

Wellness Tourism Destination Analysis Case in Malaysia

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Abstarct

Tourism has contributed a lot to world economy. There are a many category of tourism and one of the most well-known is the wellness tourism. The number of tourists who travel and visit other destination and seek for wellness tourism services has been increasing every year. Tourists seek for these services to rejuvenate themselves from daily routine. A number of studies has been conducted to identify problem and suggest ways on how to improve on existing services provided under the wellness tourism. This study analyzed on wellness tourism study that has been conducted and focusing more on cases in Malaysia. Guided by the PRISMA Statement (Preferred Reporting Items for Systematic reviews and Meta-Analyses) review method, a systematic review of the Scopus and Web of Science databases identified 10 related studies. This study found out that there are only a few studies that has been conducted in wellness tourism in Malaysia. As a conclusion most of the wellness tourism studies that have been conducted in Malaysia were focusing on how to increase tourist motivation to visit wellness tourism in Malaysia and most of them focusing on improving the service quality that has been provided by existing wellness tourism. Out of 10 studies, seven studies were looking at the motivation factor that can lead to the tourist choice of travelling for our wellness tourism as compared to building strong promotional or brand proposition for our wellness tourism.

Keywords: Wellness Tourism, Destination Branding, Motivation, Promotion, Destination Marketing

Introduction

Tourism has brought a great deal to the world economy, one of the most popular types of tourism nowadays is a wellness tourism. Wellness tourism has become a mainstream worldwide trend in the twenty-first century, as travellers gradually see wellness tourism as a good way to reduce the adverse effects of modern lifestyle and improve overall health (Kelly, 2010), which the Global Wellness Institute (2014) study endorses. According to the Global Wellness Institute (2016), although wellness trips accounted for just 6 percent of all journeys, they accounted for 14 percent of all worldwide tourism expenditures in 2015. The size of the demand for global wellness tourism is expected to rise from US\$ 600 billion in 2016 to US\$ 1000 billion in 2020. Wellness tourism can be defined loosely as physical activities that visitors conduct to enhance their physical and psychological well-being (Mueller & Kaufmann, 2001). Some notable examples of wellness tourism include trips that include physical exercise / beauty care, healthy nutrition diet, relaxation meditation, and mental / educational activities (Kelly, 2010) The triggers are stress at the airport, jet lag, poor sleep and several other issues that contribute to health problems, but most people fly to have one of the most significant experiences. However, the trend has changed, people are traveling at the moment, or when to rejuvenate for holidays, as well as to de-stress

Wellness Tourism in ASIA

Three countries in Southeast Asia, namely Thailand, Indonesia and Malaysia, were among the top 20 wellness tourism destination markets worldwide in 2017. With 12.5 million trips, 530,000 direct employees and 12 billion USD income, Thailand ranked 13. Malaysia ranked 18 with 8.3 million trips, 180,000 direct employees and a revenue of USD 5 billion. Currently the Asia market is competitive in promoting and improving its wellness tourism. According to Global Data 2019 report, health and wellness tourism trips to Asia are expected to hit 128.3 million by 2022 which will help Asia become the largest tourism market in the world, says Global Data, a leading data and analytics company. Global arrivals to the Asia-Pacific (APAC) are expected to hit 850 million by 2022, representing a 5 percent compound annual growth rate (CAGR) between 2019 and 2022. As a key driver of this growth in arrivals emerged a rapid increase in health and wellness trips. Amber Barnes, Global Data's Travel and Tourism Analyst, says: "APAC is also by far the fastest-growing wellness tourism market; health and wellness trips increased by 33 percent to 109.4 million between 2017 and 2019. This is because the wellness traditions of Asia have defined the world market in practice, but a 'new Asia' is also transforming the modern health and wellness tourism. "Global Data's new report, 'Core Health and Wellness Tourism Trends: Traveler Categories Review, Core Industry Dynamics, Key Destinations, Challenges and Opportunities the data shows that Thailand is a leading health and wellness tourism destination in Asia.

