

Prospects and Challenges for the Sustainable Development of Wellness Tourism in Nepal

Lal Bahadur Oli, Prof. Dr. Ghanashyam Bhattarai***

Background

Tourism is one of the largest growing industries around the world. The word "Tourism" is formed from the word tour. It is derived from old English turian, from old French torner, and from Latin tornare; means 'to turn on a lathe'. It is itself from ancient Greek tornos; "lathe". The Oxford English Dictionary coined the first word "tourism" in the year 1811. (Leiper, 1983) presents,

Before the 1500s the words "tourist" and "tourism" did not exist. "Tour" was used, certainly in its French context of "tower": the Greek root is obvious here, since most towers traditionally were circular. Travel literature in the medieval era did not use the terms "tour," "tourist," or "tourism." Instead we find words such as "journeying," "travel" and its original form "travail" (. . .) travel such as "pilgrimage." A recent study on pilgrimage in medieval times sees that phenomenon as the "tourism" of the age, and refers to the "tourism" (p. 277).

Tourism means the travel domestic and international, long-time and short-term for the benefit of health, mind and spiritual and staying at destination at least a night and not more than one concurrent calendar. It is not only relating health benefits to travelers but also to economic and employment generation of entrepreneurs. (Netto, 2009) defines:

Tourism is the phenomenon caused by the departure and return of human beings from their place of habitual residence, for reasons that can be revealed or concealed. It presupposes hospitality, encounters and communication with other people, companies which offer services and technology so that the act of coming and going is possible. It generates sensorial and psychological experiences as well as positive and negative effects on the economic, political, environmental and socio-cultural environments (p. 59).

John K. Walton follows the history of tourism that western society, ancient Greeks and Romans origin the "Heritage Tourism" and "Beach Resorts" at the end of the 18th century. By the early 21st century tourism became the process of spending time out of usual residence for the purpose of commercial act. Eastern civilization offers pilgrimage tour in play as the coexistence of religion. Small groups of monks under Buddhist sites began before 2000 years as tourists. Spa was the earlier invention of European, now Belgium as resorts. Japanese, in the 6th century practiced hot springs to bathers. Modern tourism was come in appearance by the time of postindustrial west increasingly practiced. By the early 19th century European took journeys of health, leisure and culture. In the mid 19th invention of steam Railways promoted domestic and international tourism. In the late 19th century, after the First World

*Lecturer, Faculty of Humanities and Social Studies, Central Department of History, TU, Kathmandu

** Lecturer, Faculty of Humanities and Social Studies, Central Department of History, TU, Kathmandu

War British Thomas Cook and son's organization and others spread out the tourism practices from Europe and Middle East. In the latter half of the 20th century tourism became larger business using international airborne packages.

(Paudel, 2019) traces that history of tourism in Nepal comes back when Kathmandu valley was not habitable. The saying is a Chinese tourist Manju Shree came to Nepal and chopped the Chovar hill and drained out all the water from the Valley. Since the period of Malla regime European tourists started to come in Nepal. Marriage of Princess Bhrikuti with Srong-Sten Gampo, king of Lhasa in 592AD made strong relationship with China. (Stevens, 1978) explained that Nepal has long traditional history of tourism. In 250BC Indian Emperor Ashoka's visited Kathmandu Valley and Lumbini, the birthplace of Buddha. After developed British Hill station in Nepal in 19th century, the British officers pass in Nepal for the purpose of hunting or by Victorian gentlemen engaged in amateur explorations and botanical and mountaineering expeditions. (Shrestah, 2017), Before 1990 Nepal was closed for foreigners. In 1953 Tenzing Norgay Sherpa and Sir Edmund Hillary have ascended the Mount Everest and then Nepal gradually famous for international tourists. In 1956 National Tourism Board (NTB) and the same changed into Nepal Tourism Board in 1998 was established. Nepal got membership of International Union of Official Travel Organization in 1959. While Government of Nepal in 1973 has banned marijuana and hashish, the tourism of Nepal took a turning point that Nepal developed as a hot spot for adventure seekers and cultural tourists. Nepal celebrated year of "Visit Nepal '98 and 2011".

As elaborated by Global Wellness Institute wellness tourism is formally founded in different religious, medical and intellectual travels in the United States and Europe in the 19th century. The ancient civilization of Rome, Greece and Asia has tenanted to the modern wellness tourism. In terms of wellness tourism 19th century was as intellectual and medical travels, 20th century was for spreading out and attraction of audiences, in 21st century the global wellness tourism drastically spacing as angling the point shifting from healthcare to wellness i.e., mental and inner peace.

Nepal has multiple possibilities of tourism. It seems as a means of poverty alleviation and path of social justice and equity in the country. Wilderness and adventure (mountain climbing, mountain biking, rock climbing, bungee jumping and trekking, hiking, bird watching, mountain flights, ultra-light aircraft flights, paragliding and hot air ballooning over the mountains of the Himalaya, rafting, kayak or canoe and Terai region jungle safaris), Religious tourism activities (Hindu religion related Pashupatinath Temple, Swargadwari, Lake Gosainkunda near Dhunche, the temples at Devghat, Manakamana temple in the Gorkha district, and Pathibhara near Phungling, Mahamrityunjaya Shivasan Nepal in Palpa, Kalika and Malika Devi in Chhillikot hill, Ambekeshawori temple, Krishna temple, Dharapani temple, Muktinath, Buddhism related Lumbini, Swayambhunath, etc. Culture and Heritage related sites (Pashupatinath Temple, Baudhanath Stupa, Swayambhunath Stupa, Changunarayan Temple, Kathmandu, Bhaktapur and Patan Durbar Square, museums in Kathmandu, Palpa Durbar, Gurkha Durbar, various festivities) visitors could experience. The first Tourism Master Plan of Nepal was drafted in 1972.

