

IDENTIFYING TARGET GROUPS FOR WELLBEING TOURISM: ASSESSMENT OF DIFFERENT SEGMENTATION APPROACHES

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Aim: Recently, there has been a significant increase in interest in the concept of wellbeing tourism. This is true both among tourism entrepreneurs looking for inspiration to best meet the needs of their customers and among tourists who, when travelling, want to satisfy the needs of their body, mind and soul, and ensure the environmental, economic, and social sustainability of the destination visited. The aim of the study is to present target groups of wellbeing tourism, the so-called wellbeing tourists, and to describe good practices in the form of amenities and inspiration for tourism facility owners.

Design/methodology: The character of the objective required the Authors to conduct a literature study, as well as to use appropriate research methods. Within the framework of the considerations carried out, it was decided to use a questionnaire survey and individual in-depth interviews (IDI) as research methodology.

Results: The survey of 261 respondents revealed that Polish tourists can be grouped into three segments: Peace of Minds, Curious Explorers, and Sustainable Idealists. Although the majority of travellers are looking for relaxation and regeneration during their holidays, the goals of active sightseeing and gaining new experiences are also important. Preferences for accommodation vary, but agri-tourism and eco-friendly hotels are increasingly popular. In terms of sustainability, although almost half of the respondents do not pay attention to environmental issues, the results suggest significant future changes.

Constraints: Tourism experiences can improve the wellbeing of residents and tourists, and wellbeing in turn can be a creative opportunity for innovation in destinations. The research, as presented in the article, focused mainly on tourists, with a noticeable lack of research on positive psychology variables targeting local communities and tourism workers.

Practical implications: The characteristics of wellbeing tourists and the described good practices in serving them (description of possible facilities and inspiration for entrepreneurs) can help the tourism industry (accommodation, food, products & services) to prepare an appropriate offer, profiled for this type of customer.

Originality/value: There are a number of studies on sustainable and slow tourism in both domestic and foreign language literature. A growing number of studies also deal with wellbeing tourism. Few authors, however, make the effort to combine the theoretical framework with a practical element, trying to communicate good practices of the tourism industry, based on an in-depth analysis of the target groups.

Keywords: wellbeing tourist, wellbeing tourism, behavioural segmentation, wellbeing target groups, SB WELL project.

Elaboration category: literature review, viewpoint, research paper.

Introduction

In 2015, the United Nations launched the 2030 Agenda for Sustainable Development with 17 goals to change the world. The overall aim of this agenda was (and still is) to promote a more peaceful, resilient and equitable world, with a view to the sustainability of the planet (The Lancet Public Health, 2020). A number of the Sustainable Development Goals (SDGs) address health and wellbeing and make it a priority for all ages (The Lancet Public Health, 2020; Santos et al., 2020). The topic of wellbeing has thus become one of the more frequently discussed topics in various forums ranging from politics to science and business. Interest in sustainable tourism has also increased significantly. Today, wellbeing tourism, often confused with sustainable tourism and slow tourism, has developed.

As research indicates (Lindell et al., 2022; Björk et al., 2011), the concept of wellbeing tourism differs in its framework from sustainable, medical, health and wellness tourism, but draws on their principles. Researchers have begun to explore wellbeing more broadly than just through the lens of Environmental Protection and Enhancement, Social Progress and Economic Development. Research papers began to emphasise the emotional and psychological aspects involved in achieving a society's wellbeing. Wellbeing has begun to be seen as a practice or process associated with living well (Buzinde, 2020). Such interpretations of wellbeing that include body, mind and spirit (Smith, 2003; Smith, Puczko, 2009; Lindell et al., 2022) are increasingly seen as important in the paradigm shift that emphasises healthy lifestyle choices (Cassens et al., 2012).

Working on measures to improve tourism, wellbeing was considered a natural step that can support innovative offerings, tourism experiences and lead to tourism competitiveness (Garcês et al., 2020). This is because tourism creates relationships between three main groups of actors: tourists, destinations (local) and stakeholders and employees. Ensuring a balance between them is crucial for the continuous development of the industry, for the best satisfaction of tourists' needs and increased profitability. Building tourism experiences based on wellbeing can improve the wellbeing of locals and tourists, and wellbeing itself is a trigger for innovation in tourism destinations (Garcês et al., 2018).

With this in mind, tourism service providers are looking for information on how to increase the wellbeing of tourists and inspiration on how the principles of wellbeing tourism can be used to best meet their expectations.

