

The effect of adventure tourists' profile characteristics toward wellness dimensions

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Abstract: Wellness tourism's multidimensional nature leads to multifaceted travel experiences that incorporate a large and diverse set of activities. As many opportunities for different organisational prospects are created, the impact of adventure tourist profile characteristics on the respondents' physical, emotional, social, environmental, intellectual, occupational, and spiritual dimensions of wellness are investigated. The sample population included all residents and visitors of the Tshwane Metropolitan area that partake in adventure activities. Random sampling was used for the total sample frame of N = 213. This study employed an on-site survey based on a quantitative approach with a self-completing questionnaire as the research instrument. Descriptive statistics conducted in this study indicate how each dimension of wellness relates to adventure tourism activities in which the respondents participated. The results suggest that adventure tourism activities can be used as a tool for improving adventure tourists' lifestyles as it has an overall positive effect/impact on the respondents' wellness. Thus, by applying the dimensional model of wellness, tourism, specifically adventure tourism organisations, can develop successful wellness products and services by becoming aware of each wellness dimension's interconnectedness.

Keywords: adventure tourism; wellness; wellness dimensions.

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1 Introduction

Wellness tourism is becoming one of the most popular forms of tourism in the world. Attaining more than double the growth rate of contemporary tourism, this \$639.4 billion industry has grown annually by 6.5% from 2015 to 2017. According to the Global Wellness Institute (GWI, 2018) and Singh and Singh (2020), wellness tourists are either primarily motivated by wellness or secondarily focused on maintaining or engaging in wellness-related activities during any kind (for example, adventure) of travel.

However, understanding wellness tourists and their motivations are not easy. For instance, Laws (1991) argues that however convenient it is to categorise tourists, not all individuals fall neatly into behavioural models or typological classifications. Moreover, it is not realistic to assume that accurate descriptions of tourists' reasons for travel gained at the time of purchase will remain constant throughout the travel experience. Despite such concerns, by identifying different types of tourists and classifying them or market segments, tourism organisations would be able to direct their products/services more effectively at an identified target market (Singh and Singh, 2020).

As such, this study sets out to investigate the impact of specifically adventure tourist profile characteristics on respondents' wellness dimensions. By becoming aware of each wellness dimension's interconnectedness, adventure tourism organisations can develop successful wellness products and services.

2 Research problem

Although wellness tourism is defined as "...travel associated with the pursuit of maintaining or enhancing one's wellbeing" (GWI, 2018), it does not consist of a set of narrowly defined typical wellness tourists. It comprises multiple opportunities for organisations that cater for "...healthy eating, exercise/fitness routines, mind-body practices, nature experiences, connections with local people and culture" (GWI, 2018; Dilletta et al., 2020). While this is what wellness tourists may seek during their travels, it does not clearly articulate their tourist profile.

For example, adventure tourists who acquire intellectual wellness can engage in creative and stimulating mental activities; strive for personal growth; are willing to seek out and use new information; think critically and make sound decisions; are open to new ideas; are motivated to master new skills; and, they have a sense of creativity and curiosity (Swarbrick, 2006; Strout and Howard, 2012, 2014; Stoewen, 2017). Secondly, adventure tourists who acquire physical wellness eat healthily, rests, participates in physical activity, avoids or reduces drug and alcohol usage, identifies and treats

symptoms of the disease, and protects themselves from injuries and harm (Swarbrick, 2006; Strout and Howard, 2012, 2014; Stoewen, 2017).

Thirdly, adventure tourists who acquire social wellness can learn good communication skills; develop safe intimacy with others; connect and contribute to their community; live up to healthy expectations and demand of their social roles; create a support network of friends, colleagues, and family members; and, show respect for others and themselves while building a sense of belonging (Swarbrick, 2006; Strout and Howard, 2012, 2014; Stoewen, 2017). Fourthly, adventure tourists who acquire emotional wellness are aware of and accept their feelings and cognitions; and can cope with and express emotions healthily and adaptively.

Whereas spiritual wellness allows adventure tourists to search for meaning and purpose in human existence, possess a set of guiding beliefs, principles, or values that assist them in gaining direction in their lives, are willing to question everything and appreciate the things that cannot be readily explained or understood (Miller and Foster, 2010; Stoewen, 2017). Also, adventure tourists who acquire environmental wellness can enjoy good health by occupying pleasant, stimulating environments that support wellbeing; try to live in harmony with nature by understanding the impact of their actions on nature and take the initiative to protect the environment.

