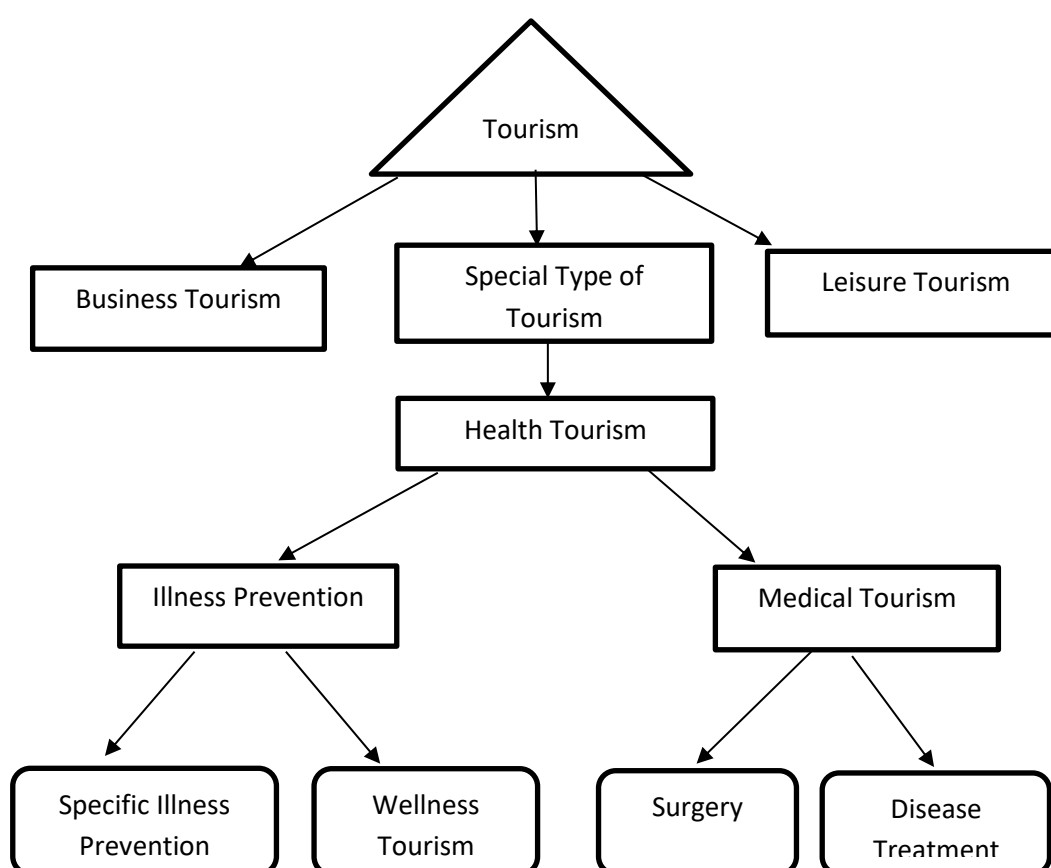
A modern definition of “Wellness” began in 1950s and is named as “High-Level Wellness” by Dunn H.L., (1961), the “father of wellness movement”. In order to describe a variety of wellness tourism activities and services related to concentrating maintaining and preserving health at physiological and psychological levels, authors started using the term “wellness tourism” (Muller & Kaufmann, 2001; Letho et al., 2006; Smith, Macleod, and Robertson, 2010; Voigt et al., 2011; Rančić, Pavić and Mijatov, 2014). Letho et al., (2006), described wellness tourism as a combination of well-being treatments and activities that protect and preserve a body in a holistic or comprehensive way to prevent diseases or even usage of medication. Similarly, Mueller and Kaufman (2001), and Voigt (2011) reviewed a term “wellness tourism” as a journey, during which people try to maintain or promote their health and well-being, by staying at specifically designed facilities that help to improve individuals physical, psychological, spiritual and/or social well-being. Smith (2010) defined wellness tourism as a leisure and recreation holiday related to beauty, sport, and relaxation with a combination of holistic activities such as yoga, meditation, retreats, and ashrams. Moreover, Rančić (2014), describes wellness tourism terms with health and fitness - oriented people, interested in preventive activities during holiday. Therefore, wellness tourism is related to health improvement through different wellness programs and services that may include spiritual approaches to healing during holidays.

Wellness tourism is a subcategory of health tourism. While health tourism is concentrated on medical treatments or cure of specific diseases, wellness tourism is mainly related to prevention and health enhancement of the body, mind, or spirit (Muller & Kaufmann, 2001; Medina-Munoz, 2014; Hashemi et al., 2015). Therefore, the word “wellness” is an opposition to the term “illness”. The difference between these terms is described by specific and wellness definitions and treatment typologies (Henderson, 2004; Puczko & Bacharov, 2006; Smith & Puczko, 2008; Voigt, 2010; Hashemi et al., 2015). People feeling healthy are mainly interested in: well-being (wellness), maintenance of body and spirit in good conditions; aesthetics (cosmetics), looking for new healthy products and treatments; healthy lifestyle (diet, exercise, relaxation), improving physical appearance through balanced nutrition, active sport and decreasing stress levels; preventive examination (the check-up), that involves consulting with nutrition experts and

professionals about additional consumption of daily supplements (The Tourism Observatory for Health, Wellness and Spa 2015).

Clear explanation of the health and wellness tourism written by researchers can be seen in Figure 2.1

Figure 2.1 Typology of tourism in relation to health tourism, segmented into medical and wellness categories.



Source: USAID (2008).

According to figure 2.1 by USAID (2008, p.18), health tourism is a special type of tourism and differs from leisure and business tourism. This type of tourism is named health tourism and divided into medical tourism (surgery and disease treatment), and illness prevention (specific illness cure and wellness tourism). Wellness tourism is assumed to be practiced by individuals with good health condition, whose aim is to prevent and to maintain their optimal health. Detailed differentiation of these two markets monitored by Smith and Puczko (2009). According



to the authors, a part of health tourism, wellness and medical wellness directions are different in terms of treatments and services. While medical tourism is divided into therapeutic and surgical treatments and programs to treat specific diseases, wellness tourism comprises holistic ways to heal the body, mind, and spirit. Furthermore, wellness tourism also includes leisure and recreation as a supportive way to improve/ preserve one's health through beauty treatments, sport and fitness and pampering. At the same time, medical wellness combines both medical and wellness due to specific therapeutic treatments related to recreation, rehabilitation that may require consultations of professional doctors and cannot be threatened by only holistic ways to heal certain health issues. Furthermore, classification of wellness and health tourism products/services has led to the creation of different types of health tourism facilities such as retreat centres, ashrams, leisure centers, spas, hotels, and resorts that provide both medical and wellness programs, clinics and hospitals that usually care for individuals with certain health issues.

#### **Dimensions of Wellness Tourism**

Wellness tourism covers different dimensions (Puczko & Bacharov, 2006; Lebe, 2006). According to Wickramaratne et al, (2020) studies wellness dimension model that influence individuals' life covers: Physical (fitness, risk-taking and safety, beauty, nutrition, level of activity to reach and maintain the desired physical condition); Intellectual (development and exploration of skills, education about health enhancement, seminars), cognitive, sensitivity, and understanding the role of the universe and oneself); Spiritual (philosophical point of view on the meaning of life, includes mental activity, meditation, yoga, Pilates, and appreciation of natural connection); Emotional (self - focus, ability to manage stress); Social (connection with health-conscious people, creation, and maintenance of relationships through the choices one makes); Environmental (responsibility of natural environment state, importance in involving in preserving and conserving natural sources, sustainable choices to quality of life and for the planet).

Wellness tourism has an important impact on individuals' wellbeing, local economies, and the environment. The process of seeking wellness treatments begins with an individual's desire to improve physical, spiritual, or mental health. Wellness is a desired state of being for health - conscious individuals who pay attention to the quality and longevity of life (Koncul, 2012). As the world is aging (UN, 2019), a huge percentage of the old generation (baby boomers), seek wellness holidays to remain healthy and fit. Furthermore, by attracting domestic

and international tourists from different nations, wellness tourism supports the economy and employment not only for government and private sectors but also in small and underprivileged regions. For instance, the discovery of term springs in Aliwal North (South Africa), led to the development of other services and products to support tourist demand (Aliwal North, 2016; Kontsiwe & Visser, 2019). Finally, wellness tourism aims to improve individuals' health in the natural environment (Dunets, Yankovskaya, Plisova, Mikhailova, Vakhrushev, 2020). Intention to build wellness centers surrounded by nature, and the use of eco-friendly products and alternative procedures, helps not only wellness seekers improve their health but also save natural resources such as forests, natural hot springs, and help animal world.

## **2.2 Background of Travel Motivations: Theories and factors**

Motivations for wellness purposes are often used in research studies. One of the first studies of Crompton (1979), regarding wellness motivations identified travel purposes related to stressful and busy living, exploration, and evaluation of self, escape from environmental issues, prestige, facilitation of social interaction, poor nutrition has increased health consciousness significantly and not only for daily experience but also while selecting leisure destinations and during the holiday journey. Hudson (2008) explains motivations as internal stimulation that induce people to behave towards fulfillment of their needs. In comparison, Deesilatham and Hosany (2013), concluded that health enhancement it is a leading motivation for travelers to go on holidays. Therefore, according to the study, even leisure time is followed by wellness related activities such as healthy eating, sport, and other activities. Furthermore, wellness motivations have been linked to an individual's needs, lifestyle and may depend on price and quality of services (Rančić at al., 2014).

### **Maslow's Hierarchy of Needs**

The Maslow's Hierarchy of Needs (1943) provided the first explanation for different 'psychological needs' which consist of different levels of human requirements, and as soon as the first level of the needs is fulfilled, the individual tries to accomplish the higher one, which has a different hierarchy of needs. The theory concept was widely applied to tourism and hospitality fields (Maslow, 1943), where the level of physiological needs is associated with accommodations, healthy food, beautiful surroundings during the holidays. The safety needs level

is related to travel destinations which can be attractive if it is safe and in a secure environment. The third level of social needs explains the importance of relationship formation with other people and covers the needs to develop healthy relationships with other travelers, family, friends and even with local communities in the selected destination. The hierarchy level of self-esteem needs explains that travel purpose is often related to individuals desire to impress others (friends, family members, social groups), in order to increase their level of social status. Finally, the last level of Maslow hierarchy in tourism and hospitality context, covers the factor called self-actualization, that includes the process of self- and society improvement through the new challenging activities during the holiday (Maslow, 1943). The correlation between tourist motivation and Maslow's hierarchy of needs was investigated by different researchers (Mill & Morrison, 1985; Pearce & Lee 2005; Šimková, & Holzner, 2014). For instance, analyzing and satisfying tourists needs Šimková, & Holzner (2014), applied Maslow's 5-stage theory of motivations with extension of cognitive, aesthetic and self-actualization needs.

### **2.3 Dan's Theory and Push and Pull Motivations**

Dan's Theory of Push and Pull Motivations (1997), explains that motivational factors are grouped into push and pull. The push factors are referred to internal forces that create a travel the need while pull factors are related to destination attributes and have three subfactors. The theory has been applied to different studies related to the travel and tourism industries (Crompton, 1979; Heung et al, 2001; Kozak, 2002; Awaritefe, 2004; Yoon and Uysal, 2005; Dunne et al, 2007; Jonsson and Devonish, 2008;). Example of application to Dan's Theory can be observed in a set of different studies (Table 2.3).

Jang and Wu (2006), defining wellness travel motivations among Taiwanese travelers, found five the most significant: ego-enhancement, self-esteem, knowledge-enhancement, relaxation, and socialization. Furthermore, the authors determined the pull factors such as hygiene and safety, facilities, festivals, prices, natural and historical attractions. In comparison, the push factors of senior travelers are related to improvement of personal wellbeing: socializing, escape from everyday routine, enhancing knowledge, personal reward, enhancing prestige and nostalgia (Lam, & Hsu, 2006). Therefore, relaxation was defined from different literature reviews as one of the main reasons for individuals purchasing wellness products (Kukusta & Guillet, 2014; Hashemi

et al., 2015; Thuony, 2016). Detailed examples of travel motivations and its push and pull factors for selected segment healthy living segments were explained in detail by Zaher Hallab (2003). Author clustered different motivation factors into two groups were push factors included: healthy-living (visit to spas and wellness centers for relaxation, muscle development, physical and spiritual cleaning, beauty treatments, weight reduction, healthy-living development of habits, participation in health-related seminars and seek health-care services such as medical examination, special diets, vitamin-complex intakes, trans vital injections, herbal remedies; excitement/thills (searching for thrills and excitement, participation in sports, being daring and adventuresome); education (traveling to places that are rich in history, learning new things, improving health knowledge, traveling to places with nature-maid attractions, traveling through urban areas); indulge (keep staying active physically, doing nothing at all and indulging in gourmet cuisine); escape (breaking from daily routine, escaping from the ordinary). The second group of travel motivation by pull factors included variables that describe variety of accommodation facilities and place attractiveness; health and fitness (accommodations with access to exercise facilities, shopping with intention to by health products such as vitamins and herbal remedies, healthy local cuisine with emphasis on healthy methods cooking including vegetables, fruits, grains, seafood and olive oil, the availability of zones for yoga, running and stretching, tour packages with educational well-being of healthy habits); hygiene and the environment, that included cleanliness of service and facility environment, beaches with umbrellas for sun protection, restaurants with light cuisine intention, quality of air, water, and soil); history and nature (trailer parks and campgrounds, outdoor activities, national parks, and forests, historical, archeological or military sites and buildings); vigilance and health (smoking-free bars and night clubs, cafes with alcohol-free beverages, local health care emergency facilities standards and destination regulations on seat belt and smoking in public places); arts and urban luxury (museums and art galleries, big modern cities, luxurious facilities, and services).

In the study of international tourist visit Thailand in health and wellness concept, Kim and Batra (2009) found twelve motivational factors: Recreation, relaxation, enhancement, social activity, curiosity, physical therapy, health consciousness, mental therapy, affordable activity, experiencing nature, pursuing multi-activities, effortless activity, meditation. In general, wellness products and services are usually provided for recreational or relaxational reasons.

Therefore, in the study recreation was found the most important motivation for international tourists visiting wellness facilities in Bangkok.

To explore motivations for well-being holidays some studies divided travelers into wellness seekers and just holiday tourists (Konu & Laukkaren 2010). Conducted research identified different pull factors such as natural sites, easy access to the destination, water park and spa availability and push factors that are related to visitors' personal needs: self-refreshment, experience of fashionable /trendy places, aesthetic experience). Investigating travelling motivations of tourists for visiting wellness centres, at the hotels in Slovenia, researchers Rančič, Pavič and Mijatov (2014), identified different push and pull motivations, such as recreation, relaxation, quality of life, health consciousness, social activity, curiosity experiencing nature, pursuing multi activity, meditation, effortless activity, physical therapy. What is more, according to the findings, motivations for obtaining wellness activities are highly dependent on visitors' lifestyle and strongly connected with socio-demographic characteristics, such as gender, age, and income.

Lim, Kim, & Lee, (2016) defining motivation factors and level of satisfaction of visitors to popular wellness attractions such as recreational parks and arboretums in Korea, found different and common factors for first-time visitors and repeat visitors. First time visitors' motivations were relaxation and rest, self-exploration (desire to learn), accessibility and novelty. Meanwhile for repeat visitors' factors such as sightseeing, convenience for touring, self-exploration (desire to learn), and accessibility. Therefore, the study found common factors for both groups of visitors as escape from daily routine, stress release, physical/psychological relaxation. Among these self – exploration and accessibility were found to be the most important for both groups. Availability of new experience programs, exhibitions and events and workshops are marketing key for repeat visitors and first-time visitors.

The studies of Dimitrovski and Todorovic (2015), expected to identify motivations of wellness tourists to visit and to spa facilities in wellness centers in Serbia. The study outcomes showed six dimensions of wellness tourists' motivations: rejuvenating (to improve mental health, to improve physical health, to be pampered, to enjoy, rejuvenate my appearance), socialization (to experience adventure, to have fun, to enjoy with friends, to enjoy a special occasion), hedonism (to lose weight, to indulge in luxurious experience, to reward oneself for working hard), health and beauty obsession (to feel and look improved physically and

psychologically, desire to look accordingly trends), relaxation (to be calm, to feel relaxed), and escape: To get away from daily routine, To relieve stress, To get away from the pressure of the work. The results from a convenient sample method of 165 respondents showed that among all the factors, the “rejuvenating” was found as a main motivation among wellness tourists in spas, while factor “escape” was the least important. Furthermore, the analysis of the characteristics of wellness tourists, based on tourists’ motivations suggested that the market can be divided into socially active and self-focused tourists. What is more the researchers outline that the results from Serbian spa tourism are like those of the global context and can be partly generalized.

Understanding of tourist’s motivations was one of the main aims of Kim, Chiang and Tang (2016). In the study of Taiwanese wellness travelers, the researchers found that a holistic concept of motivation is a key predictor of commitment, which also leads to destination loyalty. Furthermore, according to the results, travel motivation is presented by four main dimensions: prestigious and luxury experience, novelty and knowledge, self-development, and relaxation and escape. What is more, the conducted study proved that motivations influence the engagement of Taiwanese travelers in both reflective and experiential aspects. By finding that researchers consider developing team healing programs at wellness tourism destinations. However, Kim et al., (2016), outlines that the study conducted in Taiwan cannot be generalized to other locations. That means the study outcomes in different locations may differ in terms of motivations, behavior, and travel decisions.

