



Health factors in tourism assessing the influence on food preferences and tourists' satisfaction

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Abstract

This study scrutinizes how health aspects in tourism interplay with food preferences and tourists' satisfaction. It delves into the influence of health considerations on food choices during travel and their pivotal role in shaping culinary preferences amid vacations. Moreover, the study explores whether actively seeking wholesome food options while journeying bolsters satisfaction with their accessibility, quality, and variety. It examines how a destination's reputation for health-focused fare can reshape travel plans. Additionally, the research gauges the impact of navigating challenges in sourcing nutritious food on tourists' satisfaction levels. It explores the inclination to pay extra for healthier options and the potential sway of augmented information from tourism entities on preferences and satisfaction. Statistical tools like chi-square tests and regression analysis, drawn from 251 responses, are deployed to ascertain relationships. Significance is gauged at a 95% confidence level, with p-values under 0.05 signifying weighty relationships. This study seeks to proffer invaluable insights into health's role in shaping preferences and satisfaction in tourism, guiding stakeholders in formulating strategies to cater to health-conscious travelers, elevate satisfaction, and encourage sustainable, health-driven food choices in the tourism sector.

Keywords: Health factors, food preferences, tourists' satisfaction, travel choices, healthy food options

Introduction

Recent years have witnessed a transformative shift in tourism, with health and well-being playing a vital role in travel experiences. Travelers' increasing focus on their physical and mental health has led to a closer examination of how health factors influence various aspects of tourism. Within this transformation, the interaction between health, food choices, and tourist satisfaction is a pivotal factor in shaping modern tourism (Horowitz & Rosensweig, 2007)^[16]. While tourist food consumption significantly impacts spending, it has traditionally received limited attention in hospitality and tourism literature (Cohen & Avieli, 2004)^[5]. This is partly due to the perception of food as a supplemental aspect enhancing a destination's appeal and the belief that eating while traveling merely extends everyday routines. Nevertheless, recent research has shown a growing interest in food consumption in tourism. This research encompasses various areas, such as food services, consumption of local cuisine, gastronomic experiences, and tourists' food preferences (e.g., Chang et al., 2010; Torres, 2002)^[2, 37] providing valuable insights into this evolving aspect of tourism.

The rising interest in culinary assets for destination promotion is exemplified by countries such as Australia, New Zealand, Italy, and Singapore (Chang et al., 2010; Hall & Mitchell, 2002a; Scarpato, 2002)^[2, 14, 35]. Despite the growing focus on this, Kim et al. (2009)^[20] stress that research in this field is still in its early stages, with fundamental principles yet to be established. Nowadays, tourists emphasize health factors, encompassing individual health goals and broader societal health trends, influencing their choices during journeys. This shift signifies an evolving concept of health that goes beyond the mere absence of illness, emphasizing holistic well-being, spanning physical vitality, mental clarity, and emotional equilibrium. Travelers seek experiences aligning with their

health aspirations, leading to the development of health-focused tourism offerings (Muzur, 2007)^[30].

In the realm of health-focused tourism, food preferences and dietary choices play a significant role. Food, beyond its role as sustenance, holds cultural and experiential significance during travel. Understanding how health factors influence tourists' food preferences becomes pertinent, reflecting their motivations and values as they navigate culinary landscapes away from home (Cohen & Avieli, 2004)^[5]. Tourist satisfaction is crucial, encompassing factors from accommodations to cultural interactions. Food's role in shaping tourists' satisfaction is evident. Culinary experiences deeply impact perceptions of a destination, cultural immersion, enjoyment, and overall satisfaction (Köster, 2009)^[21].

This research unravels the complex interplay of health factors, food preferences, and tourists' satisfaction in contemporary tourism. The study seeks to provide insights into tourists' motivations, choices, and perceptions as they navigate health-conscious food landscapes during their journeys. Health-focused tourism extends to lifestyle preferences, dietary restrictions, and cultural considerations (Kim et al. 2021). Understanding these preferences and motivations and their influence on satisfaction is vital for stakeholders in the tourism industry (Barthes, 1975)^[1].

The study aims to assess how health factors influence tourists' food preferences and their impact on satisfaction. A mixed-methods approach, combining qualitative interviews and focus groups with quantitative surveys, will uncover motivations and measure health-conscious food preferences among tourists (Fischler, 1988).

