



Adventure tourism activities as a tool for improving adventure tourists' wellness

Melissa J. Lötter*

Department of Tourism Management
Tshwane University of Technology
Private Bag X680, Pretoria, 0001
South Africa
Email: lottermj@tut.ac.za

Lisa Welthagen

Department of Tourism Management
Tshwane University of Technology
Private Bag X680, Pretoria, 0001
South Africa
Email: welthagenlc@tut.ac.za

Corresponding author*

Abstract

Wellness involves a conscious, progressing and self-directed process of realising one's full potential and is often described as a holistic, multidimensional and positive experience, including lifestyle, mental, social, occupational, spiritual and environmental well-being. It can thus be argued that by applying the Dimensional Model of Wellness, tourism, specifically adventure tourism organisations can develop successful wellness activities and programmes by becoming aware of the interrelatedness of each dimension and their impact on healthy living. This study sought to examine whether adventure tourism activities could be used as a tool for improving adventure tourists' wellness using an adaption of the Dimensional Model of Wellness. The research was conducted at adventure sites of the Tshwane Metro area in Gauteng Province, South Africa of which the criteria required was for the respondents to be either residents or visitors who participate in adventure activities. The study employed an on-site survey based on a quantitative approach with a self-administered questionnaire as the research instrument. The research instrument was based on the seven dimensions of wellness, namely physical, emotional, social, environmental, intellectual, occupational and spiritual. Convenience sampling was used for the total sample frame of $N = 213$. The results indicated that there is a compelling relationship between the wellness dimensions and adventure tourism and that participating in adventure activities improve overall wellness. Based on the findings of the study, it was concluded that adventure tourism activities are an effective tool for improving adventure tourists' lifestyles.

Keywords: Adventure tourism, benefit segmentation, lifestyle segmentation, motivation, wellness dimensions.

Introduction

"If everyone could live just a little more boldly, what a more peaceful and beautiful world this would be" (Gibson, 2016). This statement suggests that if people strive to do something with some form of potential for physical danger (adventure tourism activities), this may provide strength in the face of pain or grief. Once a person finds that power, energy and determination within them, it will not only change their wellness, but would also change the world they live in. In other words, people can reach their full potential by acknowledging the fact that what is within them is much stronger than what hinders them (Weihenmayer, 2017).

Motivation, particularly within the tourism domain, initiates certain behavior. It establishes distinctive tourist activity features in terms of the travel reason, travel destination and resulting travel experience (Guttentag, 2009). Linking this explanation to changing oneself and the society, it is apparent that people are increasingly taking part in wellness tourism, which according to Voigt and Pforr (2014)



consists of travel with the intention of health and well-being promotion through the participation in physical, psychological, and/or spiritual activities.

The contemporary global environment invariably promotes high stress-levels in people and many are driven to seek the meaning in life. In this quest, it becomes important for people to attempt to live far healthier lives and increase their sense of wellbeing. This has resulted in the growth of a rising 'wellness industry' which includes what is referred to as 'wellness tourism'. The wellness tourism market is increasing in size and to an extent this reveals the deep seated emotional needs of people to grow on personal levels. People also seek to develop a sense of belonging in a world which is characterized by nerve-wracking routines and in which they feel increasingly alienated (Nicolaidis & Grobler, 2017).

Concentrating specifically on physical activities, the link between wellness tourism and adventure tourism becomes apparent. Typically, adventure tourism comprises "a leisure activity, that is perceived as either a soft or a hard adventure – in an indoor or outdoor setting, providing suitable or challenging conditions – requiring a person, in search of a new experience, involving perceived risk or controlled danger related to personal challenges, to voluntarily travel outside his or her usual environment, by means of conventional or unconventional transportation, for not more than one year" (Lötter, Geldenhuys & Potgieter, 2016). More specifically, if adventure tourists are motivated to partake in an adventure tourism activity in order to promote healthy living, prevent diseases, reduce stress, manage poor lifestyle habits and/or authentic experiences, the overlap between adventure and wellness tourism is pertinent. For example, adventure tourists are increasingly visiting parks, wildlife sanctuaries and/or nature reserves to partake in hiking, cycling and running/walking adventure activities in order to find physical, social, emotional, intellectual, environmental, occupational and spiritual wellness (Global Wellness Institute, 2013). That is, people, are increasingly becoming cognizant of, and making decisions toward a more prosperous and healthier lifestyle (National Wellness Institute, 2017). Nicolaidis (2014) states that tourists generally seek an authentic experience in which they can go beyond what Maslow termed 'self-actualization' and in fact discover a true sense of being and healthy bodies.

