



INNOVATIVE DIMENSIONS OF SPIRITUAL MARKETING IN WELLNESS TOURISM: A PRAGMATIC STUDY OF TOURIST SATISFACTION IN JAIPUR

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ABSTRACT

India has long been a global hub for wellness tourism, renowned for its traditional healing practices such as Ayurveda, yoga, and Unani medicine, which foster mental, physical, and spiritual well-being. However, the COVID-19 pandemic severely disrupted the tourism industry, leading to a decline in both domestic and international visitors and impacting revenue generation. This study explores innovative dimensions of spiritual marketing in wellness tourism, focusing on Jaipur, to rejuvenate domestic tourism. By analyzing tourist satisfaction, the research identifies untapped opportunities and proposes strategic marketing approaches tailored to diverse wellness tourist segments.

The study examines the motivations of wellness tourists, highlighting key drivers such as relaxation, health enhancement, novelty, luxury, self-exploration, nature affinity, and social connection. Through market segmentation, the research uncovers distinct tourist profiles, each with unique preferences. For Jaipur, these insights present a roadmap for developing targeted marketing strategies that enhance tourist experiences. By aligning promotional efforts with tourists' specific motivations, Jaipur can strengthen its position as a premier wellness destination, offering practical solutions for revitalizing the wellness tourism sector in India.

Keywords: *Spiritual Marketing, wellness tourism; market segmentation; wellness motivation; satisfaction; behavioral intention; flow; wellness tourist type*

1. INTRODUCTION

The increasing emphasis on holistic well-being and spiritual fulfillment has fueled a global shift towards a more balanced and meaningful lifestyle. As a result, spiritual tourism has emerged as a rapidly expanding sector within the global tourism industry, valued at \$2.6 trillion. The broader wellness industry, which integrates spiritual practices and experiences, contributes an additional \$4.2 trillion worldwide. According to the Global Wellness Tourism Economy Summary (2018), international wellness tourists spend 53% more than the average international traveler, while domestic wellness tourists spend 178% more, highlighting the immense economic potential of this niche market (Bayih, B.E. 2020).

Spiritual tourism, driven by the pursuit of inner peace, self-discovery, and spiritual growth, offers travelers a deeper, more transformative experience beyond traditional tourism. This segment primarily caters to health-conscious and spiritually inclined travelers who seek specialized experiences such as meditation retreats, yoga programs, and holistic therapies. Hotels, resorts, and wellness centers have adapted to meet this rising demand, providing immersive spiritual experiences designed to enhance mental, emotional, and physical well-being (Smith, S. et al., 2010).

Recognizing the potential of spiritual tourism, the Indian Ministry of Tourism has actively promoted spiritual destinations through its **Incredible India Campaign**, showcasing the country's rich heritage of Ayurveda, yoga, and meditation (Tao, Z. 2012). As a key player in the global wellness tourism market, India generates approximately **US\$2.3 billion annually** from health and medical tourism, reinforcing its role as a leading destination for spiritual and wellness travel (Kuo, N.T. et al., 2015).

To meet evolving consumer preferences, India's spiritual tourism industry has diversified its offerings, integrating traditional practices with modern wellness experiences. Popular spiritual retreats, including Baba Ramdev's ashram, Nira Yog Gram, the Meditation Center in Gangotri, and Patanjali Yogpeeth, attract both domestic and international visitors. These centers, along with Patanjali Chikitsalay and Patanjali Arogya Kendra, combine spiritual healing with wellness services, catering to a growing audience seeking holistic well-being (Kim, M. 2017). Additionally, the **International Sivananda Yoga Vedanta Centres** and **Art of Living meditation programs** continue to expand their global presence, offering authentic spiritual experiences that align with the broader wellness movement (Bushell, R.; Sheldon, P. 2009).

In essence, the expansion of spiritual tourism underscores a growing global awareness of the importance of spiritual health and well-being. By strategically leveraging spiritual marketing, India—particularly Jaipur—can enhance its appeal as a premier wellness

destination. Understanding tourist motivations and adopting targeted marketing strategies will be instrumental in revitalizing this sector, ensuring sustainable growth while preserving India's rich spiritual heritage.

2. LITERATURE REVIEW

The tourism and hospitality industry plays a significant role in bolstering our country's economy. According to the Indian Tourism and Hospitality Industry Analysis, the contribution of the Travel and Tourism sector to India's GDP is projected to grow from ₹15.24 lakh crore (US\$ 234.03 billion) in 2017 to ₹32.05 lakh crore (US\$ 492.21 billion) by 2028. In 2018, total earnings from the sector in India were US\$ 28.6 billion, with expectations to reach US\$ 50 billion by 2022 (*IBEF, 2019*).

Wellness is the optimal state of mental, social, and physical well-being. It represents a state of being free from disease—a condition where the body, mind, and soul are in harmony. Collins Dictionary defines wellness as the state of good health and happiness achieved through proper diet and exercise. A person's productivity is closely linked to their health, with wellness contributing to the balance of mind, body, and spirit. It is an active process of reaching desired health outcomes.

The term "well-being" encompasses the broader concept of healthy functioning. Well-being is a multifaceted theory involving physical, psychological, and social health (*Pressman, Kraft, & Bowlin, 2013*). It is often used interchangeably with concepts like self-esteem, resilience, quality of life, positive mental health, and life satisfaction (*Huppert, 2017*). The discussion of wellness and well-being spans literature in economics, social science, food marketing, and general social commentary (*McMahon, Tapsell, & Williams, 2010*), highlighting their importance in mental, physical, and emotional health, as well as in life satisfaction, happiness, and contentment. Both terms are widely used in health practices, focusing on physical, social, and mental well-being (*Seppälä, Nykänen, & Ruotsalainen, 2012*).

Haq, F., & Wong, H. Y. (2010) in study "*Is Spiritual Tourism a New Strategy for Marketing Islam?*" explores the concept of spiritual tourism within the context of Islamic countries, examining how spirituality is integrated into the marketing strategies of destinations. The authors argue that spiritual tourism can be a powerful tool for promoting cultural and religious understanding while also serving as an effective marketing strategy for tourism in Islamic regions. The study highlights the importance of aligning marketing messages with the spiritual values and beliefs of the target audience to attract spiritually inclined tourists.