1. Methodology

The basis for the research presented in this article was the work carried out in a Swedish-Danish-Polish-Lithuanian-German team within three projects on wellbeing tourism¹. The definition of wellbeing tourism prepared by Dr Lali Lindell, a researcher in wellbeing tourism, was used to conduct the analysis on Polish tourists travelling in the spirit of wellbeing. The definition reads "A specific type of tourism intended to promote and maintain a positive state of health of the body, mind and soul, and that is composed of products and services drawn upon a sustainable and harmonious interaction with the surrounding environment and community" (Lindell et al., 2022, SB WELL project – the Good Practice report). The concept of wellbeing tourism defined in this way is based on six aspects: environmental, social, and economic sustainability and the wellbeing of the body, mind and soul being an outcome and integral part of the tourist trip. In a broader sense, wellbeing tourism means:

- On the environment: reducing waste and pollution, using clean transport and caring for natural heritage and biodiversity;
- On the social aspect: cooperation and building positive interactions with others, ensuring good working conditions for employees and equal treatment;
- In economic terms: co-creating and sharing resources; and taking responsibility for one's actions;
- For the body: taking care of the physical health and pleasure of both guests and hosts.
- For the mind: striving for peace of mind, clarity, and creativity through our actions, behaviour and communication.
- For the soul: Supporting people in their quest for freedom, joy, and empowerment.

Wellbeing tourists are people whose travel motives are oriented towards wellbeing tourism products and services. For each target group, all the aspects presented above are important, but they differ in importance and do not define the segments equally. Environmental, social and economic aspects are particularly important for Sustainable Idealists. For Curious Explorers, environmental, body and mind experiences are prioritised. Meanwhile, Peace of Minds will focus on body, mind, and soul.

The basis for the research and starting point for the considerations presented in this article was a report entitled 'Wellbeing Tourists. Target groups for wellbeing tourism' developed by the Danish company Sorsoso Strategy & Advice in December 2019 on behalf of Dansk Turisme

¹ Seed money project: "Sustainable tourism for wellbeing in the South Baltic region (PRE SBWELL)". No. 19757/2016, implemented in the years: 1.08.2016 - 31.03.2017 under the auspices of the Swedish Institute (Sveska Institutet); Second seed money project: "Sustainable tourism for wellbeing in the South Baltic region (SB WELL)", number STHB.02.01.00-SE-S052/16/Ika, implemented from: 1.09.2016-31.12.2016 within the framework of the Interreg South Baltic Programme; and the regular project: "Wellbeing Tourism in the South Baltic Region - Guidelines for good practices & Promotion (SB WELL)", number STHB.02.01.00-SE-0137/17, implemented in the years: 1.09.2019-31.12.2022, under the Interreg South Baltic Programme. All projects were coordinated by Dr Lali Lindell from Linnaeus University, Sweden.

Innovation (Project Partner of SB WELL). This report contains the results of observations of Swedish, Danish, and German tourists in terms of spending their leisure time in the spirit of wellbeing. Due to the lack of Polish data a characterisation for Polish conditions was not carried out.

The study by Sorsoso Strategy & Advice (2019) proposed seven target groups for wellbeing tourism. Research throughout the SB WELL project showed however that there are three of them that are most relevant in the context of wellbeing tourism in the south Baltic region. These are:

- Peace of Minds.
- Sustainable Idealists (the name of this group was modified from Green Idealists since social and economic sustainability also are of importance to this group).
- Curious Explorers (the name of this group was shortened from Curious Nature Explorers since Culture is equally important to them as Nature).

Based on the above report, an analysis of Polish tourists was carried out. For this purpose, for the duration of the regular project, i.e. 2018-2022, the qualitative research was conducted in the form of individual in-depth interviews (IDIs). Individual in-depth interviews consisted of a conversation between two people during which information on the purpose of the study and in-depth knowledge of the topic was sought. It was decided to use this method because it was necessary to obtain more in-depth information (Maison, 2007), based on independent expert opinion. It was also desired to eliminate peer influence between respondents (IMAS International, n.d.).

In addition, an online survey was conducted in the months of August-October 2023 to which people were invited who declared themselves to be wellbeing tourists. The selection for the survey was of a convenience, non-random nature. The vast majority of respondents were aged 18-26 (72%), mainly from cities with more than 200,000 inhabitants (44%). The prevalence of female respondents (almost 80%) over male respondents (20%) was significant. The education of the survey participants varied. The largest group had tertiary education (35%), followed by secondary education (34%) and a completed bachelor's degree (30%). This survey was followed by an identification of the target groups in wellbeing tourism for Poland.

