

## WELLNESS TOURISM

**U.O. Malikova**

*Director of Yellow Star Travel LLC*

**Annatation:** *This article gives information about wellness tourism that influence for people health, wellness tourism includes different types as meditation, multiple types of yoga and exist the technology, economy and environmental impact. These types of wellness tourism account for the global market growth of the industry and the impact and issues that are currently within the industry or will occur in the future.*

**Key words:** *wellness tourism, meditation, economic impact, location, environment, industry, travel, technology, transportation, personal wellbeing.*

The fast pace of modern life, stress and environmental problems encourage people to seek out trips aimed not only at relaxation, but also at restoring their health and finding peace of mind. That is why wellness tourism is becoming popular all over the world. This direction serves not only to strengthen physical health, but also to ensure mental and emotional well-being.

Tourism is the same mass and popular medical tourism. There is an international tourism that is divided into two types; Inbound Tourism & Outbound Tourism.

**Inbound Tourism.**

This refers to tourists of outside origin entering a particular country. Traveling outside their host/native country to another country is called inbound tourism for the country where they are traveling. For example, when a tourist of England origin travels to Indian, it is Inbound tourism for Indian because foreign tourists come to Indian. [1]

**Outbound Tourism.**

This refers to tourists traveling from the country of their origin to another country. When tourists travel to a foreign region, it is outbound tourism for their own country because they are going outside their country. For example, when a tourist from Japan travels to Indian, it is outbound tourism for Japan and Inbound tourism for Indian. From the 20th century, a whole resort industry emerged in the world, covering almost all countries and continents. Based on traditional climatic, balneological, and mud resorts, new forms of health improvement appeared - SPA, wellness, fitness. The list of services provided by modern resort and sanatorium institutions often includes check-up program. [2]

The most widespread and popular are resorts offering several health and wellness factors, especially SPA resorts or SPA hotels. The latter can be located not only in resort areas, but also in large cities, and also provide health and relaxation services.

Wellness tourism aims to control stress levels and promote a healthy lifestyle. Specific types of wellness tourism include meditation and multiple types of yoga, such as classical or exercise-based, as well as treatments that include conventional, alternative, complementary, herbal, or homeopathic medicine. These types of wellness tourism account for the global

market growth of the industry and the impact and issues that are currently within the industry or will occur in the future.

In developed countries such as the United States, medical tourism has large growth prospects and potentially destabilizing implications. A forecast by Deloitte Consulting published in August 2008 projected that medical tourism originating in the US could jump by a factor of ten over the next decade. An estimated 750,000 Americans went abroad for health care in 2007, and the report estimated that 1.5 million would seek health care outside the US in 2008. [3]

About economy:

When it comes to travel trends, you want to maximize your booking opportunities for those that offer the best return on investment - by which we mean, your time. As time is one of the most crucial resources that any travel advisor has. Growing at a compound annual growth rate (CAGR) of 16.6%, wellness travel is not only one of the fastest-growing travel segments but also one of the most profitable ones. By 2027, the global wellness economy is predicted to reach \$8.5 trillion, and wellness tourism is a big part of it. In 2022, the average wellness traveler spent \$1,764 on an international trip, 41% more than non-wellness tourists. The gap was even wider in domestic trips, with the wellness traveler spending \$668 per trip, 175% higher than the average tourist. The wealth of personalization that travel advisors offer to travelers as standard, it is no wonder that wellness travel goes hand-in-hand with the services that you provide. [4]

The market primarily includes services like lodging, transportation, activities, and food and drink. The lodging segment dominates these sectors as it accounted for about 23% of the revenue in 2022. Visiting a spa has become more prevalent among tourists and mass luxury brands such as Four Seasons Hotels and Resorts, Aman Resorts, Oberoi Group, Mandarin Oriental Hotel Group, and Ritz-Carlton Hotel Company have rapidly incorporated house-brand spas into the leisure experience. Hotels may also gratify wellness tourists by housing third party spa operators, such as Clarins. [5]

International tourism has the highest projected growth in the global industry with Europe as the second largest and the Asia Pacific as third. Extreme growth is expected from Asia, the Middle East/North Africa, Sub-Saharan Africa and other developing countries that can offer unique ‘wellness’ experiences at much lower costs. Within the US \$3.4 trillion spa and wellness economy and tourism is estimated to total US\$494 billion or 14.6 percent of all 2013 domestic and international tourism expenditures. [6]

The first recorded instance of people traveling for medical treatment dates back thousands of years to when Greek pilgrims traveled from the eastern Mediterranean to a small area in the Saronic Gulf called Epidauria. This territory was the sanctuary of the healing god Asklepios. Spa towns and sanatoria were early forms of medical tourism. In 18th-century Europe patients visited spas because they were places with supposedly health-giving mineral waters, treating diseases from gout to liver disorders and bronchitis.