Sharpley, R., & Jepson, D. (2011) in paper *"Rural Tourism: A Spiritual Experience?"* discusses the potential of rural tourism to offer spiritual experiences to visitors seeking escape and reflection in natural settings. The authors suggest that rural destinations can benefit from marketing themselves as places for spiritual rejuvenation, emphasizing tranquility, nature, and simplicity. The study underscores the role of spiritual marketing in differentiating rural destinations from more conventional tourism offerings.

Smith, M., & Kelly, C. (2006) in study *"Wellness Tourism"* explores the intersection of wellness and spirituality, noting that many wellness tourists seek spiritual enrichment alongside physical and mental well-being. The authors discuss how destinations can market spiritual practices such as yoga, meditation, and holistic therapies as part of their wellness tourism offerings. The study provides insights into how spiritual elements can be incorporated into broader wellness marketing strategies to attract a growing market segment.

Mansfeld, Y., & Winckler, O. (2007) in research *"The Role of Religion in Tourism Development in the Middle East"* examines the impact of religion on tourism development in the Middle East, with a focus on spiritual marketing. The authors analyze how religious and spiritual sites are marketed to both domestic and international tourists. They argue that spiritual marketing can help in promoting peace and understanding, especially in regions with rich religious histories. The study also highlights the economic benefits of spiritual tourism in the Middle East.

Rinschede, G. (1992) in study *"Forms of Religious Tourism"* work categorizes different forms of religious tourism, including pilgrimage, cultural religious tourism, and spiritual tourism. The study provides a comprehensive overview of how these different forms of tourism can be marketed to various segments of travelers. It emphasizes the importance of understanding the spiritual motivations of tourists and tailoring marketing efforts to meet these needs.

Henderson, J. C. (2003) in paper *"Managing Tourism and Islam in Peninsular Malaysia"* explores the management of tourism in Malaysia, where Islamic principles play a significant role in both society and marketing. The study examines how spiritual elements are incorporated into tourism marketing strategies to appeal to Muslim tourists. It discusses the challenges and opportunities of integrating spirituality into tourism marketing in a way that respects cultural and religious norms.

Raj, R., & Morpeth, N. D. (2007) in book *"Religious Tourism and Pilgrimage Festivals Management: An International Perspective"* provides a global perspective on the management and marketing of religious tourism and pilgrimage festivals. It highlights how spiritual tourism can be marketed to both religious and non-religious audiences by focusing on the cultural and spiritual

significance of religious festivals and sites. The authors also discuss the economic and social impacts of spiritual tourism and the importance of sustainable practices in this niche market.

Heintzman, P. (2010) in research *"Spiritual and Religious Tourism: Motivations and Management"* delves into the motivations behind spiritual and religious tourism, exploring how these motivations can inform marketing strategies. The study identifies key factors that attract tourists to spiritual destinations, such as the desire for personal growth, inner peace, and a connection with a higher power. The author argues that effective spiritual marketing should focus on these motivations to create compelling and authentic tourism experiences.

Norman, A. (2012) in book *"Spiritual Tourism: Travel and Religious Practice in Western Society"* examines the rise of spiritual tourism in Western societies, where traditional religious practices are declining, but interest in spirituality is growing. The author explores how spiritual tourism is marketed to individuals seeking alternative spiritual experiences, such as meditation retreats, yoga, and holistic therapies. The study emphasizes the importance of authenticity in spiritual marketing and the need to cater to diverse spiritual practices and beliefs.

Vukonic, B. (2002) in study *"Religion, Tourism, and Economics: A Convenient Symbiosis"* explores the relationship between religion, tourism, and economics, with a focus on how spiritual tourism can be marketed as an economic development tool. Vukonic argues that religious and spiritual sites can generate significant revenue through tourism if effectively marketed. The study discusses the role of spiritual marketing in promoting destinations and enhancing their appeal to both religious pilgrims and spiritually curious tourists.

These studies collectively provide a comprehensive understanding of spiritual marketing in tourism, highlighting its potential to attract niche markets, promote cultural and religious understanding, and contribute to economic development. Each study emphasizes the need for authentic and tailored marketing strategies that align with the spiritual motivations and values of the target audience.

Table 1. Previous studies on wellness tourism.

| Authors | Definition of Wellness Tourism |
|------------|--|
| Lim et al. | Everything related to travel that mainly aims at maintaining and promoting health. |

| | |
|---|--|
| Korea Ministry of Culture, Sports and Tourism | A new trend in tourism that promotes health and ultimately improves the quality of life through tourism activities such as enjoying spa, recreation, beauty, and health care. |
| Korea Tourism Organization | A series of tourism activities based on the premise of travel according to the tourism motivations and purposes in pursuit of wellness, and facilities, activities, and programs that enable enjoying these activities must be included. |
| Voigt | Tourism that includes the elements of and efficacy for health and wellness. |
| Stanciulescu et al. | Tourism for the purpose of maintaining physical and mental balance, such as the pursuit of self-esteem, beauty, relaxation, and physical health. |
| GWI | Tourism, such as the desire to maintain or promote personal well-being. |

Table 2. Prior studies of motivation of wellness tourism.