2. Attitude-based segmentation of wellbeing tourists

As Garcês acknowledges "(...) it is possible to have many directions and starting points in wellbeing. However, it makes sense for research to move towards new areas, and eudaimonic wellbeing seems a natural approach, as it is a concept related to the idea of personal fulfilment and development that people seek" (2020, p. 113). The timing of the pandemic, the economic crisis, the turmoil in Europe and other negative events have had serious consequences for

society, the environment and human health and wellbeing (Passavanti et al., 2021; Abbas et al., 2021). These events and conditions caused people to experience uncertainty and fear, increased stress, and vulnerability, resulting in a loss of psychological wellbeing (Paredes et al., 2021). In this situation, people began to feel the need for calm environments, tranquility, and relaxation. Thus, behavioural patterns changed, and tourists turned to more secluded places, with an offer rich in outdoor or nature-related activities and began to choose relaxing experiences in domestic destinations rather than explore distant exotic countries. Crises, i.e. lockdown unemployment, the COVID-19 panic, and the lack of social support have not left those working in the tourism sector indifferent (McCartney et al., 2021; Pioch, et al., 2022). In fact, these factors are considered key threats to the perceived wellbeing of tourism workers (Chen, 2020).

The key to a company's success is to focus on the right target market and to understand the needs of its customers - its target groups. Insight into the right market segments allows a company to prepare its offerings, adjust marketing activities and communication strategies to fully meet the needs and desires of its audience possible, to remain true to its values and to remain true to its mission. Selecting the right target group also makes it easier to reach the right customer at the right time and in the right place.

In today's highly competitive market, even more so in a market as demanding as tourism, understanding customers is crucial to the success of any marketing activity. Traditional segmentation methods based on objective criteria, i.e. age, gender, place of residence, etc., provide a limited insight into the profile of customers, and lacks means to identify the motives behind their behaviour and preferences. This is because the mindset and requirements of travellers are changing. There is a growing awareness of sustainability and the negative impact of tourism on the environment and local communities. At the same time, travellers are increasingly seeking to improve their personal wellbeing to reduce stress, improve health and quality of life, bring joy, and connect with their inner self and others. The number of travellers for whom sustainability, harmony and balance of body, mind and soul matter is growing rapidly.

The main difference between segmentation based on objective data and that based on attitudes is the focus on emotions and perception, thus the identification of target groups is based on emotional and psychological factors that influence purchasing decisions. By adopting attitude-based segmentation, marketers can gain a deeper understanding of their target audiences and develop more effective marketing strategies, tailoring messages and offers to specific customer segments (Malinowska, Szymańska-Bralkowska, 2021).

Thus, it was necessary to segment the market based on attitudes in order to promote wellbeing in tourism trips. This segmentation of tourists with similar attitudes and preferences provides valuable information on how tourism offerings should be designed and promoted. This review highlights advances in understanding the behaviour of different buyer groups based on their desire to take care of their wellbeing during leisure and tourism trips. Each segment

prefers wellbeing tourism offerings, which are defined as sustainable and supportive of harmony and balance of body, mind, and soul. Above average Sustainable Idealists are focused on living sustainably. They support the local culture, economy, and care for the environment. Curious Explorers are particularly interested in relaxing in nature and experiencing it on their own terms. Peace of Minds is committed to a healthy lifestyle, gaining inner peace and vitality.

The segments defined in this way show a picture of the different approaches to tourism of the inhabitants of the region that is called South Baltic². Some country-specific characteristics have been added for each of Sweden, Denmark, Germany, Poland, and Lithuania. It is important to bear in mind that the motives of travellers are not fixed - they are a result of fashion, trends, the market situation, and may also vary depending on who the tourists are travelling with and what needs they are satisfying through a particular trip.

2.1. Peace of Minds - description of the target group

The interest in taking care of one's health during a holiday trip is growing for each year. What is more, a holistic approach to health is becoming more and more common among consumers and for some, holistic health is in fact the main focus of travel. In the SB WELL project, it was chosen to refer to those travelers looking to nurture their inner wellbeing, harmony, and balance while on holiday as Peace of Minds. These are individuals looking for a break from everyday life. They try to find ways to cope with stress, hectic lives, technological overload, and the high demands of their careers. An increasing number also leads a mindful lifestyle at home and expect similar conditions being met while traveling. For some, gaining inner peace is the main motivation for making the decision to travel. For them, rest is about spending time in silence, with a good night's sleep away from the daily clutter. It is also about indulging in physical and mental exercises and activities. These cravings determine their choice of location and type of holiday.

