

Wellness Tourism: Exploring Urban Wellness Tourist Motivation, Attitude, and Acceptability

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Abstract. The purpose of this paper is to investigate the connection between egoistic motivation, hedonic motivation, attitude, and acceptability in the context of urban wellness tourism. Survey is conducted and has managed to collect 104 samples from respondents' participation. The findings show that hedonic motivation has a positive and significant influence on urban wellness tourism attitudes. However, it has been demonstrated that egoistic motivation has no influence on attitude. Meanwhile attitude also positively and significantly influence acceptability of urban wellness tourism. Based on the findings, theoretical and empirical implications are discussed, as well as the study's limitations and future research possibilities.

Keywords: Wellness Tourism; Egoistic Motivation; Hedonic Motivation; Attitude; Acceptability

1 Introduction

The Covid 19 pandemic has brought many changes to everyday life around the world, including a shift in consumer behavior. Due to Covid 19 pandemic, awareness of the importance of physical and mental health is starting to increase[1]. Tourism as one of the most impacted industry needs to consider these changes in order to provide competitive product/service.

Wellness tourism is one of the emerging niche tourism. Wellness tourism generally defined as travel-related activities that aim to improve one's health and might fulfill physical, emotional, spiritual, psychological, and intellectual aspect of wellness[2]. Wellness tourism may be viewed as primarily involving rest and relaxation exercises, massages, spa treatments, dietary changes, and cosmetic surgery (for beauty) [3]. The field of wellness tourism is only just beginning to be understood, especially in Asia. In the context of research and the development of scientific studies related to wellness tourism, research in the urban context still tends to be minimal [4] eventhough it exhibits opportunities. Both the Indonesian Ministry of Health and the Ministry of Tourism and Creative Economy have expressed an interest in the expansion of wellness tourism. Surakarta, Jogjakarta, and Bali are the top three wellness tourism destinations that Indonesia is currently promoting[5]. In those three destinations, urban areas predominate.

Urban tourists point of view were examined in this research. This research contends that attitudes influence the acceptance of wellness tourism in urban areas. Motivation is one of the

many factors that influence one's attitude. Motivation leads people to behave as they do in order to satisfy their needs[6]. The motivations investigated in this study are egoistic and hedonic. Hedonic motivation is examined as one of major approaches to pursue well-being [7] while egoistic motivation expressed as one's tendency to gain personal benefit, for example is personal health [8]. This study seeks to find relationships between concepts from a tourist perspective related to motivation (hedonic and egoistic), attitudes, and acceptability of urban wellness. Theoretical contributions are expected by filling the gaps in previous studies on motivation, attitude and urban wellness tourists' acceptability towards the growth of wellness tourism in cities. Practically, this research may be taken into account by business people and the Indonesian government who are working to promote wellness travel in urban areas.

2 Literature Review

So far, research exploring egoistic motivations is less common than research exploring motivations to give or so-called altruistic motivations. Egoistic motivation in the light of gaining personal benefit can be seen as an individual's concern for his own health, where the benefits are improved personal health and quality of life[9]. Several studies related to egoistic motivation are generally associated with green products and environmentally friendly[8], [10]. Not many studies have examined egoistic motivation and its relation to wellness tourism, which considered as part of health enhancing product and services. One of the studies found in attempts to use egoistic motivation in the context of wellness hotels suggests that egoistic motivation influences consumer attitudes in the context of wellness hotel[11]. Since wellness hotels are considered to be a component of wellness tourism, the first hypothesis is proposed.

H1: Egoistic motivation significantly influence attitude towards wellness tourism.

