



A Literature Review on How Wellness Tourism Contribute to Re-Building Sri Lankan Tourism

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ABSTRACT

Considering the natural resources, ancient value, and cultural components, Sri Lanka has been recognized as one of the main tourism destinations in the world. Because Sri Lanka have already proved that the best place to obtain a superior experience. According to the current situation in tourism sector has been influences by this pandemic and post situation highly. Parties in the tourism sector are facing several difficulties to aligned with this new normal situation. At the same time, countries that are gaining several competitive advantages from the tourism sector have adopted the wellness tourism concept especially other Asian countries namely, India. Because it is a timely concept to win this modern business era, this study explored to provide a critical evaluation of literature on the wellness tourism and the possibility of appalling this concept into the Sri Lankan context. A rigorous literature review is carried out by choosing conceptual and empirical papers mostly published after 2015 in reputed journals to evaluate the wellness tourism concept discussed by many authors critically. The findings of this study provide valuable insight

into the stakeholders in the Sri Lankan tourism sector to implement this concept successfully. Currently Sri Lankan Tourism sector expands in Down-South, Central and Eastern provinces but less into wellness tourism application. Thus, these insights may valid forward to implement wellness tourism in above domains as an alternation for the current tourism intensity. Manly, government authorities, owners, and managers of the tourism sector should engage with digital technologies when providing their service package. Further, wellness tourism cities should consider the main three pillars, namely human capital, infrastructure, and information. Not only that but also community collaboration is another critical factor that should pay attention. Further, within this study developed a model that represents the connection between several components of a smart tourism city.

Keywords: *Covid 19 Impact, Wellness, Wellness Tourism*

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1. INTRODUCTION

Sri Lankan tourism sector can be identified as one of the upcoming sectors with increasing demand as a tourist's attracted destination, which known to be the 3rd largest foreign exchange earner in the country and ranked as the 77th from 141 countries in the world by the World Economic Forum in the travel and tourism competitiveness report 2019. In 2019, it has marked over 1.9 million tourist arrivals meanwhile generating an income around 3.5 billion dollars to the country. But due to the current global pandemic situation and the restrictions imposed on travel to different countries the main concern of the tourism sector laid on local tourists and few international arrivals coming up with above mentioned barriers (International Trade Administration, 2021).

Tourism is a dynamic and highly competitive industry which comprises of both offline and online service providers catering to five main sectors including transportation, accommodation, food and beverage, recreation and entertainment and travel services. This sector mainly focuses on tourists' satisfaction, their safety and



the enjoyment as prime factors adopting to the rapidly changing needs and expectations of tourists. As a sector which has major government influences, it is essential to initiate the right policies and investments on time to ensure that the country is up to date to grab the demand arising from international market specially catering to luxury hotel complexes, theme parks etc. Thus, under the established policies it seems the Sri Lankan tourism sector focuses on developing real estate as it's a vital in tourism business (Munasinghe et al., 2020). By the way, the manifesto of the current president of the country demonstrate that the tourism sector will be uplifted concerning different aspects of the industry specially focusing on sustainable tourism possessing the use of Ayurvedic values, as it has been already proved with current position of the country for its fast-growing wellness tourism (Sri Lanka Tourism Development Authority, 2020).

Parallel to the above statement, the tourism industry is adopting stranger versions on attracting tourists all around the world. As a result of this alternative tourism concepts can be seen as emerging ideas which carries bundle of benefits to the sector. Alternative tourism underlines the meaning of a bunch of tourism activities which are mainly focused on outstations and mountains (Nikolovska & Nikolovski, 2020). In addition, few of the research have mentioned that the alternative form of tourism depends on the performance and infrastructure development of other sectors as supplements and renovation of existing facilities, lack of knowledge, no significant correlation of tourism policy facts still affects as barriers on implementing such alterations in a country. Other than that, to have a sustainable tourism sector it is essential to focus on Building Information Modelling (BIM), Internet of Things (IOT), Going Green, Social Harmony and Human Rights in upgrading tourism sector (Munasinghe et al., 2020).

Previously, tourist wanted to visit natural sites such as beaches, waterfalls, mountains and carves to take experience for natural incidents and ancients places such as palaces, historical sites to enjoy the ancient excellences. Recently, all varieties of tourism have been impacted by tourism patterns changes. The main reason for that is

improving the transport facilities around the world. Consequently, alternative tourisms such as herbal tourism, medical tourism, health tourism, wellness tourism, cultural tourism have emerged (D’Mello, 2008; Galvani, 2005).

