WELLNESS TRAVEL MOTIVATION POST COVID-19

Case Vietnam

Tran, Khuong Uyen Quynh

Thesis
Degree Programme in Tourism
Bachelor of Hospitality Management

2021

LAPIN AMK
Lapland University of Applied Sciences

Abstract of Thesis

Degree Programme in Tourism
Bachelor of Hospitality Management

Author	Khuong Uyen Quynh Tran	Year	2021
Supervisor	Ulla Kangasniemi Esa Posio		
Commissioned by	Le Pavillon Gallery Hoi An Hotel & Spa		
Title of Thesis	Wellness Travel Motivation Post COVID-19 Case: Vietnam		
Number of pages	63 + 12		

The objective of the thesis is to figure out the wellness motivation among travellers post COVID-19 in Vietnam and investigate how the wellness tourism sector in Vietnam could be developed in the future. The thesis also discusses the new scenario of wellness tourism for the future and identifies if COVID-19 has changed customer travel behaviours. Besides, the research outlines advantages and disadvantages of wellness tourism in Vietnam and suggestion ideas for future development. Thesis limitations are also identified in the view of the author.

The research results were based on the theoretical background analysis, provided an overall view which explains the research objectives. In order to attain predetermined objectives, this thesis was conducted by using qualitative research methodology. A survey with open-ended questions was utilized to collect qualitative data on travellers' perceptions of their motivation and expectations toward wellness tourism in Vietnam. The questionnaires were converted during the research with realistic schedules. The thesis commissioner is Le Pavillon Hoi An Gallery Hotel & Spa, located at Hoi An, Vietnam. The hotel is in pre-opening operation, so it desires to understand more about the needs of tourists with wellness packages to set the appropriate marketing strategies.

Keywords wellness tourism, travel motivation, post COVID-19, Vietnamese tourism industry, domestic market.

FOREWORD

First of all, I would like to sincerely thanks my family, who are always willing to support me during the studying period and reminding me to keep my head up no matter the ups and downs. Without them, I would not have opportunities to study in Finland and widen my knowledge in a country with the best education in the world. Studying at Lapland UAS has been a memorable experience in my student paths since I have learned in a multicultural environment, be more mature and responsible.

Secondly, special thanks are owed to Ms. Ulla Kangasniemi, Mr. Esa Posio and Ms. Outi Kähkönen for being amazing supervisors, advisors and helping me complete this final thesis document. Their support, feedback and suggestions were critical throughout this process and significantly impacted my acquiring knowledge and experience for future career paths.

Last but not least, I would like to give appreciation to my commissioner, which is also my training placement. People here have supported my thesis process and offered their wisdom and guidance in terms of my career skills.

CONTENTS

1 INTRODUCTION

In the modern era, relaxation and refreshment of mind and body are becoming a trend. It leads to the motivation of wellness travel with different purposes (Khare, Joshi & Alkonda 2021). The COVID-19 has placed the tourism industry under unprecedented stress due to the travel restrictions and city lockdown. Despite various difficulties, the tourism industry is preparing for a speedy recovery with new scenarios post COVID-19 (Sibi, Arun & Mohammed 2020). The more and more people are toward health awareness, the bigger and bigger wellness tourism will grow.

Wellness tourism is considered one of the rapidly growing tourism segments globally and is even expected to reach greater heights post COVID-19 (Mohan & Lamba 2021). Until 2020, the wellness tourism sector earned 736 billion USD and is projected to achieve a revised size of 1.2 trillion USD by 2027 (Gough 2021). Despite owning various wellness destinations and landscapes, Vietnam has not yet found the right way to invest and exploit these advantages (Food & Travel Vietnam 2019). It leads to the consequence the wellness tourism sector could be boosted in the high demand. The current COVID-19 has allowed every country to re-strategize, enhance its competitive strengths in wellness tourism (Mohan & Lamba 2021).

The thesis discusses the changes in tourist motivation to wellness tourism due to COVID-19 and investigates what motivators affect their decision and expectations. New scenarios to orient the wellness tourism sustainably post COVID-19 and acknowledge how different tourists segments consume the wellness services are also discussed. Besides, the thesis studies behaviours and attitudes of travellers to Vietnamese wellness tourism currently.

The purpose of this study is to determine whether the customers' travel motivation was changed post COVID-19 and how the wellness tourism in Vietnam could be improved to adapt to these changes. This study attempted to delineate the new segments of the wellness tourists based on healthy living attitudes factors. Cluster analysis was employed to identify similar respondents based on their attitudes towards healthy living. The thesis commissioner is Le Pavillon Hoi An Gallery Hotel & Spa, located in Hoi An, Vietnam. The hotel is in pre-opening operation, so it desires to understand more about the needs of tourists with wellness packages to set appropriate marketing strategies.

The qualitative methodology was conducted in secondary data analysis and questionnaire survey methods to approach the holistic aspects of the travel motivation to wellness destination in Vietnam. The thesis provides a brief result which explains the research objectives and outlines how the theory and survey data were collected among wellness travellers. The questionnaires were converted during the research with realistic schedules. The study concludes with survey results, new target wellness customers, chief motivations, limitations and suggestions for future wellness tourism in Vietnam.

2 COMMISSIONER

The commissioner of the thesis is Le Pavillon Hoi An Gallery Hotel & Spa, was a 5-star hotel inspired by the French architectural works and values that the locality owns (Le Pavillon Hoi An Group 2021). Le Pavillon Hoi An Gallery Hotel & Spa is a young company that has operated since December 2020. The hotel contains 84 rooms with luxury facilities and amenities. The inside restaurant has a touch of elegance, grace and a warm atmosphere with a cool swim-up bar and L'aurore Spa (Le Pavillon Hoi An Group 2021).

Le Pavillon Hotel has various advantages in developing wellness services packages and adapting to high customer expectations. Its strategies indicate the enterprises' well-defined main approaches to achieving their mission and heading toward their big vision. A mission statement is set in the present tense and explains why the company exists (Porras 2021). Vision statements are more inspiring and motivating. They concentrate on the company's future, its goals and aspirations, values, on the other hand, are the boundaries within which the company will operate in pursuit of its vision (Porras 2021).

The hotel's slogan is Discover the Exquisite Heritage of Hoi An, Vietnam, which means that its mission is to evoke guests about the authentic beauty of Hoi An ancient town inside the hotel through interior and architecture with friendly and helpful staffs. The company's vision is to develop a high standard of the 5-star hotel in Hoi An and create status and name on a national level. The hotel operation is based all on the values of creating an exclusive experience for customers as well as highly professional staff. In Le Pavillon, every staff member takes the responsibility as an experience creator who brings hospitality values to guests and lets them enjoy memorable moments in the hotel.

The hotel takes advantage of hotel properties such as restaurants, spas and coffee shops to offer various all-exclusive combo to local guests seeking luxury services on the weekends, such as luxurious spa packages, including a sauna, steam bath and using medicinal oils with affordable price. The defined customer segmentation and strategy implementation have worked out practically and lead to exceptional success. For instance, during the first three months, the hotel occupancy accounted for 45 %, a staggering figure, especially in the callous times of COVID-19.

With the thesis, the commissioner will have the framework of the wellness tourism situation in Vietnam. The tourists' motivation is paid attention and the hotel takes advantage of its ability to develop wellness services. Furthermore, the thesis analyses the customer behaviours and their expectation about wellness tourism from different perspectives. In this way, the hotel could have a holistic framework of wellness tourism post COVID-19 and set the strategy for the wellness services development.

3 TRAVEL MOTIVATION

3.1 Definitions & Concepts

Determining people’s travel motivation and fulfilling their trip expectations are considered in order to keep loyal customers. According to George and Woodside (2005, as cited in Vuuren & Slabbert 2011, 298), motivation is seen as the inner state of a person that forces them to act or behave a particular way. The hierarchy of needs from Maslow is displayed in Figure 1, illustrating specific factors that have a massive influence on customer psychology, then lead to their behaviours (Figure 1).

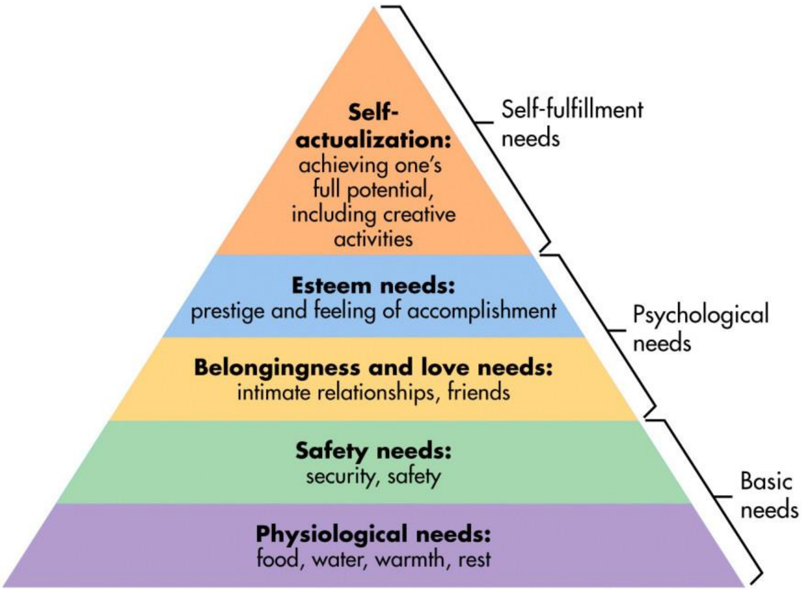


Figure 1. Maslow’s Hierarchy of Needs (Maslow 1987, as cited in McLeod 2020)

According to Figure 1, the first level of Maslow’s hierachy is physical survival with very physical requirements such as food, water, warmth and rest. Once the physiological needs are satisfied, safety and security are taken into account when people want to control and order in their lives (McLeod 2020). The third level of need is belongingness and love needs. At this level, the need for emotional relationships drives human behaviours and avoids psychological problems such as loneliness, depression and anxiety (Cherry 2021). The continual level of need is esteem needs, which is the need for appreciation and respect. When lower needs are satisfied, esteem needs play a more prominent role in motivating individual behaviour. The prestige and feeling of accomplishment include such things as self-esteem and personal worth. At the very peak of Maslow's hierarchy are the self-actualization needs that refer to the need people have to achieve their full potential as human beings. (Cherry 2021.)

Appropriately, Maslow (1943) stated that human motivation is based on seeking fulfillment, which means the growth of self-actualization leads to motivation to achieve personal fulfillment. In terms of tourism, travel is seen as a form of responding to human fulfillment. Tourists are primarily motivated by the demand to escape from the daily environment, gain the relief of physical and mental tension. Fridgen also emphasized that tourism provides a massive chance for individuals to fulfill their needs for an optimal stimulation level. (Fridgen 1991, as cited in Choe & Mitas 2013.)

In other words, travel motivation forms a desire for people to travel and internal psychological influences that affect individual preferences (Khare, Joshi & Alkonda 2021). In a nutshell, with the explosion of the tourism industry recently, various enterprises are aware of the significant and urgent need to identify the consistent factors that impact tourists' motivation to travel. Understanding the travel motivation of target customers could benefit enterprises in setting accurate operation strategies and adapting the customer expectations.

3.2 Impact of COVID-19 on Travel Motivation

The world faces an unprecedented global health, social and economic emergency with the COVID-19 pandemic (UNWTO 2020a). According to the World Health Organization (WHO 2021), Coronavirus disease or COVID-19 is an infectious disease caused by a newly discovered coronavirus with common symptoms includes fever, coughing, fatigue, or body aches. As reported from WHO until April 2021, there have been more than 136 million confirmed cases worldwide, with almost 3 million deaths globally (WHO 2021). Travel and tourism are among the most affected sectors due to the travel restrictions and lockdowns (Schuler 2020). Global tourism has slowed down significantly, with a considerable number of international flights dropping by more than half (Gössling and Hall 2020) and the UNWTO reported that international arrivals were plunged 60 to 80

% in the year 2020, from about 850 million to 1.1 billion, as compared with the year 2019 (UNWTO 2020b).

Human behaviour is typically influenced by social norms (Reese & Cameron 2019). Thus, it leads to the fact that was changing situations concerning family, economy, interests, or health influence changing motivational factors (Mahika 2011). For instance, due to the seriousness of the COVID-19 outbreak, it has significantly affected the decreasing traveller's motivations around the world when they decide to reschedule or even cancel the whole trip (Rachmawati & Shishido 2020). According to Parady, Taniguchi & Takami (2020), activities like eating out or leisure are not essential for subsistence amid COVID-19, so people have been forced to reduce travel frequency or limit the unnecessary outdoor activities. In brief, the COVID-19 has changed one's travel patterns and practicing self-restriction for non-essential activities.

The impact of COVID-19 has changed people's attitudes, especially those who adopt a sustainable lifestyle and mental health. People might shift to a more flexible, greener lifestyle and focus on some active modes, such as walking and cycling, enhancing physical and maintain health. (Alexa, Apetrei & Sapena 2021.) On the other hand, the research from Abdullah, Dias, Muley and Shahin (2020) affirmed that 71 % of responders travelled a distance for a primary outdoor trip between 0 and 10 km, mainly for grocery shopping, studying or working purposes. They tended to use private transportation for primary outdoor trips on the weekend and emphasized safety issues such as face masks, social distances and cleanliness (Abdullah, Dias, Muley & Shahin 2020).

The COVID-19 is examined as the significant element that sharps people's health-conscious, strives for a sustainable lifestyle and boosts individual motivation to participate in physical and mental activities. There have been many discussions about if customer behaviour and travel preferences will change permanently due to the COVID-19. Indeed, research evokes whether people, post COVID-19, will go for the premium services at luxury hotels, or they want to keep isolating and spend their extra money on a second home in the middle of nature. (ESignal 2020a.)

4 WELLNESS TOURISM INDUSTRY

4.1 Wellness Tourism

4.1.1 Wellness in Definition

The concepts of wellness are abundant and complex. It is examined as the combination of experiential elements, travel and experiential products. Accordingly, the proliferation of wellness centres, holistic retreats, spas, spiritual pilgrimages, complementary and alternative therapeutic bring advantages in the form of wellness leisure and tourism destination. (Philip, Sebastian & Glenn 2010.) According to Saracci (1997, as cited in Smith & Kelly 2006, 14), the state of wellness corresponds much more closely to happiness than to health. Puczkó and Smith (2012) argue that tourists can contribute to the quality of life domains and health, work and productivity, emotional and spiritual well-being and relationships with family and friends.

Besides, tourists may also feel like a part of the temporary community when travelling and may pay more attention to the environment, especially if they are eco-tourists or travelling in beautiful or fragile locations (Puczkó & Smith 2012). Furthermore, Chaline (2002) states that wellness tourism is to feel different from the way to feel at home, as if the act of travelling to a specific place entitles the pleasure and more alive feelings. To sum up, Myers, Sweency and Witmer (2005) define wellness as being “a way of life oriented toward optimal health and well-being in which the individual integrates the body, mind and spirit to live more fully within the human and natural community" (Smith & Kelly 2006, 14). Bushell and Sheldon describe wellness tourism as following:

[…] a holistic model of travel that integrates a quest for physical health, beauty or longevity, heightening consciousness or spiritual awareness and a connection with the community, nature of the divine mystery. It encompasses a range of tourism experiences in destinations with wellness products, appropriate infrastructures, facilities and natural and wellness resources (Bushell & Sheldon 2009).

In different words, The Global Wellness Tourism Institute (GWI 2013) supports wellness tourism as the travel associated with the pursuit of maintaining or enhancing one's well-being. However, the meaning of wellness tourism, in addition, depends on culture and geography. For instance, in southern Europe, wellness tourism is connected to the seaside, the Mediterranean diet and the slower pace of life, whereas in Scandinavia, wellness is seen as outdoor activities that help individuals enhance the immune systems (Regiondo 2018).

4.1.2 Wellness-related Products

The wellness services industry is attributed to one of the niches tourism industry and includes several categories of services providers, such as lodging in resort places, healthy food and nutrition, healthy excursions and activities (Langviniene & Sekliukiene 2014). During the past few years, the wellness tourism industry has become more and more familiar with various sectors, such as fitness, beauty, entertainment, pharmaceuticals providing products and services (Grénman & Räikkönen 2015, 7–25). Many people travel to maintain a healthy lifestyle, reduce stress, prevent disease and enhance the immune systems. For many wellness tourists, wellness-related activities such as yoga, meditation, or organic food consumption are already part of everyday life at home, while others get familiar with such practices at wellness destinations and possibly continue them at home (Stausberg 2010, 133).

The explosion of wellness services globally forces companies to enhance the customer experience permanently and the wellness industry should be customer-oriented. It is required to make proactive changes focusing intensely on the customer preferences, wellness product quality and technological interfaces to stay competitive in such a dynamic tourism sector. (Langviniene & Sekliukiene 2014.) Correspondingly, It depends on the customer’s needs to set the excellent services and the process of creating wellness services is shown in Figure 2.