Global Data predicts the numbers of health and wellness tourists in Thailand to increase to 27.7 million by 2022, reflecting a CAGR of 5.6 per cent from 2019. Based on the study by (Sopha, Jittithavorn, & Lee, 2019), it is noted that Thailand's health and wellness tourism is focused on both medical and wellness tourism, and that most private hospitals in Thailand play an important role in bringing health and wellness tourism to global standards. Moreover, the Thai government also supports the growth of medical tourism and health and wellness

tourism in general by introducing traditional Thai massage and Thai spa for acceptance worldwide. There are however many more local opportunities and knowledge throughout Thailand through which the health and wellness tourism industry could be connected. Malaysia also focuses on medical tourism, which emphasizes medical care, procedure, plastic surgery and annual medical check-ups (in private hospitals). Moreover, the Malaysian government also has the hope of putting other health and wellness activities such as yoga, meditation, and exercises on medical tourist attractions. Much of the wellness tourism study mentions that each wellness tourism destination has its own character to attract tourists to visit its destination. Based on the study conducted by (Sopha et al., 2019) mentions that Thailand is popular with its traditional Thai massage that ever mentions wellness tourism from Thailand these would be the services that place in the mind of the consumer, looking back to the other country that also attracts tourists to visit their wellness tourism is Indonesia, based on the study conducted by (Lucky Kurniawan, 2018) m. Bali's spa and wellness tourism attractions include its professional local practitioners, plentiful local spa product ingredients, and natural and breathtaking scenery. Looking at both of these countries, it was clearly stated that both of these countries that received global attention on their wellness tourism is due to their adequate provision of their wellness spa, where we can see that their service was focused on their culture, but look at the study-based wellness tourism in Malaysia (Sopha, Jittithavorn & Lee, 2019) it clearly stated that one of the major wellness tourism in Malaysia was one of the most important. Motivation factor

Studies from (Inoormaziah Azman & Chan, 2010; Hashim, Velayuthan, Yusoff, Awang, & Safri, 2019; Nik Muhammad Naziman, Idrus, Mohd Aznan, & Musa, 2012; Snepenger, King, Marshall, & Uysal, 2006) mention that there are two factor that has been determine to motivate tourist to travel for certain destination, the factor are push and pull factor which lead to willingness of tourist to travel. The push-pull model concept is to decompose a tourist's choice of destination into two forces; push-a tourist away (from home), try to model the general urge to go and be somewhere else, without specifying where that could be, while pull-a region-specific lure that pulls a tourist to a (local) destination. A motive within is correlated with desires, emotions, and instincts. An external motive requires mental representations like know-how or convictions. Tourists are inspired from an anthropological point of view to escape the routine of daily life, to pursue authentic experiences. Based these study, concentration on previous study related to Malaysia wellness tourism industry has been given more concentration on the direct approaches to motivate tourist to choose our wellness tourism as their main destination, however indirect approaches have been given lack attention by previous researcher, direct approach can be improvement on the service quality received by the tourist, however indirect approach that has lack concentration such as the experience quality received by the tourist.

Objectives of Study

This study is conducted to achieve the following objectives:

1. To identify, select and critically appraise relevant research and to collect and analyze data from studies that are included in the review.
2. To attempts to fill the gap in understanding, and identifies relevant issues that need to be addressed in wellness tourism in Malaysia.

Methodology

By introducing record analysis as the method of data collection, this study used qualitative research methodology. According to Bowen (2009), document analysis is a systematic method for analyzing or evaluating documents where the data are analyzed and interpreted in order to obtain context, understanding and scientific information creation. Mogalakwe (2006) also said that using the documentary study approach in social research is as good and often even more successful than social surveys, in-depth interviews or observations of participants. This study uses the initial step in developing an adaptation strategy was to analyses related papers and try to determine any of the lacking issues that has not been given concentration from previous study

Result

The review resulted into two mainstreams of study that most of the researchers embarked on under wellness tourism in Malaysia which are motivation and marketing & promotional issues. These two main topics have been discussed in most of the past study. The areas of interests included on how to create an attention of tourist, to push or pull them to visit our wellness tourism.

