

The Motivations and Goals of Holistic Tourism Movement Today: A Review

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Abstract. The root of life's problems are often related to imbalancing aspects between fantasy and reality, ideas and actions. The seeking of balancing of these aspects is the motivation as well as the goal for spiritual/holistic tourist groups who continue to be an alternative choice of travel destinations in the midst of today's global community movements. This trend, which is related to economic potential and investment development in the tourist industry, has been widely predicted and accepted by a number of nations. This study aims to explain and examine a variety of aspects of this holistic alternative tourism, particularly those that relate to motivation and goals. The area of self-transformation serves as a guide for the variety of holistic travel options. Using the literature review method, this study tries to explore everyone's experiences and views about this new type of tourism, based on a number of previous studies, because its application in a specific context will open up space for the players of this new tourism industry to explore the variety of creativities that support it. Thus, this review is expected to lay a conceptual foundation for the practice of implementing and developing holistic tourism products now and in the future.

Keywords: holistic tourism, motivation, goals, tourist destination

Introduction

It's inarguable that in a number of countries including Indonesia moment, tourism is an assiduity that really contributes to the profitable growth of a country. But it's also a veritabily important socio-artistic miracle in ultramodern studies [1]. It's a space for social, profitable, and artistic studies that are always applicable. In the variety of investment conduct and mortal mobility across regions and across countries, the hunt experience of excursionists continues to grow and isn't limited to bare sensitive satisfaction. moment, excursionists are looking for new life gests and not just simple contact with societies, people, geographies and/or places presently. They also concentrate on trans-substantiating themselves and being part of the spiritual experience [2]. They get out of the age zone where they live and their routines and make pilgrimages physically and psychologically.

For them, gaining gests that go beyond physical effort are necessary because physical fulfillment isn't enough. According to certain generalizations drawn from the study's findings, travel can be a form of spiritual tourism and is itself a spiritual trip. The spiritual dimension that serves as the destination for the journey has brought about a new assiduity in the tourism industry. Excursionists search for a balance point for their actuality in their social interactions

with other constructed worlds with considerable care and intention to their spiritual needs. As a result, holistic tourism or health tourism are among of the new forms of tourism that include spiritual emptiness [3]. Then, holistic tourism offers a new equilibrium point for its addicts which eventually provides physical and internal fitness. There's an aspect of panacea that's attained from the satisfaction of traveling on this new tourism product.

Holistic tourism has advanced significantly in the context of the debate and experimentation by experimenters over the past few decades, especially in the context of the ultramodern tourist destinations immolated offered to adventurous travelers pursuing programs and gestures they believe will bring balance to their lives. The desire of today's people to focus on the fulfillment of their pride, supported by the wealth of their life and financial power, is largely responsible for this increase. The rubberneck seeks to realize his ambition to leave behind the daily grind of his own country in this dimension, hoping to temporarily lose himself in fading and rediscover the realm of his own authenticity [4]. Holistic excursionists are a new member in conforming colorful gestures of enjoyment of life through cross-space mobility in carrying spiritual gestures through the tourism products offered [2].

Several tourists seek a holistic harmony between body, soul and mind. Some experimenters define this new tourism as a high-position wealth product [5]. In fact, holistic tourism is considered one of the most prospective tourism requests in the healthcare assiduity representing roughly 6 (524.4 million) of all domestic and transnational trip and 14 (\$438.6 billion) of plutocrat spent in that request. According to protrusions, this request is anticipated to grow by further than 9 per time throughout 2017, nearly 50 faster than what can be anticipated in other tourism surrounds [6]. The major donation of the tourism assiduity to socio-profitable development over the times requires a detailed disquisition of the underpinning factors impacting tourism demand in the area, given its global and largely competitive nature and in the face of the current coronavirus. The COVID-19 epidemic which has redounded in border closures and travel restrictions worldwide, led to a 74 drop in transnational sightseer advents in 2020, which amounts to 1 billion smaller transnational advents [7].

Tourism demand has been delved considerably over the times, with numerous former studies dealing with issues related to measuring variables similar as relating acceptable explicatory variables, conceptualizing variables and relating applicable delegates for them [8], while numerous recent exploration has tended to explore issues related to modeling and soothsaying, as well as data rates. One of the important features in utmost former studies on tourism demand is the frequency of emphasis on profitable factors similar as relative prices, income, exchange rates, trade and costs travel [9], [10].

