

Wellness Tourism Motivation Factors: Potentials and Challenges of the Egyptian Market

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Abstract

As an established tourist destination, Egypt is ambitious to invest in its people, physical, and investment capacity for the growth of a stable medical tourism sector, which will sustain its foreign exchange revenues and bolster its competitive advantage as a tourist destination. Changes and trends in the tourism market influenced health tourism out of the traditional framework of healing tourism and prominent hospitalized service philosophy. This study investigates tourists' motives for shifting from business and leisure tourism to wellness tourism concept due to life routine and pressure, work stress, and family commitments and examines travel needs in relation to wellness travel motivations in the Egyptian market. The study collects data from tourists visiting Egypt. It was built upon convenience sampling through a questionnaire design and applies AHP to examine wellness tourism and the motivations for wellness tourism in Egypt and establish the preference of each criterion. From the analysis, nine main motivations for wellness tourism are identified in Egypt. Those motivations are; Critical Customer Service Factors, First-Time Visitor Motivation, Hotel Attributes, Motivations for Wellness Tourism, Belief Factors, More Motivations for Wellness Tourism, The

Driving Variables, Push Motivation Factors and Pull Motivation Factors.

Keywords: Wellness tourism, health tourism, tourism motivation, Egypt, Convenience sampling

1. Introduction

Wellness tourism is a sub-sector of health tourism that is rapidly rising at both the national and international levels, owing to people's increased awareness that their health is their personal responsibility. Many people have been driven to maintain and enhance their health not just while living in their home nations, but also while on vacation at a wellness spa. Various initiatives have been launched to identify alternate ways to preserve and enhance their health problems, including selecting the appropriate travel packages that provide healthy living options available or offered in tourist places. The steady rise in demand for wellness tourism is unavoidable as a result of being so motivated (Costa et al., 2016).

Although the wellness-tourism interface has a long history that includes ancient pilgrimages, health-related travel, and so on. Recent research has taken the strategy of branding a new type of tourism. Health Tourism has

evolved into an industry for products and services aimed at improving people's health and overall psychophysical well-being. Traditional therapies, rehabilitation, aesthetic and spa treatments, as well as psychological and physical relaxation, have all been created and have even surpassed traditional therapies (Connell, 2011).

Both demand and supply are included in the phrase wellness tourism. The demand is limited to tourists who want to improve their health and well-being without relying on medical assistance. On the other side, a demand-driven definition would be far too wide and difficult to implement. Tourists can improve their health and well-being in a number of non-specialist tourist situations. All of the interactions and phenomena that develop from people travelling and staying in places with the primary objective of maintaining or enhancing their health are referred to as wellness tourism. Physical fitness, beauty care, proper nutrition diet, soothing meditation, and mental activity education are all needed (Wang et al., 2020).

Egypt, as a tourist destination, is striving to improve its people, physical, and financial capacities in order to build a robust medical tourism sector that would help the country maintain its foreign exchange revenues and boost its competitiveness. This benchmarking study is likely to be an important step in the establishment of an Egyptian medical tourism strategy (Gohar and Kondolf, 2020).

Therefore, this paper investigates tourists' motives for shifting from business and leisure tourism to wellness tourism due to life routine and pressure, work stress, and family commitment and examines travel needs in relation to wellness travel motivations in Egyptian marketing.

2. Health Tourism

Despite the growing globalization and hybridization of health tourism, one of its types (therapeutic tourism) is mostly found in European medical spa resorts, which serve as therapeutic tourism destinations. Spa resorts are described by the European Spas Association (ESPA) as high-status health resorts that are recognized as such by state legal rules on health treatment based on their natural healing properties that are supported by scientific data and are part of scientific medicine. German-speaking countries, sections of France, the Baltic States (Estonia, Latvia, and Lithuania), Central and Eastern Europe, and Russia all have spa resorts in the medical (traditional) meaning. Poland is one of the only European countries where traditional therapeutic architecture (such as sanatoriums, pump rooms, and graduation towers) may still be found alongside traditional therapeutic therapies (e.g. balneotherapy, climatotherapy). Thus, Poland is a good example of a healing medical spa resort (Lee and Li, 2019; Sag and Zengul, 2018).

The public finance system was used to run European medical spa resorts in the twentieth century. The decline in government subsidies for medical spa resorts in several European nations since the 1990s, along with a desire to live a healthy life, has resulted in a shift in the proportions of non-commercial (government-funded) and commercial (self-funded) stays. The proportion of business tourists has risen. In order to make European spa resorts more competitive on the global health-related market, local governments and therapeutic destination managers must identify groups based on push motivation segmentation and target their products to a specific type of consumer. Only specific forms of demand can be met by each type of destination. As a result, spa resorts avoid attempting to cater to the

entire market, recognizing the futility of doing so (World Health Organization 2014).

According to a thorough analysis of the psychological benefits of sought health tourism push motive, pull motive segmentation is the only one present for tourists visiting therapeutic destinations, despite the fact that push motive segmentation in medical and wellness tourism destinations has been extensively studied. All previous research on tourist motivations for visiting medical, wellness, and wellness tourism locations had a local or regional focus. Furthermore, the socio-demographic, behavioral, and psychographic elements identifying the identified segments were not included in the segmentation by push reasons in medical and wellness and wellness tourist destinations (Uygun and Ekiz, 2016).

