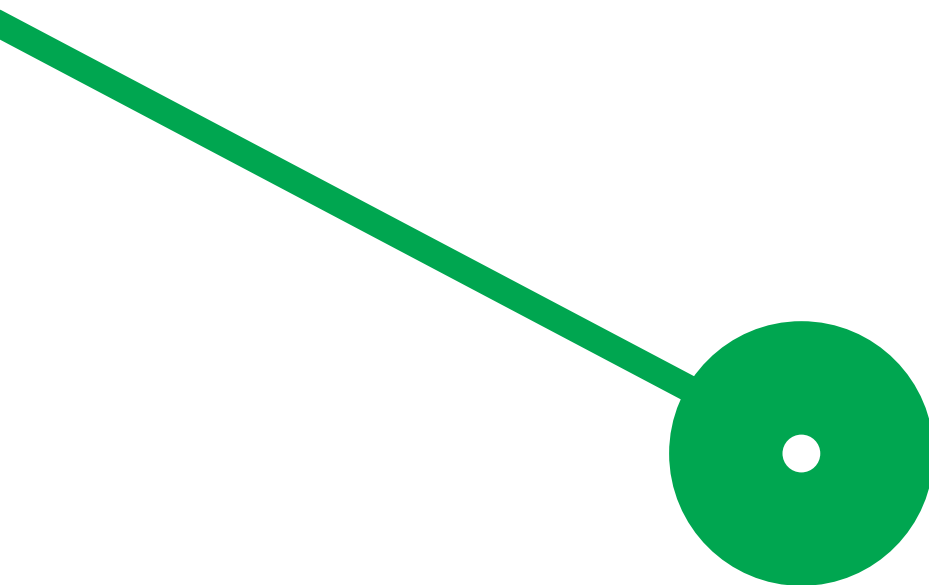




Youth tourism – Proposal of a fitness tour program

Marina Kirillina

[10/2024]



Politécnico do Porto
Escola Superior de Hotelaria e Turismo

Marina Kirillina

Youth tourism - Proposal of a fitness tour program

Trabalho de Projeto

Mestrado em Gestão do Turismo

Orientação: Prof.^a Cristina Susana Mouta Alves da Silva

Prof.^a Carla Isabel Barreto Salgueiro De Melo

Vila do Conde, Outubro de 2024

RESUMO ANALÍTICO

Este projeto de mestrado é dedicado ao tema do Turismo de bem-estar, aplicado ao segmento jovem. O principal objetivo do projeto é desenvolver um programa para jovens (15-29 anos), que terá como objetivo satisfazer as necessidades e expectativas deste grupo-alvo, incluindo questões de bem-estar e qualidade de vida.

O programa será baseado em experiências relacionadas com a atividade física e será desenvolvido na região norte de Portugal/Porto. O projeto inclui um estudo teórico do mercado do Turismo de juventude, uma análise da literatura existente e dos fundamentos conceituais do Turismo de bem-estar; bem como uma avaliação da relevância deste tipo de turismo na região selecionada do Norte de Portugal/Porto. Para concretizar os objetivos delineados foram realizadas entrevistas junto de jovens turistas, que permitiram confirmar os dados obtidos a partir da revisão da literatura e fundamentar a criação de um programa de fitness tour.

No mundo moderno, mais e mais pessoas procuram um estilo de vida saudável e recreação ativa. Os passeios de Fitness estão a tornar-se um produto turístico popular, proporcionando uma oportunidade para combinar recreação com desporto e atividade física, tendência que reforça a pertinência do desenvolvimento do projeto que se apresenta.

Palavras-chave: [Fitness tour]; [Turismo de bem-estar]; [Turismo jovem]; [Portugal].

ABSTRACT

This master's project is dedicated to the topic of wellness tourism, applied to the youth segment. The main goal of this project is to develop a program for young people (15-29 years old), which will be aimed at meeting the needs and expectations of this target group, including issues of well-being and quality of life.

The program will be based on physical activity-related experiences and will be developed in the North of Portugal region/Porto. The project includes a theoretical study of the youth tourism market, an analysis of the existing literature and conceptual foundations of wellness tourism; as well as an assessment of the relevance of this type of tourism in the selected region of northern Portugal/Porto. To achieve the established goals, several interviews were conducted with young tourists, which allowed the confirmation of the data obtained through the literature review and supported the creation of a fitness tour program.

In the modern world, more and more people look for a healthy lifestyle and active recreation. Fitness tours are becoming a popular tourist product, providing an opportunity to combine recreation with sports and physical activity, a trend that reinforces the relevance of the development of programs such as the one presented.

Keywords: [Fitness tour]; [Wellness tourism]; [Young tourism]; [Portugal].

SUMÁRIO

INTRODUCTION	9
Structure of this research.....	13
1 LITERATURE REVIEW.....	14
1.1 Youth tourism	14
1.2 Well-being and Quality of Life	18
1.3 Health and Wellness Tourism.....	22
1.3.1 Motivation in the field of wellness tourism	27
2 METHODOLOGY.....	31
2.1 Data Collection and Sampling	31
2.2 Results.....	34
2.2.1 Sample Characterization	34
2.2.2 The frequency of travel and the intention of international respondents to travel abroad.	34
2.2.3 Motivations and preferences.....	35
3 PROPOSAL OF A TOURIST PRODUCT - FITNESS TOUR PROGRAM.....	38
3.1 Proposal of product.....	39
3.2 Fitness tour program.....	39
3.3 Marketing.....	43
3.3.1 Digital marketing strategy	44
3.3.2 Social platforms.....	44
3.3.3 Promotion Plan for Instagram	47
3.4 Calculation of the cost of the fitness tour.....	50
CONCLUSION.....	52
BIBLIOGRAPHY REFERENCES.....	56
ANEXOS	69

List of tables, figures and abbreviations

Figure 1	36
Figure 2	48
Figure 3	49
Table 1 <i>Sample data sheet</i>	31
Table 2 <i>Justification of the questionnaire questions</i>	32
Table 3 <i>Sample Characterisation</i>	34
Table 4 <i>Frequency of travel and the intention of international respondents to travel abroad</i>	35
Table 5 <i>Goals and preferences of tourists</i>	36
Table 6 <i>Sources of information and duration of the tour</i>	37
Table 7 <i>Fitness tour program</i>	40
Table 8 <i>Estimated cost of services</i>	50

Abbreviations

CMEP - Clínica Médica Exercício do Porto

GDP – Gross domestic product

ICT – Information and communication technologies

ICTs – Information and communication technologies

OMT – Osteopathic Manipulative Treatment

QOL – Quality of life

UNWTO – United Nations World Tourism Organization

WTO – World Tourism Organization

WTTC – World Travel & Tourism Council

WYSE – World Youth Student & Educational

INTRODUCTION

Health and Wellness Tourism is a type of tourism related to spa-goers or users of Health and Wellness Services, who are seeking to improve their Quality of Life (QOL), visiting places that offer services to improve well-being in its different dimensions (physically, psychologically and spiritually) and above all, that improve QOL. Many factors led to the emergence and accelerated growth of this tourism segment, leading Pilzner (2002, 2007) to call it "Wellness Revolution". These factors include the increasingly hectic pace of life, high levels of stress among the workforce, loss of traditional community structures and religious organization and the resulting desire to slow down, simplify and find meaning in life (Pollock & Williams, 2000; Smith & Puczkó, 2008).

Wellness tourism is discussed as part of Health Tourism (Voigt & Pforr, 2014). The concept of Wellness was developed by the American physician Halbert Dunn in 1959 when, for the first time, he wrote about a special state of health, involving an absolute sensation of complete harmony, conceiving the man as a whole, consisting of body, spirit and mind and being dependent on the surrounding environment, leading to a feeling of great personal contentment, that is, a high level of well-being. Dunn (1961) developed the term Wellness in the American language with the combination of the words well-being - with a strong 'health + pleasure' component; and fit-ness - corresponding to physical fitness, with a very important aesthetic component, whose movement was recognized since the 1950s in the USA through the "Sport for all" movement (Nahrstedt, 1999, as cited in Ramos, 2005), which allowed the operationalization of new dynamics supported by the consolidation of the new OMT (Osteopathic Manipulative Treatment) health concept of 1948.

Thus, and in a holistic perspective, this type of tourist joins another type of service that completes their well-being experience (Chen & Prebensen, 2009), with respect to the following definition of well-being tourism: a phenomenon to improve the personal well-being of those traveling to destinations that offer services and experiences to rejuvenate the participant's body, mind and spirit" (Chen & Prebensen, 2009, p. 231).

Additionally, given the purpose of this study, it is important to highlight that Portugal appears as the 18th country with the higher expenditure in wellness tourism and the 3rd highest average annual growth between 2017 and 2019 (13.6%), hinting the potential of the country to be a strong player in the wellness tourism market (Reis, 2023).

Youth tourism is increasing, and since young tourists represent the future generations, they became interesting to destinations due to the potential benefits that their touristic flows can generate. Most of the young travellers (18 to 29 years old) of today come from two generational cohorts: generation Y, born between the early 1980s and 2000 and are better known as “millennials,” and generation Z, born after 2000.

Research by WYSE Travel Confederation and UNWTO (United Nations World Tourism Organization) indicated that the total value of the international youth travel market was almost USD 190 billion in 2009. By 2018 that figure had risen to more than USD 333 billion. WYSE Travel Confederation’s New Horizons Survey research in 2017 indicated that young travellers spent an average total of EUR 2,867 on their main trip. This compared with an average of EUR 1,035 per trip for international tourists globally in 2018. Young people often take much longer trips than most other tourists - 52 days was the global average in 2017 - they are often spending more on average.

The high value of youth travel also lies in the ‘lifetime value’ that young people deliver to destinations over the course of their travel career. Travellers often return to the places they visited earlier in life. In Australia, the 2011 Australian Tourism Board study “Backpackers Uncovered” indicated that 58% of backpackers would be likely or very likely to return in the next five years (WYSE Travel Confederation/UNWTO, 2011).

At the same time, people are engaging in sport leisure activities in their daily life, and most start to seek destinations where they can find events or the possibility to enjoy their favourite activity in a different setting. With the rising concerns about population health, the sport has received considerable attention and has become an integral part of sustainable human life. Donaldson and Finch (2012) stated that sport is a means for promoting social good, particularly health.

Several studies (Richards, 2007; WYSE Travel Confederation/UNWTO, 2011) attest that youth visitors tend to participate in a high number of activities during tourism trips.

Literature reveals that the participation of young people in tourism activities depends on many factors such as sociodemographic (e.g., age, nationality) and motivations (Eusébio & Carneiro, 2012; Ryan & Zhang, 2007; Tangeland, 2011; Thrane, 2008; Xu, 2009). Additionally, the comparison of studies carried out in different countries (Frändberg, 2010; Kim & Jogaratnam, 2003; Xu, 2009) suggests that the characteristics of

the destination may also influence young visitor's involvement in activities during tourism trips.

Moreover, the practice of tourism activities may also help satisfy several motivations of visitors, such as novelty, expanding knowledge, making contact with other cultures and socialising e.g., (Eusébio & Carneiro, 2012; Ryan & Zhang , 2007; Su, 2014; Tangeland, 2011). Therefore, ensuring that destinations provide appropriate conditions for practising the tourism activities that fulfil the needs of their target markets is of remarkable importance, in order to boost the positive impacts of tourism for both destinations and the visitors.

The choice of region/destination is supported, among other things, by the fact that it is the North of Portugal/ Porto that has the necessary resources and conditions. As pointed out by the National Strategic Plan for Tourism 2027 (Turismo de Portugal, 2017) Portugal has an excellent coastline for surfing, recognized worldwide, as well as for sport and nautical activities; vast marine biodiversity; and natural and infrastructural touristic conditions for cruises. Some of the lines of action of the National Strategic Plan for Tourism 2027 are based on the axis of valorisation of the territory with the affirmation of tourism in the economy of the sea, namely: (i) Reinforcement of Portugal's position as a destination for nautical, sport and leisure activities associated with the sea, on the entire coast, and as an internationally recognized surfing destination; (ii) Dynamization and valorisation of infrastructures, equipment and services to support nautical tourism, namely, ports, marinas and nautical centres; (iii) Nautical activities for enjoyment of the sea connected to diving, sailing, canoeing, observation of cetaceans and seabirds, fishing, sightseeing tours and beach activities that integrate sustainability in the nautical culture of the sea; (iv) Promotion of "routes of experiences" and tourist offers around the sea and nautical activities; (v) Coastal enhancement actions, including the requalification of marginal areas and the appreciation of beaches; (vi) Tourism projects including health tourism's projects associated with the therapeutic properties of the sea; and (vii) Appreciation of seafood associated with the Mediterranean diet (Turismo de Portugal, 2017).

As previously referred, Tourism is nowadays recognized as the main worldwide industry, representing 10,4% of the world economy (WYSE Travel Confederation/UNWTO, 2011). It's capacity of development and globalization make this phenomenon a motor of economic growth at international, national and local levels. In the

case of Portugal, the growth of the number of tourists and the strategical importance of the sector, with its multiplier effects, have been clearly proved by the economic profits that it originates, and by its contribution to the creation and the reinforcement of the country as a touristic destination, improving and valorising its cultural heritage and natural richness.

In parallel with this generalized growth, emerges Health and Wellness Tourism with a recognized and assumed role in the global tourism scenario, considering its different approaches and related products. Wellness tourism is one of the most promising niche markets (Global Wellness Institute , 2019) within the tourism field worldwide, namely in the case of Portugal, but it remains an area with space for more empirical studies. So, in this context of growing competition and diversity, Health and Wellness Tourism appears as a demanding study area in the field of the academic tourism research, also pertinent for the agents of the tourism system. This is the one of the justifications to the development of this work, based on the importance of tourism at the global level, particularly at the European level, that has been registering a tendency of constant growth in the last years.

In the modern world, more and more people strive for a healthy lifestyle and active recreation. Fitness tours are becoming a popular product, providing an opportunity to combine recreation with sports and physical activity. The development of such a tour for young tourists can become a sought-after product in the travel services market.

Based on these premises, it will be developed a fitness tour program adapted for young tourists offering practical recommendations for its implementation.

To achieve this goal, it is necessary to solve the following tasks:

- Investigate and analyse previous research on the concept of wellness tourism;
- Identify the target audience within the youth tourism segment, their needs, motivations and preferences;
- Develop a fitness tour program taking into account the age characteristics and interests of the target audience.

For this research it will be used a quantitative (surveys) method. The quantitative research method will be able to give a clearer understanding of the needs of the target audience, the most important factors when choosing tourist destinations, motivations, and features in the final decision on travel.

Data collected will allow the definition of a program more suitable for the young's expectations. This should be useful for tourism companies and destination management organizations who aim to attract new touristic segments.

Structure of this research

This project begins with a literature review that considers youth tourism, explores the theory of wellness concepts which also includes consideration of the topics of quality of life and well-being, the relationship between the development of wellness tourism and the interest of young tourists in active recreation.