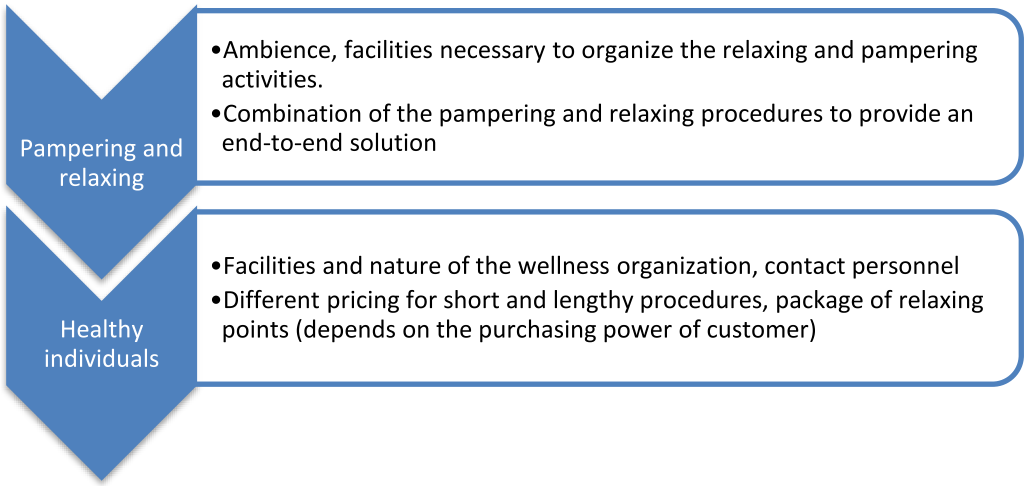


Figure 2. Process of Wellness Services (Langviniene & Sekliuckiene 2014)

As transparent from Figure 2, to adapt the customer's demand about pampering and relaxing experience. Ambiance and facilities must be prepared laboriously to organize the relaxing and pampering activities suitably. Additionally, the enterprise can combine the pampering and relaxing procedures to provide an end-to-end solution. The end-to-end solution aims to bring a holistic experience to customers with different kinds of wellness services. The healthy individual's package in wellness vacation is appropriate to tourists, who are without serious health problems and wishing to rest after the intensive work and monotonous routine. Its process required the facilities and nature of the wellness organization, contact personnel. Furthermore, different pricing for a short or long trip could be adjusted flexibly depending on the purchasing power of tourists. (Langviniene & Sekliukiene 2014.)

Due to the popularity of wellness tourism, it is seen the spawning of a wellness products industry around the world and each country has different advantages to promote and develop its wellness-related products (Wayne & Rusell 2020). For instances, wellness tourism products and services in Finland are based mainly on nature, including lakes, pampering, activities and experiences of luxury, also refer to culture, nature, peace and the quite countryside (Kangas & Tuohino 2008, Konu et al. 2010, as cited in Pesonen, Laukkanen & Komppula 2011). There are abundant choices for customers and it seems that nearly every customer segment has a wellness offer. Figure 3 describes the array of wellness-related products offered by destinations worldwide, demonstrating both the existing and potential wellness tourism market.

Figure 3. Diversity of Wellness Tourism Products (Global Wellness Institute 2018, as cited in Wayne & Rusell 2020)

As shown in Figure 3, many destinations offer wellness-related products depending on protected natural assets and cultural traditions. For instance, sauna in Finland, ayurveda retreats in India, onsen in Japan, jimjilbang in Korea or healthydros yoga & wine retreats in South Africa are mainly based on the wellness cultural traditions. Nonetheless, sand baths in Egypts, rainforest spa retreats in Costa Rica, wellness cruises in the Caribbean, hiking and mountain yoga in the USA are contingent natural assets. These wellness assets and traditional products attract many travellers. By visiting and utilizing these wellness-related products, travellers contribute to preserving and protecting this wellness culture and the overall sustainability of wellness tourism (Wayne & Rusell 2020).

4.1.3 Wellness Authenticity Experience

In today's fast-paced world, there is fierce competition among hospitality enterprises to reward customers' attention (Tsai, Song & Wong 2009). Besides the competitive advantages such as appealing surroundings, exclusive interiors, well-trained staff, various hotels are on track to develop authentic experiences to meet the customer needs with particular wellness activities. Wang & Mattila (2015, 348; as cited in Mody & Hanks 2019, 174) define authenticity as a multifaceted construct containing various metaphysical assumptions and perspectives when people seek authentic values which have an impact on the individual behaviours and preferences. Authenticity is considered an essential key to creating memorable experiences for clients. Once the product authenticity is done exceptionally well, it is considered that the business can offer unique or unusual experiences to clients and gain their preferences. Figure 4 depicts five genres of authenticity that affect people's motivation to wellness tourism. It is especially suited for tourism businesses seeking new types of authenticity to have a positive outcome.

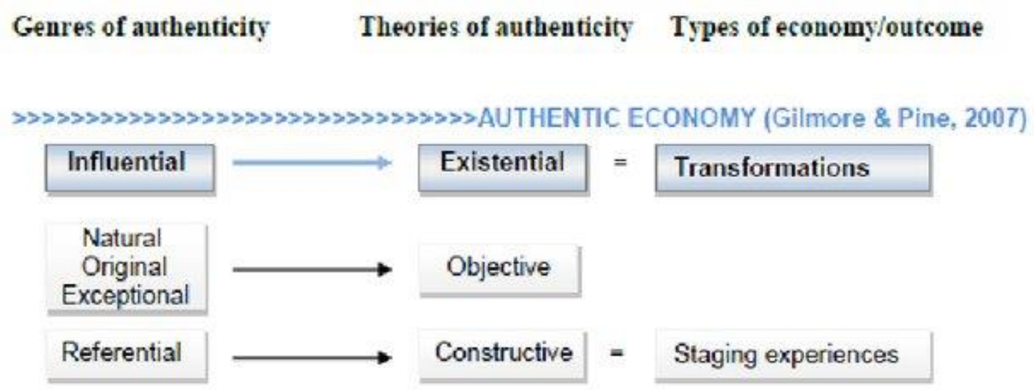


Figure 4. Aligning genres of economic authenticity with social theories of authenticity in tourism (Pine & Gilmore 2007, as cited in Ivanovic & Saayman 2015).

According to Figure 4, five genres of authenticity can be taken into consideration: natural authenticity, original authenticity, exceptional authenticity, referential authenticity and influential authenticity. The figure shows the transition from different authenticity genres to finalize the appropriate outcomes, including transformations and staging experiences. Hence, wellness packages research needs to incorporate the examination of the required transformation of staff and facilities. Besides offering insights for the specific customer journey, the suggested model could be a guideline to deliver and share compelling authenticity effectively and continuously with guests through staging experience settings. (Pine & Gilmore 2007, as cited in Ivanovic & Saayman 2015.)

Authenticity can be conceptualized as a dynamic set of processes whereby inherent nature is discovered, accepted and imbued. In the term of wellness, people seek happiness, life satisfaction, self-esteem and emotional well-being, which are generally referred to as people's feelings about themselves, their family, work and social environment. In short, the influence of authenticity leads to demand on wellness activities, where individuals figure out the existential values and purpose in life and finally form the transformation or staged experience with the view to adopting people's demand. (Toor & Ofori 2009).

4.2 Wellness Tourist Segmentation & Profiling

An enterprise must deal with customer demands and matching customer needs to ensure profitability and business sustainability (Camilleri 2017). However, since different target groups seek to fulfill different needs and requirements, the enterprises take the customer needs and preferences into account to have ideas about how they consume products and services in tourism. Market segmentation plays a vital role in selecting the business market segment (Ahmad, Kamarudin, Aziz, Bakhtiar & Ahmat 2011, 110–111). Customer segmentation is the process of qualifying customers into groups that respond similarly (Virag 2021). There are four basic market segmentation approaches: demographic segmentation, psychographic segmentation, geographic segmentation and behavioural segmentation (Thomas 2020).

Wellness services and advanced treatments can be provided and suggested, corresponding to the client's needs, lifestyle, behaviour and demographic characteristics (Smith & Puczko 2014). For instance, middle-aged travellers usually pursue a holiday with pleasure, comfort and the highest quality service. Meanwhile, young travellers are much more receptive to new objects, pursuing the experience from the destination rather than the accommodation itself, seek fun and festive atmosphere. (Holmberg 2015.) Hence, the wellness packages could be designed to adapt to each customer generation. Middle-aged clients can enjoy wellness services such as meditation and yoga with experts or short-term pampering and luxury. Nevertheless, young clients can participate in beach activities, aqua parks or music parties.

People striving for wellness products also tend to have a higher socio-economic status than others (Deesilatham 2016). Profiling wellness tourists mainly based on demographic segmentation such as age, income, or education status. Kelly and Smith (2006) proposed that profiling wellness tourists should be linked to health tourism products and wellness domains. In the report of Global Wellness

Institute (2018), the wellness tourism spending of tourists was shown generally to demonstrate the high spending of wellness tourists comparing with others, as shown in Figure 5.

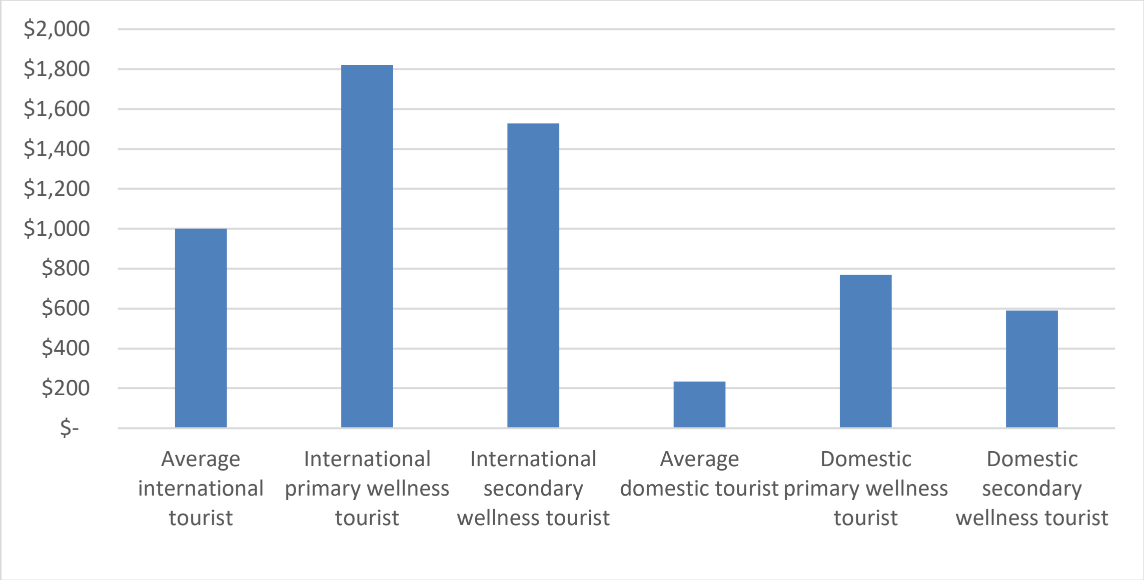


Figure 5. Wellness Tourism Spending Premiums 2017 (Global Wellness Institute 2018.)

Figure 5 exhibits the travel spending of wellness tourists and illustrates its dominant position over other tourists in the international and domestic markets. In 2017, international wellness tourists on average spent $1,528 per trip, 53 % more than the typical international tourist. The premium for domestic wellness tourists is even higher, at $609 per trip and 178 % more than the typical domestic tourist. The chart indicates that wellness travellers are typically more affluent, educated and well-travelled, so that they tend to be early adopters who will try out new and novel experiences. (Global Wellness Institute 2018.)

Deesilatham's (2016) research demonstrates that most typical wellness visitors are women rather than men. They are older people or Baby Boomers who might have some physical health problems and seek physical and medical retreats, relaxing massages and pampering. Other wellness tourists were profiling as Gen X tourists. They are high-income and well-educated tourists. They travel in families with children, have little spare time but high spending power and willingness to pay for short-term pampering, curative cosmetics and luxury wellness services (Smith & Puczko 2014).

In short, typical wellness visitors are seen as high-income and older visitors, who are motivated by a desire for rest, relaxation, health, rejuvenation or escapism (Smith & Puczko 2009, as cited in Personne, Laukkanen & Komppula 2011). Demographic segmentation is used frequently and effectively by many enterprises to target the market. Besides, psychological segmentation is also important to analyse the wellness tourists' motivation and behaviours, based on lifestyle, values, occupation, personality and hobbies (Taylor 2014). By systematically segmenting the market, various customer groups with specific needs and demands will pop up and wellness packages could be tailored and made for each of these identified segments (Suresh 2010).

4.3 Framework of Wellness Motivation

Wellness tourism was drawing tourists’ attention even before the COVID-19 and the trend will probably continue when the COVID-19 restrictions ease (Choe & Giovine 2021). People tend to use wellness-related products or go to wellness destinations due to different purposes. The research of Pesonen & Komppula (2010) points out that wellness tourists are motivated by relaxation, escaping from busy jobs, peace and quiet, sports and healthy gastronomy.

Basically, there are three fundamental needs that drive wellness motivation, including autonomy, relatedness and competence (Thai & Hudson 2016). Firstly, autonomy is the chief element among three basic needs. It is as the personal volition and following the dictates of an authentic self (Ryan, Huta & Deci 2008, as cited in Thai & Hudson 2016). In relevance to wellness, autonomy supports the ideal environment for focal wellness activities such as exercise, diet, yoga, meditation. Secondly, competence is the human propensity to affect the environment and attain value outcomes. In terms of wellness, it promotes confidence in managing health and psychological well-being, seeks self-identity in physical activities. Finally, the relatedness reflects the desire to feel connected to others. In wellness services, it is acquired from wellness services staff members to serve and behave customers with caregiving, norms and togetherness. (Deci & Ryan 2000, as cited in Thai & Hudson 2016.)

Traveller’s state of mind influences them to travel and visit a new destination (Yousaf, Amin & Santos 2018). Dann (1977) introduced push and pull theory as a structural base for the tourism literature in a travel destination. Two main factors affect tourist motivation, push and pull factors. Regardless of Sibi, Arun and Mohammed, push factors are the most basic internal factors that create demand or urgency to travel. It is associated with many intrinsic factors such as a feeling of escape, isolation or social interaction. Meanwhile, pull factors consists of specific reasons for choosing a destination and associates with external factors which attract one to visit a destination, such as travel for prestige or self-recognition. (Sibi, Arun, Mohammed 2020.)

Based on the theory of push and pull travel motivation, the report of Smith & Puczko (2014) displays that customer motivation has had a significant influence on their travel behaviours in wellness tourism. Figure 6 provides in dept the push and pull factors that drive the tourists' motivation in wellness-related products or a wellness holiday.

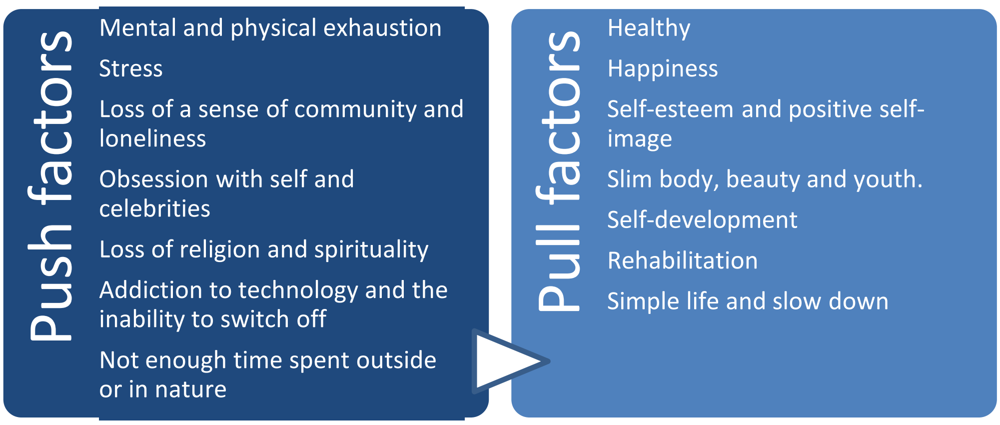


Figure 6. Push and Pull Factors for Wellness Tourists (Smith & Puczko 2014)

Firstly, tourists who find the wish to be healthier as a pull motivational factor, tend to be exhausted from the mental and physical energy from their daily life. Secondly, in the case of tourists who are constantly stressed with work pressure, it stimulates them to wish to be happier. Thirdly, tourists who feel the loss of a sense of community and loneliness need the environment to build self-esteem and a positive self-image when travelling. Fourthly, tourists obsess with self and celebrities desire a slimmer body shape, more beautiful and younger and this could stick them with wellness-related products such as spa or detox programs. Fifthly, tourists who are at a loss of religion and the desire for spirituality could seek self-development during their trip. Sixthly, the need for inhabitation is the pull factor because tourists are addicted to technology and unable to switch it off, so wellness trip helps them find the balance in life. Finally, tourists, who are too busy to spend time outside or in nature, desire to lead a simpler life and slow down. (Smith & Puczko 2014.)

Many tourists are currently seeking wellness packages and spiritual refreshments after an unprecedented period in their life (Digital Marketing 2021). The properties in rural locations with yoga or meditation sessions and other wellness activities should be considered because visiting therapeutic landscapes is tightly linked to physical health, healing recovery and longevity (Majeed & Ramkissoon 2020). In short, tourists are motivated to participate in wellness tourism for various purposes. Internal and external situation factors affect a lot their behaviours and their wellness travel decision-making.

5 WELLNESS TOURISM IN VIETNAM

5.1 Domestic Tourism Market in Vietnam

Vietnam is a developing country, with 55.5 % of the population under 35 years of age. The country is one of few countries that has overcome the COVID-19 crisis and shown remarkable GDP growth by 2.9 % in 2020. (The World Bank 2021.) Literally, Vietnam is on track to become more and more developed from different economic perspectives.

As stated by UNWTO (1995, as cited in Bayih & Singh 2019), tourism could be categorized as international and domestic tourism. Notably, domestic tourism is defined as journeys and travels within a person's home country and the domestic tourist is understood as any person residing in a country who travels to a place within the country, outside his or her usual environment for a period not exceeding one year (Singh 2009; UNTWO 1995, as cited in Bui & Lee 2011). Otherwise, international tourism is the act of travelling outside the person’s home country for less than one year, except for holidays, religious observances or family affairs (OECD 2021).

In the opinion of Mr. Nguyen Trung Khanh, Vice Chairman of Ho Chi Minh city tourism association, by the year 2022, the domestic market is still considered as the primary travel target market. With high growth opportunities post COVID-19, the travel trends have been changed a lot with extreme attention to health safety, travel insurance, hygiene and social distance. It is predicted that the Vietnamese tourism industry will be developed side-by-side with safety requirements. (Dung 2021.)

Domestic tourists are being supported by the Vietnam government, includes offering free entrance tickets to tourist attractions, hotel price discounts, increased domestic flights, revitalizing and boosting the tourism sector (Choe 2020). Additionally, businesses need to understand their values intensely, keep loyal customers, use social media platforms effectively, pull at their heartstrings and showcase their hospitality to clients (Vallauri 2020). Travel agencies and companies have continued implementing the safety precautions currently and the wellness tourism industry could save itself by focusing on domestic travellers until getting back on the normal situation (Nhan Dan Official Website 2021).