Nevertheless, the statistics are easily different after being affected by the COVID-19 storm three times in a row. Numerous research on the issues and prospects for international tourism have been conducted in a variety of nations [11], [12]. The information regarding the decline of this assiduity in Indonesia's original, native environment is similar. Based on multiple prior studies, the tourism industry's haste is evident in several of Indonesia's [13], especially when talking specifically about issues related to the pastoral vision of tourism development within the compass of Ruteng Diocese [14], especially tourism issues in Labuan Bajo [15].

A number of inventive upgrades have started to emerge as the colorful world struggles to regain the lucrative business from this tourism-assiduity investment. There are initiatives to promote virtual tourism, provide blinking freights, and many other initiatives that are expected to accelerate the sector's recovery. The sector's participatory and sustainable elements were a significant advancement [16]. This means that in order to promote the sustainability of this industry for its continued operation, tourism should fully engage local communities in tourist locations. It should also protect both artistic legacy and traditional values [17].

The sustainability aspect of managing the tourism sector easily requires a variety of indispensable products offered to attract both domestic and foreign excursionists [18]. It's in this environment that old products appear in new polishes, especially in the environment of the Labuan Bajo destination within the Diocese of Ruteng under the name Holistic Tourism [14]. With the idea and creation of holistic tourism, the most important thing is to understand aspects related to the pretensions and provocations of the excursionists themselves. The main thing of holistic excursionists is to save or promote the health of their bodies, minds and souls. They generally stay in specialty hospices or resorts that give professional care, comforting, and moxie analogous to the well-being that excursionists anticipate [6].

In addition, some destinations revitalize themselves, seeking oneness and difference, erecting their image and immolations of a fitness life grounded on recreation- relaxation- and self- mindfulness of an decreasingly global society. Despite the growing significance of holistic tourism has been inadequately studied [3], studies have concentrated on the healthcare request and in particular on holistic tourism. Studies that concentrate on how spiritual movements affect the provocation and experience of excursionists are scarce. As a result, the goal of this study's conclusion is to cover the information gap in the literature concerning this new type of tourism and to generalize what is already known about it. This study also offers holistic destination directors insight that will assist them investigate this new luxury desire because they will comprehend the provocation, self-image, and contentment position of holistic travelers.

Method

The type of exploration used in the development of this paper is qualitative exploration, frequently called natural exploration styles because the exploration is carried out in natural conditions [19]. This qualitative exploration system uses a literature study where the experimenter is the crucial instrument [20] in developing ideas, collecting and assaying literature data. The gathering of data for this investigation was done in stages. Determine the primary themes and issues first then, do an online and offline literature search with a focus on aspects of connectedness, correlation, and application to the paper's major theme [21]. Third, group the information into categories based on its scope and relevancy to the study's core topic. The analysis and interpretation of the data or literature setup is done after the literature has been gathered and distributed according to the position of correlation and applicability.

The analysis was carried out on the data from the primary study which will be used to determine the exploration focus [22]. Meanwhile, the data analysis fashion used in this study is descriptive qualitative analysis, videlicet describing the data and interpreting the data attained through literature review and also anatomized in such a way that it's hoped that an overview will be attained that can reveal the depth of the conception that helps the development of farther exploration [23].

Regarding the reasonability of the choice of this system, literature review plays an important part as the base for nearly all types of exploration (Tranfield et al., 2003). Literature studies can serve as a base for knowledge development, produce guidelines for policy and practice, give substantiation of goods, and, if done well, have the capacity to induce new ideas and directions for a particular field (Yaniawati, 2020). Therefore, this study serves as the base for unborn exploration and proposition.

Knowledge product in the field of tourism business exploration is presently accelerating extensively while at the same time remaining fractured and interdisciplinary (Getz & Page, 2019). This makes it delicate to keep up with the rearmost developments and be at the van of exploration, as well as to assess collaborative substantiation in specific areas of business

exploration. With this approach, it's hoped that the author won't fall into the general trap of the complexity of the literature review (Snyder, 2019). This is why this literature review emphasizes the aspects of the applicability of former exploration motifs to the main exploration problems on the content being reviewed. Of course, it must be conceded that this kind of literature review is frequently less thorough and tends to be poisoned in its development procedure (Busalim, 2016).