BASES	KEYWORDS USED	Document found
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SCOPUS	TITLE-ABS-KEY-AUTH ("wellness* tourism*" OR "well-being* tourism*" OR "health* tourism*" OR "spa tourism" OR "spirit* tourism" OR "Wellness* tourism" OR "Wellness* Tourism" OR "healthcare tour*" OR "health-care tourism" OR "well-being vacate*" OR " health and wellness* tourism*" OR "mind free tourism" OR "medical tourism" OR " medic* tourism" OR "health* tourism*") AND (LIMIT-TO (PUBSTAGE , "final")) AND (LIMIT-TO (AFFILCOUNTRY , "Malaysia")) AND (LIMIT-TO (PUBYEAR , 2020) OR LIMIT-TO (PUBYEAR , 2019) OR LIMIT-TO (PUBYEAR , 2018) OR LIMIT-TO (PUBYEAR , 2017) OR LIMIT-TO (PUBYEAR , 2016)) AND (LIMIT-TO (DOCTYPE , "ar")) AND (LIMIT-TO (SUBJAREA , "SOCJ") OR LIMIT-TO (SUBJAREA , "BUSJ") OR LIMIT-TO (SUBJAREA , "ARTS")) AND (EXCLUDE (EXACTKEYWORD , "Medical Tourism"))	11 articles
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<p>WEB OF SCIENCE</p>	<p>TS=("wellness* tourism*" OR "well-being* tourism*" OR "health* tourism" OR "spa tourism" OR "spirit* tourism" OR "Wellness* tourism" OR "Wellness* Tourism" OR "healthcare tour*" OR "health-care tourism" OR "well-being vacate*" OR " health and wellness* tourism*" OR "mind free tourism")</p> <p>Refined by: PUBLICATION YEARS: (2020 OR 2019 OR 2018 OR 2017 OR 2016) AND WEB OF SCIENCE CATEGORIES: (HOSPITALITY LEISURE SPORT TOURISM OR MANAGEMENT OR BUSINESS OR ASIAN STUDIES OR SOCIAL ISSUES OR SOCIAL WORK) AND SOURCE TITLES: (CURRENT ISSUES IN TOURISM OR TOURISM MANAGEMENT OR ASIA PACIFIC JOURNAL OF TOURISM RESEARCH OR JOURNAL OF TRAVEL TOURISM MARKETING OR TOURISM MANAGEMENT PERSPECTIVES OR TOURISM REVIEW) AND LANGUAGES: (ENGLISH) AND COUNTRIES/REGIONS: (MALAYSIA) AND PUBLICATION YEARS: (2020 OR 2019 OR 2018 OR 2017 OR 2016) AND DOCUMENT TYPES: (ARTICLE)</p> <p>Timespan: All years. Indexes: SCI-EXPANDED, SSCI, A&HCI, CPCI-S, CPCISSH,BKCI-S, BKCI-SSH, ESCI.</p>	<p>9 Articles</p>
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Author	Title	Issues related to Malaysia	Result of Study
(Hsu, 2013)(Kum(Kumar Velayuthan et al., 2019)	Proposed Framework on Urban Vacationers Motivation in Visiting Spa and Wellness Centre	Lack of interest among local citizen, to visit wellness center as well as spa center as the solution this study will introduced a motivational framework on encourage tourist to visit spa and wellness center in Malaysia.	Motivation factor
(Inoormaziah Azman & Chan, 2010)	Health and Spa Tourism Business: Tourists' Profiles and Motivational Factors	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 provides an insightful understanding of what motivates health and spa tourists to visit spas during holiday in Sabah	Motivation factor

<p>(Chan, 2008)</p>	<p>CHI Spa at The Shangri-La ' s, Sabah, Malaysia: Its philosophy and management concept – 'journey of experiences</p>	<p>Since spa and wellness tourism is very new in Malaysia, yet growing at a rapid speed and seemingly as a new avenue for profit generation, it is important that serious consideration should be paid to the motivational factors for both suppliers and customers as well as having proper guidelines in terms of setting up spa centers which are governed by true spa professionals.</p>	<p>Motivation factor</p>
<p>(Ithnin, 2008)</p>	<p>Persepsi pelancong terhadap pelancongan kesejahteraan (Kajian Kes: Kuala Lumpur dan Johor Bahru)</p>	<p>The study mention that there is no consistency on customer perception towards spa and wellness center in Malaysia. Other than that lack of marketing effort to promote Malaysia in the eyes of the world has no proper guideline</p>	<p>Promotion/marketing</p>