The second part describes the methodology of the project, the procedure for collecting data, analyzing and discussing the results.

The third section is devoted to the development of the fitness tour project in the Northern region of Portugal/Porto, and it examines the practical aspects, opportunities and challenges of creating a wellness tourism program in this region. The next step describes a step-by-step action plan for organizing a fitness tour, a digital marketing strategy, a plan for conducting it, as well as the identification of potential program partners found.

In conclusion, the results of the work are summarized, the strengths and weaknesses of the project are highlighted and recommendations for future research are given.

1 LITERATURE REVIEW

1.1 Youth tourism

Market segmentation in tourism industry is a crucial tool that allows population to be divided into groups of individuals that share similar interests and characteristics, thus it divides heterogeneous consumers of a specific market into a homogeneous segment of that same market (Birdir, 2015; Rudez, 2012; Dolnicar, 2008). Market segmentation can be done considering different factors, most commonly focusing on socio-demographics as age, behavioral patterns or psychographic characteristics (motivations, interests) (Dolnicar, 2008). For this project, the variable chosen is age, meaning it will focus on the study of a market segment of tourism considering the age of its participants: Youth Tourism. According to WYSE Travel Confederation and UNWTO (2016) youth tourism market englobes all travelers aged between 18-29 years old that travel with a purpose of seeking meaningful, but educational travel experiences that can involve cultural immersion, language learning, work experience or volunteering to help broaden their horizons and knowledge. They account for 23% of international arrivals each year, are seen as global trendsetters for the tourism industry, as they are eager to explore new and off the beaten path destinations and are resilient and flexible (UNWTO, 2016). Hence, this market segment is an important and booming component of the tourism market relevant to study (Moisa, 2010a; UNWTO, 2016b).

Upon reading previous research that addresses what is known as youth tourism, it becomes noticeable that the standard definition of “youth” by the World Tourism Organization includes all independent trips for periods of less than one year by people aged 18-29 which are motivated, in part or in full, by a desire to experience other cultures, build life experience and/or benefit from formal and informal learning opportunities outside one’s usual environment, (Bizirgianni & Dionysopoulou, 2013).

Marketers tend to make a distinction between Generation Y (i.e. Millennials) and Generation Z (i.e. Post-Millennials). The Millennials segment comprises individuals born in the last decades of the twentieth century. Some authors define this as between 1979 and 1994 (Kotler & Keller, 2012; Santos et al., 2016), while others argue this generation was born between 1980 and 2000 (Alexakis, 2011; Kotler & Keller, 2012; ITB, 2016). According to these age delimitations, not all Millennials fit in the UNWTO’ s (2016)

aforementioned age frame, but experts agree that they represent the strongest sub-segment of youth travellers due to their higher purchasing power.

Millennials have strong digital skills and a high degree of permanent connectivity. They search for authentic and memorable experiences, need to immerse themselves in the lifestyle of local inhabitants and value experiences similar to those of residents and volunteer tourism options. These individuals are increasingly concerned about their health, wellbeing and safety (Veiga et al., 2017). Another important feature of Millennials is that they see travel as a complement to education and a form of personal development (Veiga et al., 2017). The ITB World Travel Trends Report 2016/2017 confirms the importance of European Millennials, who “went on about 150 million outbound trips in 2015” (ITB, 2016, p. 26). This report also states that “this generation is recognised as having the highest education level compared to all previous generations” (Santos et al., 2016, p. 659).

Academic studies have yet to characterise Generation Z travellers and their travel motivations fully. However, some non-academic sources discuss this segment, referring to it as the generation born in the last years of the twentieth century and the first decade of the twenty-first century.

Youth tourism, at first, was studied as part of the traditional tourism concept, however, in time, and due to its increasing market and popularity, began to be analysed separately as a segmented market of the global tourism industry, thus differentiating the profile of young travellers and of the classic tourist (Demeter, 2014; Moisa, 2010; Tourism Research and Marketing, 2013). The importance of the youth travel market is not only due to its increasing numbers which are becoming bigger than estimated, but also because it represents the market of the future not solely to the development of the young travellers, but as for the places they visit; thus, it is a vital resource for innovation and change that needs to happen in the various destinations (UNWTO, 2010; Richard, 2007; Buffa, 2015; Tourism Research and Marketing, 2013).

Some very important travel motivations of young visitors are being entertained and novelty (having new experiences, including visiting new destinations and learning something new) (Bicikova, 2014; Kim & Jogaratnam, 2002; Ryan & Zhang, 2007; Xu et al., 2009). Another important travel motivation, which is highly related to novelty, is increasing knowledge, namely by learning new things and knowing other cultures (Kim & Jogaratnam, 2002; Tourism Research and Marketing, 2013; Xu et al., 2009).

Nowadays, young visitors already have considerable travel experience - about six international short trips and five long trips (with more than seven nights) in a five-year period (Tourism Research and Marketing, 2013). In the planning of the trip young visitors usually assign high importance to value for money and cheap travel options, (Bicikova, 2014; Phau et al., 2010; Richards, 2007), and frequently use internet and family or friends as information sources (Richards, 2007; Ryan & Zhang, 2007; Xu et al., 2009). When traveling, the youth tourism market often uses hotel or other cheaper, or even free, means of accommodation - e.g., hostels, camping and houses of friends and relatives (Richards, 2007; Xu et al., 2009) - and carries out a wide range of tourism activities. Tourism trips were revealed to have important impacts on the youth tourism market. They contributed to a great appreciation and understanding of other cultures, to a higher self-knowledge and self-awareness and, in certain cases, even to change the lifestyle, strengthen values and change career options (Richards, 2007).

The participation in tourism activities is an important component of the tourism experience (Kim, 2010). Several studies (e.g., Richards, 2007; WYSE Travel Confederation/UNWTO, 2011) attest that youth visitors tend to participate in a high number of activities during tourism trips. Some of the preferred tourism activities of youth visitors are going to beach (Bicikova, 2014; Frändberg, 2010; Kim & Jogaratnam, 2003; Thrane, 2008; Xu et al., 2009) and sightseeing (Bicikova, 2014; Frändberg, 2010; Kim & Jogaratnam, 2003; Shanka et al., 2002). Visiting cities and shopping are also popular activities in this market segment (Thrane, 2008; Xu et al., 2009). Despite the fact that young visitors tend to appreciate many other tourism activities such as cultural activities (e.g., visiting museums, historic sites, participating in cultural events), nature activities, fun activities (e.g., eating and drinking, going to nightclubs) and sports activities, more heterogeneity seems to exist regarding the willingness to undertake the aforementioned kinds of activities (Bicikova, 2014; Frändberg, 2010; Kim & Jogaratnam, 2003; Richards, 2007; Ryan & Zhang, 2007; Thrane, 2008; Xu et al., 2009). Even though the youth market reveals a high propensity to engage in tourism activities compared to other market segments, research also shows some variability in this market, regarding the willingness to undertake tourism activities. Literature reveals that the participation of young people in tourism activities depends on many factors such as sociodemographic (e.g., age, nationality) and motivations (Eusébio & Carneiro, 2012; Ryan & Zhang, 2007; Tangeland, 2011; Thrane, 2008; Xu et al., 2009). Additionally, the comparison of studies

carried out in different countries (e.g., Frändberg, 2010; Kim & Jogaratnam, 2003; Xu et al., 2009) also suggests that the characteristics of the destination may also influence young visitor's involvement in activities during tourism trips.

The propensity to participate in a high number of activities is also associated with higher expenditures (Finsterwalder & Laesser, 2013; Tangeland, 2011). Moreover, the practice of tourism activities may also help satisfy several motivations of visitors, such as novelty, expanding knowledge, making contact with other cultures and socialising (e.g., Eusébio & Carneiro, 2012; Ryan & Zhang, 2007; Su et al., 2014; Tangeland, 2011). Therefore, ensuring that destinations provide appropriate conditions for practising the tourism activities that fulfil the needs of their target markets is of remarkable importance, in order to boost the positive impacts of tourism for both destinations and the visitors.

Regarding the use of new information and communication technologies, young tourists represent the highest percentage of those utilising these technologies (Bizirgiannia & Dionysopouloub, 2013). Young tourists participate actively in various productive processes of tourist enterprises, such as the design, development and distribution of new products (Bizirgiannia & Dionysopouloub, 2013, p. 652). Thus, these tourists' travel motivations and behaviours are closely connected to the availability of information about destinations on the Internet and in social media, as well as the availability of suitable digital facilities at destinations. These include, for example, good, free Internet connectivity (e.g. in accommodations and attractions) and new technological environments based on innovations.

A recent study by Han et al. (2017) also found evidence that youth travellers are concerned about the environment and are willing to behave pro-environmentally. This means that they express "intentions to engage in sustainable buying behaviours, ... engage in recycling behaviours, and ... protect natural and local resources" (Han et al., 2017, p. 914).

Some of the major contemporary international trends in demographic terms, classified by some authors as a profound demographic revolution (Bloom et al., 2003) are intrinsically related with population aging, with the increase in average life expectancy and the decrease in the size of the household. In socio-economic terms, it is related with the growing concerns about health, food and well-being, the growth of the middle class in emerging economies, the evolution and modification of tastes, needs and preferences combined with social and environmental awareness on the part of consumers. That have

a set of consequences in the Tourism phenomena, which are based on the search for unique and true experiences, looking for tourism products that satisfy all those needs, such as: short and most frequent city breaks along the year lead to the development of events in the low season in the cultural tourism, but essentially, the demand for health services (medical and aesthetic) in countries with more accessible costs, with infrastructure and natural conditions conducive to well-being and which are positioned as a tourist destination. The demand for health products, well-being, fitness, anti-stress, spiritual retreats, boot-camps, trend towards destinations considered most beneficial to health (Turismo de Portugal, 2015). Adding to this, there is the question of the current situation that presents an increasingly dynamic market logic, which depends on an increasing knowledge of demand, as it has an increasingly determinant role and where past travel experiences influence future travel options.

Besides the determinant role of demand and the influence of past experiences, a shift has also occurred in the sense that tourism research is also looking at concepts such as happiness and quality of life, all of this as a result of demographic and social changes that always shape the evolution of tourism. If tourism as a discipline started to be analysed by academics from a purely economic perspective (Zártori & Beardsley, 2018), currently the value of tourism has been expanded, with a constant shift of focus to the intrinsic impacts of tourism, such as Happiness and well-being and Quality Of Life (QOL) of tourists and hosts of destination (Filep & Deery, 2010), analysing how it really affects individuals who participate, enjoy or promote tourist activities (Zártori & Beardsley, 2018).

1.2 Well-being and Quality of Life

To figure out the relationship between tourism and happiness is very important to consider that travel and tourism have been seen as a promising opportunity for individuals to pursue higher levels of life satisfaction (Rubenstein, 1980) and that Happiness constitutes a central issue to the individual's lives as social beings (Richards, 2014). The topics enlighten in the research – Well-being and Quality of Life – were analysed as the key concepts that have been influencing both academic and industry discussions and development in the last years.

There is no consensus in the literature regarding the concept of QOL, several words have been used as synonyms of this concept, such as well-being and people's

satisfaction with life. According to Theofilou (2013) the QOL concept can be seen as the individual's perceptions of how good his(her) life is. This overall concept of good life includes several domains (e.g., work, family, leisure, social relationships, income and health). Then, it is possible to observe that, on the one hand, the opportunity to participate in tourism activities is already an important domain of people's QOL and that, on the other hand, tourism has a great potential to improve other domains of QOL (e.g., social relationships and health).

According to a study conducted at the Portuguese University (Eusébio, 2016) there are several prospects for the development of the youth tourism market. First, as the results evidence that participation in tourism activities has an important role in increasing the impact of tourism on QOL, it is important to provide tourism products that promote the participation in various kinds of tourism activities (e.g., cultural, sportive and recreational activities).

Despite the potential positive impact of tourism on people's QOL, little knowledge has been generated in this field. Moreover, studies that examine the factors that may influence the impact of tourism on youth tourist's QOL are very limited. However, an increase in research on the role of tourism on tourist's QOL has been observed in the last decade (e.g., Carneiro & Eusébio, 2011; Dann, 2002; Dolnicar et al., 2013; Eusébio & Carneiro, 2011; McCabe et al., 2010; Michalkó et al., 2009; Moscardo, 2009; Nawijn et al., 2010). Studies carried out in this field show that tourism may influence positively and negatively the QOL of each tourist (McCabe et al., 2010; Moscardo, 2009). The nature and magnitude of the impact of tourism on youth tourist's QOL will depend not only on individual's psychological and socio-demographic characteristics but also on their travel behaviour. However, the results of the few studies that, to date, examine the factors that influence the impact of tourism on tourist's QOL are not consensual (e.g., Alexander et al., 2010; Dolnicar et al., 2013; Eusébio & Carneiro, 2011).

Thus, the difficulty in defining this concept universally, depends also on the fact QOL research has been conducted on an ample range of subjects and it led to QOL become a vague concept, because it is "multidimensional and theoretically incorporates all aspects of an individual's life" (Bowling, 2001, p. 2). In literature, however, it is possible to find an agreement emerged in recent years towards the believe that QOL is a multidimensional and interactive construct encompassing many aspects of people's lives and environments (Schalock 1996, as cited in Andereck & Nyaupane, 2011). Indeed, the

concept is commonly used in very diverse contexts, by regular citizens, by governments and local, regional and international organizations and institutions to influence and manipulate social-political trends and policies. The same is observed in the context of research in several disciplines, spreading in a variety of fields including Economics, Epidemiology, Gerontology, Sociology and Psychology (Andereck & Nyaupane, 2011) and tourism. This fact transforms QOL in a complex umbrella concept, making it, once again, not easy to define what brings a lack of agreement on its definition. To fully explore the concept of Quality of Life a multidisciplinary body of literature must be reviewed (Sheldon & Park, 2009) and the literature regarding this subject is vast and although it's long history in the literature, there is disagreement on how QOL should be defined and measured (Raphael et al., 1996). According to Brown (1994 p. ii), QOL consists on a social construct, "the essential meaning [of which] may be understood by all, but when it is related to real people's lives, it is interpreted in any number of ways". On the other hand, McDowell and Newell (2006) suggests that QOL relates both to the adequacy of material circumstances and to people's feelings about it.

Consequently, the abundant sum of definitions is so extended that leads Skevington (2002) to affirm that some authors have proffer that as many as one for each developed study. In the line of thought when defining well-being, Smith and Puczkó (2009) refer the term 'quality of life' underlining the fact that it has been influenced particularly by social sciences as Sociology and Psychology. From the perspective of Sociology, QOL is associated with standard of living, which includes material and economic conditions to meet basic needs (Kainulainen, et al., 2018). The economic dimension of QOL reflects aspects determined by economic performance, material wealth, material comfort, disposable income (Eurostat, 2017), most commonly expressed by indicators as household income and average monthly wage, also as employment and social security that constitute important components of QOL (Ira, et al., 2009). In this line of thought, life quality and living standard of individuals and households is directly affected by conditions of place or region where people live. So, in the geographical perspective (Chreneková et al., 2016), regional (or comparative) studies consider QOL in the context of a specific territory at different regional levels and combine objective and subjective outlooks. According to this approach objective side constitutes living conditions, subjective is understood as experience of these aspects (Chreneková et al., 2016).

