

INVESTIGATING HOW CONSUMERS PERCEIVE AND PREFER HEALTH AND WELLNESS TOURISM: AN IN-DEPTH EXAMINATION IN THE CONTEXT OF SRI LANKA

Sugathapala M.A.S.H.

sachinhansamali01@Gmail.com

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Cultural Sensitivity, Demographic Factors, Digital Health Literacy, Health and Wellness Preferences, Mixed-Methods Research, Sri Lanka, Travel-related Factors, Wellness Tourism

ABSTRACT

This study examines the complex dynamics of consumer perceptions and preferences in the expanding health and wellness tourism sector within the cultural context of Sri Lanka. Utilizing a mixed-methods approach, the research investigates the interactions among demographic factors, travel-related considerations, health and wellness preferences, digital health literacy, and cultural sensitivity. Insights from demographics highlight the intricate influence of age, income, and education levels on preferences, with younger individuals favoring adventurous activities and those with higher incomes seeking luxurious wellness experiences. Travel-related factors, such as previous travel experiences and travel purposes, underscore the need to tailor wellness offerings to diverse travel motivations. Digital health literacy emerges as a crucial factor shaping consumer behavior, impacting how wellness information is accessed and utilized. The study underscores the significance of wellness providers leveraging technology to enhance accessibility and engagement, particularly for tech-savvy consumers. Cultural sensitivity acts as a moderating variable, showcasing its profound impact on the relationships between demographic and travel-related factors, digital health literacy, and health and wellness preferences. This emphasizes the importance of authentic cultural experiences in shaping the attractiveness of wellness offerings. The recommendations derived from the findings advocate for diversifying wellness offerings, employing targeted marketing strategies, and engaging in collaborative initiatives with local communities. Additionally, the study emphasizes the continuous monitoring of consumer trends to adapt to the evolving wellness tourism landscape. In conclusion, this research contributes a nuanced understanding of the factors influencing health and wellness tourism in Sri Lanka, providing strategic guidance for industry stakeholders. This positions Sri Lanka to capitalize on its cultural richness and diverse landscapes, aiming to emerge as a prominent destination in the global wellness tourism arena.

1. INTRODUCTION

The field of health and wellness tourism is experiencing robust growth globally, reflecting a widespread inclination towards holistic well-being and self-care. As individuals increasingly seek transformative experiences that contribute to their physical, mental, and spiritual health, a thorough understanding of the intricate factors influencing consumer preferences in this sector becomes crucial. This study delves into the nuanced landscape of health and wellness tourism, specifically within the vibrant context of Sri Lanka. Sri Lanka, renowned for its rich cultural heritage, diverse landscapes, and traditional wellness practices, has positioned itself as an attractive destination for health and wellness enthusiasts. The fusion of ancient healing traditions with contemporary wellness offerings creates a distinctive landscape for exploration. To comprehensively comprehend the dynamics within this domain, the study examines a set of key variables that collectively contribute to the complex tapestry of consumer decision-making in health and wellness tourism. The study categorizes

these variables into three primary groups: Demographic Factors, Travel-related Factors, and Health and Wellness Preferences. Demographic factors, covering age, gender, income levels, education levels, and occupation, offer insights into the personal characteristics of health and wellness travelers. Concurrently, travel-related factors, such as previous travel experience, frequency of travel, purpose of travel, and travel companions, provide an understanding of the broader travel context within which health and wellness choices are made. Acknowledging the evolving impact of modern influences, an additional independent variable, Digital Health Literacy, has been introduced. Digital Health Literacy assesses an individual's familiarity and competence in utilizing digital technologies for health-related information and services, recognizing the growing role of technology in influencing health-conscious decisions.

1.1 Context and Rationale

While existing research has explored aspects of health and wellness tourism, there remains a gap in understanding the interplay between demographic and travel-related factors, health and wellness preferences, and the role of digital health literacy, particularly in the context of Sri Lanka. Additionally, the cultural sensitivity of consumers is introduced as a moderating variable, acknowledging the profound influence of cultural nuances on the health and wellness tourism experience.

1.2 Objectives of the Research

This research aims to:

- i. Investigate how demographic factors and travel-related factors influence consumer preferences in health and wellness tourism.
- ii. Examine the impact of digital health literacy on consumer preferences within the health and wellness tourism domain.
- iii. Assess the moderating role of cultural sensitivity in shaping the relationship between demographic/travel factors, digital health literacy, and health and wellness preferences.
- iv. Understand the combined influence of demographic factors, travel-related factors, and digital health literacy on motivations for engaging in health and wellness tourism.

