

# Service Demand of Senior for Spa on Wellness Tourism : An Explorative Study

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**Abstract.** The study is exploring the Spa service demand and features in wellness tourism for seniors. In addition to the senior of respondents, the 50-64 years (pre-senior) of the respondents are also considered to compare the two types of sample features and the differences of Spa service demand. As following constructs the Spa service system design and management of reference. Therefore, this study aimed at Taiwan one of the city's population aged 50 to 64 (potential seniors) and 65 years of age population (seniors) are two groups to investigate. After the statistical analysis of the samples, there are three main findings are shown as follow: (1) By factor analysis, "society /learning", "relaxation", "Spa therapy / functional", "facility", "health information to provide/ consultation " and "healthy environment/diet", the six wellness tourism of spa service demand factors were extracted. (2) 65 years or more of senior in the "society / learning" and "health information to provide / consultation" of demand factors that were significantly higher than the 50 to 64 years of pre-senior. However, 50 to 64 years of pre-senior in "facility" of demand factor that was significantly higher than 65 years or more of Senior. (3) Used Chi-square to test 65 years or more of senior and 50 to 64 years of pre-senior in the demographic features. The results showed that the former has a higher education level and a higher spent on travel.

**Keywords:** Senior, Wellness Tourism, Spa, Service Demand

## 1. Introduction

Taiwan, in 1993 over 65 population of about 149 million, of the total population figures of 7.1%, already comply with the United Nations aging society standards in recent years because of medical advances, the average life expectancy, and birth rates fall and other reasons. In 2002, the proportion of the elderly population has more than 9%, irrespective of the elderly population in proportion or amount, there are an increasing trend year by year. From the above analysis of the domestic growth of the elderly population and found that "aging" population age-layer structure is the trend of social development, tourism and leisure industry from the perspective of the face of this senior citizens (senior) of the target market, offering traditional tourism and leisure industrial services and products, has a great market.

Many studies have found that seniors of travel motivation, are based on the premise of engaging in health tourism activities [1,2,3], but the main motivation for health tourism patterns was wellness tourism, we can see that the service needs of its Wellness tourism is extremely important, and well-being of tourism development in the long history of foreign, mostly endemic use of tourism natural environment (hot springs, mineral, water, climate etc.), combined with recreational facilities, construct a complete health resort, the participation of visitors can reach the body, mind, and spirit well-being of the state, in which the Wellness tourism Spa products the most popular and well received.

Looking Seniors (or old) travel motivation, travel obstacles, study characteristics of tourism products have seen, however this research is based on the concept of wellness tourism seniors explore the demand for tourism services in Spa, and add 50 to 64 years (potential seniors) for the study.

## 2. Theoretical Background

### 2.1. Wellness Tourism and Development

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Wellness is a well-being and fitness is composed, which means that individuals through fitness activities and comprehensive well-being to achieve well-being [4,5].

Until 20th century concepts of health and more attention, so "well-being" is the emergence of 1959 Halbert Dunn in "High Level Wellness" writes that well-being is a special health conditions, including overall health, body, mind, and spirit and dependence on environment [6]. Therefore, well-being but also represents a new approach to stimulate extensive health and with more leisure, health concept as a basis for the development of new health-based leisure systems, wellness tourism and hotels are concepts developed in this gym, sauna , entertainment, pool and well-being center [4].

Wellness tourism is a "summary of all people to promote stable and appropriate physical and psychological recovery and social well-being between the phenomenon and changes to the original position and move to a shelter and health services where they are neither fixed principle, there is no permanent place of residence or work." [7]

Wellness tourism whose main motive is to preserve and promote healthy relationships arising from the phenomenon of the journey; them to stay in a proper provision of expertise and personal care of the professional hotel, and provides comprehensive services, including health / beauty health, healthy nutrition / diet, relaxation / meditation and mental activity / education [8].

European scholars use wellness tourism as a healthy tourism part [4,8]. Therefore, Wellness tourism compared with healthy tourism has several unique characteristics: (1) refers to the health of the people, the latter suggesting a possible mental and physical not good person. (2) subject to journey or trip steps, so travel is a necessary condition for Wellness tourism. (3) the pursuit of tourist patterns are physical, psychological and spiritual health (prevention), the latter is in restoring physical, mental and spiritual health (treatment).