Background and Motivation

Behaviour itself, together with benefits and motivations, are the most operational analyst of tourist behaviour (Park & Yoon, as cited by Almeida, Correia & Pimpão, 2014). This can enable products and marketing approaches to be developed based on the specific benefits tourism markets are seeking. However, exploring tourist motives can only be beneficial to some extent, as the more profound tourist motivation is often ignored. For example, when targeting a specific market, it is imperative to create an understanding of specific tourists' needs, desires, and personal goals in a tourism and adventure tourism context. With this in mind, wellness involves a conscious, progressing and self-directed process of realising one's full potential; it is a holistic, multidimensional and positive experience, including lifestyle, mental, social, occupational, spiritual and environmental well-being. As such, it can be argued that by applying the Dimensional Model of Wellness, tourism, specifically adventure tourism organisations, can develop successful wellness activities and programmes by becoming cognizant of the interrelatedness of each dimension and how they connect and contribute to healthy living.

The literature on *physical wellness* focuses on physiological considerations of body type, genetic disposition and harm-avoidance behaviours. A healthy exercise regime and diet to uphold a healthy lifestyle of fitness, flexibility and strength is the fundamental motivation of this dimension. Moreover, looking for medical care when necessary, as well as keeping a realistic view of one's own physical competencies and boundaries are crucial. Although physical wellness is important, the key aspects of *spiritual wellness* should also be maintained as it focuses on creating personal values and beliefs toward life's purpose and oneself in relation to others, the community, nature, the universe, and a higher power. Found within a shared community, spiritual wellness is a recurrent process of determining meaning and purpose in life. It considers and comes to terms with one's place in this complex and



interrelated universe (Swarbrick, 2006; Strout & Howard; 2012; 2014; Nicolaidis, 2014; Nicolaidis & Grobler, 2017).

As an individual matures, *psychological and emotional wellness* is enriched by centring one's own cognitive well-being. The objective is to achieve high self-esteem, as well as a positive and representative self-concept through a strong sense of purpose or individuality. While upholding optimism, this dimension allows for reflection on emotions and encourages individuals to connect with others in a positive and emphatic manner in order to manage stress and to uphold an optimistic attitude toward life and the future (Miller & Foster, 2010). Closely related, personal progression and societal improvement through *intellectual wellness* is acquired once intellectuality is stimulated. This acquisition of knowledge is used for or shared as critical reasoning, talent development and higher order thinking. As such, this dimension is linked to emotional wellness, as intellectual functioning forms part of the psychological part of one's well-being, mostly in behavioural modification formation like improving one's wellness (Strout, David, Dyer, Gray, Robnett & Howard; 2016).

Consequently, *social wellness* is realized when an individual is able to positively interact with others, the community, nature and work. Although action, intent, motivation and opinion of oneself and others influences the quality and extent of these interactions, a stronger social network with these stakeholders will yield better health. As such, the level of communication and ease to interact with other stakeholders in different environments or circumstances directly impact social wellness. Similarly, the rationale for *cultural wellness* can arise from the interaction of and socialisation of people using communication skills, building meaningful relationships and creating a support system of family and friends (Miller & Foster, 2010).

