

# INTERNATIONAL HEALTH AND SPA TOURISTS' MOTIVATIONAL FACTORS IN SABAH, MALAYSIA: THE PUSH AND PULL FACTORS

**Inoormaziah Azman**

*Faculty of Hotel and Tourism Management,  
Universiti Teknologi MARA  
MALAYSIA*

**Jennifer Kim Lian Chan**

*School of Business and Economics,  
University Malaysia Sabah,  
MALAYSIA*

## ABSTRACT

*Purpose: This qualitative study is attempted to provide an in-depth understanding of health and spa tourists' profiles and their key motivational factors of visiting health and spas at the resort hotels in Sabah, Malaysia by extending the push and pull motivational concept. Findings: Managerial Implications: The finding reveals that the health and spa tourists' motivations are mainly attributed to the push factors, which related to the psychological needs of the tourists including escape, rest and relaxation. The pull factors (health and spa attributes) mainly as the key attributes of the whole spa experiences, instead of the key attractiveness to the tourists to visit health and spa, which including professionalism, spa treatments and the physical looks of the spa establishment. It benefits the health and spa service providers in term of developing appropriate marketing strategies that concentrate on fulfilling the psychological needs of the tourists, and enhanced tourist satisfaction by paying attention to the key attributes that eventually contribute to a more remarkable spa experiences.*

**Keywords:** *Health and spa, tourist profiles, pull and push motivation factors, tourist lifestyle, marketing strategies for health and spa business*

## INTRODUCTION

Over the past centuries, health and wellness-oriented activities have been recognized around the world, with existing of different health practices of the people in different regions for staying healthy, and for healing/curing remedies as well. The development of health tourism can be resonated with the echoes of the great economic growth and major demographic shift, occurring in most countries across the globe. Consequently, the society is aligned between the consumer's strong interest in health and the rising affluence, resulting in plethora of consumer products, whether anti-aging creams or medical procedures, as everyone is in search for health and well-being (Yeoman, 2008). Additionally, people are practicing a healthy lifestyle to keep them fit and healthy. This lifestyle, Ryan and Travis (1981); in Kammermann et. al. (1983); in Nahrstedt (2004), had termed "wellness" which can be described as a way of life, that an individual create to achieve his/her highest potential for well-being, consists of actions that the individual able to control, such as how they exercise, eat, manage stress, and perceive the environment, and achieving a high-level wellness involves continual striving for a more healthful way of living.

Benner, King and Milner (2004) suggested that health tourism is any pleasure-oriented tourism which involves an element of stress relief could be considered to be a form of health tourism. They highlighted the importance of distinguishing between health tourism and the wide phenomenon of tourism because product perceptions on the part of both suppliers and consumers will influence the extent to which more specialized travel experiences such as medical treatment are promoted to mainstream market. Likewise, subsuming spa as a sub sector of the health and wellness tourism, the spa sector is concomitantly growing in the past decades as one of the destination's tourism offerings, especially in the hotel sector. It has increasingly become an important economic and marketing strategy for hoteliers, resort and tourist destinations to attract tourist visitations. McNeil and Ragins (2004) suggested that spa participation is currently showing incredible growth, as more consumers turn to spa facilities as venues to improve their health and well-being. Although it is luxury, it is seen as much more necessity,

and factors like, personal space, time out, escapism, retreats contribute to spa visitation. Additionally, Smith and Puczko (2009) stated that, in historical terms, health and wellness practices have been very much embedded in regional and local traditions and cultures, with available natural resources also determining the forms of wellness that were developed. Therefore, it is arguable that there are extended key motivation factors of tourists' visitation to health/spa facilities at a particular holiday destination.