For leisure, this segment chooses secluded places without the hustle and bustle of tourists, places enriched with natural elements and direct giving access to nature. This group will prefer activities such as yoga on the beach, forest bathing, winter swimming, bird watching, apitherapy, and even sleeping outdoors. In terms of interpersonal relationships, getting to know others and connecting with like-minded people has a positive impact on the holiday experience. In addition, healthy, local, and organic cuisine and the simplicity of the interiors make the tourist offer even more appealing competitive (see table 1).

² The South Baltic region refers to the Baltic coast of Denmark, Sweden, Germany, Poland, and Lithuania.

Table 1.
Peace of Minds tourism offer proposal

Accommodation facilities	Accommodation inspiration	Catering facilities	Possible questions from hotel guests at the time of booking
<p>Exercise mats provided in the hotel room (possibly an option to indicate when booking the room).</p> <p>Relaxing classes, e.g. yoga, stretching, healthy spine, meditation.</p> <p>Facilities, i.e. sauna, jacuzzi and the possibility to book these for personal use only.</p> <p>Information for guests on the natural composition of bed linen, towels, bathrobes.</p> <p>Possibility of booking a soundproof room.</p> <p>Calming music in the hotel and the possibility to switch on relaxing music in the room.</p> <p>Hotel room humidifiers (quiet, aesthetically pleasing).</p>	<p>Potted flowers in a room with a sign saying "Take care of me / Water me".</p> <p>Literary meetings, listening to music in nature.</p> <p>Colouring books/jigsaw puzzles in the room or at the reception and an offer of other creative fun activities, e.g. a game of chess.</p> <p>In flats with kitchen - herbs, fruits and vegetables growing in the garden or orchard next to the place of accommodation.</p> <p>Overnight stays in the open air, e.g. on hammocks in the orchard.</p> <p>Garden activities, including weeding, fruit picking.</p>	<p>A secluded dinner table or in a "quiet zone".</p> <p>Catering in recyclable packaging.</p> <p>Regional 'chocolates' and local suppliers.</p> <p>Zero food waste information.</p> <p>At least part of the food preparation process visible to the customer.</p> <p>Self-cooking workshops.</p> <p>Vegan and vegetarian products.</p> <p>Serving juices made from fruit and vegetables from the garden.</p> <p>Clear plates with a description of the dish (composition, origin).</p>	<p>Are there green spaces near the hotel?</p> <p>Where do you source the products used in your dishes?</p> <p>Where do the cosmetics in spas and bathrooms come from?</p> <p>Where can I find a secluded place outdoors where I can practice?</p> <p>Can I get a room away from the noise?</p> <p>Is there a menu available for people with allergies? For vegans/vegetarians?</p> <p>Do employees earn decently/are they satisfied/are they treated with respect?</p>

Source: authors compilation based on conducted surveys.

This segment comprises approximately 10% of the population (Melbye et al., 2022). This group is most often represented by young and well-educated women or middle-aged and older women, although men are also increasing in this group. Most often, these people live in cities and often travel alone. One third of those surveyed consider the experience of well-being of mind and soul as the most important element of travel. For another third, it is the attention to physical wellbeing. These two aspects are closely linked. The growth of this segment is proceeding in proportion with the expansion of traditional travel offerings to include calming classes, yoga, mindfulness retreats, digital detox, finding oneself, eating healthy food and drinks and relaxation courses.

2.2. Curious Explorers - description of the target group

In recent years, even more so after the Covid-19 pandemic, spending time in nature has become increasingly desirable and an important motive for travel. Tourists around the world are increasingly eschewing the 3S (sea, sun, sand) trips in favour of the 4E (education,

excitement, entertainment, ethnicity), seeking active and exploratory experiences in cities of passive relaxation in the sun. Exploring nature becomes a break from stressful, noisy daily life for this group.

This segment regards relaxation in nature as crucial. They want to engage in outdoor activities at any time of the year, exploring nature trails on foot or by bike. Curious Explorers love to engage their senses to further experience a connection with the natural world around them. They seek out unique experiences. They value surprises and all things unexpected during their holidays. This includes discovering nature, as well as local culture, local products, local food, and the lifestyle of the locals.