| Motivating Factors | Type of Wellness Destination | Ref. |
|---|--------------------------------------|-----------------------------------|
| Relaxation, self-exploration, accessibility, novelty, sightseeing, convenience for touring, accessibility | Arboretum | Lim et al. |
| Health trend, relaxation and reward, novelty, cultural and natural heritage, entertainment and recreation, landscape | Wellness hotels | Damijanić |
| Recreation, relaxation, mental therapy, enhancement of quality of life, effortless activity, health consciousness, experiencing nature, physical therapy, social activity, meditation, learning new things, curiosity, shopping health products | | Blešić et al. |
| Tourist destination, relaxation, local people, culture, nature | Resorts | Damijanić and Šergo |
| Relaxation and relief, health and beauty, escape, self-development, travel motivation | Spa and wellness tourism destination | Hashim et al. |
| Seeking spirituality, enhancing mental well-being, enhancing physical condition, controlling negative emotions | Yoga tourism destination | Lehto, Brown, Chen, and Morrisson |
| Prestige and luxury, novelty and knowledge, self-development, relaxation and escape | Wellness tourism destination | Kim et al. |
| Medical/cosmetic, corporeal/physical, escapism/relaxation, hedonistic/experiential, existential/psychological, spiritual, and community-oriented | | Smith and Kelly |
| (Push) Mental and physical exhaustion, stress, loneliness, obsession, loss of religion, addiction to technology, not enough time spent outside/(Pull) Healthy, happiness, self-esteem, beauty, self-development, rehabilitation, simple life | | Smith and Puckzo |
| Movement and fitness, healthy food and diet, meditation and mindfulness, rest and relaxation, learning about wellness, self-care, and nature and disconnect | | Kessler et al. |

Table 3. Motivations for participation in wellness tourism.

| Dimensions | Items of Prior Studies |
|------------|------------------------|
|------------|------------------------|

| | |
|---|--|
| Relaxation/healing/escape from daily life | Relaxation, relief, escape, rehabilitation, happiness, meditation, controlling negative emotions, mindfulness, hedonism, enhancing of quality of life |
| Health improvement (mental and physical) | Health, beauty, enhancing mental well-being, enhancing physical condition, medical/cosmetic, shopping health products, corporeal and spiritual purpose |
| Novelty | Novelty, curiosity, travel, tourist destination, sightseeing, local culture |
| Luxury and prestige | Prestige, luxury |
| Self-examination/education | Self-development, self-esteem, self-care, learning about wellness/new things, knowledge |
| Nature-friendliness | Nature and disconnect, landscape |
| For social relations improvement | Social activity, local people, community-oriented |

3. NEED OF THE RESEARCH STUDY

The study titled "New Avenues of Spiritual Marketing for Wellness Tourism: A Pragmatic Analysis of Tourists' Satisfaction in Jaipur" is essential for several reasons, given the evolving landscape of global tourism and the rising interest in wellness and spirituality.



- **Growing Global Demand for Spiritual and Wellness Tourism:** The global tourism industry is witnessing a significant shift as travelers increasingly seek experiences that offer more than just leisure and sightseeing. There is a growing demand for tourism experiences that contribute to personal well-being, mental health, and spiritual growth. This shift is reflected in the increasing popularity of wellness and spiritual tourism, where individuals seek destinations that offer opportunities for meditation, yoga, spiritual retreats, and holistic therapies. As a city with a rich cultural and spiritual heritage, Jaipur is well-positioned to

capitalize on this trend, but it requires a strategic approach to attract and satisfy these niche tourists. This study aims to explore new avenues in spiritual marketing to better position Jaipur as a premier destination for spiritual and wellness tourism.

- **Post-Pandemic Tourism Dynamics:** The COVID-19 pandemic has drastically altered the dynamics of global tourism, with many travelers now prioritizing health, safety, and well-being in their travel decisions. The pandemic has also heightened awareness of mental health and the need for spiritual healing, leading to an increased demand for tourism experiences that promote wellness and spiritual growth. Jaipur, with its historical significance and spiritual offerings, has the potential to attract a new wave of post-pandemic tourists. However, understanding the specific needs and motivations of these tourists is crucial for developing effective marketing strategies. This study addresses this need by analyzing tourists' satisfaction and identifying key factors that influence their decisions to engage in spiritual tourism.
- **Underexplored Potential of Jaipur's Spiritual Heritage:** Jaipur, known as the Pink City, is a major tourist destination in India, famous for its rich history, architecture, and vibrant culture. However, the city's potential as a hub for spiritual tourism remains underexplored. Despite having numerous temples, spiritual centers, and a cultural environment conducive to spiritual practices, Jaipur has not fully leveraged these assets to attract wellness and spiritual tourists. This study seeks to fill this gap by identifying and promoting new avenues for spiritual tourism in Jaipur. By doing so, it aims to enhance the city's tourism appeal and contribute to the diversification of its tourism offerings.
- **Economic Revitalization and Sustainable Tourism:** The Indian tourism sector, including Jaipur, faced significant challenges during the pandemic, with a sharp decline in both domestic and international tourist arrivals. Revitalizing tourism through new and sustainable avenues is crucial for economic recovery. Spiritual tourism, which often involves longer stays and higher spending per tourist, offers a promising avenue for economic revitalization. Moreover, it aligns with sustainable tourism principles by promoting low-impact travel that respects local cultures and environments. This study explores how spiritual marketing can be used to tap into this lucrative market, thereby supporting economic growth in Jaipur while ensuring that tourism development is sustainable and culturally respectful.
- **Tourist Satisfaction and Market Segmentation:** Understanding tourist satisfaction is key to developing effective marketing strategies that meet the needs of different segments of



the wellness and spiritual tourism market. This study analyzes tourists' satisfaction levels in Jaipur, focusing on their experiences with spiritual and wellness offerings. By segmenting the market based on tourists' motivations, such as relaxation, spiritual growth, or cultural immersion, the study provides insights into how different segments can be targeted through tailored marketing approaches. These insights are crucial for businesses, tourism boards, and policymakers in Jaipur who seek to enhance the city's competitiveness in the spiritual tourism market.

- **Strategic Positioning of Jaipur in the Global Spiritual Tourism Market:** As spiritual tourism continues to grow globally, there is increasing competition among destinations to attract spiritually inclined tourists. Jaipur must strategically position itself to stand out in this competitive market. The study examines how Jaipur can differentiate itself by leveraging its unique spiritual and cultural heritage, developing new spiritual tourism products, and effectively marketing these offerings to both domestic and international audiences. This strategic positioning is vital for Jaipur to attract a steady flow of wellness tourists and secure a prominent place in the global spiritual tourism market.