Environmental Impact:

The environmental impact of tourism refers to the various ways in which tourism activities can harm or benefit such as carbon emissions and climate change, ecosystem degradation and habitat loss that happen in the natural environment. While tourism can bring economic benefits and create jobs, it can also lead to significant environmental challenges, especially in popular destinations. Another impact of tourism is the environmental impacts on the countries tourists flock to. As many wellness tourism destinations are developing countries, many of these countries are not equipped to handle the heavy influx of tourists surrounding the wellness industry. The draw of these locations is that they are remote: an escape from society. However, these remote locations lack the infrastructure to handle sewage, landfill, and enough natural resources to support tourists. For example, in 2016, over 1,500 wellness retreat locations in India admitted to dumping sewage directly into rivers, and Tulum faced similar issues. [7]

Tourism, when not managed responsibly, can have significant negative environmental impacts, such as pollution, habitat destruction, over-consumption of resources, and contribution to climate change. However, with the rise of sustainable tourism practices, there is growing recognition of the need to protect both the environment and the communities that rely on tourism. By focusing on eco-friendly transportation, energy and water conservation, waste reduction, responsible tourism, and sustainable practices, the tourism industry can help preserve the planet for future generations while still offering enriching experiences for travelers. [8]

#### Outdoor Wellness Activities:

Running in the woods, relaxing on crystal-clear beaches, or doing yoga on a serene mountaintop-we all have a different way of connecting with nature. If your clients are sports enthusiasts, get their heart rates up with physical activity-based events, such as outdoor yoga camps, surf retreats, or fitness programs. Tailor these suggestions to specific destinations to your clients' needs-in Iceland's famous Blue Lagoon, for example, you can book an outdoor massage against the picturesque landscape, or a rejuvenating float therapy in the healing mineral waters.

This is a perfect opportunity for travelers looking for a remote getaway with some, at times, pretty intense wellness practices. For an alternative outdoor wellness experience, travelers might want to connect with nature on a deeper level, your clients might want to disconnect from modern life. In this case, silent retreats will be worth exploring, especially for spiritual clients. By staying quiet throughout the retreat, they will be engaging in mindfulness activities, such as meditation and nature walks, to immerse themselves in the power of quiet. [7]

#### Wellness Technology

Wellness technology refers to the use of technology to promote physical, mental, and emotional well-being. It includes a wide range of devices, apps, platforms, and tools that aim to improve health and quality of life. Here are some key areas in wellness technology:

**Wearables:** Devices like smartwatches and fitness trackers that monitor heart rate, sleep patterns, activity levels, and even stress.

Smart Clothing: Clothes embedded with sensors that can track posture, movement, or muscle performance.

Meditation Apps: Platforms like Headspace, Calm, or Insight Timer that guide users through mindfulness and meditation practices.

With many medical spas, retreats, and centres offering high-tech wellness experiences, your clients can achieve their beauty, fitness, or mindfulness goals more easily. In Alicante, Spain, The Rebalance & Energise Programme at SHA Medical Spa uses ozone therapy to stimulate the immune system, along with personalized diet plans, medical consultations, and wellness treatments like shiatsu, nuat boran, and sound therapy. As a prime example of the blend of personalized wellness enhanced by the power of health technology, COMO Shambhala Estate located in beautiful Bali, offers an integrated Wellness program allows visitors to build their personalized experiences, powered by hyperbaric oxygen chambers, sleep enhancement technology, and Microbiome facials. The goal of wellness technology is to help individuals lead healthier, more balanced lives, and increasingly, these technologies are becoming more personalized and accessible. [9]

Wellness tourism is becoming more than just a means of recreation, but also one of the important directions for a healthy lifestyle. People are striving to strengthen their health and improve their quality of life, rather than just traveling. Therefore, this industry is expected to develop further in the future, enriched with new innovations and programs. Medical tourism remains one of the most promising and industrial tourism. The basis of its popularity in the 21st century is the victory of preventive medicine in modern medicine, as well as the fashion for a healthy body and a healthy spirit. [6]

Transport innovation was an essential enabler of spreading tourism and democratization and its ultimate globalization. In the mid-19th century, the steamship and the railway brought greater comfort and speed and cheaper travel, in part because fewer overnight and intermediate stops were needed. Above all else, these innovations allowed for reliable time-tabling, essential for those who were tied to the discipline of the calendar if not the clock. The gaps in accessibility to these transport systems were steadily closing in the later 19th century, while the empire of steam was becoming global. Railways promoted domestic as well as international tourism, including short visits to the coast, city, and countryside which might last less than a day but fell clearly into the “tourism” category. Rail travel also made grand tour destinations more widely accessible, reinforcing existing tourism flows while contributing to tensions and clashes between classes and cultures among the tourists. By the late 19th century, steam navigation and railways were opening tourist destinations from Lapland to New Zealand, and the latter opened the first dedicated national tourist office in 1901. [10]

This innovation plays a crucial role in the future of tourism by making travel more sustainable, efficient, and enjoyable. Here are some key trends and innovations in transport within the tourism sector:

Electric Cars and Buses: Many cities and tourism destinations are transitioning to electric vehicles (EVs) to reduce carbon emissions and promote sustainability. Electric

buses, scooters, and even electric taxis are becoming more common, offering eco-friendly travel options for tourists.

**Autonomous Vehicles:** Self-driving cars and buses are being tested in various locations, potentially offering tourists more convenience and safety. For example, autonomous shuttles could transport tourists around attractions or city centers without requiring a human driver.

**Hyperloop:** The concept of the Hyperloop, a super-fast transportation system where passengers travel in pressurized pods through low-pressure tubes, could revolutionize tourism by drastically reducing travel times between cities or even countries.

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