In the sense of wellness tourism, it the emerging trend of tourism industry. It mainly develops people’s awareness regarding to maintain the healthy lifestyle. Economic growth and globalization are the main factors which impact on this trend (Dini & Pencarelli, 2021; Kazakov & Oyner, 2021). Further, it will lead to enhance the previous individual or group tourist behavior into the specific destinations with mainly aiming to increase the physical and spiritual capabilities (Kazakov & Oyner, 2021). Within the modern scholars in these areas have explored that there are two main sub fields namely, medical tourism and wellbeing tourism. In considering the part of medical, it includes illnesses, surgical or therapeutic treatment. At the same time, wellbeing tourism incorporate human mind, spirit, body, environment and quality of life (Kazakov & Oyner, 2021).

The growth rate of wellness tourism sector was double annually (3.2 percent) while maintain the constant rate at 7.8 percent in between 2012-2017. Tourism experts predict that turnover of wellness area around US\$919.4bn in near future. Unfortunately. Consequences of Covid-19 pandemic have influenced badly into this sector (Kazakov & Oyner, 2021).

2. PROBLEM STATEMENT

With that concept, Sri Lankan tourism would reestablish the tourism industry in a good and effective manner. Therefore, this study aims to figure out how the epidemic has transformed and influenced wellness tourism. Finally, the article makes some positive ideas for boosting the growth of wellness tourism in the midst of the pandemic's normalization with wellness tourism concepts in Sri Lanka. The application of wellness tourism to cities is growing more popular, but it has not been properly recorded, conceived, critically evaluated, or debated. As a result, this special

issue seeks to identify important concepts and behaviors resulting from the wellness tourism in acknowledging wellness tourism as a new driving factor for innovation, creativity, and competitiveness in tourist cities after the pandemic.

3. LITERATURE REVIEW

In the modern business world, people are highly associating with stress while most of the people are thinking about the truth meaning of their lives. Consequently, peoples' interests towards the wellbeing and healthier live tend to be increased. This is another reason for developing wellness industry which compromise wellness tourism (Nicolaidis & Grobler, 2017). If we analysis wellness market, it is booming especially in the developed and developing countries. Further, it shows the self-development of peoples and extend the enjoyment of life spans (Nicolaidis & Grobler, 2017).

Even though if there are optional health treatments at western culture, Western people interest to visit and experienced original practice at Eastern culture namely shiatsu and onzen (hot springs) in Japan, Chinese acupunc-ture, reflexology, tui-na and tai chi in China, ayurvedic practices in India, and traditional Thai massage in Thailand (Medina-Muñoz & Medina-Muñoz, 2013). Asia is the global leader in wellness tourism due to several reasons. Firstly, most of the tourist favor to engage with natural things. Most of the Asian tourism areas used authentic treatments and remedies when there are offering their service package. Secondly, there are using natural ingredients for the herbal product or service of them. Namely, sandalwood and therapies including sesame massage and seaweed masks are featured in Asian spa packages. Thirdly, Asian region possess harmony of wellness concept called natural beauty and exotic landscapes. Because in the sense of wellness concept, location is the most significant factor. Finally, cost of the service packages which are offered by Asian region is comparatively low (Medina-Muñoz & Medina-Muñoz, 2013). India, Thailand, Malaysia, and Singapore can be considered as the most popular wellness tourism destinations in the world. Considering the positioning of India, it provides

varieties of medical treatment to the tourists. Wellness tourists who visit India get treatments from ayurvedic treatments, yoga therapy, meditation and diet counseling as well (Medina-Muñoz & Medina-Muñoz, 2013).