In brief, the COVID-19 has changed the travellers' travel plans and they cannot take that distant trip that they had previously hoped. The number of international tourists to Vietnam in the year 2020 was only reached $3.7 million, which was 80 % less than the year 2019 (Ha 2020). Since international tourism industries are not likely to return to the normal state shortly, domestic tourists could form the most significant share of tourism income for various enterprises and it is compulsory to take the domestic market seriously. Thus, Vietnamese tourism enterprises have started to promote the domestic market and this trend could be projected continuously after the COVID-19. (Asia Perspective 2020.)

5.2 Potential Wellness Tourist Attractions

Vietnam has had an abundance of wellness potentiality to become a prominent wellness tourist attraction and the country should take advantage of this momentum and prioritize wellness in every tourist's service (Food & Hotel Vietnam 2019). According to Wego and TrustYou, Hanoi and Hoi An have placed in the top 10 of the best tourist destinations of wellness tourism services in Asia (Food & Hotel Vietnam 2019). Besides, Da Nang, Nha Trang and Phu Quoc are the most popular tourist attractions among inbound travellers with the long coastline, plenty of cuisine, favourable weather and several recreational facilities. Furthermore, with outstanding natural landscapes, these destinations are the appropriate tourist destinations to exploit the well-being tourism in Vietnam and could be developed to restore their health and find the balance in the soul. (Vietnam National Administration Of Tourism 2020).

After the COVID-19, people might take a fancy to relax after fatigue and stress times (Li, Zhang, Liu, Kozak & Wen 2020). The evolution of the hotel business is currently due to the increasing number of guests who require accommodation for their wellness trips and competition with other businesses (Talabi 2015, 13). More and more companies have invested in high-end resorts and five-star hotels, which focused on space to develop utility systems, aiming to offer healthcare synchronously. Many travel agencies contribute to wellness products, specializing in health care such as meditation, yoga tours in pristine natural areas, weight loss, detox tours with the help of experts and coaches. (Nhan Dan Official Website 2019.) In short, to capitalize on the domestic tourist market, tourism enterprises need to regularly research and grasp market trends to promptly meet current needs (Dieu 2021).

As a result of the growth economy, the number of hotels in Vietnam is speedily expanded and on track to promote wellness services targeting mainly high-end customers (Storm 2019). The Vietnamese government invests more and more in infrastructure, planning large-scale resorts and high-class hotel systems (Le 2020). However, the effects of the COVID-19 have changed the customer demand patterns and allowed the business to make adjustments to the popular middle-class group with more attractive economic wellness packages (Choe 2020). Phi (2020, as cited in Choe 2020) stated that local people currently have a chance to enjoy those beautiful luxury resorts previously served only for foreign tourists or high-income tourists, which is positive because local people finally enjoy their tourist facilities and resources.

To sum up, wellness tourism has become a rising trend in Viet Nam currently when Vietnamese travellers have rediscovered the local authenticity in rural and scenic destinations such as Cam Ranh, Cua Lo, Hoi An, Quy Nhon. Significant cities and popular tourist favourites, such as Ho Chi Minh City, Hanoi, Vung Tau, Da Nang and Da Lat, still topped the most popular booked destinations by Vietnamese travellers in the year 2020. (Anh 2020.) Indeed, understanding the taste of domestic tourists is vital to promote the development of markets for resort tourists, weekend tourism in association with health care, education, ethnic and cultural experiences (Dieu 2021).

6 METHODOLOGY AND METHODS

6.1 Qualitative Method

When carrying out research, various research methods can be utilized, but most of them fall into two main categories: quantitative and qualitative. While quantitative research utilizes statistics and numerical data, qualitative research is more subjective and requires the researcher to interpret data to form somatic ideas (Siniscalco & Auriat 2005). Besides, the qualitative method aims to demonstrate the meaning of people's experiences, culture or a particular issue. Its analysis is mainly inductive, grounding examining topics and themes and the inferences drawn from them in the data (Hsieh & Shannon 2005). Qualitative research has been defined as:

> […] the information or data collected and analysed, that is primarily nonquantitative in character. It consists of textual materials such as interview transcripts, field notes and visual materials such as artifacts, photographs, video recordings and internet sites that document human experiences about others in social action and reflective states (Johnny 2011).

The qualitative methodology can be used either in an inductive or a deductive way (Elo et al. 2014). The research focuses on understanding a research query as a humanistic or idealistic approach, such as people’s beliefs, experiences, attitudes, behaviours and interactions (Pathak, Jena & Kalra 2013). It allows researchers to understand social reality in a subjective but scientific manner and includes interviews with open-ended questions, case studies of specific situations and observations (Yang & Wildemuth 2005).

The secondary data was first executed in the thesis to conduct some in-depth reconnaissance about current tourism situation in Vietnam. Then, the electronic survey was carried out to configure a focus group agenda, along with expressions from the individual reflecting how the wellness sector influents the Vietnamese tourism industry and the expectations of customers to improve wellness tourism. Preferably, samples for theme content analysis consist of purposively selected texts that can inform the research questions being investigated and assess how to reach the thesis goal. The thesis uses qualitative research to evaluate the human behaviours in numeric and strengthen respondents' effects of wellness tourism on their travel decision.

6.2 Questionnaire Survey

The survey is probably the most traditional way of conducting research. They are handy for non-experimental descriptive designs that seek to describe reality ad its approach is frequently to collect information on attitudes and behaviour (Mathers, Fox & Hunn 2009). Some issues are best addressed by classical experimental design where participants are randomized to either an intervention group or a control group. However, surveys usually are restricted to a representative sample of the potential group that the researcher is interested in for practicality and cost-effectiveness (Mathers, Fox & Hunn 2009).

The thesis research is mainly focused on the perspectives of domestic travellers in Vietnam about wellness tourism. The purpose of the survey is to analyse the preferences and demands of domestic travellers when they use wellness-related products and detect their expectations and motivation about authentic wellness experiences. The questionnaire survey framework was considered short, concise and descriptive with multiple choice questions with a single response, multiple-choice questions with multiple responses, matrix-question and open-ended questions.

The electronic survey has four main sections, including general respondent's background, motivation and expectation to wellness travel, Vietnamese wellness tourism assessment, as well as open-ended questions that relevant with a contribution for Vietnamese wellness tourism industry in the near future. Information about the author and length of time to do the survey are provided to give holistic ideals to respondents about the study and how long to take the survey. Respondents are assured that all their answers will be kept confidential. Additionally, statistics and research results are published only in summaries, tables and figures in the thesis paper.

The questionnaire was created in two languages: Vietnamese and English (Appendices 1 & 2). The target group chosen to conduct the survey included

Vietnamese tourists, people who have been in Vietnam for a period of time and foreign tourists who used to travel to Vietnam. Since respondents' motivation and their travel decision in wellness tourism could be affected by different cultures. Therefore, it was necessary to investigate motivators that stimulate Vietnamese tourists and foreign tourists to engage in wellness recreation activities in Vietnam. The survey approached respondents mainly through social media, including Facebook, such as Vietnam expatriate groups, Vietnam wellness tourism groups, Twitter and Instagram. Additionally, survey forms were put on the reception desk of the Hoi An information tourists centre, Vietnam. Hence, tourists can easily reach and answer the survey.

All of the data were collected in one week, from 26th April to 2nd May in 2021. The survey obtained a total of 107 respondents, which is beyond the minimum required responses. However, to gain expected and practical outcomes, three responses were eliminated by the author because respondents didn't like wellness tourism, so that their responses could be unreliable for the survey. In order to efficiently analyse the data, it was necessary to identify completed valid questionnaires. The absence of data in a few aspects was considered tolerable and the value of the remaining data was still meaningful unless the responses were superfluous or inappropriate (Alreck & Settle 1995, as cited in Lou 2014). Therefore, the critical element to select the valid data were completed questionnaires with a few pieces missing, such as open-ended questions or ranking questions.

6.3 Validity and Reality in Research

In the qualitative study, validity and reality are addressed as crucial factors to the usefulness and integrity of the findings. The validity of research refers to the accuracy and truthfulness of the scientific findings (Brink 1993). Besides, reliability is concerned with the consistency, stability and repeatability of the informant's account and the investigators' ability to collect the information accurately (Brink 1993). The interface between reliability and validity is essential for the direction of the analysis process and the development of the study itself (Morse et. al 2002, as cited in Cypress 2017).

To ensure reliability in qualitative research, examining the consistency is crucial (Bashir & Tanveer 2008). The consistency of data will be achieved when steps of the research are verified through examination of raw data, data reduction products and process notes (Campbell 1996, as cited in Bashir & Tanveer 2008). When gathering data, it is considered that the data collected accurately and represented the requisite outcome. Various questionnaires are set out to narrow the topic and all data decently answer the research objectives (Roller & Lavrakas 2015).

In the thesis, the author clarified the objectives of the survey questionnaire to decide on the sample size, focusing on Vietnamese wellness tourism, tourist motivation and wellness services after COVID-19. On the preparing process, several questions were taken into account, such as the purpose of the survey, what information is seeking, what level of accuracy is required and how to eliminate unreliable responses. These questionnaires were carried out beforehand to gain compelling issues when gathering data.

Dependability refers to data stability over time and under different conditions (Polit & Back 2014, as cited in Elo et al. 2014). In order to address the dependability issues more directly, the processes within the study should be reported in detail, therefore enabling other researchers to repeat the work (Shenton 2004). The thesis survey ensures that the study’s findings are the results of experiences and ideas of respondents who experienced wellness tourism in Vietnam, or at least had pieces of knowledge about wellness tourism and considered participating in it after the COVID-19, rather than the characteristics and preferences of the author. The survey result illustrates the changes in wellness travel motivation with currently accepted norms and sharped the new phenomenon for other authors in the near future.

The term of validity in qualitative research is gaining knowledge and understanding about the nature of the study phenomenon (Cypress 2017). The thesis describes customer behaviours and experiences in wellness tourism and their context, so their behaviours and experiences become meaningful to an outside (Korstjens & Moser 2017). Moreover, not only Vietnamese people participate in the survey, but foreign people who have been living in Vietnam are also focused. The survey result is considered to benefit both tourism enterprises in Vietnam and abroad on enhancing customer motivation about wellness tourism.

From the methodology perspectives, some disadvantages could be taken into consideration from the qualitative method. The result is based on the results of tourists' experiences and their opinions. However, Dan's theory argued that major problems are that tourists themselves are not aware of their real reasons for travelling and these issues could happen at the mercy of four statements. It includes tourists who may not wish to reflect on real travel motives, people who cannot reflect on real travel motives, people who may not wish to express real travel motives and people who cannot express real travel motives. (Hsu & Huang 2008, 25.) Wellness travel motivation research attempts to answer why people travel and why they choose the wellness tourism sector. The survey was utilized, parallel with the theoretical background to enhance the validity of the research outcome.

7 FINDINGS

7.1 Secondary Data Results

The concept of data collection is the process of gathering and measuring information in an established systematic fashion, with the view to answering stated research questions, testing hypotheses and evaluating outcomes (Kabir 2016). Secondary data analysis is defined as utilizing the data which was collected by someone else for another primary purpose (Johnston 2014). When conducting the secondary data, it is necessary to emphasize the systematic method with procedural and evaluative steps towards developing the research question on the research (Johnston 2014). Regarding the thesis, the secondary data analysis demonstrates the current background of the Vietnamese tourism market situation and the travel demand in domestic tourists.

Vietnamese tourism market is steadily caught customers' attention and it illustrates through the statistics year by year. UNWTO and the have highly appreciated its achievements and efforts and ranked Vietnam sixth in the ten countries with the fastest tourism growth globally. (Trang 2021.) The development of the tourism industry worldwide leads to increasing total receipts from visitors in Vietnam constantly, as shown in Figure 7.

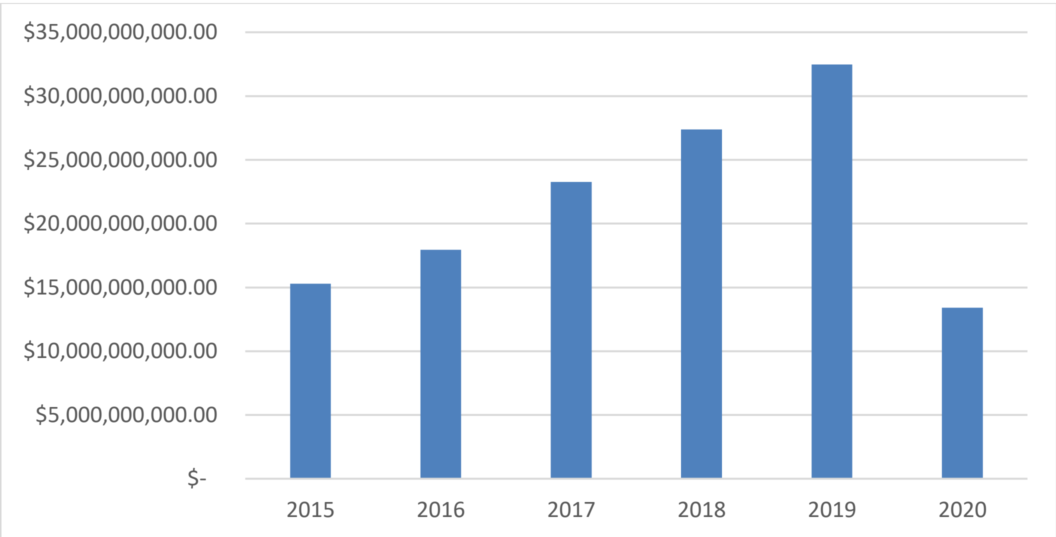


Figure 7. Total Receipts of Domestic and International Tourists (Vietnam National Administration Of Tourism 2020)

Generally, The total receipts of international tourists maintained and strengthened its position with a tremendous growth rate of 22.7% during the subsequent five years from 2015 until 2019. Total domestic and international tourists' receipts rose significantly and eventually hit a peak of over $32 billion in 2019. However, in the past five years from 2015 until 2019, it showed that the number of domestic tourists accounted for more than 80 %, nearly five times greater than the number of international visitors, but the spending power from domestic tourists only obtained about 45 %. The result demonstrates that the tourism industry in Vietnam still does not have attractive products to stimulate the spending of domestic tourists.

Vietnamese tourism currently suffered heavy damage due to the frozen international market since 2020. The travel demand decreased rapidly and the total revenue made up merely about $13 billion in 2020. At the same time, Google Destination Insights evaluates the phenomenon of travel accommodation seeking in Vietnam from the beginning of January 2021 until April 2021 (Figure 8).

Figure 8. Accommodation Travel Demand in Vietnamese Market (Google Destination Insights 2021).

As transparent from Figure 8, the travel demand of Vietnamese travellers exhibits an upswing trend period commencing January 2021, which is anticipated that the need to travel of domestic tourists will experience an upsurge time by time. As noteworthy is that the percentage of demand for tourism information searching at the end of February was staggering 30 %, which is higher than the figure in the same period of 2020. The data reflects that the impact of the COVID-19 presses the high demand for travelling among people. It also indicates that Vietnamese people are willing to travel again when the disease comes to an end.

7.2 Survey Results

7.2.1 Demographic Respondents' Backgrounds

Demographic segmentation involves descriptive data of individuals based on sex, age, income, education level, geography (Thomas 2020). In the survey, there is a total of 104 valid responses. Respondents' backgrounds are utilized as independent variables. These variables are gender, age, length of living in Vietnam, frequency of travel and length of the trip. The respondents' gender are presented in Figure 9 with descriptive analysis.

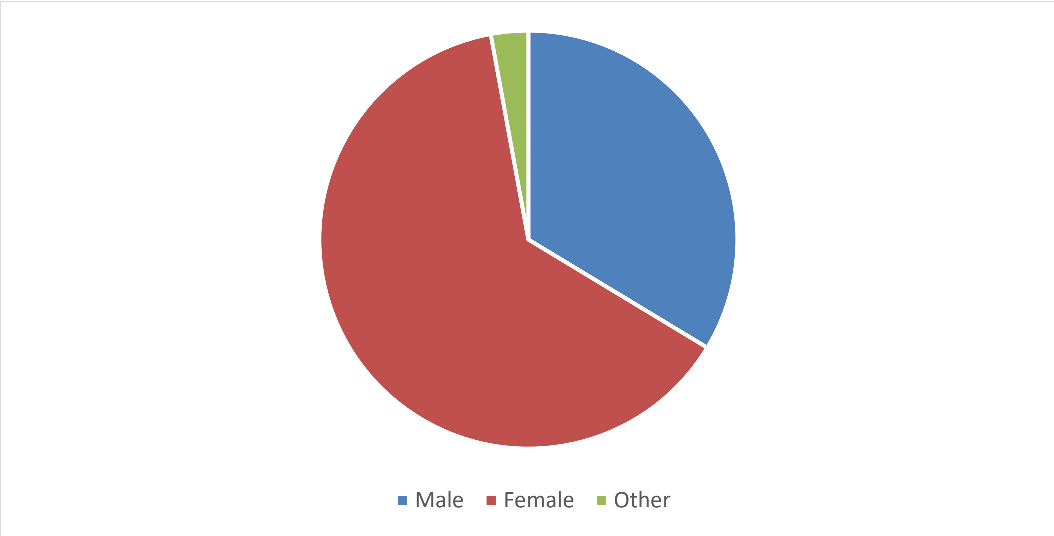


Figure 9. Respondents' Gender

Appropriately, the percentages of females make up the most considerable proportion of respondents with 63.4 %. Conversely, males constitute of 33.7 % and other registers a negligible minority of 2.9 %. According to Smith & Puczko (2014), the reason is that women are usually far more interested in physical appearance, weight issues and other relevant well-being activities than men. It is also well noted that married women have very little time for leisure activities and relaxation. Thus, it is not surprising that more women crave or need specialist wellness services and time out from busy schedules. (Smith & Puczko 2014.) The pie chart result also reflects that female typically consist of the largest proportion in the wellness tourist segments.