Non-obvious excursions to little-known places, eating local specialities outdoors, attending events such as feasting in a clearing in the forest (so-called 'pop up events'), farm tastings enriched with stories about the quality, history and health properties of the food are experiences that add great value to such travellers.

Curious Explorers have a positive attitude towards social relationships, strive to be open-minded and treat everyone equally. With a high level of curiosity and a desire for a range of experiences, Curious Explorers usually balance city and countryside breaks. They often choose road trips, e.g. on wine routes, cider routes, chocolate routes, etc. They want to learn and understand the local culture and feel like a local. Travelling becomes part of personal development and education, excitement and entertainment. In their own words: 'We want to go off the beaten track and find hidden gems. To get to know the locals and feel like a local ourselves' (Melbye et al., 2022). Curiosity about the culture, nature, and lifestyle of the locals, exploring and learning broadens the tourists' perspective and gives them inspiration to share great memories of their trip when they return home. It is important for them to act responsibly, taking care of nature and helping each other. Taking responsibility for their own health, being out in nature and eating healthy is the essence of their true holiday (see table 2).

Table 2.
Curious Explorers tourism offer proposal

Accommodation facilities	Accommodation inspiration	Catering facilities	Possible questions from hotel guests at the time of booking
Designated routes for cross-country skiing, Nordic walking, and other outdoor sports. Snacks and drinks in rooms from local suppliers. Excursions organised by the hotel to unobvious, little-known places.	On offer is the option of a balloon flight/sleigh ride/cave tour, etc. Thematic hostels that reflect the culture, history or character of a particular region. This experience can be educational and inspiring for a group of tourists curious about the world.	A menu of local dishes. Possibility of meals in nature organised by the restaurant. Possibility to buy local specialities and baked goods of your own. Hotel vegetable, fruit and herb cultivation, honey apiaries.	Is there an opportunity for nature excursions with local people to learn about their favourite places, their stories, etc.? Does the food available in the restaurant (e.g. hotel) come from local suppliers/local harvests? Are there rooms/

<p>Possibility to buy local handicrafts in the hotel shop.</p> <p>Offer attractive discounts or special prices for tourist groups. This can be composed as a package including accommodation and additional services.</p> <p>Luggage storage so that participants are free to explore local attractions.</p> <p>Information on tourist attractions in the area, available excursions and offer to organise tours.</p> <p>Loyalty programmes for groups, special benefits or discounts for returning customers.</p>	<p>Tree houses or eco-houses to immerse yourself in the natural surroundings while discovering local ecosystems.</p> <p>Rental flats in historic buildings.</p> <p>Farm quarters, for people interested in rural and agricultural life. It is a way to learn about local culture, culinary traditions and teach about agriculture.</p> <p>Accommodations that offer access to local guides. This will enable the group to gain a better understanding of the place, as well as take advantage of interesting excursions and attractions.</p> <p>Luxury wilderness tents in beautiful locations. This can be the perfect combination of comfort and adventure.</p>	<p>Workshops on plant cultivation, local food preparation, handicrafts.</p> <p>Culinary events, i.e. beer tasting, visiting wine valleys, and handcrafted beverages, supporting local producers.</p>	<p>apartments with forest/mountain/reservoir views on offer?</p> <p>Are there rooms/part of the hotel separate from children/families with children on offer?</p> <p>Are there (and if so is it possible to see) natural monuments i.e. caves, rivers, lakes etc.?</p>
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Source: authors compilation based on conducted surveys.

Curious Explorers prefer to travel in a group, in pairs, with friends or colleagues. 3 in 10 want to travel with their family (adults and children). 8 in 10 combine city and countryside visits during the same holiday. Their holiday trips are longer than average, with almost 4 in 10 spending at least 8 days traveling. Nature is a priority when choosing a destination, but culture is equally important during a holiday. For Polish explorers aged 50+, Nordic Walking and winter swimming are popular all year round. German Curious Explorers are attracted to what is small, local, and alternative. They relax outdoors even when the weather is not very encouraging. For Danes, nature is a decisive travel motivator both when choosing a holiday destination in Denmark and abroad. They want to get to know and understand the country and destination they are visiting. They value authentic and unique experiences of nature and culture, local food and meeting the locals. They believe that caring for nature, helping others, and living a healthy lifestyle is important for themselves and the planet.

