

An Empirical Study of the Determinants of Wellness Tourist Motivation in India

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Abstract *The desire of people to stay fit has increased research in the wellness sector. The success of a wellness destination is primarily attributable to an understanding of travel motivation so as to better market it. There exists little research on wellness tourists' needs, motivations, behaviour and revisit intentions in the Indian context. This research attempts to determine the factors influencing the travel motivation of wellness tourists, their levels of motivation, and to analyse the influence of demographic factors on the Indian wellness market. Factor analysis is used to identify factors that motivate the wellness tourist as well as to examine their motivation levels. A questionnaire was developed based on a literature review. Purposive sampling technique was used to collect the data. The results show that 57.89% of the sample population had high levels of motivation to visit wellness facilities in India. Relaxation and escape, socialisation and kinship, country specific attributes, and destination and service specific factors were identified to be the most influential factors explaining approximately 52% of tourists' motivation. The findings of this study can be used by both private and government service providers to promote wellness tourism in India.*

Keywords: *Wellness Tourism, Tourist Motivation, Factor Analysis, Cluster Analysis, Structural Equation Modelling, India*

INTRODUCTION

Time has changed the needs and travel intentions of people across the globe. To cater to the need to feel good there is a substantial increase in the interest in the wellness sector backed by the desire to maintain a healthy lifestyle. This extensive increase in the wellness industry can be attributed to the increase in disposable incomes, fast paced and inactive lifestyles, increased levels of stress at the workplace, alarming pollution levels and harmful effects of global warming and consumption of unhealthy fast food which has led to lifestyle illnesses (Global Sustainable Development Report, 2019; Pricewaterhouse Coopers (PwC) and The Federation of Indian Chambers of Commerce and Industry (FICCI), 2011).

Wellness Tourism involves tourists travelling primarily to achieve and maintain health and well-being. Tourism is regarded as one of the key elements for inflow of foreign exchange which expedites economic advancement for many countries. While many studies have examined

tourists' motivation, little research has been conducted on the motivation level of international and domestic wellness tourists with regards to wellness services being offered in the Indian context. It is against this backdrop that this research attempts to analyse the level of motivation of international and domestic wellness tourists travelling within or from outside India to seek wellness services and the difference in their demographic profiles.

A report by Indian Tourism Statistics (2020) states a total of 10.93 million foreign tourists arrived in India as of 2019 of which 57.1% of foreign tourist arrivals, derived by clubbing various visa type categories, are for the purpose of "Leisure, Holiday and Recreation". The above promising figure of more than 50% itself is a testimony to the fact that people want to escape their daily mundane environment, stressful life and seek leisure by indulging in recreational activities. In the year 2018 India received more than ten million (10.56 million) tourists, recording 5.2% growth over 2017. India's share in terms of international tourist arrivals as of 2019 is 1.23% in the world, ranking 23rd on the list and an

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improvement of 3 positions since 2018. In terms of tourist arrivals India's share in the Asia and Pacific Region accounts for 4.9%, ranking 8th in the list (Indian Tourism Statistics, 2020; Indian Tourism Statistics, 2018).

To examine this fast-growing sector and to provide impetus to its growth the following objectives are studied:

- To determine the factors influencing the level of motivation of wellness tourists travelling to or within India; and
- To determine the level of motivation of wellness tourists travelling to or within India.

LITERATURE REVIEW

In the quest to lead a healthy life, wellness has assumed an important position in the motivation of travellers across countries. Wellness tourism contributes significantly to the economies of many Asian countries including India.

Concept of Wellness and Wellness Tourism

The constitution of the World Health Organization defines health as "A state of complete physical, mental and social well-being and not merely the absence of disease and infirmity (WHO, 1946). Health tourism is a broader term which includes both external and internal well-being (Smith and Puczko, 2009). The non-surgical branch of health tourism referred to as wellness tourism is primarily pursued by healthy individuals with the prime aim of promoting and preserving their health, sustaining well-being and pampering themselves whereas the surgical branch is referred to as medical tourism (Didascalou et al., 2009, Marković et al., 2012, Müller & Kaufmann, 2001). Medical and wellness tourism are, therefore, both regarded as subcategories of health tourism (Voigt et al., 2011).