Similarly, Bezic, Kovačič, Syromiatnikova Freinkina (2019), have also explored the motives for visiting the wellness hotels in Serbia. The study investigated twelve motivational factors, factors related to quality life enrichment, restoration and relaxation needs, mental care healing, unforced movement, health preserving consciousness, social activity, curiosity (finding thrills and excitement), experiencing nature, physical activity, meditation, learning new things and shopping for health products. Researchers concluded that travel motivations might vary due to many other factors that are connected to socio-demographic characteristics of wellness visitors and due to a variety of treatments in the wellness centres.

A study conducted by Aleksijevits (2020), during COVID-19, showed that there are numerous motivational factors that can stimulate consumer to take a wellness holiday: spending time with my partner, family togetherness meeting new people, thrills and excitement, improvement

of fitness level, physical rest, experiencing different culture, opportunity to learn something new, losing weight and appearance improvement, physical and spiritual cleaning, escape, self-reward, pampering, health Spa, enjoyment, brand name, affordability, expert care, facilities, destination attractions, hygiene and cleanliness, safe and easy access to and from the destination. Based on results among these, factors such as self-development and self-satisfying motives may influence a wellness consumer. Furthermore, the study revealed that during the COVID -19, safety and security were found to be the most important pull factors for UK wellness consumers.

### **2.3.1 Push Factors**

According to the Push and Pull theory, internal factors influence an individual's decision to leave their permanent living place in order satisfy travel needs. Evidence from the limited number of wellness research studies, especially on wellness travel motivations and the usage of grounded theory approach (Spiggle,1984), allowed Kessler, Lee and Whittinghan (2020), explore the scale development and utilization of procedures proposed by Churchill (1979). In the study of the American wellness travel travelers, the researchers used mixed methods approach (qualitative and quantitative) and analyses from more than 4000 people, who participated in online surveys. In the first part of the study, which was qualitative, Kessler, Lee & Whittinghan by using a computer-assisted data analysis software (CAQDAS), the data from a year 2019 from wellness tourism industry. The survey with open-ended questions which were analyzed by QUIRKOS program. The conjunction of data and academic literature was used to identify motivational variables. Later, generated variables were discussed and confirmed by industry experts and tourism scholars to check the content validity. In the second part of the study, which was quantitative, the researchers distributed an online survey which included twenty-eight qualitative motivational statements. By using a seven-point Likert-response format (from 1 to 7), the survey respondents rated their importance to each proposed motivation and item. The convenience sampling method (Creswell, 2013), and the distribution of the survey were held online, through The Wellness Tourism Association database. Answering the open-ended question "What is your motivation for a wellness holiday/vacation?", in the wellness industry survey from 2019 the CAQDAS data analyzed 2450 responses with 58723 words and 7335 coded statements. The results showed seven motivational dimensions followed by 28 factor related items:

Table 2.1 Push Motivational Factors

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<b>Push Factors (attributes)</b>
1. To become more fit and toned.
2. To look and feel better.
3. To challenge myself physically.
4. To improve my fitness/movement practice).
5. To practice clean eating.
6. To achieve and/or maintain a healthy weight.
7. To enjoy a variety of food that fits my dietary needs.
8. To experience cooking demonstrations and/or go home with healthy recipes.
9. To find my inner self.
10. To learn how to meditate.
11. To contemplate what is important to me.
12. To be at peace with myself.
13. To escape from the demands of everyday life.
14. To return to everyday life feeling rejuvenated.
15. To find peace and quiet.
16. To give myself time and space for reflection.
17. To learn about nutrition to make better decisions.
18. To learn how to manage stressful situations better.
19. To learn different ways to improve my overall health.
20. To learn how to overcome specific health problems.
21. To focus on my own needs.
22. To help recover from a major negative life event.
23. To get a better night's sleep.
24. To reduce my stress levels.
25. To experience activities outdoors.
26. To connect with nature.
27. To feel grounded in nature.
28. To disconnect from technology totally.

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Table 2.1 Continued

<b>Push Factors (attributes)</b>
29. To meet other health-conscious people.
30. To enjoy with friends,
31. To enjoy with family.
32. To enjoy a special occasion.

After analyzing the seven wellness travel motivations, the practitioners came up with the suggestions to future studies to add one more motivational factor, socialization as the survey responses from wellness tourists emphasized that they would like to “to connect with like-minded people and to feel a sense of communication”. Although socialization was not included in the studies Kessler et al., (2020), this motivational factor can often be found in set of different studies (Chen et al., 2008; Koh et al., 2010; Dimitrovski & Todorovic, 2015; Aleksijevits, 2020; Egger, Lei & Wassler, 2020). Desire for socialization was revealed as one of most significant motivational factors for foreign tourists with healthy living status (Kim & Batra, 2009).

According to Dimitrovski and Todorovic (2015), socialization opportunities offered by spas are the main factors why wellness travelers aim to revisit the destination. What is more, the results of the study showed that there is a difference between married and single travelers in terms of social activities. While married couples look for connecting with others, single wellness travelers are more concentrated on themselves and solitude (Dimitrovski & Todorovic, 2015). Clustering spa visitors into different groups such as escapists, neutralists, and the hedonists, Koh, Yoo and Boger (2010), found that among different factors socialization is a leading motivation for hedonists group of wellness travelers. In the study socialization is followed by 6 related attributed and was added to Table 2.1

To conclude, it is worth understanding how socialization is perceived by potential wellness travelers and investigating if this factor motivates people to take a wellness holiday. What is more, paying attention to COVID - 19, a significant contribution to research literature can be added with new provided information about changes in social interaction among travelers in the wellness traveling industry. Therefore, this study will use eight push motivational factors adopted from Koh et al, (2010), and Kessler et al., (2020), 32 factor related items: movement and fitness,

healthy food and diet, meditation and mindfulness, rest and relaxation, learning about wellness, self-care, nature and disconnect and socialization.

### **2.3.2 Pull Factors**

According to Push and Pull Theory, primary (pull) factors cover destination attractiveness such as scenery, cities, climate, wildlife, attractions (historical and local). While secondary (pull) factors include accommodation, entertainment, catering, sports and marketing and prices. Motivations related to external needs are usually attached to travelers' desire to visit a specific destination, to purchase products etc. Different studies investigating factors such as safety and hygiene, wellness facilities, price, treatment choices, natural and historical attractions, professional care and or the specific treatment that travelers cannot find in their home countries, categorize them as wellness pull motivations (Hall, 2003; Jang & Wu, 2006; Atienza et. al., 2012; Tsai et al., 2012, Keck 2013; Thuong, 2016; Aleksijevits, 2020).

Aiming to define a clear conceptual model that can explain the loyalty of wellness travelers to Thailand, researchers Han, Jung and Kim (2017), assessed wellness spa performance by quality of treatment provided, a range of wellness -related facilities provided, pricing, therapist and staff professionalism. All the factors were found to be influential for overall wellness performance in Thai wellness tourism. In detail, the results of the empirical study showed that apart from affective negative and positive experiences, the treatment quality factor was identified as the strongest dimension.

Previous studies by Hansen (2014) also reassured that in the wellness tourism industry the core products themselves are the most fundamental aspects for wellness travelers. A variety of service options were found significant for wellness performance. It explains the point that international wellness travelers seek treatment in different wellness destinations due to its absence or inaccessibility at their hometown. Selection of destinations with different variety of service and products options play a crucial role in the wellness spa tourism industry (Atienza et al. (2014); Snoj & Mumel's, 2002). Including spa and massages to the subcategory of wellness tourism, makes travelers who came to destination and tried one of those services as a secondary wellness traveler (Global Wellness Institute, 2014). Nowadays, it must be necessary for hotels, resorts, and golf clubs to provide wellness spa and massage services (Tsai et al., 2012; Zito, 2014; Atienza et al., 2014;), and to succeed they be indicated in a natural environment (Hall, 2003).

Also, the study (Han et al, 2017), reviewed the role of pricing in wellness performances. This factor remains influential for wellness travelers' decisions and eventually loyalty. The possibility to pay for travel expenses is an important reason for wellness travelers. This factor has been consistent with different studies (Smith & Kelly, 2006; Kucukusta et al., 2013; Hashemi et al., 2015). Thailand, having affordable and competitive prices for wellness services such as massage, picks this country up as the most desired wellness destination (Iverson, 2016; Zito, 2014). Lastly, practitioners confirmed that the process of wellness performance also depended on facilities and therapist and service staff.

In comparison, Aleksijevits (2020), dividing wellness motivations into internal and external and grouping them as push and pull, defined factors affecting travel behavior as pull motivations. The factors are online reviews, brand name, affordability (price), professional care, wellness facilities at the destination, hygiene and cleanliness of the destination/hotel/spa, and safe and easy access to and from the destination. The results from 623 responses showed that English wellness travelers care the most about safety and cleanliness of the destination/hotel/spa (Aleksijevits, 2020). Similar and previous findings by Jang and Wu (2006) also confirmed that safety and hygiene are the factors that play a decisive role when selecting destinations. Secondly, availability of different wellness facilities remains as a top three important factors affecting travelers' decisions the study (Aleksijevits, 2020). Talking about price and easy access to and from destination, it remains moderately important for wellness travelers in comparison with brand name and tourist attractions - those are found the least important for British wellness travelers. It can be explained by the fact the wellness travelers are different from travelers who just seek holidays that are not wellness oriented.

Variety of wellness products and services, helps travelers to decide whatever destination/hotel/spa can meet their expectations. Pongwat (2017), conducting the study in Thailand, divided health and wellness services and products into three groups: wellness and spa, aesthetic treatments (consist of subcategories such as holistic/antiaging, dermatology, cosmetic/plastic surgeries), and health. It is interesting to notice that the group of wellness and spa treatments is quite like holistic/anti-aging treatments which belong to aesthetic group but can be understood by wellness travelers as the same group.

Therefore, for the purpose to define which pull factor wellness travelers pay the most attention before coming to Thailand, this study will use ten potential pull factors that relying on importance from previous findings can affect travel behavior (Han, Koo, & Kim, 2020; Hashemi al., 2015; Kukusta, Peng & Gulliet, 2014; Han et al., 2017; Chua at al., 2021; Hansen 2014; Lo et al., 2015; Tsai et al., 2012; Kukusta & Gulliet, 2014; Thuong, 2016; Blešič, et al., 2019; Aleksijevits, 2020).

Table 2.2 Pull motivational factors.

<b>Pull Factors (attributes)</b>
1. Selecting brand name of wellness hotels/spa in the destination.
2. Checking online reviews prior booking my holidays brand of spa/hotel/resort.
3. Visiting Thailand because the country is famous for wellness.
4. Competitive rate of wellness and spa services in comparison with other destinations.
5. Paying a reasonable price for wellness and spa related programs and services.
6. Performance of highly trained professionals in wellness and spa services.
7. Addressing health and receiving expert advice (e.g., nutritional advice that I can continue once home).
8. Having Thai spa and massage services for soothing the mind and refreshing a body.
9. Receiving personalized attention from wellness and spa centers staff that can understand my wants and needs.
10. Going to a destination where wellness and spa facilities are of a high standard, use modern equipment and offer a private experience.
11. Prior choosing holidays, doing research what wellness facilities are available at the destination (such as spa and leisure centers, fitness facilities, healthy eating options).
12. Variety of spa and wellness programs and services for me and my friends/family.
13. Variety of treatments for relaxation and wellbeing (massage, seaweed, mud, aromas).
14. Selection of holiday packages based on a variety of tourists attractions at the destination.
15. Having attractive scenery, and the natural and climatic conditions are favorable for wellness and relaxation (beach, mountains, sea, sun, temperature) at the destination.

Table 2.2 Continued

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<b>Pull Factors (attributes)</b>
16. Visiting the destination with a variety of cultural leisure attractions/events (cultural events, museums...) in Thailand.
17. Having a chance to enjoy multiple sport activities (yoga, Pilates, Muay Thai, martial arts).
18. Variety of wellness products to buy.
19. Wellness and spa employees are fully vaccinated and in good health conditions.
20. Wellness and spa employees strictly perform personal hygiene (e.g., frequent handwashing).
21. Wellness and spa employees displaying respiratory etiquette (covering mouth and nose) and checked for fever before work.
22. Availability of hand sanitizers in guest rooms and elevators
23. Wellness and spa centers certification of prevention and controlling infection diseases.
24. Easy access to spa and wellness services at the destination.
25. Safe and easy access to the destination.
26. Variety of public transport to and from the destination.

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#### **2.4 Wellness Tourist Behavior During COVID-19.**

The set of tendencies related to the tourism industry and different life events such as pandemics, epidemics, economic crises, terrorism, or any other risk confirms the sensitivity and vulnerability of the tourism and hospitality industry from these factors and their effect on travel behavior and appearance of fear and threat to safety of tourists (Law, 2006; Bassil, Saleh & Anwar, 2017). In comparison to other industries, tourism tends to be affected the most (Nazneen, Hong & Din, 2020).

Results of the study by Nazneen (2020), indicated that COVID – 19, significantly changed not only tourists' decisions, and travel behavior but also individuals' perception of hygiene and safety. Furthermore, respondents showed that they are more concerned about the hygiene and safety of public transport, recreational sites, and hotels. Safety and hygiene perception became significant points for further travel decisions. Looking closely at tourists' travel behavior intentions,

in the list of questions asked, the highest mean score was addressed to ‘COVID-19 has created international anxiety’, ‘Travelling is unsafe because of COVID-19’, ‘After COVID-19, I prefer taking masks and sanitizers. Similar confirmation of changes in travel behavior was found by Koungiatakis et al., (2020). Evaluating the effect of COVID-19, researchers found that international tourists are ready for extra expenses for additional health and safety measures during their services obtaining, particularly for holiday cases. It confirmed the point that travelers have preference patterns towards safety, hygiene, and privacy during holidays. According to some researchers travel and tourism risks are determined by environmental, socio-psychological, political, financial, physical and expectation risks (Jonas., 2011; Kim et al., 2019). In the current Covid-19, situation researchers gave specific reference to three risk typologies – health, psychological, and social risks Chua, Al-Ansi, Lee, and Han (2021). Health risk in travel tourism is associated with potential hazards to the health and well-being of the travelers and specifically during travel activities (Olya and Al-ansi, 2018). As a result, health risk significantly affects travel behavior (Jonas et al., 2011; Cahyanto et al., 2016). Furthermore, based on previous studies (Liu et al., 2013; Adam, 2015; Wang, 2017), the perceived health risk during COVID-19 is not the only factor affecting travel behavior. Psychological and social risks cause the changes in travel decisions. Particularly psychological stress in travel tourism is correlated with potential bias for an individual’s health and well-being especially while obtaining tourism products and services, such as a selection of activities during holidays (Liu et al., 2013; Adam, 2015; Wang, 2017; Kim et al., 2019), it can be confirmed that health and psycho - sociological risks have a strong effect on the decision- making process of travelers.

## **2.5 Influence of sociodemographic characteristics on wellness travel motivations**

According to previously conducted studies on travel and wellness tourism motivations can be affected by different socio-demographic characteristics and travel purposes (Rančić et al., 2014; Dimitrovski & Todorović, 2015; Blešić et al., 2019; Kessler et al., 2020; Bhatta, Gautam, Tanaka, 2022).

**Region.** Motivations of wellness tourists vary depending on their culture and nationality (Kozak, 2002; Jönsson & Devonish, 2008; Han et al., 2020). The study of Jönsson and Devonish (2008) revealed that there are significant differences in nationality regarding travel

motivations. In particular, the study showed that Canadian tourists had stronger cultural and physical motivations to travel in comparison with British tourists who showed high interest in effortless activity. Han (2020), comparing wellness motivations of Chinese and Americans to Thailand, confirmed the existence of cross-cultural disparity. The main difference between Americans and Chinese wellness tourists was in terms of price perception and brand love, revisit, and recommendation intentions. Based on previous findings about the impact of nationality on travel motivations and behavior, the following hypotheses were developed:

*H1: Regions have an impact on wellness traveling motivations.*

*H1.2: Regions have an impact on wellness push motivations.*

*H2.2: Regions have an impact on wellness pull motivations.*

**Gender.** A set of studies related to wellness tourism showed that men and women differ in their motivations and behavior during wellness holidays. For instance, the study of Blešić et al. (2019), showed that shopping of health products was highly evaluated by female gender. Male showed less interest for buying this kind of goods. (Smith & Puczko, 2009; Koh et al., 2010, Lehto et al. 2015,). Andreu (2005) revealed that generally females have more desire to travel than males. Furthermore, according to the author while females had stronger motivations for relaxation and escape based factors, male tourists were seeking for recreation and different outdoor activities. According to Kessler (2020) both genders have common and different motivations for wellness holidays. Males and females were equally interested in rejuvenation and escape. However, it was also found that men prefer experiencing outdoor activities while women were concentrating on their physical looking and feeling better. While males experienced outdoor activities, females were concentrating on their physical appearance and feeling better. Therefore, based on previous findings the following hypothesis developed: Gender has impact on wellness travel motivations (H2).

*H2: Gender has an impact on wellness traveling motivations.*

*H2.1 Gender has an impact on wellness push motivations.*

*H2.2 Gender has an impact on wellness pull motivations.*

**Age.** Motivations have a link to age. It was found that age groups have different motives for wellness holidays (Muller and Kaufman, 2001; Mak et al., 2009; Pongwat, 2017; Blešić et al., 2019; Kessler et al., 2020). For instance, a study by Mak (2009), indicated that a

significant number of younger spa goers have special needs for spa in comparison to other age groups. According to Pongwat (2017), motivations of senior travelers relate to escape from everyday life, rest, relaxation, and participation in different activities such as going to beaches, massage, spa, spiritual, pool, scenery/sightseeing, nature. Findings by Blešić al., (2019), demonstrated recreation and mental care, are the factors that young wellness visitors value more than other age groups. Furthermore, wellness visitors aged older than 35 had significantly higher health awareness of doing physical therapy than younger ones.