2.3. Sustainable Idealists - description of the target group

Sustainable tourism (Kapoor, Jain, 2023) has become increasingly important in recent years. Therefore, environmental, social as well as economic issues related to sustainability in travel are becoming equally important. Sustainable Idealists account for 40% of all Germans and 33% of Scandinavians (Melbye et al., 2022) and, perhaps surprisingly, also Poles. Indeed, according to the Sustainable Travel Index (Januzi, 2023) compiled by Euromonitor, it is Sweden, followed by Finland and Austria, that leads the way among European (and global) countries in terms of sustainability. Poland ranks infamously last among European countries. Analysing Poland's Generation Y and Z however, (Dziadkiewicz, Lindell, Minga, 2023), it is apparent that young Polish consumers are becoming increasingly sensitive to climate issues, reducing food waste, optimising energy efficiency, and embracing the circular economy; moreover, consumers expect companies to act and provide affordable sustainability options. Leading the Zero Wasters, Climate Activists and Water Savers segments, young Poles are demonstrating their commitment to the environment through tangible actions. Recycling, choosing energy-efficient products and reducing their use of plastic, water and energy allows them to contribute to a healthier planet for their descendants, while also looking after their budgets. Despite Generation Z being very vocal about climate change, they are strongly constrained by the high prices of high-value products. This, however, causes positive (alternative to mass consumption) behaviour - buying second-hand, remanufacturing clothes and various equipment, using public transport, taking care of the circular economy, the trend of reducing everything, e.g. by borrowing and leasing.

The main motive of travel for Sustainable Idealists is generally to relax, recuperate and experience nature. However, to a much greater extent than tourists in general, this segment wants to take care of the planet and the environment. The way to do this is to enjoy the services of the ecosystem without over-consuming the planet's resources. They reduce their energy consumption. On holiday, they feel responsible for protecting the environment in the country they are visiting.

As interest in and scrutiny of sustainability grows, consumers are demanding that companies demonstrate how their products effectively contribute to the environment. Adding certifications for trustworthy and fair play companies is also an effective way to communicate sustainability and educate consumers. They consider the impact of tourism on the community they visit and believe it is important not to disrupt the daily lives of locals. They enjoy meeting hospitable people and want the money they spend to benefit the local community rather than a multinational company. This segment has a growing demand for green and sustainable solutions, and 6 out of 10 think it is important for a destination to focus on environmental protection.

Clean places that are less crowded with tourists are preferred. Here, hiking or long walks in nature is a sought-after activity and, in fact, an important motive for travel along with nature experiences in general. As many sustainability idealists consider choosing nearby destinations to reduce the negative environmental impact of transport due to CO₂-emissions, especially when flying, travel companies should address this target group in neighbouring countries and the domestic market.

Sustainable Idealists value the opportunity to experience authentic local life and culture. They want the money spent during a visit to benefit the community, so when buying locally produced goods or shopping in local shops they pay attention to the place of manufacture. Sustainable Idealists do not want to disrupt the daily lives of local people. They notice the impact of tourism on the community they are visiting and consider it important that their presence on holiday does not disrupt the daily lives of local people, or even if this impact is not positive, that it is neutral. These tourists enjoy learning about the customs of the local community and want the money spent during their holiday to bring economic benefits to the local community rather than to a multinational company.

As they strive to live ecologically and sustainably on a daily basis, using the right cosmetics, cleaning products, clothes and green transport, also when travelling and holidaying, environmental aspects will be a priority for them. They prefer clean and uncrowded places that protect the environment and offer ecological and sustainable solutions. They choose to hike or walk in nature, want to eat organic and locally grown products, stay in places with quality and sustainability certifications and feel that they are acting for the good of the planet. To support the environment, they are willing to pay more. They do not want to travel to places that are polluted and destroy nature or exploit people.

They prefer unpolluted places that are less crowded with tourists. For them, hiking or long walks in nature is the best form of activity and an important motive for travel, as well as their experience of nature. They place a high value on ecology and sustainability solutions in terms of both transport and accommodation and holiday stays (table 3).

Table 3.