Furthermore, *occupational wellness* is experienced when individuals are able to express their beliefs and gain self-fulfillment from paid and non-paid work; a positive outlook toward work and an capability to balance numerous responsibilities is maintained; and, the means in which they can utilize their knowledge and skills to positively impact the community is achieved (Swarbrick, 2006; Strout & Howard; 2012; 2014). As a result, *financial wellness* is attained as individuals acquire a sense of power and become wiser about managing their personal finances in order to secure financial resources to meet practical needs (Miller & Foster, 2010). Ultimately, *environmental wellness* is achieved when an individual's interaction with local and international environments (home, work, community and nature) are carefully measured. In a broad sense, *economic wellness* is acquired as individuals drive institutions to become more accountable for inequalities in populations. That is, an individual contributes to the possibility of living in a political stable country that provides opportunities for career progression (Miller & Foster, 2010). Moreover, *climate wellness* is achieved through the increasing concern around extreme weather conditions and the consequences of global warming. That is, the potential health effects of climate change initiates joint community and international engagements. Climate change may bring communities together to decrease a shared threat, or generate social volatility in opposition for gradually rare environmental resources (Strout *et al.*, 2016).

Evidently, wellness conception is integrated with a physical activity mixed with mind relaxation, intellectual stimulus, as well as well-being enhancement through a balance of the body, mind and spirit. In other words, wellness is the state of being healthy, which may be holistic and ever-changing along a continuum of individual self-responsibility. Although commonly associated with eight dimensions, eleven dimensions have been outlined, as it is believed that each dimension has an intrinsically different effect on individuals and should be considered separately (Miller & Foster, 2010). Nonetheless, as a point of simplicity, this study specifically focused on the dimension of physical, social, emotional, intellectual, environmental, occupational and spiritual wellness in order to enable products and marketing approaches to be developed based on the specific adventure tourism markets needs, desires, and personal goals.

The notion of lifestyle is a concept borrowed from the social sciences. It refers to a summary of particular individual behaviour or integrated behaviour of a community, implying that it is an issue of arrangement or a time-schedule arrangement for various individuals or communities in terms of various



activities with limited time and resources (Andreason, as cited by Chen, Chen & Hsieh, 2008). Lifestyles represent all aspects that constitute the mode of living or how an individual or group operates on a daily basis (Kahle & Chiagouris, 2014). Lifestyle segmentation thus entails the division of a market based on lifestyle appeals (for example needs, motives, perception and attitudes) as consumers purchase products that reflect their lifestyles (Armstrong, Adams, Denize & Kotler, 2014; Boone & Kurtz, 2014; Horner & Swarbrooke, 2016). Stated differently, lifestyle segmentation is used to develop the right value proposition for its unique mix of consumer lifestyles.

However, Scott and Parfitt (2005) note that researchers and marketers in various industries worldwide are still using general applicable lifestyle segmentation tools for example VALS™ (Values and Lifestyles) to segment their market preferences. Scott and Parfitt (2005) argue that while these tools are generally applied, they are not applicable to all types of products as it only characterises a small portion of human experience. Consequently, researchers and marketers are increasingly examining the product categories people consume and/or the activities, interests, opinions and values of these consumers. These approaches can be applied to either the individual, group or overall societal level, to a specific domain, problem and/or product. With this in mind, Scott and Parfitt (2005) suggest that it is of vital importance that researchers and marketers distinguish the universal application of results of lifestyle research against the specificity and comprehension into a certain situation. That is, general lifestyle segmentation should be used to divide consumer groups based on their preferences and product-specific segmentation should be used to divide consumers according to product categories.

With a view to improve the quality of tourism marketing decisions, Scott and Parfitt (2005) offer three different approaches to lifestyle segmentation. The first approach is based on external logic that can be largely applied across a variety of markets. The second approach focuses on a data dialogue that relies on an internal rationality within that data that is not transferable to other market contexts. The third applies external paradigms specific to particular data sets (in a precise context). These approaches aim to ensure the generalisability and specificity of segmentation results; the results of which can be implemented using techniques based on the analysis of single source, product-specific and/or domain-specific data. In other words, effective and efficient marketing practices can only be implemented by adequately defining target markets, identifying market opportunities, positioning products, communicating product attributes, selecting the appropriate media and developing overall marketing strategies that are appealing to specific consumer groups.