Investigating the motivational factors of wellness tourists, Kessler (2020), defined three different age groups. Motivations for Baby Boomers are mainly related to rest and relaxation and nature and disconnect. Millennial generation' cared about connecting with nature, rejuvenating themselves and escaping from daily routine. Similarly, Kessler (2020), identified that motivations of Baby Boomers were mainly related to rest and relaxation and nature and disconnect. Therefore, the following hypothesis was developed:

*H3: Age has an impact on wellness traveling motivations.*

*H3.1 Age has an impact on wellness push motivations.*

*H3.2 Age has an impact on wellness pull motivations.*

**Travel purpose.** Changes in travel behavior during COVID -19, have led to a need for exploration of factors related to travel purposes. Analyzing travel experiences and travel purposes Hallab., Yoon, and Uysal (2003), found that regarding healthy- living attitude, the travel market can be divided into 'high-health conscious' and 'low health - conscious' individuals. Travel motivations and tourism tendencies are connected (Han, et al., 2020; Bhatta, Gautam, Tanaka, 2022). Exploring travel motivations and the contributing factors affecting travel trends during COVID-19, Bhatta, et al. (2022) found that travel purposes particularly for health and wellness and travel motivations are connected significantly. Therefore, relying on previous findings the following hypothesis was developed:

*H4: Travel purpose has impact on wellness travel motivations.*

*H4.1 Travel purpose has an impact on wellness push motivations.*

*H4.2 Travel purpose has an impact on wellness pull motivations.*



## CHAPTER 3

### METHODOLOGY

This chapter describes the research methods applied for this study. It includes sampling size and sampling method. It also explains how the proposed questionnaire is pre-tested, checked and measured. Finally, the explanation of the data collection and data analysis with relevant statistical techniques used in this study are also explained.

This study aimed to investigate wellness tourist's push and pull motivations and their travel behavior during COVID-19. Secondly, the study analyzed the impact of demographic characteristics on traveler's wellness motivations.

#### 3.1 Population, sampling size and sampling method

The target respondents were international wellness tourists who obtained wellness treatments or programs during their stay in Phuket. For a clear understanding of wellness travelers, the Global Wellness Tourism market has divided travelers into primary and secondary wellness travelers (Global Wellness Institute, 2014). Therefore, prior questionnaire collection international tourists were asked if they had obtained any of wellness tourism treatments/products.

To identify wellness tourists', push and pull motivations when selecting Phuket as travel destination, a self-administered questionnaire was developed based on previous wellness tourism related studies.

With a border opening under "Sandbox Program", International tourists could travel to Thailand again. However, how many of the tourists were wellness tourists is formula has been applied because the population size is large and unknown (Cochran,1963).

Therefore, the formula was used to calculate the sampling size:

$$\text{Formula} \quad n_0 = \frac{z^2 \times p(1-p)}{e^2} =$$

Where  $n_0$  = Sample size, which was estimated.

p = Estimated proportion of an attribute that is present in the population or maximum variability of the population

e = Desired level of precision or margin of error

For this model, a 0.05 error rate is allowed. If the confidence level is at or above 0.95 then the result will be seen as valid for analysis. Therefore, for estimating the sample size, the following formula can be used.

$n_0$  = Sample size to be calculated.

$Z^2$  = 95% confidence level (The value of  $(1 - \alpha)$  in the Standard Normal Distribution z- table, which is 1.96 for 95%)

$P$  = 50% variability of the population (which is maximum)

$e$  = 5% margin of error

$$\text{Then } n_0 = \frac{(1.96)^2 \times 0.5(1-0.5)}{(0.05)^2} = 384.16$$

Therefore, the sample size for this study was 384. However, to maximize the response rate, 500 questionnaires were distributed and 464 returned and usable.

### 3.2 Instrument Validity and Reliability

This study used a quantitative approach. The survey was applied to collect relevant data from international tourists traveling to Phuket. After finishing the questionnaire design an IOC was developed and reviewed by 4 academic experts in the tourism field. After corrections of the Questionnaire, a pilot test of 30 questionnaires was distributed randomly to check whether the questions are clear, and comprehensive. The reliability Cronbach's Alpha test showed that items can be accepted (push= 0.879) and (pull =0.915) After the confirmation of items reliability and corrections researcher distributed a final version of the Questionnaire.

### 3.3 Measurements

To investigate traveling motivations and travel behavior of international wellness tourists to Phuket, the questionnaire was mainly divided into 3 sections:

17 motivations, 5 socio-demographic factors and 7 travel behavior related questions. The questionnaire consists of multiple-choice questions, checklists, Likert-scale questions, and open-ended questions that are described in detail below (see appendix A).

Part 1: Travel behavior. There were 7 questions in this part which included length of stay, travel party, travel purpose, channel to obtain travel information, wellness products/

treatment used during tourists stay and wellness products/ treatments international tourists prefer having in Phuket and budget for wellness treatments.

The list of wellness tourism products/ treatments used during the stay in Phuket and the wellness products/ treatments international tourists prefer having in Phuket, were adopted from Voight and Pforr, (2013) Treatments for Body/ facial beauty; 2. Water - bathing treatments and facilities; 3. Manual-pressure – based therapies; 4. Herbal medicine; 5. Healthy nutrition and diet; 6. Exercise and fitness activities; 7. Interventions for body and mind; 8. Meditation/ relaxation interventions; 9. Arts and art-related sessions; 10. Energy and New age therapies; 11. Educational seminars/ activities; 12. Antiaging programs.

Part 2: Travel motivations. This part was divided into two sections, namely push, and pull motivations. There were 31 attributes and 26 attributes. questionnaires designed accordingly to a 5-point Likert-type scale, with range of values from “Very unimportant – 1, “Unimportant -2”, “Neutral-3”, “Important - 4”, and “Very important – 5”.

The push motivation factors were adopted from Kessler et al., (2020), and Koh et al., (2010) include:

Table 3.1 Travel motivations push factor attributes.

Part 2 Travel motivation push factor attributes	
1. To become fitter and toned.	
2. To look and feel better.	Kessler et al.,
3. To challenge myself physically.	(2020),
4. To improve my fitness/movement practice.	
5. To practice clean eating	
6. To achieve and/or maintain a healthy weight.	Kessler et al.,
7. To enjoy a variety of food that fits my dietary needs.	(2020),
8. To experience cooking demonstrations and/or go home with healthy recipes.	

Table 3.1 Continued

Part 2 Travel motivation push factor attributes	
9. To find my inner self.	
10. To learn how to meditate.	Kessler et al.,
11. To contemplate what is important to me.	(2020),
12. To be at peace with myself.	
13. To escape from the demands of every life.	
14. To return to everyday life feeling rejuvenated.	Kessler et al.,
15. To find peace and quiet.	(2020),
16. To give myself time and space for reflection.	
17. To learn about nutrition to make better decisions.	
18. To learn how to manage stressful situations better.	Kessler et al.,
19. To learn different ways to improve my overall health.	(2020),
20. To learn how to overcome specific health problems.	
21. To focus on my own needs.	
20. To help recover from a major negative life event.	Kessler et al.,
22. To get a better night's sleep.	(2020),
23. To reduce my stress levels.	
24. To experience activities outdoors.	
25. To connect with nature:	Kessler et al.,
26. To feel grounded in nature.	(2020),
27. To disconnect from technology totally.	
28. To meet other health-conscious people.	
29. To enjoy with friends.	Koh et al., (2010)
30. To enjoy with family.	include:
31. To enjoy a special occasion.	

Similarly, Similarly, 26 Pull motivation attributes were adopted from based on the previous study of Kukusta, et al. (2014), Hashemi et al. (2015), Chua, at al., (2015), Lo, et al.

(2015), Thuong (2016), Han, et al., (2017), Blešić et al., (2019), Aleksijevits (2020), Han et al. (2020).

A 5-point Likert scale was used to measure the level of importance (very unimportant -1, unimportant- 2, neutral- 3, important -4, very important t- 5), and covered factors: Brand name; Price/ Affordability; Expert care; Wellness facilities; Treatment choices; Destination attractiveness; Hygiene & Cleanliness; Access to the destination; Shopping health products.

Table 3.2 Travel motivation pull factor attributes.

Part 2: Travel motivation	
1. Selecting brand name of wellness hotels/spa in the destination.	Han et al., 2017;
2. Checking online reviews prior booking my holidays brand of spa/hotel/resort.	Aleksijevits, 2020; Han et al, 2017; Han, Koo, & Kim, 2020.
3. Visiting Thailand because the country is famous for wellness.	Koo, & Kim, 2020.
4. Competitive rate of wellness and spa services in comparison with other destinations.	Han et al., 2017; Hashemi at al., 2015;
5. Paying a reasonable price for wellness and spa related programs and services.	Kukusta, Peng &Gulliet, 2014.
6. Performance of highly trained professionals in wellness and spa services.	Han et al., 2017; Chua
7. Addressing health and receive expert advice (e.g., nutritional advice that I can continue once home).	at al., 2021; Hansen 2014; Lo et al., 2015.
8. Having Thai spa and massage services for soothing the mind and refreshing a body.	
9. Receiving personalized attention from wellness and spa centers staff that can understand my wants and needs	
10. Going to a destination where wellness and spa facilities are of a high standard, use modern equipment and offer a private experience.	Han et al., 2017; Tsai et al., 2012; Kukusta & Gulliet, 2014.

Table 3.2 Continued

Part 2: Travel motivation	
11. Prior choosing holidays, doing research what wellness facilities are available at the destination (such as spa and leisure centers, fitness facilities, healthy eating options).	
12. Variety of spa and wellness programs and services for me and my friends/family.	Han et al., 2017;
13. Variety of treatments for relaxation and wellbeing (massage, seaweed, mud, aromas).	Thuong, 2016; Tsai et al., 2012.
14. Selection of holiday packages based on a variety of tourists attractions at the destination.	
15. Having attractive scenery, and the natural and climatic conditions are favorable for wellness and relaxation (beach, mountains, sea, sun, temperature) at the destination.	Han et al., 2017.
16. Visiting the destination with a variety of cultural leisure attractions/events (cultural events, museums...) in Thailand.	
17. Having a chance to enjoy multiple sport activities (yoga, Pilates, Muay Thai, martial arts).	
18. Variety of wellness products to buy	Blešič, et al., (2019)
19. Wellness and spa employees are fully vaccinated and in good health conditions.	
20. Wellness and spa employees strictly perform personal hygiene (e.g., frequent handwashing).	Aleksijevits, 2020; Han et al, 2017.
21. Wellness and spa employees displaying respiratory etiquette (covering mouth and nose) and checked for fever before work.	
22. Availability of hand sanitizers in guest rooms and elevators	
23. Wellness and spa centers certification of prevention and controlling infection diseases.	

Table 3.2 Continued

Part 2: Travel motivation	
24. Easy access to spa and wellness services at the destination.	Aleksijevits, 2020;
25. Safe and easy access to the destination.	Han et al, 2017.
26. Variety of public transport to and from the destination	

Part 3: Respondent's profile. This part had a total of 5 questions regarding the demographic characteristics of respondents and personal information as follows: gender, age, nationality, marital status, and monthly income.

For the data analysis, mean was based on the interval level that is calculated by:

$$\begin{aligned} \text{The interval level} &= (\text{Maximum} - \text{Minimum})/ n \\ &= (5 - 1)/5 = 0.80 \end{aligned}$$

The researcher then arranged the results of each-sub levels as follows (Table 3.2).

Table 3.3 The meaning of each assessment level

Level of Importance	Meaning
1.00 - 1.80	Very unimportant
1.81 - 2.60	Unimportant
2.61 - 3.40	Neutral
3.41 - 4.20	Important
4.21 - 5.00	Very important

### 3.4 Data Collection

For data collection, with support from local hospitality operators, questionnaires were distributed in public areas and entertainment venues such as restaurants, hotel receptions, beach clubs, shopping malls. The questionnaire distribution and collection started in December 2021 and finished in January 2022. A convenient sampling method was used in this study. In addition, the researcher used incentives reward vouchers for those who agreed to complete the questionnaire. The target sample were international tourists over 18 years old. Questionnaire used

English version. The interviewer randomly approached the targeted respondents and explained the purpose of this research.

For a proper identification of wellness tourist, prior feeling the questionnaire, respondents had to answer positively for the question “Have you tried any of the wellness treatments/programs during your stay in Phuket?”. If the answer was “Yes”, then the interviewer asked for permission and willingness to participate in answering the Questionnaire questions. In the end, a total of 464 out of 500 questionnaires were returned and were valid. This represented 92.8%.

The researcher collected further information from the following: academic journals, textbooks, newspapers, websites.

### **3.5 Data Analysis**

After the data collection, it was rechecked and cleaned for analysis in the SPSS (Statistical Package for the Social Sciences) software program. The program was selected as a tool to analyze and describe the statistical data. Essential tables were also created using SPSS. The researcher used factor analysis for data reduction or structure detection methods. It was applied in order to classify a large number of variables from literature review or to detect structure in the relationship between variables.

To analyze the factors a principal component analysis with the varimax rotation method was used. To measure sampling adequacy Bartlett’s test of sphericity and the Kaiser-Meyer-Olkin (KMO) were applied.

*To achieve 3 objectives of these studies these steps were done:*

In order to answer objective #1, the descriptive statistics, were also used to find the mean and standard deviation for travel behavior questions: period of stay, travel party, travel purpose, budget spent on wellness treatments, channel to obtain information, type of wellness treatments/programs used during the stay and wellness tourism products/treatments tourists prefer having in Phuket.

To answer objective #2, Factor Analysis was applied to investigate wellness tourists’ push and pull factors, and to identify factor importance during COVID-19, and which attributes determine each factor.



In this study, to answer Objective #3, t-Test was applied to investigate how different variables could impact the data to a significant result. In this study, this method was only applied to 'Gender', where only two answers were available, such as male and female. This could help to understand how the views of the two cohorts differ from each other.

In order to identify the differences between three or four groups, and to validate the mean score of the variable the ANOVA test was used. This statistical method was applied in order to check whether socio-demographic characteristics had an impact on wellness travel motivations. Statistical significance was used to recognize the level of significance at  $p=0.05$  or null hypothesis.

## CHAPTER 4

### RESULTS

The objectives of this study include exploration of the wellness tourist's travel behavior during COVID-19. Secondly, the study aims to identify push and pull motivations and investigate the impact of demographic characteristics on tourists' motivation and behavior.

#### 4.1. Respondent's Demographic and Travel Behavior

Total of 464 valid questionnaires were completed by international tourist traveling to Phuket, Thailand.

Table 4.1 Frequency Statistics categorized by Demographics.

Demographics	Characteristics	Frequency (N =464)	Percentage (%)
Gender	Male	277	59.70
	Female	187	40.30
Age	Younger than 20	19	4.10
	20-29	101	21.80
	30-39	205	44.20
	40-49	103	22.20
	50-59	34	7.30
	60+	2	0.40
Marital Status	Single	176	37.90
	In a relationship	55	11.90
	Married	180	38.80
	Single parent	27	5.80
	Widowed	20	4.30
	Divorced	6	1.30

Table 4.1 Continued

<b>Demographics</b>	<b>Characteristics</b>	<b>Frequency (N =464)</b>	<b>Percentage (%)</b>
Monthly household income	Under 4000	45	9.70
	4001-6000	106	22.80
	6001-8000	95	20.50
	8001-10000	87	19.00
	10000 and above	130	28.00

This study used 500 questionnaires and a total of 464 questionnaires were completed and usable (Table 4.1). Out of 464, most of the respondents were males, which accounted for 277 or 59.7% when the number of females was 187 (40%). The age groups of the respondents were at 30-39 (205 or 44.2 %) of 40 - 49 (103 or 22.2%), and 20-29, (101 21.8%). A comparatively small number of respondents accounted for the age groups 50-59 (34 or 7.30%), younger than 20 (19 or 4.10 %), and the smallest age group of the respondents was 60+ (2 or 0.40%). In terms of Marital Status, most of the respondents were married (180 or 38.8%), and single (176 or 37.9%). The answers from respondents about their monthly household income showed that income was high for the group of \$10 000 and above (130 or 28%), while the lowest income group of under \$4000 (45 or 9.7%).

Table 4.2 Frequency Statistics Categorized by Regions

<b>Regions &amp; Countries</b>	<b>Frequency</b>	<b>Percentage</b>
<b>Australia</b>	92	19.8
Australia	92	19.8
<b>America</b>	91	19.6
USA	57	12.3
Canada	34	7.3
<b>Asia</b>	90	19.4
China	50	10.8
South Korea	11	2.4
Others	29	6.2

Table 4.2 Continued

<b>Regions &amp; Countries</b>	<b>Frequency</b>	<b>Percentage</b>
<b>Europe</b>	191	41.2
Russia	47	10.1
England	43	9.3
Germany	37	8.0
Ukraine	26	5.6
France	15	3.2
Others	23	5.0
<b>Total</b>	<b>464</b>	<b>100</b>

Regarding regions and countries, the majority of respondents were from Europe (41.2% or 191). The other 3 regions/ country were with a similar number of respondents: Australia (19.8% or 92), America (19.6% or 91) from which (USA 57 or 12.3%), and Canada (34 or 7.3%). In terms of respondents from Asia region the number was (19.4% or 90) from which (China- 50 or 10.8%, South Korea - 11 or 2.4, and others 29 or 6.2% (Table 4.2.)