In the last decades, Health appears connected with QOL and it has become one of its dimensions. Bowling (1991) reviewed the range of measures developed to establish a link between health and quality of life, the research identified six categories: functional ability, broader health status, psychological well-being, social networks and support, life satisfaction, and morale, that are included the field of public health definition (Kickbush & Payne, 2003; Bushell, 2009). The concept of QOL establishes connections with many other biologic and functional concepts (health status, functional status and inability), social and psychological concepts (well-being, satisfaction and Happiness), and economic concepts based on utility or preference. Although, 'health' as become one of the major dimensions and it has been noticed and pointed as its great differential with importance (Panzini et al., 2007; Panzini et al., 2017).

As previously mentioned, Quality of Life is a theme that has been occupying a place in the literature, associated with different areas of study covering many sectors of society, including health and, more recently, including tourism that has been conceptualized through research focused on its contribution quality of life (Dillette, et al., 2018).

At this point of the research, seems to be adequate to focus exclusively on the research of QOL made on the tourism field, where the relationship between travel and QOL has recently attracted significant attention from scholars (Dillete et al., 2018). The study of QOL in Tourism has registered a significant development in last years, analysing some aspects of the construct in empirical and conceptual approaches. This improvement represents the importance of this subject for theory development and in a more practical perspective, in policy making (Uysal et al., 2018). QOL research analyses mainly the impact of tourism activity on residents and other stakeholders of the tourist community.

Most of the results of this studies reveal that tourism and hospitality services contribute directly to the well-being of different stakeholders through the production and consumption of products and services and indirectly to the impact of these kind of services on the resident communities of touristic destinations (Uysal et al., 2018). Once a community becomes a tourist destination, the lives of residents in that community become affected by tourism activities (Jurowski, et al., 1997). Over the past decades, interest in tourism as a tool for regional economic development has grown dramatically. Community leaders and economic development specialists have increasingly treated

tourism as an important industry that can enhance local employment opportunities, tax revenues, and economic diversity.

1.3 Health and Wellness Tourism

With regard to the specific case of Health and Wellness Tourism, this type of tourist, spa-goer or user of Health and Wellness Services is seeking to improve his/her QOL, visiting places that offer services to improve well-being in its different dimensions (physically, psychologically and spiritually) and above all, that improve QOL. Many factors led to the emergence and accelerated growth of this concern, which led Pilzner (2002, 2007) to call it "Wellness Revolution" (2002, 2007) operated on the broad spectrum of the "wellness industry", and of which Wellness Tourism represents one of its dimensions. These factors include the increasingly hectic pace of life, high levels of stress among the workforce, loss of traditional community structures and religious organization and the resulting desire to slow down, simplify and find meaning in life (Pollock & Williams, 2000; Smith & Puczkó, 2008). In addition, increasing health costs, increasing skepticism in Western Orthodox medicine and increase consumer centralization in Western health care systems, stimulated the desire to live healthier lives (Pilzer, 2002) and experiment with alternative healing therapies more holistic (Weiermair & Steinhauser, 2003, as cited in Voigt et al., 2011).

Thus, and in a holistic perspective, this type of tourist joins another type of service that completes their well-being experience (Chen & Prebensen, 2009), with respect to the following definition of well-being tourism: "a phenomenon to improve the personal well-being of those traveling to destinations that offer services and experiences to rejuvenate the participant's body, mind and spirit" (Chen & Prebensen, 2009, p. 231).

Wellbeing is a key element today when thinking about and exploring tourism settings. The search for meaningful lives and authenticity also produces a new set of tourists who no longer want simply to sit and relax but who wish to interact and explore the new places that they visit. Wellbeing is a construct that holds intrigue over time and in many different fields (Smith & Diekmann, 2017). It can sometimes be considered as a cultural construct, since it may mean different things to different people. Of the multiple possibilities of understanding, two stand out: hedonic and eudemonic wellbeing. Hedonic wellbeing concerns a more "here and now" idea of feeling good and pleasure, whereas

eudemonic wellbeing may come from less pleasant activities that in the end (possibly years later) lead to positive outcomes (Vada, et al., 2019). According to Uysal et al. (2015), constructs such as wellbeing are integral to the core definition of tourism. Filep and Higham (2014) even recognized that tourism has the potential to be a setting for wellbeing experiences.

Wellbeing is the main study field of positive psychology. One of the founders of this field defined positive psychology as “the scientific study of the strengths, characteristics, and actions that enable individuals and communities to thrive” (Seligman, 2013: 2). While it may seem awkward to join psychological principles to tourism endeavors, Garcês et al. (2019 p. 105) acknowledged that the “introduction of Positive Psychology as the study of wellbeing in Tourism is a very natural step that has the potential to contribute to the development of new products and, ultimately, improve the tourism experience and the competitiveness of the industry”. In this regard, in a systematic literature review, it was found that, globally speaking, tourism has the potential to increase happiness and wellbeing for locals and for tourists (Garcês, et al., 2018).

Why is there now a demand for wellness? Increasing civilization, technology, computerized automation, and perpetual change in the West have led to existential anguish, identity crises, and feelings of loneliness, sadness, and tension among its people.

Certainly, we can go further and consider a diversity of social, cultural, and environmental factors that contribute to the loss of wellness. Many individuals nowadays live sedentary lives, spending countless hours in front of screens without moving much. This lack of exercise can result in a variety of health issues, such as diabetes, heart disease, and obesity (Kohl et al., 2012). Furthermore, a lot of individuals experience chronic stress, which can cause a variety of physical and mental health problems, including anxiety, depression, and heart disease (McEwen, 2012). Additionally, many people claim to feel alone and cut off from other people, which can be harmful to both their physical and emotional health (Cacioppo & Patrick, 2009), and these feelings were particularly enhanced during the COVID-19 pandemic when the social distance was mandatory and brought individuals even more apart than they were before. It is also evident that a great number of people struggle to find a balance between work and life in our fast-paced and interconnected environment, which can result in burnout, stress, and other health issues (Grzywacz et al., 2002).

Data on the main destination markets for wellness tourism shows that North America and Europe are the two main regions when it comes to wellness tourism expenditure and trips. This is arguably unsurprisingly given the fact that these are more developed regions where there is a higher purchase power and facility in engaging in these types of travels. Furthermore, one can arguably affirm that this upholds the previously reviewed literature that suggests that Western societies are the ones who have a greater need to immerse in wellness experiences due to the characteristics of its busy and demanding lifestyle. Additionally, given the purpose of this study, it is important to highlight that Portugal appears as the 18th country with the higher expenditure in wellness tourism and the 3rd highest average annual growth between 2017 and 2019 (13.6%), hinting the potential of the country to be a strong player in the wellness tourism market (Reis, 2023).

Taking a glimpse at the future trends of tourism and noticing how they relate to the areas of holistic tourism and wellness tourism is crucial to finish the theoretical analysis of this study as it broadens our understanding of these markets while suggesting the possible directions that they will undertake. Additionally, assessing the future trends of the market can also give valuable inputs to the next chapters of this research, which will analyze the feasibility of a new business project in the area of well-being tourism in Portugal.

According to Booking.com, in 2023 spiritual stays, healthy hiatus, silent retreats, experimental wellness, and transformation vacations are experiences that rank amongst the ten most popular types of niche experience for tourists in 2023, suggesting that well-being tourism experiences have the potential to witness further growth in the near future (Reis, 2023).

Portugal represents around 2,5% of the total of International Tourist Revenues and in 2018, the Tourism sector affirms its position as the main export sector of the national economy, with tourist revenues registering a contribution of 8,2% to the GDP (Turismo de Portugal, 2018).

Smith and Kelly (2006), on an approach to holistic tourism, includes different types of tourism such as spiritual tourism, yoga tourism, religious tourism and spa tourism, defining it as: "Tourism, which focuses on relaxing or healing the body, using water-based treatments such as swimming pools, steam baths and saunas. The emphasis tends to focus on relaxation, health and beauty treatments, rather than the spiritual

aspects of certain exercises, such as yoga. The surroundings are generally sumptuous with pricing schemes to match." (p. 17). Other authors (Ali-Knight, 2009; Sziva et al., 2014; Telej & Gamble, 2019) developed an approach to yoga enlightening its importance in the context of Wellness tourism. Likewise, when the authors (Kelly & Smith, 2009) define the profiles of holistic tourists, they specifically identify the Spa Tourist as not specifically in a spiritual search, but with interest in physical well-being, seeking relaxation, well-being or healing that travel in groups, and look mainly for indoor water-based activities and for individual treatments.

The sector of wellness tourism is not new to the country. The first signs in Portugal came with the emergence of thermal spas (Pereira, 2016), whose audience consisted primarily of the bourgeoisie, who were in search of a location with water access featuring therapeutic qualities conducive to rest and rejuvenation (Cunha, 2010). This type of tourism was gradually replaced by more recreational holidays in the coastal zones of the country (Gustavo & Completo, 2014) and it was only in 2007, according to the National Strategic Tourism Plan, that Portugal was considered a suitable destination for the development of activities related to health and well-being (Ministério da Economia e da Inovação, 2007). According to the Tourism 2020 Action Plan, health tourism may face demographic and socio-cultural changes by 2020, owing to an ageing population and outdated health care, which may lead to a greater demand for health services in other countries at significantly lower prices (Turismo de Portugal, 2015). However, *Estratégia 2027* asserts that in order to avoid this outdatedness and loss of visitors, it is vital to pay attention to international trends that emphasize the necessity of fostering a healthy lifestyle in tourism activities, goods, and services. The provision of health and wellness treatments at specialized facilities that encourage healthy living, health and wellness, mindfulness, sports, and nature activities is one of the active elements of this approach (Turismo de Portugal, 2017).

The concept of wellness usually integrates physical activity combined with relaxation of the mind and intellectual stimulation, improving well-being through the balance of body, mind and spirit (Rodrigues et al., 2010). Currently, tourism and hospitality sector should be positioned to meet the health, and wellbeing needs of the public and can become effective antidotes to the current public health challenges for several reasons (Antunes et al., 2010, Ferreira et al., 2017). It is increasingly becoming an integral part of consumers' lives, given their innate characteristic of promoting mobility.

Travel promises activities and environments that cannot usually be found in the everyday living environment. As such, holidays can potentially be an effective mechanism for improving human well-being (Lehto & Lehto, 2019).

Wellness tourism is discussed as part of Health Tourism (Voigt & Pforr, 2014). The concept of Wellness was developed by the American physician Halbert Dunn in 1959 when, for the first time, he wrote about a special state of health, involving an absolute sensation of complete harmony, conceiving the man as a whole, consisting of body, spirit and mind and being dependent on the surrounding environment, leading to a feeling of great personal contentment, that is, a high level of well-being. Dunn developed the term Wellness in the American language with the combination of the words well-being – with a strong ‘health + pleasure’ component; and fit-ness – corresponding to physical fitness, with a very important aesthetic component, whose movement was recognized since the 1950s in the USA through the “Sport for all” movement (Nahrstedt, 1999, as cited in Ramos, 2005), which allowed the operationalization of new dynamics supported by the consolidation of the new OMT health concept of 1948. Other researchers (Konu et al., 2010; Nahrstedt, 2004; Sheldon & Bushell, 2009) also corroborate with this artificial combination of the words wellbeing and fitness or well-being (Voigt, 2014).

Due to a lack of consistency in Health or Wellness Tourism definitions as well as a general lack of available data, it is impossible to report reliable figures on the scope or economic significance of Wellness Tourism globally (Voigt & Pforr, 2014). The concept of well-being, although relatively recent (twentieth century), has proved to be of great reach and projection, for an increasingly diversified population but also with growing concerns, supported by notions of health, vigor and inner strength. It is a concept that increasingly shows a determined attitude and a marked evolutionary process in the face of new models of thinking and understanding of the body and spirit and, above all, new imaginary bodily and aesthetic ideals, as expressed on the definition of wellness tourism purposed by Sheldon and Bushell (2009, p 11):

“Wellness tourism is a holistic mode of travel that integrates a quest for physical health, beauty, or longevity, and/or a heightening of consciousness or spiritual awareness, and a connection with community, nature, or the divine mystery. It encompasses a range of tourism experiences in destinations with wellness products, appropriate infrastructures, facilities, and natural and wellness resources. Different types of wellness experience can overlap with other types of tourism. For example, wellness tourism may

include many aspects of both sport and adventure types. Outdoor leisure, cultural tourism activities (such as visiting galleries and wineries), or culinary tourism are complementary components of the health and wellbeing segment, relating to the specific demographic profile of the clientele.”

Many people also associate physical leisure activities with pleasure, fun, enjoyment and refreshment, remarking the important role these activities could have in promoting psychological wellbeing (Sibson et al., 2010).

Undertaking activities during tourism trips expands leisure opportunities, permitting access to other leisure resources and, sometimes, to spend time in healthier environments where it is possible to come into contact with nature (Szczechowicz, 2012).

From many different types of tourism, this research work discusses a modality related to an idea that has become a flourishing and profitable movement in the 21st century: the wellness tourism Global Wellness Institute (2019). With roots on ancient civilizations, wellness is a modern concept defined as the individual active chase of activities, choices, and lifestyle that leads to a state of health and wellbeing (Global Wellness Institute, 2019). Seen by some authors as a niche to be explored (Stara, et al., 2017) or as a product that evolved from a niche demand to a more mainstream holistic appreciation (Pyke et al., 2016), the fact is that wellness can lead to relevant economic developments in smaller tourism destinations.

The increased interest in wellbeing and a healthy lifestyle can be used by Portuguese businesses as an opportunity to boost demand on cities that have a wellness offer, such as thermal springs and resorts, and are located mainly in the central and northern regions of the country. However, before making investments to profit from this favorable market circumstances, private firms and public authorities must understand the wellness consumers' profile, needs, and expectations. By this understanding, it can be possible to formulate marketing strategies, increase awareness related to the concept of wellness tourism and then invest in innovative and differentiate products and experiences to enhance competitiveness (Fyall et al., 2013).

1.3.1 Motivation in the field of wellness tourism

The focus of health and wellness tourism is on healing the physical body, which can eventually induce greater happiness (Smith & Diekmann, 2017), as well as spiritual

well-being (Luo, et al., 2018). Some researchers agree with the aforementioned authors and add that experiences of this type of tourism can satisfy tourist's needs from emotional and psychological perspectives, decreasing physical and mental stress through spiritual discovery and providing a relaxing escape from everyday life (Kim et. al, 2017). Additionally, it is worth that, in order to have a qualified wellness touristic experience, experiences need to focus on the overall well-being of the individual (Smith & Puczko, 2009).

Bearing this in mind, “health tourism” can be defined as a set of products that, with health as the main motive and natural resources as support, aim to provide tourists with an improvement of physical or mental well-being (Cunha, 2006).