"Sustainable" means "livable", "survivable" German forestry circle in 1713 used the

word "Sustainability" and internationally recognized in 1972 from United Nations Conference on Human Environment in Stockholm. Social, economic and environment including political arena are the pillars of sustainability. "Sustainability" is not only environment, this term relates to human physical, mental, spiritual, social, cultural, emotional health and life. Human spiritual and mental health reflect the wellness is the base for happiness that make people ready to contribute to the sustainable development. Sustainability is not only about wellbeing of the "Planet"; it is also about the psychological wellbeing of "People" for "Prosperity", "Peace" and "Partnership" - five principles carried by Sustainable Development Goals (SDGS) - targets 2030. According to The Global Wellness Institute "wellness tourism as travel associated with the pursuit of maintaining or enhancing one's personal wellbeing". Convention on Biological Diversity in 2001 established the rules for sustainable tourism and the United Nations declared year 2002 as Ecotourism. Economic development, environment conservation and community empowerment are three main components of sustainable.

Wellness and Wellness Tourism

"Wellness" is absence of "illness". Wellness is the action of practices to keep betterment of body, mind and heart or, overall human psychology. Physical health, emotional, intellectual, social, spiritual, environmental, occupational, economic, culture is the dimensions of wellness. Wellness is the lifestyle for healthy, sound, stress free, joyful, eternal peace and energy gains. World Health Organization (WHO) defines "the state of complete physical, mental, and social wellbeing, and not merely the absence of disease or infirmity". Wellness relates to art of living and soft health of self-responsibility & love, breathing, sensing, eating, moving, feeling, thinking, playing, working, communicating, intimacy, finding meaning of life and transcending living.

Wellness travel is one of the famous of several sectors in tourism. It is reflective for developed and developing countries. It gives not only in increasing of economy, also tangible social, cultural, mental and spiritual peace and social harmony. Wellness is very ancient 3000 B.C.E on Ayurveda (Science of life), later inscribed in four Vedas (spiritual text) of Hindu and in Chinese system of medicine based on Buddhism and Taoism. In western society it was practiced in ancient Greek and Roman. According to the Oxford Dictionary "Wellness" as a word was used in 1650s. Modern wellness was paved in 20th century. Halbert Dunn in his book 'High Level Wellness' published in 1961 created the answering the "meaning" of "Wellness".

Wellness tourism in Nepal was in practice traditionally through religious practices, based on Himalayan foothills Ayurvedic practitioners, Buddhist meditation for mindfulness, Yoga by Lord Shiva in ancient age for balance of physical, mental and spiritual health. Yoga, meditation and Ayurveda are symbolizing for four aims in eastern philosophical beliefs - dharma (dutifulness), Artha (property earning), Kama (desire), and moksha (liberation/freed from fear and greed in life). Ayurveda is an ancient medical system of Nepal that manage the inner and outer dynamics of health.

The purpose of wellness tourism is to maintain and strength one's physical and

inner power through Ayurveda treatment, meditation for spiritual healing, retreat activities, mindfulness practices, therapy of water and hot spring, transition therapy (divorce, job and property loss, depression etc.), yoga practices. (Konkul, 2012) "It is believed that the term wellness has emerged from the WHO notion of 'well-being' and the concept of fitness. In the Central and Southeast European countries, there is an enhanced emphasis on sunshine, sea air, and thalassotherapy. Physical fitness is also seen as an integral part of everyday wellness. In Asian countries, many spiritual activities such as yoga, meditation, and massages are considered important daily activities". In Nepal tourism as aspects of cultural, business, religions, social were in existence from ancient age. So many saints in Nepal used to come for mental and health relaxation and acquire Ayurvedic, Tibetan herbs, mantra and meditation in high Himalayas. Wellness tourism convers mind refreshment through mantra, natural beauties and retreats, physical practices, like: fitness, postures, spiritual and eternal peace of heart from mantras, meditation, yoga and *Pranayamas* from service centers, lifestyle resorts. World Tourism Organization (WTO) and Global Tourism Institution (GTI) terms that modern wellness tourism in present days started in 2008.

Empirical study (literature review)

Wellness tourism perhaps the fastest growing tourism of the global tourism market. Wellness tourism is the travel for destination for the purpose of building health and well-being through physical, psychosocial and spiritual activities. Ayurveda, spiritual or holistic retreats, Tibetan medicine, homeopathy, spas, wellness hotels and resorts, naturopathy, yoga, fitness have been grown rapidly in Nepal though all the possibilities are not utilized extensively of Wellness Tourism.

(Galina Romanova et al. 2015), Health and Wellness Tourism: Spa is one in health wellness and now it is used as medical treatment through therapeutic and other professional services for renewing the mind, heart and body. Practicing of health and wellness tourism in Russia is growing up as a result of problems with the Russian State Health Care system, changing in life style, environmental problems, urbanization. Though the importance of health and wellness tourism is growing up, but consensus among tourism scientists is not made yet. Terminologies, like: tourism, wellness tourism, spa tourism and medical travel/tourism, health tourism are in use differently.

Wellness and medical tourism cover all these as mainly concerns of all to sound health. Tourists who have their specific illness treatment during tour known as medical tourists and another type of tourists need to use vacation to improve their health and well-being as wellness tourists. Interrelations of health, medical and wellness tourism is closest. Wellness emphasizes conceptualizing to health issues and prevent further health negativity applying various activities. Wellness tourism is well vehicle for enhancing holistic health wellness. In Russia health tourism and wellness tourism has same meaning. The direct and indirect effect of wellness tourism in economy and in Gross Domestic Products (GDP) seems in creating jobs and contribution in revenues as well as social impacts. Ageing, chronic diseases cure and

prevention, seeking better health, alternative treatment, globalization, changing in life occurs to increasing the health and wellness tourism.

During the period of Soviet Unions health tourism was provided large subsidies for resort treatment in sanatoriums as in social tourism forms. "The post-Soviet period has witnessed several reforms, but the farthest-reaching for sanatoriums was a reform of Social Insurance Fund in 2002, when treatments in sanatoriums became a not reimbursable costs". There are various subtypes of health tourisms, like: 'medical clinical tourism, medical resort tourism, The Sanatorium (institution of treatment, prevention and rehabilitation), Prophylactic sanatorium (prevention of entrepreneurs' personal disease), Medical pension (holiday home), Child health camp (child treatment with out parents in centers), Baths and mud baths. Wellness tourism needs better motivational socio-demographic factors and identify clusters and segments for health. "Tourist choice is often determined by the presence of known and effective natural healing factors at the destination. The choice in favor of the country or destination can also be made due to liberal laws and regulations" (p.258).