Through multi-cultural wellness, adventure tourists are aware of their cultural background and become knowledgeable about, respectful of, and sensitive to others' culture. Lastly, adventure tourists who acquire occupational wellness gain personal satisfaction and enrichment in their lives through work, seek opportunities to grow professionally and are fulfilled in their job, are prepared and make use of their gifts, skills, and talents to gain purpose, happiness and enrichment in their own and their community's lives (Strout et al., 2016; Stoewen, 2017).

Evidently, adventure tourism organisations can differentiate and provide more valuable products and services should they encapsulate intellectual, physical, social, emotional, spiritual, environmental, multi-cultural, or occupational wellness values in their product and service offerings. Each holistic value dimension holds their specific benefits (Dillette et al., 2020).

3 Research objective

Adventure tourism products and services have the potential of increasing an individual's wellness, which will ultimately have a significant impact on the vitality of neighbourhoods, towns, regions, provinces, nations, and the world. That is, adventure tourists who reach self-actualisation through the participation of carefully planned and facilitated adventure tourism products and services will assist in building strong and caring communities, strong and healthy workforces, as well as drive equity among diverse people to solve social problems, build the economy and make the environment more aesthetic.

However, cultural, event, and natural tourism are macro niches in their own right. Their differences can be discerned in terms of degree and emphasis rather than the presence or absence of unique characteristics (Fridlund and Baigi, 2014). Therefore, adventure and sports tourism emphasise physical stimulation; religion, eco, and nature-based tourism focus more on environmental stimulation; and festival and heritage tourism stress mental stimulation. Cultural, event, and natural tourism are not entirely

distinct as there are shared characteristics between the macro and micro-niche markets (Lötter et al., 2016).

Incorporating tourists' diversified characteristics, needs and demands, it is evident that cultural tourism is typically experience-oriented, event tourism is typically activity-orientated, and natural tourism is typically environment-orientated. However, as there is a clear overlap between the niche tourist groups, the key factors that differentiate cultural tourism are the environment and the experience. For event tourism, these are the activity and the experience, and with natural tourism, the activity and the environment are salient (Lötter et al., 2016).

However, it becomes clear that activities, experiences, and environments can also distinguish micro-niche tourism markets upon further investigation. In other words, activities form the critical differentiating factor of adventure and sports tourism; the critical differentiating factor of religion, eco, and nature-based tourism are environments, while experiences make up the critical differentiating factor of festival and heritage tourism (Lötter et al., 2016). As such, it is realistic to assume that when niche tourism professional and academic researchers attempt to define macro and micro-niche tourism markets, they should, in addition to the tourism characteristics, also define the market by including the critical factor/s of activity, environment, or experience; which, in turn, strongly correlates to the dimensional model of wellness (GWI, 2018).

Wellness is defined as "...the active pursuit of activities, choices, and lifestyles that lead to a state of holistic health" (GWI, 2018). Thus, the overlapping nature of macro and micro-niche tourism markets could help adventure tourism organisations identify whether adventure tourists partake in specific adventure tourism products and services to achieve intellectual, physical, social, emotional, spiritual, and environmental multi-cultural, or occupational wellness. Therefore, each holistic value dimension will lead to wellness tourists partaking in specific adventure tourism products and services to achieve specific benefits (Dillette et al., 2020).

By establishing the effect of adventure participation on the respondents' physical, emotional, social, occupational, environmental, spiritual, and intellectual wellness, this study's primary objective is to investigate the effect of adventure tourists profile characteristics on the respondents' physical, emotional, social, environmental, intellectual, occupational and spiritual wellness dimensions, as well as to determine whether Tshwane Metropolitan residents and visitors partake in adventure tourism products and services to improve their overall wellness. This would enable adventure tourism organisations to quantify aspects of their consumers' personalities and lifestyles to create products and services specifically applicable to their selected target market.

4 Research strategy/methodology

This study's core research function or purpose was based on pure (basic) research to attain the study objectives and find a solution to the research problem. This study was based on the descriptive research approach due to the specific information requirements of this study. A quantitative methodology was used as this study's methodology is grounded in the positivist social sciences paradigm. Furthermore, to apply the research process within this research study, several appropriate steps were followed during this study.