This study is needed to explore and capitalize on the untapped potential of spiritual tourism in Jaipur. By understanding tourists' motivations and satisfaction levels, and by developing targeted marketing strategies, the study aims to position Jaipur as a leading destination for spiritual and wellness tourism, contributing to the city's economic growth and cultural preservation.

4. RESEARCH OBJECTIVES

- Identify new avenues for spiritual marketing in Jaipur to attract wellness tourists.
- Analyze tourists' satisfaction with spiritual tourism experiences in Jaipur.
- Segment the spiritual tourism market based on tourists' motivations.
- Develop targeted marketing strategies for distinct segments of spiritual tourists.
- Evaluate the economic impact of spiritual tourism on Jaipur's local economy.

5. RESEARCH METHODOLOGY

This study focuses on exploring new avenues of spiritual marketing within the wellness tourism sector in Jaipur. To achieve this, a survey was conducted among participants engaging in spiritual and wellness tourism activities in Jaipur, a city known for its rich cultural and



spiritual heritage. The data collection took place between August 27 and December 5, 2023, targeting tourists participating in various spiritual and wellness programs across key sites in Jaipur, such as meditation retreats, yoga centers, and spiritual healing centers.

Participants were approached directly at these sites, and data was collected through both paper and mobile surveys. The survey covered a range of spiritual and wellness programs offered in Jaipur, designed to understand tourists' experiences, motivations, and satisfaction levels. A total of 266 valid responses were obtained during the three-month period.

The collected data was analyzed using SPSS 26.0. An exploratory factor analysis (EFA) was first conducted to assess the reliability and validity of the survey items, utilizing the Varimax rotation method with an eigenvalue threshold of 1.0 to determine the number of factors. To segment the spiritual tourism market based on participant motivations, both non-hierarchical and hierarchical cluster analysis methods were employed. One-way ANOVA was used to compare differences in satisfaction, revisit intention, recommendation intention, and the overall experience (flow) among the identified groups. Where significant differences were found, Scheffe's post-hoc analysis was performed to provide a detailed understanding of these variations.

6. RESULT

6.1 DEMOGRAPHIC ANALYSIS

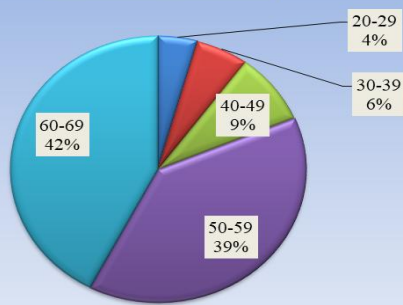
The demographic survey revealed a higher proportion of women compared to men. It also showed that wellness tourists tend to be older and have relatively high incomes. Additionally, many participants reported having health issues. For more details, see Table 4.

Table 4. Result of Frequency Analysis.

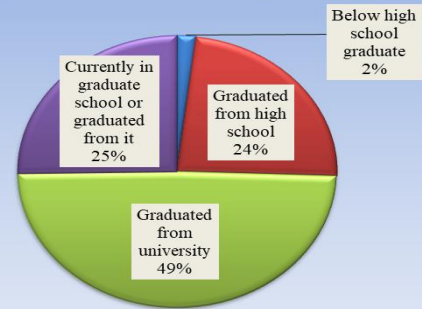
| Characteristic | | N (%) |
|-----------------|---|-------------|
| Age | 20-29 | 11 (4.3%) |
| | 30-39 | 15 (5.8%) |
| | 40-49 | 22 (8.6%) |
| | 50-59 | 100 (38.9%) |
| | 60-69 | 109 (42.4%) |
| Education Level | Below high school graduate | 5 (1.9%) |
| | Graduated from high school | 61 (23.6%) |
| | Graduated from university | 127 (49.2%) |
| | Currently in graduate school or graduated from it | 65 (25.2%) |
| Marital Status | Married | 206 (80.2%) |
| | Unmarried | 51 (19.8%) |
| Disease Status | Have a disease | 110 (42.8%) |
| | No disease | 147(57.2%) |
| Gender | Female | 205 (79.8%) |
| | Male | 52 (20.2%) |
| Income | Less than Rs 25000 | 27 (10.7%) |
| | Rs 25000 to Rs 50000 | 19 (7.5%) |
| | Rs 50000 to Rs 75000 | 42 (16.7%) |
| | Rs 75000 to Rs 100000 | 50 (19.8%) |
| | Rs 100000 to Rs 125000 | 42 (16.7%) |
| | Above Rs 125000 | 72 (28.6%) |
| Job | Government Job | 37 (14.3%) |
| | Private Job | 38 (14.7%) |
| | Technical worker | 8 (3.1%) |
| | Student | 5 (1.9%) |
| | Specialized job (professor, doctor, etc.) | 19 (7.3%) |
| | Not employed/retired | 36 (13.9%) |
| | Housewife | 67 (25.9%) |
| | Etc. | 49 (18.9%) |
| Type of Product | A day type | 97 (36.5%) |
| | Stay type | 169 (63.5%) |

Figure 1. Demographic Chart.