Travel Motivation

Kleinginna and Kleinginna define motivation as "An internal state or influence of needs and desires that serves to activate or energize behaviour and give it direction" (Kleinginna & Kleinginna, 1981). In the words of Dann, motivation resides either consciously or subconsciously in the minds of travellers, who themselves at times are unable to ascertain the motivation underlying their travel behaviour (Dann, 1981). One of the most celebrated works in the field of travel motivation is of Maslow titled Maslow's Hierarchical Theory of Motivation (Maslow, 1970). Although motivation is just one of the many factors affecting travel behaviour, yet it is considered to be of foremost significance for understanding tourist behaviour which can be very well

understood from the past work in this field by Goodrich, 1978; Crompton, 1979; Dann, 1981; Iso-Ahola, 1982; Pyo et al., 1989; Yuan & McDonald, 1990; Uysal & Hagan, 1993 over the years (Pawaskar & Goel, 2016, Snepenger et al., 2006). Most of the previous work on motivation can be broadly characterised into the study of travel characteristics and behaviour, demographics, for market segmentation, and in relation with other constructs such as behavioural intention and satisfaction.

The most cited theoretical framework as discussed above is that of Maslow's. A book on motivation and personality was published in 1954 which led to increased importance of Maslow's Hierarchy of Needs Theory in the tourism literature. The Hierarchy of Needs as recognised by this model has been categorised under five stages including physiological needs, safety, belongingness and love, esteem and self-actualisation need. Human needs are believed to follow this order but there are instances where a need at a higher level is addressed before a lower one is satisfied. It is not necessary for a need to be 100% satisfied to graduate to the next level, rather the percentage of satisfaction decreases as we go higher in the hierarchy (Maslow, 1970). Maslow (1970) further discussed two other sets of needs other than those mentioned above: aesthetic needs, and the need to know and understand. However, these two aspects have received insufficient space in the literature of tourism studies (Maslow, 1970).

Plog's (1974) work centred around the theme of 'allocentrism/psychocentrism', he conducted a study in the American context to understand why a significant percentage of American people did not travel and what could be done to motivate them to travel. Plog (2001) categorised people as psychocentrics or allocentrics, two different categories after analysing their basic tendencies. Psychocentrics, also referred to as dependables, are those set of people who have a tendency to travel less throughout their lifetime and have a sense of powerlessness and a strong feeling of insecurity in daily life. In contrast to them allocentrics, also referred to as venturers, are those who are self-assured and confident. In between venturers and psychocentrics (dependables) on a continuum scale are near-venturers, centrics (the largest group) and near-dependables, in the same order (Plog, 2001). This model has been widely cited in the literature as it explains the destinations development cycle. It supports the idea that initially due to limited development only venturers take keen interest in travelling to a destination and share their experiences with others until the destination has few support services. Near-venturers, based on the experience of venturers, take interest in this yet unexplored destination and travel to that destination and help develop local facilities further. Enhanced facilities and experience of near-venturers attracts centrics, near-dependables and dependables to travel to a now widely developed destination. Theory suggests that since near-dependables and dependables comprise of a

very small proportion of the total population the destination should keep a close watch on the level of its development and stop at the stage where it attracts centrals as they comprise the maximum population. Critics argue that Plog's theory contributes little to the tourist motivation dimension (Smith, 1990). Some people might take a full family trip as a dependable but a singles trip as a venturer.

In 1982, Iso-Ahola recognised the application of motivational theory to leisure, tourism and recreation. Mannell and Iso-Ahola (1987) asserted that at any given point of time two factors, personal and interpersonal, exert an influence on the motivation level of leisure tourists. Their study categorised these two on the escaping and seeking dimensions. They specifically stressed that tourists undertake leisure vacations in order to escape personal problems or interpersonal problems, or to seek personal rewards or interpersonal rewards, thereby highlighting the role of rewards in guiding leisure tourists' motivation levels. Personal rewards identified included self-determination, a sense of competency or mastery, challenge, learning, exploration, and relaxation; interpersonal rewards were recognised to arise from social interactions. Their theory states that these motives are not mutually exclusive and can co-exist at any given point in time. Mannell and Iso-Ahola (1987) proposed that tourists primarily focus on escaping rather than the seeking dimension during travel. The psychological concept of optimal arousal comes to play here as described by Wahlers and Etzel (1985) in the context of tourist travel; they affirmed that the difference between tourists' real-life stimulation level and expected/ideal stimulation level determines their travel behaviour motivation. People experiencing more stimulation in daily life seek a tranquil vacation than the ones who experience less stimulation in daily life. Travel motivation is thus highly influenced by people's work and living environments.