Analysing travel behaviour, management and development studies published by one of the world's oldest top-ranked scholarly journal (JTR, 2016) – Journal of Travel Research – it is evident that lifestyle characteristics and segmentation have up to now been well researched and numerous studies have been conducted to assess, for example consumer or market behaviour and attitudes, consumer or market needs and wants in particular marketplaces, and how consumers or markets identified product offerings or suppliers. However, with a view to enable differentiated product and marketing development catered to specific target groups and/or markets, tourism researchers and marketers should identify various lifestyle factors which are related to tourism markets and/or tourists' needs, motives, perceptions and attitudes as market segments can change as consumers' move across consumption situations.

In response to the inconsistency of consumption situations, new marketing approaches required to attain more effective segmentation strategies should include demographic and lifestyle segmentation that are characterised by significance to diverse consumption occasions; dissimilar arrangements of occasions and effects on geographical identity, motivational aspects and the quality/price ratio; and, individual consumption occasions (Berni, Begalli & Capitello, 2005). As such, for the purpose of this study, coupled with demographic and/or behavioural characteristics, data suitable for lifestyle segmentation are selected and sourced to identify and label markets according to their lifestyle choices. In order to determine the needs, desires, and personal goals of residents and visitors within the Tshwane Metro in adventure tourism, this study's primary research objective is to identify whether adventure tourism activities can be used as a tool for improving adventure tourists' wellness. This will



enable the development of efficient and differentiated product offerings and strategic marketing approaches.

Research methods and design

To meet this study objectives and find a solution to the research problem, the core research purpose was based on pure (basic) research and a descriptive research strategy, with the intent to produce statistical information relating to this study's findings. A quantitative approach, grounded in the positivist social sciences paradigm applied the following research process:

Sample

This study's target population consisted of all residents and visitors within the Tshwane Metro area. The units of analysis included the Tshwane Metro residents and visitors who actively participate in adventure tourism activities. Since there was no trusted sample frame available to the researchers, and due to time constraints and resources, it was not feasible to make use of a probability sampling technique in this study. Therefore, a non-probability sampling method was yielded. A total sample frame of 213 residents and visitors was achieved which yielded one hundred percent (100%) response rate.

Ethical considerations

The moral and professional guidelines used during this research study are stipulated in the Code of Ethics created by Jennings (2001:98). This study included important aspects regarding the right of privacy and as such, the researcher was obliged and prepared to keep the nature and quality of participants' responses strictly confidential. In addition, respondents were informed in advance about the nature of this study and as part of the questionnaire were given a choice of either participation or non-participation. When participants answered the related question positively, they provided consent to be part of this study. Respondents were able to withdraw from the survey at any time, as participation in the survey was voluntary. Lastly, the results are presented in a complete and honest fashion without misrepresenting or compromising the outcome of this study.

Instrument and procedures

This study made use of a quantitative research in the form of a self-administered questionnaire to address the problem statement. The questionnaire based on the model of Hettler, was developed to examine the wellness dimensions (physical, emotional, social, occupational, environmental and intellectual). The questionnaire was adapted to incorporate adventure tourism elements. The holistic model explains the enrichment of life through social networking and activities, forming a world-view, advantages of usual physical activity, healthy eating and stimulation of mental and physical activities (Hettler, 1980). The wellness instrument, named 'Test Well' has been adopted by various universities, corporate and public health programmes. In addition, the American National Wellness Institute (NWI) also adopted the model. Other prominent measures of wellness, such as The Wellness Inventory section of the Lifestyle Assessment Questionnaire (LAQ), are based on Hettler's six-dimensional model.

With this approach in mind, the aim of this study's questionnaire was to determine whether adventure tourism activities could be utilised as a tool for improving adventure tourists' wellness. The first section of the questionnaire comprised demographic and participation related questions; the second section addressed the wellness statements related to adventure tourism activities using a Likert scale (1 = totally disagree, 2= disagree, 3= agree, 4=totally agree) consisting of five questions per dimension. The last questionnaire section was associated to the activities that the respondents participated in and additional comments. The fieldwork was undertaken by Bachelor of Technology (B-Tech): Travel and Tourism Management students from a University of Technology.