Table 4.3 Stay in Phuket

<b>Travel Behavior</b>	<b>Description</b>	<b>Frequency (N=464)</b>	<b>Percentage(%)</b>
Stay in Phuket	1 to 7 days	88	19.00
	1 to 2 weeks	146	31.50
	3 to 4 weeks	47	10.10
	1 to 2 months	112	24.10
	2 to 4 months	37	8.00
	More than 4 months	34	7.30
	<b>Total</b>		<b>464</b>

Table 4.3. shows the percentage of the respondents who stayed in Phuket. Most of the tourists stayed for 1 to 2 weeks (31.50%) and 1 to 2 months (24.10%). These two groups accounted for more than half of all the six groups.

Table 4.4 Travel Party

<b>Travel Behavior</b>	<b>Description</b>	<b>Frequency (N=464)</b>	<b>Percentage (%)</b>
Travel Party	Alone	168	36.20
	With partner	87	18.80
	With family	114	24.50
	With friends	95	20.50
	<b>Total</b>	<b>464</b>	<b>100.00</b>

Table 4.4 shows the number and the percentage of international tourists who traveled alone (168 or 36.20%), with family (114 or 24.50%), friends (95 or 20.50%) and with partner (87 or 18.80%).

Table 4.5 Travel purpose

<b>Travel behavior</b>	<b>Description</b>	<b>Frequency(N=464)</b>	<b>Percentage (%)</b>
Travel purpose	Wellness programs and treatments	39	8.40
	Business or work related	82	17.70
	Leisure and attractions	214	46.10
	Visit friends/ family	93	20.00
	Long stay	36	7.80
	<b>Total</b>	<b>464</b>	<b>100</b>

Different travel purposes can be seen Table 4.5. The majority of the respondents visited Phuket for leisure and attractions (214 or 46.10%), for visiting friends or family (93 or 20.00%), and for business trips (82 or 17.70%). The number of wellness programs and treatments accounted for only 39 or (8.40%), for long stay wellness tourists only 36 or 7.80%.

Table 4.6 Expenses for wellness products/ treatments.

<b>Travel behavior</b>	<b>Description (USD)</b>	<b>Frequency (N=464)</b>	<b>Percentage (%)</b>
Approximate expenses for wellness activities during your stay	Less than 100	49	10.60
	100 - 500	83	17.90
	501 - 1000	56	12.10
	1001- 2000	100	21.60
	2001- 3000	96	20.70
	3001- 4000	52	11.10
	4001- and above	28	6.00
	<b>Total</b>	<b>464</b>	<b>100</b>

Table 4.6. represents the percentage of approximate expenses for wellness activities during respondents' stay in Phuket. The respondents showed that their expenses were mainly 501-1000USD (21.60%), 2001-3000USD (20.70%) and 100-500USD (17.90%).

Referring to the different sources of information (a multiple choice selection), about Phuket, Thailand the most common were Facebook (50.00%), Tourism website (45.90%), Instagram (36.00%), YouTube (25.90%), Travel agency (21.10%), Word of mouth (17.5%), Recommendations from relatives/friends (13.4%), Newspaper/Magazine (3.4%), TV and broadcast (2.8%), Telegram (6.5%), Tik Tok (6.3%), WhatsApp (3.4%), Snap Chat (2.4%), Reddit (0.6%)

Table 4.7 Wellness Treatments Used During the Stay (multiple choice selection)

<b>Wellness Treatments Categories</b>	<b>Treatment Past</b>	<b>%</b>
1. Body and facial beauty treatments	242	79.90
2. Water based and sweat - bathing treatments and facilities	154	51.20
3. Manual-pressure based manipulative body – based therapies	78	25.90
4. Herbal medicine	84	27.90

Table 4.7 Continued

<b>Wellness Treatments Categories</b>	<b>Treatment Past</b>	<b>%</b>
5. Healthy nutrition and diet	15	5.00
6. Exercise and fitness	63	20.90
7. Mind/body interventions	9	3.00
8. Meditation and relaxation techniques	18	6.00
9. Expressive therapies and creative arts	6	2.00
10. Energy and New age therapies	2	0.70
11. Educational activities	32	10.60
12. Antiaging	56	18.60

Remark: \* % according to the number of treatments selection during multiple choice selection.

### **Wellness Tourists Products**

#### *1. Body and Facial Beauty:*

- Thai massage
- Foot massage
- Pedicure

#### *2. Water based and sweat - bathing treatments and facilities:*

- Sauna
- Caldarium
- Hydrotherapy

#### *3. Herbal medicine:*

- Aromatherapy
- Vitamins and other dietary supplements
- Bach flowers

#### *4. Manual-pressure based manipulative body – based therapies:*

- Reflexology
- Medical massage
- Bodywork therapies

Table 4.7 Continued

*5. Exercise and fitness:*

- Self-guided activities
- Gymnasium
- Private classes with a personal trainer

Table 4.7 respondents' selection of different types of treatments during their stay in Phuket. Top five treatments were: *Body and facial beauty treatments* - 79.90% (Exfoliation, Body Scrubs, Body Wraps, Manicure, Pedicure, Thai Massage Foot Massage, Swedish Delight Massage); *Water-based and sweat-bathing treatments and facilities* - 51.20% (Sauna, Hamman, Hydrotherapy, Thalassotherapy, Healing Tanks, Vichy Showers, Ice Grottos, Caldarium, Watsu showers); *Manual-pressure based manipulative body – based therapies* – 25.90% (Cupping, Spinal Manipulation, Acupuncture, Chiropractic, Bodywork therapies, Reflexology, Osteopathy); *Herbal medicine* – 27.90% (Homeopathic medicine, Vitamins and other dietary supplements, Natural Cosmetics, Thai Traditional Herbal Remedies, Chinese Traditional Herbal Remedies, Bach Flowers, Aromatherapy, Sulphur Therapy); *Exercise and fitness* – 20.90% (Group Classes, Self-guides Activities, Private Classes with Personal Trainer, Spinning, Circuit Training, Aerobics, Camp).

Table 4.8 Wellness Tourism Products related Body and Facial category (multiple choice selection).

<b><i>1.Body and Facial Treatments</i></b>	<b>N</b>	<b>%</b>
Facials	112	24.10
Exfoliation	17	3.70
Body Scrubs	112	24.10
Body Wraps	18	3.90
Manicure	98	21.10
Pedicure	115	24.80
Thai Massage	245	52.80
Foot Massage	138	29.70
Swedish Delight Massage	17	3.70

Remark: \* % according to the number of treatments selection during multiple choice selection.



Table 4.8 shows the percentage the treatments under *Body and Facial Treatments*. Among nine wellness tourism products the most selected were Thai massage (52.80%), Foot Massage (29.70%), and Pedicure (24.80%) and similar percentage Facials (24.10%) and Body Scrubs (24.10%), and Manicure (21.10%),

The least selected treatments were Body Wraps (3.90%), Swedish Delight Massage (3.70) and Exfoliation (3.70%).

Table 4.9 Wellness Tourism Products related to Water - based and sweat- bathing category.  
(Multiple choice selection).

<b>2. Water-based and sweat-bathing treatments and facilities</b>	<b>N</b>	<b>%</b>
Thalassotherapy	14	3.00
Hydrotherapy	42	9.10
Healing Tanks	8	1.70
Vichy Showers	11	2.40
Ice Grottos	29	6.30
Sauna	171	36.9
Hammam	23	5.00
Caldarium	70	15.10
Watsu	4	0.90

Remark: \* % according to the number of treatments selection during multiple choice selection.

Table 4.9 shows the percentage of selected Wellness Tourism Products belonging to *Water-based and sweat-bathing treatments and facilities*. Among nine different treatments/products, the top three were Sauna (36%), Caldarium (15.10%), and Hydrotherapy (9.10). Another six were Ice Grottos (6.30%), Hammam (5.00%), Thalassotherapy (3.00 %), Vichy Showers (2.40), Healing Tanks (1.70%) and Watsu (0.90%).

Table 4.10 Wellness Tourism Products related to Manual-pressure based manipulative body-based therapies (multiple choice selection).

<b><i>3. Manual - pressure based manipulative body-based therapies</i></b>	<b>N</b>	<b>%</b>
Medical Massage	98	21.10
Cupping	21	4.50
Spinal Manipulation	6	1.30
Acupuncture	15	3.20
Chiropractic	19	4.10
Bodywork therapies	47	10.10
Reflexology	128	27.60
Osteopathy	21	4.50

Remark: \* % according to the number of treatments selection during multiple choice selection.

According to table 4.10, among *Manual-pressure based manipulative body-based therapies*. The top three were Reflexology (27.60%), Medical Massage (21.10%), and Bodywork therapy (10.10%). Another five body-based therapies were at a low percentage rating: Cupping (4.50%), Osteopathy (4.50%), Chiropractic (4.10%), Acupuncture (3.20%), and Spinal Manipulation (1.30%).

Table 4.11 Wellness Tourism Products related to Herbal Medicine and Natural Remedies (multiple choice selection)

<b><i>4. Herbal Medicine and Natural Remedies</i></b>	<b>N</b>	<b>%</b>
Homeopathic medicine	8	1.70
Vitamins and other dietary supplements	57	12.30
Natural Cosmetics	38	8.20
Thai Traditional Herbal Remedies	36	7.80
Chinese Traditional Herbal Remedies	17	3.70
Bach Flowers	42	9.10
Aromatherapy	182	39.20
Sulphur Therapy	10	2.20

Remark: \* % according to the number of treatments selection during multiple choice selection.

Referring to table 4.11 in the Wellness Tourism Products category, *Herbal Medicine and Natural Remedies*, the top-rated treatments were Aromatherapy (39.20%), Vitamins and other dietary supplements (12.30%), Bach Flowers (9.10%). Another five with lower ratings were: Natural Cosmetics (8.20%), Thai Traditional Herbal Remedies (7.80%), Chinese Traditional Herbal Remedies (3.70%), Sulphur Therapy (2.20%) and Homeopathic medicine (1.70%).

Table 4.12 Wellness Tourism Products related to Exercise and Fitness (multiple choice selection)

<b>5.Exercise and Fitness</b>	<b>N</b>	<b>%</b>
Group Classes	29	6.30
Self-guides Activities	80	17.20
Private Classes with Personal Trainer	69	14.90
Spinning	24	5.20
Circuit Training	45	9.70
Aerobics	42	9.10
Camp	13	2.80
Golf Course	38	8.20
Jiu-jitsu	7	1.50
Kayaking	10	2.20
Gymnasium	75	16.20
Muay Thai	52	11.20
Walking Trails	62	13.40
Fitness-Ballet	22	4.70

Remark: \* % according to the number of treatments selection during multiple choice selection.

Table 4.12 shows the percentage of the Wellness Tourism Products related to *Exercise and Fitness* category. Among fourteen treatments/activities, the top three were Self-guided activities (17.20%), Gymnasium (16.20%), and Private classes with a personal trainer (14.90%). Less rating was given to Walking Trails (13.40%), Muay Thai (11.20%), Circuit Training (9.70%), Aerobics (9.10%). And the least popular sports activities were Golf Course (8.20%),

Group Classes (6.30%), Spinning (5.20%), Fitness-Ballet (4.70%), Camp (2.80%), Kayaking (2.20%), Jiujitsu (1.50%).

#### 4.2 Wellness travel motivations.

In order to test the reliability of push 31 and pull 26 motivational attributes, the principal component analysis with the varimax rotation method with the Kaiser-Meyer-Olkin (KMO) measure of sampling adequacy and Bartlett's of sphericity were applied. The KMO was applied separately to push and pull wellness motivations.

##### 4.2.1 KMO and Factor Analysis of Push Motivations.

Table.4.13KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy	0.904
Approx. Chi-Square	9126.47
df	465
Sig.	0.000

The exploratory factor analysis was conducted. The Kaiser-Meyer-Olkin measure of Sampling Adequacy was applied to quantify the degree of inter-correlations among 31 push motivational variables and the appropriateness of factor analysis. As shown in table 4.13, the Kaiser-Meyer-Olkin (KMO) statistic was calculated as 0.90 for this study. As KMO was above 0.90, the 31 push motivations were suggested to be interrelated and they shared common underlying dimensions. Furthermore, the Bartlett's test of sphericity was applied to check the significance of the correlation matrix (A.C-S =9126.47, df= 465,  $p < 0.00$ ). Both tests confirmed that factor analysis was applicable for this study.

When the validity of the 31 push motivation variable was confirmed, the attributes were grouped by underlying dimensions to the extent each dimension was explained. In this study, push motivations issues with a factor loading of 0.4 or higher were clustered together; the outcomes of the factor analysis showed a clear structure with relatively appropriate push motivation attributes.

Initially, 31 attributes were loaded for factor analysis with varimax-rotated factor matrix. Six factors were identified, which were the names "Healthy Diet and Meditation", "Movement and Fitness", "Self-Care", "Rest and Relaxation", "Socialization", and "Learning

about Wellness” accordingly to the common characteristics of the issues in each factor (as shown in Table 4.14).

Table 4.14 Push Motivation Factor Analysis

<b>Factor</b>	<b>Factor Loading</b>	<b>Eigen Value</b>	<b>Variance Explained</b>	<b>Cronbach's alpha</b>
<i>Factor 1: Healthy Diet and Meditation</i>		8.23	26.53	0.94
1. To practice healthy diet	0.74			
2. To achieve and/or maintain a healthy weight	0.75			
3. To enjoy a variety of food that fit my dietary needs	0.83			
4. To experience cooking demonstrations and/or go	0.81			
5. home with healthy recipes	0.81			
6. To find my inner self	0.81			
7. To learn how to meditate	0.86			
8. To decide what is important to me	0.82			
9. To be at peace with myself	0.71			
10. To learn how to overcome specific health problems	0.71			
11. To focus on my own needs	0.68			
12. To recover from a major negative life event	0.62			
13. To disconnect from technology totally	0.70			
<i>Factor 2: Movement and Fitness</i>		3.71	11.97	0.87
14. To become more fir and tone	0.86			
15. To look and feel better	0.82			
16. To challenge myself physically	0.85			

Table 4.14 Continued

Factor	Factor Loading	Eigen Value	Variance Explained	Cronbac h's alpha
17. To improve my fitness/movement practice	0.81			
18. To connect with nature	0.46			
<i>Factor 3: Self-care</i>		2.40	7.73	0.81
19. To return to everyday life feeling rejuvenated	0.63			
20. To find a peace and quietness	0.84			
21. To give myself time and space for reflection	0.80			
<i>Factor 4: Rest and Relaxation</i>		2.31	7.44	0.64
22. To escape from daily routine	0.44			
23. To get a better night sleep	0.74			
24. To reduce my stress levels	0.77			
<i>Factor 5: Socialization</i>		2.15	6.94	0.67
25. To meet other health-conscious people	0.59			
26. To enjoy with friends	0.73			
27. To enjoy with family	0.67			
<i>Factor 6: Learning about Wellness</i>		1.69	5.44	0.72
28. To learn about nutrition to make better decisions	0.49			
29. To learn how to manage stressful situations	0.64			
30. To learn different ways to improve my overall health	0.56			
31. To experience outdoors activities	0.53			

*Factor 1- Healthy Diet and Meditation*

The first common factor included 12 push attributes related to healthy diet, meditation, and mind relaxation with the range of factor loading between 0.62 - 0.86 with a highest eigenvalue at 8.23, and it presented 26.53% of the explained variance. The examples of the attributes according to highest factor loading were “To learn how to meditate” (0.86), “To enjoy a variety of food that fits my dietary needs” (0.83), “To decide what is important to me” (0.82). The Cronbach’s alpha was at 0.94 which was highly reliable for further analysis.

*Factor 2- Movement and Fitness*

The factor included 5 push attributes with the range of factor loading between 0.46-0.86 and the eigen value (13.47%), presenting 11.97% of variance. Furthermore, Cronbach’s alpha calculations for this factor and its attributes showed the second highest number after Factor 1, of 0.87%. Some of the attributes were: “To become more fit and tone” (0.86), “To challenge myself physically” (0.85), “To look and feel better” (0.82). The attribute “To connect with nature” (0.46), was accepted due to its percentage rate that is higher than 0.40 (Tabachnick & Fidell, 2001).

*Factor 3- Self-Care*

The third factor included only 3 push attributes with the range of factor loading between 0.63-0.84, and the eigenvalue (6.22%) and presenting 7.73% of variance. The following attributes were “To find peace and quietness” (0.84), “To give myself time and space for reflection”, (0.80), “To return to everyday life feeling rejuvenated” (0.63). Cronbach’s alpha loading of 0.81 % confirmed the importance and reliability of the factor and its attributes for this study.

*Factor 4 - Rest and Relaxation*

The factor number representing 3.71 an eigen value (5.48%), and a variance of 7.44%. The range of factor loading was between 0.59- 0.73 and included only three attributes: “To reduce my stress levels” (0.77), “To get a better night’s sleep” (0.74), “To escape from daily routine” (0.44). The Cronbach’s alpha results showed the lowest percentage (0.64) but are still reliable for this study due to the importance factor from previous study and the validation from varimax-rotated factor matrix (Smith & Pucxko, 2009; Kiattiporn & Han 2017).

*Factor 5- Socialization*

The fifth factor represented the eigen value (4.93%), and the percentage of total variance is explained as 6.94%. Including four attributes “To enjoy with friends” (0.73), “To enjoy with family” (0.67), “To meet other health-conscious people” (0.59). At first, Cronbach’s alpha was calculated, and the results showed 0.47. Then the fourth attribute, “To enjoy a special occasion” (with the factor loading at 0.50), was deleted. After the remaining 3 attributes were reloaded and reconsidered with reliability statistics of Cronbach’s alpha of 0.67. Similarly, to factor 4, due to the factor importance from previous studies, the factor Socialization, was accepted for further analysis (Dimitrovski & TodoroviĆ, 2015).