Crompton (1979) conducted 39 unstructured interviews and constructed nine motives through content analysis of which he categorised seven as socio-psychological motives and two as cultural motives. The seven socio-psychological factors identified include escape from perceived mundane environment, exploration and evaluation of self, relaxation, prestige, regression, enhancement of kinship relations, and facilitation of social interactions as well as two cultural factors including novelty and education. Crompton suggested that the linkages between socio-psychological motives are push factors and the cultural ones as pull factors. The study revealed that respondents assumed novelty to mean the same as curiosity, adventure and newness thereby leading to classification of curiosity as a pull factor instead of categorising it under push factors (Crompton, 1979). Crompton's study emphasised the role of non-destination-specific push motives in the selection of when and where to travel whereas Dann (1977) postulated that push motives were responsible for only establishing a desire to travel and

it was pull motives which lead to the choice of destination. Maslow (1970) too categorised the desire to know (curiosity) as a cognitive need.

Push and Pull Factors of Tourist Motivation

Push factors act as prime motivation for a traveller to seek a trip and pull factors direct this desire to a particular destination (Crompton, 1979). Push factors are considered socio-psychological motives to travel whereas pull factors arise due to destination influences. Crompton (1979) considered the cultural factors to be akin to pull factors, which are influenced by destination attributes. Push factors includes intrinsic/internal motives to travel like desire to escape, rest and relaxation, prestige, health and fitness, adventure and social interaction. Pull factors, on the other hand, are external stimulations which cause a desire to travel and these are destination specific factors such as available recreational facilities, cultural attractions, beaches etc. (Uysal & Jurowski, 1994). They used data from the Canadian Tourism Attribute and Motivation Survey to determine the inverse relationship between push and pull factors.

Dann (1977) laid emphasis on the sociological analysis of travellers to Barbados and classified them as anomic and ego-enhancement tourists. Of the two push travel motives anomie was defined as the desire to isolate oneself from everything by going on a vacation, as Dann quotes it "get away from it all". Ego-enhancement was defined as one of the personal needs to be recognised similar to the desire for a "bodily tune-up". He further classified anomic tourists as repeat visitors to Barbados, coming from small towns and rural areas, usually young and married male tourists with an above average socio-economic status; and ego-enhancement tourists as relatively old, first time female visitors, from lower socio-economic strata (Dann, 1977). Pearce (1982) drew similarities in the Maslow's (1952) categorisation of needs and Dann's classification relating anomie with love and belongingness need, and ego-enhancement as self-esteem need. Pearce criticized Dann's theory on account of its low explanatory power.

Yuan and McDonald (1990) interviewed pleasure tourists from Japan, France, West Germany, and the United Kingdom to examine their motivation levels. Five push factors identified from 29 motivational statements were novelty, escape, prestige, enhancement of kinship relations, and relaxation/hobbies. Seven pull factors identified from 53 items were budget, culture and history, wilderness, ease of travel, cosmopolitan environment, facilities and hunting. Based on the respondents' nationality the authors found significant differences in the level of importance each respondent attached to these factors.

Jamroz and Uysal (1994) analysed German travellers to identify eight push factors from 30 items and 11 pull factors from 53 items. The push factors were escape, novelty, family/friends togetherness, sports, adventure and excitement, familiar environment, luxury/doing nothing, and prestige. The identified pull factors include active sports environment, unique natural environment, safety, sunshine, inexpensiveness, cultural activities, entertainment, sightseeing, local culture, different culture and cuisine, and uniqueness of small towns/villages/mountains. The respondents showed different push and pull factors influencing their travel when travelling alone and in group with friends in contrast to when travelling with family, with their partner, and in an organised group tour.

Yoon and Uysal (2005) studied the effect of push and pull motivation factors on travel satisfaction and destination loyalty among tourists. Pull factors identified as cleanness and shopping, reliable weather and safety, different culture, and water activities had a negative effect on satisfaction and push factors identified as safety and fun, escape, knowledge and education, and achievement had a significantly positive impact on destination loyalty but no significant influence on travel satisfaction.

In a study by Fayed et al., 2016 ascertaining motivation level of tourists is essential for maintaining destination competitiveness. The study reiterates the datum of relationship between tourists' motivation and its influence on both satisfaction as well as their behavioural intentions (Fayed et al., 2016). Chand and Dahiya (2014) in a study of the Indian tourism industry suggested the need to capitalise the growing profits from the inclusive tour market segment in India and understanding the motivation levels of the tourists from all walks of life would help in capitalising it at a greater pace. The study further suggested difficulty faced by tour operators in India due to inadequate data pertaining to tourists' travel behaviour (Chand, 2003 & 2010; Chand & Dahiya, 2014).