Canadian Tourism Commission (CTC) further pointed out that the health and well-being of sightseeing tours are two different products, health, health tourists there are various medical conditions, so that they can travel motivation and experience treatment effects, thereby improving health. Wellness tourism tourists generally are healthy, they experience the course through activities to promote and maintain health. They sound like but the actual demand and handling are very different way [9]. So head to well-being is "prevention is better than treatment". Also [10] will be divided into medical tourism and health tourism Wellness tourism, medical tourism is intended for the treatment of physical illness or physical conduct after surgery will take some time to recover the body, and live in a hospital or medical centre for care. Wellness tourism is no physical illness but for relaxation, recreation, escape the daily tensions arising from living in health Spa resort.

Among them, the most popular SPA, the International Spa Association (ISPA) defines "Spa" is an entity to strengthen the overall well-being through a variety of professional services to encourage updating the mind, body and spirit [11].

## **2.2. Seniors**

United Nations statistics show that in 2002 more than 60 years a total population of about 600 million people, is expected to grow 50% in 2025 to 2050 the total number of the elderly population will reach 2 billion people. In terms of the general public that is defined as the 65-year-old senior citizens in the United States or any other country as a retirement standards. However [12] is defined in the tourism market in 50 to 64 years of age as potential seniors, aged 65 or more for seniors.

The literature review shows that by the continued rapid increase in seniors and seniors more money than in the past, more leisure to engage in tourism, and the potential can not be ignored seniors groups, seniors early planning for the future potential of life to look forward to even greater satisfaction, the pursuit of good health, so grasp these two groups is very important.

Therefore, this study will potentially seniors and seniors are two groups for the study, in order to Wellness tourism of Spa service needs-based, service needs major problem is the use of [8] proposed the model of the well-being of the body (physical well-being , beauty care), heart (mental activity, education), health (nutrition, diet) and relaxation (rest, meditation) and other factors, to explore the two main ethnic

groups Spa services wellness tourism demand factors and differences. Hence, according to the arguments above, it is hypothesized that:

H1: Socio-economic backgrounds well-being of tourism services on demand (physical, mental, health, relax, socialize, Spa features) will be positive.

H2: Travel behavior of wellness tourism service needs (physical, mental, health, relax, socialize, Spa features) will be positive.

### 3. Research Methods

#### 3.1. Sample

This study used a convenience sample, 500 questionnaires distributed to the decision to grant a quota sample population, 447 valid questionnaires were recovered, accounting for 89.4 percent of all questionnaires.

Cronbach's alpha test method for assessment of the questions demand for tourism services internal consistency, through SPSS, the questions that this study overall reliability of Cronbach  $\alpha=0.934$ , with a high degree of reliability, indicating the questionnaire measured variables table reached a certain level of reliability. As for validity, since the demand for research Spa services are the questions of the questionnaire design experts to design autodidact Scale, a little retouching together, so when there is a certain degree of content validity.

### 4. Results

In order to draw a sample of this research service needs of Spa dimensions and the use of Factor analysis of principal component analysis in order to extract maximum variation axis factor loadings greater than 0.45 of the constituent elements. Analysis prior to Kaiser-Meyer-Olkin (KMO) test and Bartlett test, KMO value is 0.927; Bartlett's test  $\chi^2$  is 7484.103 ( $p < 0.001$ ), suitable for conducting factor analysis. Factor analysis was performed a total of six dimensions, namely "social / learning" ( $\alpha=0.9$ ), "relaxation" ( $\alpha=0.873$ ), "Spa therapy / Function" ( $\alpha=0.871$ ), "Facilities" ( $\alpha=0.787$ ), "health information to provide / advice" ( $\alpha=0.775$ ) and "Healthy Environments / eating" ( $\alpha=0.719$ ); each dimension of the Cronbach's alpha are highly reliability, the cumulative variance of 62.99%.