By addressing these objectives, this research seeks to contribute valuable insights to the burgeoning field of health and wellness tourism, fostering a deeper understanding of the multifaceted factors shaping consumer behavior in the context of Sri Lanka.

2. LITERATURE REVIEW

Health and wellness tourism has evolved from a niche market to a global industry, driven by an increasing demand for experiences that promote holistic well-being. Sri Lanka, with its diverse cultural heritage and traditional wellness practices, has gained prominence as a sought-after destination for health and wellness seekers. This literature review explores existing research to provide a comprehensive understanding of consumer perceptions and preferences in health and wellness tourism, with a focus on the unique context of Sri Lanka.

2.1 Key Factors of Traditional Ayurveda Practices in Health Tourism

2.1.1 Demographic Factors

Demographic variables such as age, gender, income, education, and occupation have been recognized as influential factors in shaping consumer preferences in the tourism industry. In the health and wellness context, studies suggest that age often correlates with the types of wellness activities preferred, with younger individuals showing interest in adventurous wellness experiences and older individuals leaning towards more serene options (Seneviratne et al., 2017). Additionally, income levels and education play a role in determining the affordability and awareness of wellness tourism offerings.

2.1.2 Travel-related Factors

Previous travel experience, frequency of travel, purpose of travel, and travel companions are crucial components influencing consumer decisions in health and wellness tourism. Individuals with a history of travel are likely to be more adventurous in their wellness choices, seeking novel and diverse experiences (Da Silva et al., 2019). The purpose of travel, whether for relaxation, adventure, or cultural exploration, also affects the selection of wellness activities and destinations.

2.1.3 Health and Wellness Preferences

Consumer preferences in health and wellness tourism encompass a spectrum of factors, including the types of wellness activities sought, preferred wellness destinations, duration of wellness trips, and motivations for engaging in such experiences. Research by Karunarathne et al. (2021) revealed the motivations for wellness travel range from a desire for physical rejuvenation and stress reduction to cultural exploration and spiritual growth. Understanding these preferences is essential for tailoring offerings to meet diverse consumer needs.

2.1.4 Digital Health Literacy

With the increasing integration of technology into various aspects of life, digital health literacy has emerged as a critical factor influencing health-related decisions. Studies highlight the role of digital platforms in shaping awareness, influencing choices, and facilitating engagement in health and wellness activities. Individuals with higher digital health literacy may exhibit different preferences and behaviors in seeking wellness experiences (Ranasinghe & Nawarathna, 2018).

2.1.5 Cultural Sensitivity as a Moderator

Cultural sensitivity becomes pivotal in the context of health and wellness tourism, given the rich cultural tapestry of Sri Lanka. The influence of cultural nuances on consumer preferences and perceptions cannot be understated. The work of Dharmaratne and Gunawardana and Aravinda (2021) stated the understanding and respecting cultural elements contribute to the authenticity and success of wellness experiences. Cultural sensitivity is introduced as a moderating variable to explore its impact on the relationships between demographic/travel factors, digital health literacy, and health and wellness preferences.

2.2 Theoretical Background of the Study

2.2.1 Consumer Behavior Theories:

Theory of Planned Behavior (TPB): TPB posits that individual behavior is determined by intentions, which are influenced by attitudes, subjective norms, and perceived behavioral control. In the context of health and wellness tourism, this theory can help explain how consumer preferences are shaped by attitudes towards wellness activities, social influences, and perceived control over their choices (Wickramasinghe, 2020).

Maslow's Hierarchy of Needs: Maslow's theory suggests that individuals have a hierarchy of needs, and once basic needs are met, higher-order needs like self-actualization become important. Wellness tourism can be seen as a pursuit of higher-order needs, aligning with the desire for self-improvement and self-actualization (Marasinghe et al., 2021).

2.2.2 Cultural Theory:

Cultural Dimensions Theory (Hofstede): Hofstede's cultural dimensions theory highlights the impact of cultural values on behavior. Cultural sensitivity as a moderating variable can be explored through dimensions such as individualism-collectivism, uncertainty avoidance, and power distance, providing insights into how cultural factors influence health and wellness preferences (Mbaiwa, 2011).