This study aims to understand the motivation levels of all classes of wellness tourists travelling within or from outside India. The literature is replete with studies that have examined the impact of tourist motivation on a destination in a general context; however, there is paucity of literature in the context of wellness tourist motivation levels. A good understanding of tourist motivation will help in serving and better managing wellness tourists and sustain this sector in India.

RESEARCH OBJECTIVES AND HYPOTHESES

While medical tourism has received relatively greater scholarly attention among tourism marketers and researchers, wellness tourism is still new and relatively less studied.

The hypotheses are as follows:

H_{1a}: There is no impact of age on push wellness tourism motivation factors.

H_{1b}: There is no impact of age on pull wellness tourism motivation factors.

H_{1c}: There is no impact of age on the imputed wellness motivation score.

H_{2a}: There is no impact of gender on push wellness tourism motivation factors.

H_{2b}: There is no impact of gender on pull wellness tourism motivation factors.

H_{2c}: There is no impact of gender on the imputed wellness motivation score.

H_{3a}: There is no impact of education level on push wellness tourism motivation factors.

H_{3b}: There is no impact of education level on pull wellness tourism motivation factors.

H_{3c}: There is no impact of education level on the imputed wellness motivation score.

H_{4a}: There is no impact of occupation on push wellness tourism motivation factors.

H_{4b}: There is no impact of occupation on pull wellness tourism motivation factors.

H_{4c}: There is no impact of occupation on the imputed wellness motivation score.

H_{5a}: There is no impact of marital status on push wellness tourism motivation factors.

H_{5b}: There is no impact of marital status on pull wellness tourism motivation factors.

H_{5c}: There is no impact of marital status on the imputed wellness motivation score.

H_{6a}: There is no impact of residential status on push wellness tourism motivation factors.

H_{6b}: There is no impact of residential status on pull wellness tourism motivation factors.

H₇: There is no impact of nationality on the imputed wellness motivation score.

H₈: There is no impact of destination of past wellness experience on the imputed wellness motivation score.

RESEARCH METHODOLOGY

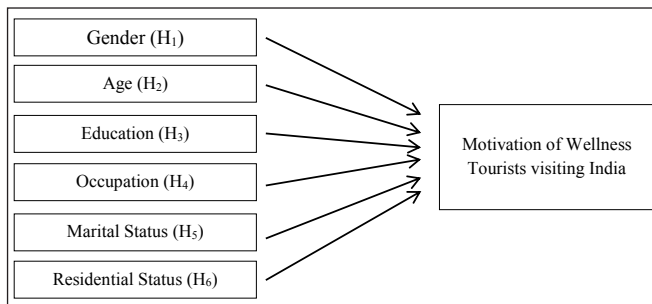
Study Site and Sampling

An empirical study was conducted in India over a period of four months from December 2018 to March 2019 at

New Delhi, the capital city, and Goa, well known as one of the most popular tourist spots located on the southwest coast of India. In the year 2015, Goa received the 'Wellness Destination of the Year' award at the India International Travel Mart (IITM), Chennai (Goa Tourism website, 2015). In 2016, Goa's Chief Minister Laxmikant Parsekar planned to widely promote the state as a wellness-medical destination. The state has a number of lifestyle retreats and other wellness centres that offer a wide range of services and attract a lot of international and domestic tourists (The Hindu, 2016),

Non-probability purposive sampling technique was used to collect data from the target audience. The criterion for selection was whether the tourist had ever travelled domestically or internationally to avail any wellness service. Whoever met the criterion was selected to fill the questionnaire. A total of 209 valid responses were obtained out of 216.

Theoretical Framework



Source: Authors own.

Fig. 1: Conceptual Framework

Data Collection

Based on the review of past literature, an instrument with 32 motivation items was drafted which was screened by an academic and an industry expert. The items were adapted from previous research work in the field of wellness and tourist travel motivation (Crompton, 1979; Dann, 1977, 1981; Iso-Ahola 1982; Uysal & Jurowski, 1994; Yoon & Uysal, 2005) and altered to study the objectives in the Indian context. Based on the experts' advice seven items were dropped from the questionnaire. The questionnaire, in English, with 25 items was used to measure wellness tourists' travel motivation level.