Non-probability sampling in convenience sampling was used to select the sample members as this method relies on the researcher's judgement rather than by chance. Convenience sampling was applied because selecting sample members for this study was based on their proximity to the researcher and the ease with which respondents could be accessed. A total sample frame of $N = 213$ was achieved with a 100% response rate. The target population included all residents and visitors of the Tshwane Metropolitan area, and the sample consisted of Tshwane Metropolitan residents and visitors who partake in adventure tourism activities.

Thus, it is essential to note that the results reflected in this study are not representative of South Africa. Given this limitation, the generalisation of the results of the study could be problematic.

Despite this limitation, this study provides grounding for future research in other areas. This study used quantitative research in the form of a self-completing questionnaire to gather the data required to address the problem statement. Knowledgeable and skilled fieldworkers were present to address any questions or queries about the questionnaire content. The questionnaire was designed by the National Wellness Institute in the USA based on the model of Hettler. The questionnaire was initially developed to determine whether Tshwane Metropolitan residents and visitors are partaking in adventure tourism products and services to improve their overall wellness (physical, emotional, social, occupational, environmental, and intellectual). The first section of the questionnaire considered demographic data and participation related questions. The second question addressed the wellness statements relating to adventure tourism activities using a Likert scale (1 = totally disagree, 2 = disagree, 3 = agree, 4 = totally agree) consisting of five questions per dimension. The last section of the question related to the activities that the respondents partook in and additional comments.

BTech students from a University of Technology undertook the fieldwork. This study included essential aspects regarding the right to privacy, and as such, the researchers were obliged and prepared to keep the nature and quality of the respondents' responses strictly confidential. Respondents were informed in advance about this study's nature and were given a choice of either participation or non-participation. When respondents answered the related question positively, they provided consent to be part of this study. Respondents were able to withdraw from the survey at any time, as participation in the survey was voluntary. Lastly, the results are presented entirely and honestly without misrepresenting or compromising the outcome of this study.

The statistical analysis of data for descriptive and inferential purposes was conducted in cooperation with statistical consultation. The raw data obtained from the self-completing questionnaires were turned into numerical representations to enable statistical analysis on the aggregated data. A code was developed for all the response sets in the questionnaire. Numerical codes were assigned for every response, which was turned into a series of numbers. Microsoft[®] Excel[®] was used to capture the data, and Stata version 13.1 was used for data analysis. The fact that the data was pre-coded assisted the researchers in terms of coding and entry. Specific codes were assigned to various response sets, and data entry required the appropriate response set to be recorded with the appropriate code. However, some coding errors occurred, and the original data was then revisited to correct the errors identified.

The data were then analysed according to a descriptive univariate analysis (tables, graphs, percentages, and frequency distributions) involving the analysis of one variable at one time and bivariate analysis (Kruskal-Wallis and Mann-Whitney test) to determine

whether any relationship(s) existed between two variables. More specifically, descriptive univariate statistics were used to determine the respondents' demographic and behavioural profile characteristics.

Secondly, the differences between the segments along the wellness dimensions were analysed by applying the one-way analysis of variance by rank test (Kruskal-Wallis Test) and the two-sample Wilcoxon rank-sum (Mann-Whitney) test. According to Kumar (2011), descriptive statistics concern the development of specific indices from raw data that have been reduced from a large amount of data into a more straightforward summary form. Descriptive statistics describe what the data shows and are used to present quantitative descriptions in a logical form. Although there are limitations to descriptive statistics, a powerful summary is still obtained to allow for comparisons across people or other units. The descriptive statistics are significant as it makes the presentation of the data to have more meaning and to allow for the interpretation of the data.

Moreover, the Kruskal-Wallis H test (one-way ANOVA on ranks) is an omnibus rank-based non-parametric test used to determine the statistically significant differences between two or more samples of an independent variable on a continuous or ordinal dependent variable (Hardy and Bryman, 2009). In other words, it analyses whether there is a difference in the median values of three or more independent samples (Tredoux and Durrheim, 2002). The Kruskal-Wallis test is like the Mann-Whitney test in that it ranks the original data values. Furthermore, it collects all data instances from the samples and ranks them in increasing order. If two scores are equal, it uses the two ranks' average to be given (Field, 2009). The Mann-Whitney, however, is used whenever two groups of scores that are independent of one another are used (Tredoux and Durrheim, 2002).