*Factor 6 - Learning about Wellness*

The concluding factor with an eigen value of 3.48% and the total variance of 5.44%. The factor consisted of four attributes: “To learn how to manage stressful situations” (0.64), “To learn different ways to improve my overall health” (0.56), “To experience outdoor activities” (0.53), “To learn about nutrition to make better decisions” (0.49). Cronbach’s alpha calculation of 0.72%, showed the reliability of factor loading as its started at 0.4. Therefore, this attribute was accepted according to previous studies (Tabachnick & Fidell, 2001).

Table 4.15 Factor Importance Rate for Push Motivations

<b>Factor</b>	<b>Mean</b>	<b>S.D.</b>	<b>Meaning</b>	<b>Ranking</b>
Factor 1: Healthy Diet and Meditation	3.32	0.90	Neutral	6
Factor 2: Movement and Fitness	3.53	0.76	Important	5
Factor 3: Self-care	3.54	0.80	Important	4
Factor 4: Rest and Relaxation	3.82	0.69	Important	2
Factor 5: Socialization	3.85	0.75	Important	1
Factor 6: Learning about Wellness	3.60	0.68	Important	3

Remark \* Important rankings were based on mean scores measured on a Likert-type scale from 1 to 5 (1.00 – 1.80= very unimportant, 1.81 - 2.60 = unimportant, 2.61 - 3.40= neutral, 3.41 – 4.20= important, and 4.21 – 5.00= very important).



From Table 4.15, when looking at the mean values of these 6 factors, 5 push factors were rated as important when “Socialization” was rated as the highest important factor (mean 3.85) followed by “Rest and Relax” (3.82), “Learning about Wellness” (3.60), “Self-care” (3.54), and “Movement and fitness” (3.53). Only 1 factor was rated as neutral, which is “Healthy Diet and Meditation” (3.32)

#### 4.2.2 KMO and Factor Analysis of Pull Motivations.

Table 4.16 KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy	0.926
Approx. Chi-Square	8132.02
df	253
Sig.	0.00

Similarly, a second exploratory factor was conducted. The Kaiser-Meyer-Olkin measure of Sampling Adequacy was applied to identify the appropriateness of factor analysis and the degree of inter-correlations among 23 pull motivational variables. As shown (Table 4.16.), KMO statistics were calculated as 0.93 for this study. As Kaiser-Meyer-Olkin was above 0.90, the 23 pull motivations were interrelated and with shared common dimensions. In terms of the Bartlett's test of sphericity confirmed the significance of correlation matrix (A.C-S=8132.02, df=253,  $p < 0.00$ ). Therefore, factor analysis was confirmed by both tests to be applicable for this study.

Table 4.17 Pull Motivation Factor Analysis

Factor	Factor Loading	Eigen Value	Variance Explained	Cronbach's alpha
<i>Factor 1: Safety and Access</i>		6.08	26.42	0.94
1. Wellness and spa employees are fully vaccinated and in good health conditions	0.60			
2. Wellness and spa employees strictly performing personal hygiene (e.g., frequent hand washing)	0.79			

Table 4.17 Continued

<b>Factor</b>	<b>Factor Loading</b>	<b>Eigen Value</b>	<b>Variance Explained</b>	<b>Cronbach's alpha</b>
3. Wellness and spa employees displaying respiratory etiquette (e.g., covering mouth and nose)	0.76			
4. Availability of hand sanitizers in guest rooms and elevators	0.77			
5. Wellness and spa centers certification for preventing and controlling infection diseases	0.75			
6. Easy access to spa and wellness services at the destination	0.75			
7. Safe and easy access to the destination	0.81			
8. Variety of public transport to and from the destination	0.78			
<i>Factor 2: Variety and Quality of wellness treatments</i>		4.29	18.67	0.87
9. Addressing health and receive expert advice (e.g., nutrition consultation)	0.73			
10. Having Thai spa and massage services for soothing the mind and refreshing a body	0.60			
11. Personalized attention from wellness staff that can understand my wants and needs	0.58			
12. Availability of wellness facilities (such as spa and leisure center, fitness facilities, healthy eating options).	0.63			
13. Variety of wellness programs and services	0.77			
14. Chance to enjoy multiple sport activities (e.g., yoga, Pilates, Muay Thai, martial arts)	0.62			

Table 4.17 Continued

<b>Factor</b>	<b>Factor Loading</b>	<b>Eigen Value</b>	<b>Variance Explained</b>	<b>Cronbach's alpha</b>
15. Variety of wellness products to buy	0.73			
<i>Factor 3: Pricing and Reputation</i>		2.81	12.20	0.87
16. Branded wellness hotels/spa in Phuket	0.54			
17. Phuket reputation as a wellness destination	0.77			
18. A competitive rate of wellness and spa services compared to other destinations	0.73			
19. Reasonable price for wellness programs and services	0.57			
20. Highly trained professionals in wellness and spa services	0.56			
<i>Factor 4: Climate and Attractiveness</i>		2.66	11.54	0.85
21. Variety of treatments for relaxation and wellbeing (e.g., massage, seaweed, mud, aromas).	0.80			
22. Natural and climatic conditions for wellness and relaxation (e.g., beach, mountains, sea, sun, temperature)	0.66			
23. Variety of cultural and leisure attractions/ events (e.g., cultural events, museums)	0.60			

When the validity of factor analysis was confirmed, 26 pull motivation variables were grouped using factor analysis to identify underlying dimensions and attributes. In this study pull motivational issues with a factor loading of 0.4 or lower were eliminated (Tabachnick & Fidell, 2001); the outcomes of the factor analysis considered a clear structure with relatively appropriate 23 pull motivational attributes.

With 26 attributes, loaded to factor analysis using varimax-rotated factor matrix, 4 factors were identified and were named as “Safety and Access”, “Range of programs and treatments followed by expert care”, “Pricing and Reputation”, and “Climate and Attractiveness” (as shown in Table 4.17).

*Factor 1- Safety and Access*

The first common factor included 8 attributes with the range of factor loading between 0.60-0.81. Presenting Eigen value at 6.08, the percentage of explained variance was 26.42. The example of the attributes according to highest factor loading were: “Safe and easy access to the destination” (0.81), “Wellness and spa employees strictly performing personal hygiene (e.g., frequent hand washing)” (0.79), “Variety of public transport to and from the destination” (0.78). The Cronbach’s alpha was at 0.94 which is highly reliable for this study.

*Factor 2: Variety and Quality of wellness treatments*

The second factor consisted of 7 attributes with the range of factor loading between 0.58-0.77, with a highest eigenvalue at 4.29, and it presented at 18.67 the explained variance. Some of the examples of the following attributes were: “Variety of wellness programs and services” (0.77), “Variety of wellness products to buy” (0.73), “Addressing health and receiving expert advice (e.g., nutrition consultation)” (0.73). The Cronbach’s alpha was at 0.87 which was acceptable for further analysis.

*Factor 3: Pricing and Reputation (5 attributes)*

The third factor included 5 attributes. The factor loading was between 0.54-0.77 with the eigenvalue at 2.81, presented at 12.20, the variance explained. The attributes were: “Phuket’s reputation as a wellness destination” (0.77), “A competitive rate of wellness and spa services compared to other destinations” (0.73), “Reasonable price for wellness programs and services” (0.57), “Highly trained professionals in wellness and spa services” (0.56), “Branded wellness hotels/spa in Phuket” (0.54). The Cronbach’s alpha was at 0.87 and acceptable for this study.

*Factor 4: Climate and Attractiveness (3 attributes)*

The final factor included 3 attributes with factor loading between 0.60-0.80. The eigenvalue at 2.66 and the percentage of explained variance of 11.54 “Variety of treatments for relaxation and wellbeing (e.g., massage, seaweed, mud, aromas)” 0.80, “Natural and climatic

conditions for wellness and relaxation (e.g., beach, mountains, sea, sun, temperature)” (0.66), “Variety of cultural and leisure attractions/ events (e.g., cultural events, museums)” (0.60). The Cronbach’s alpha was at 0.85 and remained acceptable for further analysis.

Table 4.18 Factor Importance Rate for Pull Motivations

<b>Factor</b>	<b>Mean</b>	<b>S.D.</b>	<b>Meaning</b>	<b>Ranking</b>
Factor 1- Safety and Access	4.26	0.76	Very Important	1
Factor 2: Variety and Quality of wellness treatments	3.91	0.70	Important	2
Factor 3: Pricing and Reputation	3.76	0.72	Important	3
Factor 4: Climate and Attractiveness	3.65	0.86	Important	4

Remark \* Important rankings were based on mean scores measured on a Likert-type scale from 1 to 5 (1.00 – 1.80= very unimportant, 1.81 - 2.60 = unimportant, 2.61 - 3.40= neutral, 3.41 – 4.20= important, and 4.21 – 5.00= very important)

Looking at the mean values of the 4 factors (Table 4.18), 3 of them were rated as important, while “Safety and Access” was found as the highest very important factor (mean 4.26), followed by “Range of programs and treatments followed by expert care” (3.91), “Pricing and Reputation” (3.76), and “Climate and Attractiveness (3.65).

### 4.3 The Impact of Socio-demographic on Wellness Travel Motivations

To answer objective 3, both F-tests and ANOVA (Post-hoc Test) were used. The results are shown below:

#### 4.3.1 The Impact of Regions Wellness Travel Motivations

Table 4.19 Regions and Wellness Push and Pull Motivations

	<b>F-test</b>		<b>Post-hoc Test</b>			
	<b>F</b>	<b>p</b>	<b>Europe</b>	<b>Asia</b>	<b>America</b>	<b>Australia</b>
<b>Push</b>						
1. Healthy Diet and Meditation	10.94	0.00	3.04 <sup>A</sup>	3.53 <sup>B</sup>	3.50 <sup>B</sup>	3.51 <sup>B</sup>
2. Movement and Fitness	15.09	0.00	3.63 <sup>B</sup>	3.18 <sup>A</sup>	3.35 <sup>A</sup>	3.83 <sup>B</sup>

Table 4.19 Continued

	F-test		Post-hoc Test			
	F	p	Europe	Asia	America	Australia
3. Self-care	5.10	0.02	3.57 <sup>A</sup>	3.56 <sup>A</sup>	3.27 <sup>B</sup>	3.71 <sup>A</sup>
4. Rest and Relaxation	2.98	0.03	3.88 <sup>A</sup>	3.83 <sup>A</sup>	3.63 <sup>B</sup>	3.88 <sup>A</sup>
5. Socialization	1.74	0.16	×	×	×	×
6. Learning about Wellness	1.79	0.15	×	×	×	×
<b>Pull</b>						
1.Safety and Access	34.27	0.00	4.61 <sup>A</sup>	4.02 <sup>BC</sup>	3.78 <sup>B</sup>	4.20 <sup>C</sup>
2.Variety and Quality of	15.85	0.00	4.13 <sup>A</sup>	3.60 <sup>B</sup>	3.73 <sup>BC</sup>	3.91 <sup>C</sup>
<b>Wellness Treatments</b>						
3.Pricing and Reputation	17.65	0.00	3.99 <sup>A</sup>	3.56 <sup>B</sup>	3.42 <sup>B</sup>	3.84 <sup>A</sup>
4. Climate and Attractiveness	24.53	0.00	3.90 <sup>A</sup>	3.24 <sup>B</sup>	3.27 <sup>B</sup>	3.92 <sup>A</sup>

Remark\* × = no significant difference at  $p > 0.05$

t-value = Independent sample t-test (computed) value

p-value = Level of statistically significant (2 tailed)

BC= means with the same letter are not significantly different at 5%level

The ANOVA test was used to test H1 whether the regions have an impact on the wellness tourist motivation (Table 4.19). According to the results showed that four push and four pull factors showed significant difference with  $p \leq 0.05$ . To check H1.1 and H 2.1, such as regions have an impact on push and pull factors the ANOVA test was applied. Table 4.19). The applied method showed four push and factors have a significant difference with  $p \leq 0.05$ . Therefore, regions found to have an impact on push motivational factors such as “Healthy diet and meditation”, “Movement and fitness”, “Self-care”, “Rest and relaxation”. However, regions do not have an impact on push factors “Socialization” and “Learning about wellness”. Therefore H1.1 was partly accepted.

*Healthy Diet and Meditation:* respondents from Europe (M= 3.04) have had lower motivations to take trips to Phuket for this factor than other regions Asia (M=3.53), America (M=3.50), Australia (M= 3.51).

*Movement and fitness:* Respondents from Australia (M=3.83) and Europe (M=3.63) had higher motives for this than tourists from Asia (M=3.18) and America (M=3.35).

*Self-care:* respondents from Europe (M=3.57), Asia (M=3.56), and Australia (M=3.71) were motivated to take trips to Phuket because of this factor, while American respondents were the least interested (M=3.27).

*Rest and relaxation:* respondents from Europe (M=3.88), Asia (M=3.83) and Australia (M=3.88) differ from the American respondents (M= 3.63).

According to the testing of H1.2, regions have an impact on all pull motivational factors such as “Safety and access”, “Variety and quality of wellness treatments”, “Pricing and reputation”, and “Climate and attractiveness”.

*Safety and access:* Europe (M=4.61), Asia (M=4.02), Australia (M=4.20), and America (M=3.78).

*Variety and quality of wellness treatment:* Europe (M=4.13), Australia (M=4.20), America (M=3.73)

*Pricing and Reputation:* the factor was the most important for respondents from Europe (M=3.99), Australia (M=3.84), and less important for America (M=3.42) and Asia (M=3.24).

*Climate and attractiveness:* the factor found to be important for Europe (M=3.90), Australia (M=3.92), and less important for America (M=3.27), and Asia (M=3.24).

### 4.3.2 The Impact of Gender on Wellness Travel Motivation

Table 4. 20 Independent t-Test for Gender and Wellness Push and Pull Motivation

Factors	Male		Female		t-Test	
	Mean	S.d	Mean	S.d	t-value	p-value
Push						
1. Healthy Diet and Meditation	3.33	0.84	3.31	0.97	0.30	0.77
2. Movement and Fitness	3.52	0.77	3.53	0.76	-0.16	0.88
3. Self-care	3.60	0.79	3.45	0.80	1.92	0.56
4. Rest and Relaxation	3.90	0.67	3.71	0.72	2.94	0.03*

Table 4. 20 Continued

Factors	Male		Female		t-Test	
	Mean	S.d	Mean	S.d	t-value	p-value
5. Socialization	3.86	0.74	3.84	0.76	0.23	0.81
6. Learning about Wellness	3.61	0.65	3.60	0.73	0.66	0.51
Pull						
1. Safety and Access	4.27	0.73	4.22	0.81	0.52	0.61
2. Variety and Quality of Wellness Treatments	3.88	0.72	3.94	0.68	-0.74	0.46
3. Pricing and Reputation	3.79	0.69	3.73	0.78	0.85	0.40
4. Climate and Attractiveness	3.66	0.85	3.65	0.88	0.17	0.86

Note: \* Indicate statistically significant differences between groups at  $p \leq 0.05$ .

t-value = Independent sample t-test (computed) value

p-value = Level of statistically significant (2 tailed)

Table 4.20 showed that the highest mean score for male respondents was related to “*rest and relaxation*” (M=3.90), while highest mean score for female respondents was given to factor “*socialization*” (M=3.85).

As shown in Table 4.20 The further analysis of an Independent sample t-Test was conducted, and the results showed that male respondents were more motivated by “*rest and relaxation*” than female respondents ( $p \leq 0.05$ ). However, in terms of pull factors, there was no significant difference between gender ( $p > 0.05$ ).

### 4.3.3 The Impact of Age on Wellness Travel Motivations

Table 4.21 ANOVA test for Age and Wellness Push and Pull Motivations

	F-test		Post-hoc Test		
	F	p	Less than 30	30-39	40 and over
Push					
1. Healthy Diet and Meditation	8.32	0.00	3.05 <sup>A</sup>	3.47 <sup>B</sup>	3.34 <sup>B</sup>



Table 4.21 Contined

	F-test		Post-hoc Test		
	F	p	Less than 30	30-39	40 and over
2. Movement and Fitness	1.52	0.22	×	×	×
3. Self-care	2.49	0.84	×	×	×
4. Rest and Relaxation	2.79	0.63	×	×	×
5. Socialization	1.85	0.16	×	×	×
6. Learning about Wellness	3.24	0.04	3.50 <sup>A</sup>	3.68 <sup>B</sup>	3.54 <sup>AB</sup>
Pull					
1. Safety and Access	4.53	0.01	4.21 <sup>A</sup>	4.17 <sup>A</sup>	4.41 <sup>B</sup>
2. Variety and Quality of Wellness	3.93	0.02	3.75 <sup>A</sup>	3.95 <sup>B</sup>	3.97 <sup>B</sup>
Treatments					
3. Pricing and Reputation	5.16	0.00	3.65 <sup>A</sup>	3.72 <sup>B</sup>	3.92 <sup>B</sup>
4. Climate and Attractiveness	3.45	0.03	3.58 <sup>A</sup>	3.59 <sup>A</sup>	3.81 <sup>B</sup>

Remark \* × = no significant difference at  $p > 0.05$

t-value = Independent sample t-test (computed) value A=Significantly higher, B=Significantly lower

p-value = Level of statistically significant (2 tailed)

In order to test H3.1 and H3.2 an ANOVA test was conducted, and the results showed that 2 push and 4 pull factors were at significant difference with  $p \leq 0.05$  (Table 4.21).