(Sopha, Jittithavorn, & Lee, 2019)	Cooperation in health and wellness tourism connectivity between Thailand and Malaysia	Malaysia has its weakness given the lack of impressive promotional activities and customer services compared to its counterparts of Thailand and India. In Malaysia, there is a shortage of websites and portals giving the details on medical and social services (Aniza, Aidalina, Nirmalini, Inggit, & Ajeng, 2009)	Promotion/branding
(Kumar Velayuthan et al., 2019)	Urban Vacationers and Their Motivation in Visiting Spa & Wellness Centre: A Conceptual Paper	The study proposed a motivation framework for urban vacationer to visit spa and wellness center. The study determines that most of the local tourist especially urban vacationer does not really have the push and pull factor for them to visit our local spa.	Motivation
(Jiraporn Prommaha, 2015)	Destination Branding: Brand Management and Brand Engagement of Health and Wellness Tourism in Thailand and the ASEAN Region	The study has come out with an interview and analysis on ASEAN country on wellness tourism industry, from this study the result show that reason why Malaysia has	Branding

		left behind the other county is, Malaysia lack of destination branding where the good branding was not widely promoted because of lack of cooperation and attempt to world market	
(Innormaziah Azman & Chan, 2012)	INTERNATIONAL HEALTH AND SPA TOURISTS' MOTIVATIONAL FACTORS IN SABAH, MALAYSIA: THE PUSH AND PULL FACTORS	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, 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	Motivation

		and spa tourists in Sabah, Malaysia provides an insightful understanding of what motivates health and spa tourists to visit spas during holiday in Sabah	
(Jamaluddin et al., 2018)	Study On Muslim Friendly Spa: A Conceptual Framework	Muslim Friendly spa is an innovative business initiated with the aim to cater Muslim needs while they are visiting spa for treatments that can refresh, restore, recharge and rejuvenate their body conditions. The framework for Muslim Friendly spa is essential to be applied by the government to improve and upgrade the current practices to fulfill the	Motivation factor

		unique needs of Muslims.	
(Husain & Jamal, 2015)	Syariah spa tourism in Malaysia: Some preliminary facets	The article concludes by proposing principles that could be adopted by the Government in order to ensure that companies supplying these products strictly comply with the proper Shari"ah requirements.	Motivation factor

Conclusion

This study attempted to to systematically analyse the existing literature on wellness tourism study focusing on cases of study from Malaysia. The result from this study shows that only 10 studies have been conducted to look at the wellness tourism cases in Malaysia. Out of 10 study which have been specifically selected, study found that eight of the studies were actually focused on motivation factor that pull or push the tourist to come to Malaysia and to look for our wellness tourism services. Most of the study on wellness tourism in Malaysia were actually identified reason that motivate tourists to look for our wellness tourism services rather that going out from our country just to get other country wellness tourism services. This was the main concern that has been determined by Sopha et al. (2019) under their study. Cooperation in health and wellness tourism connectivity between Thailand and Malaysia "mentioned that Malaysia has established itself as a tourist destination for its famous variety of beautiful scenery, diverse culture, and modern cosmopolitan cities. However, the strong promotional strategies and activities can ensure Malaysia of becoming not only a tourist destination but also a world-class medical hub. However, the country has its weakness given the lack of impressive promotional activities and customer services compared to its counterparts of Thailand and India. This has been supported by looking at academic study which also mentioned about the same thing, which is on the area on motivational factor as the whole without looking at the main factor that contribute to motivate tourist to visit Malaysia wellness tourism.

Future Research

Based on the finding from systematic literature review on wellness tourism case in Malaysia, the study finds out that wellness tourism in Malaysia is not being given due attention by the researcher, where most of the studies focused on medical tourism in Malaysia. Strong marketing strategies is needed to motivate tourist to visit wellness tourism in Malaysia. It is suggested for future study to focus on the marketing strategies that are needed by wellness tourism in Malaysia to attract more tourist attention to visit Malaysia.

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