A study conducted by Dimitrovski & Todorovi conclude six dimensions of wellness tourist motivation: rejuvenating, socialization and excitement, hedonism, obsession with health and beauty, relaxation and escape [12]. In the context of wellness tourism, a visit to spa can be considered as purely hedonic since it produces short-lived feeling of enjoyment, relaxation, and pleasurable satisfaction involving all of the senses (touch, sight, smell, and hearing) [13]. Therefore this study propose the following hypothesis:

H2: Hedonic motivation significantly influence attitude towards wellness tourism

Attitude is usually assessed based on individuals' perceptions or beliefs about participating in certain behavior[14]. Previous studies which attempts to examine the relationship between attitude and acceptability are conducted in the context of low emission zones or nuclear energy development and policy[15], [16]. Acceptability can be defined as an attitude towards these policies[17]. Although acceptability has been used in tourism research, most of the study discussed about carrying capacity and community acceptance as tourism host[18]. Acceptability in this study refers to urban wellness tourist' acceptance and willingness to support the idea of developing urban wellness tourism. Therefore this study argues that the attitude someone has about urban wellness tourism might directly influence his/her acceptability of urban wellness tourism development.

H3: Wellness attitude significantly influence acceptability of wellness tourism

The conceptual model in Figure 1 depicts the three hypotheses proposed in this study.

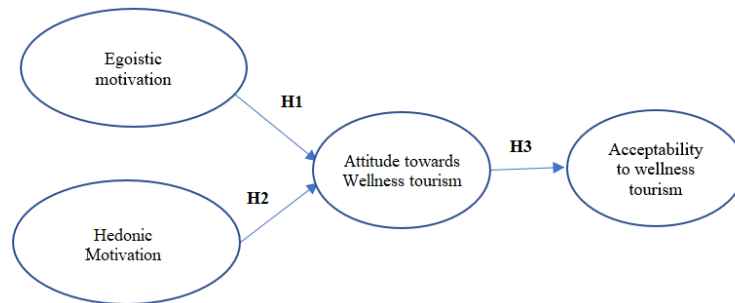


Fig.1. Conceptual Model

3 Methodology

This research was conducted using a quantitative approach using the Structural Equation Model (SEM). The sampling method used is non-probability sampling using a purposive sampling technique which allows researchers to make sample criteria that are in accordance with the research objectives so that research questions can be answered accurately.

Data was collected using online questionnaires and distributed during the period from mid November 2022 to the beginning of December 2022 through social media platform such as WhatsApp, Instagram, and email. Respondents who were at least 17 years old, Indonesian, live in urban areas, and had used wellness tourism services or products within the past year were considered eligible to fill out the questionnaire. To help respondents understand the concept of wellness tourism, the researcher provided a brief definition as well as examples of wellness services and products in the tourism context.

For the operationalization of all constructs, reliable scales from the prior literature that have been modified to fit the parameters of this study are used. The three indicators used to measure selfish motivation variables were adapted from Pop and Zsuzsa[10]. Four indicators for measuring hedonic motivation were adapted from Dimitrovski[12] and Yeo[14]. Attitude is measured from 3 indicators adapted from Meng[19], while 3 indicators measuring the acceptability variable were adapted from Morton[15].

The minimum sample size for this SEM (Structural Equation Model)-based study is determined by following the guidelines from Hair et al. [20], which can be calculated using the total number of estimated parameter, multiplied by 5 to 10 times, and call for between 100 and 500 samples. Based on the data collection results, only 104 out of a total of 118 questionnaires could be processed to the next stage. The data is then processed with smartPLS 3, an analytical tool that can be used for SEM analysis.

4 Findings and Discussion

The demographic characteristics of the respondents who took part in this study's research are explained. Of the 104 respondents, most of the respondents were male (56.73%) and the rest

were female (43.27%). In terms of age, the majority of respondents came from the age range of 25-32 years (41.35%). Followed sequentially are respondents with an age range of 33-40 years (24.04%), 17-24 years (18.27%), 41-48 years (10.58%), 49-56 years (4.81%) and finally >56 years (0.96%). Based on educational background, most of the respondents had educational background Bachelor (57.69%) and the rest were Master & above (34.62%), Diploma (5.77%) and High school (1.92%). Lastly, the characteristics of the respondents from the income level factor were dominated by respondents with an income of > IDR. 9,000,001 (39.42%), Followed by respondents with an income level of IDR. 5,000,001- IDR. 7,000,000 (20.19%), IDR. 3,000,000- IDR. 5,000,000 (20.19%), IDR. 7,000,001- IDR. 9,000,000 (12.5%) and < IDR. 3,000,000 (7.69%).