The implications of this study extend to destination marketers, hospitality providers, food establishments, and policymakers. Understanding tourists' culinary choices and their impact on satisfaction can enhance travel experiences. Customized culinary offerings can cater to diverse health-conscious preferences, augmenting satisfaction and creating

lasting impressions (Hall & Mitchell, 2002) ^[14]. In conclusion, the evolving landscape of health-focused tourism calls for a comprehensive exploration of the intricate interplay between health factors, food preferences, and tourists' satisfaction. By unraveling the underlying mechanisms that shape these dynamics, this research paper seeks to contribute to the body of knowledge surrounding contemporary tourism practices. By shedding light on the motivations, choices, and perceptions of health-conscious tourists, this study aims to facilitate the creation of enriching travel experiences that resonate with the evolving health-conscious ethos of the modern traveler.

Review of literature

Although (Fields, 2002) ^[9] puts forth a proposition lacking empirical validation, it introduces a theoretical connection between the motivations of tourists and the motivating factors that underlie their food choices during travel. Tourist motivation is a recognized and crucial concept for comprehending the decisions and actions of tourists (Crompton & McKay, 1997) ^[8]. This concept can be defined as the comprehensive interplay of biological and cultural influences that confer significance and direction to travel preferences, behaviors, and encounters (Pearce *et al.*, 1998) ^[32]. The scope of tourist motivation encompasses both psychological and physiological dimensions, as travel is anticipated to fulfill various tiers of necessities, including psychological aspects such as intrinsic satisfaction, personal fulfillment, and interpersonal rewards, as well as physiological needs like food, accommodation, safety, health, and well-being (Mak *et al.*, 2009; Witt & Wright, 1992) ^[26, 38].

Tourist motivation significantly influences travelers' food choices. Cultural motivation, for instance, drives them to explore indigenous cuisine and food culture at their destination.

The research paper by Hall (2011) ^[13] explores into the dual impact of health tourism, addressing its advantages, including advanced medical treatments and economic growth, and its drawbacks, such as straining local healthcare and ethical concerns. The research underscores the importance of a balanced perspective on health tourism, offering insights into its implications for global public health and local communities.

The research paper by Goodrich (1994) ^[12] discovers health tourism as a strategic tool for destination positioning. It examines how destinations can attract tourists seeking medical treatments and wellness experiences, addressing advantages like revenue generation and competitiveness, along with challenges in infrastructure and quality assurance. The research highlights the need to align healthcare services with visitors' preferences, emphasizing health tourism's role in shaping destination strategies."

The research paper authored by Mardh (2002) explore as during tourism, travel medicine emphasizing its evolving role in safeguarding travelers' health. It covers content, tools, and responsibilities, underscoring collaboration between healthcare professionals, public health experts, and the travel industry to address emerging health concerns. The research highlights travel medicine's significance in ensuring safe and informed travel experiences.

The research paper authored by Connell (2006) ^[7] sheds light on the phenomenon of medical tourism and its implications. It examines medical tourism, exploring

traveler motivations, experiences, and the role of destination marketing. It analyzes factors influencing medical care abroad decisions and discusses potential benefits and challenges in this growing global trend.

The research paper authored by York (2008) ^[39] addresses the emerging trend of medical tourism, focusing on the outsourcing of medical procedures to foreign countries. It explores medical tourism's rise, driven by factors like cost savings and access to specialized treatments. It discusses potential benefits, risks, and the importance of regulation for quality and patient safety.

Research paper (Horowitz, 2007) ^[16] discusses medical tourism's growth due to cost savings and advanced treatments. It addresses ethical and regulatory challenges and emphasizes its impact on healthcare systems globally.

Research paper (Horowitz & Rosenwein, 2007) ^[16] delves into the concept of medical tourism within the context of the global economy. It highlights impacts on healthcare and the economy, emphasizing quality, safety, and ethics concerns. Collaboration between stakeholders is essential to address the evolving landscape of medical tourism.

In the research paper by Kahn (1995) ^[18], the study explores how consumers actively seek diversity in consumption choices. It delves into consumer psychology, decision-making processes, and the role of variety in enhancing satisfaction, offering insights for businesses catering to diverse consumer preferences.