Managing the flows of visitors is an important part to preserve the destination and its sustainable application. Tourism product design along with tourism marketing literacy at micro and macro level approaches need to develop strategy of tourism industry.

This literature mainly described the health and wellness tourism system of Russia. The system during the USSR was more systematized by the Government policy. It has analyzed about Government policy for wellness tourism during USSR. In post USSR it was not in proper condition. It means the government policy plays the role in promoting the wellness tourism. Public-private partnership is the Russian government practice to using for target in tourism. This is based on quantitative and qualitative methodological approach with different method of study, like: field visit, policy review, observation, literature review. Conceptually it introduces more advance means of health and wellness tourism. But all practices of Russia may not fit to Nepal. Wellness tourism in Nepal is neo-developing approach structurally and formally. Wellness tourism is the part of tourism. The literature is selected because of concept and the motivational theory applied in the literature may contribute in my research.

(Khanal, 2017), Issues and Challenges of Integrative Medical System to the Growth of Health Tourism Industry in Nepal: Nepal's Himalayas, mountains, plants, sun, rain, strong wind and varies of herbs, cultural heritage, yoga and meditation centers contribute to attracting wellness tourists. Tourism defines to travel to temporary staying from a day to a year for physical and mental health relaxation and treatment as well. Medical tourism, wellness tourism, sports, yoga tourism, integrative medicine are the inseparable components of health wellness tourism. Wellness tourism is for promoting physical, psychological and spiritual health with visiting destination and taking healthy food. There is no any extensive research and study on Wellness tourism in Nepal though it is in practice traditionally. Now health and wellness services is available in star hotels and service centers. The government should prioritize in planning and budget to expand the services.

The article is on health treatment and economic perspectives, but not covered integrated approach as topic said. Spiritual and mental health sector is limited in the literature.

Though it has very less description on wellness tourism, but can contribute referring some traditional practices in health tourism in Nepal. The article is selected for my research in application of concept building.

Cornelia Voigt et al. (2011), Graham Brown and Gary Howat, Wellness tourists: in search of transformation: Beauty spa, lifestyle resort, and spiritual retreat visitors are the major elements of wellness tourism in Australia. Transcendence, physical health and appearance, escape and relaxation, important others and novelty, re-establish self-esteem and indulgence are six benefit factors of wellness tourism. Services and products are to be designed understanding the behavior, needs and habits of wellness tourists explaining it through marketing perspective. Presently wellness tourism is categorized as spa visitors, lifestyle resorts visitors and spiritual retreat visitors. "Wellness tourism was defined as the sum of all the relationships resulting from a journey by people whose motive, in whole or in part, is to maintain or promote their health and well-being, and who stay at least one night at a facility that is specifically designed to enable and enhance people's physical, psychological, spiritual and/or social well-being (P.17). Wellness tourism contributes into benefits of being with friends or family, relaxation, and escape, improvement in body and emotional states. Spiritual retreat visitation generally involves meditative elements and often focuses on gaining religious or spiritual insight. Wellness tourism was assumed a group of all the relationships resulting from a journey to promote their health and well-being, and who stay at least one night at a facility. Identification of tourists whether they are homogeneous groups or differently interested for spa, lifestyle resorts and spiritual is primary work for adjusting the wellness services.

This study has based on motivation, socio-demographic and travel behavior theory and applied mixed methodological approach with methods of semi-structured interview, self-administered survey through e-mail from wellness tourists, literature review, heterogeneous sample survey from wellness tourists, quota sampling of three sub-groups, x2 tests for quantitative data analysis. Three sectors of wellness tourism beauty spa, lifestyle resort and spiritual retreat visitors mentioned in the study could not cover all natural facilities available in Nepal traditionally. This literature is included in my research that methodically supports to analyses trends of tourists in Nepal. Sociodemographic and behavioral theory links to study lithly. Contents covered in the study will contribute to elaborate the spectrum of wellness tourism in Nepal.

Siripan Deesilatham, S. H. (2016), Wellness Tourism and Quality of life: Motivations, Constraints, Lifestyles and Satisfaction: As wellness tourism is still new approach and less familiar among tourism segments, from the first of 21st century it has been becoming popular among tourists for health well-being. Wellness tourism is as consists of health and medical tourism – spa, wellness, spiritual tourism sometimes considered synonymous. Wellness tourism is linked to the evolution of civilization. Taking spa, beauty treatment, pampering, sports and fitness recognizes as leisure wellness tourism whereas spiritual retreats, yoga, meditation as holistic wellness tourism. Wellness tourism is not relating only to the positive aspects of travel, it has some constraints as negative aspects that may affect to travelling. Quality of life style of wellness tourists at many contexts

reflects to self-responsibility and individual choice that impact to health and overall well-being enlightenment. "Wellness Tourism Worldwide Report (2011) showed that Africa, the Americas, Europe, the Middle East, Australia, New Zealand, and the South Pacific focus more on the natural environment and natural healing as assets. On the other hand, Southeast Asia and the Far East focus on spirituality as well as complementary and alternative treatment assets; holistic retreats—including ashrams, wellness hotels, resorts, and spas—dominate the wellness assets across these countries". Motivations, Constraints, Lifestyles and Satisfaction are the major factors to ensure the quality of wellness tourism. Strategically health is major to wellness tourists and tourism contributes in economy of countries.

This research study more or less describes on sustainable tourism of western countries practices. Based on motivational and behavioral theory of satisfaction for quality-of-life with qualitative approach and purposive sampling methodology, the study covered more from Thailand where various elements of wellness tourism foundations are developed. In Nepal, there is very few concepts and not emphasized by Government of Nepal in practice of wellness tourism. This literature is selected for my research that can contribute in theoretical aspect and concept development.

