


Chapter 1

Understanding How Collaborations Between Wellness Centers, Hotels, and Medical Institutions Drive Mental Wellness Tourism Growth

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ABSTRACT

This study explores how collaborations between wellness centers, hotels, and medical institutions contribute to the growth of mental wellness tourism and enhance tourist satisfaction. Data were collected from 300 wellness tourists, with results showing strong acceptance of integrated services; Service Integration received the highest rating (mean = 4.21). Reliability and factor analyses confirmed strong data validity (Cronbach's Alpha = 0.89; KMO = 0.914). Correlation and regression tests showed significant positive relationships between collaboration practices, service quality, and tourism growth, with Service Integration having the strongest influence ($\beta = 0.42$; $R^2 = 0.67$). Differences were also observed across demographic groups, where females reported slightly better wellness improvement ($p = 0.048$) and younger tourists preferred fully integrated collaboration models ($p = 0.019$). The study concludes that systematic collaboration among tourism, wellness, and medical sectors promotes higher satisfaction and supports sustainable development of mental wellness tourism.

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1. INTRODUCTION

1.1. Background of the Study

1.1.1 Emergence of wellness and medical tourism as global travel trends

Health, wellness, and medical tourism have become one of the most advanced and expanding sectors of the current tourism industry and have increased their activity globally, which is a multi-faceted industry that integrates other segments such as spa tourism, holistic tourism, and spiritual tourism. Health, wellness, and medical tourism are academically one of the most rapidly expanding areas of tourism and health studies academic research interest in the last three decades (Alegria Quintela et al., 2016). As the number of individuals seek physical, psychological, and spiritual improvement, the popularity of wellness tourism is increasing. The trends are health and beauty programs for the individual, recycling, and leaving cell phones and laptops at home during vacation. Because wellness tourism is driven by the desire for travel with health consciousness, sustainability, culture, and health maintenance, it caters to these areas, leading to improved physical and mental condition, cultural participation, and respect for the environment, all of which also contribute to the economy of a region (Talukder et al., 2025).

1.1.2 Rising importance of mental health and wellness in post-pandemic tourism

Health emergencies (i. The e. COVID-19) can have a significant impact on the tourism sector and its workers. Due to its reliance on travel destination availability and human mobility, the tourism sector is particularly susceptible to disruptions brought on by health crises (Elshaer & Azazz, 2023). It is becoming more widely acknowledged that travel has a significant impact on mental health, presenting both new challenges and therapeutic advantages in a variety of settings (Heidari et al., 2025). Numerous studies, each based on a different theoretical framework, have recently looked into the connection between travel and mental health. Traveling is a voluntary activity intended to improve personal well-being. Poor mental health and wellness have a significant negative social and economic impact on human societies worldwide (Heidari et al., 2025). The COVID-19 pandemic has caused many to feel insecure about the safety of their employment, and this may be especially true for employees in the tourism industry, which can cause adverse mental health effects related to the management of stress, anxiety, and depression that might occur in response to the demands of the industry. The very few studies that have investigated

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