According to the results, push factors result “Healthy diet and meditation” and “Learning about wellness” are significantly impacted by different age groups, while other push factors “Movement and fitness”, “Self-care”, “Rest and relaxation” and “Socialization” are not. Therefore, Hypothesis H3.1 was partially accepted. For further analysis, Post - Hoc Tests were used (Table 4.21). The three age groups were grouped together from six age categories into 3 age categories due to age similarity and a small percentage of the respondent’s age. A similar approach was used in previous studies by Jönsson, & Devonish (2008).

In terms of push motivations, the results showed that the respondents at the age of less than 30 ( $M=3.05$ ) have lower motivation to take wellness trips for “Healthy diet and meditation” than other age groups. The respondents in the age of 30-39 have higher motives in “learning about wellness” than the respondents at the age of less than 30.

Furthermore, H3.2 has been fully accepted. According to the results, the age groups have an impact on all pull travel motivations “Safety and access”, “Variety and quality of wellness treatments”, “Pricing and reputation”, and “Climate and attractiveness”. Furthermore, the respondents at the age of “less than 30” were less motivated by “Variety and quality of wellness treatments” and “Pricing and reputation” than other age groups while selecting trips to wellness destinations. While the respondents at the age of 40 and over, highly rated pull factors “Safety and access” and “Climate and attractiveness” for destination selection, compared to the younger age groups.

#### 4.3.4 The Impact of Travel Purpose on Wellness Motivation

After regrouping travel purpose three main groups were Wellness Purpose (8.4%), Leisure Purpose (46.1%), and Other Purpose (45.5%).

Table 4.22 ANOVA Test of Travel Purpose and Wellness Push and Pull Motivation

Factors	F-test		Post-hoc Test		
	F	p	Wellness purpose	Leisure purpose	Other purpose
Push					
1. Healthy Diet and Meditation	6.62	0.00	3.49A	3.16B	3.45B
2. Movement and Fitness	3.29	0.03	3.75A	3.57AB	3.44B
3. Self-care	0.90	0.40	×	×	×
4. Rest and Relaxation	3.57	0.03	4.10A	3.77B	3.82B
5. Socialization	1.17	0.31	×	×	×
6. Learning about Wellness	2.30	0.10	×	×	×
Pull					
1. Safety and Access	6.50	0.00	4.32AB	4.38B	4.11B
2. Variety and Quality of Wellness	6.50	0.73	×	×	×
Treatments					
3. Pricing and Reputation	6.06	0.00	3.81AB	3.88A	3.64B
4. Climate and Attractiveness	6.85	0.00	3.81A	3.78A	3.49B

Remark: \* Remark \* × = no significant difference at  $p > 0.05$

As shown in Table 4.22, the respondents were grouped into 3 categories for their travel purposes, which include Wellness Purpose, Leisure Purpose, and Other purpose. According to Global Wellness Tourism market divides tourists into primary and secondary wellness travelers (Global Wellness Institute, 2014), Therefore, in this study tourists were grouped accordingly and with group of tourists with other travel purpose. Data were subjected to Analysis of Variance (ANOVA), and it is found that there were statistical differences in the p-value being equal or/and below 0.05 for three push and three pull motivations. There are six motivational factors which are significantly different.

According to H3.1 Travel purpose have an impact on push factors such as “Healthy diet and meditation”, “Movement and fitness”, and “Rest and relaxation”. However, travel purpose does not have an impact on “Self-care”, “Socialization” and “Learning about wellness”. Therefore, H3.1 was partly accepted. In terms of H3.2, three pull factors confirmed the impact of travel purpose on wellness motivation: “Safety and access”, “Pricing and reputation”, and “Climate and attractiveness”. Only the pull factor “Variety and quality of wellness treatments” did not show any significant difference or/and below 0.05.

*Healthy Diet and Meditation:* Group 1 (M=3.49), differ from Group 2 (M=3.16), and group 3 (M=3.45). The respondents with a wellness purpose are more motivated to come to Phuket for a “Healthy diet and Meditation” more than those with leisure purpose and other purposes.

*Movement and Fitness:* Group 1 (M=3.75), Group 2 (M= 3.57) have significant differences from Group 3 (M=3.45).

*Rest and Relaxation:* Group 1 (M=4.10), Group 2 (M=3.77), Group 3 (M=3.82). The respondents for wellness purpose differ from the respondent’s other purpose but other purpose is not different from the leisure purpose.

*Safety and Access:* Group 1 (M=4.32), Group 2 (M=3.88), Group 3 (M=4.11). The respondents for leisure and other travel purposes pay attention to “Safety and access” at the destination more than respondents with wellness purpose.

*Pricing and Reputation:* Group 1 (M=3.81), Group 2 (M=3.88), Group 3 (M=3.64). Wellness purpose and leisure purpose respondents are more sensitive to “Pricing and reputation” of the destination than those for other travel purposes.

*Climate and Attractiveness*: Group 1 (M=3.81), different from Group 2 (M=3.78), Group 3 (M=3.49). Respondents for wellness and leisure travel purposes are not different from each other but significant differences were found between respondents for other wellness purpose and leisure purpose.

#### 4.4 Summary of the Hypothesis Testing.

Table 4.23 Summary of the Hypothesis

No.	Hypothesis	Results of Hypothesis Testing
H1	Region has an impact on wellness travel motivations.	Partially Supported (4 out of 6)
	H1.1 Region has an impact on push motivations.	Supported
	H1.2 Region has an impact on pull motivations	
H2	Gender has an impact on wellness travel motivations.	Partially Supported (1 out of 6)
	H2.1 Gender has an impact on push motivations.	Not supported
	H2.2 Gender has an impact on pull motivations.	
H3	Age has an impact on wellness travel motivations.	
	H3.1 Age has an impact on push motivations.	Partially Supported (2 out of 6)
	H3.3 Age has an impact on pull motivations	Supported (4 out of 4)
H4.	Travel Purpose has an impact on wellness travel motivations.	Partially Supported (3 out of 6)
	H4.1 Travel Purpose has an impact on push motivations.	
	H4.2 Travel Purpose has an impact on pull motivations	Partially supported (3out of 4)

## CHAPTER 5

### CONCLUSION AND DISCUSSION

This chapter finalizes the overall results of the study. The structure of the chapter consists of the conclusion and discussion of the study results based on previous literature reviews. Moreover, limitations and recommendations for further studies are also discussed. Additionally, a description of the key outcomes will be specified. The second part of the chapter will refer to important findings corresponding with the objectives of the study.

#### Research objective

1. To explain the wellness tourists' travel behaviors during COVID-19.
2. To investigate wellness tourists' push and pull motivations during COVID-19.
3. To examine the impact of wellness tourists' demographic characteristics on push and pull motivations.

#### 5.1. Demographic Description

According to the completed and usable questionnaires, out of 464, males accounted for (277 or 59.7%) when the number of females was 187 (40.30%). In terms of age, most of the respondents were at the age of 30-39 (205 or 44.2 %), followed by the age group of 40-49, and 20-29, (22.2% and 21.8%, respectively). Most of the respondents reported being married (180 or 38.8%) or travelling alone (176 or 37.9%).

The answers from respondents about their monthly household income showed that there was a high-income group of \$10 000 and above (130 or 28%), while the lowest income group of under 4000\$ (45 or 9.7%), followed by the second largest group of the respondents (22%), with the reported monthly income of \$4001-6000.

#### 5.2 Objective investigation of push and pull motivations.

*Objective 1: To explain the wellness tourists' travel behaviors in the emergence of COVID-19.*

During COVID, international tourists' behavior in Phuket was analyzed in terms of length of stay, travel party, travel purpose, amount of expenses spent for wellness products, type of treatment selected during stay, type of treatment tourists prefer having in Phuket.

There were two main groups that accounted for the most, tourists who stayed 1 to 2 weeks and the second group, tourists who stayed 1 to 2 months. International tourists mainly travel alone or with family members. Their main purposes in coming to Phuket were primary leisure and attractions, and secondly, visiting friends and family. In terms of travel purposes for wellness products/treatments, there was a small percentage of primary wellness tourists. Moreover, there were three groups of tourists paying for wellness products: group 1 paid \$1001-2000, group 2 paid \$2001-3000, and group 3 paid approximately \$100-500 during their stay in Phuket.

International tourists prefer selecting wellness products/treatments related to: Body and Beauty (Thai massage, foot massage, pedicure); Water based and sweat - bathing treatments and facilities (sauna, caldarium, hydrotherapy); Herbal medicine (aromatherapy, vitamins and other dietary supplements, Bach flowers); Manual-pressure based manipulative body – based therapies (reflexology, medical massage, bodywork therapies).

***Objective 2: To investigate wellness tourists' push and pull motivations after the emergence of COVID-19.***

The study identified six important push motivational factors for wellness tourists coming to Phuket: Healthy Diet and Meditation, Movement and Fitness, Self-care, Rest and Relaxation, Socialization, Learning about Wellness. Among them, Socialization and Rest and Relaxation were rated as the most important factors. In detail, international tourists had a strong motivation to Phuket to enjoy themselves with friends while relaxation reasons included a desire to reduce stress levels. Prolonged for a couple of years the COVID-19 caused a stressful life and people sought a trip to rest and relax in a beautiful natural environment and learn different ways to improve overall health, manage stressful situations, and make better nutrition decisions. Furthermore, although Healthy Diet and Meditation was overall important for tourists, in terms of all the push motivation, these factors were found to be less significant compared to others.

In terms of pull motivations, four motivational factors were found to be important for international tourists: Safety and Access, Variety and Quality of Wellness Treatments, Pricing

and Reputation and Climate and Attractiveness. Out of four, Safety and Access was identified as a very important factor for wellness tourists selecting Phuket as a destination.

***Objective 3: To examine the impact of wellness tourists 'demographic characteristics on push and pull motivations.***

The study confirmed that different regions have different push and pull wellness motivations for destination selection. As an example, while Australian and European tourists travel in order to fulfilling their movement and fitness, self-care and rest and relaxation”, they are also worried about safety and access, pricing and reputation, and climate and attractiveness at the destination more than American tourists. In contrast, for Asian tourists, push and pull factors such as rest and relaxation and safety and access are found to be important for destination selection.

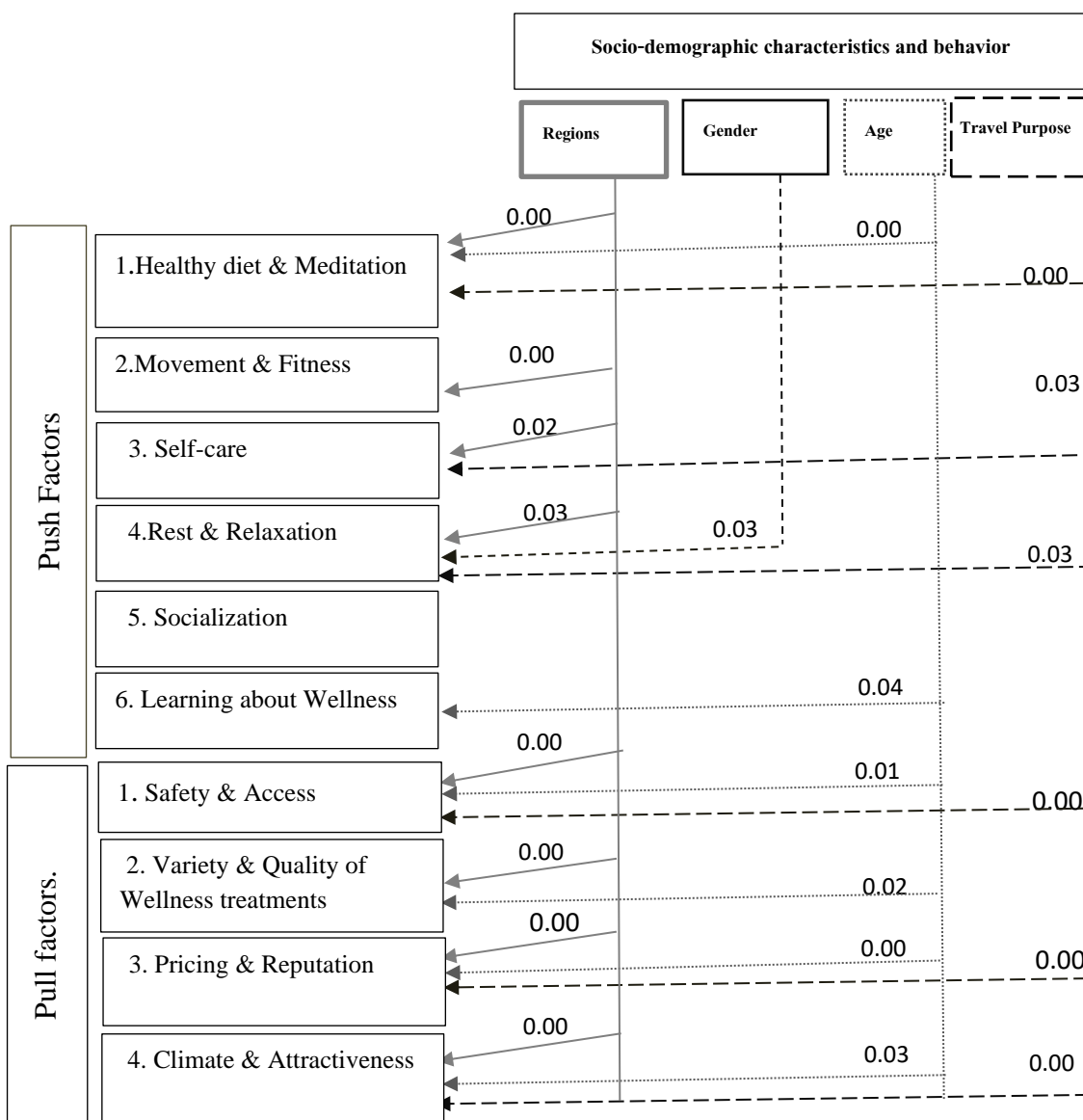
In previous wellness tourism studies, the impact of gender on travel motivations was found. This finding can be explained as higher importance of male tourists to travel in order to reduce stress levels and improve night sleep. It could be the fact that male wellness tourists want to escape from their routine in order to reduce their stress level and improve their night sleep.

In terms of three age categories. Wellness tourists at the age of 40 or older pay more attention to all pull factors than young wellness tourists. In overall, groups at the ages of 30-39 and 40 and over have similar motivations to visit Phuket and factors such as variety and quality of wellness treatments and pricing and reputations are found to be critical for these groups. While tourists less than 30 care less about a healthy diet and meditation and prices and reputation. An interesting point was found with the group aged 30-39. This group showed a higher interest in learning about wellness. It confirms the fact that at this age, individuals become more health oriented and seek different treatments to improve and maintain their health conditions.

Furthermore, clustering wellness tourists into three groups according to their travel purposes, significant differences were found. Wellness purpose tourists pay more attention to improving their healthy diet and meditation and movement and fitness techniques. What is more, this group also pays greater attention to visiting Phuket for rest and relaxation motives and climate and attractiveness play important role for them. Meanwhile, wellness purpose tourists differ from tourists with leisure purpose and other purpose, leisure and other purpose tourists showed similar importance to factors they selected for visiting Phuket.

Classifying wellness tourists by Wellness purpose, Leisure purpose and Other purpose, factors such as “Healthy Diet and meditation”, “Movement and fitness”, “Rest and relaxation”, “Safety and access”, “Variety and quality of wellness treatments”, “Pricing and reputation” and “Climate and attractiveness” were found to be important for wellness tourists.

Figure 5.1 Conceptual framework for results of the study





### 5.3 Discussion

#### *Objective# 1 To explain the wellness tourists' travel behaviors during the COVID-19.*

During COVID-19, Thailand has experienced severe economic impact on travel and hospitality businesses, especially southern regions, including Phuket (The Nation Thailand, 2022). Different efforts were made to support the Thai economy: from promotion of domestic tourism during total border closure to recalling of international tourists through the “Phuket Sandbox” program. Vaccinated and wealthy tourists were offered a safe and premium travel experience relying on ecotourism, cultural tourism, and wellness related experiences (McKinsy & Company, 2021).

The COVID-19 also changed individuals' travel behavior and the way to obtain information. People became more health conscious and started relying on tech information in order to preserve their health and to prevent the disease: shopping of online training courses, health educational courses, supplement intake under supervision of nutritionist, doctor consultation, distance working, and socialization with other people through social media (GWI, 2021). After coming back to ‘a new normal’ tourists started relying on social media and websites more “word of mouth” the information source. This study also confirmed that. Furthermore, this study found that international tourists continue to travel to Phuket, Thailand for combining leisure wellness holidays, that can help them to reduce their stress levels, improve overall health, follow their healthy food consumption regime in order to control their weight and to support immune system. Furthermore, finding that majority of international tourists traveled to Phuket for leisure purposes, being determined as the secondary wellness tourists (GWI 2014), this study revealed the importance for obtaining wellness treatments/services and tourist readiness to pay for extra safety and hygiene levels.

Travel behavior has significant relationships with lifestyle. During COVID-19, in order to cope with a transmissible disease many people changed their lifestyle to healthy-living and travel in order to maintain and preserve their health (Bhatta et al., 2022). Travel behavior and healthy-living lifestyle are found to have a strong relationship (Hallab Z.,1999). As a result, by changing lifestyle to healthy-living, people become more health conscious and it has effect on their travel behavior and motivations.