Xumei Pan, Z. Y. (2019), Evaluating Potential Areas for Mountain Wellness Tourism: A Case Study of Ili, Xinjiang Province: Wellness tourism is increasingly growing up in meeting people's health and wellness meaning at the globe. Wellness in terms of including of self-worth, love and affection, intellectual thinking, spiritual cleansing, nutritious supplements, humanity, friendship building, social capital formation, institutional relationship, local cultural and inheritance promotion, trust and beliefs in clicks. Based on physical condition the aged nursing is divided in to two sub-categories – living in nursing homes (for spa, traditional Chinese medicine, and upper-class medicine) and living in retirement communities. Leisure for recreation and as wellness tourism was a type of tourism in mountain areas activities of entertainment as fishing, hiking, skiing, snowmobiling, and snowboarding pre-dominantly. Wellness tourism incorporates various culture, historical backgrounds and social customs applicable as new concepts worldwide. "Wellness tourism in China may be made up of health preservation, sports and recovery, medical healing, and aged nursing; it involves meditation, taiji quan, qigong, wuqinxi, ba duan jin, Chinese dancing, wushu, horse riding, acupuncture, moxibustion, tui na, fire cupping, massage, skin scraping, aromatherapy, medicinal diet, timesharing vacation, recuperating and nursing home, retirement community". In context of China wellness became a comprehensive concept with dimensions, like: realistic beliefs, self-worth, exercise, stress management, humor, intelligence, spirituality, love, gender identity, leisure, emotion, friendship, nutrition, self-care, work, personal attributions, social identity, local safety and institutional concern may new knowledge of the article.

This study has covered multi-dimensions of health leading by land-use suitability approach focusing more on aged nursing. Though it did not cover social, cultural, economic and religious factors that directly relates to wellness tourism, it is selected for my research to consulting to wellness tourism experts, geographical selection for wellness tourism to conceptualize my research. Geospatial data collection method for sustainability assessment may contribute to collect information in my study.

(Konkul, 2012), **Wellness: A New Mode of Tourism: Wellness is new model in tourism industry. People go to destination for wellness facilities.** Two factors of health policy of World Health Organization (WHO) well-being and fitness as integrated concept and sensitization of people to their health concise inspired the people for the wellness tourism. It releases the tourists from stress and open the door of relaxation for soul, body and mind. New destinations and categories of services are emerging rapidly. In recent the aim of people focuses on becoming happy and healthy instead of getting more money. Components of wellness tourism in the Central and Southeast European countries and in Asian countries varies considered the users' interest and practices.

Wellness, not only relating to physical health, it is the state of mental, spiritual, physical and in a whole admirable lifestyle, and far better beyond treatment of specific disease. Wellness is the new concept of by-product of schooling of good health, happiness, satisfaction, well-being. Wellness tourism is now recognized by many as the means of longevity of life devoting through utilize leisure for health and other positive actions.

Wellness travelling is as Quality of life (QoL) is difficult to define, it come to understand peoples' satisfaction with their lives, their physical, mental, social and emotional health, and the nature of the environment in which they are living. It can be measured with qualitative and quantitative indicators, which are subjective and objective in nature. Objective indicators include: life expectancy, employment status, marital status, education, working hours per week, housing conditions, crime rates, poverty level, healthcare provisions and legal rights. The subjective indicators relate to happiness, job satisfaction, sense of community, family relationships, stress level, use of leisure time, degree of spirituality, sense of safety and number of enjoyed holidays. Researchers in the field have shown that travel and tourism have a positive correlation with QoL. Happiness is a complex and almost an indefinable term. However, researchers believe that happiest people are those surrounded by family and friends; engage themselves in relaxing activities; are not focused on materialism; not obsessed with image, social status, and fame; are grateful for and satisfied with what they have; are altruistic; trust others and cooperate; and live in politically stable nations.

Neo-classic economic theory is used in this study with qualitative methodology and methods of interview, literature review. Quality-of-life in wellness tourism defined here may not match to all people and countries. It is contextual and based on local facilities and peoples' social, economic status. This book is selected for my research because technologies for wellness assessment, like: data recording, direct questioning, tissue sampling in terms of Ayurvedic treatment, functional testing, data analysis and knowledge management may support to recommend wellness tourism development in Nepal.

(Routledge Taylor and Fancis Group, 2010), **Spa and Wellness Tourism and Positive Psychology-- A Focus on the Global Spa Experience:** Spa in term is the extended name of Belgian town Spa. The Romans named it due to its scenery and abundant watery beauty. In Romans the verb carries the meaning of fountain (espa) and bubble forth (spargere). Spa is the components of wellness with healing water bathing. Wellness travelling is the extensive mode of integrated approach of health – physical, beauties, consciousness of spirituality. It is the connection of human and natural wellness resources. Wellness tourists, for their health

achievement during travel seek for entertain of saunas, hot tubs, physical fitness clubs and gyms, aerobics, short and long walking and swimming, skiing and hiking etc. Relaxation with novelty, stimulation with excitement and escaping motivate the novels wellness tourists. Spa and wellness tourism offer positive aspect of the physiological and physical benefits of travel than might be expected from everyday clinical observers.

The literature has quantitative and qualitative approach with structured questionnaire interview and motivational theory and interpretivism paradigm. The literature is lacking of spiritual and mental health and only spa is recommended for positive psychology based in western countries. Wellness travel is guided from socio-cultural and psychological needs. Various theories recommended to develop positive psychology is the target. This book will support to shape my research in theory and epistemological clarity.