The chart provides a breakdown of respondents’ age to give a holistic view of respondents’ backgrounds (Figure 10). Most respondents are between 26 and 35 years old, accounting for the lion’s share of 59.6 %, leaving the remaining share at slightly 6.8 % for respondents from 36 to 45 years old, who are also belong to the Millennials group. By the way, Research from Wellness Tourism Association, which is carried out from March to July 2020, showed that one-in-three Millennials plan a wellness vacation, compared with around one-in-five Gen Z and Boomers (WTM Team 2020). Another research pointed out that roughly 35 % of millennials prefer upscale and luxury resort trips, which is the core value of wellness tourism (Condor Ferries 2021). These illustrate that the Millennials prioritize the wellness tourism sector and have the motivation to participate in that type of tourism soon.

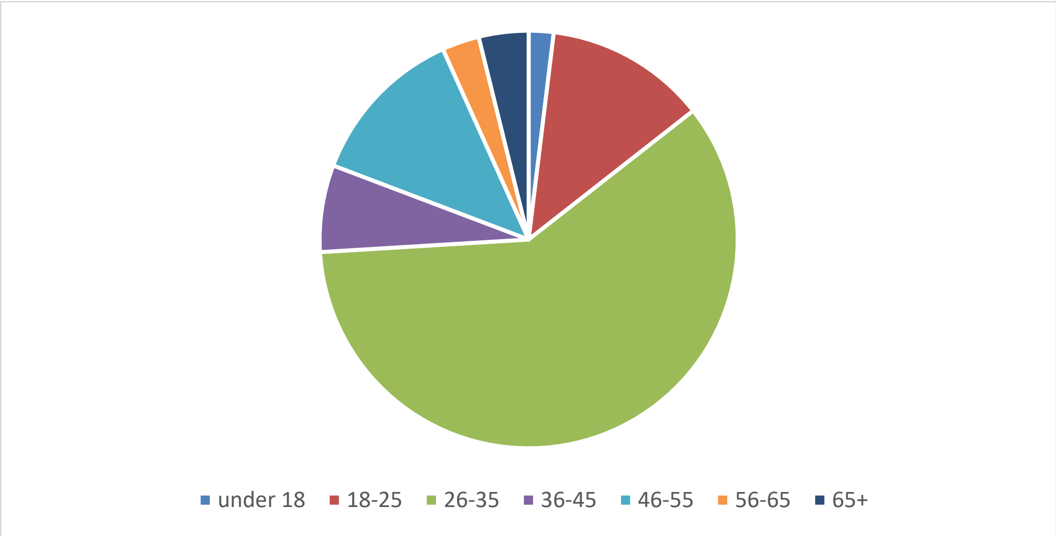


Figure 10. Respondent’s Age (n=104)

As shown in the results, respondents mainly belong to the Millennials generation, who are currently from 26 to 45 years old, attained 66.4 % of respondents. Merely 2.9 % of respondents are between 56 to 65 years old, who assume that they belong to Gen X. The respondents are more than 65 years old, representing Baby Boomers in the minority at 3.8 %. The demographic of respondents’ age indicates that the result could be based mainly on the perspectives of Millennials.

The aim of the thesis is to explore the wellness travel motivation in the Vietnamese market, so primary target respondents commonly are people who used to travel in Vietnam. Literally, all selected respondents have been in Vietnam for a period of time. They had different experiences and perspectives about the wellness tourism sector. As shown in Figure 11 is the respondent's length of living in Vietnam.

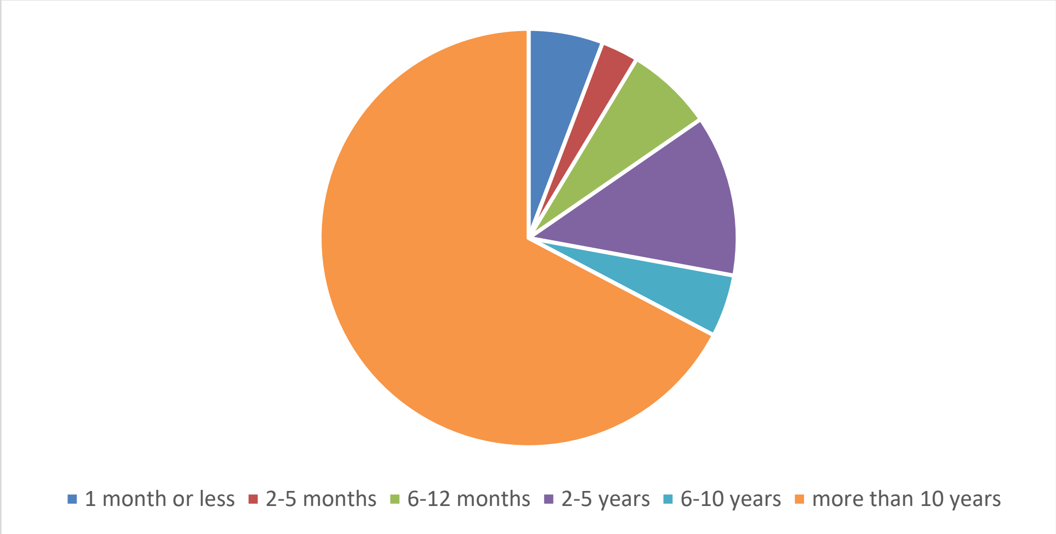


Figure 11. Respondents' Length of Living in Vietnam (n=104)

Respondents who have lived in Vietnam for more than 10 years reach a monumental high of 67.3 %, which far surpasses the number of others. It reflects that most respondents have been in Vietnam for a very long time, have had huge influences on the Vietnamese tourism sector and are the leading domestic target market. Respondents who have lived in Vietnam for 2 to 5 years contain 12.5 %. These respondents could be foreign people who have lived in Vietnam for a period of time and are partly concerned about Vietnamese culture and the tourism industry. The relatively identical figures, ranging at 5,8 % and 6.7 %, are respondents who have lived in Vietnam for less than one month and 6 to 12 months. These respondents could be inbound travellers who used to travel in Vietnam or live in Vietnam for different purposes.

Figure 12 gives data about the number of respondents' nationalities. It shows that the overwhelming majority of respondents, with 63.5 %, are Vietnamese, corresponding to the result of living length in Vietnam. The rest of the respondents with moderately similar proportions involve American, South African, Dutch, German, Finnish, Korean, Swedish, Australian and Spanish. Different cultures could have different ways to enjoy and experience wellness services and products. From various nationality perspectives, the survey result emphasizes a context of wellness tourism behaviour and motivation objectively and accurately.

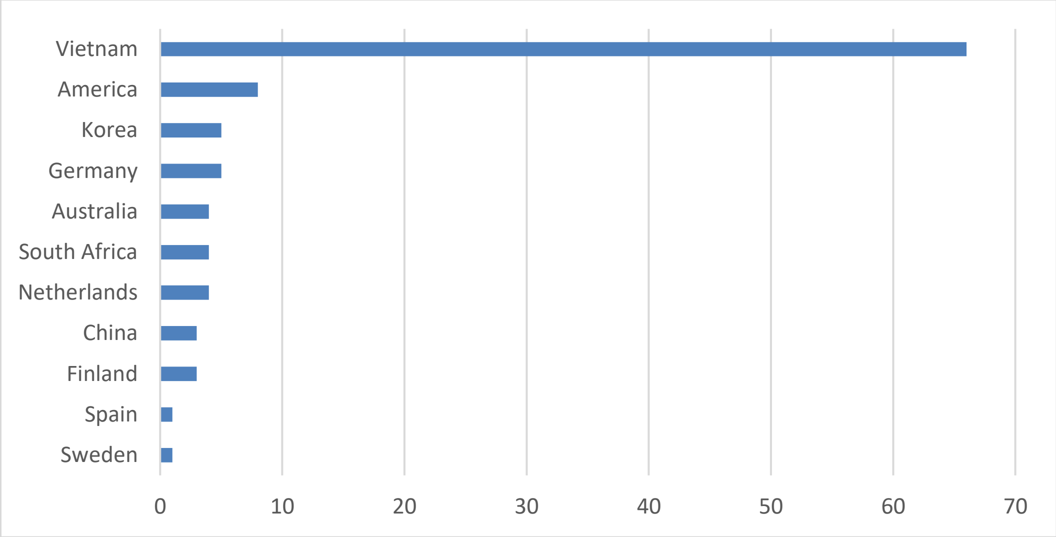


Figure 12. Respondents' Nationality (n=104)

In order to examine the respondents' travel behaviour before the COVID-19 outbreak, Figure 13 reveals the respondents' frequency of wellness travel. It was found that more than 46 % of respondents made two or three trips each year, 30.7 % of respondents travelled at least once a year. Compellingly, the results imply that the domestic tourists in Vietnam have stable growth potential in wellness tourism sector development. They travel frequently and have particular effects on the wellness tourism industry in Vietnam.

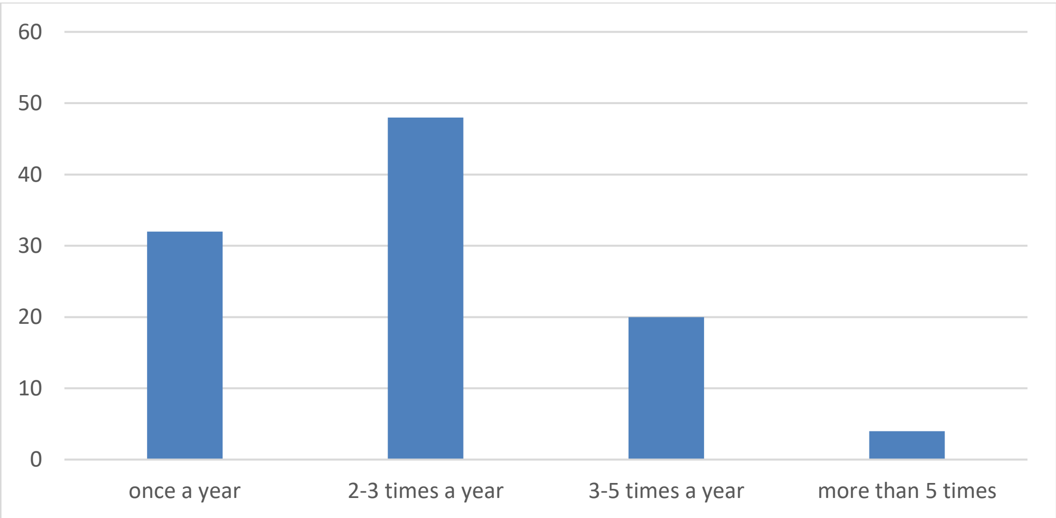


Figure 13. Respondents' Frequency of Wellness Travel (n=104)

As shown in Figure 14, the trip length demonstrates that most of the respondents have over-night wellness trips, with more than 55 % of trips lasting from 3 to 4 days, which are considered the average time to experience the wellness services. Subsequently, the length of a trip in 5 to 7 days accounts for 27.9 %, while the trip lasts 1 to 2 days has the smallest percentage rate, which is 3. 8 %. As seen in the previous results, people usually travel from 2 to 3 times per year on average 3 to 4 days. It indicates that respondents usually have a trip on holiday but have a little spare time for pleasure.

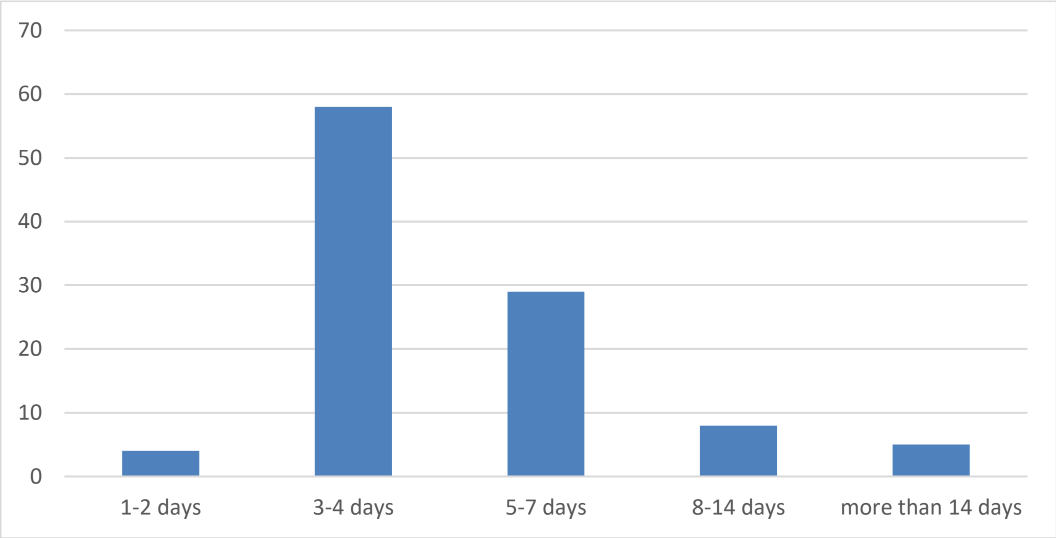


Figure 14. Respondents' Length of Trip (n=104)

In brief, the demographic data analysis the general backgrounds of respondents. The result reflects that the proportion of female respondents is slightly higher than that of male respondents. In terms of age structure, the respondents mainly belong to young and middle-aged groups, which correspond to the average age group in Vietnam. Since the country has several short public holidays when the workers get their paid annual leave (Viet Vision Travel 2021), most of the respondents, who lived in Vietnam for a while, frequently have wellness trips every year within one week or less. This result also demonstrates the demographic basis of respondents and their potential for the wellness tourism sector in Vietnam.

7.2.2 Wellness Motivations and Expectations

In this section, the motivation and expectation for the future wellness vacation post COVID-19 are focused. The question concerned with factor affecting the wellness tourism decision that primarily utilized a 5-point Likert-type scale. The scores were computed from responses using the following conventional criteria, not at all important = 1, slightly important = 2, important = 3, fairly important = 4, very important = 5. The question was answered numerically so that the data could be recorded in the numerical for analysis. A total of 104 responses were obtained for this question. As regard to survey, there are impacts of wellness motivation, which are the basis for deciding to have a wellness trip post COVID-19, as shown below in Table 1.

Table 1. Level Impact of Factors on Wellness Tourism Decision (n=104)

Destination	4.03
Wellness facilities & services	3.87
Price	3.70
Climate	3.63
Well-trained staffs	2.89
Friendly locals	2.76

The destination is considered the most critical factor, with an average of 4.03. Since the spreading of COVID-19 worldwide, respondents are more aware of the safe destination for their wellness vacation. According to DCD, the centres for disease control and prevention of the United States, Vietnam ranks on group level 1 with low-risk assessment for COVID-19 (DCD 2021). Thus, the country has many opportunities to become one of the safest destinations for travelling post COVID-19. Additionally, there is a slight change in wellness tourists motivation, when not only relaxing, services or price is concerned, but also the safe place. The destination is stated further regarding a variety of visiting sights, natural assets and picturesqueness accommodations.

The relatively identical figures, ranging from 3.87 to 3.63, are wellness facilities and services, price and climate. The wellness facilities and services factor ranks in the second position with an importance level of 3.87. It founds that respondents strive for high-quality wellness products and services rather than the amount of money they need to pay. The climate factor is in the third position, which is considerably higher than the well-trained staff factor. Since climate plays an essential role in tourists' decision-making, tourists might expect particular climatic conditions during their wellness trip (Becken 2010). Apparently, the climatic suitability of a destination attracts wellness tourists to come to relax and experience recreational activities. It motivates the development of seasonal tourism in many tourist attractions, such as Lapland in Finland or Balearic islands in Spain.

The well-trained staff factor accounts for 2.89, which is a moderate number, which means respondents are slightly concerned about the staff. It seems illogical because respondents care much about the wellness service quality, while the well-trained staffs are not in great attention. The impact of the COVID-19 leads to the economic crisis from different perspectives (The World Bank 2020). Respondents are likely more price-conscious than in the past when planning a wellness trip. Therefore, hunting down promotions and saving trips are predicted to be new trends for the next few years (Ly 2020). People are undoubtedly concerned about the quality of wellness products and services. However, a limited budget is also important, so other factors such as climate, well-trained staff or friendly locals could be adjusted.

For the question relevant to leading wellness tourism motivation, respondents were asked to choose only one answer from a multiple choices question about the fundamental motivation for a wellness trip. The result was evaluated and described in Figure 15.

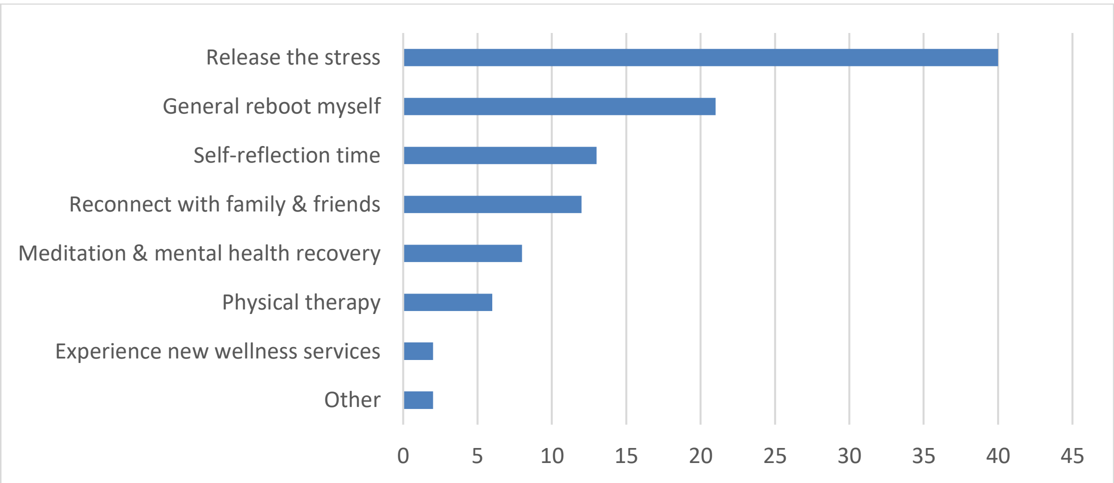


Figure 15. Wellness Tourism Motivation (n=104)

At first glance, 42 out of 104 respondents take part in the wellness trip in order to reduce the stress. According to the demographic background analysis, there were largely respondents who belong to the Millennials generation. On the survey of The Global Benefits Attitudes in 1 895 employees in the UK, half of Millennials suffered the heightened stress levels in the workplace, compared to 44 % in Gen X and 35 % in the Baby Boomer generation (Bean 2016). Hence, it is seen that individuals currently strain the high work pressure and wellness travel could be the advantageous way for them to find the life balance.