The market of wellness tourism is growing in size and to a degree to which this confirms the essence of fulfilling humans emotional need in this era. These days wellness tourism is the one of most profitable niche markets in the global tourism. Further, wellbeing is stated that subjective psychological states (Nicolaidis & Grobler, 2017). There is no universally accepted definition for explaining what the wellness tourism is. In the area of wellness, the terms such as wellbeing and wellness are using interchanging. Generally, wellness tourism sector earns more revenue than the medical tourism sector. Its value is \$ 494 billion per annum. But the Global Wellness Institute stated that it is lie between \$50-\$60 billion per annum (Kelly, 2010). Subsequently, many scholars have confirmed that wellness tourism is closely related with health, medical, and wellbeing tourisms. Health tourism can be defined as in the provision of health care facilities usually engage with the natural resources of the country while deliver varieties of products and service which includes indigenous components (Nicolaidis & Grobler, 2017). Wellness tourism can be defined as holistic concept which engage for obtaining physical health, beauty, or longevity, and an intensifying awareness and collaborating with a specific community, with the nature or even a engagement with a transcendental level (Kelly, 2010). Many scholars have defined the wellness tourism from different views (Dini & Pencarelli, 2021). Wellness Tourism has been examined in different regions catering to various aspects of Wellness, determining the use the new arrival of tourism arena to drive tourists' attraction around the whole world. According to previous literature wellness tourism has been considered as a concept which combines the ultimate mean of needs for physical and mental wellbeing including health, beauty, consciousness, sensibility, religious environment and human connections(Wang et al., 2020). In other words, simply the concept derived as all the physical activities that followed by people to keep the psychological, physical and mental order in a

better manner (Romão et al., 2018). Within the current global context, wellness tourism has been identified as a growing segment in wellness industry serving the niche markets around the world and it has already marked a considerable amount annually seeking for wellness tourism (Page et al., 2017). One of the main reasons underline the demand for wellness tourism is to avoid all the bad effects of current modernized lifestyles and to enhance the quality of life (Luo et al., 2018).

Wellbeing can be considered as intangible concept that difficult and harder to measure (Inceoglu et al., 2018). In other hand, wellness is multiphase concept which include quality of life, spiritual contents, physical wellbeing introspective human relationships, and natural environment (Smith & Kelly, 2006). Wellness tourists can be defined as group of people with same needs, desires, and requirements while expecting superior health, physical, and spiritual service package (Nicolaidis & Grobler, 2017). Religious tourist always favors to visit churches, cathedrals, retreat houses holy places and festivals. Further, these are overlap with the component of wellness tourism components (Nicolaidis & Grobler, 2017). Subsequently, difficult to state the difference between medical and wellness tourism. Those two can be considered as the components of concept called wellness tourism (Nicolaidis & Grobler, 2017). In the sense of health travel, it revealed that travel which is dedicated for enhancing the physical, social, cerebral, emotional, psychological and spiritual dimensions (Kelly, 2010).

The concept has been identified as a holistic idea and previous literature also catered on some of the areas comes under wellness tourism. According to (Romão et al., 2018) wellness tourism comprises of spa services, use the advantages of thermal water, physical exercises and relaxation, local cultures, enjoyment of nature which catches the healthy needs of people. On the other hand, the traditional therapies, mainly the spa has been identified as the main component of wellness tourism (Csapó & Marton, 2017; Hashim et al., 2019; Kasagrandá & Gurňák, 2017). Wellness tourism is a multidimensional concept which incorporate physical and mental health with social and environmental features. Further, mentioned the six components

namely physical, emotional, spiritual, intellectual, social, and environmental. Not only that but also this is engage with lifestyles components such as health of body, mind, and spirit; mind and spirit; self-sufficiency; physical strength; esthetics; healthy nutrition; relaxation; meditation; mental activity; education; environmental awareness; and sensitivity to social relationships (Dini & Pencarelli, 2021). According to another perspective, wellness tourism is associated health and wellness concepts which lead to reduce the stress level of peoples who are in the busy world (Dini & Pencarelli, 2021). Not only that but also wellness tourism has three main facts namely on health and well-being tourism destinations, on the impact of tourism on tourists' health and well-being, and its impact on destination communities' health and well-being (Dini & Pencarelli, 2021).

In addition, previous research articles have encouraged the concentration to put on retreat centers, aspects of natural tourism and camping as wellness tourism while catering to outdoors and exercise alongside the river and coastal areas (Page et al., 2017). By the way, China is known to be one of the countries which currently involved in wellness tourism with the traditional healthcare practices coming from ancient generation. Here Chinese wellness tourism consist of activities including health preservation, sports and recovery, medical healing and aged nursing. These four areas cover a large scope of services categorically finds as the most important facts which demand by people who are in sub-health(Pan et al., 2019). Eventually, previous studies defined wellness tourism as a combination of sectors which exists to enrich the wellness behavior, activities and life habits of people including spas, beauty and anti-aging, wellness lifestyle real estate, fitness and mind–body, healthy eating, nutrition and weight loss, workplace wellness, thermal/mineral springs, preventative and personalized medicine and public health (Dillette et al., 2021).