**Objective#2: To investigate wellness tourists' push and pull motivations after the emergence of COVID-19.**

**Most important push factors.**

**Socialization.** During COVID-19, push factor socialization was identified as the most important factor, while healthy diet and meditation was the least important factor for international wellness tourism. Due to prolonged social isolation and home quarantine, people had a significant lack for communication and connection with other people. Therefore, with the first possibilities to travel abroad, people still have a desire to socialize as it was not possible for a long time. This finding supported studies by Dimitrovski & TodoroviĆ (2015) where socialization opportunity was one of the main factors for wellness visitors. Comparing the study results with Aebli, Volgger & Taplin, 2021, it can be concluded that during the COVID-19 outbreak, wellness tourists prefer to spend their holidays with family and friends, build relationships during their international travel but emphasize 'social connectedness' with or desire to avoid contact with unknown people due to the risk of getting the virus.

**Rest and Relaxation.** According to Kiattiporn & Han (2017), when international wellness tourists come to Thailand their main reasons are physical and emotional recreation and stress management. The stressful environment during COVID - 19, everyday routine, and work most likely to play an important role in being decisive for travel motivations. According to Smith and Puczko (2009), stress emphasize relief as a main motivation for people visiting wellness centers. The results support Lim at al., (2015) and Kim at al., (2016) who found that stress reduction and rest were one of the most important factors that motivate wellness tourists, compared to other tourists. One of the main aims was to improve their immune systems for better management with COVID-19 (Bhatta at al., 2022).

**Less important push factors.**

**Learning about Wellness**

The desire to prevent disease and to maintain good health made individuals learn about different wellness methods that can teach how to manage stressful situations, how to improve eating habits, and to be active even during holidays (Jang and Wu 2006). The study by Deesilatham and Hosany (2013), confirmed that wellness tourists continue to follow activities that can enhance their health. concluded that health enhancement is a leading motivation

for travelers to go on holidays. Therefore, according to the study, even leisure time is followed by wellness related activities such as healthy eating, sport, and other activities. However, our study results are in contrast with the previous studies. Despite rising interest in learning about wellness, wellness tourists gave more importance to previous factors such as Socialization and Rest and relaxation. It could be because, overall health improvement individuals can learn without travelling to other destinations.

### **Self-care**

While factor “rejuvenating” was found the most important in the studies of Dimitrovski & Todorovic (2015), that corresponds to our Self-care factor attribute “to return to everyday life feeling rejuvenated”, was found not as significant as the previous study. Before COVID-19, wellness tourists were interested in improving their mental health and rejuvenation through educational programs that could make them feel refreshed and strengthened (Kim et al, 2016). However, during COVID-19, wellness tourists pay more attention to connecting with others and to reducing their stress levels.

### **Movement and Fitness**

According to the studies of Konu, and Laukkanen, (2009), physical activity was a determinant factor for international tourists for wellness holidays. However, in this study this factor was not determined as the most important. During COVID-19, individuals could exercise at home, while downloading fitness applications from sport platforms (GWI, 2021). However, the due to quarantine measures, people did not have a possibility with other people. Therefore, wellness tourists would like to become more fit and challenge themselves physically and to connect with nature, but it is an additional factor for wellness trip.

### **Healthy Diet and Meditation**

The factor analysis combined healthy diet and meditation to be similar attributes for the factor description. Comparing the attributes according to highest factor loading were “To learn how to meditate”, “To decide what is important to me” to Kim and Batra (2009), it was similarly found that this factor have a weak attraction for wellness tourists. In terms of the attributes, findings by Chen, Liu, & Chang, (2013) and Hallab et al. (2003) also support the findings due to focus on physical aspects such as nutrition, exercise, and meditation. However, this study the factor “Healthy Diet and Meditation” as the least important push factor compared with others.

### **Most important pull factors.**

**Safety and access** were found to be the most influential pull factor for international tourists for travel decisions to Phuket. During the COVID-19 consumers were mostly interested in safety and security and cleanliness when selecting a destination (Aleksijevits, 2020).

Psychological stress and uncertainty about safety and access to destinations may lead to negative feelings and refusal to go on holidays. Reviewing studies with risk related issue during travel, it was found that health and psycho-sociological risks have a strong effect on the decision-making process for tourists (Liu et al., 2013; Wang, 2017; Kim et al., 2019). This study results also confirmed that safety and access became the most important pull factor during the COVID-19, especially for international tourists (Aebli et al., 2021).

### **Variety and quality of wellness treatments.**

Reviewing wellness tourism studies, a variety of service options played an important role for international tourists while selecting a destination even before COVID-19 (Atienza, 2014; Snoj & Mumel's, 2002). Specific wellness programs help to eliminate negative physical issues such as toxins, stress, health deterioration while promoting a healthy lifestyle which includes a nutritious diet and fitness - related activities (Chen, 2007). The study results showed that body and beauty treatments (wellness spa market.) remain as key products to attract international tourists (Han et al., (2017: Sritama, 2015). Furthermore, continuous expansion of wellbeing tourism products/treatments (meets international demand for variety and quality of wellness tourism products/services (Thongpan & Yu, 2015; Tanyatanaboon & Brennan, 2016).

According to this study, international tourists Phuket meets the demand for all types of wellness treatments. Those are related to: body and water- based and sweat - bathing treatments and facilities (sauna, caldarium, hydrotherapy); herbal medicine (aromatherapy, vitamins and other dietary supplements, Bach flowers); manual-pressure based manipulative body-based therapies (reflexology, medical massage, bodywork therapies).

### **Less important pull factors**

#### **Factor 3: Pricing and Reputation**

Wellness tourists are in high demand market due to their possibility to pay for wellness treatments and activities during their leisure stay. A pricing factor plays an important role for destination selection as it can be compared to other wellness destination countries

(Han et al, 2017; Kucukusta et al., 2013; Hashemi et al., 2015). However, this study found Pricing and Reputation as the least important pull factor compared with others. Moderate importance to price was also in the study by (Aleksijevits, 2020). That could be explained that wellness tourists were ready to pay for extra safety and hygiene measures. Therefore, pricing remains one of the pull factors for international wellness tourists selecting Phuket, Thailand, however it does not play a crucial role for destination selection.

#### **Factor 4: Climate and Attractiveness**

The climate and cultural and leisure attractions play a decisive role for tourists' wellness selection destination. Previous study by Yoo, Lee & Lee (2013), identified desire to be close to nature and exploration of culture at the destination surrounded by natural environment" as decisive factors for health and wellness tourists. Similarly, Dunets, Yankovskaya, Plisova, Mikhailova, Vakhrushev, 2020, stated that natural environment tends to improve individuals' health conditions. However, during COVID-19 this factor played a moderate role for a destination selection (Aleksijevits, 2020) Our study also confirms that. Desire to travel after prolonged COVID-19, played a leading role for selecting the destination with safety and hygiene measures and opened for international tourist again. Therefore, the majority of wellness tourist did not give a significant importance to the climate and destination attractiveness.

***Objective# 3: To examine the impact of wellness tourists 'demographic characteristics on push and pull motivations.***

#### **Region and Wellness Motivation**

The results of the study confirmed that tourists from different regions have different travel motivations. European tourists have higher motivation to come to Phuket for training and physical activities, but at the same time they showed less interest for improving their diet and meditation skills, they are less interested in this wellness product compared to other regions. Furthermore, European tourists care about safety and access and the variety and quality of wellness treatment at the destination more than other regions. These results are partly in contrast with previous studies of Deng & Ritchie, (2018), where safety was a decisive factor for Asian regions. Similarly, Aebli et al, (2021), expressed a stronger need for safety and dialing with COVID-19 among participants with Asian origin.

Australian tourists are also interested in taking wellness trips for improving their physical appearance through exercise and fitness programs and connecting with nature. This region is likely to challenge and create new sport habits and become physically stronger away from its country. Australian tourists value the variety and quality of wellness treatment more than tourists from Asia, because treatments that they can obtain in Phuket are significantly related to their motives for fitness programs (sauna, massage, etc.)

It was found that European and Australian are mutually sensitive to price, climate and destination attractiveness while selecting the destination. That's a point that makes international tourists come for leisure and wellness in Thailand. Competitive prices among other Asian destinations attracts those two regions due to affordable prices and wide wellness products/treatments selections.

In comparison, American tourists had lower motivation to take trips for wellness products such self-care and rest and relaxation treatments. Furthermore, it was found that American tourists pay less attention to pricing and climate while selecting destination. These tourists are likely to be attracted to Phuket for destination exploration and the fact that this destination was one of the first opened after travel ban policy cancelation. This finding was not in consistent with the study of Kessler et al., (2020), where the factor rest and relaxation was found as the most motivational among American tourists. These findings also contrast with previous studies of Han et al., (2020), where destination price perception was critically important for American tourists to take wellness trip to Thailand.

### **Gender and Wellness Motivation**

The results of the study showed that gender values differ as motivational factors for wellness tourists. While male tourists were motivated by rest and relaxation wellness products female tourists were looking to socialize with other people. This study is partly contrasted with the previous studies of Kessler et al., (2020), where men were interested in nature and disconnection and women looked for movement and fitness activities. However, in terms of factors related to destination selection, there was no significant difference between genders. The results can also be supported by previous studies by Jönsson & Devonish (2008), and Dimitrovski & TodoroviĆ (2015), who found that gender has no impact on travel motivation. Gender significantly influences tourist motivation to visit Phuket only for rest and relaxation factors. Males

were more likely to cope financially and psychologically and physically with stress during the COVID-19. As a result, their strong motivation was to escape from daily routine and to reduce stress levels.

### **Age and Wellness Motivation**

Tourists at the age of less than 30 have lower motivation to take wellness trips for “healthy diet and meditation” than other age groups. Younger tourists are more active and adventure seekers, and they are more likely to challenge themselves with a different range of physical activities (Jönsson & Devonish, 2008). Due to a prolonged COVID-19 and a travel ban, international travel was not possible for a certain period. With the first border reopening, younger tourists are likely to be ready to accept challenges and travel more since emergence of COVID-19, and therefore price and variety of treatments weren't crucial factors for them to be attracted to the destination (Bhatta et al., 2022). This group is likely less sensitive to the range and quality of wellness treatments and pricing than other age groups while selecting trips to wellness destinations. The results were found to be not consistent with Blešić et al., (2019), where it was found that for younger wellness visitors, factors such as recreation and mental therapy were more important than older wellness visitors.

The age group of 30-39 have higher motives for learning about wellness than the respondents at the age of less than 30. This age group is likely less interested in challenging themselves physically, because prioritizes different ways to improve overall health. Because of constant working and feeling the first signs of aging, these tourists are more likely to select learning about nutrition and stress management and experience outdoors activities when coming to a destination. The findings can be partly supported by Kessler et al., (2020), who found that Millennial generation behavior was related to a desire to escape from everyday routine, rejuvenate and connect with nature. According to Blešić et al., (2019), older wellness visitors pay higher attention to their health than the tourists at younger age category.

For the age group of 40 and over, safety and access and climate and attractiveness were determined as more important factors than the respondents in the younger age groups. This finding is not surprising as older tourists are more likely to travel internationally without taking health and psychological risks related to safety and easy access to a destination. For older tourists' relaxation and cultural exploration is the determining factor to travel for wellness

holidays (Jönsson & Devonish, 2008). This study supported Pongwat (2017) who found that a variety of wellness treatments and climate and attractiveness were the important motivators for older wellness tourists. Our study is also consistent with Kessler et al., (2020) where older generation highly rated their interest in nature and disconnection motives, as this age category prefers to escape the demands of everyday life and to experience outdoor activities.

### **Travel purpose and Wellness Motivation**

The study's outcomes identified that the wellness tourism market can include tourists for different travel purposes: wellness, leisure and other. These groups obtain wellness activities/ treatment at different levels and have different motivations. According to Hallab et al., (2003), the wellness market can be divided into the 'High Health-Conscious' segment and 'Low Health Conscious'. Consequently, the travel purposes of these two groups significantly differ. The 'High Health-Conscious' wellness market can be attracted by the provision of exercise facilities and offering healthy cuisine, smoking - free places such as restaurants and lodging facilities. However, our study found that wellness tourists are already the health-oriented market segment who select their trips according to the destination attractions such as climate, safety, and attractions. The variety and quality of the wellness treatments/facilities does not play a significant role in their decision-making process. Travel purpose has relations with travel motivations. Relying on the study of Battha et al., 2022. Being afraid of health determination from the COVID-9, people travel in order to make their immune system stronger.

## **5.4 Practical and Theoretical implications**

### **Practical implications**

Relying on the study results for push factors such as socialization and rest and relaxation, the emphasis on a healthy-living lifestyle should be incorporated as travel behavior of wellness tourists has a strong relationship with healthy- living lifestyle (Hallab Z., 1999).

Supporting the concept of developing a healthy-living habits through arrangement of seminars and workshops, exhibitions, and by inviting health and wellness experts and social media influencers would certainly draw the attention of wellness and leisure tourists. The tour operator could incorporate the demand for socialization in its package development strategy by emphasizing on the possibility people connect with other health-conscious people and



the need to develop healthy habits that can reduce stress levels and become more health-conscious person. By offering packages such as yoga classes on the beach, group visits to mineral springs and water or by creating packages where leisure and wellness tourists can have an experience together could have a positive effect on travel behavior for both groups (a day tour for visiting an elephant sanctuary, and with social gathering for lunch with healthy meal options, and a nutritionist seminar that is included to a day tour experience).

Regarding the most important pull factors such as safety and access and a variety and quality of wellness treatments the destinations should have followed: 1). The availability of spa/health resorts with a high level of hygiene and safety of the service providers, and accessibility to and from the destination; 2). The promotion and advertising of local cuisine with an accent on healthy aspects such as adding fresh vegetables and fruit, herbal drinks, self-selection of ingredients from farm to table and availability to select nondrinking or smoking cafes. 3). The availability of shopping properties, specialized in health supplements, and herbal products that can be bought under the supervision and suggestion of specialists (nutritionists, doctors, pharmacists). 4). Hygiene and a variety of wellness facilities should be brought to the attention of service providers. Creation of wellness products/services that are in high demand would help the destination to remain competitive and the most desired to visit. For instance, opening additional sweat - bathing facilities (saunas, calvariums, hydrotherapies) that are currently at low accessibility, would attract more wellness-oriented tourists and leisure tourists that like to use these treatments during their holidays. Furthermore, detailed listing of wellness programs and packages via social media and websites such as Facebook and Instagram and Tourism Website could help to attract existing and new wellness tourists to Phuket and influence their decision-making process for selecting the destination 5). In order to attract wellness-oriented tourists, the destination should have a proper quality of air, parks and roads for runners, bikers, and hikers and outdoor exercise facilities, near community living areas and beaches. Furthermore, the availability of local health-care emergency facilities, and clinics for training -oriented wellness tourists, such as sport massage, sport injury recovery clinics and therapists, and GYMs would bring the destination to the proper level of hospitality standard that is highly valued by European tourists. 6). Logging facilities having gyms or fitness rooms can collaborate with local health centers for creating wellness communities by bringing together wellness tourists and non-wellness tourists by handing out seminars related to

nutrition, exercise, mental and physical health. 7). Joint packages can be created between logging facilities and groups of wellness or leisure tourists for visiting local natural attractions such as viewpoints, elephants' sanctuaries, or hiking activities to a historical and cultural place. The active environment and creation of tour groups with healthy, wellness-oriented tourists and just a leisure tourist has a high potential for touring leisure purpose tourist into a wellness tourist.

Although this study showed that there is a significant difference between gender in terms of wellness motivations, and wellness treatments/programs can be equally obtained by both, there are still factors that males and females' rate differently. To attract male tourists a comfortable atmosphere and environment are needed as rest and relaxation are rated at high level by this gender. Getting better night sleep, reducing stress levels and feeling better after escaping from daily routine it's a key product to sale for men. Meanwhile, female tourists would be attracted to a destination by a variety of treatments for relaxation and wellbeing (e.g., massage, seaweed, mud, aromas).

To target Australian and European tourists, the destination could attract these two regions by offering packages that would improve and rejuvenate tourist physical health and reduce stress levels. While Asian tourists could be attracted by clearly provided information about destination access and safety and programs related to relaxation.

### **Theoretical implications**

Although there are many studies related to wellness tourism, and some of them already been conducted in Phuket, Thailand, this study provides new information about the current demand for wellness tourism products/services. Also, the study reviews what the most important travel motivations for wellness tourists during COVID-19. Furthermore, the general hypothesis of this study supports the knowledge that there is a relationship between socio-demographic characteristics such as region, gender, age and travel purpose and travel motivations. The individuality of this empirical study is based on the fact that motivation and behavior of wellness tourists haven't investigated yet been during COVID-19, particularly in Phuket, Thailand. In addition, such findings can enhance our understanding of today's demand for wellness tourism by international tourists.

### **5.5 Future studies**

1. A comparative study of this research would be useful in the future to investigate the push and pull motivations and their effect on wellness travel behaviors in different market segments.

2. Despite the findings, it would be beneficial to conduct research that would compare 2 different groups of tourists, primary and secondary wellness tourists. To identify differences in travel behavior between groups.

3. It would be interesting to conduct a comparative study with a similar destination, like Phuket, in order to compare push and pull motivations and wellness products/treatments selection. It would identify key motivations and wellness products particularly for Phuket.

4. For better understanding of the wellness tourism market it would be beneficial to conduct a study that will segment wellness tourist by according to their attachment to wellness tourism products. For instance, those who travel and obtain only massage for relaxation could be a group of Light Wellness.

5. A signification contribution can be made to the wellness tourism industry in Phuket by investigating the impact of healthy-living lifestyle on wellness travel motivation and behavior. A longitudinal study of promotion of healthy-living lifestyle and its effect on the travel industry before and after the campaign's adoption would benefit both practical and theoretical information about the development of wellness tourism in Phuket.