## **BACKGROUND TO THE STUDY**

There is a growing trend in attracting health and spa tourists. Previous research works related to health, wellness and spa tourism were conducted mainly in Western countries, especially in America and Europe (e.g. Mueller and Lanz Kaufmann, 2001; Supapol, Barrows and Barrows, 2006; Ringer, 2007). The researchers highlighted the current issues and trends of health and wellness tourism in both regions (America – Canada and USA; and Europe – Switzerland) which have significant implications for health and wellness providers. In addition, many available researches in health tourism are focusing on medical tourism rather than spa and wellness tourism until recently researchers begin to study on wellness aspect in tourism which have provided significant health and wellness practices between regions (e.g. Nahrstedt, 2001; Smith and Kelly, 2004; Smith and Puczko, 2009). Smith and Puczko (2009) presented a diversification of health and wellness aspects and practices across the regions in the world, which are different to one another, including the health and spa practices, which numbers of researchers had also stated these differences (e.g. Nahrstedt, 2001; Ringer, 2007; Mak and Wong, 2007).

With the growing popularity of health, wellness and spa experiences among the tourists, the promotion of health and spa has become an important consideration in promoting and marketing strategies for local health and spa providers, as well as the hotels and resorts businesses at the holiday destinations. Equally, as resort hotels and commercial sectors are growing to offer health and spa in Sabah, it is vital to understand the tourists' behaviours and their key motivational factors, especially the international tourists. However,

to date, there is a lack of studies on health and spa tourism and researches that directly relate this niche tourism to push-pull factors motivational concept, and investigate to what extent the destination's health and spa attributes have influences on the individual tourist's motivation factors. Therefore, this gap will be addressed by this study.

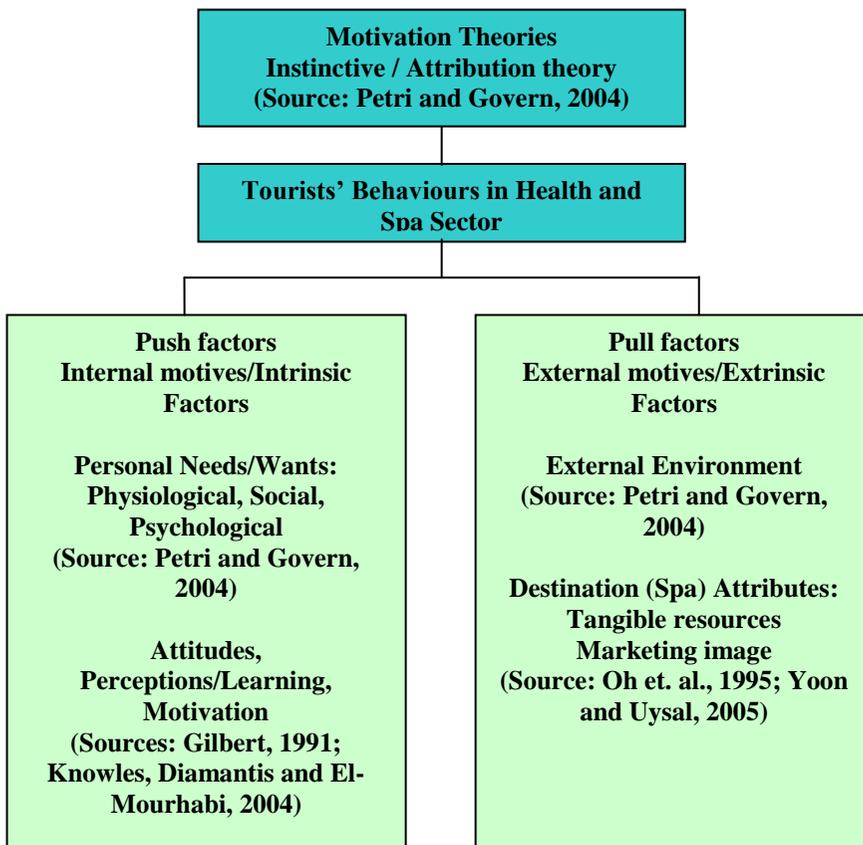
Despite the expansion and popular demand of health and spa services/activities by both local and international tourists, there is a little understanding of the health and spa consumers in Malaysian context. Therefore, this exploratory qualitative study attempts to understand the health and spa tourists' motivation that are grounded in their own words during their visits to health and spa service centres in resort hotels, in Sabah, Malaysia by extending the push-pull motivational concept, to provide some insights of this emerging and growing tourism business sector. It aims to provide a deep understanding of tourists' profiles and their key motivational factors in health and spa tourism context which is vital in order to sustain the growth of health and spa tourism business in Sabah, Malaysia.