Table 1: Evaluation of the concept Wellness Tourism

No.	Year	Title	Journal	Methodology	Findings	Limitations	Way of definitions
1	2001	Wellness tourism: Market analysis of a special health tourism segment and implications for the hotel Industry	Journal of Vacation Marketing	<ol style="list-style-type: none"> 1. Exploratory 2. First step, a representative random survey of some 400 middle-class and luxury hotels in Switzerland looked at the importance of wellness. 3. total of providers of health tourism were surveyed as comprehensively as possible and asked about hotel and guest characteristics as well as areas specific to wellness. 	<ol style="list-style-type: none"> 1. see quality management as a key component in wellness tourism 2. aim for cooperation between tourism and health policy makers 3. consider and evaluate wellness vacations as a tool for promoting health 	1. Question of how wellness program during vacation affects the health behavior of wellness guests	Wellness tourism: Market analysis of a special health tourism segment and implications for the hotel
2	2006	Wellness Tourism	Tourism Recreation Research	Qualitative	<ol style="list-style-type: none"> 1. Journey towards wellness is far more important than the destination 2. The destination is often an alternative space 3. Wellness is not a static concept and is subjective and relative, thus always in flux. 	1. The needs of wellness tourists will clearly vary enormously at different times and stages of their lives	Some deliberate contribution has to be made to psychological, spiritual or emotional well-being in addition to physical.
3	2010	Analyzing Wellness Tourism Provision: A Retreat Operators' Study	Journal of Hospitality and Tourism Management	<ol style="list-style-type: none"> 1. Database generating 500 retreat operators globally 2. In-depth interview survey of retreat operators 3. Site visit/participant observation of selected centers. 	<ol style="list-style-type: none"> 1. The establishment of a code of ethics for wellness tourism, including client care and after-care, grievance and complaints procedures 2. The adoption of sustainable tourism practices using as much 		This article will focus on the 'retreat' as its unit of study, A retreat center has multiple meanings; it can be a place for quiet reflection and rejuvenation, an opportunity to regain good health, and/or it

					local labor, produce and transport as possible with due care for the sociocultural and environmental sensitivities of the sites, spaces and destinations involved.		can mean a time for spiritual reassessment and renewal, either alone, in silence or in a group
4	2012	Wellness Tourism in China: Resources, Development and Marketing	International Journal of Tourism Research	A structured questionnaire was distributed to all the participants of the 2009 International Wellness Tourism Summit Forum in Wuyi, China	1.Environmental assets including fresh air, clean water and the natural landscape were considered to be the most important 2.The most effective methods for promoting wellness tourism in China (advertising in mass media, governmental	1. Focus separately on each sector and compare the expectations of each sector regarding wellness tourism 2. Gather information from wellness tourists to determine the factors affecting their choice of wellness tourism resorts or centers in China	The sum of all the relationships and phenomena resulting from a journey and residence by people whose main motive is to preserve or promote their health
5	2012	Critical issues in health and wellness tourism: an exploratory study of visitors to wellness centers on Gran Canarias	Current Issues in Tourism	Questionnaire undertaken using ‘face-to face’ personal interviews, which were conducted with visitors to 11 hotel spas and three hotel thalassotherapy centers that form part of the ‘Gran Canarias Spa & Wellness’ association.	1. The choice of wellness centers and treatments is affected by most of those socio-demographic characteristics. As a result, it appears necessary to develop and promote specific wellness packages with a view to better satisfying the precise needs of the different market segments that could be identified	1. Further empirical evaluation of theoretical frameworks aiming to explain the competitiveness of wellness destinations, as well as wellness tourist satisfaction and loyalty. 2. It would be desirable to increase and improve the empirical research on wellness tourism demand, including empirical studies in different types of wellness centers and destinations	Wellness tourism, in particular, represents attractive tourism products to be developed and commercialized by traditional mass coastal destinations, such as the Canary Islands and specifically Gran Canarias, as part of their diversification strategy. Although health and wellness have a long historical connection with travel,