Antunes (2005) believes that health tourism integrates three dimensions: therapeutic or curative, preventive, and recovery or rehabilitation. People who engage in wellness tourism are generally healthy but search for therapies to maintain that state of well-being (Joppe, 2010). According to Voigt et al., (2011) wellness tourism can also be 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.

Pyke et al. (2016) add that wellness has been identified as a societal need and desire, so there is potential for wellness to play a key role in consumer decision making regarding destination choice and vacation typology. They note that vacations focused on improving wellness need not focus on luxury spas and upscale accommodations, because vacations (in general) contribute to an individual's wellness, and often these wellness-enhancing activities are at a low (or no) financial cost to consumers (Pyke, 2016).

Spa tourism, hot spring tourism, medical tourism, yoga tourism, and health and wellness tourism are examples of subsets of the general area of “special interest” tourism. In the same perspective as the above-mentioned authors, “health” tourism is sometimes differentiated from “wellness” tourism. The former emphasizes activities oriented towards medical treatment, such as heart surgery or plastic surgery, and wellness tourism concerns tourists who seek to improve general well-being by participating in activities and programs of a self-care nature, such as yoga, tai chi, hot springs/spa, massage, and physical activities (Lehto & Lehto, 2011).

In what concerns its significance, health tourism may not be the main type of tourism when measured by the number of tourists, but at present it is considered one of the market sections with the highest level of generated income due to the high cost of services (Hodzic & Paleka, 2018)

Regardless of the main motivation, a touristic travel has the potential to contribute to the tourist's overall life satisfaction, generating a positive effect, feeling relaxed, rested, and mentally recharged after the trip, frequently feeling that one's own health has improved (Sirgy et al., 2012).

Nowadays, the tourism and hospitality sectors present opportunities and challenges of unprecedented magnitude. Environmental stress, political division, along with the technological advancement of artificial intelligence and other factors have brought stressful living conditions, which have led to an increase in undesirable "modern" physical and psychological conditions (Lehto & Lehto, 2011). People take every opportunity to travel, to break the rhythm of the hectic and tiring life of modern societies, seeking to rest and recompose their physical and mental strength (Alpoim, 2010). This need for "escape" is manifested in the growing interest by consumers in this line of travel products and in the increasing number of destinations around the world that are positioning or repositioning themselves around the theme of "wellness" (Lehto & Lehto, 2011).

The causes that lead people to travel are immense and multiple. The reasons are many and as diverse as cultural, religious, sport, professional, and even the intention of combining rest with physical and mental well-being (Alpoim, 2010). Moreover, "relaxation and relief", "escape", "self-reward and indulgence", and "health and beauty" are important factors that motivate tourists to visit spas or have wellness tourism experiences (Mak et al., 2009). Some authors state that the most important motive for wellness tourism is self-development to achieve personal growth or have learning experiences, relaxation, and escape (Kim et. al, 2017). Chen et al. (2011) add that relaxation, nature, physical therapy, meditation, health awareness, and mental therapy are also motivations for health and wellness tourism. According to Chrobak et al. (2011), natural factors promoting communion and appreciation of the natural landscape and setting are also relevant motivations for the practice of tourism. The various theories related to motivation present divergent perspectives regarding its construction, emphasizing several components that activate motivation in the individual. They also aim

to understand the individual's behaviour in the environment that surrounds him/her, since it is both internal and external factors that drive his/her behaviour (Costa, 2018). Azman et al. (2010), in their study on tourist's motivations regarding health and wellness tourism, stated that the internal factors concern physiological, social, and psychological needs; unique personal needs that stimulate tourists to seek tourism; psychological factors and attitudes related to health, health perception, spa and wellness and "escape", getting out of routine, rejuvenation, and relaxation. The external factors are the motivating effects of various goals or social relationships, and motivation can be activated by changes in the external environment, the preferences and perceptions of individuals, destination, and spa attributes as a tangible resource, and the physical and image of the tourist (Brandão et al., 2021).

Despite the few research around the field of Wellness tourism in Portugal, there are some studies that provide interesting results. A research on the potential for retreats in the Jardim das Borboletas, Aveiro, concluded that Portugal is a country that meets the characteristics for the development of the Holistic Tourism sector, particularly spiritual tourism (Lopes, 2014). Another study, on the desires and behavior of visitors of different regions of the country (Gerês, Lisbon, the Algarve and the Azores), concluded that the majority of respondents show a desire to get away from the routine of work and that Portugal has regions suitable for this in the form of Holistic Tourism (Rocha, 2015). Given the results of the aforementioned studies, considering that Portugal is a location with unique and advantageous qualities for the development of wellness centers with a variety of focuses, including spiritual, health, and fitness (Rocha et al., 2016; Vilela, 2012) and that there is a simultaneous increase in both demand and supply associated with the growing interest in wellness, one can arguably affirm that this industry represents an excellent enhancer of the country as a tourist destination, which consequently adds relevance to the present project.

2 METHODOLOGY

A thorough analysis of the literature on health tourism documents was carried out in order to identify the specific motives of consumers interested in obtaining relevant experience. However, there are few studies devoted to the specific motives of fitness tours in relation to the market of young tourists.

This research analyzes the motives of tourism related to health and wellness practices and activities. The objectives of the study are to identify (i) specific motivations related to fitness tourism of young tourists; (ii) preferences of young tourists in gaining travel experience; and (iii) the preferences of young tourists in the duration of travel and ways to obtain travel information.

2.1 Data Collection and Sampling

To achieve the established research goals, a survey aimed at young tourists was developed. The survey was divided into 2 parts, consisting of a total of 8 questions. Section 1 was developed to limit those responsible by age, since the target audience of the study is tourists aged 18-29 years living in Portugal and abroad, and a division into two groups of 18-23 years and 24-29 years was created. In section 2, special attention was paid to the motives and preferences of young tourists in traveling regarding the experience of interest, the duration and frequency of trips and sources of information when choosing a trip. The questions included in the second part required multiple-choice answers.

The data was collected between June 01, 2024, and June 15, 2024, using an online version of the survey, which was distributed via social media. 120 respondents took part in the survey, whose responses were obtained using the Google forms digital platform. 40 respondents did not correspond to the segment to which the questionnaire was sent (less than 18 years old and more than 29) and therefore were marked as a sampling error and were not analysed and included in the results. The analysis of the collected data was carried out using Microsoft Excel worksheets and features (Table 1).

Table 1
Sample data sheet

Sample by age	18-29 years old
Place of application	Social network Instagram

Sample size	80 respondents
Sample error	40 respondents
Type of study	Quantitative
Method of data collection	Online questionnaire o Google forms
Questionnaire	Questionnaire survey, non-probability sample
Data processing method	Microsoft Excel
Period of data collection	01.06.2024 - 15.06.2024

Note. Author Elaboration

Table 2 provides a description of the questions that were included in the survey. The objectives of the research and the objectives of the questionnaire were determined, which can presumably be achieved by analysing the answers to the proposed questions. The following were the observations of other authors corresponding to the purposes of the questionnaire, on the basis of which answers were proposed for the respondents. First of all, the questionnaire was age-limited and aimed at young tourists aged 18 - 29, who in turn were divided into two groups of 18-23 and 24-29 years old. Survey also touched on the topics of frequency and duration of travel and the goals and preferences of young tourists during the trip.

Table 2

Justification of the questionnaire questions

Goal of the research	Goal of the survey	Question	Research	Observations
Determine the target audience	Limit responders by age	Specify your age	WYSE Travel Confederation (2011)	Most of the young travellers of today come from two generational cohorts: generation Y, born between the early 1980s and 2000 and better known as "millennials," and generation Z, born after 2000.
Determine the target audience	Identify the frequency of travel	How often do you travel?	Tourism Research and Marketing, 2013.	Nowadays, young visitors already have considerable travel experience – about six international short trips and five long trips (with more than seven nights) in a five-year period
	Identify the intention of international respondents to travel abroad	How often do you go on vacation abroad?		

Determine the needs of young tourists	Identify the motivations of young tourists in their travels	What are your main goals for the trip?	Kim & Jogaratnam, 2002; Tourism Research and Marketing, 2013; Xu et al., 2009; Kim et. al, 2017; Sirgy; et al., 2012.	Some very important travel motivations of young visitors are being entertained and novelty. Another important travel motivation, which is highly related to novelty, is increasing knowledge, namely by learning new things and knowing other cultures. Some researchers agree with the aforementioned authors and add that experiences of this type of tourism can satisfy tourists' needs from emotional and psychological perspectives, decreasing physical and mental stress through spiritual discovery and providing a relaxing escape from everyday life. Regardless of the main motivation, a touristic travel has the potential to contribute to the tourists' overall life satisfaction, generating a positive effect, feeling relaxed, rested, and mentally recharged after the trip, frequently feeling that one's own health has improved
	Identify travel preferences	What kind of experience would you be interested in during your vacation?	Bicikova, 2014; Frändberg, 2010; Kim & Jogaratnam, 2003; Thrane, 2008; Xu et al., 2009; Shanka et al., 2002; Richards, 2007; Ryan & Zhang, 2007.	Some of the preferred tourism activities of youth visitors are going to beach and sightseeing. Despite the fact that young visitors tend to appreciate many other tourism activities such as cultural activities (e.g., visiting museums, historic sites, participating in cultural events), nature activities, fun activities (e.g., eating and drinking, going to nightclubs) and sports activities.
Design a program	Identify the preferable duration	What is the optimal duration for your tour?	WYSE Travel Confederation (2011)	Young people often take much longer trips than most other tourists – 52 days was the global average in 2017 – they are often spending more on average.
	Identify the most interesting activities for	What types of activities would you like to try	Lehto & Lehto, (2011).	Wellness tourism concerns tourists who seek to improve general well-being by participating in activities and programs of a self-care nature, such as

	young tourists	during your vacation		yoga, tai chi, hot springs/spa, massage, and physical activities.
Develop a marketing plan	Identify the most appropriate promotion channel	Which are the sources of information that you use the most?	Richards, 2007; Ryan & Zhang, 2007; Xu et al., 2009; Filieri et al., 2015; Reza et al., 2012).	In the planning of the trip young visitors usually use internet and family or friends as information sources. Tourist's decision-making process is highly influenced by the information expressed on social media comments or reviews made by other consumers.

Note. Author Elaboration

2.2 Results

2.2.1 Sample Characterization

The sample mainly consisted of people aged 24 to 29 years (45%), followed by a group of 18 to 23 years (22%). The sample did not include groups under 18 years old (11%) and over 29 years old (22%) (Table 3). In general, the percentage of the target audience among the respondents was 67%, which includes two groups of 18-23 years old and 24-29 years old. This division made it possible to analyze all the responses received for each of the groups in the tables below (Table 4, Table 5, Table 6).

Table 3
Sample Characterization

Variable	n	%
from 18 to 23 years old	26	22%
from 24 to 29 years old	54	45%
less than 18 years old	14	11%
more than 29 years old	26	22%

Note. Author Elaboration

2.2.2 The frequency of travel and the intention of international respondents to travel abroad.

Among the survey participants, the majority travels 1 or 2 times a year (58%), options 3-4 times a year and 5 or more times a year were chosen by the respondents of 21% each. As for trips abroad, the majority chose the option 1 or 2 times a year (66%), 3-

4 times a year in second place (23%) and the smallest number chose the option 5 or more times a year (11%) as can be confirmed in **Table 4**.

Table 4

Frequency of travel and the intention of international respondents to travel abroad

Question	Variable	n		%
		18 - 23 years old	24 - 29 years old	
How often do you travel?	1 or 2 times per year	16	30	58%
	3 - 4 times per year	4	13	21%
	5 or more times per year	6	11	21%
How often do you go on vacation abroad?	1 or 2 times per year	18	35	66%
	3 - 4 times per year	6	12	23%
	5 or more times per year	2	7	11%

Note. Author Elaboration

2.2.3 Motivations and preferences

As mentioned earlier, two main aspects were considered for the analysis of motivation, each of which included several variables as illustrated by **Table 5**. These aspects relate to the goals and preferences of tourists.

Table 5 shows the number of responses attributed to each goal. The largest number of responses is observed in the area of relaxing escape from everyday life (34%), followed by health improvement (24%), followed by learning new things and knowing other cultures (22%) and entertained and new experience (20%). Nevertheless, there is a heterogeneity of responses among the groups, since in the group of 18-23 years old, the majority of respondents chose the option "Learning new things and knowing other cultures".

In the second question aimed at tourists' preferences, the largest number of answers were received in the sports activity option (41%), followed by the natural activity option (30%), cultural events and fun activities scored 19% and 10%. As for the distribution of responses by groups, there was a difference in the fun activity option, which was chosen mainly by the 18-23-year-old group, but the sports activity option is leading in both groups.

Table 5
Goals and preferences of tourists

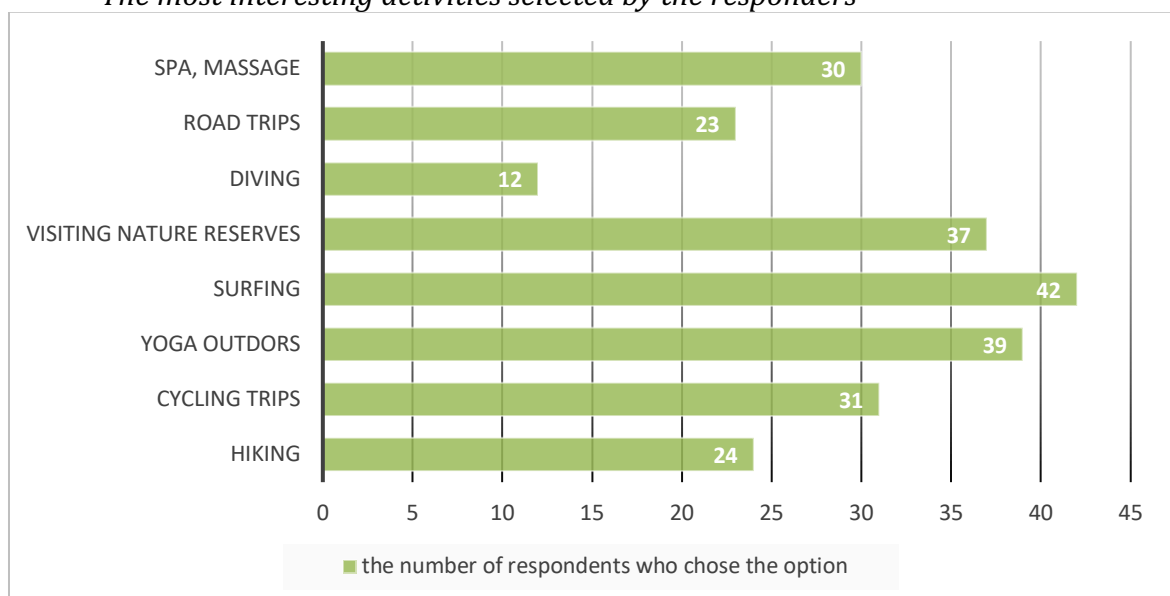
Question	Variable	n		%
		18 - 23 years old	24 - 29 years old	
What are your main goals for the trip?	Entertained and new experience	5	11	20%
	Health improvement	6	13	24%
	Learning new things and knowing other cultures	8	10	22%
	Relaxing escape from everyday life	7	20	34%
What kind of experience would you be interested in during your vacation?	Cultural events	2	13	19%
	Fun activities	6	2	10%
	Nature activities	7	17	30%
	Sports activities	11	22	41%

Note. Author Elaboration

Figure 1 shows the most interesting activities selected by the responders.