Data analysis

The statistical analysis of the data for descriptive and inferential purposes was conducted in collaboration with a statistical consultant. The raw data obtained from the self-administered questionnaire was converted into numerical representations to aid statistical analysis on the



aggregated data. Numerical codes were assigned for each response before coded into a series of numbers. Microsoft Excel© was used to capture the data and Stata (version 13.1) was used for data analysis. The data were subsequently analysed according to a descriptive univariate analysis (tables, graphs, percentages and frequency distributions) comprising one variable analysis at one time and a bivariate analysis (cross-tabulation and the Pearson correlation coefficient) to establish whether any relationship(s) were present among two variables.

According to Teddlie and Yu (2007), descriptive statistics describe what the data shows and are used to present quantitative descriptions in a logical form. In the case of this study, the descriptive statistics indicates how each dimension of wellness relates to the adventure tourism activities that the respondents participated in. In other words, the descriptive statistics enabled the identification of the seven wellness dimensions which were improved through partaking in adventure tourism activities. Evidently, descriptive statistics are significant as they facilitate data interpretation.

Ethical considerations

Significant aspects pertaining to the right of privacy were included in this study and as such, the researchers were compelled and willing to keep the nature and quality of the respondents’ responses stringently confidential. Furthermore, respondents were notified in advance about the study’s nature and as part of the questionnaire, were provided with the chance to partake in or not partake in the study. When respondents positively replied to the related question, they provided consent to partake in this study. Respondents were knowledgeable that they could withdraw from the survey at whatever time, as their participation was voluntary. Lastly, the results are presented in a comprehensive and truthful fashion without misrepresenting or compromising the study’s outcome. The study received ethical clearance.

Reliability and validity

The Cronbach alpha is a measurement of internal consistency or the reliability for a set of items. According to Tavakol and Dennick (2011), reliability is based on the ability of an instrument to yield consistent measurements. As a rule of thumb, an alpha between 0.6 and 0.7 is deemed as an adequate reliability and 0.8 or higher indicates sound reliability (Field, 2009; Hardy & Bryman, 2009). As such, a Cronbach alpha was conducted on all seven dimensions of the questionnaire (physical, emotional, social, occupational, environmental, spiritual and intellectual).

The findings relating to the internal consistency and reliability were based on the correlations between the diverse items of the matching scale. Table 1 indicates that all the wellness dimensions have good internal consistency in view of the coefficients being .70 or higher.

Table 1: Internal consistency and reliability of the wellness dimensions (Cronbach alpha)

Wellness Dimension	Cronbach Alpha
Physical	0.8273
Emotional	0.8448
Social	0.8253
Occupational	0.8285
Environmental	0.7630
Spiritual	0.8487
Intellectual	0.7984

Furthermore, as construct validation can only be taken to the point where the questionnaire measures what it is intended to measure, it can be argued that the questionnaire is valid as it is based on the most widely used wellness assessment instrument in the USA, and has been adopted by the National Wellness Institute (NWI) (Cooper, 1990).

Results

The purpose of this research was to determine whether adventure tourism activities can be used as a tool for improving adventure tourists' wellness, therefore creating an understanding of tourists' needs, desires, and personal goals in adventure tourism. Based on the descriptive statistics, the demographic profile of the research sample indicated that the majority of the respondents were between the ages of 21 and 35 years, skilled with a minimum of a technical qualification and resided in the Tshwane area. The respondents further indicated that hiking, cycling and running/walking were the most popular adventure activities in which they participated. Moreover, to determine which wellness dimension is improved from typically partaking in hiking, as well as cycling, running and walking, Figure 1 illustrates whether or not these physical and adventure tourism activities impact the respondents' wellness.

First, 90% of the respondents agreed that partaking in adventure tourism activities assisted them to sleep better at night, they feel good about their bodies, their bone and joint strength have increased, as well as their immune system improved which in turn boosted their recovery time after being ill (physical dimension). Only a small percentage (10%) disagreed with this statement. Second, a large percentage of respondents (91%) indicated that since participating in adventure tourism activities, they find it easier to cope with problems, they are more aware and able to express their feelings and emotions as well as adapt to change in a positive manner (emotional dimension). Only 9% of the respondents gave a contrary response.