6	2012	Wellness Tourism: Retreat Visitor Motivations and Experiences	Tourism Recreation Research	The data for the research presented in this paper has been collected over a five-year period and used a mixed methods approach. Methodologically, face-to-face interviews using a semi structured questionnaire,	Important differences between retreat visitors and general tourists in terms of the often very personal experiences encountered, and therefore the concomitant responsibility of the sector to provide quality instructors and adequate care.		Wellness tourists are variably concerned with seeking or maintaining a sense of well-being. For some, this is about maintaining existing health, for others it may be about stress relief, and for others still, it can be about curing a specific illness in an affordable setting abroad
7	2014	A Cultural Perspective of Health and Wellness Tourism in China	Journal of China Tourism Research	Case study approach, which is an empirical inquiry approach that is appropriate to study research problems in an explanatory nature. The Bama County in Guangxi Autonomous Region	The behaviors of wellness tourists in China can be observed to be quite similar to some of the wellness tourists' behaviors in the Western world. Altogether these activities promote a good lifestyle to enable one's body, spirit and mind, to be harmonious with the environment. These activities such as being with nature, doing exercises in nature, have also been proved by geographical science and environmental psychology to promote better health for human beings. The value of traditional wisdom to improve health should therefore be reassessed		wellness tourism as a subset of health tourism

8	2017	Towards quality of life: the effects of the wellness tourism experience	Journal of Travel & Tourism Marketing	13 sites in Taiwan with reputable wellness tourism programs questionnaire	Confirmed that three components are highly correlated with overall wellness tourism experience: educational, esthetics, and escapist. wellness tourism experience as an economic offering. The purpose of wellness tourism is to promote physical health and spiritual well-being.	Future studies could test the model in other geographical locations	Physical activities that tourists undertake to improve their physical and psychological health
9	2017	Spirituality, Wellness Tourism and Quality of Life	African Journal of Hospitality, Tourism and Leisure	Quantitative study based on primary and secondary data. Primary data was collected by means of self-administered questionnaires and secondary data was sourced from books, academic journals, electronic sources and other accessible sources			
10	2017	Wellness tourism: stress alleviation or indulging healthful habits?	International Journal of Culture, Tourism and Hospitality Research	Two models were estimated and tested using the theory of planned behavior (TPB), each incorporating two constructs – Life stress and involvement in health – in addition to theoretically stipulated precursors to Behavioral Intention	Both constructs were found to be significant predictors of behavioral intention. However, involvement proved a much stronger predictor than life stress. Implications for the management and marketing of this subsector are discussed in the paper		Phenomenon to enhance personal well-being for those traveling to destinations which deliver services and experiences to rejuvenate the body, mind and spirit

11	2017	The Role and Importance of Spa and Wellness Tourism in Hungary's Tourism Industry	Journal of Tourism	The authors of this paper basically used secondary data sources of the Central Statistical Office of Hungary, as well as part of the desk research including the relevant comprehensive research papers of Hungarian tourism experts and professionals.	There's a significant level of demand for spa and wellness tourism in Hungary in local and international market	N/A	
12	2017	Case study: Wellness, tourism and small business development in a UK coastal resort: Public engagement in practice	Tourism Management	Both questionnaires and open-ended group Discussion (conducted twice to track the data) were used for data collection. SPSS used for the data analysis purpose.	The study elaborates that the wellness tourism derives lot of opportunities for small businesses nearby coastal areas specially and further demonstrates the synergy between well-being and public health interests also bring potential benefits for the tourism workforce and the host community.	The generalizability of the findings gets limited for the given case study and its scope	
13	2017	Spa and Wellness Tourism in Slovakia (A Geographical Analysis)	Czech Journal of Tourism	Used Secondary information sources for data collection including literature review, materials issued by the government etc.	Importance of Spa and Wellness tourism, Primary (Natural) Resources and Potential for the Development of the Spas, Spa and Wellness Tourism, the overview of spa tourism and the wellness resorts, the accommodation establishments and the visitation rate were evaluated in this research	N/A	Defines Wellness Tourism specifically catering to Spas.

14	2017	Towards quality of life: the effects of the wellness tourism experience	Journal of Travel & Tourism Marketing	Questionnaires were distributed and data analysis occupied with two steps including a Confirmatory Factor Analysis and Structural Equation Modelling	this study indicates that customer experience influences leisure satisfaction, which consequently leads to non-leisure satisfaction. It was also found that both leisure and non-leisure satisfaction contribute to customer quality of life.	Data collected only from travelers of Taiwan, Tourist's experience has been evaluated with experience economy theory without concerning any other alternative multidimensional measures, origin information of respondents are not collected so it limits the analysis.	Wellness tourism defined as the physical activities that the tourists undertake to maintain and improve their physical and psychological health.
15	2018	Integrative diversification of wellness tourism services in rural areas – an operational framework model applied to east Hokkaido (Japan)	Asia Pacific Journal of Tourism Research	N/A	This paper focused on developing a Framework model for wellness tourism development combining the concepts including integrative diversification, tourism product development, and an endogenous approach to innovation dynamics.	N/A	Wellness tourism as an integrated system of new tendencies in healthcare, oriented to proactive, holistic, and preventive behaviors, aiming at enhancing personal, physical, emotional, and spiritual well-being.
16	2018	Testing the role of tourists' emotional experiences in predicting destination image, satisfaction, and behavioral intentions: A case of wellness tourism	Tourism Management Perspective	Surveys and interviews were used for the data collection purpose and data analysis carried out with the confirmatory factor analysis and Structural Equation Modeling	The research study proved that that tourists' emotions positively influenced overall image and satisfaction; overall image positively affects satisfaction; and both overall image and satisfaction positively influenced intention to revisit and recommend.	Only concentrated on wellness (Yoga) Tourism, generalizability of the findings limited for a certain given timebound as the emotions, satisfactory level of tourists is dynamic in nature	