The respondents were given a choice of activities during the travel and asked to choose the three most interesting ones. Surfing (52%), outdoor yoga (48%) and visiting nature reserves (46%) scored the most votes. The answers were further distributed in the following order: cycling trip (38%), spa massage (37%), hiking (30%), road trip (28%) and diving (15%).

Figure 1
The most interesting activities selected by the responders



Note. Author Elaboration

The largest number of respondents use social networks (49%), as well as Internet search and websites (20%), 19% use travel agency services and only 12% prefer to receive travel information from friends and family as illustrated in **Table 6**.

Table 6
Sources of information and duration of the tour

Question	Variable	n		%
		18 - 23 years old	24 - 29 years old	
Which are the sources of information that you use the most?	Friends and family	5	5	12%
	Internet search; websites	6	10	20%
	Social media	10	29	49%
	Travel agencies	5	10	19%
What is the optimal duration for your tour?	Less than 3 days	4	7	14%
	4 - 5 days	13	8	26%
	6 - 7 days	9	27	45%
	1 - 2 weeks	-	10	12%
	3 or more weeks	-	2	3%

Note. Author Elaboration

As for the duration of the tour, the most preferred option is 6-7 days (45%), the second place among the respondents is option 4-5 days (26%) options less than three days and 1-2 weeks scored 14% and 12% respectively, and the least responses were received for option 3 or more weeks (3%) (**Table 6**). When considering the groups separately, it is shown that the group of 18-23 years old does not choose longer trips for themselves, since the options of 1-2 weeks and more than 3 weeks were not chosen by the responders.

3 PROPOSAL OF A TOURIST PRODUCT - FITNESS TOUR PROGRAM

Wellness tourism is a type of travel that deserves attention for many different reasons, not only because it has become a health-conscious international trend (Stara et al., 2017) that influences a person's wellbeing but also due to its economic representativity. Even though the wellness tourism does not represent a leading type of tourism if measured in the number of tourists, it has a tremendous positive economic relevance on the segment due to the high costs usually attributed to these services (Romanova et al., 2015). According to the Global Wellness Institute (2018), this tourism segment represented a growth twice faster than general tourism in 2017, generating a \$639 billion revenue among many elements of the global tourism industry in the same year. Moreover, the average expenditure of wellness travelers per trip is 53% higher than the typical international tourists and 178% more than domestic tourists.

Portugal is a country in the top ten wellness tourism market in Europe (Global Wellness Institute, 2018). The thermalism is one of the seven sub products of health and wellness tourism that Portugal can provide, including Thalassotherapy, SPA, Medical Tourism, Aesthetics Tourism, Holistic Tourism and Climatism (Silva & Carvalho, 2011). Significantly, the country is known for its vast and varied range of thermal resources, with a thermalism based mostly in the medicinal, therapeutic, and social aspects of this offer and SPAs and wellness facilities (Cavaco et al., 2008). The country's Northern region has the most significant quantity of thermal resorts and SPAs, 21 in the total, which represents 40% of the national offer (Porto e Norte Termas, 2016).

As analyzed by the project "GreenHealth" - Digital strategies in biological assets to improve wellbeing and promote green health" among people familiar with wellness tourism, 55% had answered that when they acquired a wellness activity, they have purchased this offer with a tourism package, which illustrates the importance of this collaboration to increase product differentiation (Villarroel et al., 2020). Moreover, the creation of wellness services packages associated with other tourism offers can also increase the awareness of the meaning of this type of experience, boosting the level of interest in this variety and reach different market segments (Gonçalves & Guerra, 2019; Nizioł & Żeglen, 2017; Panasiuk, 2017).

In connection with the data obtained from the research described above, this project is aimed at creating a comprehensive tourism product in the field of wellness.

Based on the analysis of the market of potential consumers, the youth tourism segment was selected, which is one of the fastest growing and most promising at present.

3.1 Proposal of product

The project aims to create a 6-day fitness tour program in Portugal and involves the development and implementation of a tour aimed at improving the physical fitness and health of participants, as well as acquaintance with the culture and sights of the northern region of Portugal/Porto.

The main stages of the development of the fitness tour that were made within the framework of the project:

- Development of the route and program of the tour: determining the places that participants will visit during the tour, planning outdoor activities, excursions and cultural events.
- Search for partners and instructors: making a list of potential partners for cooperation. Local travel companies, spa centers, coaches and guides were selected to organize training, excursions and cultural events.
- Promotion and marketing: development of an advertising strategy to attract participants, selection of a promotion channel, creation of an example page on social networks, creation of an example commercial offer
- Financial management: calculation of the estimated project budget based on the analysis of the market value of services.

3.2 Fitness tour program

Table 7 below describes an action plan for each day with justifications based on the research that was described in the first part of this project, as well as an analysis of the answers to the questionnaire presented in Part 2.

In section 2, based on the analysis of the questionnaire in questions aimed at the preferences of young tourists regarding the duration of the trip, the majority of respondents (45%) preferred a 6 – 7-day period for trips (cf. **Table 6**), based on the data obtained, this program was created for a duration of 6 days.

Section 2.2.3 presents an analysis of the data obtained in the survey regarding the motivation of young tourists to travel. The majority of respondents opted for sports activity (41%), therefore, a variety of sports activities such as hiking, cycling trip, surfing were included in the fitness tour program (cf. Table 7). As well as the second place among the answers, the option of natural activities was chosen, therefore it was proposed to include in the program such activities as outdoor yoga, an excursion to the Douro Valley, free time on the coast and a Sailboat tour.

Table 7
Fitness tour program

Day 1	Sailboat tour	As well as the second place among the answers, the option of natural activities was chosen, therefore it was proposed to include in the program such activities as Sailboat tour (Table 7).
	Walking tour of the city of Porto	Moreover, the practice of tourism activities may also help satisfy several motivations of visitors, such as novelty, expanding knowledge, making contact with other cultures and socialising (e.g., Eusébio and Carneiro, 2012; Ryan & Zhang, 2007; Su et al., 2014; Tangeland, 2011).
Day 2	Yoga on the coast	According to the results of the survey presented in section 2, Table 2, which was conducted in order to develop this project, data on the preferences of young tourists in trips were obtained. Figure 3 illustrates the number of selected answer options in which the respondents selected the most interesting activities for young tourists. Based on the analysis of the data, yoga outdoors ranks second among the selected options (39 people /48%), therefore, it is proposed to include this type of activity in the fitness tour program.
	Visit to the spa center	Wellness tourism concerns tourists who seek to improve general well-being by participating in activities and programs of a self-care nature, such as yoga, tai chi, hot springs/spa, massage, and physical activities (Lehto & Lehto, 2011).

Day 3	Walking tour "Azulejo: what will the Portuguese walls tell you? "	The practice of tourism activities may also help satisfy several motivations of visitors, such as novelty, expanding knowledge, making contact with other cultures and socializing (e.g., (Eusébio, & Carneiro, 2012); (Ryan, & Zhang, 2007); (Su, 2014); (Tangeland, 2011)).
Day 4	Excursion to the Douro Valley	According to Chrobak et al. (2011), natural factors promoting communion and appreciation of the natural landscape and setting are also relevant motivations for the practice of tourism.
Day 5	Surfing	According to the results of the survey presented in section 2, Table 2, which was conducted in order to develop this project, data on the preferences of young tourists in trips were obtained. Figure 3 illustrates the number of selected answer options in which the respondents selected the most interesting activities for young tourists. Based on the data analysis, it was proposed to include surfing in the program, since this type of activity was chosen by the largest number of respondents (42 people/52%).
Day 6	Cycling along the coast	Nowadays, people are engaging in sport leisure activities in their daily life, and most start to seek destinations where they can find events or the possibility to enjoy their favorite activity in a different setting. With the rising concerns about population health, the sport has received considerable attention and has become an integral part of sustainable human life. Donaldson and Finch (2012) stated that sport is a means for promoting social good, particularly health.
	Free time on the coast	Some of the preferred tourism activities of youth visitors are going to beach and sightseeing (Bicikova, 2014; Frändberg, 2010; Kim & Jogaratnam, 2003; Shanka et al., 2002).

Note. Author Elaboration

A description of the activities included in the program is presented, to further understand the experience proposed:

- Sailboat tour together with BookinDouro partner. Walk along the shores of Porto and explore some of the most beautiful monuments on the Douro River. The duration is 2 hours. Includes: Safety equipment, skipper, crew, fuel, Insurance. Price per participant - 50 euros (BookinDouro)ⁱ
- Yoga on the coast with an instructor 2003studio. This session will be based on Hatha Yoga, the most popular style in the West, and will focus on health and physical and emotional well-being, rather than philosophical and spiritual deepening. Included: 1 hour of classes, mats, rubber bands.ⁱⁱ
- Visit to the spa center. The Clínica Médica Exercício do Porto (CMEP) was created in 2010 with the objective of providing highly specialized services of preventive medicine, improving individual and functional performance, promoting health and longevity. All procedures are paid individually based on the choice of a set of procedures. It is an innovative model in the national market, basing its offer not only at the level of treatment, but above all on the maintenance and improvement of the physical and mental condition as a whole. Aimed at people of all ages, amateur or professional sports practitioners, with or without illness or who have an intense rhythm of training or work.ⁱⁱⁱ
- Walking tour "Azulejo: what will the Portuguese walls tell you?" from Olga Mishenko. The walk begins with a Bank of Materials, which presents a story about how the azulejo tile appeared in Portugal, how its appearance and functions have changed over the centuries. This is followed by viewing the most iconic examples of azulejo in the Porto, located in the Cathedral, Sao Bento train station and on the walls of ancient churches. The tour will also touch on the modern history of how the Azulejo panels were transformed in the XX and XXI centuries. Duration 3 hours.^{iv}
- Excursion to the Douro Valley together with BookinDouro partner. See the Douro World Heritage region from different perspectives. Start your day by going to unique locations only accessible by 4x4 vehicle. After stopping at a farm in the region for a wine and olive oil tasting, then enjoy lunch freshly prepared by a Chef

in the middle of nature and next to the Douro River. From there, you will continue in the same 4x4 vehicle towards the village of Pinhão to embark on a wonderful boat trip along the river in the afternoon. Duration - 7 hours. Includes: Local Guides, Brunch on board the boat, water, Insurance. Regional lunch includes Cheese and smoked meats; Commades and olives; Grilled meats; Salads and quiches; Douro wines.^v

- Surfing with a BookinDouro partner. Duration: 5 hours. Included: Certified instructors; transportation to the beach; Instruction; 3 hours of classes; Suit and board; Insurance.^{vi}
- Cycling with a partner Dourobike. along the coast. Duration is 4 hours with two stops.^{vii}

3.3 Marketing

Regarding the results of the survey conducted within the framework of this research (**Table 6**), the majority of respondents chose social networks as the most priority channel for searching information when planning travel. Based on these results, the promotion strategy in this project focuses on digital marketing.

Tourism is a very competitive industry, and destinations compete to attract more visitors. Internet has changed the way that potential visitors access information, the way they plan and book tourism products, and allows them to share contents about the destination (Mariani et al. 2016). Previous research has revealed that digital channels have a significant impact in tourism sector since tourists use them to have information about the destinations (Buhalis & Law 2008). For that reason, Internet presents itself as a growing promotional channel for tourism industry because it is cheaper and more efficient than traditional marketing tools. Tourism industry is very intensive in information (Hays et al. 2013). This explains that tourist's decision-making process is highly influenced by the information expressed on social media comments or reviews made by other consumers (Filieri et al., 2015; Reza et al., 2012). Therefore, social media plays a vital role in tourist's decision-making (Hays et al. 2013).

3.3.1 Digital marketing strategy

The use of social media platforms by tourists is changing this sector and the way how tourists research and find information, because these platforms provide the collaborative production of information about tourism destinations and organizations (Zeng & Gerritsen 2014).

Social media can be extremely useful for tourism stakeholders, since they represent an information source, which allow them to understand tourists' preferences and how to respond (Dellarocas, 2003).

The marketing strategy for promoting a fitness tour on social media includes the following steps:

- Determining the target audience: the program is designed for young tourists aged 18-29 who prefer strength training, running, swimming, cycling, hiking, and active recreation.
- Determining the motivation: striving for a healthy lifestyle, improving physical fitness. They are looking for an opportunity to combine fitness with relaxation and exploring new places.

3.3.2 Social platforms

Social media refers to online platforms and tools that allow individuals, businesses, organizations, and communities to create, share, and exchange information, ideas, and content in virtual social networks, through various forms of media, such as text, images, audio, and video that facilitate the perception of interactions among users and derive value from user-generated content (Carr & Hayes, 2015).

Having a website and social media accounts allow tourism businesses to have a strong online presence, which is crucial in today's digital age. This means that potential customers can easily find and learn about the business, leading to increased visibility and exposure. From a marketing point-of-view, web pages and social media are powerful marketing tools that allow tourism businesses to reach a large audience at a relatively low cost. Targeted advertising can be easily created in order to reach specific demographics and promote a business product and/or service. Furthermore, responding to comments and messages in the social media platforms can create a sense of community and foster

brand loyalty, so it's a great way to engage customers and build relationships. By actively managing the online presence and responding to reviews, tourism businesses can enhance their reputation and attract more customers. Therefore, some hotels and some touristic related services have quickly adapted to social media in order to receive feedback, monitor trends, carry out promotional and marketing activities, achieve sales objectives and not fall behind the competition (Wang et al., 2011).

Considering the fact that social media play an important role in cultural and heritage tourism, which is one of the alternative tourism types, it was concluded that people widely use social networks to buy many tourism-related services and to get information about the destination they will go (Sosyal et al., 2022). Therefore, social media has an important role in the development of cultural tourism, and will, for sure, become more and more important as information and communication technologies develop (Sosyal et al., 2022).

The rapid growth of information and communication technologies (ICTs) and the spread of the internet have changed the structures of the industry worldwide. New technologies have been embraced in the tourism industry in Europe and America for more than 30 years, and this trend is likely to continue. ICT is becoming an expanding source of tourism for a country's historical and cultural attractiveness as a destination, as the population begins to travel abroad. (Ma et al., 2003). Consequently, social media platforms have been changing the behaviour and user experience in the tourism sector, therefore tourism companies and touristic-related services have been looking to invest more and more in their online presence, in order to follow and support this type of consumers, who seek information to possibly buy their products and/or services through the internet (Benson et al., 2014).