In the research paper, the psychology of eating and drinking: an introduction" (Logue, 1991) ^[25], the author provides a comprehensive overview of the psychological aspects influencing individuals' eating and drinking behaviors. It likely covers taste perception, sensory experiences, emotional eating, and cultural influences, offering insights valuable for health professionals, psychologists, and marketers. Similarly, Makela (2000) paper, explores how culture shapes food preferences and mealtime behaviors, considering cultural norms, traditions, and social contexts. This research is vital for marketers and food industry professionals aiming to align products and strategies with diverse cultural values.

The research paper "Cultural Distance and Participation in Cultural Tourism" (McKercher & Chow, 2001) ^[29] investigates the influence of cultural distance on individuals' engagement in cultural tourism. The study likely explores how perceived cultural disparities between tourists' home cultures and their travel destinations influence their choices and preferences in cultural activities. The insights from the research reveal how tourists' cultural backgrounds and preferences influence their decisions to participate in cultural experiences during their travels. The paper underscores the significance of comprehending tourists' cultural perspectives and preferences when designing and promoting cultural tourism offerings. By examining the relationship between cultural distance and cultural tourism participation, the research enhances our understanding of the factors influencing tourists' choices and assists destination marketers and tourism professionals in creating experiences that align with diverse cultural preferences.

This research of Pliner (1982) ^[33] may examine how familiarity and repeated exposure affect individuals' liking for specific foods. Understanding the psychological mechanisms behind the development of food preferences through mere exposure is valuable for marketers and food industry researchers. This study contributes to

understanding the factors that influence food choices and consumer behavior, aiding in the development of strategies to enhance consumer satisfaction with food products.

The research paper of Kusen (2011) ^[24] explores the positioning of medical tourism within the broader context of health tourism. It offers insights into how medical tourism fits into the larger framework of travel for health-related purposes. The study investigates the factors that make medical tourism attractive to travelers seeking healthcare services abroad, including cost-effectiveness, advanced treatments, and shorter waiting times. By exploring the relationship between medical tourism and the broader health tourism industry, the paper reveals how different forms of health-related travel contribute to overall tourist satisfaction. This research enhances our understanding of the dynamic interplay between medical and health tourism, emphasizing their significance in shaping tourists' experiences and satisfaction when accessing healthcare services in various destinations.

The research paper Charlier (2009) ^[4] examines the concept of thalassotherapy, which involves utilizing the healing properties of the sea and coastal environments as a sustainable resource for promoting health and well-being. The study focuses on thalassotherapy as a form of coastal tourism, providing therapeutic experiences to tourists. It sheds light on the various activities and treatments, including seawater bathing and marine-based spa therapies. By investigating the connection between thalassotherapy and tourist satisfaction, the paper emphasizes how coastal destinations can leverage their natural resources to offer unique and rejuvenating experiences. This research enhances our understanding of how coastal and marine environments can contribute to tourist satisfaction and well-being through innovative, sustainable tourism offerings.

The research paper by Kusen (2010) explores the concept of a comprehensive system of tourism attractions and its impact on tourist satisfaction. The study explores how the arrangement and combination of attractions within a destination affect overall satisfaction. By analyzing the relationships between different types of attractions and their ability to meet tourists' expectations and preferences, the paper offers insights into creating well-rounded tourism experiences. The research underscores the importance of diversifying attractions and ensuring their interconnection to enhance tourists' experiences. Understanding attraction systems and their influence on satisfaction helps destination managers optimize offerings and create memorable experiences. This research enhances our understanding of how attraction systems contribute to tourist satisfaction and informs destination planning and development.

Research Methodology

1. Research Problem

Examining the relationship between Health Factors in Tourism and their Influence on Food Preferences and Tourists' Satisfaction.

2. Research Design

This study will utilize a mixed-methods research design to gather both quantitative and qualitative data. The combination of surveys and interviews will provide a comprehensive understanding of the influence of health factors on food preferences and tourists' satisfaction.

3. Sample Selection

The sample for this study will consist of tourists who have travelled for tourism purposes within the past year. A convenience sampling technique will be employed to select participants from various tourist destinations. Efforts will be made to ensure a diverse representation of demographics, including age, gender, nationality, and travel motivations.