17	2019	Validating the Measuring Instrument for Motivation Factors towards Visiting Spa and Wellness Tourism Destinations in Kuala Lumpur	International Journal of Innovative Technology and Exploring Engineering	Questionnaires were used in data collection and IBM SPSS software used for data analysis	The aim of this study was to ensure the reliability and validity of the given set of dimensions of Motivation factors, and eventually proved that the given dimensions are good to go with future studies.	N/A	
18	2019	Evaluating Potential Areas for Mountain Wellness Tourism: A Case Study of Ili, Xinjiang Province	Sustainability	for the ground facts a field study has been performed and used some secondary data sources in the continuation of the study. Data analysis has been done by using ArcGIS software	This study eventually focuses on some conceptual aspects of wellness tourism providing an example for the selection of potential areas for wellness tourism in the mountainous regions of China with providing baseline information that can support the development of wellness tourism.	Only focuses on wellness tourism in Mountain areas. So, it generates some issues when it's going apply them in other contexts.	Wellness Tourism consist of personal service, health promotion treatment, environment, healthy diet, relaxation, social activities, the experience of unique tourism resources and mental learning.
19	2020	Wellness tourism and the components of its offer system: a holistic perspective	Tourism Review	A review and analysis of the extant literature	Wellness tourism, as a broad multidimensional concept, is composed by ten different components of the offer system: hot springs, spas, medical tourism, care of the body and mind, Eno gastronomy, sports, nature and environment, culture, spirituality and events. Each of these categories may represent a single touristic offer targeted to specific market		The main body of literature on wellness tourism has focused on three different dimensions on health and well-being tourism destinations, on the impact of tourism on tourists' health and well-being, and its impact on destination communities' health and well-being.

					segments, but they may also be one of several components within an integrated mix of tourism products proposed		
20	2020	Wellness tourism and spatial stigma	Tourism Management	Qualitative research which followed observations and in-depth interviews as data collection methods. Thematic analysis carried out for data analysis	Negative effects of Wellness Tourism mainly focused with patient travel for tourism	No Significant Gender difference has been identified; the right sample has not been detected in data collection	Wellness Tourism has been defined as a phenomenon of people who are travelling for tourist destinations which offers good natural environments with/or certain culture to peruse or improve their health condition.
21	2020	Dimensions of holistic wellness as a result of international wellness tourism experiences		data collection done with accessing the User generated contents of tripadvisor.com and has used ethnography analysis conjunction with framework analysis, thematic qualitative coding of travel reviews has done to have an in-depth understanding of Wellness tourism experience.	four dimensions of the wellness tourism experience, namely body, mind, spirit and environment which describes the wellness tourism experience.	Data collection was restricted for only the wellness travelers who choose to review their experience via online	Wellness tourism introduced with the concept named as "Holistic Wellness" which involved with the mind, the spirit and the environment not only with physical nature. And here it further elaborated that the wellness tourism as a combination of travel, health and wellness.
22	2021	Thai wellness tourism and quality: comparison between Chinese and American visitors' behaviors	Asia Pacific Journal of Tourism Research	Field Survey method used for data collection	The study constructs a framework for wellness spa quality, price perception, brand loves, and behavioral intentions and it clearly depicted the moderating	N/A	Wellness tourism is related to travelling for maintaining wellbeing and lifestyle Improvements and focused on Wellness Spa tourism.