Additionally, Cronbach alpha is a measurement of internal consistency or the reliability of a set of items. According to Tavakol and Dennick (2011), reliability is based on an instrument's ability to measure consistently. As a rule of thumb, an Alpha between 0.6 and 0.7 is deemed acceptable reliability, and 0.8 or higher indicates good reliability (Field, 2009; Hardy and Bryman, 2009). A Cronbach alpha was conducted on all seven dimensions (physical, emotional, social, occupational, environmental, spiritual, and intellectual). The findings relating to the internal consistency and reliability were based on the correlations between the different items of the same scale. The findings of the Cronbach Alpha reliability coefficient test of all the wellness dimensions are considered to have the right internal consistency as the alpha measured .70 or higher, which is considered acceptable in most social science research. Furthermore, as construct validation can only be taken to the point where the questionnaire measures what it is supposed to measure, it can be argued that the questionnaire is valid as it is based on a well-established international measurement tool for wellness.

5 Results

To determine the demographic and behavioural characteristics of residents and visitors in the Tshwane Metropolitan area and the effect of the different wellness dimensions when partaking in adventure tourism activities; Table 1 summarises the results describing the demographic and behavioural profile characteristics of the respondents. This study's respondents are equally male and female, with the majority being in the age group of 21–35 years. In a period of six months, 36% of the respondents travelled at least once every six months and spent less than R5,000 to cover their travel expenses.

Table 1 Respondents profile characteristics

<i>Characteristic</i>	<i>%</i>	<i>N</i>
Gender		
Female	50	106
Male	50	106
Age		
–20	5	10
21–35	58	122
36–50	30	64
50+	7	16
Frequency travelled		
Once every week	9	19
More than once a week	5	11
At least twice a month	23	48
More than twice a month	17	35
At least once every 6 months	36	77
More than twice every 6 months	10	22
Expenditure		
Less than R5,000	60	128
R5,001–R15,000	24	51
R15,001–R25,000	10	21

The respondents' physical (Dim 1), emotional (Dim 2), social (Dim 3), occupational (Dim 4), environmental (Dim 5), spiritual (Dim 6), and lastly intellectual (Dim 7) wellness dimensions are compared to their profile characteristics to identify whether any significant relationships exist. Like the study conducted by Medina-Muñoz and Medina-Muñoz (2013), Table 2 indicates that the wellness dimensions with the highest mean values are *emotional*, *spiritual* and *intellectual* wellness.

More specifically, the mean scores indicate, male respondents (3.21), respondents who are less than 35 years of age (3.31), respondents who partake in an adventure activity at least twice a month (3.38), and respondents who spent between R5,001 and R15,000 (3.41) to cover their adventure trip's expenses perceive adventure activities to have a more *emotional* impact on their lives. Secondly, female respondents (3.81), respondents above the age of 35 years, respondents who partake in an adventure activity at least once every six months, and respondents who either spent less than R5,000 or between R25,000 and R50,000 to cover their adventure trip's expenses regard adventure tourism activities to impact them more *spiritually*. Thirdly, respondents who partake in an adventure activity at least once a week (3.30) perceive adventure activities to have a more *intellectual* impact on their lives. Interestingly, respondents who spent between R15,001 and R25,000 to cover their adventure trip's expenses deem adventure activities to equally have a *physical*, *emotional* and *intellectual* impact on their lives. None of the respondents perceive that adventure activities majorly impact them socially, occupationally, or environmentally. This is quite significant, as the Global Wellness Institute (2018) suggests that wellness tourists that seek environmental holistic values seek adventure

tourism products and services. Nevertheless, all the wellness dimensions are favourable (mean scores ranged from 2.83 to 3.35).