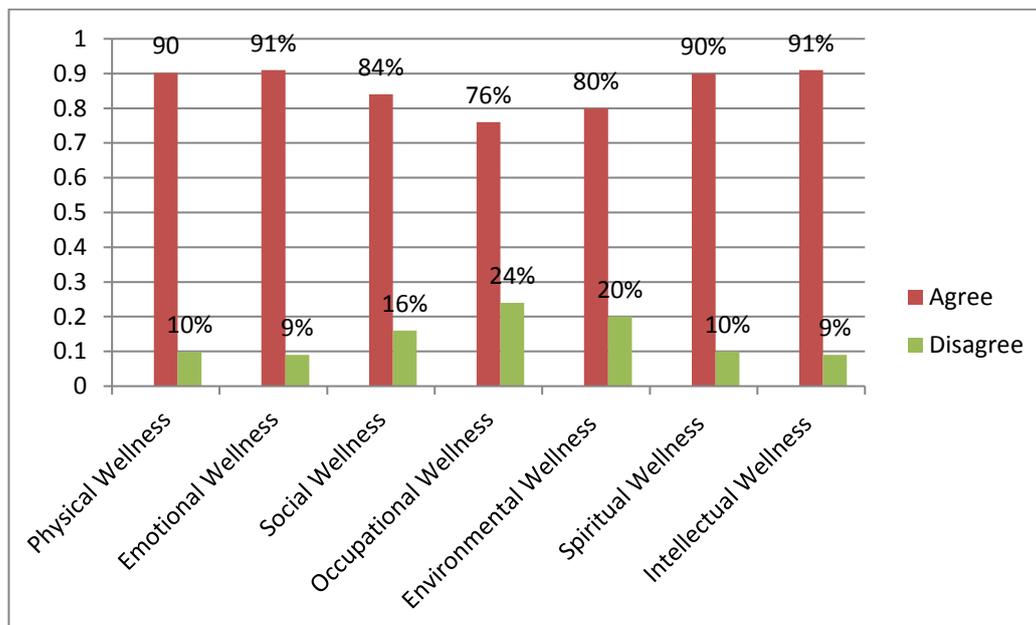


Figure 1: Respondents' wellness dimensions related to partaking in adventure activities

Third, related to the social dimension of wellness that focuses on confidence, making of new friends and caring, 84% of the respondents agreed that participation in adventure tourism activities improved their social wellness, whilst only 16% of them disagreed. Fourth, the majority of the respondents (76%) indicated that since participating in adventure tourism activities they have had better working relations with their colleagues, experienced less stress, were more productive and had improved concentration levels (occupational dimension). Only 24% of the respondents disagreed with this statement.

Fifth, 80% of the respondents indicated that after participating in adventure tourism activities they could respond to the environmental wellness dimension in a positive way and felt more appreciative of nature, recycling, ecology and showed an interest in preserving the environment. However, 20% of the respondents gave a contrary response. Sixth, most of the respondents (90%) indicated that since participating in adventure tourism activities, they have experienced inner peace and strength, have grown spiritually and are more in touch with their inner self. Only 10% of the respondents did not share



this view. Lastly, in terms of intellectual wellness, 91% of the respondents as opposed to 9% them, admitted that by participating in adventure tourism activities they felt intellectually stimulated, could concentrate for a longer period of time, had renewed interests and started a hobby.

Discussion

It is evident from the results that the research findings reveal that this study is consistent with the initial expectation in that there is a strong relationship between the wellness dimensions and adventure tourism and that adventure activities can be utilised as a tool for improving wellness. Partaking in adventure tourism activities assisted Tshwane Metro residents and visitors to sleep better at night, have increased intellectual stimulation, concentration and confidence, and cope better with challenges, awareness of feelings and emotions. The participants also developed the ability to adapt to change in a positive manner, were less stressful and achieved better working relations with their colleagues. Furthermore, they developed an overall appreciation for nature, environmental conservation and spiritual upliftment. Similar to the findings of Voigt and Pforr (2014), people are increasingly participating in wellness tourism, to promote health and well-being through physical, psychological, and/or spiritual activities.