To check the content validity two wellness service providers and a niche travel agent dealing in the wellness service industry were asked to comment on this questionnaire which was then used for the pilot study. The pilot study was carried out in New Delhi, the capital city, with 68 responses. The

results of pilot testing confirmed high reliability and no validity concerns were found. Domestic and international tourists were then approached, explained the purpose of the study and asked whether they had ever travelled domestically or internationally to avail any services in any part of the world. Those who answered in the affirmative were qualified as wellness tourists and were requested to fill up the questionnaire in the capacity of a potential wellness tourist for India. The questionnaires were filled through street intercepts at local markets and places (such as cafes, restaurants and shops) located near well-known wellness centres and other popular tourist areas such as Connaught Place, Red Fort, India Gate, Old Delhi market, Haus Khaz village in New Delhi and Calangute beach, Baga beach, Vagator beach, Siolim, Palolem sunset point, Anjuna beach, Thalassa in Goa.

The questionnaire was divided into three sections. Section 1 comprised of a screening question and socio-demographic characteristics. Section 2 covered questions related to previous wellness experience and type of wellness services availed. Section 3 included the items used to measure the motivation level of wellness tourists (Crompton, 1979; Dann, 1977, 1981; Iso-Ahola 1982; Uysal & Jurowski, 1994; Yoon & Uysal, 2005). The respondents were asked to give a rating on a 7-point Likert scale, with extremely important (7) to not at all important (1) for each of the 25 items. Data were entered in IBM SPSS Version 21.

Methodology

To understand the underlying factors influencing the travel motivation level of wellness tourists travelling to or within India, factor analysis was used. Before conducting factor analysis, tests were conducted to gauge its suitability. The Kaiser-Meyer-Olkin measure of sampling adequacy value was found to be 0.877, which indicates that the proportion of variance in the variables might be caused by underlying factors; thus, factor analysis is considered appropriate. The significance level of Bartlett's test of sphericity value was 0.000, which suggests that the variables are related and so factor analysis is suitable for structure detection (Table 1).

Table 1: KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy	.877
Bartlett's Test of Sphericity	
Approx. Chi-Square	3203.821
df	300
Sig.	.000

Source: Authors own.

The 25 items were then factor analysed using principal component analysis with orthogonal varimax rotation to identify the underlying structure. By retaining the factors

with an eigenvalue greater than one, six factors were kept (Table 2).

Table 2: Eigenvalues

Component	Initial Eigenvalues		
	Total	Percentage of Variance	Cumulative Percentage
1	8.781	35.126	35.126
2	2.552	10.207	45.333
3	2.110	8.440	53.773
4	1.746	6.984	60.757
5	1.337	5.348	66.105
6	1.259	5.035	71.139
7	.945	3.780	74.919
8	.898	3.593	78.512
9	.562	2.248	80.760
10	.493	1.973	82.733

Source: Authors own.

All factor-loading scores were higher than 0.5, indicating a good correlation between the items and the factor to which they belong. The six factors account for 71.14% of the cumulative variance (Table 3).

Table 3: Total Variance Explained

Component	Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	8.781	35.126	35.126	3.858	15.431	15.431
2	2.552	10.207	45.333	3.347	13.386	28.817
3	2.110	8.440	53.773	3.017	12.067	40.884
4	1.746	6.984	60.757	2.854	11.417	52.301
5	1.337	5.348	66.105	2.378	9.514	61.814
6	1.259	5.035	71.139	2.331	9.325	71.139

Source: Authors own.

Data Analysis

Demographic characteristics of the respondents are shown in Table 4.

Table 4: Demographic Characteristics

Categories	Sub-Categories	Frequency	Percent
Age	18-25	47	22.48
	26-33	90	43.07
	34-42	38	18.18
	43-50	11	5.27
	51 and above	23	11.00
Gender	Female	134	64.11
	Male	75	35.89
Education	Secondary or Matriculation	13	6.22
	Bachelor's	85	40.67
	Masters	90	43.06
	PhD	16	7.66
	Others	5	2.39
Occupation	Professional	81	38.76
	Self Employed	44	21.05
	Housewife	29	13.88
	Others	55	26.31
Family	Single	83	39.71
	Married	126	60.29
Residential status	Domestic	155	74.16
	International	54	25.84
Place of past wellness experience	India	80	38.27
	Abroad	83	39.71
	Both India and Abroad	46	22.01

Source: Authors own.

Majority of the respondents were aged between 27 to 36 years. The study sample has more than half of female respondents as wellness service seekers and 60% of the sample was married. Out of 209 respondents, 155 were Indian nationals residing in India and 54 were people of different nationalities (including Indians) living abroad. Of all the respondents 22% had experienced a wellness service both in India as well as at a foreign location, 38.3% had experienced one of the wellness services (spa, lifestyle resort and spiritual retreat) just in India, and 39.7% had experienced it at some foreign location.