This approach for reviewing the literature is used to gather and analyze pertinent journal articles from the last two decades. Seventy publications or papers and books in total were compiled based on the review process and dissected based on the main author, the journal distribution system, the time of publication, and the exploration system. In the meantime, a theme analysis was done to group all papers into the tourist exploration domain [22].

The findings point to a growing trend in international tourism publications as well as an uptick in studies on domestic and international tourism concerns that are emerging in a number of journals. It was also established that the empirical studies are numerous and restricted to ask investigation, particularly in putting out a clear generalization for the future of the concept of holistic tourism in the original context of Manggarai, while the being studies are largely abstract articles.

Results and Discussion

The findings demonstrated that all impediments to holistic tourism were linked to self-image restrictions. The only bones that weren't strongly associated with a holistic self-image and wealth were those related to leisure and wellbeing. According to [24], the self-image dimension was appreciatively associated with contentment with holistic gestures, quality of life, and well-being, as well as with satisfaction with holistic pretensions but not with pleasure with the unity of holistic gestures.

On the other hand, there is a positive and strong association between satisfaction with a holistic experience, quality of life, and overall wellbeing, as well as with almost all provocations created for a holistic tourism industry, except for provocation of the body and health. Recreational provocation and overall well-being did not significantly correlate with satisfaction with the holistic destination factor. The provocation for holistic tourism did not significantly correlate with the satisfaction factor with the oneness of the holistic experience.

In addition to the huge advancement of digital information technology, which is becoming a less-global phenomenon, travelers are becoming less critical and demanding of the routes they use [25]. A specific trip product or service purchase involves a difficult process that may affect future buying satisfaction. In reality, a variety of specific, social, and marketable factors work together to influence how people choose to travel, shop, and consume [1]. A recent essential product in the tourism industry is holistic tourism. It is based on the need to get away from the daily grind and stresses of life, the pursuit of concinnity and a sense of well-being, and the pursuit of genuine gestures to rekindle the individual's unique identity [26].

Adventuresome travelers attempt to achieve a balance between their physical, emotional, and mental selves in order to find self-fulfillment, relaxation, and reflection. Due to the paucity of research in this particular area, the major goal of this examination is to bolster the study of holistic tourism. We examine the lives of travelers who opt for holistic travel, capturing their provocation, self-image, and fulfillment. In terms of the overall request, it is feasible to demonstrate that the desire to escape from the monotony of work, the stress of daily life, to see something novel, and the authenticity of this new kind of tourism are the primary drivers for

choosing this sort of travel. All of these conclusions confirm that the main provocation for holistic tourism is the desire to escape, achieve balance and well-being [2].

When practicing holistic tourism, the aspect of self-image that is most emphasised is the value for plutocrats linked with holistic products and products that mirror the visitor's self-image. These outcomes are consistent with other research [27].

The position is high encyclopedically but holistic adventurous travelers are more satisfied with the kindness and amenability of the staff to help and the choice of the holistic product itself because it's considered a product that improves the quality of life and is good for people's health. Excursionists also expressed satisfaction with holistic destinations in general by stating that they enjoyed visiting these destinations.

This is a veritably important sapience for directors, especially since holistic adventurous travelers are satisfied with this kind of product choice. They're apprehensive of the significance of it for their life and quality of health as shown in former exploration [28]. The mortal study the relationship between holistic sightseer provocation; self-image and position of satisfaction were also anatomized. It's possible to conclude aspect of the service provider is stressed with an emphasis on staff satisfaction. In this that there's a general relationship between provocation, holistic self-image and wealth and holistic sightseer satisfaction. Holistic provocation is related to relaxation and escape provocation, health and body provocation, with holistic self-image and wealth, with holistic satisfaction to gain quality of life and well-being and eventually with satisfaction with holistic pretensions. This is a veritably intriguing result, as it confirms former exploration linking holistic tourism with the triangle formed by body, mind and well-being in a destination that offers quality [4], [28].