## **RESEARCH DESIGN AND METHODOLOGY**

This research focuses on health and spa tourists' behaviours, the framework of this research is based on established theory and leading literature in the related field (Sinkovics, Penz and Ghauri, 2008) – health, wellness and spa tourism, and tourist motivation studies (Figure 1). The push-pull factors motivational concept is utilized in this research, with modifications being made to focus into health and spa tourism, which is likely to be more central on the motivational factors of the health and spa tourists and the holiday destination's health and spa attributes. Accordingly, the push factors are considered to be socio-psychological motivations that predispose the individual to travel (Oh et. al., 1995), which evolves tourist's personal attributes, or a demand-side approach which is to understand tourist's decision-making process, such as attitudes, perceptions, and learning and motivation factors – the four major psychological factors of the individual's purchase behaviour (Gilbert, 1991; Knowles, Diamantis and El-Mourhabi, 2004). Meanwhile the pull factors are those that attract the individual to a

specific destination once the decision to travel has been made (Oh et. al., 1995). This may include tangible resources such as beaches, recreation facilities and historic resources, as well as travellers' perception and expectation such as novelty, benefit expectation and marketing image of the destination (Yoon and Uysal, 2005).

Figure 1: The Proposed Conceptual Framework for Health and Spa Tourist Motivation



However, within this research, the pull factors are narrowed down referring to the health and spa's attributes – spa as a tangible resource and the marketing image that the spa conveys, which attracting/pulling the tourists to a particular health and spa establishment. Page (2009) stated that consumers are continuing to be heavily influenced by branding, brands and advertising which

create an image of the market position, consumer benefits and promise made by the tourism products. Therefore, arguably the pull factors – the physical look of the spa establishment and its marketing image (probably the relaxation pictures and opportunities that it conveys through advertisements and promotions, matching the tourists' needs/wants, perceptions and expectations) that encourage spa visitation among the tourists at the destination countries. Additionally, the brand image creates a unique appeal to certain markets and groups (Page, 2009).

The research framework integrates the individual's psychological factors and the destination's health and spa attributes adopting push-pull factors motivational concept, in order to explain tourist's motivations in utilizing health and spa services when they travel to Sabah, Malaysia and the key attractiveness of local health and spa to the tourists on the other hand, with the extension of push-pull dimension in explaining the tourist behaviours on health and spa treatments/services. This deem to offer a better understanding of health and spa tourists in Sabah, Malaysia and also to the development of the sector in the coming future, as it benefits the health and spa operators in term of developing appropriate marketing strategies and thus enhances tourist satisfaction.

The qualitative approach was used in this research to provide an insightful understanding of the underlying motivation factors and perceptions that encourage the utilization of health and spa services/facilities. Collis and Hussey (2003) stated that the qualitative approach is more subjective in nature and involved examining and reflecting on perceptions in order to gain an understanding of social and human activities, which this research dealt with – the tourists' ideas, perceptions and involvement in health and spa during holiday. Moreover, Weaver and Lawton (2002) stated that the qualitative research is suited for situations where little is known about the subject matter.

Respondents were the international tourists who stayed at four respective resorts in Kota Kinabalu, Sabah (Shangri-La Tanjung Aru, Shangri-La Rasa Ria, Sutera Harbour, and Nexus Karambunai) and had used the spa facilities/services provided during their stays at

the resort. The mentioned resort hotels were chosen as the study sites due to reasons; (i) they provide spa services as part of the hotel services, (ii) they are in the same ranking – can be considered as five-stars resort hotels, and (iii) they provide similar leisure and recreational activities and facilities. However, due to the policy of the resort, in protecting the guests' privacy, which is not allowed the guests to be interviewed, the interviews were conducted at the Kota Kinabalu International Airport (KKIA) before they depart back to their home countries or to their next destinations. The semi-structured interview questions for in-depth interview with the tourists. It comprised of five sections: questions related to the destination (Sabah) selection; accommodation selection; spa and wellness experiences in Sabah; the individual's health-related perceptions and attitudes; and demographic questions.