According to the items that fall under the same dimension, the first factor focused on items related to relaxation in

terms of mental and physical relaxation and that of escaping their daily environment, thus it was labelled as 'relaxation and escape'. The second factor clustered items relating to meeting like-minded people, socialising and spending time with the travel companion and thus it was labelled 'socialisation and kinship'. The third factor was named as 'country specific attributes' as it included items related to Indian heritage, attractions in India, and Indian food. The fourth factor grouped items relating to the feedback, pricing, advertisement and other destination related factors hence

titled as 'destination and service specific'. The fifth factor comprised of elements relating to luxury, rewarding, and pampering oneself hence labelled 'indulgence'. The sixth factor was about increasing knowledge and experiencing something new hence titled 'knowledge' (Table 5). The Reliability test of each factor, conducted individually to check the internal consistency of each set of items as a group, resulted in Cronbach's alpha values greater than 0.8, which is an indicator of high reliability well above the suggested minimum of 0.70 (Kline, 2011).

Table 5: Factor Analysis


Factor 1 - Relaxation and Escape					
Physical relaxation	.790				
Mental peace	.776				
Get away from work pressure	.727				
Spiritual refreshment	.698				
Get away from social life to focus on self	.677				
Get away from daily routine	.674				
Factor 2 - Socialisation and Kinship					
Meet like-minded people		.827			
Visit a place that friends have not been		.810			
Spend time with travel companion		.796			
Share experience upon return		.771			
Factor 3 - Country Specific Attributes					
Other attractions			.858		
Indian heritage			.853		
Variety of Indian food			.776		
Country specific wellness service			.547		
Travel distance to wellness centre			.495		
Factor 4 - Destination and Service Specific					
Online feedback				.867	
Reasonable pricing				.865	
Online advertisement/promotion				.806	
Weather conditions				.440	
Factor 5 - Indulgence					
Pamper myself					.832
Luxurious experience					.811
Reward myself					.767
Factor 6 - Knowledge					
Visit place not visited before					.855
Experience something new					.810
Increase knowledge					.766



Note: Extraction Method: Principal Component Analysis, Rotation Method: Varimax with Kaiser Normalization and Rotation converged in 7 iterations. Source: Authors own.

Two-step cluster analysis was performed using the factors identified in Table 5 which resulted in

the formation of two clusters. The results are shown in Table 6.

Table 6: Cluster Analysis

Input (Predictor) Importance


Cluster	1	2
Label	Low motivated wellness travellers	Highly motivated wellness travellers
Description	Low Motivation level with respondents aged between 26 to 33 years and 51 and above.	High Motivation level with majority aged between 18 to 33 years.
Size	 30.6% (64)	 69.4% (145)
Inputs	<p>KNOWLEDGE 4.49</p> <p>INDULGENCE 4.79</p> <p>COUNTRY SPECIFIC ATTRIBUTES 4.68</p> <p>DESTINATION AND SERVICE SPECIFIC 4.55</p> <p>SOCIALISATION AND KINSHIP 4.30</p> <p>RELAXATION AND ESCAPE 5.79</p>	<p>KNOWLEDGE 5.65</p> <p>INDULGENCE 6.31</p> <p>COUNTRY SPECIFIC ATTRIBUTES 5.82</p> <p>DESTINATION AND SERVICE SPECIFIC 6.03</p> <p>SOCIALISATION AND KINSHIP 6.04</p> <p>RELAXATION AND ESCAPE 6.80</p>

Source: Authors own.

RESULTS AND DISCUSSION

Majority of the respondents were female (64.1%) and the remaining (35.9%) were male respondents. Of the 209 engaged and useful responses, 39.7% had experienced wellness service at some foreign facility, while 38.3% of the respondents had experienced some wellness service in India, and 22% of the wellness tourists had experienced a wellness service both at an international location as well as in India. A small proportion of the sample, merely 5.7% of those who had sought wellness service abroad and 16.3% of those who had sought wellness services in India, took a trip for the primary purpose of wellness, compared to those who visited a wellness facility as an additional activity during the course of their general excursion.

This data gives an insight into the behaviour of domestic wellness tourists who show more inclination towards taking a trip for the prime purpose of wellness vis-à-vis those who had not yet experienced wellness services in India. On a whole this study supports the previous studies in terms of the demographics of wellness tourists, who are married, educated professionals, and female.