Based on the data processing results, all four variables' indicators have been proven valid and reliable (Outer Loading value, Cronbach's Alpha, and Average Variance Extracted/AVE is above 0.6), allowing them to be used in testing the research hypothesis. In multicollinearity testing, four independent variables produce VIF < 10 so that the resulting model does not contain multicollinearity. The coefficient of determination (R Square) is then used to test the fit model. The processed Attitude model results revealed an adjusted R square value of 0.392. This means that the variation in the independent variables (EG and HD) can explain 39.2% of the variation in the dependent variable (AT). The remaining variation, 60.2%, is due to other independent variables that are not included in the model. While the Acceptability model has an adjusted R square of 0.620, which means that attitude can explain 62% of the variation in Acceptability while the remaining 38% is explained by other independent variables outside the model.

With the exception of the first hypothesis, the statistical t values for the results of the hypothesis testing (Table 1) are all higher than 1.984 (table t values for 104 samples with $\alpha = 0.05$). Therefore it can be concluded that the first hypothesis (H1) is rejected while second and third hypothesis (H2 and H3) are accepted.

Table 1. Hypothesis Test

Hypothesis	Estimate	T Statistics	P Value	Note
H1. Egoistic Motivation (EG) → Attitude (AT)	-0.010	0.103	0.918	Rejected
H2. Hedonic Motivation (HD) → Attitude (AT)	0.643	6.506	0.000	Accepted
H3. Attitude (AT) → Acceptability (AC)	0.789	17.635	0.000	Accepted

4.1 Discussion

This study examines the influence of motivational aspects on attitudes and acceptance of urban wellness tourism. Although there have been no studies related to acceptability of urban wellness tourism specifically, the results of this study reinforce the results of other studies that attitude is one of the factors that influence a person's acceptance of a policy [15], [16]. Empirical result shows that there is a positive and significant influence between attitude and acceptability of urban wellness tourism. This means that the more positive a person's attitude towards wellness tourism in cities, he/she tends to support and accept the idea of developing wellness tourism in urban areas. The development of an attitude is typically influenced by a variety of factors. Hedonic motivation is one of the drives. The findings demonstrated that one's attitude toward wellness tourism in urban areas was positively and significantly influenced by hedonic motivation. This is consistent with earlier studies on hedonic motivation and wellness

mindset[13]. Internal forces such as wanting to feel comfort, enjoyment, and pleasure can affect how someone feels about wellness travel, especially in cities.

However, this study also discovered that egoistic motivation did not significantly and favorably influence a person's perception of wellness tourism in urban areas. These findings contradict a number of earlier studies that connected attitudes and egoistic motivation [8], [10]. This is possible because prior research has focused on purchasing eco-friendly or organic goods and engaging in other green behaviors, which, while measuring the same selfish motivation from the perspective of maintaining one's health, appear to yield different results. Most people appear to be unfamiliar with the concept of wellness in general. The term wellness itself seems to be new to most people in Indonesia. So combining all wellness products and services that cover body, mind, soul and spiritual well-being into one term is still a bit difficult to digest. Another explanation about why egoistic motivation does not influence attitude of urban wellness tourism in this findings can also be determined by the demographic and characteristics of the respondents.

5 Conclusion

Two of the hypothesis proposed in this reserach are supported and one of them is rejected. Hedonic Motivation towards attitude and the attitude towards acceptability in the context of developing urban wellness tourism are proven to have positive and significant effect. However, egoistic motivation is proven to not influence attitude. The findings of this study's research surely provide some contributions or benefits at both the theoretical and practical levels. In theoretical point of view, this study is the first who examines the effect of egoistic and hedonic consumer motivation which can shape the attitude and acceptability of urban wellness tourism in Indonesia. This study also provides different perspectives for other authors to examine the relationship between the motivation, attitude and urban wellness tourism acceptability in other country. The limitation of this study is the scope of the research area which is only conducted in Indonesia. Thus the research findings in this study will only be applicable to the Indonesian region and nation; they cannot be generalized to other nations due to geographical and cultural differences. Therefore, to further ensure its validity and applicability, this research model can be replicated and tested in other nations.

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