In-depth interview were conducted using recordings and lasted an average of 40 minutes. They were conducted with the consent of the health and spa tourists on the day they were leaving the city (Kota Kinabalu). The in-depth interviews were conducted using the interview guide approach with a semi-structured format to enable the researcher to identify the topic and issues in advance and therefore sequence and words the questions during the course of the interview. The interview started with an introductory note and followed up with demographics characteristics of the informants. The informants were first asked with questions pertaining to their destination and accommodation selection, the purposes for coming to Sabah and reasons to stay at the particular resort, as well as the key attracting factors of the destination and accommodation selected. Then they were asked about their views on health-related activities during holiday, and also their spa experience in Sabah (particularly at the resort). The final section of the interview sought on their perceptions and attitude on health especially pertaining to spa services and treatments during holiday in Sabah. The informants were asked and probed for detail explanation wherever required throughout the interviews.

The recorded interviews were transcribed into a written format for data analysis. The data was revised and analysed in three stages to identify and develop appropriate themes. First, the sample

is profiled by socio-demographic characteristics. This is because the relative importance of the motivational forces has been found to vary as a function of tourists' socio-demographic characteristics (Kim et. al., 2003). Second, push and pull motivation items are identified by drawing out the key themes and variables relating to the descriptive themes – push-pull motivation and push and pull forces (Oh et. al., 1995; Yoon and Uysal 2005). It was then linked to the tourist motivation factors from the previous studies based on push-pull motivation factors that relate to health and spa tourism. The final data analysis was based on health, spa and wellness concept suggested in the literature (Mak and Wong, 2007; Smith and Puczkó, 2009), at which health and spas are seen as promoting the individuals' health and well-being rather than cure (medically), and also the main motivations of having health-related and spa services during travel associated with the individuals' awareness of health and well-being. In addition, as push-pull concept was adopted in this research, therefore, the main health and spa's attributes were recognized. This provides an interpretation of health and spa tourism in Sabah, Malaysia. Finally, the findings and conclusions used to provide appropriate recommendations for marketing, positioning and promoting purposes of health and spa tourism by recognizing the main push and pull factors which motivate the tourists to have spa experience during travel and thus making extensive educational promotion to the tourists about what are offered in Sabah, Malaysia in terms of health and spas products and treatments which in turn resulting in healthy and relaxing holiday experiences.

## **FINDINGS**

The concept of push and pull motivational factors has been generally well-accepted in many tourist motivation literature (e.g. Crompton, 1979, Pyo, Mihalik and Uysal, 1989; Yuan and McDonald, 1990; Uysal and Hagan, 1993; Uysal and Jurowski, 1994; Yoon and Uysal, 2005). The empirical findings in this research show a range of motivation factors of health and spa tourists that can be explained by extending the push and pull motivational concept. These motivation findings are examined closely with reference to the informants' travel motives and their

needs/wants on holiday (push factors), as well as the spa attributes as the key attractiveness for spa visitation (pull factors).

Based on the conceptual framework, the push factors comprised of the personal needs/wants that could be arisen from the physiological, social or psychological aspects (Petri and Govern, 2004), most of them are intrinsic motivators (Uysal and Jurowski, 1994; Baloglu and Uysal, 1996; Yoon and Uysal, 2005); while the pull factors are the external environment (Petri and Govern, 2004), that are connected to external, situational, or cognitive aspects (Yoon and Uysal, 2005), which act as the force of attractions that exert a pull response on the individual (Kim and Lee, 2002).