Student's t-test and Analysis of Variance (ANOVA) was conducted to test the difference in mean values among different categories on the basis of socio-demographic variables for all the six factors. The Levene's test for Equality of Variances, the significance level (α) in all the factors > 0.05 , at the confidence interval of 95%, implies

that equal variances can be assumed between the males and females for all factors. A two-tail test with significance value of 0.05 in all cases as shown in Tables 7 and 8, indicates that there is no significant difference between male and female respondents in terms of different factors influencing their motivation level and imputed motivation score. Similarly, no significant difference in the mean score between single and married respondents was found with respect to different motivation factors and their imputed motivation score.

The residential status of the respondents had an impact in case of factors such as Relaxation and Escape, Destination and Service Specific, Indulgence, and Knowledge, and a significant difference was found in their imputed motivation scores as well. The effect size measured by Cohen's D has been mentioned in Tables 7 and 8. No significant difference was found in the factors relating to items of Socialisation and Kinship, and Country Specific Attributes. Past Wellness Experience in India or Abroad (excluding those who had availed at both the locations) was also tested using t-test and no significant difference in their mean score was found in terms of their imputed motivation score.

ANOVA was conducted to test if differences existed among different categories as defined by age group, education level and occupation for imputed motivation score and different factors of motivation. The ANOVA score extracted a higher than 0.05 significance level at the confidence interval percentage of 95%, which proved no significant difference exists between different categories for imputed motivation scores and underlying factors of motivation.

Table 8: Results of t-Test and ANOVA with Imputed Motivation Score

Socio-Demographic Profile	Categories	Imputed Motivation Score
Gender	Female Male	t = -0.332 Two-tailed significance = 0.740 No significant difference
Age	18-25 26-33 34-42 43-50 51 and above	F = 1.531 F prob. = 0.195 No significant difference
Education	Secondary or Matriculation Bachelors Masters Ph.D. Others	F = 1.067 F prob. = 0.374 No significant difference
Occupation	Professional Self Employed Housewife Others	F = 1.358 F prob. = 0.257 No significant difference
Family	Single Married	t = -0.272 Two-tailed significance = 0.786 No significant difference
Residential Status	Domestic International	t = 4.300 Two-tailed significance = 0.000 There is significant difference in the mean score of domestic and international wellness seekers motivation score Domestic>International (6.135294>5.592880) Effect size (Cohen's d): 0.65745525 (moderate effect)
Past Wellness Experience in India or Abroad (excluding those who had availed at both the locations) n=163	India Abroad	t = 1.060 Two-tailed significance = 0.291 No significant difference

Source: Authors own.

The motivation score was estimated using IBM SPSS AMOS 22 and maximum likelihood estimation. The model was generated with the responses of all 209 respondents and factors from factor analysis were taken for model building. Chi-square for the model is $\chi^2 = 649.495$ and $p=0.000$ which implies that the null hypothesis is not rejected and the model fits perfectly. The model fit indices are shown in Table 9. Values of RMSEA (≤ 0.08) and CFI (≥ 0.95) yield a well-fitting model so the above model is a moderate fit based on the RMSEA and CFI scores. The Goodness-of-Fit statistic (GFI) is usually accepted above 0.90; however, it varies widely with the sample size and number of parameters. Therefore, with a small sample size of 209 respondents GFI 0.801 is a good fit.

Table 9: Goodness-of-Fit Statistics

RMSEA	CFI	GFI
0.082	0.876	0.801

Source: Authors own.

After conducting Principal Component Analysis with varimax rotation, factor loadings above 0.5 were selected and Confirmatory Factor Analysis (CFA) was done to determine if the constructs could be inter-correlated easily (Fig. 2). Validity and reliability tests confirm goodness of fit (Table 10).

Table 10: Validity and Reliability with Factor Correlation Matrix

	CR	AVE	MSV	MaxR(H)	F1	F2	F3	F4	F5	F6
F1	0.87	0.52	0.37	0.87	0.72					
F2	0.89	0.66	0.22	0.89	0.42	0.81				
F3	0.85	0.54	0.23	0.88	0.42	0.46	0.74			
F4	0.85	0.59	0.23	0.88	0.41	0.43	0.48	0.77		
F5	0.90	0.76	0.37	0.91	0.61	0.47	0.39	0.32	0.87	
F6	0.85	0.66	0.26	0.87	0.47	0.45	0.39	0.19	0.51	0.81

Source: Authors own.

Composite Reliability (CR) > 0.7, Average Variance Extracted (AVE) > 0.5, Maximum Shared Variance (MSV) < AVE, Average Shared Variance (ASV) < AVE, Square root of AVE greater than inter-construct correlations.