A close examination of the descriptive statistics revealed that hiking, cycling and running/walking were indicated as the most popular adventure activities in which the respondents participated. Furthermore, the majority of the respondents reported that partaking in adventure tourism activities assisted them to sleep better at night, improved their immune system, helped them to cope with problems easier, make new friends, improved working relations with colleagues, they became more intellectually stimulated, experienced less stress and became more productive in general terms. In addition, the respondents indicated that after participating in adventure tourism activities they felt they had grown spiritually, become more appreciative of nature, recycling initiatives, and ecology, and importantly, they showed an interest in preserving the environment.

Limitations and implications for further research

The results reflected in this study are not representative of the whole of South Africa. In view of this limitation, generalization of the results of the study could be problematic. Despite this limitation, this study provides grounding for future research in other areas.

Recommendations

It is recommended that by applying the Dimensional Model of Wellness, tourism, specifically adventure tourism organisations, can develop successful wellness activities and programmes by becoming aware of the interrelatedness of each dimension and how they connect and add to healthy living.

Conclusion

Wellness tourism is one of the earliest types of tourism if one studies the attention paid by the Romans and Greeks to the pursuit of medieval pilgrims' spiritual enlightenment or the medical seaside and spa tourism of the European elites of the 18th and 19th centuries. In recent years, wellness travel has re-emerged as a universal phenomenon, as an increasing amount of people have recently become attentive in enhancing their well-being due to their growing pace of life, stressful environments and detachment from nature (Goldman, 2017; Kaboor & Somashekar, 2018). Is the wellness restoration today's catchphrase or could it become part of conventional tourism?

Evidently, wellness tourism plays a significant role in performing new functions, such as stress management, personal development, reflection, connection and purpose that are frequently not possible in everyday life. As such, this study concludes that adventure tourism activities can be used as a tool for improving adventure tourists' lifestyles as it has an overall positive impact on Tshwane residents' and visitors' physical, emotional, social, occupational, environmental, spiritual and intellectual wellness. In other words, adventure tourists' wellness are increased due to their active



lifestyles. As such, if an adventure tourism organisation wishes to deliver activities and services that meet the needs and wants of adventure tourists, they ought to develop activities where the contact with nature is authentic, interesting, unique, educational, exciting and ultimately enhances one's wellness.

Acknowledgements

Tshwane University of Technology holds copyright for this study. Acknowledgement and appreciate to Mr. D.H. Venter (2014) for the use of the adapted wellness questionnaire used to collect this study's data, as well as the BTech: Travel and Tourism Management students who assisted with the data collection.

References

- Almeida, A.M.M., Correia, A. & Pimpão, A. (2014). Segmentation by benefits sought: The case of rural tourism in Madeira. *Current Issues in Tourism*, 17(9), 813-831.
- Armstrong, G., Adams, S., Denize, S. & Kotler, P. (2014). *Principles of Marketing*. Australia: Pearson.
- Berni, P., Begalli, D. & Capitello, R. (2005). An occasion-based segmentation approach to the wine market in Denmark. *Journal of International Food and Agribusiness Marketing*, 17(1), 117-145.
- Boone, L. & Kurtz, D. (2014). *Contemporary Marketing*. Hampshire: Cengage Learning.
- Chen, Y., Chen, C. & Hsieh, T. (2008). Lifestyle segmentation, recreational benefits and consumption behaviour of tourists visiting hot spring areas. *The Journal of Global Business Management*, 4(1), 1-7.
- Cooper, S.E. (1990). Investigation of the Lifestyle Assessment Questionnaire. *Measurement and Evaluation in Counseling and Development*, 23, 83-87.
- Field, A. (2009). *Discovering Statistics Using SPSS (3rd ed.)*. London: Sage Publications.
- Gaboor, A. & Somashekar, C. (2018). Customer Perception towards Health Tourism in Karnataka. *International Journal of Engineering and Management Research*, 8, 1-13.
- Gibson, A. (2016). *Perhaps my best advice EVER (& essential for having an incredible 2017)* [Online]. Available from: <http://adventurewellness.com/perhaps-best-advice-ever-essential-incredible-2017/> [Accessed: 24/05/2017].
- Global Wellness Institute (2013). *The global wellness tourism economy* [Online]. Available from: http://www.globalwellnesssummit.com/images/stories/pdf/wellness_tourism_economy_exec_sum_fin_al_10022013.pdf [Accessed: 24/05/2017].
- Goldman, E. (2017). *Wellness tourism 2.0: The benefits of yoga and meditation retreats* [Online]. Available from: <https://layoga.com/community/festivals-retreats/wellness-tourism-benefits/> [Accessed: 24/05/2017].
- Guttentag, D.A. (2009). Virtual reality: Applications and implications for tourism. *Journal of Tourism Management*, 31(5), 637-651.
- Hardy, M. & Bryman, A. (2009). *The Handbook of Data Analysis*. London: Sage Publications.
- Hettler, B. (1980). Wellness promotion on a university campus. *Family and Community Health*, 3, 77-95.
- Horner, S. & Swarbrooke, J. (2016). *Consumer Behaviour in Tourism*. London: Routledge.