Sustainable Idealists tourism offer proposal

Accommodation facilities	Accommodation inspiration	Catering facilities	Possible questions from hotel guests at the time of booking
Extensive information about green/ environmentally friendly transport to the hotel on the website, social media and during a phone call. Electric car charging station.	Use of eco-friendly materials in the hotel's furnishings, e.g. FSC-certified wood furniture, biodegradable cosmetics, and eco-friendly cleaning products. Water-efficient appliances, as well as water-saving information	Offering sustainable and healthy dishes prepared with local, seasonal, and organic ingredients. Vegetarian options, vegan options and dishes using fair trade products. Working with local suppliers and farmers, promoting the local	What are these clothes made of? Where do they come from? Where does the food served come from? Is it local? What is the composition? What is the shelf life of the products concerned?

<p>Activities on offer for different age groups.</p> <p>Segregating waste</p> <p>Use of reusable materials.</p> <p>Possibility of purchasing, for example, coffee in your own takeaway cup.</p> <p>Environmentally friendly solutions for e.g. heating, lighting.</p> <p>Offer a variety of outdoor activities, e.g. running paths, bicycle rentals and access to recreational areas.</p> <p>Offer discounts or other benefits to guests who take environmental action, such as reusing towels or reducing energy consumption.</p> <p>Offer loyalty programmes that reward guest loyalty and contribute to social and environmental activities.</p>	<p>and incentives for visitors.</p> <p>Access to educational material on sustainability and ecology in the form of brochures, information in the rooms or on the hotel's website.</p> <p>Cooperation with local public transport providers or offer of an electric vehicle transport service.</p> <p>Working with local communities, supporting local projects and charities.</p> <p>Organisation of sustainable events.</p> <p>Minimising single-use products and offering environmentally friendly packaging.</p> <p>Introduction of elements of local culture and traditions in the design of the hotel and offer of information on local cultural activities.</p> <p>Certifications and labels demonstrating sustainable practices, such as LEED certification and the Green Key label.</p>	<p>economy, and reducing transport-related emissions.</p> <p>Incentives to reduce food waste by providing portion information, offering options to order smaller portions and supporting charitable activities, i.e. donating excess food.</p> <p>Recycling and composting practices in the kitchen, as well as access to information about these activities.</p> <p>Minimise single-use packaging and disposable utensils. Allow guests to take leftover food in their own containers.</p> <p>Minimise water consumption in the kitchen through the use of efficient cleaning systems, as well as access to water-saving information.</p> <p>Culinary workshops and educational events on sustainable eating.</p> <p>Green Packaging and Dishes, also take-away packaging.</p> <p>Labelling on menus dishes and drinks that are environmentally sustainable so that guests can make more informed choices.</p> <p>Community initiatives, i.e. free meal programmes for people in need, support for local charities or promotion of food education in the community.</p>	<p>Is a vegan/vegetarian menu served?</p> <p>What goes into the cosmetics?</p> <p>What activities are planned for children?</p> <p>Does the hotel use renewable energy sources?</p> <p>Are there chargers available for electric cars?</p> <p>Are eco-friendly cleaning products used?</p> <p>Does the hotel use waste minimisation methods?</p> <p>Does the hotel work with local suppliers?</p> <p>Are local products available on the breakfast menu?</p> <p>Does the hotel have certifications for sustainable practices, such as LEED certification?</p> <p>Does the hotel offer public transport or bicycle rental options?</p> <p>Does the hotel participate in local environmental programmes?</p> <p>Are there educational events on sustainability?</p> <p>Does the restaurant work with local farmers?</p> <p>Does the restaurant use biodegradable or recyclable packaging?</p>
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			<p>Is it possible to take leftover food in your own containers?</p> <p>Is information available on sustainable restaurant practices?</p>
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Source: authors compilation based on conducted surveys.

In the case of Sustainable Idealists, it is a group with slightly more women than men. It is represented by a range of age groups with a slight predominance of younger generations. All levels of education are represented.

3. Findings – Towards wellbeing tourism in Poland

After characterising Polish tourists in terms of their belonging to a specific segment of wellbeing tourism (Peace of Minds, Curious Explorers, Sustainable Idealists), individual in-depth interviews were additionally conducted with some of them. The interviews were aimed at clarifying previous answers and better identifying purchase motives. After receiving the responses, the authors noticed some regularities that overlapped to a great extent with previous studies of the German and Scandinavian markets, regardless of the age of the respondents and their family status.

For the majority of the participants in the survey (40%), travelling is about relaxation and getting fit. However, equally important are the goals of active sightseeing (almost 30%) and gaining new experiences of almost 30%. In this respect, Peace of Minds accounted for the largest percentage of respondents, however, the characteristics of Curious Explorers and Sustainable Idealists were shown by a large proportion of respondents.