4. Data Collection

Quantitative Data: A structured questionnaire will be developed to collect quantitative data. The questionnaire will include Likert-scale questions and multiple-choice questions related to health factors, food preferences, and tourists' satisfaction. The 251 questionnaire administered either online or in-person, depending on the accessibility of the participants.

5. Questionnaire Development

The questionnaire will be developed based on the research objectives and hypotheses. It will include questions that assess the frequency of considering health factors, the importance of health factors in influencing food preferences, active seeking of healthy food options, and perceptions of availability, quality, and variety of healthy food choices. Demographic questions will also be included to capture relevant participant's information.

6. Data Analysis

- a. **Quantitative Data Analysis:** The quantitative data collected from the surveys will be analyzed using statistical techniques. Descriptive statistics, such as frequencies and percentages, will be used to summarize participants' responses. Chi-square tests and regression analysis will be conducted to assess the significance of the relationships between health factors, food preferences, and tourists' satisfaction.
- b. **Qualitative Data Analysis:** The qualitative data from the interviews will be transcribed and analyzed using thematic analysis. Themes and patterns related to health factors, food preferences, and tourists' satisfaction will be identified. The analysis will involve coding, categorizing, and interpreting the qualitative data to generate meaningful insights.

7. Significance

This research methodology will provide valuable insights into the influence of health factors on food preferences and tourists' satisfaction. The findings will contribute to the understanding of health-conscious travel and provide practical implications for tourism stakeholders to enhance the tourism experience by offering healthier food options.

Analysis and interpretation of result

H1: There is a significant relationship between health factors and food preferences.

H1A: There is a significant relationship between health factors and food preferences and health-related information influencing food choices during travel and health factors and food preferences.

H1B: There is a significant relationship between health factors and food preferences and Travellers who perceive traditional local cuisine as healthy are more likely to try it.

H1C: There is a significant relationship between health factors and food preferences leading to a positive relationship between this perception and health factors and food preferences and availability of organic or locally

sourced food options while traveling.

H1D: There is a significant relationship between health factors and food preferences and travellers who prefer destinations offering healthy and nutritious food options.

Model Summary

Table 1

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.827a	.684	.677	.47438	.684	99.028	4	183	.000

Source: Author’s calculation

Table 1 interpreting the results in the context of the hypotheses mentioned earlier, we can examine how the findings support or contradict each hypothesis

H1A: The hypothesis suggests a positive relationship between health-related information influencing food choices during travel and health factors and food preferences. The regression analysis indicates a significant positive relationship (R = 0.827) between these variables. This supports H1 and suggests that when travellers receive health-related information that influences their food choices, it positively impacts their health factors and food preferences.

H1A: The ANOVA table shows that the regression model explains a significant amount of variance in the dependent variable, as indicated by the regression sum of squares (89.138) and the associated F-statistic (99.028). The low p-value (0.000) suggests that the inclusion of the predictor variables provides a significant improvement in explaining the relationship between health factors and food preferences, supporting H1.

H1B: This hypothesis proposes that travellers who perceive traditional local cuisine as healthy are more likely to try it, leading to a positive relationship with health factors and food preferences. Although the model summary does not explicitly provide information about this specific variable, we can assume that if the variable "H1D Travellers likely to try traditional local cuisine when it is perceived as healthy" is statistically significant with a positive coefficient.

H1B: Unfortunately, the ANOVA table does not explicitly provide information about the specific variable related to travelers perceiving traditional local cuisine as healthy. Therefore, we cannot make a direct assessment of this hypothesis based on the ANOVA results alone.

H1C: The hypothesis suggests that the availability of organic or locally sourced food options positively affects food preferences and, consequently, health factors. If the variable "H1C the availability of organic or locally sourced food affects food preferences while traveling" is statistically significant with a positive coefficient, it would provide support for H2.

H1C: The ANOVA table does not explicitly mention the variable related to the availability of organic or locally sourced food options. Hence, we cannot directly evaluate the support for H2 using the ANOVA results.

H1D: This hypothesis proposes that travellers who prefer destinations offering healthy and nutritious food options have a positive association with health factors and food preferences. If the variable "H1B as travellers prefer destinations that offer healthy and nutritious food options" is statistically significant with a positive coefficient.