The results indicated that 20.2 % of respondents choose general self-reboot as the wellness motivation, while 12.5 % of respondents travel for self-reflection time. Meditational mental health recovery accounts for 7.8 % of responses and physical therapy settles at 5.7 %. It is seen that respondents choose wellness travel predominantly to promote mentality and recharge the energy. Tourists in the post COVID-19 era could prioritize the wellness combine packages with physical and spiritual activities, as well as focus on enhancing the mental system. 12 out of 104 respondents travel for embracing family and friend relationships. It makes sense due to a long time social distance, people are getting closer with family and exiting unnecessary relationship surrounding. It encourages the family relationship and friends cooporation.

Experience new wellness services is also a believable motivation. Some tourists travel in different wellness accommodations to try new experiences and enjoy the service. Two respondents have other motivations for wellness travel. One motivation is for escaping daily life and enjoying a wellness vacation in an unknown destination. As mentioned ealier, the escaping is one of the leisure motivation. Another respondent recognizes that wellness travel gives a chance for emotional satisfaction and personal worth.

With the much higher expectations of tourism services providers post COVID-19, people are expected to make more considered travel choices (Alyoshin 2021). As shown in Figure 16 is the respondents’ expectations for their wellness trip. The survey allows respondents to choose various options and most of them choose more than one answer.

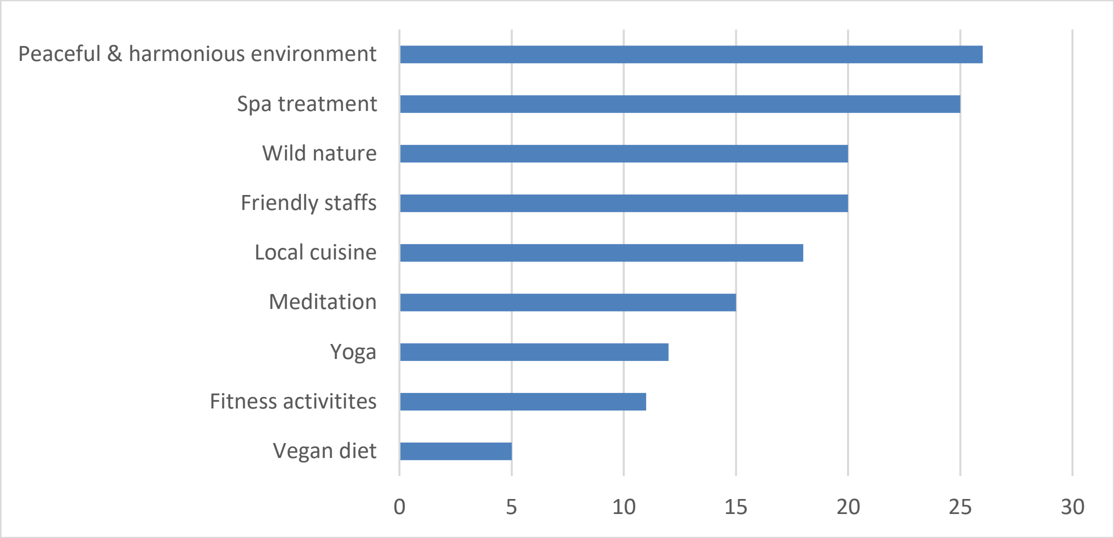


Figure 16. Wellness Tourists' Expectations (n=152)

Accordingly, the peaceful and harmonious environment option is the most chosen. It identifies that post COVID-19, travellers might take more precautions and promote hygienic and safety conditions with pull factors of wishing to be healthier. An ideal destination to relax can be a significant peaceful and harmonious destination, as the push factor for travelling. Indeed, the safe and peaceful destination drives the tourist motivation to wellness-related products and is undoubled to be on top of respondents' choices.

Spa treatment is also highly appreciated by respondents who adapt to the demand for slim bodies, beauty, and youth. Other activities such as meditation, yoga, fitness activities have a comparatively similar quantity of selections. After an undesirable time of COVID-19, respondents can be more aware of health care and rejuvenation. These could be considered the priority pull factors, leading to motivation in the wellness tourism sector.

The push factor, as lack of communication during lockdowns, leads to the expectation of friendly staff on the wellness trip. The expectation of tasty local cuisine is equally seen with a significant percentage, overwhelming to the vegan diet that accounts for the lowest rate. Respondents might prefer tasting the distinctive food culture rather than an extreme vegan diet during the wellness vacation.

People are usually motivated and affected by internal and external factors, changing their motivations and behaviours. The COVID-19 has a massive impact on the human-beings life as an external factor and leads to external expectations such as a peaceful, harmonious environment and wild nature. Nevertheless, other expectations connect to internal factors also be concerned by respondents. Internal factors prompt the respondents' travel motivation and create inner expectations, including tasting local food, beauty treatment, and other relevant wellness activities.

7.2.3 Developing Wellness Tourism Sector in Vietnam

The survey questionnaire was sequenced in such manner to maintain the respondents' accuracy of Vietnamese wellness tourism and avoid the ambiguous responses in this section. Considering about the current average price for a 5-days-all-inclusive wellness package in Vietnam, the result is illustrated in Figure 17 below.

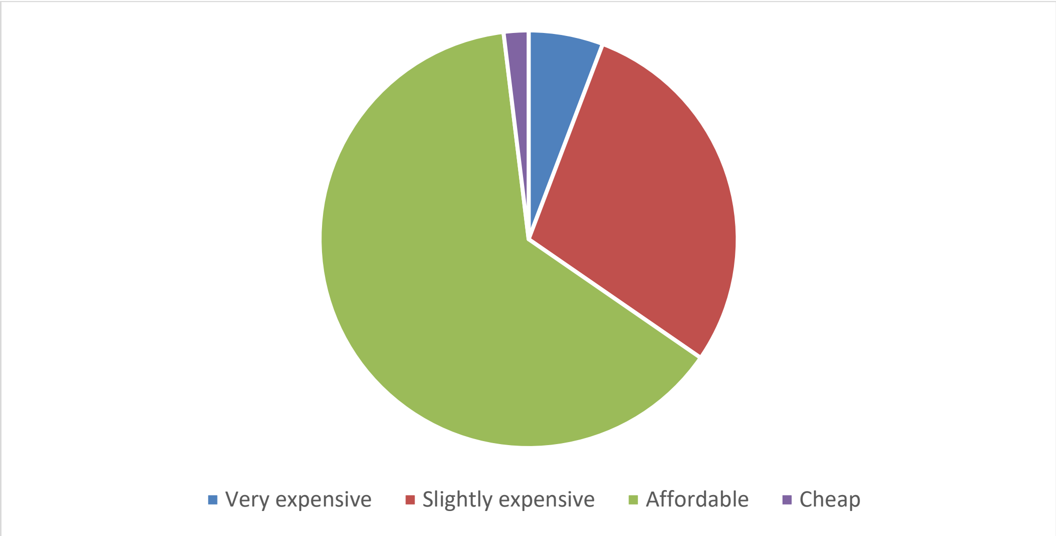


Figure 17. Price Image of A 5-days-all-inclusive Wellness Package (n=104)

The Figure 17 detects the price image of the wellness package for a short holiday in Vietnam. As presented from the chart, 66 out of 104 respondents assume that wellness packages in Vietnam are affordable. The slightly expensive option made up the second large proportions with 29 %. Further inspection reveals that 6 % of respondents suppose that wellness packages in Vietnam still very expensive and only 2 % of respondents think it is cheap.

Nevertheless, these answers are enormously subjective since the price of a wellness package depends on various factors such as quality, applied services, location. In fact, Vietnam is frequently on the top of the cheapest destinations for travelling (BMTM Team 2021), while wellness tourism often comes at a high price (Bearne 2018). Therefore, most respondents think the wellness package price in Vietnam is rather affordable, which could be a reasonable answer, compared to wellness tourism worldwide.

The following question allows respondents to choose as many options as they desire because one person could have numerous favourite wellness activities or have a chance to experience different kinds of activities. The result provides highlights wellness activities in Vietnam through the lens of both Vietnamese and foreign travellers. Reportedly, respondents are getting familiar with different types of wellness activities offering in Vietnam. Figure 18 gives information about the respondents' favourite wellness activities in the country.

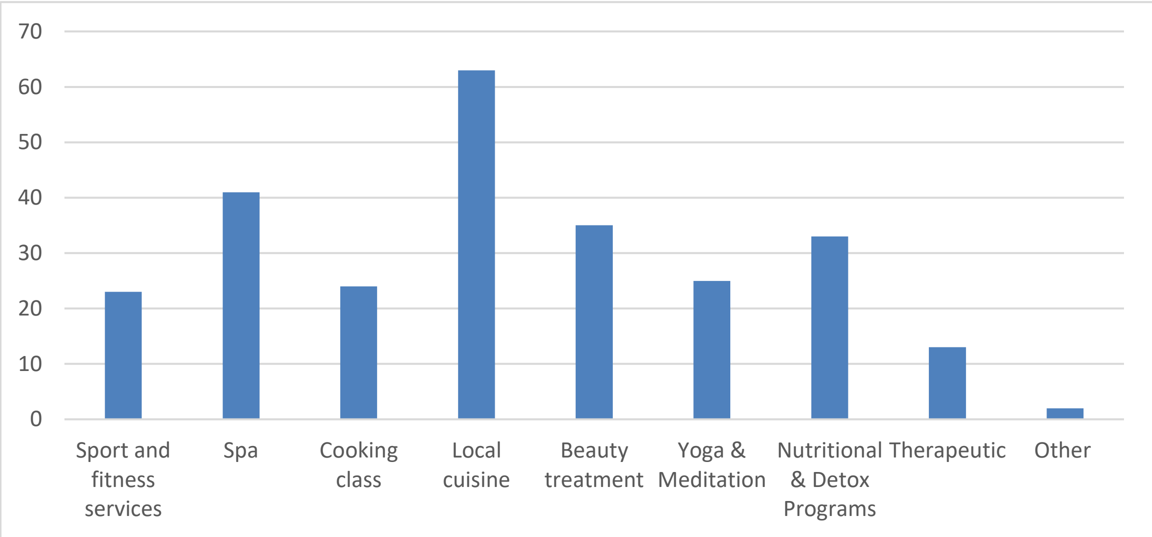


Figure 18. Favourite Wellness Activities in Vietnam (n=159)

As transparent from the statistics, respondents' most common favourite activity is the local cuisine, with roughly three-fifths respondents chose. In recent years, Vietnamese cuisine has impressed tourists and unquestionably become unique to engage tourism products (Thanh 2020, as cited in Le & Hoang 2020). Therefore, experiencing the local food is a critical activity. Although it is not authentic wellness activity, enterprises could take advantage of Vietnamese culinary culture to attract tourists.

Besides, spa, beauty treatment, nutritional and detox programs were selected by considerable number of respondents, drawing up respectively 41, 35 and 33 chosen. The wellness packages in Vietnam generally include a range of treatments, especially spa treatments include body massages, manicures, pedicures and facials with natural settings and ingredients (Vu 2021). These wellness activities are appreciably popular among travellers and outlined in the to-do lists of respondents in the wellness vacation. A similar pattern was accomplished in yoga and meditation, cooking class, sport and fitness services with relatively identical figures. These are typical activities for a leisure trip in Vietnam towards ensuring the senses of mind and spirit. The least option is therapeutic, with 13 respondents chosen. It seems like therapeutic is not favoured in Vietnam and not many respondents approach this type of wellness activities.

There are two other options about favourite wellness activities in Vietnam. One is considered about swimming activity at the infinity pool in hotel, resort or villa. Several hotels and resorts in Vietnam have spectacular infinity pools that let clients be a seamless part of the surroundings (Huong 2020), which could be a highlight for wellness accommodation to capture customers' attention. The second one is the activity of the hot springs. Some hot springs in Vietnam have not been fully developed yet, but they are well-established to relax and revive senses. Because hot springs have myriad benefits to encourage physical and emotional wellbeing, it becomes a must-to-do thing during a stay in Vietnam. (Bliss Saigon 2020.)

Consistently, the next chart provided a set of six statements that required respondents to choose their degree of satisfaction about wellness services in Vietnam. The Likert 5-point scale continued to be used to measure their enjoyment. At this question, the option no opinion was utilized because not all respondents virtually experience these services. As indicated in Figure 19 is the result of wellness services evaluation in Vietnam.

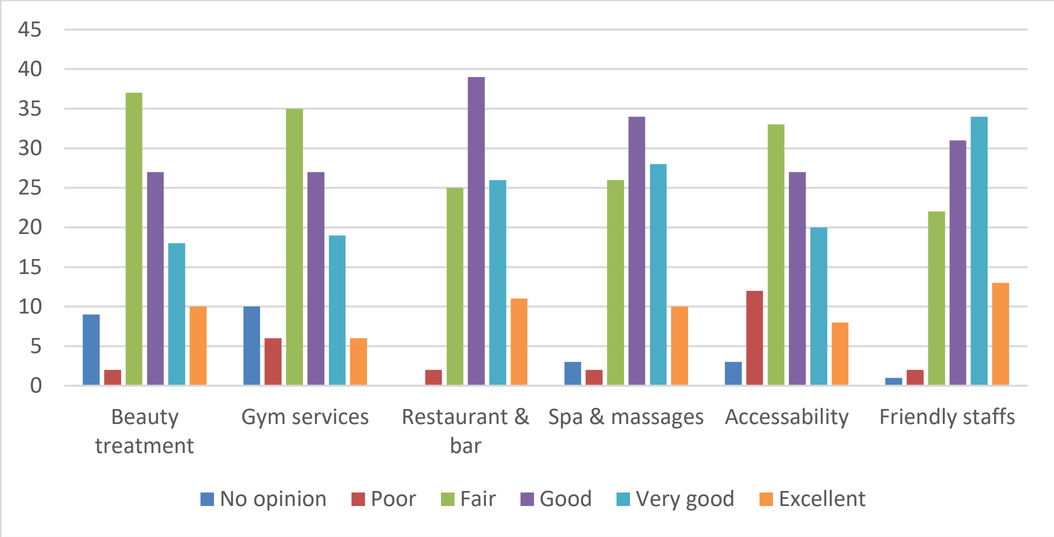


Figure 19. Vietnam Wellness Services Evaluation (n=103)

At first sight, it can be clearly seen that all six statements have a neutral degree of satisfaction. Accordingly, friendly staffs and restaurant and bar services are two aspects that gain the most satisfaction of respondents. These choices make sense for the reason that people in Southeast Asia are generally helpful and friendly (Yoder 2021). Bar and restaurant in Vietnam values with passably reasonable rate. In fact, the food and beverage sector in Vietnam has shown strong growth in the last decade due to the high standard of services, quality ingredients and affordable prices (Das 2017).

Other well-known wellness activities such as beauty treatment, gym services, spa and massages are not appreciated, these are below the overall median. Meanwhile, accessibility is also not satisfied most of respondents. It could be considered since Vietnam is still on track to develop the wellness tourism sector and the country needs to pay more attention to various factors such as quality workforce and infrastructure.

The accompanying chart shows respondents' agreement about if they recommend Vietnam as a potential wellness-based travel destination (Figure 20). Remarkably, 92 % of respondents suppose that they will recommend Vietnam as a potential wellness destination. Most of them believe the country has several advantages and capabilities to develop this tourism sector in the near future. Besides, five respondents consider their recommendation. Three respondents do not think they will recommend the country as the highlight wellness destination inversely.

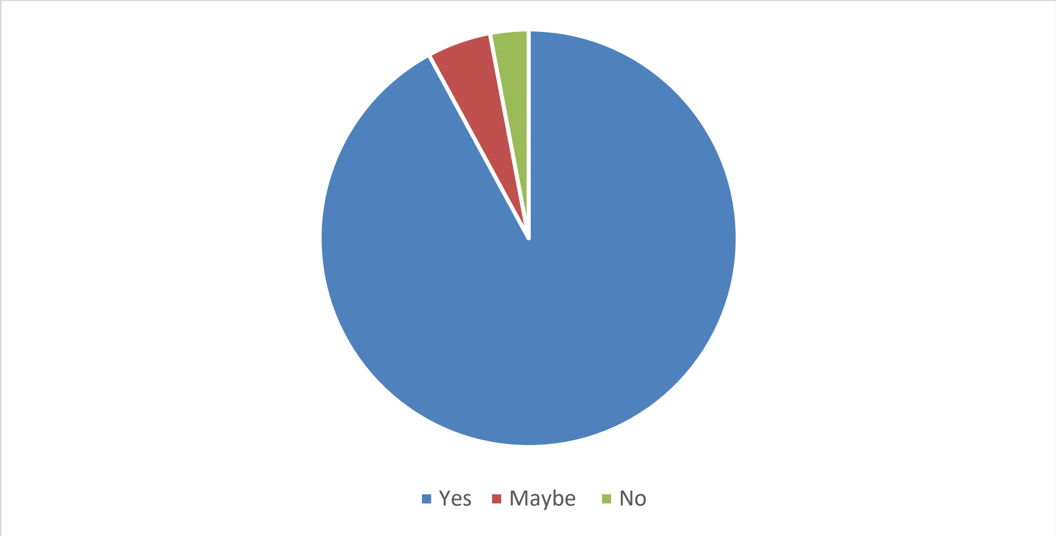


Figure 20. Agreement of Recommencing Vietnam as A Potential Wellness-based Travel Destination (n=104)

Conspicuously, more than 60 % of respondents are Vietnamese, who will assuredly say yes to the question about recommendation their country. However, with all analysis that the author made before, Vietnam is a developing country and has advanced features to develop the wellness tourism sector, for instance, outstanding landscape, young labour market and warm weather all year-round. It is considered the dependable result, despite the subjective point of view.