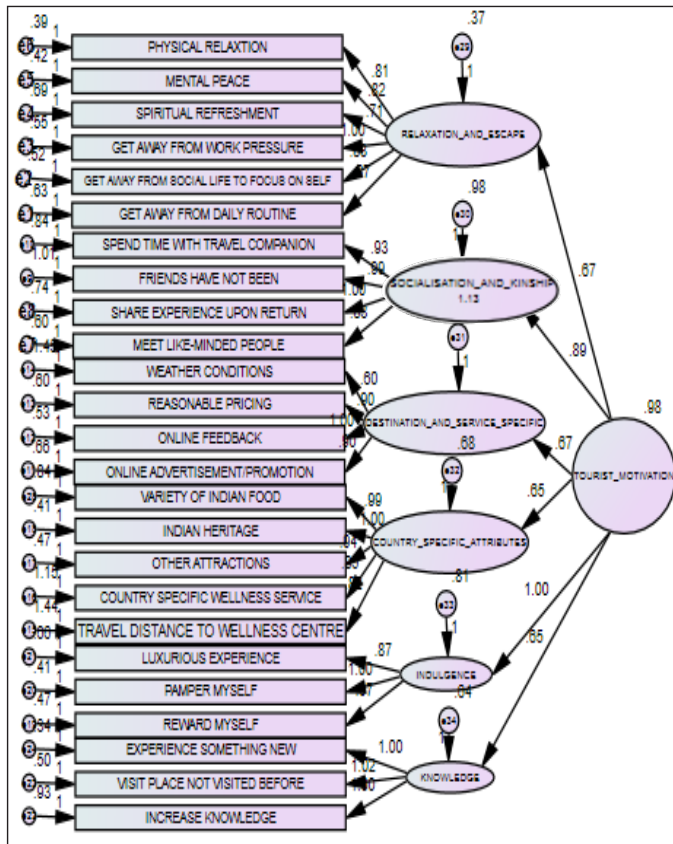


Fig. 2: Wellness Tourists' Motivation Confirmatory Model

The imputed motivation score was then used to calculate the median value which was then taken as a cut-off value. All the respondents whose imputed motivation score was above the cut-off value were classified as highly motivated to travel to India to experience wellness services and those whose score was below the cut-off value were less motivated. Table 11 shows that majority of respondents, 57.89%, showed high motivation while 42.11% had low levels of motivation.

Table 11: Level of Motivation

		Frequency	Percent	Valid %	Cumulative %
Valid	High	121	57.89	57.89	57.89
	Low	88	42.11	42.11	100
	Total	209	100	100	

Source: Authors own.

The findings of this study correlate as well as slightly differ on some points from the leisure motivation approach proposed by Beard and Ragheb (1980, 1983). According to them the first type of motivation for leisure tourists is intellectual which is the drive to learn and discover, followed by social, which is further sub-divided into basic and esteem of others. Their third categorisation is competence-master which is derived from the desire to compete and lastly stimulus avoidance motivation that is driven by the desire to escape and avoid unnecessary social contact. According to the findings of this study, the first set of motivation is intellectual, stimulus avoidance and relaxation, followed by competency and service master and lastly social and personal well-being.

CONCLUSION

This study analysed the motivation factors for wellness tourists for India with the help of push and pull factors adapted from previous studies. Different factors were identified using factor analysis. Imputed motivation score was calculated with AMOS which helped to calculate the level of motivation of wellness tourists. To statistically test the hypotheses, t and ANOVA tests were conducted to examine the differences between and among categories. No difference was identified between different genders, age groups, education levels, occupation and marital status for the imputed motivation score. High level of motivation was estimated among wellness tourist towards Indian wellness services, which gives the service providers an impetus to tailor their policies to satisfy these wellness tourists and increase their future inflow which would benefit the industry as a whole.

The practical implications of this study are that based on the findings of motivation factors and levels of motivation, the Indian wellness sector service providers can formulate policies and deploy marketing mix strategies to tap prospective wellness tourists. A deeper insight into motivational factors, not revealed through this study, the services and facilities in India, as a wellness destination, can be upgraded to attract more customers and transform their intention to visit into actual visits.

India being home to Ayurvedic and other traditional forms of wellness and healing services has a lot of untapped potential. This research is an attempt by the authors to better understand the needs of the wellness service seekers. Understanding these needs will help in better delivery of services as well as word of mouth publicity. Tapping the right customer at the right time is essential for any industry. Further research can be done to understand additional factors that might influence revisit intentions and incorporate recommendation by wellness tourists in the Indian context.

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