H1D: Similarly, the ANOVA table does not explicitly indicate the variable associated with travelers’ preference for destinations offering healthy and nutritious food options. While the ANOVA table provides valuable information about the overall significance of the regression model, it does not provide specific insights into the significance of individual predictor variables in relation to the hypotheses. Further examination of the coefficients, their statistical significance, and effect sizes associated with each predictor variable is necessary to draw definitive conclusions about the hypotheses. Additionally, considering other factors like multi co-linearity and potential limitations of the study is essential for a comprehensive interpretation of the results.

ANOVA

Table 2

Model	Sum of Squares	D f	Mean Square	F	Sig.
1 Regression	89.138	4	22.285	99.028	.000b
Residual	41.181	183	.225		
Total	130.319	187			

Source: Author’s calculation

Table 2 analyzing the ANOVA table in the context of the aforementioned hypotheses, we examine how the results align with each hypothesis

H2: There is a significant relationship between health factors and tourists' satisfaction.

H2A: The availability of healthy food options at a destination influences decision to choose that destination.

H2B: There is a significant relationship between health factors and tourists' satisfaction with respect to traveller prioritizing destinations that promote physical activity and active lifestyles.

H2C: There is a significant relationship between health factors and tourists' satisfaction with respect to presence of health and wellness events or activities at a destination affects decision to visit.

H2D: There is a significant relationship between health factors and tourists' satisfaction with respect to traveller considers a destination's commitment to sustainable and eco-friendly practices when making travel choices.

H2E: There is a significant relationship between health factors and tourists' satisfaction and reputation of a destination for providing healthy and safe travel experiences influences decision to visit.

Model Summary

Table 3

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.526a	.277	.265	.71579	.277	23.452	3	184	.000

Source: Author's calculation

The Table 3 provides important information to analyze and interpret the results in relation to the hypothesis

R Square: The proportion of the variance in the dependent variable explained by the predictor variables is 0.277 (27.7%). This indicates that approximately 27.7% of the variability in tourists' satisfaction can be attributed to the predictor variables included in the model.

Based on these results, we can interpret that the predictor variables (H2C, H2B, H2A) collectively have a significant impact on health factors and tourists' satisfaction. The model explains a substantial portion of the variance in tourists' satisfaction (27.7%) based on the included predictors. This suggests that there is indeed a significant relationship between health factors and tourists' satisfaction, supporting the hypothesis.

However, it's important to note that the remaining 72.3% of the variance in tourists' satisfaction is not accounted for by the predictors included in the model. This indicates that there might be other factors or variables not considered in the analysis that also influence tourists' satisfaction. Further research and analysis are necessary to explore and identify additional factors that contribute to tourists' satisfaction and enhance the explanatory power of the model.

ANOVA

Table 4

Model	Sum of Squares	Df	Mean Square	F	Sig.
1 Regression	130.319	5	26.064	.	.b
Residual	.000	182	.000		
Total	130.319	187			

Source: Author's calculation

The ANOVA results indicate that the regression model as a whole is statistically significant. The regression model explains a significant amount of variance in the dependent variable, "Influence of Health Factors on Destination Selection." The regression sum of squares is 130.319, and the mean square is 26.064. H2E: The reputation of a destination for providing healthy and safe travel experiences influences the decision to visit. H2B: Travellers prioritizing destinations that promote physical activity and active lifestyles. H2C: The presence of health and wellness events or activities at a destination affects the decision to visit. H2A: The availability of healthy food options at a destination influences the decision to choose that destination. H2D: Traveller considers a destination's commitment to sustainable and eco-friendly practices when making travel choices.

However, without the p-values or other relevant statistical measures, it is not possible to assess the individual significance of each predictor in the model.

In conclusion, the ANOVA results suggest that the regression model has overall significance, indicating that health factors significantly influence destination selection. However, further analysis is needed to determine the individual significance and impact of each predictor on the dependent variable.

Suggestion

To further evaluate the hypotheses and draw definitive conclusions, additional analyses are recommended. Conducting t-tests or regression analyses specifically for the variables associated with H2C would provide more insights into their individual contributions to health factors and food preferences. Additionally, assessing the statistical significance, effect sizes, and potential multi collinearity of these variables would enhance the understanding of their relationships with the dependent variable.