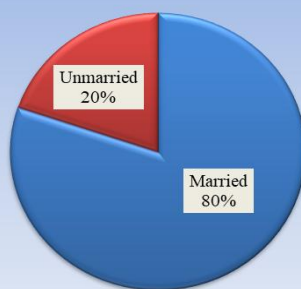
Age of Respondents



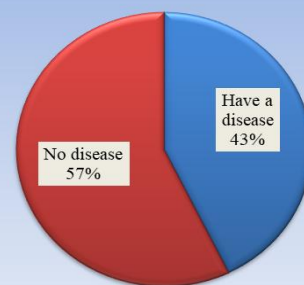
Education Level of Respondents



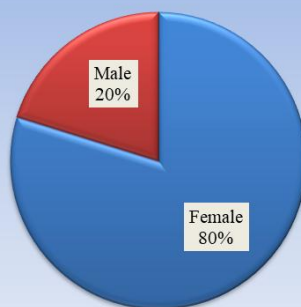
Marital Status of Respondents



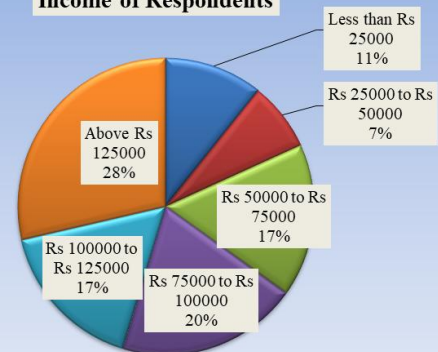
Disease Status of Respondents



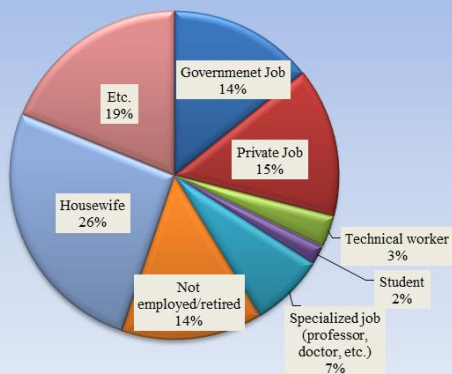
Gender of Respondents



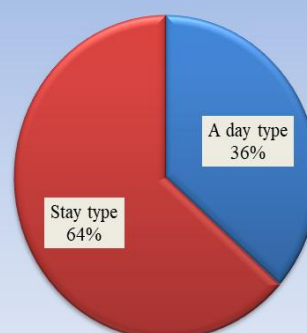
Income of Respondents



Job of Respondents



Type of Product of Respondents



6.2 RELIABILITY AND VALIDITY TEST

6.2.1 Wellness Tourism Motivation

In this study, exploratory factor analysis (EFA) was used to refine and verify the wellness tourism motivation scale. The first round of EFA using SPSS 26.0 led to the removal of one item from the "relaxation/healing/escape from daily life" category due to low factor loading. In the second round, the motivation scale's suitability and reliability were confirmed, though the factors "relaxation/healing/escape from daily life" and "health improvement" were combined into a single factor. Factor loadings met the standard of 0.4, and eigenvalues, variance, and reliability were deemed appropriate. The KMO value was at least 0.7, and Bartlett's test was at least 0.5, indicating good factor fit and correlations. Details are in Table 5.

Table 5. Results of factor analysis of measurement items for motivations for participation in wellness tourism products.

| Variable | Measurement Item | Factor Loading | Eigenvalue | Variance Explanatory Power (%) | Reliability |
|---------------------------------------|--|----------------|------------|--------------------------------|-------------|
| Relaxation/healing/health improvement | Escape from boring everyday life | 0.782 | 4.778 | 17.063 | 0.911 |
| | Consolation for me, tired of repeated daily life | 0.750 | | | |
| | Physical function improvement | 0.704 | | | |
| | Stress relief | 0.701 | | | |
| | Mental function improvement | 0.675 | | | |
| | Psychological anxiety healing | 0.664 | | | |
| | Disease prevention and healing | 0.653 | | | |
| | Overall health maintenance/improvement | 0.617 | | | |
| | Leisure activities | 0.498 | | | |
| Self-examination/education | Confidence enhancement | 0.831 | 3.725 | 13.301 | 0.919 |
| | Self-esteem growth | 0.824 | | | |
| | Detailed recognition of the being called me | 0.739 | | | |
| | Detailed education on nature and wellness | 0.531 | | | |
| Nature friendliness | Feeling the beauty of nature | 0.896 | 3.714 | 13.263 | 0.948 |
| | Appreciation of natural scenery | 0.877 | | | |
| | Fresh air feeling | 0.874 | | | |
| | Communion with nature | 0.812 | | | |
| Luxury/prestige | Luxurious tourism experience | 0.822 | 3.235 | 11.552 | 0.885 |
| | Experience of tourism that treats tourists better and cares for them | 0.763 | | | |
| | Upgraded experience that could not be experienced by others | 0.752 | | | |
| | Being proud of a more upgraded experience | 0.698 | | | |
| Social relations improvement | Companionship maintenance/improvement | 0.806 | 2.743 | 9.798 | 0.816 |
| | Memories with companions | 0.759 | | | |
| | Interpersonal competency improvement | 0.744 | | | |
| | Securing confidence about strangers | 0.671 | | | |
| Novelty | Relief of curiosity about wellness tourism experience | 0.824 | 2.674 | 9.549 | 0.877 |
| | Unique tourism and wellness experience activities | 0.794 | | | |
| | New tourism different from existing one | 0.781 | | | |

Total variance explanatory power: 74.528%; KMO: 0.892; Bartlett sphericity test: 6235.474 (p = 0.000).

Accordingly, the wellness tourism motivation scale developed in this study was finally composed of “relaxation/healing/health improvement,” “self-examination/education,” “nature friendliness,” “luxury/prestige,” “social relations improvement,” and “novelty,” as two of the variables presented earlier were merged.

6.2.2 Satisfaction

Factor analysis of overall satisfaction with wellness tourism products showed high reliability and validity for all measurement items. The total variance explained was 90.633%, with a KMO value of 0.764, Bartlett’s test value of 780.175, and factor loadings of at least 0.5, confirming the model's validity. Cronbach’s α was very high, at least 0.9, validating the satisfaction measurement variable. Detailed results are in Table 6.

Table 6. Results of factor analysis of overall satisfaction with wellness tourism product measurement items.

| Variable | Measurement Item | Factor Loading | Eigenvalue | Variance Explanatory Power (%) | Reliability |
|----------------------|--|----------------|------------|--------------------------------|-------------|
| Overall satisfaction | Overall satisfaction with wellness tourism | 0.963 | 2.719 | 90.633 | 0.948 |
| | Satisfaction with the wellness program | 0.949 | | | |
| | Satisfaction with the local (surrounding) environment where the wellness program was implemented | 0.944 | | | |

Total variance explanatory power: 90.633%; KMO: 0.764; Bartlett sphericity test: 780.175 ($p = 0.000$).