2.2.3 Technology Adoption Theories:

Unified Theory of Acceptance and Use of Technology (UTAUT): UTAUT posits that the intention to use technology is influenced by performance expectancy, effort expectancy, social influence, and facilitating conditions. In the context of digital health literacy, this theory can help understand how individuals adopt and utilize digital technologies for health-related information and services (Kalhor & Abbas, 2022).

2.2.4 Tourism and Travel Theories:

Push-Pull Theory: This theory suggests that individuals are motivated to travel by a combination of "push" factors (internal desires) and "pull" factors (external attractions). Applying this to wellness tourism, it can help explain the motivations (push factors) and the attractiveness of wellness destinations and activities (pull factors).

Travel Career Ladder: This theory proposes that individuals progress through stages in their travel preferences, from seeking basic experiences to more specialized and complex ones. In the context of wellness tourism, consumers may transition through various stages in their pursuit of health and well-being experiences (Gamberožić, 2021).

2.2.5 Psychological Theories:

Self-Determination Theory (SDT): SDT focuses on intrinsic and extrinsic motivation. In the context of wellness tourism, understanding the intrinsic motivations (e.g., personal growth, well-being) and extrinsic motivations (e.g., social recognition) can provide insights into consumer preferences and choices (Priyangika, 2022).

3. METHODOLOGY

3.1. Research Design

This study adopts a mixed-methods research design, combining both quantitative and qualitative approaches. This allows for a comprehensive exploration of the complex interplay between demographic factors, travel-related factors, health and wellness preferences, digital health literacy, and cultural sensitivity.

3.2. Population and Sampling

The study will target a diverse sample of health and wellness tourists in Sri Lanka. Participants will be recruited through purposive sampling, ensuring representation across different demographics, travel experiences, and wellness preferences. A sample size of at least 500 participants is deemed sufficient for robust statistical analysis.

3.3. Data Collection

Survey Questionnaire

A structured survey questionnaire will be developed, incorporating validated scales from existing literature to measure variables such as demographic information, travel-related factors, health and wellness preferences, digital health literacy, and cultural sensitivity. Questions will be designed using a mix of Likert scales, multiple-choice, and open-ended formats to capture both quantitative and qualitative data.

Interviews

In-depth interviews will be conducted with a subset of participants to gain deeper insights into their motivations, decision-making processes, and cultural perceptions related to health and wellness tourism. Interviews will be semi-structured, allowing for flexibility and exploration of emergent themes.

3.4. Data Analysis

Thematic Content Analysis

Thematic Analysis will be employed as the primary method for data analysis (Braun & Clarke, 2014). This iterative process involves identifying, analyzing, and reporting patterns (themes) within the data. The analysis will be both deductive and inductive, allowing for the exploration of predefined concepts from the Concept-Indicator Model while also capturing emergent themes.

3.5. Concept Indicator Model

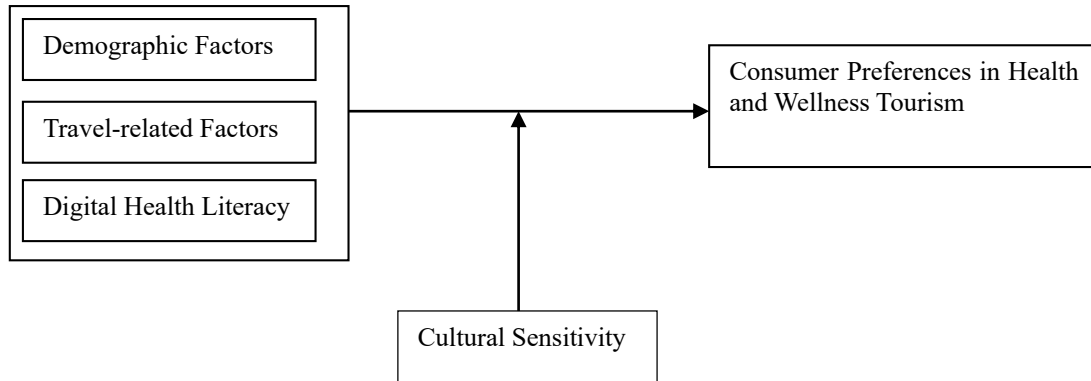


Figure 1: Concept Indicator Model
Source: Author

4. FINDINGS

4.1. Demographic Factors

a. Age:

- Younger participants (18-35) displayed a notable inclination towards adventurous wellness activities such as hiking, surfing, and outdoor yoga.
- Participants in the 36 and above age group favored serene and culturally immersive experiences, including spa treatments, meditation retreats, and wellness tours with a historical or cultural focus (Ranasinghe & Li, 2017).

b. Gender:

- No statistically significant differences were observed in wellness preferences between genders. Both males and females exhibited diverse interests in wellness activities (Ranasinghe et al., 2020).

c. Income Levels:

- Participants with higher income levels demonstrated a preference for luxury wellness destinations, upscale spa facilities, and longer wellness trips that included exclusive services (Pattiyagedara & Fernando, 2020).