Journal of Travel Research (2016). *Journal of Travel Research*. [Online]. Available from: <http://jtr.sagepub.com/> [Accessed: 10/08/2016].

JTR **see** Journal of Travel Research.

Kahle, L.R & Chiagouris, L. (2014). *Values, Lifestyles, and Psychographics*. Abingdon: Psychology Press.

Lötter, M.J., Geldenhuys, S. & Potgieter, M. (2016). A conceptual framework for segmenting niche tourism markets. DTech Thesis. Pretoria: Tshwane University of Technology.

Miller, G. & Foster, L.T. (2010). Critical synthesis of wellness literature [Online]. Available from: http://www.geog.uvic.ca/wellness/critical_synthesis%20of%20wellness%20update.pdf [Accessed: 24/05/2017].

National Wellness Institute (2017). Six dimensions of wellness [Online]. Available from: <http://www.nationalwellness.org/resource/resmgr/docs/sixdimensionsfactsheet.pdf> [Accessed: 25/05/2017].

Nicolaidis, A. & Grobler, A. (2017). Spirituality, Wellness Tourism and Quality of Life, *African Journal of Hospitality, Tourism and Leisure*, 6(1).

Nicolaidis, A. (2014). Authenticity and the tourist's search for Being, *African Journal of Hospitality, Tourism and Leisure*, 3(1), 1-11.

Scott, N. & Parfitt, N. (2005). Lifestyle segmentation in tourism and leisure: Imposing order or finding it? *Journal of Quality Assurance in Hospitality and Tourism*, 5(2-4), 121-139.

Strout, K.A., David, D.J., Dyer, E.J., Gray, R.C., Robnett, R.H. & Howard, E.P. (2016). Behavioural interventions in six dimensions of wellness that protect the cognitive health of community-dwelling older adults: A systematic review. *Journal of the American Geriatrics Society*, 64 (5), 944-958.

Strout, K.A. & Howard, E.P. (2012). The six dimensions of wellness and cognition in aging adults. *Journal of Holistic Nursing*, 30(3), 195-204.

Strout, K.A. & Howard, E.P. (2014). Five dimensions of wellness and predictors of cognitive health protection in community-dwelling older adults. *Journal of Holistic Nursing*, 33(1), 6-18.

Swarbrick, M. (2006). A wellness approach. *Psychiatric Rehabilitation Journal*, 29(4), 311-314.

Tavakol, M. & Dennick, R. (2011). Making sense of Cronbach's alpha. *International Journal of Medical Education*, 2, 53-55.

Teddle, C. & Yu, F. (2007). Mixed methods of sampling: A typology with examples. *Journal of Mixed Methods Research*, 1(1), 77-100.

VALS. SRI Consulting Business Intelligence. (2009). *Welcome to VALS™* [Online]. Available from: <http://www.sric-bi.com/VALS/> [Accessed: 10/07/2013].

Voight, C. & Pforr, C. (2014). Wellness tourism: A destination perspective. *Journal of Tourism Management*, 42, 305-306.

Weihenmayer, E. (2017). No barriers [Online]. Available from: <http://www.touchthetop.com/no-barriers-0> [Accessed: 24/05/2017].