6.2.3 Behavioral Intention

Factor analysis for the wellness tourism product behavioral intention items confirmed high reliability and validity. For revisit intention, the total variance explained was 86.985%, with a KMO value of 0.748, Bartlett’s test value of 630.693, and factor loadings of at least 0.5, indicating model validity. Cronbach’s α was very high, at least 0.9, validating the items. Results are detailed in Table 7.

Table 7. Results of factor analysis of measurement items for intentions to revisit wellness tourism products.

| Variable | Measurement Item | Factor Loading | Eigenvalue | Variance Explanatory Power (%) | Reliability |
|-------------------|--|----------------|------------|--------------------------------|-------------|
| Revisit intention | Intention to participate in similar wellness programs (including those in other regions) | 0.945 | 2.610 | 86.985 | 0.924 |
| | Intention to participate in other wellness programs in the region | 0.944 | | | |
| | Intention to tour in the program implementation area (surroundings) again | 0.909 | | | |

Total variance explanatory power: 86.985%; KMO: 0.748; Bartlett sphericity test: 630.693 ($p = 0.000$).

In the case of recommendation intention, the total variance explanatory power was 94.774%, the KMO value 0.744, the Bartlett sphericity test value 1221.156 ***, and the factor loading at least 0.5. Cronbach's α value was also shown to be very high, at least 0.9; thus, the suitability was verified. Table 8 shows the relevant results.

Table 8. Results of factor analysis of measurement items for intentions to recommend wellness tourism products.

| Variable | Measurement Item | Factor Loading | Eigenvalue | Variance Explanatory Power (%) | Reliability |
|--------------------------|--|----------------|------------|--------------------------------|-------------|
| Recommendation intention | Intention to recommend others to participate in wellness-related activities and programs | 0.984 | 2.843 | 94.774 | 0.972 |
| | Intention to recommend wellness programs to others | 0.981 | | | |
| | Intention to recommend the wellness program area to others | 0.955 | | | |

Total variance explanatory power: 94.774%; KMO: 0.744; Bartlett sphericity test: 1221.156 ($p = 0.000$).

6.3. ANALYSIS OF DIFFERENCES IN BEHAVIORAL CHARACTERISTICS BY MOTIVATION GROUP

This study aimed to analyze differences in behavioral characteristics among the four motivation-based groups. A one-way ANOVA was conducted on key factors, such as behavioral intention and flow. The null hypothesis (H_0) stated there were no mean differences among the groups, while the alternative hypothesis (H_1) suggested there were differences. ANOVA was followed by Scheffe's post hoc analysis to identify specific group differences. The analysis revealed significant differences in satisfaction, behavioral intention (revisit and recommendation intention), and flow among the groups, as shown in Table 9, confirming the need for post hoc analysis.

Table 9. Difference in the means of overall satisfaction, behavioral intention, and flow by wellness tourism product participant group.

| Categories | Overall Satisfaction | Revisit Intention | Recommendation Intention | Flow | Means |
|---|----------------------|-------------------|--------------------------|------------|----------|
| Cluster 1 (Novelty-seeking type) | 5.9143 | 5.9429 | 6.0952 | 5.7429 | 5.923825 |
| Cluster 2 (Comprehensive motivation-seeking type) | 6.2576 | 6.2689 | 6.3371 | 6.1798 | 6.26085 |
| Cluster 3 (Neutral wellness-seeking type) | 5.7762 | 5.6952 | 5.7 | 5.2333 | 5.601175 |
| Cluster 4 (Exploratory wellness-seeking type) | 6.2778 | 6.2323 | 6.2879 | 6.0707 | 6.217175 |
| Means | 6.0862 | 6.0605 | 6.1205 | 5.8385 | |
| F-value | 5.548 ** | 6.763 *** | 7.067 *** | 13.168 *** | |

Significance probability: **: $p < 0.010$, ***: $p < 0.001$.

6.3.1 Differences in Satisfaction by Wellness Tourism Product Motivation Group

The earlier analysis revealed significant differences in satisfaction with wellness tourism products among participant groups ($t = 5.548$, $p < 0.01$). Scheffe's post-tests confirmed significant differences in overall satisfaction between the comprehensive motivation-seeking group and the neutral wellness-seeking group, as well as between the neutral and exploratory wellness-seeking groups. Specifically, the comprehensive motivation-seeking group was about 0.481 ($p < 0.01$) points more satisfied than the neutral wellness-seeking group, while the exploratory wellness-seeking group was about 0.503 ($p < 0.05$) points more satisfied. Detailed results are in Table 10.

Table 10. Differences in the means of overall satisfaction among wellness tourism product participant groups.

| Dependent Variable | Cluster Classification (I) | Cluster Analysis (J) | Mean Difference (I - J) | Standardized Error | Significance Probability | F-Value |
|----------------------|--|----------------------|-------------------------|--------------------|--------------------------|-------------------|
| Overall satisfaction | Novelty-seeking type (a) (m = 5.91) | b | -0.34329 | 0.17504 | 0.281 | 5.548 (p = 0.000) |
| | | c | 0.1381 | 0.18133 | 0.901 | |
| | | d | -0.36349 | 0.18315 | 0.271 | |
| | Comprehensive motivation-seeking type (b) m = 6.26 | a | 0.34329 | 0.17504 | 0.281 | |
| | | c | 0.48139 ** | 0.14028 | 0.009 | |
| | | d | -0.02020 | 0.14263 | 0.999 | |
| | Neutral wellness-seeking type (c) m = 5.78 | a | -0.13810 | 0.18133 | 0.901 | |
| | | b | -0.48139** | 0.14028 | 0.009 | |
| | | d | -0.50159 * | 0.15028 | 0.012 | |
| | Exploratory wellness-seeking type (d) m = 6.28 | a | 0.36349 | 0.18315 | 0.271 | |
| | | b | 0.0202 | 0.14263 | 0.999 | |
| | | c | 0.50159 * | 0.15028 | 0.012 | |

Scheffe: b 6= c/c 6= d; * $p < 0.05$, ** $p < 0.01$.