Accordingly, the main themes emerged from the empirical evidence, and supported by the responses as reported in Table 1, namely; (a) Goal satisfying/fulfilment: escape, relax and pamper, enjoyment, distress and time-out (relieve from work-stress and take a break), unwind and rejuvenate and regeneration (busy and stressful life, distant travelled and activities involvement) and (b) Spa attributes/pull factors, which consists of two sub-themes: physical look – tangible resources (environment, atmosphere, decoration) and marketing image of the spa (affordability, availability and accessibility, range of treatments and professionalism).

Table 1: Push/Pull Motivation Factors

<b>Themes</b>	<b>Sub-Themes</b>	<b>Responses</b>
<b>Push Factors Goal Satisfying/Fulfilment (Needs/Wants)</b>	<b>Escape</b>	<b>Relieve from stress (works and routines)</b>
	<b>Relax and Pamper</b>	<b>Reward after working hard To treat oneself</b>
	<b>Enjoyment</b>	<b>Enjoyment of holiday</b>
	<b>Distress / Time-Out</b>	<b>Take a break in between holiday activities</b>
	<b>Unwind / Rejuvenate / Regeneration</b>	<b>Distant travel / long flights Travel activities</b>
<b>Pull Factors Spa attributes</b>	<b>Tangible Resources</b>	<b>Environment / Atmosphere Well-decorated</b>
	<b>Marketing Image</b>	<b>Affordability Availability and accessibility Range of treatments Professionalism</b>

The empirical evidence shows that escape, relaxation, pamper, enjoyment, distress, time-out, rejuvenation, unwind and regeneration are important motivating factors that can be termed as push factors in motivating the tourists to visit spas at the holiday destination. These factors have a great influence on the health and spa tourists' decisions to visit spas and it can be regarded as the primary motivation for spa visitations among the tourists. These findings are consistent with Mak and Wong (2007) and Smith and Puczko (2009) and seems to suggest that the health and spa providers should focus on the tourists needs/wants in developing and marketing their products.

On the other hand, pull factors are defined as relating to destination attributes or key attractiveness that exert force of pull response on the individual. These factors tend to be more external, situational and cognitive aspects. Although pull factors are mostly related to destination attributes in many tourism literatures, but in current research, it is associated with the spa attributes which consist of the tangible elements that motivate the tourists in visiting health and spa at the holiday destination. According to Bayton (1958), the cognitive processes (mental operations and forces – in relation to pull factors) are viewed as being purposive in that they serve the individual in his attempt to achieve satisfaction of his needs. The empirical evidence shows the presence of pull factors (the spa attributes) in motivating the health and spa tourists in a less important manner but they were found equally important to push factors in term of delivering a remarkable spa experience to the tourists. These spas attributes include the professionalism, the physical environment, the treatments and the marketing image of the spas.

Based on the findings, it is clear that the needs/wants (push factors) emerged as significant motivating factors over the pull factors. It shows that the tourists were prone to seek and participate in activities that contribute to their holiday relaxation. In this circumstance, the spa attributes were seemingly the key attributes for a nice spa experience rather as the key attractiveness for spa visitations. On the other hand, if the needs/wants for relaxation are destination-related, at which the needs/wants are triggered during the

actual travel period, the spa attributes relatively important in influencing the tourists' decisions to visit spas. In either circumstance, it is worth to note that the present of push factors apparently motivate the tourists to visit spas in both circumstances.

## **DISCUSSION**

Arguably, the notion of understanding the consumer/tourists behaviours is to study their travel/holiday motivations. These motivations often related to tourists' behaviours and decisions during travel and holiday. It is interesting to note that there is an existence of push-pull motivational dimension; push factors – the real goal-satisfying/fulfilment in relation to informants' needs and wants for relaxation and pamper, either as a reward for oneself after working hard in their careers/jobs, a relieve of stress and tension of their daily life and works, or rejuvenation/regeneration of body from travel activities; and pull factors – the spa attributes itself that play an important role in activating the needs and wants for spa treatments during holiday and resulting health and spa visitations at the destination country. In some circumstances, the initial needs and wants are the unconscious/silent motivators that are activated upon the actions (spa visitation) by the tangibility sources of the spa itself at the destination area.