In terms of preferences for choosing a holiday destination, the majority of respondents (70%) prefer destinations where they will be able to experience the local culture and have new experiences, getting to know the people of the region and their customs. This indicates a strong interest in the cultural and interpersonal aspect of travel, as well as a desire for memorable experiences, which points to the characteristics described above for the Curious Explorers target group.

When analysing preferences for accommodation, respondents showed little variation, but the most preferred option was agritourism (34%) preferred by Curious Explorers and accommodation in a hotel that cares about environmental and sustainability issues (33%), equally chosen by Sustainable Idealists. A wooden, eco-friendly lodge in nature with an offer of forest baths, organic meals and classes in relaxation, yoga or meditation would be chosen by over 30% of respondents closest to the Peace of Minds group.

Many respondents (25%) also indicated that leisure with a focus on digital detox, finding oneself or attending relaxation courses was important to them. In doing so, they demonstrated characteristics that illustrate the Peace of Minds group.

Only 3% of the respondents explicitly chose the criterion of proximity to home, wanting to minimise the negative environmental impact of transport due to CO₂-emissions during their trip or forgoing air holidays altogether. However, minimising the environmental impact of transport is not the main factor in choosing a holiday destination for the majority of respondents, indicating that only a minor part of the respondents show characteristics of the Sustainable Idealists group.

Regarding the criterion of the purpose of holidays, it can be noted that more than 45% of respondents see holidays as a time to slow down, regenerate body and spirit, indicating the predominant importance of the relaxation and regeneration aspect during holidays. Over 40% of respondents see holidays as an opportunity to discover nature, local culture and products. To a similar extent, respondents showed characteristics of both Peace of Minds and Curious Explorers. 13% of respondents indicated that they were most likely to choose hiking, eating organic produce and relaxing while respecting the protection of the local environment, which may suggest a growing interest in sustainability-oriented tourism. Sustainable Idealists are therefore a distinct minority of respondents on this question.

In terms of concern for sustainability and environmental protection, the survey results show that almost half of respondents (49%) do not currently pay attention to sustainability when planning their travel. However, 22% consider it very important or even crucial. Nevertheless, a significant number of respondents (28%) are not closing their eyes to this issue in the near future. The results show that, in all likelihood, in the future the surveyed group may start to exhibit more characteristics of the Sustainable Idealist target group.

In terms of frequency of travel and companionship when travelling, respondents representing the Curious Explorers group were the most likely to travel alone (24%). Travelling alone is still less popular, as indicated by only 9% of respondents showing characteristics of the Peace of Minds group.

When analysing leisure activity preferences, the majority of respondents (66%) prefer sightseeing and exploring the local community, places and culinary flavours. Relaxation activities related to nature, such as hiking, are also favoured (27%), while practices related to spirituality are the least preferred (5%) - this is a difference with the Nordic countries, where there is a spiritual element to the connection with nature. In this respect, respondents manifest most of the characteristics attributed to Curious Explorers and, to a slightly lesser extent, Sustainable Idealists.

In contrast, the majority of respondents (70%) felt that taking care of their health was important during their holiday, but not the most important. At the same time, almost 20% indicated that taking care of their health is of paramount importance to them during their holiday. For only 10% of respondents this issue is not important at all. Along with health,

healthy eating while travelling is considered important. 65% of the respondents try to eat healthily when travelling, but do not pay much attention to the origin of the products they consume. However, 13% of the respondents did indicate that they choose organic and local products paying attention to their composition and origin. These people therefore show characteristics of groups such as Sustainable Idealists or Curious Explorers.

Conclusion

Changes in tourist behaviour related to pandemics and other crises in Europe have given rise to research in tourism, as well as the search for new differentiators in the tourism offer. In addition, there is already a shift away from overly touristic destinations to less busy ones with an emphasis on rural and nature tourism. This could be an opportunity to help more remote destinations flourish, while reducing the impact of over-tourism in others, as was seen before the pandemic. Changes in tourist preferences could also be an opportunity to achieve the Sustainable Development Goals, including the health and wellbeing target. Research has shown that tourists' wellbeing is influenced by relationships, learning about new places and cultures, and education more broadly. Therefore, initiatives that engage tourists in communities that have similar behaviour, share similar values and live consciously will not only promote the need for wellbeing in tourists, but also foster benefits for the local community, economy and environment.

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