6.3.2. Differences in Behavioral Intention by Wellness Tourism Product Motivation Group

The earlier analysis showed significant differences in participants' intention to revisit wellness tourism products ($t = 6.763$, $p = 0.000$). Scheffe's post hoc tests revealed significant differences in revisit intention between the comprehensive motivation-seeking group and the neutral wellness-seeking group, as well as between the neutral and exploratory wellness-seeking groups. Specifically, the comprehensive motivation-seeking group had a revisit intention approximately 0.574 points higher ($p = 0.000$) than the neutral group, and the exploratory group was 0.537 points higher ($p < 0.01$). Detailed results are in Table 11.

Additionally, significant differences were found in the intention to recommend wellness tourism products ($t = 7.067$, $p = 0.000$). Scheffe's post hoc tests showed that the comprehensive motivation-seeking group had a recommendation intention approximately 0.637 points higher ($p = 0.000$) than the neutral group, while the exploratory group was 0.588 points higher ($p < 0.01$). Detailed results are in Table 12.

Table 11. Differences in means of intention to revisit among wellness tourism product participant groups.

| Dependent Variable | Cluster Classification (I) | Cluster Analysis (J) | Mean Difference (I - J) | Standardized Error | Significance Probability | F-Value |
|--------------------|---|----------------------|-------------------------|--------------------|--------------------------|--------------------------|
| Revisit intention | Novelty-seeking type (a) ($m = 5.94$) | b | -0.32608 | 0.17521 | 0.328 | 6.763 ($p = 0.000$) |
| | | c | 0.24762 | 0.1815 | 0.602 | |
| | | d | -0.28947 | 0.18333 | 0.478 | |
| | Comprehensive motivation-seeking type (b) $m = 6.27$ | a | 0.32608 | 0.17521 | 0.328 | |
| | | c | 0.57370 ** | 0.14041 | 0.001 | |
| | | d | 0.03662 | 0.14276 | 0.996 | |
| | Neutral wellness-seeking type (c) $m = 5.70$ | a | -0.24762 | 0.1815 | 0.602 | |
| | | b | -0.57370** | 0.14041 | 0.001 | |
| | | d | -0.53709** | 0.15043 | 0.006 | |
| | Exploratory wellness-seeking type (d) $m = 6.23$ | a | 0.28947 | 0.18333 | 0.478 | |
| | | b | -0.03662 | 0.14276 | 0.996 | |
| | | c | 0.53709 ** | 0.15043 | 0.006 | |

Scheffe: b 6= c/c 6= d; ** $p < 0.01$.

Table 12. Differences in means of recommendation intention among wellness tourism product participant groups.

| Dependent Variable | Cluster Classification (I) | Cluster Analysis (J) | Mean Difference (I - J) | Standardized Error | Significance Probability | F-Value |
|--------------------------|---|----------------------|-------------------------|--------------------|--------------------------|----------------------|
| Recommendation intention | Novelty-seeking type (a) (m = 5.94) | b | -0.24184 | 0.18599 | 0.64 | 7.067 (p = 0.000) |
| | | c | 0.39524 | 0.19299 | 0.244 | |
| | | d | -0.19264 | 0.19493 | 0.807 | |
| | Comprehensive motivation-seeking type (b) m = 6.27 | a | 0.24184 | 0.18599 | 0.64 | |
| | | c | 0.63708** | 0.14892 | 0.001 | |
| | | d | 0.0492 | 0.15143 | 0.991 | |
| | Neutral wellness-seeking type (c) m = 5.70 | a | -0.39524 | 0.19299 | 0.244 | |
| | | b | -0.63708** | 0.14892 | 0.001 | |
| | | d | -0.58788** | 0.15994 | 0.004 | |
| | Exploratory wellness-seeking type (d) m = 6.23 | a | 0.19264 | 0.19493 | 0.807 | |
| | | b | -0.04920 | 0.15143 | 0.991 | |
| | | c | 0.58788** | 0.15994 | 0.004 | |

Scheffe: b 6= c/c 6= d; ** p < 0.01.

6.3.3. Differences in Flow by Wellness Tourism Product Motivation Group

The earlier analysis revealed significant differences in flow among participant groups (t = 13.168, p = 0.000). Scheffe's post hoc tests showed that the comprehensive motivation-seeking group had a flow score approximately 0.946 points higher (p = 0.000) than the neutral wellness-seeking group, and the exploratory wellness-seeking group had a flow score about 0.834 points higher (p < 0.01) than the neutral group. Detailed results are in Table 13.

Table 13. Differences in means of flow among wellness tourism product participant groups.

| Dependent Variable | Cluster Classification (I) | Cluster Analysis (J) | Mean Difference (I - J) | Standardized Error | Significance Probability | F-Value |
|--------------------|---|----------------------|-------------------------|--------------------|--------------------------|-----------------------|
| Flow | Novelty-seeking type (a) (m = 5.74) | b | -0.43692 | 0.20047 | 0.194 | 13.168 (p = 0.000) |
| | | c | 0.50952 | 0.20801 | 0.114 | |
| | | d | -0.32785 | 0.2101 | 0.488 | |
| | Comprehensive motivation-seeking type (b) m = 6.17 | a | 0.43692 | 0.20047 | 0.194 | |
| | | c | 0.94644*** | 0.16052 | 0 | |
| | | d | 0.10907 | 0.16322 | 0.93 | |
| | Neutral wellness-seeking type (c) m = 5.23 | a | -0.50952 | 0.20801 | 0.114 | |
| | | b | -0.94644*** | 0.16052 | 0 | |
| | | d | -0.83737*** | 0.17239 | 0 | |
| | Exploratory wellness-seeking type (d) m = 6.07 | a | 0.32785 | 0.2101 | 0.488 | |
| | | b | -0.10907 | 0.16322 | 0.93 | |
| | | c | 0.83737*** | 0.17239 | 0 | |

Scheffe: b 6= c/c 6= d; *** p < 0.001.