The happiness with the unity of the holistic experience and the inspiration for new gestures and authenticity, however, cannot be proven to be related in any way. This might be as a result of the product's excessive exclusivity, which sets it apart from other tourism-related goods. By evaluating the key traits of holistic tourists, particularly their profile, provocation, self-image, and satisfaction, this study enables us to assist fill the gaps in the literature and investigation on mostly prospective tourism items [29].

Based on the findings, it is possible to identify certain defenses for travel agencies and directors looking to investigate this opulent request. Thus, how and why tourists connect with products and destinations influences destination strategy, local economies, and lodging designs. In addition to developing tactics to improve these tourists' immolations for relaxation, escape, oneness, and authenticity, directors of holistic destination hostels and resorts should focus on immolations with high value for plutocrats [30].

These results might contribute to the development of a data-driven corporate strategy. By linking the main inducements of excursionists for holistic tourism, it is feasible to define better marketing approaches to target certain request components, produce various plans, and improve their implementation [31]. Hotels and gyms interested in investigating this request must be aware of the prospects of tourists in order to offer visitors greater options for their lives and health (Suhartanto et al., 2021). Visitors exhibit a high level of satisfaction with these locations for holistic tourism practices because they provide adequate availability and amenities as a holistic destination that isn't insurmountably difficult to resolve in the future.

Limitations and Urgency of farther Studies

There are several limitations of the study which should be considered. The first limitation is that the abstract literature on Holistic Tourism itself is still veritably limited. Except for the results of studies in Southern European countries, the literature on holistic tourism in the

Indonesian environment, more specifically in the Ruteng Diocese, isn't veritably expansive or still veritably limited. Second, the limitations of contextuality; the environment and compass of this study must be admitted that it's still veritably limited and requires a more comprehensive follow-up study. Third, the absence of a definite description and acceptable perception regarding the language of Holistic Tourism itself has come an unlimited hunt space, therefore furnishing its own difficulties in understanding the contextuality of holistic tourism ideas or products in the environment of the tourism business assiduity in general. This also requires further in-depth study. For the three constraints and limitations over, unborn exploration is encouraged to snap the reality of the field in order to measure and test the validity of abstract information from the diapason of study that develops in this composition.

The existing construct (life, place connection and/or participation) can be related to other variables by assessing fresh specifics and characteristics that pertain to the same or other equivalent exploratory situations. Given the correlation findings, it could be far more fascinating in future studies to analyze the relationship between provocation and happiness with oneself and one's life. Analysis of satisfaction with various provocative and specific picture components, as well as with the unity of the holistic experience, is also suggested. However, creating a model using structural equations, analyzing the results, and researching the connection between provocation, self-image, and satisfaction is also encouraged, particularly if the model is unable to account for how provocation and self-image affect overall visitor pleasure.

Conclusion

The emphasis on a thorough understanding of the fundamental prerequisites for implementing holistic tourism requires scientific investment, as well as a significant financial investment for the availability of accessibility, amenities, and tourist attractions. This is explained in the description and discussion above, which also includes a number of literary perspectives. In the perspective of sustainable development, this comprehensive tourism infrastructure facility is an intriguing research that should be further improved. The government's massive movement to develop this sector is evident from a number of programs, especially those proclaimed by the Ministry of Tourism and Creative Economy, seen in great attention to the development of tourist villages, encouraging attractive cultural creativity, building connecting infrastructure to natural tourism potential, managing accommodation facilities, all of which target these holistic adventure seekers.

On this basis, many aspects and dimensions of tourism development will integrally and thoroughly provide a new atmosphere and freshness for the body and soul, mind and level of happiness in life. It is in these aspects that the promotion of holistic tourism development will bring many benefits both socially and economically. Last but not least, the declaration of the Holistic Tourism Pastoral Year in the context of supporting the Labua Bajo alternative tourism industry needs to be supported by a number of in-depth studies and real breakthroughs in helping to increase local community participation, increasing appreciation for the cultural values of Manggarai wisdom and at the same time while maintaining harmonious relations with other creations by maintaining their integrity and sustainability. This is certainly a promotion and alternative offer that can encourage the presence of more holistic tourists.

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