Sigala et al (2012) state that ICT and social media platforms have led to significant changes in tourists' behaviour in terms of travel arrangements, the travel itself, and post-travel behaviour. Such changes are having an impact on traveller's decision-making processes as they help the new tourism consumer to be better informed, to become autonomous with regard to the information generated by the tourism company, and to be involved to a greater extent in the selection and purchase process. The authors further state that ICT plays a crucial role in the three phases of the purchase process: pre-consumption, consumption, and post-consumption. In the pre-consumption phase, the tourist seeks the necessary information to plan the vacation, forms expectations, weighs

alternatives, compares and selects what most interests him/her the most. After notifying the supplier of the chosen products and/or services, the tourism experience is consumed and the tourist is then connected to the internet to find detailed information about a particular activity or resource, add further information to that already obtained information or hire new services. Finally, in the post-consumption phase, the tourist shares the experience on social media platforms in the form of photography, video, blogs, microblogging, maps, geo-referencing, or travel communities, using a variety of devices such as PCs, smartphones, and tablets.

Surugiu and Surugiu (2015) emphasize that the internet is a key principle on how business is conducted and developed in the tourism sector, bringing innovative management processes both socially and economically also representing a great support to its expansion.

Social media has changed the way people plan and experience cultural tourism and heritage in several ways, therefore, the importance of including social media as a marketing tool increases (Sosyal et al 2022). Consequently, most marketing strategies incorporate measures related to social media, as it provides the greatest advantage of reaching customers in different parts of the world and receiving feedback in real time, employing minimum resources (Surugiu & Surugiu, 2015). Furthermore, contribute to this clarification by describing digital platforms as powerful tools in the relationship, capture, and customer loyalty, and these are increasingly influencing new consumer behaviours, forcing new practices in tourism communication. In this scenario, by using social media platforms cultural heritage sites and tourism organizations can promote their attractions and events to a global audience, increase their visibility, and engage with potential visitors.

Certain destinations and spots became popular thanks to social media and marketing activities while others remain less-know. (Šormaz el al 2021). Social media platforms like Facebook, Instagram, and Twitter have become an essential tool for tourists to research and plan their trips. Tourists become more interested in new technologies each day as it helps to find information about cultural heritage sites, attractions, and events. Besides, tourists can also read reviews and see pictures and videos of other traveller's experiences on social platforms, which can influence their decision-making. In summary, social media marketing has had a significant impact on cultural heritage tourism as in other sectors, while it has created new opportunities for

tourism organizations, it has allowed tourists to have much more control on the information and instruments to make a travel arrangement in order to have access to different tourism products and/or services (Sosyal et al, 2015). That said, the technology is still evolving and the number of e-tourism companies using information and communication technologies (ICT) will continue rising in the next decades (Sosyal et al, 2022).

3.3.3 Promotion Plan for Instagram

Based on the analysis of data from Chapter 2 regarding the receipt of travel information by young tourists, the majority of respondents to the questionnaire (**Table 6**) indicated the option of social networks (49%). In combination with the analysis of previous research, it was suggested to use Instagram as the main channels for promoting the fitness tour program.

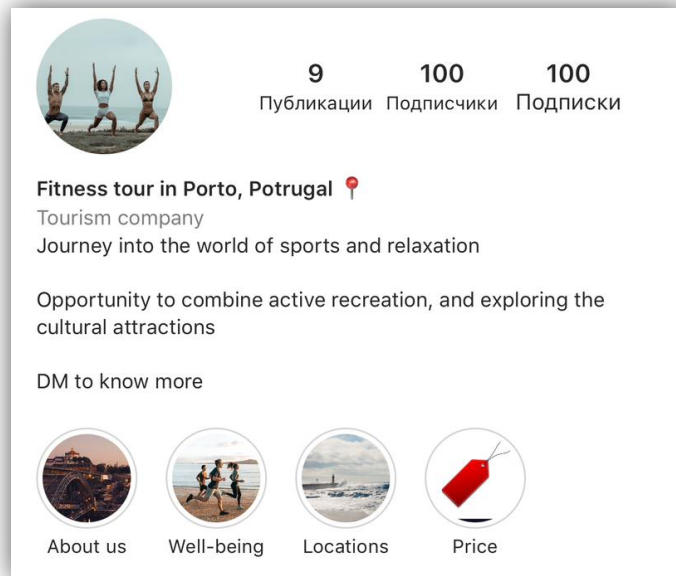
Next actions aimed at promoting a tourist product on Instagram will be described:

- Creating attractive content: publishing posts, photos, videos and other materials that will describe the travel product (Figure 2).
- Using hashtags: Using relevant hashtags to increase the visibility of posts. Hashtags such as: #journeytoPortugal #fitnesstour #wellbeingtrip #travelling #healthtourism #wellness #wellbeingtour.
- Interaction with followers: responding to comments, conducting surveys and contests, during which discounts on a travel product can be obtained.
- Collaboration with bloggers and influencers: in each launch of a travel product, one place will be allocated for an invited influencer. From cooperation, we expect advertising support for the project, a review of the tourist product and the publication of a review on the influencer's page.
- Targeted advertising: Set up targeted advertising to be shown to potential customers.
- Publishing news about promotions and discounts to encourage customers to purchase a fitness tour.
- Results Analysis: Track the effectiveness of marketing campaigns using metrics such as number of subscribers, reach, engagement, and conversion.

- Constant updating and adaptation of the strategy: monitor changes in audience behavior and adapt the strategy to achieve better results.

Figure 2

Example of the design of an Instagram page



Note. Author Elaboration

The publications propose is to reflect a list of activities carried out during the program, descriptions of the concept of well-being, the benefits of the program regarding improving health in travel, as well as organizational information and prices (**Figure 2; Figure 3**).

Figure 3
Example of Instagram posts



Note. Author Elaboration

Below is presented an example of a commercial offer for the touristic product:

Fitness tour to Portugal: a journey into the world of sports and relaxation.

A fitness tour to Portugal is a unique opportunity to combine active recreation, sports and exploring the cultural attractions of this beautiful country.

The tour program:

- **Workouts:** throughout the tour, you will enjoy a variety of workouts aimed at improving your physical well-being. Classes are conducted by experienced instructors in the fresh air in picturesque places.
- **Excursions:** as part of the tour, you will visit Porto and the valley of the Douro River, where you can enjoy the beautiful landscapes, architecture and history of these cities.
- **Surfing:** If you like water sports, you can try your hand at surfing on the beaches of the northern region of Portugal.

- Relaxing on the beaches: you will have the opportunity to relax on the beautiful beaches of Portugal, sunbathe and swim.

This tour is suitable for those who strive for a healthy lifestyle, active recreation and acquaintance with new cultures. It will be interesting for both novice athletes and experienced travelers.

The tour lasts for 6 days. The price includes: transfers; excursions; coach services; insurance. Additional charges are: airfare; hotel; visa; transfers from/to the airport.

If you want to learn more about a fitness tour to Portugal or book a place, please contact us in Instagram messages or email.

Discover a fitness tour in Portugal! Join our unique journey combining outdoor activities, training and getting to know the culture of this beautiful country. A variety of training sessions under the guidance of experienced instructors, excursions, surfing and relaxing on the beaches are waiting for you. And also — meeting new people and the opportunity to recharge with positive emotions for the whole year. Don't miss your chance to improve your physical fitness, enjoy the beauty of nature and get to know the culture of Portugal!

3.4 Calculation of the cost of the fitness tour

The calculations below will not include the cost of meals, as this project focuses on activities and events. For future projects, it may be suggested to search and select healthy food establishments, which will make the fitness tour more complete. At the same time, accommodation is not included in the calculation, since hotel prices may vary depending on the number of people, the season and other factors that cannot be predicted.

To calculate the budget of a 6-day wellbeing tour project, the following main cost items must be taken into account:

Table 8
Estimated cost of services (determined by market prices)

Activity	Partner	Price per participant
Sailboat tour	BookinDouro	50 euros
Yoga on the coast	2003studio	30 euros
Excursion to the Dora Valley	BookinDouro	132 euros

Surfing	BookinDouro	50 euros
Cycling along the coast	Dourobike	11 euros
Visit to the spa center	Clínica Médica Exercício do Porto	from 140 euros
Walking tour "Azulejo: what will the Portuguese walls tell you?"	Olga Mishenko	22 euros

Note. Author Elaboration

It is proposed to make a profit of 15% of the cost of the tour and 5% of the cost will be invested in the final price to cover fixed expenses such as:

- Marketing (Advertising promotion on Instagram for a month at the rate of 10 euros/day) – 300 euros.
- Insurance (Travel group insurance for a maximum group of up to 10 people) - 90 euros.

Thus, the cost of participating in a fitness tour for the consumer will be from 522 euros and will vary depending on the approved prices for services provided by partners.

In conclusion, it is worth noting that the proposed fitness tour program is an integrated approach to organizing outdoor activities and sports. It includes not only a marketing strategy and an event plan, but also the calculation of the cost of the tour.

The marketing strategy is aimed at attracting a target audience interested in a healthy lifestyle and active recreation. The fitness tour plan provides for a variety of activities that allow participants to improve their physical fitness, strengthen their health and gain travel experience in the selected region.

The cost calculation considers all the costs of organizing the tour, including the services of partners, coaches and other expenses. This makes the program accessible to a wide range of participants.

In general, the proposed fitness tour program is a promising direction for the development of the tourism business.

CONCLUSION

In the modern world, more and more people strive for a healthy lifestyle and active recreation. Fitness tours are becoming a popular tourist product, providing an opportunity to combine recreation with sports and physical activity. The development of such a tour for young tourists can become a sought-after product in the travel services market.

The set goals and objectives of the project were fully achieved thanks to the main steps that were carried out within the framework of the project.

For a more complete understanding of the relevance of the chosen topic, the concepts of wellness, well-being and quality of life were considered, as well as their impact on modern trends in tourism.

Given the results of the aforementioned studies, considering that Portugal is a location with unique and advantageous qualities for the development of wellness centers with a variety of focuses, including spiritual, health, and fitness (Rocha et al., 2016; Vilela, 2012) and that there is a simultaneous increase in both demand and supply associated with the growing interest in wellness, one can arguably affirm that this industry represents an excellent enhancer of the country as a tourist destination, which consequently adds relevance to the present project.

For this project, the variable chosen is age, meaning it will focus on the study of a market segment of tourism considering the age of its participants: youth tourism. According to WYSE Travel Confederation and UNWTO (2016) youth tourism market englobes all travelers aged between 18-29 years old that travel with a purpose of seeking meaningful, but educational travel experiences that can involve cultural immersion, language learning, work experience or volunteering to help broaden their horizons and knowledge.

Within the framework of the project, a questionnaire was conducted limiting the age of those responsible, as a result of which data were obtained from young tourists aged 18-29 years. The data obtained were analyzed and confirmed the arguments explored in the literary review, and also served as the basis for the formation of a fitness tour.

Wellness tourism concerns tourists who seek to improve general well-being by participating in activities and programs of a self-care nature, such as yoga, tai chi, hot springs/spa, massage, and physical activities (Lehto & Lehto, 2011), In this regard, the

fitness tour combines different types of activities such as hiking, cycling, spa, yoga, surfing and free time on the coast and relaxation to achieve the greatest results of satisfaction of participants from an emotional and psychological point of view.

In addition to the above, the fitness tour program can meet the needs of tourists in the following ways:

- Finding like-minded people: on a fitness tour, tourists meet people with similar interests, which creates an atmosphere of friendship and support.
- Getting a new experience: The fitness tour offers a variety of activities and excursions, allowing tourists to try new sports and visit interesting places.

However, it is worth considering the following points:

- The tour program may be too busy for some participants, especially if they are going on a wellbeing tour for the first time. It is important to provide for the possibility of rest and recovery between activities.
- The cost of the tour may be high for some groups of tourists, especially if they are planning a trip on their own. In the future, various tour options should be offered to meet the needs of different categories of customers.
- The level of training of instructors and the quality of equipment may vary depending on the chosen organizer. It is important to check the qualifications of the trainers and make sure that the equipment meets safety standards.
- The tour may be limited in time, which will not allow participants to fully immerse themselves in the atmosphere of Portugal and enjoy all its beauties. For future projects, it is recommended to consider extending the tour or adding additional excursions.

For future fitness tour projects, it is suggested to establish partnerships with several organizations:

- Sports clubs. They can provide coaches, instructors and equipment for sports activities. They can also help you develop a training program and conduct events.

- Hotels. It is necessary to choose a hotel that will meet the requirements of the tour participants. It can be a hotel with a swimming pool, gym or other fitness facilities.
- Transport companies. To transport the tour participants, you will need to arrange a transfer from the airport or train station to your place of residence and back. Transportation may also be required to move around the city or between cities.
- Medical institutions. In case of injuries or illnesses among the participants of the tour, you will need to consult a doctor. It is necessary to arrange in advance for cooperation with medical institutions at the tour venue.
- Cultural and entertainment facilities. To diversify the tour program and make it more interesting, you can include visits to museums, theaters, concerts and other events. This will require cooperation with the organizers of these events.

For successful interaction with partners, it is recommended to draw up a cooperation plan, define the responsibilities of each party and agree on the terms of cooperation. It is also important to maintain constant contact with partners throughout the tour in order to promptly resolve issues and problems that arise.

In future projects, it is also suggested to improve the fitness tour program, depending on the level of training of participants, the program can be adapted to their needs. For example, lighter workouts can be provided for novice athletes, and more intensive ones for experienced ones.

To adapt the program, it is necessary to conduct preliminary testing of participants or request information about their level of training. Based on the data obtained, it is possible to develop a program that will meet the needs of the participants.

In addition, it is proposed to take into account the health status of the participants. If someone has medical contraindications to certain types of physical activity, then the program needs to be adapted accordingly.

In conclusion, it is worth noting that the development of a fitness tour program is a complex and multi-stage process that requires careful planning and consideration of various factors.

Thus, the project made it possible to develop a fitness tour program that meets the needs and expectations of the target audience, promotes health promotion and increases the level of physical fitness of young tourists.

BIBLIOGRAPHY REFERENCES

Alexakis, G. (2011). *Transcendental leadership: the progressive hospitality leader's silver bullet*. International Journal of Hospitality Management, Vol. 30, No. 3, p. 708.

Ali-Knight, J. (2009). *Wellness and Tourism – Mind, Body, Spirit, Place*. Cognizant Communication Corporation, p. 84.

Alpoim, M. (2010). *Análise à Procura Termal. Master 's Thesis*, University of Aveiro, Aveiro, Portugal. Available online: <https://ria.ua.pt/bitstream/10773/1776/1/2010000841.pdf>

Andereck, K. L., Neaupane, G. P. (2011). *Exploring the Nature of Tourism and Quality of Life Perceptions among Residents*. Journal of Travel Research, 49(3).

Antunes, J. (2005). *Turismo de saúde: O caso do termalismo em Portugal*. In Proceedings of the Congresso Associação Portuguesa para o Desenvolvimento Regional, Eindhoven, The Netherlands, 16–18 September 2005; p. 1.