7. OBJECTIVE-WISE CONCLUSIONS

- 1. Identify New Avenues for Spiritual Marketing in Jaipur to Attract Wellness Tourists:** The exploration of new avenues for spiritual marketing in Jaipur reveals that the city has significant untapped potential for attracting wellness tourists. By leveraging its rich cultural heritage, historic temples, and existing spiritual centers, Jaipur can enhance its appeal to tourists seeking spiritual and wellness experiences. Initiatives such as promoting lesser-known spiritual sites, integrating local traditions into wellness packages, and collaborating with spiritual leaders can create new marketing opportunities. This approach can help Jaipur differentiate itself in the competitive spiritual tourism market and attract a diverse range of wellness tourists.
- 2. Analyze Tourists' Satisfaction with Spiritual Tourism Experiences in Jaipur:** Analysis of tourists' satisfaction with spiritual tourism experiences in Jaipur indicates that while many visitors appreciate the city's spiritual offerings, there are areas for improvement. Satisfaction levels vary based on the quality of spiritual activities, the authenticity of the experiences, and the overall service provided. Key factors influencing satisfaction include the accessibility of spiritual sites, the quality of guidance and support, and the integration of local culture into the spiritual experience. Addressing these factors can enhance the overall visitor experience and boost repeat visits and recommendations.
- 3. Segment the Spiritual Tourism Market Based on Tourists' Motivations:** Market segmentation based on tourists' motivations reveals several distinct groups within the spiritual tourism sector in Jaipur. These groups include those seeking relaxation and escape, those interested in deep spiritual growth, and those drawn to cultural and historical aspects of the city. Understanding these segments allows for more targeted marketing efforts, as each group has different expectations and preferences. Tailoring marketing messages and experiences to these specific motivations can increase the effectiveness of promotional strategies and better meet the diverse needs of spiritual tourists.
- 4. Develop Targeted Marketing Strategies for Distinct Segments of Spiritual Tourists:** Developing targeted marketing strategies for distinct segments of spiritual tourists in Jaipur shows that personalized and focused approaches are essential for attracting different types of visitors. For example, marketing campaigns aimed at relaxation-seekers might highlight tranquil retreats and meditation workshops, while

those targeting spiritual growth could emphasize in-depth workshops with renowned spiritual leaders. By aligning marketing strategies with the specific interests and motivations of each segment, Jaipur can enhance its attractiveness as a spiritual tourism destination and improve visitor engagement.

5. Evaluate the Economic Impact of Spiritual Tourism on Jaipur's Local Economy:

Evaluating the economic impact of spiritual tourism on Jaipur's local economy indicates that this niche sector contributes significantly to the city's financial health. The influx of wellness tourists stimulates local businesses, including hotels, restaurants, and retail shops, while also creating job opportunities and generating revenue. Furthermore, spiritual tourism promotes sustainable economic development by encouraging longer stays and higher spending per visitor. Understanding this impact underscores the importance of investing in and promoting spiritual tourism to support Jaipur's economic growth and enhance its tourism infrastructure.

8. CONCLUSION AND DISCUSSION

The growing global emphasis on holistic well-being and spiritual fulfillment has placed wellness tourism at the forefront of the travel industry. Jaipur, known for its rich cultural and historical heritage, possesses immense potential to establish itself as a premier destination for spiritual wellness tourism. This study explores innovative dimensions of spiritual marketing, examining how Jaipur can leverage its deep-rooted spiritual traditions to attract wellness tourists and enhance their satisfaction. By integrating contemporary marketing strategies with traditional spiritual experiences, Jaipur can create a more immersive and fulfilling journey for travelers seeking inner peace, rejuvenation, and self-discovery.

A key finding of this study is the presence of untapped opportunities within Jaipur's spiritual tourism landscape. While the city is home to renowned temples, meditation centers, and yoga retreats, many of these offerings remain under-promoted and underutilized. The study highlights the need for structured marketing efforts that bring these experiences to a global audience. By focusing on authentic storytelling, digital engagement, and experiential tourism, Jaipur can elevate its status as a spiritual wellness hub. Enhancing the accessibility and quality of spiritual sites, ensuring seamless visitor experiences, and integrating holistic wellness services will significantly contribute to greater tourist satisfaction.

Understanding the motivations of wellness tourists is crucial for designing effective marketing strategies. This research identifies different tourist segments, each driven by unique aspirations such as relaxation, spiritual growth, self-exploration, or cultural immersion. By aligning promotional efforts with these diverse expectations, Jaipur can create targeted

campaigns that appeal to both domestic and international travelers. A more personalized approach to spiritual tourism, incorporating tailor-made wellness retreats, guided meditation sessions, and Ayurveda-based therapies, will help in fostering deeper engagement with visitors.

To strengthen Jaipur's position in wellness tourism, innovative marketing strategies must be embraced. The study suggests leveraging digital platforms, influencer marketing, and immersive content to create a compelling narrative around Jaipur's spiritual heritage. Virtual wellness experiences, collaborations with spiritual leaders, and mindfulness-based tourism campaigns can further enhance the city's appeal. These initiatives will not only attract a broader audience but also establish Jaipur as a contemporary spiritual tourism destination that blends tradition with modern wellness practices. Beyond its cultural and spiritual significance, the economic impact of wellness tourism is substantial. A well-developed spiritual tourism sector can drive employment, support local businesses, and contribute to sustainable tourism development. Investing in wellness infrastructure, eco-friendly accommodations, and community-led spiritual initiatives will ensure long-term economic benefits while preserving Jaipur's rich heritage. This study underscores the potential of spiritual marketing in revitalizing wellness tourism, offering practical insights for tourism stakeholders, policymakers, and businesses to capitalize on Jaipur's spiritual legacy.

In conclusion, by embracing innovation in spiritual marketing and focusing on tourist satisfaction, Jaipur can solidify its position as a leading destination in wellness tourism. The seamless integration of traditional spiritual practices with modern marketing techniques will not only enhance visitor experiences but also ensure sustainable growth for the city's tourism industry. With the right strategic approach, Jaipur can successfully cater to the evolving needs of wellness tourists while maintaining its cultural authenticity and economic vitality.

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