7.2.4 Contribution for Vietnamese Wellness Tourism

The two last questions on the survey are open-ended ones. Using this question type aims to enable respondents to convey their thoughts and feelings freely about the topic. As respondents are not limited to a certain number of options compared to closed questions, they can express their opinions more accurately and contribute to the development of ideas. (Siniscalco & Auriat 2005). The respondents were asked what their expectations of the wellness tourism experience in Vietnam are and what limited aspects of the wellness tourism industry need to be taken into account in the future. Total 82 answers were obtained, of which 39 responses for the first question and 43 for the second one.

Three fundamental factors can be considered to fulfill the respondents' expectations, including wellness destination, wellness services and human-beings. A remarkable number of respondents compliment wellness destinations in Vietnam with pristine beaches, towering mountains and tropical forests. They expect that the country should make use of these advantages to develop the wellness tourism sector. In fact, a desire for the outdoors and nature has risen in lockdown societies during COVID-19 and visitors want to avoid overcrowded destinations (ESignals 2020b). In the survey, most of the responses forward the wellness vacation with a tranquil atmosphere, open space, few people and harmony with nature.

> I hope to experience super relax and engaged in the meditations in the tranquil environment (R5).
>
> I'm looking for a new destination in Vietnam with my family in a quiet place but not too far from the central (R6).
>
> The tranquil atmosphere, wild nature and not too many people surroundings (R24).
>
> More comfortable on the wellness trip, more wellness activities connecting with nature (R36).

Plenty of expectations are relevant to the quality of wellness services in Vietnam. Most of the responses emphasize the wellness tourism systems. Wellness packages in rural areas are difficult to access and merely unpopular, even though the nature of wellness tourism is toward the suburbs life.

> The intelligent travel services will be implemented broaden (R35).
>
> The quality of services in wellness tourism field and the state-of-art techniques need to be improved (R44).

The diversity of wellness tourism products is moderately limited and some tourism businesses still focused on quantity rather than quality, as said by respondents. It leads to the fact that while Vietnam experienced booming tourism with a high record of 18 million foreign arrivals in 2019, the customer return rate is shallow at around 20 %, compared to Thailand, with the return rate is approximately 50 %

(Nguyen 2019). Regardless of Nguyen, the main reason for the low return rate is that Vietnam has not established itself as a family holiday destination yet, as Thailand and Indonesia have managed to do (Nguyen 2019).

> […] limited wellness services (R51).

> Wellness services would highly focused on the quality not the quantity and valued for money (R21).

Despite being a safe place to travel, tourist scams have still existed in Vietnam and many respondents feel disappointed. Additionally, any respondents claim about the distinguish when serving among international and domestic tourists. In fact, foreign travellers have an outsized impact on tourism expenditures in Vietnam because they spend notably more than their local counterparts. In 2019, the average expenditure per international tourist is $673, while it is only $61 for the domestic traveller (Constantin, Francois & Le 2021). Therefore, the service staff or locals seem to be more enthusiastic towards foreigners, whom they perceive as more liberal and have more spending than domestic travellers.

Many travellers choose wellness tourism in order to fulfill self-esteem and life satisfaction, as the leading factor of travel motivation. However, the distinguish feelings can create a bad experience for customers. COVID-19 has changed the situation, the close borders caused the travel restrictions in different countries and domestic travellers currently have a remarkable influence on tourism income, so these problems should be fixed as soon as possible.

> The locals should not blow up the price (R15).

> There is a difference in prices for foreigners and Vietnamese guests. Some places even publicize this ridiculous policy. The price for foreigners is higher than the price for Vietnamese tourists, although both sides have the same status (R50).

> In some destinations, the staff is only enthusiastic with foreign guests and seem does not like serving Vietnamese people (R41).

Without having a young and dynamic population, there is a shortage of professional and high-class human resources. The management skills of

Vietnamese businesses currently have not yet met the competitive requirement and integration trend (Le 2020). Besides, communication skills are the most significant weaknesses among Vietnamese employees in the tourism sectors since the current human resource, who are fluent in foreign languages, only meets about 70 % of the labour demand (Le 2020). Vietnam is ordinarily on top of friendly people, but it not enough to develop the tourism industry. Well-trained and professional staff are required to catch up with other leading countries in the world. Some respondents comment about the professionalism of employees in Vietnam.

> There is no uniformity in qualifications and professionalism of employees in each different area (R65).

> The staffs need be more training to reach an high level of professionalism (R42).

Moreover, despite the development of infrastructure systems constantly, it is seen that the country does not meet the developed tourism requirement with overcrowding places, overload airports and inadequate transportation systems (Le 2020). Additionally, some wellness accommodations in Vietnam is located in rural areas that find extremely hard to navigate. There are a couple of respondents who give opinions about this problem.

> […] quality services, including staffs and infrastructure (R17).

> Less traffic and disturbing noise (R67).

> Vietnamese tourists seem do not care much about the transport, but I think this is the only thing need to be improved in Vietnam (R55).

As the author mentioned before, authenticity has a specific impact on the wellness experiences of tourists and partially influent by their travel motivation. It is not denied that Vietnamese culture is strongly affected by globalization and international integration (Nguyen & Vu 2020). In wellness tourism, plenty of villas, hotels have been inspired by French architectures with high arches, balconies, columns and pleasing symmetries (Pike 2017). The Influence of French cultural traits on Vietnamese culture so far results from being colonized for over one hundred years. However, the values of Vietnamese tourism should not imitate any countries in the world, but its own culture and authenticity, as said by respondents.

> Back to origin, do not copy from the West (R72).

> Promote the local customs and culture in wellness services (R42).

Like other developing countries, the country is facing a big challenge in terms of environmental pollution caused by natural agents and anthropogenic activities (Chu 2018). Miserably, Vietnam is one of the countries is struggling with alarming air pollution, especially in the two biggest cities, Ha Noi and Ho Chi Minh (Do 2020). The polluted environment is particularly affected on customers' wellness vacations unless all wellness accommodations in Vietnam are located far from the hustle and bustle city centre. The destroyed landscapes and deforestation have been complicated over the years and prevented the country from developing the wellness tourism sector, as respondents answer.

> Clean environment. Waste disposal must improve (R78)

> Protect landscapes from garbage pollution, retain indigenous and unspoiled tourist areas instead of building and renovate continuously without finishing construction (R80).

The development of technology and social network on the internet platform has created great opportunities for developing countries, including Vietnam, to promote the images and wellness tourism sector worldwide effectively. However, the country needs to know how to exploit and develop its advantages efficiently and eliminate certain limitations. Some weaknesses of the wellness tourism sector in Vietnam could be considered either the motivation or the challenges that hinder the development of wellness tourism, such as pollution environment, outdated transportation system, tourist fraud and scam, counterfeit wellness products, as well as unqualified staff.

8 DISCUSSION

All in all, the thesis provides an overall view of wellness travel motivation post COVID-19 in the Vietnamese tourism market. The initial stage is identifying the research objectives concerning theories of wellness tourism, then the author analysed and interpreted the findings following the secondary data collection and electronic survey. The qualitative method was carried out and investigated the individuals' in-depth opinions and behaviours in wellness tourism.

Wellness tourists post COVID-19 generally have some changes in travel behaviours. Gen Y or Millennials have begun to replace the old generation, such as Gen X and Baby Boomer, due to their major impact on the tourism industry. Although Gen X still plays a vital role in the wellness tourism sector due to their high spending power, they are in doubt to travel again until the situation backs to normal. Thus, Millennials could be concerned as the new potential target customers with the passion and preference for wellness activities. Parallel with concern about wellness-related product quality, people are more aware of healthcare service and price itself. They do not genuinely belong to the high-income class but less suffered by economic crisis post COVID-19.

People currently are looking forward to spending their money and savour out of home after an unprecedented COVID-19. As mentioned many times, due to travel restrictions and confinement rules, domestic tourists have formed an essential market for enterprises to notice. Staycation, which is seen as a vacation spent in one's home country, could be booming soon. Safety requirements and isolated destinations are considered new trends.

The research demonstrates that post COVID-19, many travellers choose wellness tourism not only for health-oriented but also for self-rewarding after challenging times. It leads to a higher expectation of wellness-related products and authentic relaxation. Popular wellness activities could be even rapidly developed due to the high demands post COVID-19, such as spa and massages, beauty treatment, meditation and yoga. Credibility, trust and safety are the vital keys to keeping loyal customers, who tend to take shorter holidays with their family or friends at the acquainted and close distance destination. Tailor-made wellness packages are becoming popular speedily because the promotional efforts are based on different segmentation, especially Millennials. Moreover, wellness packages are required to be suited for different segments when relaxation and recovery are becoming necessary to ease the mental effects of lockdown.

Additionally, because many travellers post COVID-19 choose the wellness tourism sector to fulfill self-actualization, such individuals are likely to suffer from low self-esteem if they cannot meet specific outcomes and satisfaction. Meanwhile, the self-fulfillment need are on the top of Maslow's hierarchy and one of the compulsory elements for wellness travel motivation. Therefore, enterprises need to know how to satisfy customers striving for holistic relaxation on holiday. These chief factors should be included professional human resources, authenticity wellness experience, extraordinary landscape and harmonious atmosphere surroundings.

Post COVID-19, people have several reasons for travelling. The pandemic comparatively changes their attitudes of sustainable lifestyle and heathy maintaining, towards the wellbeing in modern life. In terms of wellness tourism, these could be summarised in three main trending wellness motivations. These motivations were driven by three fundamental needs, including autonomy, relatedness and competence.

Firstly, It is seen that travel plans were postponed suddenly due to the COVID-19 and people ordinarily do not want to miss the chance to travel again. The desire to travel to fulfill the self-identity and reduce the stress when working remotely for a long time is the competence need. Therefore, the wellness staycation on the weekends with the limited budget could be increased soon, when travellers prefer simply a short trip to rest and relax away from the current fatigue and work pressure. People crave pampering and relaxing procedures in this type of trip rather than the privileged standard in services. Different pricing for the all-inclusive packages could be implemented and adjusted flexibly depending on the customers' demands.

Secondly, as seen as the relatedness need post COVID-19, building relationship motivation could be concerned when people yearn for connecting with each other. As a result of lockdown and social distance, many people have had a long period far away from family or friends, lack the communication face-to-face and rarely have a chance to gather as before. It seems that distance has made people appreciate each other more and travel occasions as seen as an opportunity to reconnect with loved ones. Thus, reconnecting with family and friends is one of the primary sources of inspiration for travelling again.

Thirdly, despite desiring to explore the world has not waned, a majority of people tend to avoid travelling abroad until the travel restrictions are completely lifted. Therefore, wellness staycation combining culinary exploration is considered priority autonomy motivation. According to the survey result, tasting and experiencing local cuisine captures most of the respondents' preferences. It demonstrates that post COVID-19, people prefer travelling to enjoy food rather than in the past. It could result from having cooked and eating at home for a long time during the lockdowns.

In the past, wellness tourism has never been seen as the low-price tourism sector for Vietnamese domestic tourists. However, owned a fast-growing economy leads to an increasing in income and travel budget that stimulates Vietnamese people to approach the wellness tourism sector, which used to be seen as luxury travel with the middle class. Like other developing countries amid the COVID-19, Vietnam can concentrate on research and invest in the tourism industry development in the near future. In Vietnam, the strength of wellness tourism is the affordable price and natural values, notably the wellness tourism products in resorts, villas at Hoi An, Nha Trang, Da Nang or Phu Quoc.

Vietnam has favourable climate and terrain conditions for investment in modern healthcare systems. Besides the tropical climate, which is seen as one of the priority wellness travel motivation, the long coastline provides humidity and air conditioning with the mainland to create coastal resorts. Utilizing and developing these resources to build mid-to-high-end resorts contributes to wellness tourism becoming the intense point in tourism development. The reputation resort models that can be seen in Vietnam are typically distributed around clusters of mineral springs, beaches or highlands. Nevertheless, Vietnam has not exploited the full potential of these available conditions to turn wellness tourism into an outstanding tourism product in a particular locality.

The COVID-19 crisis leads to the service price has been dramatically reduced, including wellness accommodation and services price. However, to succeed on the track, maintaining the uniqueness and authenticity of the wellness experience are need to be taken into account when tourists seek not only the holistic experience from the trip but also the authentic values themselves. Promoting Vietnamese wellness tourism could be based on its cultures, such as local cuisine, spa, and massages with Vietnamese herbal ingredients. These services are essential criteria to identity the Vietnamese wellness sector and create memorable experiences for clients.

From that fact, the country needs to make adjustments in communication and product promotion to match the new trend firstly. Instead of focusing on advertising low-price wellness tourism, it is necessary to emphasize promoting the exceptional wellness products, ensuring safety and creating a trust for tourists. Secondly, the government can separate and specific mechanisms and policies for domestic tourism to promote domestic tourism thrivingly and sustainably. Because tourists are more concerned about health issues, travel businesses should restart the tour packages that focus on boosting retreats and fitness that satisfy domestic travellers without going overseas. Thirdly, the wellness tourism packages should be combined with cultural and unique aspects to diversify the wellness products. Because the customers' needs are constantly changing, it is noted that wellness packages should be conducted on a regular basis to detect and assess the trends and demands in the marketplace.

Although the study's findings provide the breakdowns for the practical and theory of motivation wellness tourism sector, some limitations reveal emotional perspective need to be concerned for future research. Firstly, the qualitative survey is conducted in Vietnam and mainly focused on the Vietnamese wellness tourism industry. Therefore the development contribution result is not a comprehensive sample but a reference source for other wellness tourism industries worldwide. Secondly, as mentioned earlier, the survey results are based on responses of 104 individuals and many of them are respondents' subjective opinions, so these could be accurate and beneficial in some perspectives but not all of them.

In the theorical background limitation, the travellers' wellness motivation is exploited in the context of post COVID-19, compared to the motivation before the COVID-19 outbreak. However, due to its unforeseen circumstance, these motivation frameworks could be changed in the future. Even though this study remains some limitations, the study's findings contribute significantly to wellness tourism development, especially the recently changing travel motivation of travellers post COVID-19.

BIBLIOGRAPHY

Abdullah, M., Dias, C., Muley, D. & Shahin, M. 2020. Exploring Impact of COVID-19 on Travel Behaviour and Mode Preferences. Transportation Research Interdisciplinary Perspectives Vol 8.

Ahmad, A. N., Kamarudin, Y. S., Aziz, A. A., Bakhtiar, F. S. M. & Ahmat, H. C. N. 2011. Customer Segmentation Approaches and Hotel Occupancy Performance: A Case Study of 4 and 5 Star Hotels in Klang Valley. Journal of Tourism, Hospitality & Culinary Arts Vol 3. Malaysia: University Technology of Mara, 109–125.

Alexa, L., Apetrei, A. & Sapena, J. 2021. The COVID-19 Lockdown Effect on the Intention to Purchase Sustainable Brands. In M. Rosen & E. Tortia (ed.) Sustainability 2021.

Alyoshin, E. 2021. Post-pandemic Travel: The Trends We'll See When the World Open Up Again. Accessed 9 April 2021 https://theconversation.com/post-pandemic-travel-the-trends-well-see-when-the-world-opens-up-again-153401.

Anh, K. 2020. Domestic Tourism Becomes Rising Trend in VN. Accessed 16 March 2021 http://news.chinhphu.vn/Home/Domestic-tourism-becomes-rising-trend-in-VN/202010/41746.vgp

Asia Perspective. 2020. The Rise of Domestic Tourism in Vietnam. Accessed 20 July 2020 https://asiaperspective.net/2020/07/20/rise-domestic-tourism-vietnam/.

Bashir, B. M. & Tanveer, M. A. 2008. Reliability and Validity of Qualitative and Operational Research Paradigm. Pakistan Journal of Statistics and Operation Research 4(1), 35–45.

Bayih, E. B. & Singh, A. 2019. Modelling Domestic Tourism: Motivations, Satisfaction and Tourist Behavioural Intentions. UK: Elsevier.

Becken, S. 2010. The Important of Climate and Weather for Tourism: Literature Review, 4–10.

Bean, S. 2016. Stress Levels Among Gen Y Workers Higher Than Other Generation. Accessed 14 April 2021 https://workplaceinsight.net/stress-levels-among-younger-workers-higher-than-other-generations/.

Bearne, S. 2018. Wellness: Just Expensive Hype, or Worth the Cost. Accessed 1 May 2021 https://www.theguardian.com/lifeandstyle/2018/sep/01/wellness-hype-superfoods-yoga-price.

Bergstrom, B. 2021. 24 Creative Social Media Campaign Examples to Boost Your Inspiration. Accessed 30 Mar 2021 https://coschedule.com/blog/social-media-campaign-examples/.

Bliss Saigon. 2020. Vietnam's Hot Springs: 6 of the Best Spots for a Soak. Accessed 19 April 2021 https://blisssaigon.com/6-best-hot-spring-in-vietnam-worthy-of-a-road-trip/.

BMTM Team. 2021. The Cheapest Travel Destinations in the World in 2021. Accessed 1 May 2021 https://www.bemytravelmuse.com/the-cheapest-destinations-to-travel-to/.

Brink, H. I. L. 1993. Validity and Reliability in Qualitative Research. Curationis Vol 16(2), 35–38.

Bui, H. T. & Jolliffe, L. 2011. Vietnamese Domestic Tourism: An Investigation of Travel Motivations. ASEAS - Austrian Journal of South-East Asian Studies 4(1), 10–29.

Bushell, R. 2009. Wellness and Tourism: Mind, Body, Spirit, Place. In P. J. Sheldon (ed.) Tourism Management 32. New York: Cognizant Communication Corporation, 457–462.

Camilleri, A. M. 2018. Understanding Customer Needs and Wants. Travel Marketing, Tourism Economics Airline Product Vol 2. Cham: Springer Nature, 29–50.