Table 2 Mean score of the wellness dimensions based on gender, age and travel frequency

	<i>Dim 1</i>	<i>Dim 2</i>	<i>Dim 3</i>	<i>Dim 4</i>	<i>Dim 5</i>	<i>Dim 6</i>	<i>Dim 7</i>
Gender							
Male	3.18	3.21	3.01	2.91	3.05	3.18	3.15
Female	3.20	3.30	3.10	2.95	3.09	3.81	3.26
Age							
Less than 35	3.27	3.31	3.09	2.89	3.07	3.26	3.22
Above 35	3.06	3.06	3.00	3.00	3.08	3.31	3.17
Frequency							
At least once a week	3.17	3.22	3.13	3.00	3.02	3.27	3.30
At least twice a month	3.35	3.38	3.12	3.02	3.15	3.35	3.31
At least once every 6 months	3.06	3.16	2.98	2.83	3.02	3.22	3.09
Expenditure							
Less than R5,000	3.14	3.19	3.02	2.93	3.10	3.23	3.15
R5,001–R15,000	3.30	3.41	3.08	2.8	2.89	3.36	3.25
R15,001–R25,000	3.22	3.22	3.15	3.20	3.21	3.21	3.22
R25,001–R50,000	3.36	3.41	3.2	3.03	3.3	3.6	3.5

Note: Dim 1 – physical wellness; Dim 2 – emotional well; Dim 3 – social wellness; Dim 4 – occupational wellness; Dim 5 – dimensional wellness; Dim 6 – spiritual wellness; Dim 7 – intellectual wellness.

Furthermore, a one-way analysis of variance rank test (Kruskal-Wallis test) was performed to compare the effect of adventure participation on the respondents' physical, emotional, social, occupational, environmental, spiritual, and intellectual wellness travel frequency. As indicated in Table 3, the effect of taking part in adventure activities on *physical* wellness differs significantly based on the respondents' travel frequency ($\chi^2(2) = 44.382$; $p < 0.001$). In particular, the effect is significantly high for those respondents who participated in adventure activities at least twice a month than those who participated at least once a week.

Table 3 Travel frequency (Kruskal-Wallis test)

<i>Wellness dimension</i>	χ^2	<i>p</i>	<i>rank (a)</i>	<i>rank (b)</i>	<i>rank (c)</i>
Dim 1 Physical	44.382	0.001	512.33	594.93	477.44
Dim 2 Emotional	28.621	0.001	506.90	585.40	490.47
Dim 3 Social	10.736	0.004	554.70	556.38	501.47
Dim 4 Occupational	17.419	0.001	549.65	567.72	492.46
Dim 5 Environmental	13.370	0.001	502.11	568.73	507.06
Dim 6 Spiritual	17.629	0.001	514.43	573.69	498.03
Dim 7 Intellectual	35.312	0.001	571.20	577.17	479.04

Note: Rank mean a – at least once a week; Rank mean b – at least twice a month; Rank mean c – at least once every six months.

Moreover, a one-way analysis of variance rank test (Kruskal-Wallis test) was also performed to compare the effect of adventure participation on the respondents' physical, emotional, social, occupational, environmental, spiritual and intellectual wellness by amount spent. As indicated in Table 4, the effect of taking part in adventure activities on *spiritual* wellness differs significantly based on the respondent's expenditure ($\chi^2(2) = 26.409$; $p < 0.001$). In particular, the effect is significantly high for those respondents who spent between R25,001 and R50,000 to cover their adventure trip's expenses than those who spent reduced amounts.

Table 4 Expenditure (Kruskal-Wallis test)

<i>Wellness dimension</i>		χ^2	<i>p</i>	<i>rank (a)</i>	<i>rank (b)</i>	<i>rank (c)</i>	<i>rank (d)</i>
Dim 1	Physical	17.907	0.003	504.14	570.87	524.65	524.65
Dim 2	Emotional	23.591	0.001	504.00	593.56	500.83	587.80
Dim 3	Social	6.301	0.097	516.64	539.01	558.50	593.18
Dim 4	Occupational	20.809	0.001	530.95	480.23	620.99	573.67
Dim 5	Environmental	24.151	0.001	541.32	465.95	568.18	623.49
Dim 6	Spiritual	26.409	0.001	506.20	570.76	498.29	665.78
Dim 7	Intellectual	21.836	0.001	508.18	553.50	534.50	663.90

Note: a – less than R5,000; b – R5,001–R15,000; c – R15,001–R25, 000; d – R25,001–R50,000.

A two-sample non-parametric test, namely the Wilcoxon rank-sum (Mann-Whitney) test, was performed to compare the impact of taking part in adventure activities on the respondents' physical, emotional, social, occupational, environmental, spiritual, and intellectual wellness by gender. As indicated in Table 5, the effect of taking part in adventure activities on *emotional* wellness differs significantly by gender ($z = -2.688$; $p < 0.01$). More specifically, adventure participation seems to be more emotionally beneficial for female respondents than the males.