Dimensions in order to "relax" ( $M=3.96$ ) and "Facilities" ( $M=3.93$ ) the overall average is higher, which is a higher level of demand; Furthermore, "to provide health information / advice" ( $M=3.54$ ) dimensions demand a lesser extent. In each of the questions demand extent, with "at the spa stress relieving" ( $M=4.06$ ), "at the spa experience in the facilities provided by use ease." ( $M=4.03$ ) and "at the spa experience in the provision of facilities (such as sauna, steam room, jacuzzi)" ( $M=4.03$ ) and other three demands the highest degree, and "you can see the usual things that can not be seen" ( $M=3.40$ ), "a spa near the home industry's liaison Office" ( $M=3.44$ ), "can participate in local activities" ( $M=3.48$ ) the lowest level of demand.

Using T test and one way ANOVA analysis, to explore the different demographic variables for the wellness of demand factors, whether there is a significant difference exists. If there is a significant difference, then the further use of LSD multiple comparison to analysis the variation sources and presents significant differences between the variables. After analysis, the respondents in the "age", "education", "number of children", "average monthly income", "retired or not" Spa services on the demand side options there are significant differences,

The results showed that seniors over 65 years of senior citizens than the potential of "social / learning" ( $t=-5.583$ ,  $p=0.000$ ) and "provide health information / advice" ( $t=1.994$ ,  $p=0.047$ ) factors demand a high degree; another potential seniors over 65 years of age or seniors on the "Facilities" ( $t=-2.588$ ,  $p=0.010$ ) factor in the level of demand high. Seniors seen in its social and learning environment (particularly retired), for meeting the spirit of learning, and psychosomatic similar age for other senior citizens demand is higher than the potential social activities seniors, senior citizens is a potential for sports with wholesome facilities have a higher demand, with obvious differences between the two groups.

In this study, the chi-square test to investigate the association of the age (50 to 64 years of potential seniors and seniors over age 65) in the other demographic variables and travel behavior whether there is correlation exists. The results of age and "education" ( $\chi^2=38.637$ ,  $p=0.000$ ), "occupation" ( $\chi^2=25.890$ ,  $p=0.004$ ), "average duration of each amount spent on the tour" ( $\chi^2=33.802$ ,  $p=0.000$ ) have correlation.

## 5. Discussion

Seniors with potential seniors participating wellness tourism activity is not only individuals to relieve the stressful life, augmented opinions heard, and social and other positive significance to the community more will have a positive impact, thus promoting seniors participate in wellness tourism activity has an unmistakable trend, the future is more important trend in the tourism market. Therefore, this study based on empirical results propose conclusions and reiterates that the study results suggest and follow-up studies have suggested, hoping for Taiwan's development of seniors wellness tourism related businesses in operation management faces provide a reference for advice, and future researchers.

According to results of this study, for tourism-related industry and related units and subsequent researchers have proposed the following recommendations:

(1) Travel operators and hoteliers in the development of demand for services wellness tourism Spa products, in addition to the therapy Spa has to match them with the features and use of facilities, you can plan family activities or of the same age seniors social activities, as well as providing local natural landscape or cultural heritage themed intellectual journey, to meet seniors body, mind, and spirit of all-round health, then in time to note seniors strength, endurance load should not be too lengthy. While senior increases with age, so it should also take into account security issues.

(2) The potential tourist seniors spend relatively high ratio of senior citizens, in addition to the satisfaction Spa functional experience, the need for greater attention to the potential seniors' use of facilities ", such as providing diversified portfolio of equipment and products, facilities elasticity the opening hours of the facility, ease of use, set up facilities instructor, providing health benefits to promote specific training programs to enhance the physical fitness and sports designs, and with local ingredients with the characteristics of the health, development and healthy macrobiotic diet packages. In conclusion, the provision of travel services related to wellness in terms of industry, the two main ethnic groups in this research study conducted to provide differentiated services is a necessary and important basic management concepts to meet the needs of senior citizens travel services seniors and cultivating potential target market.

## 6. Acknowledgements

I am very grateful to my assessment of the opportunity to publish this article. And I would like to thank my advisor for their immensely valuable guidance and advice. The article further benefited from discussions with my advisor and makes this article more complete.

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