Condor Ferries. 2021. Travel Statistics By Age Group 2020–2021. Accessed on 15 May 2021 https://www.condorferries.co.uk/travel-statistics-by-age-group.

Constantin, M., Francois, M. & Le, T. 2021. Reimagining Tourism: How Vietnam Can Accelerate Travel Recovery. Accessed 28 March 2021 https://www.mckinsey.com/featured-insights/asia-pacific/reimagining-tourism-how-vietnam-can-accelerate-travel-recovery

Cherry, K. 2021. The 5 Levels of Maslow's Hierarchy of Needs. In D. Susman (ed.) Behavioral Pyschology. Accessed on 19 March 2021 https://www.verywellmind.com/what-is-maslows-hierarchy-of-needs-4136760

Choe, J. & Mitas, O. 2013. Motivations of Non-Buddhists Visiting Buddhist Temples. Current Issues in Tourism. Salisbury: Techset Composition Ltd.

Choe, J. 2020. Vietnam's Domestic Tourism: Opportunities After COVID-19. Accessed 21 April 2021 http://atig.americananthro.org/vietnams-domestic-tourism/.

Chu, T. T. H. 2018. Environmental Pollution in Vietnam: Challenges in Management and Protection. Journal of Vietnamese Environment Vol 9(1), 1–3.

Cypress, B. 2017. Rigor or Reliability and Validity in Qualitative Research: Perspectives, Strategies, Reconceptualization and Recommendations. Research Dimension 36(4), 253–267.

Damijanic, T. A. & Sergo, Z. 2013. Determining Travel Motivation of Wellness Tourist, 3–20.

Dann, G. M. S. 1977. Anomie, Ego-enhancement and Tourism. Annals of Tourism Research Vol 4(4), 184–194.

Das, K. 2017. Growing Food & Beverage Sector in Vietnam. Accessed 11 March 2021 https://www.vietnam-briefing.com/news/vietnam-growing-food-beverage-sector.html/.

DCD: Centres for Disease Control and Prevention. 2021. Travel Health Notices. Accessed 3 May 2021 https://www.cdc.gov/coronavirus/2019-ncov/travelers/map-and-travel-notices.html.

Dieu, T. 2021. Du Khach Noi Dia Ngay Cang Co Gia. Accessed 16 April 2021 https://dulich.tuoitre.vn/du-khach-noi-dia-ngay-cang-co-gia-20210415221800757.htm

Digital Marketing. 2021. Coronavirus (COVID-19) Recovery Hope for Hotels in the Domestic Tourism Market. Accessed 13 April 2021 https://www.siteminder.com/r/marketing/hotel-digital-marketing/coronavirus-covid-19-recovery-hotels-domestic-tourism/.

Do, T. N. 2020. Vietnam’s Big Air Pollution Challenge. Accesed 30 March 2021 https://thediplomat.com/2020/03/vietnams-big-air-pollution-challenge/.

Dung, T. 2021. Noi Dia Se La Thi Truong Chu Luc Cua Du Lich Viet Nam. Accessed on 19 Jan 2021 https://thitruongtaichinhtiente.vn/noi-dia-se-la-thi-truong-chu-luc-cua-du-lich-viet-nam-33159.html.

Elo, S., Kääriäinen, M., Kanste, O., Pölkki, T., Utriainen, K. & Kyngäs, H. 2014. Qualitative Content Analysis: A Focus on Trustworthiness. Accessed 23 April 2021 https://journals.sagepub.com/doi/pdf/10.1177/2158244014522633

ESignals. 2020a. Corona-Influenced Opportunities for Travel and Tourism Company. Accessed 2 June 2020 https://esignals.fi/en/category-en/travel/corona-influenced-opportunities-for-travel-and-tourism-companies/#3c0a3fa7.

ESignals. 2020b. The Mystery of Corona Consumer Behaviour – Perspectives on Travel and Tourism. Accessed 22 June 2020 https://esignals.fi/en/category-en/travel/the-mystery-of-corona-consumer-behaviour-perspectives-on-travel-and-tourism/#3c0a3fa7.

Food & Hotel Vietnam. 2019. Wellness Tourism: A New Wave That Hits World Travel’s Shore. Accessed 26 March 2021 https://foodnhotelvietnam.com/wellness-tourism-a-new-wave-that-hits-wold-travels-shore/

Global Wellness Institute. 2018. Global Wellness Economy Monitor: October 2018. Accessed on 17 April 2021 https://globalwellnessinstitute.org/wp-content/uploads/2019/04/GWIWellnessEconomyMonitor2018_042019.pdf

Global Wellness Institute. 2013. What is Wellness Tourism. Accessed 23 February 2021 https://globalwellnessinstitute.org/what-is-wellness/what-is-wellness-tourism/.

Grénman, M. & Räikkönen, J. 2015. Well-being & Wellness Tourism–Same Same but Different? Conceptual Discussions and Empirical Evidence. Finnish Journal of Tourism Research Vol 11(1), 7–25.

Gough, C. 2021. Market Size of the Wellness Tourism Industry Worldwide 2027. Accessed 9 March 2021 https://www.statista.com/statistics/1018497/global-market-size-of-the-wellness-tourism-industry/.

Gössling, S., Scott, D. & Hall, M. C. 2020. Pandemics, Tourism and Global Change: A Rapid Assessment of COVID-19. Colchester: Informa UK Limited.

Ha, H. 2020. Co Cau Lai Thi Truong Du Lich: Chu Trong Khach Noi Dia, Nang Cao Chat Luong Dich Vu. Accessed 19 March 2021 https://bvhttdl.gov.vn/co-cau-lai-thi-truong-du-lich-chu-trong-khach-noi-dia-nang-cao-chat-luong-dich-vu-20201119165654184.htm

Holmberg, H. 2015. Consumer Attitudes Towards Hotel Products and Services. Accessed 7 May 2021 https://www.theseus.fi/bitstream/handle/10024/96183/Holmberg_Heidi.pdf?sequence=1&isAllowed=y

Huong, L. 2020. Where You Can Swim Into Different Horizons. Accessed 10 May 2021 https://e.vnexpress.net/news/travel/places/where-you-can-swim-into-different-horizons-4112729.html.

Hsieh, H. F. & Shannon, S. E. 2005. Three Approaches to Qualitative Content Analysis. Qualitative Health Research Vol 15(9), 1277–1288.

Hsu, C. H. C. & Huang, S. 2008. Travel Motivation: A Critical Review of the Concept's Development. In A. G. Woodside & D. Martin (eds.) Tourism Management.

Ivanovic, M. & Saayman, M. 2015. Authentic Economy Shaping Transmodern Tourism Experience. African Journal for Physical, Health Education, Recreation and Dance Vol 1, 24–36.

Johnny, S. 2011. Fundamentals of Qualitative Research. UK: Oxford University Press Incorporated.

Johnston, M. 2014. Secondary Data Analysis: A Method of Which the Time Has Come. Qualitative and Quantitative Methods in Libraries 3, 619–626.

Kabir, S. M. S. 2016. Methods of Data Collection. Basic Guidelines for Research: An Introdoctory Approach for All Disciplines Vol 9. Bangladesh: Book Zone Publication.

Khare, A. S., Joshi, A. & Alkonda, V. 2021. Impact of COVID-19 on Travel Motivators. Kesari Mahratta Trust Vol 6(1).

Korstjens, I. & Moser, A. Series: Practical Guidance to Qualitative Research. Part 4: Trustworthiness and Publishing. European Journal of General Practice Vol 24(1) 120–124.

Langviniene, N. & Sekliuckiene, J. 2014. Enhancing the Value for the Wellness Customers Through Service Offering Innovations. Economic and Management 4, 285–309.

Le Pavillon Hoi An Group. 2021. Le Pavillon Gallery Hoi An Hotel & Spa. Accessed 23 February 2021 https://lepavillonhoiangroup.com/gallery-hotel-spa/

Le, P. K. L. & Hoang, D. M. H. 2020. Developing Culinary Tourism Experiences for Inbound Travellers in Vietnam. Bachelor’s thesis. Finland: Lapland University of Applied Sciences.

Le, T. T. 2020. Tourism Development in Vietnam: New Strategy for Sustainable Pathway. Geojournal of Tourism and Geosites Vol 31(3), 1174–1179.

Li, Z., Zhang, S., Liu, X., Kozak, M. & Wen, J. 2020. Seeing the Invisible Hand: Underlying Effects of COVID-19 on Tourist’s Behavioral Patterns.

Lou, J. 2014. Master thesis: Analysis of Adventure Tourist Motivation. The Case of China-Born International Students in New Zealand Universities. New Zealand: Auckland University of Technology.

Ly, V. 2020. COVID-19 Reshapes Travel Trend. Accessed 23 April 2020 https://vietnamnet.vn/en/travel/covid-19-reshapes-travel-trend-690524.html.

Mahika, E. 2011. Current Trends in Tourist Motivation. Cactus Tourism Journal Vol 2(2), 15–24.

Majeed, S. & Ramkissoon, H. 2020. Health, Wellness and Place Attachment During and Post Health Pandemics. Switzerland: Frontiers in Psychology.

Maslow, A. H. 1943. A theory of Human Motivation. Psychological Review Vol 50(4), 370–396.

Mathers, N., Fox, N. & Hunn, A. 2009. Surveys and Questionnaires. The NIHR Research Design Service for the East Midlands.

McLeod, S. A. 2020. Maslow's Hierarchy of Needs. Simply Psychology. Accessed on 21 May 2021 https://www.simplypsychology.org/maslow.html.

Mody, M. & Hanks, L. 2019. Consumption Authenticity in the Accommodations Industry: The Keys to Brand Love and Brand Loyalty for Hotels and Airbnb. Journal of Travel Research Vol 59(1), 173–189.

Mohan, D. & Lamba, S. M. 2021. HVS Monday Musings: Wellness Tourism Will Flourish in the Post COVID era. Accessed on 20 February 2021 https://www.hospitalitynet.org/opinion/4102574.html.

Nguyen, Q. 2019. Bad Rap Haunts Vietnam Despite Tourism Boom. Accessed 31 March 2021 https://e.vnexpress.net/news/travel/places/bad-rap-haunts-vietnam-despite-tourism-boom-4035451.html.

Nguyen, S. T. & Vu, H. V. 2020. Vietnamese Cultural Identity in the Process of International Integration. Journal of Advances in Education and Philosophy 4(5), 220–225.

Nhan Dan Official Website. 2019. Developing Wellness Tourism. Accessed 4 March 2021 https://en.nhandan.com.vn/_mobile_travel/item/7416602-developing-wellness-tourism.html.

Nhan Dan Official Website. 2021. Domestic Tourism Gets Boosted Again. Accessed 21 April 2021 https://en.nhandan.org.vn/travel/item/9793902-domestic-tourism-gets-boosted-again.html

Parady, G., Taniguchi, A. & Takami, K. 2020. Travel Behaviour Changes During the COVID-19 Pandemic in Japan: Analyzing the Effects of Risks Perception and Social Influence on Going-Out Self-Restriction. Transportation Research Interdisciplinary Perspective Vol 7. UK: Elsevier.

Pathak, V., Jena, B. & Kalra, S. 2013. Qualitative Research. Perspect Clin Res 4(3), 192.

Pesonen, A. J., Laukkanen, T. & Komppula, R. 2011. Benefit Segmentation of Potential Wellbeing Tourists. Journal of Vacation Marketing 2011 Vol 17(4), 303–314.

Pesonen, J & Komppula, R. 2010. Rural Wellbeing Tourism: Motivations & Expectations. Journal of Hospitality and Tourism Management, 150–158.

Pike, M. 2017. 11 Ways France Influenced Vietnamese Culture. Accessed 11 March 2021 https://theculturetrip.com/asia/vietnam/articles/11-ways-france-influenced-vietnamese-culture/.

Philip, P., Sebastian, F. & Glenn, R. 2010. Tourists, Tourism and A Good Life. Oxford: Routledge.

Porras, J. 2021. Mission, Vision & Values Facilitation. Stanford Business School of Graduate. Accessed on 30 March 2021 https://www.gsb.stanford.edu/alumni/volunteering/act/service-areas/mission-vision-values-facilitation

OECD Official Website. 2021. International Tourism. Accessed 24 April 2021 https://stats.oecd.org/glossary/detail.asp?ID=5878

Rachmawati, I. & Shishido, K. 2020. Travellers’s Motivations To Travel Abroad During COVID-19 Outbreak. International Journal of Applied Sciences in Tourism and Events Vol 4(1), 1–11.

Reese, G. & Cameron, E. J. 2019. The Interplay Between Social Identities and Globalization. The Psychology of Globalization.

Regiondo: Activity Booking Software. 2018 Health Tourism in the EU: Facts and Figures. Accessed 4 April 2021 https://pro.regiondo.com/health-tourism-eu/.

Research & Market. 2020. Global Wellness Tourism Industry (2020 to 2027) – Market Trends and Drivers. In Wellness Tourism – Global Market Trajectory & Analytics. Dublin: Business Wire. Accessed 9 February 2021 https://www.businesswire.com/news/home/20201109005896/en

Roller, M. R. & Lavrakas, P. J. 2015. Applied Qualitative Research Design: A Total Quality Framework Approach. New York: Guilford Press.

Schuler, T. 2021. Impact of The COVID-19 Lockdown on Trade in Travel Services. Accessed 25 March 2021 https://www.ecb.europa.eu/pub/economic-bulletin/focus/2020/html/ecb.ebbox202004_01~d1a38decec.en.html.

Shenton, A. Strategies for Ensuring Trustworthiness in Qualitative Research Projects. Education for Information 22, 63–75.

Sibi, P. S., Arun, D. P. & Mohammed, A. 2020. Changing Paradigms of Travel Motivations Post COVID-19. International Journal of Management Vol 11(11), 489–500.

Siniscalco, M. T. & Auriat, N. 2005. In K. N. Ross (ed.) Quantitative Research Methods in Educational Planning. Questionnaire Design: Module 8. Paris: UNESCO.

Smith, M. & Kelly, C. 2006. Wellness Tourism. Tourism Recreation Research Vol 31(1), 14.

Smith, M. & Puczkó, L. 2014. Health, Tourism and Hospitality: Spas, Wellness and Medical Travel. 2nd edition. Oxford: Routledge.

Stausberg, M. 2010. Religion and Tourism: Crossroads, Destination and Encounters. Taylor & Francis Group, 130–140.

Storm, T. 2019. Vietnam on the Fast Track To Wellness Tourism. Accessed 5 May 2021 https://calgaryherald.com/travel/vietnam-on-the-fast-track-to-wellness-tourism

Suresh, S. Segmenting and Profiling Wellness Clients Based on Lifestyle and Behaviour. Bhavan's International Journal of Business Vol 4(1), 44–60.

Talabi, J. 2015. The Role of Marketing in Hotel Industry. Accessed 14 February 2021 https://www.theseus.fi/bitstream/handle/10024/103657/Talabi_Juwon.pdf?sequence=1&isAllowed=y.

Taylor, B. M. 2014. Master's thesis: A Market Segmentation Study Based on Wellness Attributes. Blacksburg: Virginia Polytechnic Institute and State University.

Thai, I. K. & Hudson, S. 2016. A Conceptual Model of Wellness Destination Characteristics That Contribute to Psychological Well-being. Journal of Hospitality & Tourism Research Vol 43(1), 41–57.

The World Bank. 2020. The Global Economic Outlook during the COVID-19 Pandemic: A Change World. Accessed 7 April 2021 https://www.worldbank.org/en/news/feature/2020/06/08/the-global-economic-outlook-during-the-covid-19-pandemic-a-changed-world.

The World Bank. 2021. Vietnam Overview. Accessed 7 April 2021 https://www.worldbank.org/en/country/vietnam/overview.

Thomas, R. S. 2020. 4 Types of Market Segmentation With Real-word Examples. Accessed 23 March 2021 https://www.yieldify.com/blog/types-of-market- segmentation/.

Trang, L. 2021. Du Lich Viet Nam 2020: Phat Huy Noi Luc Trong Bao COVID-19. Accessed 1 March 2021 https://nhandan.com.vn/dien-dan-dulich/du-lich-viet-nam-2020-phat-huy-noi-luc-trong-bao-covid-19-630469/.

Toor, S. & Ofori, G. 2009. Authenticity and Its Influences on Pyschological Well-being and Contingent Self-Esteem of Leaders in Singapore Construction Sector. Construction Management and Economics, 299–313.

UNWTO: World Tourism Organization Official. 2020a. Impact Assessment of the COVID-19 Outbreak On International Tourism. Accessed 8 March 2021 https://www.unwto.org/impact-assessment-of-the-covid-19-outbreak-on-international-tourism

UNWTO: World Tourism Organization Official. 2020b. The First Global Dashboard for Tourism Insights. Accessed 29 March 2021 https://www.unwto.org/unwto-tourism-dashboard.

Vallauri J.D. 2020. Your Hotel’s Social Media Reputation is More Important Than Ever. Accessed 16 March 2021 https://www.hospitalitynet.org/opinion/4097523.html.

Vietnam National Administration of Tourism. 2020. Con Sot Du Lich Nghi Duong Ket Hop Cham Soc Suc Khoe Len Ngoi. Accessed on 15 March 2021 https://vietnamtourism.gov.vn/index.php/items/31650

Vietnam National Administration of Tourism. 2021. Tourism Statistics: Tourism Receipts. Accessed 26 April 2021 https://vietnamtourism.gov.vn/english/index.php/statistic/receipts

Viet Vision Travel. 2021. Vietnam Holidays – The 6 Most Important Public Holidays of Vietnamese People. Accessed 30 April 2021 https://www.vietvisiontravel.com/post/vietnam-public-holidays/

Virag, J. 2021. Market Segmentation: The No-nonsense Guide. Accessed 24 April 2021 https://www.nutshell.com/blog/market-segmentation/

Vu, L. 2021. Experience a Luxury Spa Vacation in Vietnam. Accessed 6 May 2021 https://luxtraveldmc.com/blog/experience-luxury-spa-vacation-vietnam.html.