					role of culture in behavioral intention generation process referring to Chinese and US travelers.		
23	2021	Wellness tourism competences for curriculum development: a Delphi study	Journal of Teaching in Travel & Tourism	Open ended questions via emails used for data collection	Results of this study were used to develop an introductory and foundational curriculum for undergraduate students.	Wellness tourism comprises of a wide array of duties, but the research study tries to consider some of them subjective to the identified industry experts to the study.	Wellness tourism is an umbrella term that includes a broad spectrum of services, facilities, and destination types from spas to health resorts, and spiritual retreats

With the evolution of wellness tourism concept all over the world, the quality aspect of wellness tourism and the impact of the wellness tourism for the quality enhancement of the people also being investigated (Han et al., 2020; Luo et al., 2018). Another area of wellness tourism is yoga tourism which has been marked a rapid growth specially in Indian tourism industry and it has mentioned that market value accounts for approximately 439 billion US dollars worldwide. Meanwhile, these studies focused on the tourists' emotional experience towards the destination image and further studied on satisfaction and behavioral intentions (Sharma & Nayak, 2018).

As most of the previous studies are focusing on spa and wellness tourism indifferent regions and case study-based studies, following facts were identified in expanding the wellness tourism. According to (Hashim et al., 2019), Malaysian Spa and wellness industry recognized as one of the best performing sectors in Malaysian Economy. Malaysia has been crowned for the development of health tourism with their traditional therapies which well populated in world. The attractive medical tourism packages of Malaysia were created the geographical boundary a competitive spa and wellness tourism destination in Asia. Currently the industry performs well, and the current behavioral trends also being captured by the sector (Hashim et al., 2019).

Another Spa and Wellness tourism segment has been addressed in a geographical study done on Slovakia. And previously conducted studies catered on evaluating the economic factor of Spa and Wellness Tourism in Slovakia as well as the trends, various tourism perspectives and bringing the Spa and Wellness tourism to an important category of tourism sector in Slovakia (Kasagrandá & Gurňák, 2017). In addition, (Csapó & Marton, 2017) revealed the role and the importance of Spa and Wellness Tourism in Hungary, the focus of Hungary's health tourism is built upon the services grounded on thermal and medicinal water, though the sector featured with some other wellness tourism aspects including healthy climate, medical caves and medicinal mud. Within the concept of wellness tourism includes yoga and spa treatments with scientific (e.g. counseling) and spiritual (e.g. meditation) for enhancing the humans psychological well-being. Further, it is an umbrella term which compromise spas into the lifestyle and spiritual retreats. According to the Global Wellness Institute, (2013) explored that USA and Canada have well established markets & programs for proving the amazing wellness tourism package to the modern tourists (Hudson et al., 2017). Further, in the sense of wellness tourism, tourists interest to book specialized hotels which there believe will offer fantastic wellness package with wide range of features namely physical fitness and beauty care, healthy nutrition and diet control, relaxation and meditation and stimulating mental activities and above all (Medina-Muñoz & Medina-Muñoz, 2013).

Along with Spa and Wellness tourism, it was notable that some other studies discussed the growth of wellness tourism in different Asian and European countries. According to (Wang et al., 2020) the study demonstrate China's Bama has able to get the attraction of many tourists due to the quality of its natural environment and its popularity for longevity. Here the destination is mainly identified as a geographical location that people travel for finding a solution for their diseases and illnesses. According to the reports available on Bama in China, it says that majority of the wellness tourists of Bama are elderly people with chronic diseases and many suffers from terminal illnesses like cancer. Hence, many negative public comments given for

the destination as it a lasting resort for that kind of group of people. Addition to the same consideration, the diversified wellness tourism services in rural areas has been evaluated by (Romão et al., 2018) catering to the East Hokkaido in Japan. Here it has used a framework model for wellness tourism development combining the concepts including integrative diversification, tourism product development, and an endogenous approach to innovation dynamics to investigate the motives behind the tourists to visit the tourist destination Hokkaido, Japan with managing the tourism supply and demand.