Although the two different motivating factors emerged in motivating spa visitation among the tourists, it is the push factors that have a comparative greater effect in influencing the health and spa tourists' behaviours to visit health and spas when they go on holiday. These tourists are the people who practice generally healthy-living lifestyles – involve regular exercises, healthy eating and perhaps occasional visits to spas or health-related facilities. This indicates that the tourists are health conscious and well-educated pertaining to their health and well-being, which increased the demand for health-related holidays (Chon and Singh, 2005). Although some tourists might not be a regular spa goers at their home countries (generally due to time and cost constraint and the nature of their works), but most of the tourists would have spa treatments during holiday which commonly related to relaxation purposes, and/or other socio-psychological factors, which reflected

the findings of Mak and Wong (2007); Smith and Puczko (2009). This signals the importance of viewing the tourists' needs and wants in developing range of products and treatments that fulfilling these needs and wants.

It is discovered that health and spa tourists may be conscious on their needs and wants before their actual travel at which they intentionally want to have spa experiences. Meanwhile, due to activities participation during holiday, some needs/wants for health and spa may be evolved or become significant within the actual travel period. Therefore, it further suggests that the primary focus and attention for health and spa providers should be on the aspects of fulfilling the tourists' health-related needs and wants – that push the individuals to go to spas during holiday. As concluded by Mc Neil and Ragins (2004), the spa marketers must remain flexible and adapt to changes of spa users' wants and needs, and continue to improve communications about the spa experience and its benefits. Apart from that, the push factors of health and spa tourists in Sabah also reflected the wellness dimension of health tourism (Smith and Puczko, 2009).

Nevertheless, in some circumstances, the spa attributes equally play a significant role in motivating spa visitations at the holiday destination to some extent, particularly in stimulating the “sub-conscious” needs and wants. Meanwhile, to occasional or regular spa goers, there are certainly perceptions and expectation established prior to their visitation to spas at a particular holiday destination. As spa is perceived to be a place for relaxation, with parallel to health and spa tourists' needs and wants, the spa establishment should be designed in a way that promote relaxation as this is generally the main motivator for the tourists to visit spas. The spa attributes include the physical environment and decoration of the spa itself, the reasonable price and accessibility of the spa, the wide range of treatments or signature treatments that blend with different/local cultures, and the professionalism of staffs. Apart from the actual spa presentation, significantly the marketing image of the spa through media advertisement such as brochures and resort's websites has attracted the tourists to decide for spa visitation during their holiday in Sabah, Malaysia.

Within the framework of push and pull factors, it suggests that the pull factors are the important elements that promote the overall spa experiences from the very beginning of the spa visitation; at which it is perceived as an experience rather than just a treatment, and also as part of the holiday relaxation. Additionally, it is suggested that “holiday and relaxation” can be one of the selling and marketing in tourism through spa activities in Sabah, Malaysia. Furthermore, Schobersberger, Greie and Humpeler (2004) suggested that many elements of the integrated health holiday are included, at which adventure, entertainment, and outdoor sports play important roles. Thus, it suggests that Sabah too, can be promoted as health and wellness holiday destination. Furthermore, Yeoman (2008) stated that health will be a core driver of tourism experiences by 2030.

The push and pull motivational factors emerged in describing the health and spa tourists’ motivation factors. This is consistent with other studies that adapted push-pull motivation concept in other tourism fields (e.g. Kim, Lee and Klenosky, 2003; Jang and Wu, 2006; Chan and Baum, 2007). Therefore, this seems that push and pull concept is relevant as well in investigating health and spa tourists’ motivations. It is clear that goal satisfying/fulfilment (push factors) and the spa attributes (pull factors) serve as the motivational factors to health and spa visitation though the later has less influences on health and spa tourists’ motivations. Though the essence of health and wellness is not apparent in the current research interview responses, but it implies the growth of health and wellness tourism in Sabah as well. Thus, it suggests an emphasis on health and wellness activities and the provision of health-related facilities/services at the resorts/hotels to the tourists would be beneficial to the holiday destination countries.