Antunes, V., Alves, H., Rodrigues, R. (2010). *O estado actual da orientação empreendedora e do marketing no sector termal o caso português*. Journal of Tourism & Development, 13/14(1), 175-184. <https://doi.org/10.34624/rtd.v1i13/14.13583>

Azman, I.; Chan, J. (2010). *Health and Spa Tourism Business: Tourists' Profiles and Motivational Factors. TTRA Europe Chapter (Health, Wellness & Tourism: Healthy Tourists, Healthy Business)*. In Proceedings of the Travel and Tourism Research Association Europe Annual Conference, Budapest, Hungary, 1–3 September 2010.

Berg, B.L. (2001). *Qualitative Research Methods for the Social Sciences*. Allyn and Bacon, Needham Heights, MA.

Bicikova, K. (2014). *Understanding student travel behavior: a segmentation analysis of British university students*. Journal of Travel & Tourism Marketing, Vol. 31, No. 7, p.854.

Bizirgianni, I., Dionysopoulou, P. (2013). *The influence of tourist trends of youth tourism through social media (SM) & information and communication technologies (ICTs)*. Procedia-Social and Behavioral Sciences, 73, p. 652. DOI: <https://doi.org/10.1016/j.sbspro.2013.02.102>

Bloom, D.E., Canning, D., Graham, B. (2003). *Longevity and life cycle savings*. Scandinavian Journal of Economics, 105, p. 319.

Bowling, A. (2001). *Measuring disease: a review of disease-specific quality of life measurement scales* (2 nd Ed.). Open University Press.

Brandão, F.; Liberato, D.; Teixeira, A.S.; Liberato, P. (2021). *Motives for Thermal Tourism: An Application to North and Central Portugal*. Sustainability 2021, 132, 2688. <https://doi.org/10.3390/su132212688>

Brown, I. (1994). *Promoting quality within service delivery systems*. Journal on Developmental Disabilities, 3(2), i-iv.

Buhalis, D., Law, R. (2008). *Progress in information technology and tourism management: 20 years on and 10 years after the Internet-the state of eTourism research*. Tour. Manag. 29(4), p. 609

Bushell, R. (2009). *Quality of Life, Tourism and Wellness*. In R. Bushell & P. J. Sheldon (Eds.). *Wellness and Tourism – Mind, Body, Spirit, Place*. Cognizant Communication Corporation, p. 19.

Benson, V., Morgan, S. (2014) *Cutting-Edge Technologies and Social Media Use in Higher Education Hershey*: IGI, ISBN-13: 978-1466651746

Cacioppo, J. T., Patrick, W. (2009). *Loneliness: Human Nature and the Need for Social Connection (Reprint edition)*. W. W. Norton & Company.

Carr, C. T., Hayes, R. A. (2015). *Social media: Defining, developing, and divining*. Atlantic Journal of Communication, 23, p. 46. <https://www.tandfonline.com/doi/abs/10.1080/15456870.2015.972282>

Cavaco, C., Medeiros, C. L. (2008). *Turismo de saúde e bem-estar: termas, spas termais e talassoterapia*. Working Paper, CEPCEP. Universidade Católica Portuguesa. Doi: 10.34632/9789729045240

Chen, J. S., Prebensen, N. (2009). *Wellness as Tourist Motivation: Case of Taiwan*. In R. Bushell P. J. Sheldon (Eds.). *Wellness and Tourism – Mind, Body, Spirit, Place*. Cognizant Communication Corporation, p. 231.

Chen, J.S.; Prebensen, N.; Huan, T.C. (2011). *Determining the Motivation of Wellness Travelers*. *Anatolia* 19, p. 103, <https://doi.org/10.1080/13032917.2008.9687056>.

Chreneková, M., Melichová, K., Marišová, E., Moroz, S. (2016). *Informal Employment and Quality of Life in Rural Areas of Ukraine*. *European Countryside*, No. 2, p. 135. 10.1515/euco- 2016-0011

Chrobak, A.; Ugolini, F.; Pearlmutter, D.; Raschi, A. (2020). *Thermal Tourism and Geoheritage: Examining Visitor Motivations and Perceptions*. *Resources* 2020, 9, 58, <https://doi.org/10.3390/resources9050058>.

Costa, C. (2018). *A Motivação e a Satisfação dos Recursos Humanos no Setor do Turismo*. Master's Thesis, Açores University, Ponta Delgada, Portugal.

Creswell, J.W., Creswell, D.J. (2018). *Research Design: Qualitative, Quantitative, and Mixed Methods Approaches*, Sage, Washington, DC.

Cunha, L. (2010). *Desenvolvimento do Turismo em Portugal: Os Primórdios. Fluxos & Riscos* - *Revista de Estudos Sociais*, 1(1), Article 1.

Cunha, L. (2006). *Turismo de saúde-conceitos e mercados*. *Rev. Lusófona Humanid. Tecnol* 10, p. 79.

Dellarocas, C. (2003). *The digitization of word of mouth: promise and challenges of online feedback mechanisms*. *Manag. Sci.* 49(10), p. 1407.

Dillette, A., Douglas, A., Martin, D. (2018). *Do Vacations Really Make Us Happier? Exploring the Relationships between Wellness Tourism, Happiness and Quality of Life*. *Journal of Tourism & Hospitality*, 7(355), 1-10. 10.4172/2167-0269.1000355

Donaldson, A., Finch, C. F. (2012). *Sport as a setting for promoting health*. *British journal of sports medicine*, 46(1), p. 4.

Eurostat (2017). *Quality of Life Indicators*. https://ec.europa.eu/eurostat/statistics-explained/index.php?title=Quality_of_life_indicators-measuring_quality_of_life&oldid=390759

Eusébio C., Carneiro M.J. Caldeira A. (2006) "A structural equation model of tourism activities, social interaction and the impact of tourism on youth tourists' QOL", *Int. J. Tourism Policy*, Vol. 6, No. 2.

Eusébio C., Carneiro M.J., Caldeira A. (2016). *A structural equation model of tourism activities, social interaction and the impact of tourism on youth tourists' QOL*. International Journal of Tourism Policy. <https://hdl.handle.net/10316/88991>

Eusébio, C. Carneiro, M.J. (2011). *Determinants of tourism impact on tourists' quality of life*. International Journal of Leisure and Tourism Marketing, Vol. 2, No. 4, p.313.

Eusébio, C., Carneiro, M.J. (2012). *Determinants of tourist-host interactions: an analysis of the university student market*, *Journal of Quality Assurance in Hospitality and Tourism*, Vol. 13, No. 2, p.123.

Ferreira, L., Silva, C., Seabra, C. (2017). *Motivações para a procura de SPA Tourism*. Journal of Tourism & Development, 27/28(1), 849-855. DOI: <https://doi.org/10.34624/rtd.v1i27/28.9001>

Filep, S., & Higham, J. (2014). *Chasing well-being*. In T. DeLacy, M. Jiang, G. Lipman, & S. Vorster (Eds.), *Green growth and travelism: Concept, policy and practice for sustainable tourism* (p. 112). New York, NY: Routledge.

Filieri, R., Algezau, S., McLeay, F. (2015). *Why do travelers trust TripAdvisor? Antecedents of trust towards consumer-generated media and its influence on recommendation adoption and word of mouth*. *Tour. Manag.* 51, p.174.

Frändberg, L. (2010). *Activities and activity patterns involving travel abroad while growing up: the case of young swedes*. *Tourism Geographies: An International Journal of Tourism Space, Place and Environment*, Vol. 12, No. 1, p.100.

Fyall, A., Hartwell, H., Hemingway, A. (2013). *Nice Place to Live and Nice Place to Visit: Wellbeing Opportunities for Destination Development*. In *Faculdade de Economia da Universidade do Algarve (Ed.)*, *Marketing Places and Spaces: Shifting Tourist Flows*. p. 194. Universidade do Algarve.

Garcês, S., Pocinho, M., Jesus, S. N., Rieber, M. (2018). *Positive psychology and tourism: A systematic literature review*. *Tourism & Management Studies*, 14(3), p.41. doi: <https://doi.org/10.18089/tms.2018.14304>

Global Wellness Institute. (2019). *Understanding Wellness: Opportunities and Impacts of the Wellness Economy for Regional Development*. Global Wellness Institute White Paper Series.

<https://globalwellnessinstitute.org/wp-content/uploads/2019/10/Understanding-Wellness-ImplicationsofWellness.pdf>

Gonçalves, E. C., Guerra, R. J. da C. (2019). *O turismo de saúde e bem-estar como fator de desenvolvimento local: uma análise à oferta termal portuguesa*. PASOS. Revista de Turismo y Patrimonio Cultural, 17(2), p.453. Doi: 10.25145/j.pasos.2019.17.030

Grzywacz, J. G., Almeida, D. M., McDonald, D. A. (2002). Work-family spillover and daily reports of work and family stress in the adult labor force. *Family Relations: An Interdisciplinary Journal of Applied Family Studies*, 51, p.28. <https://doi.org/10.1111/j.1741-3729.2002.00028.x>

Gustavo, N., & Completo, F. (2014). *Health leisure market: The evolution in Portugal*. In *Health, Tourism and Hospitality* (2nd ed.). Routledge.

Hays, S., Page, S.J., Buhalis, D. (2013) *Social media as a destination marketing tool: its use by national tourism organisations*. *Curr. Issues Tour.* 16(3), p.211.

Hodzic, S.; Paleka, H. (2018). *Health Tourism in the European Union: Financial Effects and Future Prospects*. In *Proceedings of the International Conference of the School of Economics and Business, Sarajevo, Bosnia and Herzegovina*, p. 162.

Ira, V., Andráško, I., Michálek, A., Podolák, P. (2009). *Quality of Life: Geographical Research in Slovakia*. *Geographia Slovaca*, 26, p.101.

ITB. (2016). *ITB World Travel Trends Report 2016 / 2017*, <https://www.itb-berlin.de/en/Press/Downloads/Publications/>

Joppe, M. (2010). *One Country's Transformation to Spa Destination: The Case of Canada*. *Hosp. Tour. Manag.*, 17, p.117. <https://doi.org/10.1375/jhtm.17.1.117>.

Jurowski, C., Uysal, M., Williams, D. R. (1997). *A theoretical analysis of host community resident reactions to tourism*. *Journal of Travel Research*, 36(2), p.3.

Kainulainen, S., Saari, J., Veenhoven, R. (2018). *Life-satisfaction is more a matter of feeling well than having what you want: Tests of Veenhoven's theory*. *International Journal of Happiness and Development*, 4(3), p.209. <https://doi.org/10.1504/IJHD.2018.093728>

Smith, M., Diekmann, A. (2017). *Tourism and wellbeing*. *Ann. Tour. Res.*, 66 p.1. <https://doi.org/10.1016/j.annals.2017.05.006>.

Kelly, C., Smith, M. (2009). *Holistic Tourism: Integrating Body, Mind, Spirit*. In R. Bushell & P. J. Sheldon (Eds.). *Wellness and Tourism – Mind, Body, Spirit, Place* (pp. 69-83). Cognizant Communication Corporation.

Kickbusch, I., Payne, L. (2003). *Twenty-first century health promotion: the public health revolution meets the wellness revolution*. *Health Promotion International*, 18(4), p.275. <https://doi.org/10.1093/heapro/dag418>

Kim, E., Chiang, L., Tang, L. (2017). *Investigating wellness tourists' motivation, engagement, and loyalty: In search of the missing link*. *Journal of Travel and Tourism Marketing* 34, p.867, <https://doi.org/10.1080/10548408.2016.1261756>.

Kim, K. Jogaratnam, G. (2002). *Travel motivations: a comparative study of asian international and domestic American college students*, *Journal of Travel and Tourism Marketing*, Vol. 13, No. 4, p.61.

Kim, K. and Jogaratnam, G. (2003). *Activity preferences of Asian international and domestic American university students: An alternate basis for segmentation*. *Journal of Vacation Marketing*, Vol. 9, No. 3, p.260.

Kohl, H. W., Craig, C. L., Lambert, E. V., Inoue, S., Alkandari, J. R., Leetongin, G., Kahlmeier, S., Lancet Physical Activity Series Working Group. (2012). *The pandemic of physical inactivity: Global action for public health*. *Lancet* (London, England), 380(9838), p.294. [https://doi.org/10.1016/S0140-6736\(12\)60898-8](https://doi.org/10.1016/S0140-6736(12)60898-8)

Konu, H., Tuohino, A., & Komppula, R. (2010). *Lake Wellness – a practical example of a new service development (NSD) concept in tourism industries*. *Journal of Vacation Marketing*, 16(2), p.125. [10.1177/1356766709357489](https://doi.org/10.1177/1356766709357489)

Kotler, P. & Keller, K.L. (2012), *Marketing Management*, Pearson Prentice Hall, Upper Saddle River, NJ.

Lehto, X. Y., & Lehto, M. R. (2019). *Vacation as a Public Health Resource: Toward a Wellness-Centered Tourism Design Approach*. *Journal of Hospitality & Tourism Research*, 43(7), 935960. <https://doi.org/10.1177/1096348019849684>

Lopes, J. J. V. da S. (2014). *Turismo holístico e desenvolvimento pessoal: Um estudo sobre as potencialidades do Jardim das Borboletas*. Master Thesis, Universidade de Aveiro. <https://ria.ua.pt/handle/10773/15295>

Luo, Y.; Lanlung, C.; Kim, E.; Tang, L.R.; Song, S.M. (2018). *Towards quality of life: The effects of the wellness tourism experience*. Journal Travel Tourism Marketing, 35, p.410, <https://doi.org/10.1080/10548408.2017.1358236>.

Ma J., Buhalis D., Song H. (2003). *ICT and Internet adoption in China's tourism industry*. <https://www.sciencedirect.com/science/article/abs/pii/S0268401203000999>

Mak, A.H.; Wong, K.K.; Chang, R.C. (2009). *Health or self-indulgence? The motivations and characteristics of spa-goers*. Int. Journal Tourism Research, 11, p.185. <https://doi.org/10.1002/jtr.703>.

Mariani, M.M., Di Felice, M., Mura, M. (2016). *Facebook as a destination marketing tool: evidence from Italian regional destination management organizations*. Tourism Management. 54, p.321.

McDowell, I., & Newell, C. (2006). *Measuring Health: a guide to rating scales and questionnaires*. (3rd Ed.). Oxford University.

McEwen, B. S. (2012). *Brain on stress: How the social environment gets under the skin*. Proceedings of the National Academy of Sciences of the United States of America, 109 Suppl 2(Suppl 2), p.17180. <https://doi.org/10.1073/pnas.1121254109>

Ministério da Economia e da Inovação. (2007). *Plano Estratégico Nacional do Turismo: Para o Desenvolvimento do Turismo em Portugal*. [Governmental Plan]. Ministério da Economia e da Inovação. <https://travelbi.turismodeportugal.pt/politicas-e-estrategia/plano-estrategico-nacional-do-turismo-2007/>

Nahrstedt, W. (1999). *Wellness, Fitness, Beauty, Soul: Angebotsanalyse von deutschen Kur und Urlaubsorten*. Einleitungsvortrag, 11th ELRA Congress "Leisure and Wellness: Health Tourism in Europe", 7-9/10 Bad Saarow. In Heilbad und Kurort 51.