Scott Wayne, E. R. (2020), Analysis of the Global and Asian Wellness Tourism Sector: Wellness travelling is the dimension of self-reinforcing and self-perpetuation. Its activities relate to become people healthier (stress management, disease control, enhancing physical and mental well-being), more productive and increase the power of spending. Destinations for wellness tourism may be protected in terms of cultural heritages and traditions and sustaining of destinations. It generates local earning through employment. Wellness tourism is combination of natural products and nature related activities and integrated parts of resorts, special offers. A report of 2017 economically the wellness tourism contributed in worldwide by \$639.4 billion in GDP and 17.9 million jobs in the world. Wellness tourism is diversified based on country's geography, products, culture, climate, history, socio-political system and interest of people. "The wellness offers of many destinations depend on protected natural assets and cultural traditions, such as hot springs and traditional yoga and acupuncture practices. Many wellness-motivated travelers are attracted by these assets and traditions, as well as the broader cultural and natural heritage" (p.24). It relates to Sustainable Development Goals (SDGs). "Eighty-three percent of the agents surveyed said that their clients are willing to pay a premium for wellness travel and/or access to health products and services while traveling". Wellness tourism has power of transform one's life and spell out the meaning of living. Wellness tourism itself is new philosophy cultivating of life belongings. It is greater both to visitors and visited to multi sectorial positive impact in.

The study focuses more on economic impact from wellness tourism. The book has explained the segments of wellness tourism of more than 30 countries, but not included of Nepal. It means Nepal has no formal practices of wellness tourism. This book has selected for my research because it has described wellness tourism is pursuit of physical, mental, spiritual or environmental. The three components of sustainability are covered (The wellness offers of many destinations depend on protected natural assets and cultural traditions, such as hot springs and traditional yoga and acupuncture practices. Many wellness-motivated travelers are attracted by these assets and traditions, as well as the broader cultural and natural heritage.) Linkage to all Goals of Sustainable Development is seen and Hindu meditation and Ayurveda in India, and the deep spiritualism and oneness with nature of Buddhism. This will contribute in my research in terms defining of spiritual peace tourism.

Thal, K. I. (2015), Self-Determination Theory and Wellness Tourism: How Do

Wellness Facilities Contribute to Wellbeing? Etymologically wellness as a term was traced to 17th century from Europe (naturopathy was in practice by pre-Socratic philosophers and later by Stoics). Conceptually wellness is older that can be found in Egyptian Babylonian literature. Wellness is more than benefits of vacation; it also promotes holistic wellbeing. It is the stage of not only absence of disease but the condition of antithetical to it – well-being of physical, mental and social. Wellness and wellbeing conceptually allied to travel for quality-of-life. More over wellbeing is associated to infrastructure, services and other activities of destinations. Six dimensions (physical, intellectual, emotional, psychological and spiritual) drive to wellness. Wellness tourism is defined as 'alternative spaces' where visitors can escape from stresses and distraction of home and make self-engagement. Wellness centers encourage meditation, self-intuition awareness seminars, reflection of personal hobbies. Increase of wellness tourism reflects on psychosocial needs and religious and spiritual satisfactions. In 1950 tourism was incorporated the act of sea, sun and sand. Health tourism, medical tourism and well-being tourism are looks like the forms of wellness tourism. Spas, lifestyle retreats that care body, mind and hearts are the activities of wellness tourism. Wellbeing is cited as the motivation and outcome of travel and in terms of dedicated infrastructure, services, and amenities at destinations.

The literature has used Self-Determination theory, motivation theory, goal theory to examine tourist satisfaction, spillover theory to assess degree of change for quality-of-life, restoration theory for assess quality of destination, theory of development (Cognitive Evolution theory, Organismic Integration theory, causality orientation theory, basic need theory, goal content theory). As the literature is about European context, it has lack of spiritual and mental peace promotion and sustainability segments. It is selected for my research because it can link wellness tourism to the approach of quality-of-life.

(Deesilatham, 2016), **Wellness Tourism: Determinants of Incremental Enhancement in Tourists' Quality of Life:** Health with six dimensions of physical, spiritual, psychological, social, emotional and intellectual is the center point of wellness tourism. in 1959 the concept of wellness was defined literally. Wellness tourism includes the area of awareness, feeling of intuition, morality, ethics, well-being of health. Spa is the highly popular though there are many activities in wellness tourism. This research was carried in Thailand where traditionally many practices are in existence. QoL is the result of wellness tourism. Wellness tourism is mass tourism raising as global economic phenomena. Wellness and wellbeing are conceptually allied terminologies in academia.

The research has applied qualitative and quantitative approach as well. Maslow's hierarchical needs of motivational theory, theory of satisfaction was parallely used. It has limitation of focusing on "Muay Thai" or Thai Boxing and secondly the meditation retreat group, not spiritual and mental peacefulness from wellness tourism. Buddhist meditation is in widely practice in Thailand. Mindfulness mediation is contemporary in practice in the country. The literature will assist in articulation of meditative practices based on Buddhism that relates to spiritual peace tourism, a part of my research.

(Karen Irene Thal, 2019), **A Conceptual Model of Wellness Destination Characteristics that Contribute to Psychological Well-being:** Conceptually premises

environment plays the vital role to promote wellness tourism. ". . . the characteristics of a wellness destination that actively promote well-being are pivotal considerations for defining and analyzing this flourishing tourism sector". Utilizing of leisure ultimately contribute to well-being of health. Natural and cultural sources, supply side behaviors and innovative approaches leads more rather than facilities available.

The literature has applied Self-Determination Theory was applied with Focus Group Discussed in south-eastern USA. Though the research is concentration on physical health wellbeing, this research is selected for support in creating the clarity of wellness tourism for psychological wellbeing in my research.

Netto, A. P. (2009), Philosophical Issues in Tourism, What is Tourism? Definitions, Theoretical Phases and Principles: Tourism is a period of leisure and walking for physical, mental and spiritual health temporarily. Tourism in concept is a wholistic approach of individuals, business, academia and other multidimensional actions. "It involves the temporary displacement of people from one region to another, country or even continent, with the objective of satisfying necessities and not the realization of remunerated activity. For the visited country, tourism is an industry whose products are consumed in loco, producing invisible exports" (pp. 45). Tourism refers three phenomenon – place/destination, human beings and leisure for interaction with others. Tourism is the construction of knowledge by interacting between visitors and hosts. It is the opportunity of economic gains for visited. It is the dialectical relationship among geographies, communities, interest and experiences.