Lately the previously held studies came up with future research areas, dimensions, demand and supply aspects and recommendations for the growth of wellness tourism. According to the (Wang et al., 2020) the study discusses about the negative side of wellness tourism as it can bring any kind of bad effects for the public, having a centralized destination for diseases and illnesses. Other than that, it highlights the importance of communicating that wellness tourism consist of both sick travelers and healthy travelers and wellness destinations located apart from tourism destinations not to have a bad impact, but to maintain and manage the social responsibility for care and sympathy. Wellness tourism experience do have a significant impact on the tourist's satisfaction and their intention to revisit the destination. It compiles four factors including body, mind, spirit and environment which leads for driving emotional stimulus of tourists to feel the wellness tourism experience(Dillette et al., 2021). Due to the enhancement of wellness tourism in a particular country or region motivate entrepreneurs while maintain the sustainability. Finally it will lead to grow the economy in this country (Sheldon & Park, 2008). Within the sector of wellness tourism, compromised varieties of products and services while influenced by several local stimulus (Nicolaidis & Grobler, 2017). Consequently, these days, it is necessary to include some features related wellness into the service package (Dini & Pencarelli, 2021). Thus, it would positively impacted to attract new set consumers (Govindarajan & Desai, 2013). This concept inherits an innovation form of tourism leads to attract

more tourists to a country. In addition, this concept creates many entrepreneurial opportunities for a country on the other hand a good revenue base as well.

4. METHODOLOGY

Wellness tourism concept is a highly emerging trend in this era due to the people interest towards the spiritual thinking. In recent studies, most scholars have also explored the concept, methods for implementations, and advantages. Even though prevailing literature has explored the concept of wellness tourism. As a developing country, in the Sri Lankan context, it isn't experienced. Sri Lanka is the number one tourism destination in the world. Within the prevailing pandemic situation, the tourist sector of Sri Lanka has faced several issues. Consequently, this study aims to introduce the wellness tourism concept as an alternative solution to the Sri Lankan tourism sector. Accordingly, empirical investigations written wellness tourism are selected to meet the purpose of this study by filtering both the empirical papers and conceptual papers written on wellness tourism, which are published in indexed journals. The keywords are wellness tourism, wellness, and tourism are used when searching the relevant studies. Accordingly, this study follows a deductive approach to review the selected concepts and empirical contributions. Data collection methods compromise literature survey methods with the support of journal articles. And concept that is examined to organize the arguments and conclusions. Within due sections, the study provides a discussion based on empirical findings. It concludes with future research directions & limitations accordingly.

5. DISCUSSION

Wellness Tourism can be pinpoint as one of the alternative tourism concepts emerging in the current era depicted with elaborating the focal point of wellness tourism towards customer mental and physical wellbeing(Luo et al., 2018). The orientation of Wellness Tourism appeared around the Eastern cultured countries due to the established and trusted historical medical treatments practiced maintaining the

human wellness. Thus, Western people showcased their preference for wellness treatments and start travelling in between countries seeking for better herbal treatments.

Basically India, Malaysia, Thailand, Singapore, Japan and China can be identified as the main locations of who providing Wellness services for the tourists who specially travel with the same intention (Medina-Muñoz & Medina-Muñoz, 2013). When it comes to India and Malaysia Wellness Tourism has been inherently identified with Spas and yoga tourism adhering to ayurvedic treatments (Hashim et al., 2019). Thailand and Singapore also crowned as the world popular wellness tourism destinations. The attractiveness of the Malaysian spa and wellness tourism package rather than the other Asian wellness tourism packages been able to create a good competition within the wellness tourism industry to attract more tourists. When it comes to China, the stimulation for tourists to reach the destination aroused with its quality of natural environment and the common beliefs on longevity with identified geographical locations of the country. In addition, Japan wellness tourism encompasses a diversified offering of services focusing rural areas.

According to above mentioned points targeting the top wellness tourism destinations in global wellness tourism arena, it is clear that the tourists travel wellness tourism destinations not because of travel intentions but for the inherent need for their physical, emotional, spiritual and intellectual wellbeing. Eventually, Wellness tourism has become a good stimulator in current tourism industry as most of the tourists are seeking for remedies that can ensure the lifestyle goodness (Dini & Pencarelli, 2021). Hence, Wellness tourism acts an important role within this context as a motivation factor.

When applying the same in Sri Lankan context, Wellness tourism is a good platform that can be promoted with the historical values and ancient ayurvedic treatments coming from generation to generation specially with herbal medicines in Sri Lanka (Biyagama & Jayawardena, 2013). As tourists' attention is laid on ensuring

their wellbeing, it's a good emerging opportunity for the country, implement as an alternative option for developing tourism industry in Sri Lanka. Previous studies have demonstrated that Sri Lanka is well known for its Ayurveda medicine and treatment due to its traditional basement and availability of plenty of herbs (Arachchi & Kaluarachchige, 2019). Thus, it is benefitted for Sri Lanka to create an attractive wellness tourism destination image grabbing the historical values within the country to get tourists attention for the country (Jayawardena, 2013).

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