## **CONCLUSION AND FINAL REMARKS**

Health and spa tourism in Sabah, Malaysia is still at the growing stage, and there is no established definition of this growing niche tourism business which indicates an importance to study within this tourism context. As Pearce (1989) stated that motivation is set of

needs and attitudes which predispose a person to act in a specific touristic goal-directed way, it is discovered that the informants' motivation to spas are associated with tourists' motivation to travel for holiday – relaxation, which this paper has explored and presented the motivational factors of health and spa tourists in Sabah, Malaysia thus provides an insightful understanding of what motivates health and spa tourists to visit spas during holiday in Sabah. It is clear that both self-satisfying and self-fulfilment (push factors) and the spa attributes (pull factors) serve as the motivational factors to spa visitation.

Moreover, the profiles of the tourists have reflected the findings of previous researches (e.g. Mak and Wong, 2007; Smith and Puczkó, 2009). The growth of health and spa tourism indeed affected by the major demographic shift of the world population. As previously stated, majority of the spa goers are from the retired age group, but current findings show that there are emerging groups of younger spa goers, within less than 30 years old. The health and spa market also evolved among the professionals who perceive spas as a way to rest and relieve from their work stresses, besides having the affordability for holiday and spa treatments as indicated from their level of income. In addition, health and spa seemingly begin to be acceptable among the male spa goers. These have directly indicated the needs for products development to cater different groups of health and spa tourist market.

Particularly, the findings presented in this paper may indeed be significant on an international scale, as it certainly possible that the tourists (notably from the America, Europe and Australasia regions) to be indirectly attracted to spa attributes at the holiday destination (in this case, Sabah, Malaysia) because their main travel motivators are mostly associated with relaxation when holiday. This paper suggests that marketing strategies for health and spa should focus on the individual tourist health-related needs and wants. As relaxation and pamper are the significant motivational factors for health and spa tourists, the health-spa providers should position their spas based on the relaxation attributes that may stimulate a relaxing mood throughout the spa experiences – the atmosphere, the layout and decoration, the staffs, and the spa treatments.

A major limitation of this study is due to the nature of the exploratory study and the type of respondent (foreign tourists) which limit the generalizability of the research findings. It suggests a comparative work in a similar context in different locations and countries would prove beneficial for the possible validation of the findings. Additionally, the generalization of the research findings can be extended through further research such as the use of these motivational factors as variables in the quantitative approach in other context of health and spa tourism – health and spa tourists’ satisfaction, spa treatment preferences, or perceptions and expectations.

## REFERENCES

- Bansal, H., & Eiselt, H. A. (2004). Exploratory research of tourist motivations and planning. *Tourism Management, 25*, 387-396.
- Bennet, M., King, B., & Milner, L. (2004). The health resort sector in Australia: A positioning study. *Journal of Vacation Marketing, 10*(2), 122-137.
- Chan, J.K.L. (2009). *CHI Spa at the Shangri-La’s, Sabah, Malaysia: Its philosophy and management concept – “journey of experiences”*. In Smith, M., & Puczko, L., Health and wellness tourism. United Kingdom: Butterworth-Heinemann.
- Chan, J.K.L. & Baum, T. (2007). Motivation factors of ecotourists in ecolodge accommodation: The push and pull factors. *Asia Pacific Journal of Tourism Research, 12*(4), 349-364.
- Chon, K., & Singh, A. (1995). Marketing resorts to 2000: Review of trends in USA. *Tourism Management, 16*(6), 463-469.
- Collis, J., & Hussey, R. (2003). *Business Research: A Practical Guide to Undergraduate and Postgraduate Students (2<sup>nd</sup> ed.)*. New York: Palgrave MacMillan.