This research book has carried the general concept of tourism instead of wellness tourism. It has applied system theory with different methods. This literature is selected to use in my research because it supports to conceptualize philosophical prospects of tourism.

(Juho Pesonen, 2010), **Rural Wellbeing Tourism: Motivations and Expectations:** Quality of life can be conceptualized of Wellness with physical, mental and spiritual well-being and happiness, interrelationship of others and environment. "Rural tourism typically refers to tourism outside densely populated areas and tourism centres. In some countries, the term farm tourism (agritourism, agro- tourism) is synonymous with rural tourism" (p. 150). Wellness tourism means the experience of nature e.g., Alpine wellness in Australia, Finland, forest and Lake wellness. Tourists expect from wellness tourism of having relaxation from routine life, feeling of home away from home/alternative temporary home, refreshment, mental freeness, escaping from social stress and work pressure for health benefits. Wellness tourism can open the doors of self-realization and intuition in peaceful environment releasing from outer stress.

This article described about the tourism with natural and environmental sceneries for the benefits of health in rural areas. It has adopted theory of motivation with methods of questionnaire distribution and collection through e-mail, interview, case study, website referring, literature review. As the article is about Finland has described about physical benefits from rural and wellness tourism. Though it is about rural tourism, but has deeply comparative study with rural tourism and tourism. This literature can support to my research to find out the challenges of wellness tourism reflecting to Nepal.

(Kebete, 2022), **Heritage tourism as a driver of socio-economic development and implications for sustainable tourism:** Heritage tourism is natural and human made traditions that can support to build up wellness tourism. Heritage tourism has high possibilities of economic gains. Community people can enhance heritage tourism more inclusive in terms of fairness and efficacy, trust, respect, dignity, environment preservation for sustainable development approaches. "The community building approach strikes a balance among the interests of tourists, preservationists and community members. It has been revealed that heritage tourism enhances the socio-cultural and economic benefits of the local community and assists environmental conservation initiatives" (p. 2). It promotes the socio-cultural, economic and environment of destinations.

Heritage tourism relates to cultural and social tradition preservation and environmental conservation. The article has limited area described on wellness tourism and its widen segments. It has described about the earning from heritage tourism instead of health benefits. The article is selected for my research that can contribute to the parts of sustainable development - social and economic development and environment conservation. Heritage tourism is organic and environmental friendly.

Sharma, N. P. (2020), Meditation Tourism, Buddhist Philosophy in Practice: A Case Study of Lumbini, Nepal: describes Lumbini can be shaped as a best destination for meditation tourism as philosophy of Buddhism. Meditation is the emerging parts of wellness tourism. It needs to link between philosophy of Buddhism and attitude of visitors. Religious tourism, yoga tourism, peace tourism and spiritual tourism are some dimensions of tourism. The tree, pond, monument in Lumbini, represent the Buddhahood, air and greenery environment. Lumbini is the place where one can get all religions at a place through Temples, Monasteries, Masjids, Church, Sputa's and other pilgrimage sites. It is the place of religious patience and peace. Lumbini could not attract tourists for the purpose of meditation and other dharma what the possibility it has. As the birthplace of Buddha, tourists and pilgrims could not get value as its philosophy and practice on meditation. Most tourists are unaware of the core aspect of visiting Lumbini. Lumbini is popular as Buddhist pilgrimage site. Now, tourists visit Lumbini a best destination for pilgrims. He further addresses,

The participants' versions including their experiences reveal the importance of meditation tourism in Lumbini. The analysis of their experiences can be categorized in three ways. First, every participant who visited the holy place Lumbini was inspired deeply to find peace of mind. They were very much aware of Buddha's enlightenment and his boundless compassion towards all suffering people. The participants were motivated to attain enlightenment like Buddha. The second aspect is the participants practiced meditation under a tree inside the Mayadevi Temple. During this meditation, they experienced abundant positive energy in the milieu. The participants were so much happy. Everyone was feeling good to be there. It was quite a different experience to them (pp. 49).

Place of enlightened birth, place enlightenment presence, delivered first sermon by enlightened and place of enlightened demise are the four monuments to visit suggested by Buddha. Lumbini is the sacred place for the meditation where positive energy can be benefitted by

multipliers. Relaxation and spirituality can be found within the practitioners.

This literature is focused on peace theory based on Buddhism that can get from Lumbini of Nepal. This relates more on peace of soul for mental wellbeing and meditation for spiritual peace. The literature has qualitative research methodology with case study, literature review, diachronic and synchronic approaches. Though Yoga and Ayurveda are not covered in the study, this is selected for my research that Buddhist meditation and charity works gives high level of soul peace feeling as peace tourism. Health tourism covers both medical tourism (based on western medicine) and wellness tourism (based on traditional therapies such as Yoga, Ayurveda, and Spa). The article has SWOT analysis on health tourism that covered meditation, yoga and Ayurveda too. It can be linked to my research.

Khanal Bishnu Prasad, T. S. (2019), Potential of Health Tourism Development in nepal: Literature Reveiw and Future View: By its tradition health tourism is indigeneous of Nepal. Yoga, Ayurveda, meditation, and natural healing-based tourism are a new niche of tourism. Health tourism can improve as preventive, curing and psychosocial benefits. "Nepalese health tourism offers Ayurveda, naturopathy, yoga, meditation, spa, and many other treatments that are beneficial for health rejuvenation. People from more than 120 countries visit various Ayurveda centres, meditation centres, yoga centres, and spa hotels & resorts spread across the country as a part of their health tourism in Nepal" (pp. 20). The health system in Nepal, 122 years old was based on the primary health care. It was based on natural healing factors combination of medical treatment, preventive and wellness programs adapted to the needs of specific tourist groups. Ayurveda is traditional practices. Wellness tourism contributes in health well-being.

Qualitative methodology with methods of interview with stakeholder's agencies, literature review was applied in this research. My research will be based on segments of Ayurveda, Meditation and Yoga that this article will support in health and wellness tourism building of concept, and a little about spiritual and Ayurvedic treatment and, meditation.