Vuuren, V. C. & Slabbert, E. 2011. Travel Motivations and Behaviour of Tourists To A South African Resort. Book of Proceeding Vol 1. Portugal: International Conference on Tourism & Management Studies, 295–304.

Wayne, S. & Rusell, E. 2020. Analysis of the Global and Asian Wellness Tourism Sector. Asian Development Outlook: Wellness in Worrying Times.

WHO: World Health Organization Official. 2021. WHO Coronavirus (COVID-19) Dashboard. Accessed on 13 Apr 2021 https://covid19.who.int

WTM Team. 2020. Wrap Up: Millennials Prioritise Wellness and Nature for Their Next Trip. Accessed 4 April 2021 https://hub.wtm.com/wrap-up-millennials-prioritise-wellness-and-nature-for-their-next-trip/

Yoder, S. 2021. 12 Reasons Why Southeast Asia Is the Best Place in the World for Backpackers. Accessed 6 May 2021 https://www.bootsnall.com/articles/12-reasons-why-south-east-asia-is-the-best-place-in-the-world-for-backpackers.html.

Yousaf, A., Amin, I. & Santos, J. A. 2018. Tourist’s Motivations to Travel: A Theoretical Perspective on the Existing Literature. Tourism and Hospitality Management Vol 24(1),197–211.

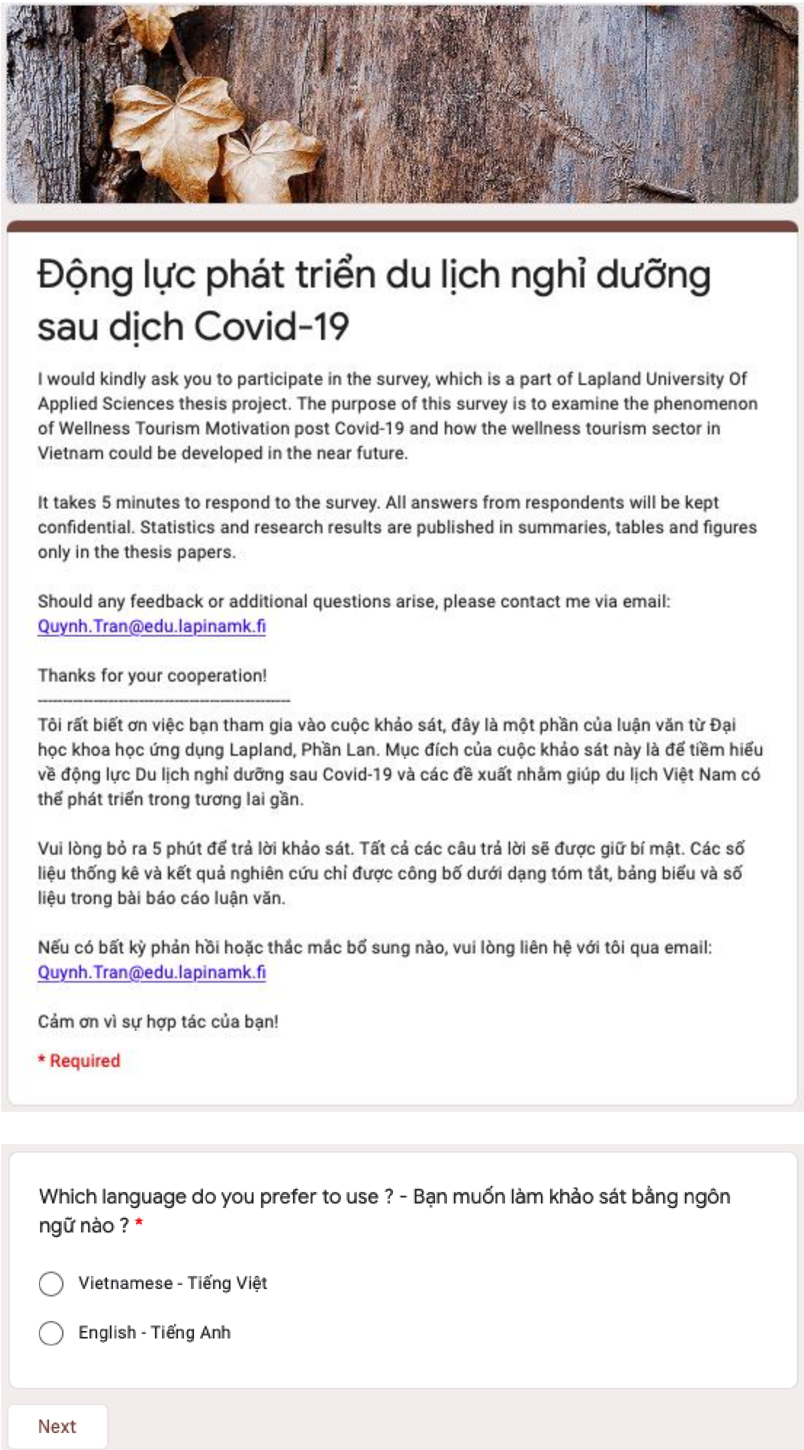
Zhang, Y & Wildemuth, B. 2005. Qualitative Analysis of Content. Human Brain Mapping 30(7).

APPENDICES

Appendix 1. Questionnaire Survey Form (Vietnamese Version)

Appendix 2. Questionnaire Survey Form (English Version)

Appendix 1. Questionnaire Survey Form (Vietnamese Version). 1(6)



Động lực phát triển du lịch nghỉ dưỡng sau dịch Covid-19

I would kindly ask you to participate in the survey, which is a part of Lapland University Of Applied Sciences thesis project. The purpose of this survey is to examine the phenomenon of Wellness Tourism Motivation post Covid-19 and how the wellness tourism sector in Vietnam could be developed in the near future.

It takes 5 minutes to respond to the survey. All answers from respondents will be kept confidential. Statistics and research results are published in summaries, tables and figures only in the thesis papers.

Should any feedback or additional questions arise, please contact me via email:
Quynh.Tran@edu.lapinamk.fi

Thanks for your cooperation!

Tôi rất biết ơn việc bạn tham gia vào cuộc khảo sát, đây là một phần của luận văn từ Đại học khoa học ứng dụng Lapland, Phần Lan. Mục đích của cuộc khảo sát này là để tìm hiểu về động lực Du lịch nghỉ dưỡng sau Covid-19 và các đề xuất nhằm giúp du lịch Việt Nam có thể phát triển trong tương lai gần.

Vui lòng bỏ ra 5 phút để trả lời khảo sát. Tất cả các câu trả lời sẽ được giữ bí mật. Các số liệu thống kê và kết quả nghiên cứu chỉ được công bố dưới dạng tóm tắt, bảng biểu và số liệu trong bài báo cáo luận văn.

Nếu có bất kỳ phản hồi hoặc thắc mắc bổ sung nào, vui lòng liên hệ với tôi qua email:
Quynh.Tran@edu.lapinamk.fi

Cảm ơn vì sự hợp tác của bạn!

* Required

Which language do you prefer to use ? - Bạn muốn làm khảo sát bằng ngôn ngữ nào ? *

- Vietnamese - Tiếng Việt
- English - Tiếng Anh

Next

Appendix 1. Questionnaire Survey Form (Vietnamese Version). 2(6)

VIETNAMESE VERSION

1. Bạn đến từ đâu ? *

- ◯ Việt Nam
- ◯ Hoa Kỳ
- ◯ Hà Lan
- ◯ Đức
- ◯ Phần Lan
- ◯ Hàn Quốc
- ◯ Trung Quốc
- ◯ Nam Phi
- ◯ Vương quốc Anh
- ◯ Úc
- ◯ Other: ____________

2. Giới tính ? *

- ◯ Nữ
- ◯ Nam
- ◯ Tôi không tiện nói ra

3. Tuổi ? *

- ◯ Dưới 18 tuổi
- ◯ 18-25
- ◯ 26-35
- ◯ 36-45
- ◯ 46-55
- ◯ 56-65
- ◯ 65+

4. Bạn đã ở Việt Nam trong bao lâu ? *

- ◯ Dưới một tháng
- ◯ 2 - 5 tháng
- ◯ 6 - 12 tháng
- ◯ 2 - 5 năm
- ◯ 6 - 10 năm
- ◯ Hơn 10 năm
- ◯ Tôi chưa từng sống ở Việt Nam

Appendix 1. Questionnaire Survey Form (Vietnamese Version). 3(6)

5. Trước dịch covid-19, bạn có thường đi du lịch nghỉ dưỡng không? *

- Một lần trong năm
- 2 đến 3 lần trong năm
- 3 đến 5 lần trong năm
- Hơn 5 lần trong năm
- Tôi không thích du lịch nghỉ dưỡng

6. Chuyến đi của bạn kéo dài trung bình trong bao lâu? *

- Từ 1 đến 2 ngày
- Từ 3 đến 4 ngày
- Từ 5 đến 7 ngày
- Từ 8 đến 14 ngày
- Hơn 14 ngày

7. Bạn đi du lịch cùng ai? *

- Gia đình có trẻ em
- Gia đình không có trẻ em
- Cặp đôi
- Người thân
- Bạn bè
- Tôi du lịch một mình
- Khác

8. Sau dịch covid-19, bạn hi vọng được đến du lịch ở địa điểm nào? *

- Một thành phố nhộn nhịp
- Bãi biển
- Khu rừng
- Thị trấn di sản
- Hòn đảo
- Khu nghỉ dưỡng cao cấp
- Other: ____

Appendix 1. Questionnaire Survey Form (Vietnamese Version). 4(6)

9. Bạn muốn được lưu trú ở đâu khi đi du lịch? *

- Hotels - Khách sạn
- Resorts - Khu nghỉ dưỡng
- Hostels - Nhà nghỉ tập thể
- Homestays - Nhà nghỉ địa phương
- Apartment - Căn hộ
- Villa - Biệt thự
- Other: ______

10. Hãy đánh giá mức độ quan trọng của các yếu tố dưới đây có ảnh hưởng đến quyết định tham gia chuyến đi du lịch nghỉ dưỡng của bạn.

	0	1	2	3	4	5
Giá cả	○	○	○	○	○	○
Thời tiết	○	○	○	○	○	○
Phong cảnh xung quanh	○	○	○	○	○	○
Nhân viên chuyên nghiệp	○	○	○	○	○	○
Người dân địa phương thân thiện	○	○	○	○	○	○
Cơ sở hạ tầng và dịch vụ	○	○	○	○	○	○

11. Mục đích của chuyến du lịch nghỉ dưỡng của bạn là gì? *

- Khởi động lại cơ thể một cách toàn diện
- Thời gian để nhìn nhận lại bản thân
- An dưỡng tâm trí, thiền
- Nâng cao thể chất
- Giải toả stress
- Thắt chặt tình cảm với gia đình, bạn bè
- Tận hưởng các dịch vụ chăm sóc sức khỏe
- Other: ______

Appendix 1. Questionnaire Survey Form (Vietnamese Version). 5(6)

12. Bạn kì vọng được trải nghiệm những gì trong chuyến du lịch nghỉ dưỡng *

- [ ] Chế độ ăn chay
- [ ] Món ăn ngon địa phương
- [ ] Các hoạt động thể chất
- [ ] Spa
- [ ] Yoga
- [ ] Thiền
- [ ] Thiên nhiên hoang sơ
- [ ] Nơi bình yên và thanh tịnh
- [ ] Nhân viên thân thiện
- [ ] Other: ____________

13. Bạn nghĩ như thế nào về giá trung bình các chuyến đi nghỉ dưỡng combo 5 ngày ở Việt Nam. *

- ○ Rất đắt đỏ
- ○ Hơi đắt
- ○ Giá hợp lí
- ○ Rẻ

14. Các dịch vụ ưa thích của bạn trong chuyến đi nghỉ dưỡng ? *

- [ ] Các dịch vụ thể thao, phòng gym
- [ ] Spa
- [ ] Lớp học nấu ăn
- [ ] Ẩm thực địa phương
- [ ] Liệu pháp làm đẹp
- [ ] Liệu pháp thải độc và tăng cường sức khỏe
- [ ] Yoga và thiền
- [ ] Trị liệu
- [ ] Other: ____________

Appendix 1. Questionnaire Survey Form (Vietnamese Version). 6(6)

15. Hãy đánh giá mức độ chất lượng của các dịch vụ nghỉ dưỡng ở Việt Nam

	Tôi không có kinh nghiệm	Tệ	Bình thường	Tốt	Rất tốt	Xuất sắc
Liệu pháp làm đẹp	○	○	○	○	○	○
Dịch vụ gym	○	○	○	○	○	○
Dịch vụ nhà hàng và quầy bar	○	○	○	○	○	○
Spa và mát-xa	○	○	○	○	○	○
Nhân viên thân thiện	○	○	○	○	○	○
Khả năng tiếp cận dịch vụ	○	○	○	○	○	○

16. Bạn có sẵn lòng giới thiệu Việt Nam là một điểm đến nghỉ dưỡng hấp dẫn không ?

○ Có, tôi sẵn lòng

○ Không, tôi không nghĩ vậy

○ Có lẽ

17. Trong tương lai, nếu bạn có một chuyến du lịch nghỉ dưỡng tại Việt Nam, bạn có mong muốn gì ?

Your answer

18. Theo bạn, những mặt còn hạn chế cần khắc phục để phát triển du lịch nghỉ dưỡng Việt Nam là gì ?

Your answer

Appendix 2. Questionnaire Survey Form (English Version). 1(6)

ENGLISH VERSION

1. Where are you from ? *

- ◯ Vietnam
- ◯ America
- ◯ Netherlands
- ◯ Germany
- ◯ Finland
- ◯ Korea
- ◯ China
- ◯ South Africa
- ◯ UK
- ◯ Australia
- ◯ Other: ____________

2. Gender ? *

- ◯ Female
- ◯ Male
- ◯ Prefer not to say

3. Age ? *

- ◯ Under 18
- ◯ 18-25
- ◯ 26-35
- ◯ 36-45
- ◯ 46-55
- ◯ 56-65
- ◯ 65+

Appendix 2. Questionnaire Survey Form (English Version). 2(6)

4. How long have you been in Vietnam? *

- ◯ 1 month or less
- ◯ 2 - 5 months
- ◯ 6 - 12 months
- ◯ 2 - 5 years
- ◯ 6 - 10 years
- ◯ More than 10 years
- ◯ I have never been in Vietnam

5. How often do you have a wellness trip before covid-19 pandemic ? *

- ◯ Once a year
- ◯ 2-3 times a year
- ◯ 3-5 times a year
- ◯ more than 5 times
- ◯ I don't like wellness tourism

6. How long are your wellness trip on average ? *

- ◯ 1-2 days
- ◯ 3-4 days
- ◯ 5-7 days
- ◯ 8-14 days
- ◯ more than 14 days

7. Who do you travel with ? *

- ◯ Family with children
- ◯ Family without children
- ◯ Partner
- ◯ Relatives
- ◯ Friends
- ◯ I travel alone
- ◯ Other - Khác

Appendix 2. Questionnaire Survey Form (English Version). 3(6)

8. After the Covid-19 pandemic, which is the destination you wish to visit ?

- ◯ A bustling city
- ◯ A beach
- ◯ A forest
- ◯ A heritage town
- ◯ An islands
- ◯ A luxury resort
- ◯ Other: ____________________

9. Where do you want to stay when traveling ? *

- ◯ Hotels
- ◯ Resorts
- ◯ Hostels
- ◯ Homestays
- ◯ Apartments
- ◯ Villas
- ◯ Other: ____________________

10. How important of these following factors when you decide to have a wellness vacation? 0=no opinion; 1=not at all important; 2=slightly important; 3 important; 4= fairly important; 5=very important

	0	1	2	3	4	5
Price	◯	◯	◯	◯	◯	◯
Destination	◯	◯	◯	◯	◯	◯
Climate	◯	◯	◯	◯	◯	◯
Well-trained staffs	◯	◯	◯	◯	◯	◯
Friendly locals	◯	◯	◯	◯	◯	◯
Wellness facilities and services	◯	◯	◯	◯	◯	◯

Appendix 2. Questionnaire Survey Form (English Version). 4(6)

11. What is the goal of your wellness trip?

- ◯ General reboot myself
- ◯ Time for self-reflection
- ◯ Meditation & mental health recovery
- ◯ Physical therapy
- ◯ Release the stress
- ◯ Reconnect with family and friends
- ◯ Experience new wellness services
- ◯ Other:

12. What do you expect from your wellness trip ? *

- ☐ Vegan diet
- ☐ Tasty local cuisine
- ☐ Scheduled fitness activities
- ☐ Spa treatment
- ☐ Yoga
- ☐ Meditation
- ☐ Wild nature
- ☐ Peaceful & harmonious environment
- ☐ Friendly staffs
- ☐ Other: ______

13. How do you think about the current average price for a 5 days-all-inclusive wellness package in Vietnam? *

- ◯ Very expensive
- ◯ Slightly expensive
- ◯ Affordable
- ◯ Cheap

Appendix 2. Questionnaire Survey Form (English Version). 5(6)

14. What are your favourite wellness activities in Vietnam? *

- [ ] Sport & Fitness services
- [ ] Spa
- [ ] Cooking class
- [ ] Local cusine
- [ ] Beauty treatment
- [ ] Yoga & meditation
- [ ] Nutritional & Detox programs
- [ ] Therapeutic
- [ ] Other: ______

15. Please evaluate the quality of a wellness vacation you experienced in Vietnam.

	I had no experience	Poor	Fair	Good	Very good	Excellent
Beauty treatment	○	○	○	○	○	○
Gym services	○	○	○	○	○	○
Restaurant & bar	○	○	○	○	○	○
Spa & massages	○	○	○	○	○	○
Friendly staffs	○	○	○	○	○	○
Accessibility	○	○	○	○	○	○

16. Would you recommend Vietnam as a potential wellness-based travel destination to your friends and family?

- ○ Yes
- ○ No
- ○ Maybe

Appendix 2. Questionnaire Survey Form (English Version). 6(6)

17. In the future, If you have a wellness trip in Vietnam, what are your expectations ?

Your answer

18. What are limited aspects that need to be concerned to develop the Wellness Tourism in Vietnam ?

Your answer