- Cooper, C., Fletcher, J., Gilbert, D., & Wanhill, S. (1993). *Tourism: Principles and Practices (2<sup>nd</sup> ed.)*. New York: Addison Wesley Longman Limited.
- Decrop, A. (1999). *Qualitative research methods for the study of tourist behaviour*. In Pizam, A. & Mansfeld, Y., *Consumer behaviour in travel and tourism*. USA: Haworth Press.
- Goeldner, C.R., & Ritchie, J.R. (2006). *Tourism: Principles, Practices, Philosophies (10<sup>th</sup> ed.)*. Canada: John Wiley & Sons.
- González, A.M., & Bello, L. (2002). The construct “lifestyle” in market segmentation. *European Journal of Marketing*, 36(1/2), 51-85.
- Hallab, Z. (2006). Catering to the healthy-living vacationer. *Journals of Vacation Marketing*, 12(1), 71-91.
- Jang, S., & Wu, C.E. (2006). Seniors’ travel motivation and the influential factors: An examination of Taiwanese seniors. *Tourism Management*, 27, 306-316.
- Kim, S., & Lee, C. (2002). Push and pull relationships. *Annuals of Tourism Research*, 29(1), 257-260).
- Kim, S.S., Lee, C., & Klenosky, D.B. (2003). The influence of push and pull factors at Korean national parks. *Tourism Management*, 24, 169-180.
- Knowles, T., Diamantis, D., & El-Mourhabi, J.B. (2004). *The Globalization of Tourism and Hospitality (2<sup>nd</sup> ed.)*. United Kingdom: Thomson.
- Lomine, L. & Edmunds, J. (2007). *Key Concepts in Tourism*. New York: Palgrave Macmillan.

- Mak, A.H.N., & Wong, K.K.F. (2007). Motivation of Hong Kong residents seeking spa experiences when travelling away from Hong Kong. Proceedings of 5<sup>th</sup> Asia-Pacific CHRIE and 13<sup>th</sup> Asia-Pacific Tourism Association Joint Conference 2007.
- McNeil, K.R., & Ragins, E.J. (2005). Staying in the spa marketing game: Trends, challenges, strategies and techniques. *Journal of Vacation Marketing*, 11(1), 31-39.
- Nahrstedt, W. (2004). *Wellness: A new perspective for leisure centres, health tourism, and spas in Europe on the global health market*. In Weiermair, K., & Mathies, C., The tourism and leisure industry: Shaping the future, 181-198. New York: Haworth Hospitality Press.
- Oh, H.C., Uysal, M., & Weaver, P.A. (1995). Product bundles and market segments based on travel motivations: A canonical correlation approach. *International Journal of Hospitality Management*, 14(2), 123-137.
- Page, S.J. (2009). *Tourism management: managing for change* (3<sup>rd</sup> ed.). United States of America: Butterworth-Heinemann.
- Page, S.J., & Connell, J. (2006). *Tourism: a modern synthesis* (2<sup>nd</sup> ed.). London: Thomson.
- Pearce, D. (1989). *Tourism development* (2<sup>nd</sup> ed.). England: Addison Wesley Longman Limited.
- Peterson, K.I. (1994). *Qualitative research methods for the travel and tourism industry*. In Ritchie, J.R.B., & Goeldner, C. R., Travel, tourism and hospitality research: A handbook for managers and researchers (2<sup>nd</sup> ed.). Canada: John Wiley & Sons.
- Petri, H.L., & Govern, J.M. (2006). *Motivation: Theory, Research and Application* (5<sup>th</sup> ed.). USA: Wardsworth/Thomson Learning inc.

- Smith, M., & Puczko, L. (2009). *Health and Wellness Tourism*.  
United Kingdom: Butterworth-Heinemann.
- Weaver, D., & Lawton, L. (2002). *Tourism Management (2<sup>nd</sup> ed.)*.  
Australia: John Wiley and Sons.
- Yeoman, I. (2008). *Tomorrow's Tourist: Scenarios and Trends*.  
Netherlands: Elsevier.
- Yoon, Y., & Uysal, M. (2005). An examination of the effects of  
motivation and satisfaction on destination loyalty: A structural  
model. *Tourism Management*, 26, 45-56.