S. Chakraborty (2010), Sustainable and Value Based Tourism in Nepal – Travel Writer's Perspective: Natural sceneries can contribute in wellness tourism to stay tourists in Nepal. Culture, social functions and indigenious health treatment practices can sustain the wellness tourism. Innovative Sustainable Tourism products like Snow Leopard Treks, Ethnological Tours, mountain climbing, and casinos, Flora & Fauna Tours or for that matter Wetland Bird Watching Tours for Sustainable Tourism professionals would be the indigenious local people themselves. Yoga, natural resources, like: Eco-Tourism and Green Tourism and other Value Based Tourism would make visitors to extend their staying in Nepal. Fundamental ingredient of this new type of tourism package is not transport and accommodation but the performing of entertaining activities by allowing greater integration with the outing purpose. In this article sustainable wellness tourism sounds very simple, but in execution it needs high level planning and commitment of government and community engagement. He writes,

The essential ingredient of this new type of tourism package is not transport and accommodation but the organization of recreation, which alone can enrich the tourism experience by allowing greater integration (. . .). In other words, Value Based Tourism, where the key factors are quality products, excellence in

service (human relations), fully involve all the citizens in tourism and obtain the maximum yield from it to benefit the country, its people, business partners and visitors (pp. 132-133).

The literature has addressed sustainable, value-based tourism in terms of natural conservation for scenes. This literature is selected for my research to explore the role of youth in tourism and benefits from sustainable wellness tourism in Nepal.

Ni Nyoman Triyuni, I. W. (2014), The Readiness of Bali as Spiritual Tourism Destination: Recently competition in tourism is seen in land cluster and community based specific characters and cheap facilities for mental health, psychological retreats, eternal peace etc. Bali is ready to be the spiritual tourism destination due to the existence of temples all over the island. The community hall in temples is also as a place for meditating, taking rest or staying overnight. Religious tourism is a cheap that tourists in Bali stay at community, spirituality are a type of psychotherapy that improves the quality of life. Bali also has traditional treatment in the form of cream powder (boreh) for massage that can give peace of mind with its unique aroma. "Bali has been famous throughout the world and in terms of attractions Bali has been considered to have a special attraction as a destination for spiritual tourism" (pp. xx). It is in line with spiritual tourism that promotes the health of the body, soul and spirit. Priests of temple can't speak English and tour guides assist them. It can be a spiritual tourist destination, but since each temple is located in the traditional village, therefore whoever is going to use it must follow the custom practiced in that community.

This literature is selected for my research. Bali is like dominated by Hindu temple like Nepal. Priests of the temple face same problem of English language. As this is spiritual tourism in Bali can link to my research. Spiritual tourism supports to sustainable wellness tourism. Qualitative methodology of the research can offer to my research some appropriate methods.

(Tharakan, 2015) **Health and Wellness Tourism a Study on Magnificent Manipal:** Health and wellness tourism is highly prestigious and for satisfaction of physical and emotional demand. The old people prefer this than children and young and seek meditative calmness and spiritual practices, relaxation, pleasure, healing and regeneration. People choose the wellness tourism for own looking good and keeping fit. Physical, economic, beauty treatment, relaxation/rest, leisure//entertainment, Life/work balance, psychological, spiritual are the domains of health and wellness. "From time immemorial the alternative therapies such as Ayurveda, Unani, Siddha, and Homeopathy (AYUSH) were prescribed and practiced in India" (p.13). Dunn had developed the concept of wellness in 1959 incorporating body, mind, spirit and environment.

"Health and Wellness is an experience of the greatest feel which awakens the consciousness of the state of mind, where the look, feel, performance, fulfillment, enjoyment and longevity is achieved. Health and Wellness is the best preventive medicine for stress and disease. The present-day Spas, Health and Wellness resorts are conceptualized as a place of worship for cultures to create an experience of the traditional rituals to enlighten the consciousness" (p. 44).

Wellness tourism in Manipal is host as economic gains by community. Health and wellness tourism inspire entrepreneurs for employment generation. Local community engagement can make health and wellness travelling sustainable. Multi characteristics culture of Manipal – worshipping of Bhutas/spirits for protecting blessings and others are unique. Yoga, health and wellness centers in universities broadening the awareness and educate and sustain the appliances. Hospitality infrastructure in Manipal for health and wellness tourism is strong factor to sustain the tourism.

This extensive academia research has described in detail about the health and wellness tourism in Manipal, India. Though it has not mentioned about spiritual peace tourism, but various sub-contents have covered the theme of peace. This research is selected to use in my study to adapt the history of wellness tourism and different subdivisions, methodology and structural components of wellness tourism and its connecting to sustainable wellness tourism approaching in Nepal.

Conclusion

Tourism is travelling far from usual residence for getting entertainment and relaxation staying at centers more than a night and not over a year at a time. Tourism was initiated from Europe in 18th century. Physical wellness tourism embracing visiting to destination with spa, massage, treatment of beauties, detoxification, telesotherapy. Wellness tourism believers recommend human's physical well-being, happiness and productivity coding the health-oriented travels, positivity affect creating flexibility, problem solving and ability for managing stress. Wellness travel became an indignation with baby boomer generations who are progressively deciding for the steps in order to remain beauty and grow over. The wellness travel is the top sequence to the dynamic lifestyle for the young individuals and ideal years. These young generations perform for hiking, bag packing, cruces, weight loss, spiritual retreat. Initially it was to obtain the purpose of relationship, trade promotion, somehow religion benefits.

Yoga, meditation and Ayurveda reduce mental stress and anxiety and vital physical muscles, contribute in diseases prevention and healing, balancing of hormones and detoxifying the body. More than these make people mentally and spiritually peace. Nepal is the unique destination for spiritual detectives and peace of mind. It is one of the greatest Buddhist pilgrimage and meditation place with harmony of multi-religious beliefs. Diverse of biodiversity, mountain herbs, indigenous knowledge on nature and healing system, power of morning mantras balance the lifestyles.