Table 5 Gender (Mann-Whitney test)

<i>Wellness dimension</i>		<i>p-value</i>	<i>z-value</i>	<i>rank sum (M)</i>	<i>rank sum (F)</i>
Dim 1	Physical	0.22	-1.22	272,696.5	285,399.5
Dim 2	Emotional	0.00	-2.68	268,979.5	292,290.5
Dim 3	Social	0.01	-2.54	269,978.5	292,351.5
Dim 4	Occupational	0.39	-0.85	276,512.5	284,757.5
Dim 5	Environmental	0.28	-1.06	276,445	285,885
Dim 6	Spiritual	0.00	-5.26	256,824	304,446
Dim 7	Intellectual	0.00	-3.25	267,172	295,158

A two-sample non-parametric test, namely the Wilcoxon rank-sum (Mann-Whitney) test, was performed to compare the impact of taking part in adventure activities on the respondents' physical, emotional, social, occupational, environmental, spiritual, and intellectual wellness by age group. As indicated in Table 6, the effect of taking part in adventure activities on *physical* wellness differs significantly by age ($z = 5.674$; $p < 0.001$). However, as echoed by Blesic et al. (2019), the effect is more pronounced for those aged below 35 years.

Table 6 Age (Mann-Whitney test)

<i>Wellness dimension</i>		<i>p-value</i>	<i>z-value</i>	<i>rank sum (a)</i>	<i>rank sum (b)</i>
Dim 1	Physical	0.00	5.67	371,577.5	186,518.5
Dim 2	Emotional	0.00	3.82	366,252.5	195,017.5
Dim 3	Social	0.02	2.24	359,685	202,645
Dim 4	Occupational	0.06	-1.82	341,787	219,483
Dim 5	Environmental	0.90	0.11	350,638.5	211,691.5
Dim 6	Spiritual	0.49	-0.68	346,316	214,954
Dim 7	Intellectual	0.10	1.59	356,796	205,534

Note: a – less than 35 years; b – above 35 years.

Physical wellness differs significantly by travel frequency and age. Whereas spiritual wellness differs significantly based on the respondent's expenditure and emotional wellness differs significantly by gender. This would suggest that in addition to the emotional, spiritual, and intellectual wellness dimensions related to the respondents' profile characteristics, the physical wellness of the residents and visitors within the Tshwane Metropolitan is also improved when partaking in adventure tourism products and services.

6 Conclusions and recommendations

According to Smith and Kelly (2006), wellness tourism is one of the most ancient forms of tourism if one considers the scrupulous attention paid by the Romans and Greeks to the quests for spiritual enlightenment of medieval pilgrims or the medical seaside and spa tourism of the 18th and 19th-century European elite. In the 21st century, wellness travel re-emerged as a global phenomenon, as recently more people have become interested in enhancing their wellness due to their increasingly fast paced lives, stressful environments, and detachment from nature. Is the wellness revival today's buzzword, or could it become part of mainstream tourism?

Wellness tourism takes on an essential role of fulfilling new functions of stress management, personal development, reflection, connection, and meaning that cannot always be attained in everyday lives (Smith and Kelly, 2006). It has an overall positive effect/impact on Tshwane residents' and visitors' physical, emotional, social, occupational, environmental, spiritual, and intellectual wellness. As such, companies could use adventure tourism activities to improve wellness tourists' lifestyles. More specifically, the development of a wellness tourist profile should incorporate the wellness dimensions. This will allow for the creation of specific products and services to cater to the explicit needs and wants of wellness tourists.

For example, comparing the respondents' physical, emotional, social, occupational, environmental, spiritual, and lastly intellectual wellness dimensions to their profile characteristics, it is evident that when partaking in adventure tourism activities, the tourists' age and frequency of travel has a significant impact on their physical wellness. Gender has a significant impact on their emotional wellness, and the amount spent per adventure trip has a significant social impact on adventure tourists. As a result, if an adventure tourism company wishes to deliver activities and services that meet the needs

and wants of wellness tourists, they ought to develop marketing strategies and activities related to tourists' differentiating wellness dimensions as there is a definite impact on tourists' wellness when partaking in adventure tourism activities.

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