### **5.7 Limitation of this study**

1. This study was conducted at the early stage of Phuket Sandbox strategy implementation to attract international tourists during the improvement of the COVID-19. By that time, many travel rules and restrictions were still enforced in many countries and there were quite a few wellness services/treatments available at the destination.

2. This study had a small percentage of Chinese tourists travelling to Phuket, due to the COVID-19 restriction policy. As this market is accounted as the primary market for tourism in Phuket it would be valuable to conduct similar research including Chinese tourists coming and using wellness products/services in Phuket.

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## APPENDIX A



### **Wellness Tourist's Motivation and Behavior during COVID -19 Pandemic.**

#### **A case study of Phuket**

Dear respondents!

Much appreciated for your participation and assistance in this survey. Accurate and fully completed data is needed for the accountability and reliability of this research.

This questionnaire is developed to understand wellness travel motivations and behavior of international wellness tourists since emergence of COVID -19 Pandemic.

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Prince of Songkla University, Phuket Campus, Thailand.

Prior to completing the survey, please answer 1 question.

*Did you obtain any wellness treatments or programs during this stay in Phuket (massage, yoga, detox programs, hydrotherapy, sport activities, acupuncture etc.)*

If your answer is 'Yes', please complete this questionnaire.

The questionnaire should take 10-15 minutes to complete and divided into 3 sections:

1. Travel behavior and wellness intentions
2. Wellness travel motivations. Push and Pull factors.
3. Socio-demographic profile of wellness tourists

Please mark “√” in  to indicate your answer.

### Part I: Travel Behavior

1. How long did you stay in Phuket?

- |                                       |   |
|---------------------------------------|---|
| <input type="checkbox"/> 1 to 7 days  | <input type="checkbox"/> 1 to 2 months      |
| <input type="checkbox"/> 1 to 2 weeks | <input type="checkbox"/> 2 to 4 months      |
| <input type="checkbox"/> 3 to 4 weeks | <input type="checkbox"/> More than 4 months |

2. Travel party:

- |                                      |                                       |
|--------------------------------------|---------------------------------------|
| <input type="checkbox"/> Alone       | <input type="checkbox"/> With partner |
| <input type="checkbox"/> With family | <input type="checkbox"/> With friends |

3. Travel purpose:

- Wellness programs and treatments
- Business or work related.
- Leisure and attractions
- Visit friends/family.
- Long stay

4. What is your main channel to obtain Phuket wellness tourism information (multiple choice):

- Tourism website
- Travel agency
- Recommendations from relatives and friends
- Newspaper/ Magazine
- TV and broadcast
- Word of mouth

Social media (if yes, please specify):

- |                                    |                                   |                                   |                                  |
|------------------------------------|-----------------------------------|-----------------------------------|----------------------------------|
| <input type="checkbox"/> Instagram | <input type="checkbox"/> Facebook | <input type="checkbox"/> Telegram | <input type="checkbox"/> YouTube |
| <input type="checkbox"/> TikTok    | <input type="checkbox"/> WhatsApp | <input type="checkbox"/> Snapchat | <input type="checkbox"/> Reddit  |

5. *What kind of wellness and spa treatments have you tried during your stay in Phuket?*

1. Body and facial beauty treatments (e.g., massage, body scrubs, body wraps, manicure pedicure)

2. Water-based and sweat-bathing treatments and facilities (e.g., sauna, hydrotherapy, ice grottos)

3. Manual - pressure based manipulative body-based therapies (e.g., medical massage, acupuncture, cupping)

4. Herbal medicine and natural remedies (e.g., Thai herbal remedies, Chinese herbal remedies, natural cosmetics)

5. Healthy nutrition and diet (e.g., weight management, detoxing, diets: organic, vegetarian, vegan)

6. Exercise and fitness (e.g., group classes, Muay Thai, JiuJitsu, circuit training, kayaking)

7. Mind / body interventions (e.g., yoga, Pilates, Body- Mind Centering, Tai Chi)

8. Meditation and relaxation techniques (e.g., chanting, Vipassana, hypnotherapy, transcendental meditation)

9. Expressive therapies and creative arts (e.g., drumming, dance therapy, pottery)

10. Energy therapies and new age (e.g., channeling crystals, astrology, Taro card reading)

11. Educational activities (e.g., workshops and seminars, stress management, burnout)

12. Anti-aging (e.g., vitamin IV therapies, ozone, therapy, detoxification therapies)

6. *What kind of wellness treatments/activities would you like to try if you come back to Phuket next time? (You may select more than one)*

6.1 Body and facial beauty treatments  Yes  No

(If yes, please specify)

- |                                      |                                       |  |
|--------------------------------------|---------------------------------------|--|
| <input type="checkbox"/> Facials     | <input type="checkbox"/> Body Scrubs  | <input type="checkbox"/> Body wraps      |
| <input type="checkbox"/> Exfoliation | <input type="checkbox"/> Manicure     | <input type="checkbox"/> Pedicure        |
| <input type="checkbox"/> Massage:    | <input type="checkbox"/> Thai massage | <input type="checkbox"/> Swedish delight |

6.2. Water-based and sweat-bathing treatments and facilities  Yes  No

(If yes, please specify)

- |  |                                       |  |
|--|---------------------------------------|--|
| <input type="checkbox"/> Thalassotherapy | <input type="checkbox"/> Hydrotherapy | <input type="checkbox"/> Healing tanks |
| <input type="checkbox"/> Vichy shower    | <input type="checkbox"/> Ice grottos  | <input type="checkbox"/> Sauna         |
| <input type="checkbox"/> Hammam          | <input type="checkbox"/> Caldarium    |  |

6.3. Manual - pressure based manipulative body-based therapies  Yes  No

(if yes, please specify)

- |  |   |                                      |
|--|---|--------------------------------------|
| <input type="checkbox"/> Medical massages    | <input type="checkbox"/> Acupuncture        | <input type="checkbox"/> Reflexology |
| <input type="checkbox"/> Cupping             | <input type="checkbox"/> Chiropractic       | <input type="checkbox"/> Osteopathy  |
| <input type="checkbox"/> Spinal Manipulation | <input type="checkbox"/> Bodywork Therapies |                                      |



6.4. Herbal medicine and natural remedies  Yes  No

(if yes, please specify)

- |   |  |
|---|--|
| <input type="checkbox"/> Homeopathic medicine                   | <input type="checkbox"/> Bach flowers    |
| <input type="checkbox"/> Vitamins and other dietary supplements | <input type="checkbox"/> Aromatherapy    |
| <input type="checkbox"/> Natural cosmetics                      | <input type="checkbox"/> Sulphur therapy |
|   | <input type="checkbox"/> Fangotherapy    |

6.5 Healthy nutrition and diet  Yes  No

(if yes, please specify)

- |   |                                   |
|---|-----------------------------------|
| <input type="checkbox"/> Cooking demonstrations     | <input type="checkbox"/> Detoxing |
| <input type="checkbox"/> Weight management seminars | <input type="checkbox"/> Fasting  |

*Specific diets:*

- |                                |                                  |                                     |                                       |
|--------------------------------|----------------------------------|-------------------------------------|---------------------------------------|
| <input type="checkbox"/> Vegan | <input type="checkbox"/> Organic | <input type="checkbox"/> Vegetarian | <input type="checkbox"/> No additives |
|--------------------------------|----------------------------------|-------------------------------------|---------------------------------------|

6.6. Exercise and Fitness:  Yes  No

(if yes, please specify)

- |  |  |
|--|--|
| <input type="checkbox"/> Group classes           | <input type="checkbox"/> Private classes with personal trainer |
| <input type="checkbox"/> Self- guided activities |  |

*indoor activities:*

- |                                   |   |                                   |
|-----------------------------------|---|-----------------------------------|
| <input type="checkbox"/> Spinning | <input type="checkbox"/> Circuit training | <input type="checkbox"/> Aerobics |
|-----------------------------------|---|-----------------------------------|

*outdoor activities:*

- |                                      |                                    |   |
|--------------------------------------|------------------------------------|---|
| <input type="checkbox"/> Junta boot  | <input type="checkbox"/> Camp      | <input type="checkbox"/> Kayaking       |
| <input type="checkbox"/> Golf course | <input type="checkbox"/> Gymnasium | <input type="checkbox"/> Walking trails |
| <input type="checkbox"/> Jiu-jitsu   | <input type="checkbox"/> Muay Thai |   |

6.7. Mind / Body interventions:  Yes  No

(If yes, please specify)

- |   |   |                                  |
|---|---|----------------------------------|
| <input type="checkbox"/> Yoga                 | <input type="checkbox"/> Tai Chi            | <input type="checkbox"/> Qi Gong |
| <input type="checkbox"/> Pilates              | <input type="checkbox"/> Feldenkrais method | <input type="checkbox"/> Rolfing |
| <input type="checkbox"/> Body- Mind Centering |   |                                  |

6.8 Meditation and Relaxation Techniques:  Yes  No

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(If yes, please specify)

- |  |  |   |
|--|--|---|
| <input type="checkbox"/> Transcendental meditation | <input type="checkbox"/> Vipassana                     | <input type="checkbox"/> Prayer         |
| <input type="checkbox"/> Chanting                  | <input type="checkbox"/> Progressive muscle relaxation |   |
| <input type="checkbox"/> Autogenic training        | <input type="checkbox"/> Hypnotherapy                  | <input type="checkbox"/> Guided imagery |

6.9. Expressive therapies and creative arts:  Yes  No

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(if yes, please specify)

- |  |                                      |                                     |
|--|--------------------------------------|-------------------------------------|
| <input type="checkbox"/> Dance Therapy | <input type="checkbox"/> Drumming    | <input type="checkbox"/> Poetry.    |
| <input type="checkbox"/> Pottery       | <input type="checkbox"/> Photography | <input type="checkbox"/> Journaling |

6.10 Energy therapies and New age:  Yes  No

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(if yes, please specify)

- |  |  |   |
|--|--|---|
| <input type="checkbox"/> Reiki               | <input type="checkbox"/> Healing tonal | <input type="checkbox"/> Magnet therapy.    |
| <input type="checkbox"/> Rebirthing          | <input type="checkbox"/> Astrology     | <input type="checkbox"/> Taro card reading. |
| <input type="checkbox"/> Channeling crystals |  |   |

6. 11. Educational activities:  Yes  No

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(if yes, please specify)

- |  |   |  |
|--|---|--|
| <input type="checkbox"/> Counseling        | <input type="checkbox"/> Workshops and Seminars | <input type="checkbox"/> Religious teachings |
| <input type="checkbox"/> Stress management | <input type="checkbox"/> Emotional health       | <input type="checkbox"/> Work- life balance  |

*Seminars on specific health issues:*

- |                                    |  |                                   |
|------------------------------------|--|-----------------------------------|
| <input type="checkbox"/> Menopause | <input type="checkbox"/> Burnout                 | <input type="checkbox"/> Insomnia |
| <input type="checkbox"/> Pregnancy | <input type="checkbox"/> Dharma or Bible classes |                                   |

6.12 Anti-aging non- surgical treatments:  Yes  No

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(If yes, please specify)

- |   |  |
|---|--|
| <input type="checkbox"/> Vitamin IV therapies | <input type="checkbox"/> Detoxification therapies                    |
| <input type="checkbox"/> Ozone therapy        | <input type="checkbox"/> Bio identical hormone replacement therapies |
| <input type="checkbox"/> NAD Injections       | <input type="checkbox"/> Chemical peels                              |
| <input type="checkbox"/> Microdermabrasion    | <input type="checkbox"/> Light and laser treatments                  |

7. Approximate expenses for wellness treatments and activities during your stay in Phuket?

- |   |                                       |
|---|---------------------------------------|
| <input type="checkbox"/> Less than 100  | <input type="checkbox"/> 100-500      |
| <input type="checkbox"/> 501-1,000      | <input type="checkbox"/> 1,001-2,000  |
| <input type="checkbox"/> 2,001- 3,000   | <input type="checkbox"/> 3,001- 4,000 |
| <input type="checkbox"/> 4,001 and more |                                       |

#### Part II. Wellness travel motivations. Push Factors

Motivation	Level of Importance				
	Very unimportant	Unimportant	Neutral	Important	Very important
	1	2	3	4	5
1. To become more fit and toned					
2. To look and feel better					
3. To challenge myself physically					
4. To improve my fitness/movement practice					
5. To practice clean eating					
6. To achieve and/or maintain a healthy weight					
7. To enjoy a variety of food that fit my dietary needs					
8. To experience cooking demonstrations and/or go home with healthy recipes					
9. To find my inner self					
10. To learn how to meditate					

11. To contemplate what is important to me					
12. To be at peace with myself					
13. To escape from the demands of every life					
14. To return to everyday life feeling rejuvenated					
15. To find peace and quiet					
16. To give myself time and space for reflection					
17. To learn about nutrition to make better decisions					
18. To learn how to manage better stressful situations					
19. To learn different ways to improve my overall health					
20. To learn how to overcome specific health problems					
21. To focus on my own needs					
22. To help recover from a major negative life event					
23. To get a better night sleep					
24. To reduce my stress levels					
25. To experience outdoors activities					
26. To connect with nature					
27. To feel grounded in nature					
28. To disconnect from technology totally					
29. To meet other health-conscious people					
30. To enjoy with friends					
31. To enjoy with family					
32. To enjoy a special occasion					

### Travel Motivations. Pull Factors

Motivation	Level of Importance				
	Very unimportant	Unimportant	Neutral	Important	Very important
	1	2	3	4	5
1. Selecting brand name of wellness hotels/spa in the destination.					
2. Checking online reviews prior booking my holidays brand of spa/hotel/resort.					
3. Visiting Thailand because the country is famous for wellness.					
4. Competitive rate of wellness and spa services in comparison with other destinations.					
5. Paying a reasonable price for wellness and spa related programs and services.					
6. Performance of highly trained professionals in wellness and spa services					
7. Addressing health and receive expert advice (e.g., nutritional advice that I can continue once home).					
8. Having Thai spa and massage services for soothing the mind and refreshing a body.					
9. Receiving personalized attention from wellness and spa centers staff that can understand my wants and needs.					
10. Going to a destination where wellness and spa facilities are of a high standard, use modern equipment and offer a private experience.					
11. Prior to choosing holidays, doing research what wellness facilities are available at the destination (such as spa and leisure center, fitness facilities, healthy eating options).					
12. Variety of spa and wellness programs and services for me and my friends/family.					

13. Variety of treatments for relaxation and wellbeing (massage, seaweed, mud, aromas).					
14. Selection of holiday packages based on a variety of tourist attractions at the destination.					
15. Having the attractive scenery, and the natural and climatic conditions are favorable for wellness and relaxation (beach, mountains, sea, sun temperature) at the destination.					
16. Visiting the destination with a variety of cultural leisure attractions/events (cultural events, museums...) in Thailand.					
17. Having a chance to enjoy multiple sport activities (yoga, palates, Muay Thai, martial arts).					
18. Variety of wellness products to buy.					
19. Wellness and spa employees are fully vaccinated and in good health conditions.					
20. Wellness and spa employees strictly performing personal hygiene (e.g., frequent handwashing).					
21. Wellness and spa employees displaying respiratory etiquette (covering mouth and nose) and checked for fever before work.					
22. Availability of hand sanitizers in guest rooms and elevators.					
23. Wellness and spa centers certification of preventing and controlling infection diseases.					
24. Easy access to spa and wellness services at the destination.					
25. Safe and easy to access to the destination					
26. Variety of public transport to and from the destination.					

### Part III Socio-demographic profile of wellness tourists

1. Your Gender:  Male  Female

2. Your Age:

younger than 20  30 - 39  50 - 59

20 - 29  40 - 49  60+

3. County of origin

- |   |                                      |                                  |
|---|--------------------------------------|----------------------------------|
| <input type="checkbox"/> America                                    | <input type="checkbox"/> Australia   | <input type="checkbox"/> Britain |
| <input type="checkbox"/> Canada                                     | <input type="checkbox"/> China       | <input type="checkbox"/> Germany |
| <input type="checkbox"/> Russia                                     | <input type="checkbox"/> South Korea | <input type="checkbox"/> Ukraine |
| <input type="checkbox"/> Asian countries, please, specify) _____    |                                      |                                  |
| <input type="checkbox"/> European countries, please, specify) _____ |                                      |                                  |

## 4. Your Marital Status:

- |                                  |  |
|----------------------------------|--|
| <input type="checkbox"/> Single  | <input type="checkbox"/> In a relationship |
| <input type="checkbox"/> Married | <input type="checkbox"/> Single parent.    |
| <input type="checkbox"/> Widowed | <input type="checkbox"/> Divorced.         |

## 5. Monthly household income (USD):

- |   |   |
|---|---|
| <input type="checkbox"/> Under 4000         | <input type="checkbox"/> 4001 – 6,000   |
| <input type="checkbox"/> 6,001 – 8,000      | <input type="checkbox"/> 8,001 – 10,000 |
| <input type="checkbox"/> 10,001 – and above |   |

**Thank you for your cooperation!**

**APPENDIX B****Certificate**



**VITAE**

**Name** Miss Alina Tkachuk

**Student ID** 6130121004

**Educational Attainment**

<b>Degree</b>	<b>Name of Institution</b>	<b>Year of Graduation</b>
Ukraine bachelor's degree In "Accounting and audit"	Bukovynskyi state financial- economic university	2012

**List of Publications and Proceeding**

Alina Tkachuk and Nareeya Weerakit (2023). Wellness Travel Motivation after COVID-19 Pandemic: A Case Study of Phuket, Thailand. The 14th Hatyai National and International Conference.