Reviewing the above literature, I concluded that the wellness tourism industry has grown too fast because of successful global interest of fitness, health well-being and for more revenue. Reviewed the literature on wellness tourism and its sustainable application found the knowledge about how to make its advancement. Most of the works related to wellness and pleasure tourism have included what the lifestyle resorts provide.

In Nepal indirect wellness tourists can take benefit from lifestyle resorts, meditation and Yoga centers. No any detail and extensive study in Nepal on sustainable wellness tourism

is found. Conceptual clarity and challenges not being defined and identified in sustainable tourism in Nepal. The Government strategic plan has a narrow space to wellness tourism. Wellness tourism contributes in all three segments of sustainable tourism- economic earning from service providing, environmental conservation as wellness tourism promotes heritage preservation and environment management and social harmony through cultural interaction and assimilation. No literature is found on sustainable wellness tourism and connected to SGDs. Small but have high value that the Nepali people have been practicing traditionally in their daily life and from kitchen to outdoors activities related to wellness of health that is not articulated in literature. Moreover, wellness tourism extends the span of life expectancy through mental and spiritual peace. Many people during socio-economic crisis and natural pandemic, like: COVID-19, disaster, daily life stress and suffer from depression, anxiety and loss of hope of life. Sustainable wellness tourism may advance to mental and spiritual peace and self-satisfaction through the means of Buddhist meditation. The proposed research problem will cover the three gears of wellness tourism- yoga, meditation and Ayurveda treatment as the way of psychological, mental, spiritual peace and self-counseling that were not covered in integrated way in the selected literature. Two renounced professional meditation and yoga facilities will be selected for exploring whether they have been practicing the components of sustainable wellness tourism nor not. Further, the research will reconnaissance the connection of traditional actions and practices to the psychological wellness of health.

References

- Carol J. Steiner, Y. R. (2006). Ringing the Fourfold: A Philosophical Framework for Thinking about Wellness Tourism. *Tourism Recreation Research*, 31(1), 5-14.
- Chakraborty, S. (2010). Sustainable and Value Based Tourism in Nepal – Travel Writer’s Perspective. *International Journal of Hospitality & Tourism Systems*, 3(1), 131-138.
- Cornelia Voigt, G. B. (2011). Wellness tourists: in search of transformation. *Tourism Review*, 66(1/2), 16-30.
- Deesilatham, S. (2016). *Wellness Tourism: Determinants of Incremental Enhancement in Tourists’ Quality of Life*. Ph.D. Theses, University of London, School of Management Royal Holloway.
- Galina Romanova, A. V. (2015). Health and Wellness Tourism, Chapter 7. <https://www.researchgate.net/publication/302140629>.
- Khanal Bishnu Prasad, T. S. (2019). Potential of Health Tourism Development in nepal: Literature Reveiw and Future View. *Journal on Tourism and Sustainability*, 2(2), 14-29.
- Khanal, B. P. (2017). Issues and Challenges of Integrative Medical System to the Growth of Health Tourism Industry in Nepal. *Travel and Tourism Research Association: Advancing Tourism Research Globally*(16).
- Koncul, N. (2012). *Wellness: A New Mode of Tourism* (Vol. 25). Economic Research - Ekonomska istraživanja.

- Netto, A. P. (2009). What is Tourism? Definitions, Theoretical Phases and Principles. (J. Tribe, Ed.) *Philosophical Issues in Tourism*, pp. 43-61.
- Ni Nyoman Triyuni, I. W. (2014). The Readiness of Bali as Spiritual Tourism Destination . In I. G. Lilik Sudiajeng (Ed.), *Proceeding Tourism in Indonesia, International Conference on Tourism in Indonesia* (pp. 113-119). Politeknik Negeri Bali Denpasar .
- Paudel, B. R. (2019). *The Pronotes.com*. Retrieved July 22, 2021, from <https://thepronotes.com/history-of-tourism-in-nepal/>
- Routledge Taylor and Fancis Group. (n.d.). Spa and Wellness Tourism and Positive Psychology. In *Health and Wellness Tourism, A focus on the Global Spa Experience* (pp. 9-29). Routledge Tourism.
- Scott Wayne, E. R. (2020). Dscription, Definitation, and Analysis of the Wellness Tourism Sector. In *Analysis of the Global and Asian Wellness Tourism Sector* (pp. 21-35). Asian Development Bank.
- Sharma, N. P. (2020). Meditation Tourism, Buddhist Philosophy in Practice: A Case Study of Lumbini, Nepal. (R. R. Kunwar, Ed.) *The Gaze Journal of Tourism and Hospitality*, 11(1), 37-59.
- Siripan Deesilatham, S. H. (2016). Wellness Tourism and Quality of life: Motivations, Constraints, Lifestyles and Satisfaction. *2013 ttra International Conference. 12*. Travel and Tourism Research Association: Advancing Tourism Research Globally.
- Subhadeep Mukherjee, S. B. (2020). Religious to Spiritual Tourism - An Era of Paradigm Shift in India. *Journal of Xi'an University of Architecture & Technology*, 12(2), 427-441.
- Thal, K. I. (2015). *Self-Determination Theory and Wellness Tourism: How Do Wellness Facilities Contribute to Wellbeing?* Doctoral Theses and Dissertations, University of South Carolina, Hospitality Management College of Hospitality, Retail and Sport Management.
- Tharakan, Y. G. (2015). *Health and Wellness Tourism a Study on Magnificent Manipal* . Ph.D. Theses, Dr. M.G.R. Education and Research Institute University, Department of Hotel Management & Catering Technology.
- Vanhove, N. (n.d.). 'Tourism as a Strategic Option for Development of Less Developed Regions. In E. S. Harald Pechlaner (Ed.), *Tourism and Leisure Current Issues and Perspectives of Development* (pp. 95-114). Springer Gabler, 10.1007/978-3-658-06660-4.
- Xumei Pan, Z. Y. (2019). Evaluating Potential Areas for Mountain Wellness Tourism: A Case Study of Ili, Xinjiang Province. *Sustainability*, doi:10.3390/su11205668, 11, 1-15.