Nahrstedt, W. (2004). *Wellness: A new perspective for leisure centers, health tourism, and spas in Europe on the global health market*. In K. Weiermar & C. Mathies (Eds.). *The tourism and leisure industry: shaping the future* (p. 181). The Hayworth Press.

Panzini, R. G., Rocha, N. S., Bandeira, D. R., Fleck, M. P. A. (2007). *Qualidade de vida e espiritualidade / Quality of life and spirituality*. Revista de Psiquiatria Clínica, 34, supl. 1, p.105.

Panzini, R.G., Mosqueiro, B.P., Zimpel, R. R., Bandeira, D.R., Rocha, N.S., Fleck, M.P. (2017). *Quality-of-life and spirituality*. International Review of Psychiatry, 29(3), p.263. 10.1080/09540261.2017.1285553

Pereira, J. I. A. (2016). *O turismo de saúde nos Açores: Um estudo sobre o seu potencial e competitividade* [masterThesis]. <https://comum.rcaap.pt/handle/10400.26/18232>

Phau, I., Shanka, T. and Dhayan, N. (2010). *Destination image and choice intention of university student travellers to Mauritius*. International Journal of Contemporary Hospitality Management, Vol. 22, No. 5, p.758.

Pilzer, P. Z. (2002). *The Wellness Revolution: How to Make a Fortune in the Next Trillion Dollar Industry*. John Wiley & Sons.

Pilzer, P. Z. (2007a). *The Wellness Revolution*. Your Business, 3(3), p.26.

Pilzer, P. Z. (2007b). *The New Wellness Revolution*. John Wiley & Sons, Inc.

Pollock, A., & Williams, P. (2000). *Trends in Outdoor Recreation, Leisure and Tourism*. CABI.

Porto e Norte Termas (2016). *Termas Norte de Portugal*. p. 1. http://www.portoenorte.pt/fotos/guias/termas_norte_de_portugal_7602395945cf7ea3fe01b1.pdf

Pyke, S., Hartwell, H., Blake, A., and Hemingway, A. (2016). *Exploring wellbeing as a tourism product resource*. Tourism Management, 55, p.94. Doi: 10.1016/j.tourman.2016.02.004

Raphael, D., Renwick, R., Brown, I., Rootman, I. (1996). *Quality of Life Indicators and Health: current status and emerging conceptions*. Social Indicators Research, 39, p.65.

Reis, J.A.L. (2023) *Casa Doze: An assessment of the feasibility of opening a holistic tourism space in Mafra*. Master's Project, Escola Superior de Turismo e Tecnologia. <http://hdl.handle.net/10400.8/9391>

Reza Jalilvand, M., Samiei, N. (2012). *The impact of electronic word of mouth on a tourism destination choice*. Internet Res. 22(5), p.591.

Richards, G. (2007) *New Horizons II: The Young Independent Traveller 2007*, WYSE Travel Confederation, Amsterdam.

- Richards, G. (2014). *Eventfulness and the Quality of Life*. Tourism Today, Fall, p.23.
- Rocha, G. L. da. (2015). *Portugal: Destino para turismo holístico* [masterThesis]. <https://repositorio.ipv.pt/handle/10400.19/3022?locale=en>
- Rocha, G., Seabra, C., Silva, C., Abrantes, J. L. (2016). *Holistic Tourism: Motivations, Self-Image and Satisfaction*. Journal of Tourism Research & Hospitality, s2. <https://doi.org/10.4172/2324-8807.S2-004>
- Rodrigues, Á., Kastenholz, E., & Rodrigues, A. (2010). *Hiking as a relevant wellness activity. Results of an exploratory study of hiking tourists in Portugal applied to a rural tourism project*. Journal of Vacation Marketing, 16(4), 331343. <https://doi.org/10.1177/1356766710380886>
- Rubenstein, C. (1980). *Vacations-Expectations Satisfactions Frustrations Fantasies*. Psychology Today, 13, p.62.
- Ryan, C. and Zhang, Z. (2007). *Chinese students: Holiday behaviors in New Zealand*. Journal of Vacation Marketing, Vol. 13, No. 2, p.91.
- Santos, M, Veiga, C. & Águas, P. (2016). *Tourism services: facing the challenge of new tourist profiles*. Worldwide Hospitality & Tourism Themes, Vol. 8, No. 6, pp. 654-669. doi: 10.1108/WHATT-09-2016-0048
- Schalock, R. L. (1996). *Quality of Life: Conceptualization and Measurement*, Vol. 1. American Association on Mental Retardation.
- Seligman, M. (2013). *Building the state of wellbeing: A strategy for South Australia*. Adelaide thinker in residence 2012–2013. Adelaide: SA Department of the Premier and Cabinea.
- Sheldon, P. J., & Park, S.Y. (2009). *Development of a Sustainable Wellness Destination*. In R. Bushell & P. J. Sheldon (Eds.). *Wellness and Tourism – Mind, Body, Spirit, Place*. Cognizant Communication Corporation pp. 99-113.
- Sibson, R., Scherrer, P., Ryan, M.M., Henley, N. and Sheridan, L. (2010). *Is physical activity leisure or work? Exploring the leisure-tourism-physical activity relationship with holidaymakers on Rottnest Island, Western Australia*. Annals of Leisure Research, Vol. 13, No. 4, pp.652-678.
- Sigala, M., Christou, E., Gretzel, U., (2012) *Social Media in Travel, Tourism and Hospitality; Theory, Practice and Cases*. DOI:10.4324/9781315609515

Silva, S., and Carvalho, P. (2011). *Repensar estratégias para o turismo termal em Portugal a percepção dos gestores das estâncias termais do centro*. VIII Congresso Da Geografia Portuguesa - Repensar a Geografia Para Novos Desafios, p.1-7.

Sirgy, M. J., Uysal, M. (2016). *Developing a Eudaimonia Research Agenda in Travel and Tourism*. In J.Vitters. Handbook of Eudaimonic Well-Being (pp. 485-498). Springer.

Sirgy, M.J., Kruger, P.S., Lee, D.-J., Yu, G.B. (2011). *How Does a Travel Trip Affect Tourists' Life Satisfaction?* Journal Travel Research, 50, p.261-275, <https://doi.org/10.1177/0047287510362784>.

Skevington, S.M. (2002). *Advancing cross-cultural research on quality of life: observations drawn from the WHOQOL development*. Quality of Life Research, 11, pp.135-144.

Smith, M., & Diekmann, A. (2017). *Tourism and wellbeing*. Annals of Tourism Research, 66, pp.1-13. doi:10.1016/j.annals.2017.05.006

Smith, M., & Kelly, C. (2006). *Wellness Tourism*. Tourism Recreation Research, 31 (1), pp.1-4.

Smith, M.; Puczkó, L. (2009). *Health and Wellness Tourism*, 1st ed.; Elsevier/Butterworth-Heinemann: Oxford, UK, 2009; pp. 131-251.

Šormaz A., Ruoss E., (2021). *Social Media Impacts on Cultural and Natural Heritage Sites*. <https://heritageforall.org/2021/05/14/social-media-impacts-on-cultural-and-natural-heritage-sites/>

Sosyal K., Kullanimi M., Karaca S., Cumhuriyet S., Turizm U., Gulden F., Sisas P., Universitesi C., Bilimler S., Yuksekoku M., (2022). *The use of social media in cultural tourism* pp.1-4, pp.7-9. http://www.hotelmarketing.com/index.php/content/article/travel_marketers_hitch_a_ride_with_web_20/

Stara, J., and Peterson, C. (2017). *Understanding the concept of wellness for the future of the tourism industry: a literature review*. Journal of Tourism and Services, 8(14), pp.18-29.

Su, M.M., Long, Y., Wall, G. and Jin, M. (2014). *Tourist–community interactions in ethnic tourism: Tuva villages, Kanas scenic area, China*. Journal of Tourism and Cultural Change, Vol. 14, No. 1, pp.1-26.

Surugiu M., Surugiu C., (2015). *Heritage Tourism Entrepreneurship and Social Media : Opportunities and Challenges* pp. 1-7.
<https://www.sciencedirect.com/science/article/pii/S1877042815021333>

Szczechowicz, B. (2012). *The importance of attributes related to physical activity for the tourism product's utility*. Journal of Sport & Tourism, Vol. 17 No 3, pp.225-249.

Sziva, I., Kulcsár, N., & Smith, M. (2014). *The propensity for yoga practitioners to become tourists: a case study of Budapest*. In M. Smith & L. Puczkó (Eds.). *Health, Tourism and Hospitality – Spas, Wellness and medical travel*, pp. 435-442. Routledge.

Tangeland, T. (2011). *Why do people purchase nature-based tourism activity products? A Norwegian case study of outdoor recreation*. Scandinavian Journal of Hospitality and Tourism, Vol. 11, No. 4, pp.435–456.

Teddlie, C. and Tashakkori, A. (2009). *Foundations of Mixed Methods Research: Integrating Quantitative and Qualitative Approaches in the Social and Behavioral Science*. Sage, Thousand Oaks, CA.

Telej, E., & Gamble, J. R. (2019). *Yoga wellness tourism: a study of marketing strategies in India*. Journal of Consumer Marketing, 36(6), pp. 794-805. <https://doi.org/10.1108/JCM-07-2018-2788>

Theofilou, P. (2013). *Quality of life: definition and measurement'*. Europe's Journal of Psychology, Vol. 9, No. 1, pp.150–162.

Thrane, C. (2008). *The determinants of students' destination choice for their summer vacation trip*. Scandinavian Journal of Hospitality and Tourism, Vol. 8, No. 4, pp.333-348.

Tourism Research and Marketing. (2013). *New Horizons III Executive Summary: A Global Study of the Youth and Student Traveller*, WYSE Travel Confederation, Amsterdam.

Turismo de Portugal. (2018). *Principais indicadores 2017*. <http://www.turismodeportugal.pt/SiteCollectionDocuments/dados-estatisticas/Dados-evolutivos-turismo-portugal-2017.pdf>

Turismo de Portugal. (2015). *Turismo 2020–Plano de Ação para o Desenvolvimento do Turismo em Portugal*. Turismo de Portugal. <https://travelbi.turismodeportugal.pt/politicas-e-estrategia/plano-de-acao-turismo-2020/>

Turismo de Portugal. (2017). *Estratégia Turismo 2027. Turismo de Portugal*.
https://www.turismodeportugal.pt/pt/Turismo_Portugal/Estrategia/Estrategia_2027/Paginas/default.aspx

UNWTO Report. (2016). *Travel and Tourism: Economic Impact 2016 World*.
<https://www.wttc.org/media/files/reports/economic%20impact%20research/regions%202016/world2016.pdf>

Uysal, M., Sirgy, M., Woo, E., Kin, H. (2015). *Quality of life (QOL) and well-being research in tourism*. *Tourism Management*, 53, pp.244-261. doi:10.1016/j.tourman.2015.07.013

Uysal, M., Sirgy, M.J., Kruger, S. (2018). *Quality-of-life Research in Tourism and Hospitality: Implications and Future Research*. In M. Uysal, M. J. Sirgy, & S. Kruger (Eds.) *Managing Quality of Life in Tourism and Hospitality*, pp. 1-9. CABI.

Vada, S., Prentice, C., & Hsiao, A. (2019). *The influence of tourism experience and well-being on place attachment*. *Journal of Retailing and Consumer Services*, 47, 322–330. doi:10.1016/j.jretconser.2018.12.007

Veiga, C., Santos, M., Águas, P. & Santos, J. (2017). *Are millennials transforming global tourism? Challenges for destinations and companies*. *Worldwide Hospitality and Tourism Themes*, Vol. 9, No. 6, p. 603.

Vilela, M. L. S. L. B. (2012). *A oferta de turismo de saúde em Lisboa: O segmento bem-estar* [masterThesis]. <https://comum.rcaap.pt/handle/10400.26/18466>

Villarroel K., Nunes A. (2020). *Wellness tourism: exploratory analysis of portuguese consumers' profile* <http://hdl.handle.net/10198/27105>

Voigt, C, Brown, G., & Howat, G. (2011). *Wellness tourists: in search of transformation*. *Tourism Review Journal*, Vol. 66 (1/2), pp.16-30. <https://doi.org/10.1108/16605371111127206>.

Voigt, C. (2014). *The Gawler Foundation in Australia: wellness and lifestyle-based therapeutic retreats for people with serious illnesses*. In M. Smith & L. Puczko (Eds.). *Health, Tourism and Hospitality: Spas, wellness and medical travel*, pp. 461-465. Routledge.

Voigt, C., Pforr, C. (2014). *Wellness tourism: A destination perspective*. Routledge.

Wang,Q., Chen,W., Liang,Y. (2011). *The Effects of Social Media on College Students* (1-11).

Weiermair, K., & Steinhauer, C. (2003). *New Tourism Clusters in the field of sports and Health: The case of Alpine Wellness*. 12th International Tourism and Leisure Symposium.

WYSE Travel Confederation/UNWTO. (2011). *The Power of Youth Travel*. WYSE Travel Confederation/UNWTO [online] <https://www.wysetc.org/research/the-power-of-youth-travel/> (accessed 30.10.2023).

Xu, F., Morgan, M. and Song, P. (2009). '*Students' travel behaviour: a cross-cultural comparison of UK and China*. International Journal of Tourism Research, Vol. 11, No. 3, pp.255-268.

Zátori, A., & Beardsley, M. (2018). *Sightseeing Tours' Impact on Well-being and Eudaimonia*. In M. Uysal, M. J. Sirgy, & S. Kruger (Eds.). *Managing quality of life in tourism and hospitality*, pp. 87-102. CABI.

Zeng, B., Gerritsen, R. (2014). *What do we know about social media in tourism? A review*. Tour. Manag. Perspect. 10, pp.27-36.

ANEXOS

i To know more about partner, please check the website on https://www.bookindouro.com/VisualizarExperiencia.aspx?uuid_produto=77949f54-7a1d-3346-cadf-ccdf908316f2&lang=1

ii To know more about partner, please check the website on <http://2003studio.com/#services>

iii To know more about partner, please check the website on <https://www.cmep.pt/sobre/>

iv To know more about partner, please check the website on https://www.instagram.com/descobra_oporto?igsh=MWlvaTdkcXEyMGtqNg==

v To know more about partner, please check the website on https://www.bookindouro.com/VisualizarExperiencia.aspx?uuid_produto=3fa6840d-5d10-4f09-4514-7466805fcdca&lang=1

vi To know more about partner, please check the website on https://www.bookindouro.com/VisualizarExperiencia.aspx?uuid_produto=0e495ce6-9eb8-3e8b-f6ad-4396ac632a5d&lang=2

vii To know more about partner, please check the website on <http://dourobike.com>