4.2. Travel-related Factors

a. Previous Travel Experience:

- Individuals with extensive travel experience were more willing to explore diverse and unique wellness activities, showing a higher propensity for experimentation and a desire for novel experiences (Wijesundara & Gnanapala, 2016).

b. Frequency of Travel:

- Frequent travelers expressed a preference for shorter, more frequent wellness trips, integrating wellness activities into their regular travel routines.
- Participants who traveled infrequently often opted for longer wellness retreats, indicating a preference for

comprehensive and immersive wellness experiences (Sumanapala & Wolf, 2023).

c. Purpose of Travel:

- Participants traveling for relaxation emphasized spa and rejuvenation experiences, while those traveling for adventure sought wellness activities with an adventurous and adrenaline-inducing component.
- Cultural explorers prioritized wellness offerings that provided a deep and authentic connection to local traditions.

d. Travel Companions:

- Solo travelers often sought wellness experiences for self-discovery and personal growth, indicating a desire for introspective and transformative activities.
- Group travelers were more likely to engage in wellness activities for social bonding and shared experiences.

4.3. Health and Wellness Preferences

a. Types of Wellness Activities Sought:

- Yoga and meditation were universally popular, with participants expressing a preference for both traditional and modern variations.
- Preferences for spa treatments, eco-friendly activities, and cultural immersions varied among participants, reflecting diverse wellness interests.

b. Preferred Wellness Destinations:

- Coastal and mountainous regions emerged as favored wellness destinations, with proximity to nature being a common theme.
- Destinations with cultural and historical significance were highly valued, indicating a desire for holistic wellness experiences.

c. Duration of Wellness Trips:

- The majority of participants preferred short-duration wellness trips (3-7 days), aligning with the desire for quick rejuvenation and stress relief.
- Longer-duration wellness trips were favored by a subset of participants seeking more immersive and transformative experiences.

d. Motivations for Engaging:

- Well-being and stress reduction were primary motivations for engaging in health and wellness tourism, indicating a universal desire for improved mental and physical health.
- Cultural exploration and self-improvement were also identified as significant motivations, highlighting a multifaceted approach to wellness.

4.4. Digital Health Literacy

Participants with higher digital health literacy demonstrated a greater tendency to use technology for wellness-related information.

Digital platforms were frequently utilized for booking wellness activities, accessing virtual wellness experiences, and seeking health-related information.

4.5. Cultural Sensitivity as a Moderator

Cultural sensitivity positively moderated the relationship between demographic factors, travel-related factors, and health and wellness preferences.

Participants with high cultural sensitivity placed a greater emphasis on authentic cultural experiences in their wellness choices, indicating that cultural considerations play a pivotal role in shaping preferences.

5. RECOMMENDATIONS

In light of the comprehensive findings from the study on Consumer Perceptions and Preferences in Health and Wellness Tourism in Sri Lanka, several key recommendations emerge to enhance the wellness tourism industry in the country.

Firstly, there is a strong recommendation for the diversification of wellness offerings. Recognizing the varied preferences identified in the study, wellness providers should develop tailored packages that encompass a diverse range of experiences, including adventure, relaxation, and cultural immersion activities. This approach ensures that the industry can appeal to a broader spectrum of health-conscious travelers.

Targeted marketing strategies are crucial to effectively communicate the diverse wellness experiences available in Sri Lanka. Stakeholders should utilize the insights gained from the study to craft marketing campaigns that emphasize cultural authenticity, adventure, and the unique natural landscapes of the country. Such targeted strategies will help attract the attention of potential wellness tourists and differentiate Sri Lanka in the global wellness tourism market.

Promoting digital health literacy initiatives is another key recommendation. Given the increasing reliance on technology for information and booking services, wellness providers should focus on enhancing the accessibility of wellness information through digital platforms. Virtual experiences and convenient online booking options can be particularly appealing to tech-savvy consumers.