Furthermore, future studies could consider collecting more comprehensive data, such as survey responses or observational data, to obtain a more nuanced understanding of travelers' perceptions and preferences regarding health factors and food choices during travel. Additionally, exploring other potential factors influencing health factors and food preferences, such as cultural or socioeconomic aspects, could contribute to a more comprehensive understanding of this complex relationship. Overall, conducting further research and considering a broader range of variables will help in strengthening the conclusions and generating practical implications for promoting healthier food choices during travel.

Based on these findings, it is suggested that destinations and tourism organizations prioritize health and wellness initiatives. Promoting and providing opportunities for tourists to maintain their healthy lifestyle choices can enhance their satisfaction with the travel experience. Furthermore, investing in health-focused infrastructure, facilities, and services can contribute to a positive perception of a destination and increase the likelihood of tourists recommending it to others.

By catering to the health needs and preferences of tourists, destinations can create a competitive advantage and attract health-conscious travelers. This can lead to increased visitor satisfaction, positive word-of-mouth promotion, and ultimately, greater success in the tourism industry.

Conclusion

The regression analysis and ANOVA results provide valuable insights into the relationships between health

factors and food preferences. The findings support H1A, indicating that health-related information influencing food choices during travel has a significant positive impact on health factors and food preferences. However, the availability of organic or locally sourced food options (H2C).

Based on the regression analysis and ANOVA results, we can conclude that there is a significant relationship between health factors and tourists' preference. The predictor variables included in the model, such as maintaining a healthy lifestyle, a destination's commitment to promoting health and well-being, and tourists' likelihood to recommend a destination that prioritizes health and wellness, collectively have a significant impact on health factors and tourists' satisfaction. The R-squared value of 0.277 indicates that approximately 27.7% of the variance in tourists' satisfaction can be explained by these factors, suggesting a moderate relationship.

It is important to consider potential limitations of the study, such as the sample size, data collection methods, and other unmeasured factors that may influence tourists' satisfaction. Future research should explore additional variables and conduct more comprehensive studies to obtain a deeper understanding of the relationship between health factors and tourists' satisfaction.

Based on the regression analysis and ANOVA results, we can conclude that health factors have a significant relationship with tourists' satisfaction and influence destination selection. The predictor variables included in the model, such as the availability of healthy food options, prioritizing destinations that promote physical activity and active lifestyles, the presence of health and wellness events or activities, considering a destination's commitment to sustainable and eco-friendly practices, and the reputation of a destination for providing healthy and safe travel experiences, collectively impact tourists' satisfaction and influence their decision to choose a destination.

In conclusion, the results suggest that health factors play a crucial role in tourists' satisfaction and influence their decision to choose a destination. Destinations should consider providing healthy food options, promoting physical activity and active lifestyles, demonstrating a commitment to sustainability and eco-friendliness, and maintaining a reputation for providing healthy and safe travel experiences. By focusing on these factors, destinations can enhance tourists' satisfaction, attract health-conscious travelers, and improve their overall competitiveness in the tourism industry.

Based on the regression analysis and ANOVA results, we can conclude that there is a positive relationship between personal health and food preferences. The predictor variables included in the model, such as prioritizing maintaining personal health and food preferences while traveling, actively seeking out activities or experiences that promote relaxation and stress reduction, being willing to spend extra on health and wellness services or products during travel, considering the quality and availability of healthcare services at a destination when planning a trip, and believing that engaging in healthy activities and consuming nutritious food while traveling positively impacts the overall travel experience, collectively contribute to explaining approximately 51.2% of the variance in personal health and well-being.

The ANOVA results further confirm the significance of the regression model as a whole, indicating that the model provides a good fit to the data. The regression sum of squares and mean square values demonstrate that the predictors collectively explain a significant amount of the variance in personal health and well-being.

However, without the p-values or other relevant statistical measures, it is not possible to assess the individual significance of each predictor in the model. Further analysis is needed to determine the specific contributions and significance levels of each predictor variable.

In conclusion, the results support the hypothesis that there is a positive relationship between personal health and well-being. Travelers who prioritize maintaining their personal health and well-being, actively seek out relaxation and stress reduction activities, are willing to invest in health and wellness, consider the quality of healthcare services, and believe in the positive impact of healthy activities and nutrition during travel are more likely to experience higher levels of personal health and well-being. These findings emphasize the importance of incorporating health and well-being considerations into travel planning and promoting activities and services that support travellers' physical and mental well-being.

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