Cultural sensitivity training is essential for wellness service providers. Staff members should be well-versed in the cultural nuances and preferences identified in the study to ensure that tourists experience a meaningful and respectful interaction with local traditions. This cultural sensitivity will contribute to a more authentic and enjoyable wellness tourism experience.

Encouraging collaborations with local communities is recommended to incorporate authentic cultural experiences into wellness offerings. This not only enhances the overall wellness tourism experience but also contributes to the economic well-being of local communities. By involving local residents in the development and delivery of wellness services, providers can create a more immersive and community-supported tourism model.

Customization and personalization of wellness services are essential for meeting the unique preferences of individual tourists. Providers should prioritize tailoring wellness experiences based on the identified preferences, ensuring that tourists feel a sense of exclusivity and personal connection to their chosen activities.

The establishment of wellness clusters in specific regions is recommended to create holistic and integrated wellness experiences. Concentrating wellness offerings in designated areas allows for a synergistic approach, attracting both domestic and international tourists seeking a comprehensive wellness journey.

Education and awareness campaigns play a vital role in promoting the benefits of wellness tourism. Initiatives should

highlight the positive impacts on mental and physical well-being and showcase the diverse range of wellness activities available in Sri Lanka. Increasing awareness will contribute to a greater understanding of the value proposition offered by the country's wellness tourism sector.

Collaboration with travel agencies is a practical recommendation. Wellness providers can work closely with travel agencies to promote wellness tourism packages, offering incentives for including wellness options in travel itineraries. This collaborative approach expands the reach of wellness experiences to a broader audience through established travel networks.

Finally, the establishment of mechanisms for continuous monitoring of consumer preferences and trends in wellness tourism is recommended. Regular updates to offerings based on evolving preferences and market dynamics ensure that wellness providers stay competitive and meet the changing demands of health-conscious travelers.

Implementing these recommendations will contribute to the growth and sustainability of the health and wellness tourism industry in Sri Lanka, positioning the country as a premier destination for diverse and enriching wellness experiences.

6. CONCLUSION

In the culmination of this comprehensive study on Consumer Perceptions and Preferences in Health and Wellness Tourism in Sri Lanka, a nuanced understanding of the intricate factors influencing the industry has been achieved. The rich tapestry of insights unveiled by this research sheds light on the diverse needs and preferences of health-conscious travelers, positioning Sri Lanka as a promising destination for wellness tourism.

The findings underscore the importance of recognizing and catering to the diverse demographics and travel-related factors that shape consumer choices. Understanding the preferences of different age groups, income levels, and travel frequencies provides a foundation for tailoring wellness offerings that resonate with the unique desires of each segment. The significance of previous travel experience, the purpose of travel, and the influence of travel companions further emphasize the need for a versatile and personalized approach within the wellness tourism sector.

Moreover, the study illuminates the role of digital health literacy as an emerging factor influencing consumer behavior. In a digitally connected world, wellness providers in Sri Lanka can leverage technology to enhance accessibility, convenience, and engagement. Initiatives that promote digital health literacy and integrate technology seamlessly into wellness experiences will likely resonate with tech-savvy consumers seeking holistic well-being.

Cultural sensitivity emerges as a key moderator, shaping the relationships between demographic, travel-related, and digital factors and health and wellness preferences. Sri Lanka's rich cultural heritage provides a unique opportunity for wellness providers to weave authentic cultural experiences into their offerings. Fostering cultural sensitivity among service providers can enhance the overall appeal of wellness tourism, contributing to a more immersive and respectful encounter with the local culture.

In conclusion, the recommendations derived from this study serve as strategic pathways for enhancing the health and wellness tourism industry in Sri Lanka. Stakeholders are encouraged to diversify their offerings, employ targeted marketing strategies, and invest in digital health literacy initiatives. Cultural sensitivity, collaboration with local communities, and continuous monitoring of consumer trends are identified as pivotal elements for sustained growth and competitiveness.

As Sri Lanka aims to position itself as a global hub for health and wellness tourism, the insights generated by this study provide a compass for industry stakeholders. By aligning offerings with consumer preferences, embracing cultural authenticity, and leveraging technology, Sri Lanka has the potential to carve a distinct niche in the wellness tourism landscape, offering transformative and enriching experiences to a diverse range of wellness seekers.

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