Customers (guests, with either preventive or therapeutic purposes) choose a health tourism destination as a trip destination to improve their state of health and wellbeing. The health tourism forms and the sub-concept of health tourism, namely wellbeing tourism, introduced in the health tourism literature by Nordic authors, health tourism destinations can be divided into three categories: medical (surgical) tourism, therapeutic tourism, and wellness and wellbeing tourism (spa tourism destination, spiritual tourism destination as well as holistic, alternative and New Age tourism destination). Health tourism destinations can be found on every continent, but they are particularly popular in underdeveloped countries. The elites, on the other hand, continue to travel to expensive but reputable health tourism countries such as the United States, Switzerland, Germany and the United Kingdom. The absence of a natural setting and natural healing resources is what most distinguishes health tourism destinations from therapeutic, wellness, and wellbeing tourism destinations. This is owing to the fact that only applicable political and legal

restrictions determine the existence of health tourism locations (provisions on abortion or transplantation) (Ferrari and Gilli, 2016; Sultana et al., 2014; Schalber and Peters, 2012).

According to widespread belief in the health tourism literature, therapeutic tourism destinations cannot exist without natural healing resources because they are located with scientifically-proven therapeutic treatment conditions based on fossil-, sea, or climate-related natural healing resources to improve and maintain health while under medical supervision. Spa resorts with therapeutic implications, according to ESPA's definition, meet the above-mentioned criteria. The majority of wellness destinations are found in places and regions with beautiful natural landscapes. Natural healing resources are not required in wellness tourist destinations. However, the natural environment and certain wellness resources are critical. Natural resources, for example, are recognized as a basic component of a wellness tourist destination in Finland. However, other authors contend that spirituality is at the heart of wellness tourism destinations. Many researches have shown that not just certain healing natural materials, but also nature itself has a therapeutic impact. The most holistic, alternative, and New Age tourism destinations are found in rural areas near nature parks or protected areas with energetic properties (for example, Stonehenge in the United Kingdom, the Pyramids in Egypt, Machu Picchu in Peru, Sedona in the United States, Uluru and the environs of Bayron Bay in Australia), whereas spiritual tourism destinations are defined by spirituality. Spa tourism sites can be considered to be written into a landscape with rivers, lakes, waterfalls, seas, or the ocean (Asadi and Daryaei, 2011; Peršić and Janković, 2012; Kušen, 2014).

When comparing the infrastructure found in various forms of health tourism locations, it is possible to infer that wellness infrastructure has the most intangible aspect of the three types. It is defined by alternative spaces (different types of spas, pilgrimage centers, temples, lifestyle resorts combined with contemplation of landscapes and nature) in which anyone can engage in self-analysis free of home-related stress or dilemmas, amplifying the effect of escapism from daily routine. Medical infrastructure is found in hospitals and clinics, where patients are typically in pain and suffering. The third type of infrastructure, known as therapeutic infrastructure, is situated where the first two do. It consists of spa hospitals, spa parks, bathhouses, band shells, baths, sanatoriums, promenades, walking halls, amphitheaters, pump rooms, graduation towers, and caverns. Informing people of their condition and the necessity for treatment, on the one hand, but also assisting them in unwinding, resting, erasing reality, and slowing down the rapid pace of life (Uçak, 2016).

Finally, health tourism could be defined as a planned trip outside of one's immediate area for the purpose of preserving, improving, or restoring a person's physical and mental wellness (Hofer et al., 2012). Health tourism consists of different types, including; physical healing, beauty treatments tourism, wellness tourism, leisure/entertainment, occupational wellness workshops, and psychological tourism (Rieger, 2013). The following section introduces wellness tourism as demand trend of health tourism.

3. Wellness tourism

Various viewpoints define wellness tourism as a holistic phrase that encompasses numerous societal and human components. Numerous tourism professionals have acknowledged the multifaceted nature of a person's wellness,

including the harmony of life and spiritual wellbeing, which combines physical, mental, and social components. Additionally, some scholars have connected the physical, emotional, spiritual, intellectual, social, and environmental health to specific multidimensional characteristics of wellness (Kazakov and Oyner, 2020).

Voigt and Pforr (2013) compared wellness tourism to a journey that includes one of the following lifestyle dimensions: body, mind, and spirit health, self-sufficiency, physical strength, aesthetics, healthy nutrition, relaxation, meditation, mental activity, education, environmental awareness, and social relationship sensitivity. The concept of wellness tourism, which is the active pursuit of activities, decisions, and lifestyles that lead to a state of holistic health, is consistent with the definition of health as a condition of full physical, mental, and social wellbeing provided by the World Health Organization.

Today's wellness represents the global way of life. On the tourist market, wellness tourism is a major megatrend. There has been a trend in the literature to use phrases like health, quality of life, public health, life satisfaction, and wellness interchangeably with well-being. Wellness has a long history that includes therapy and healing, as well as pharmacological, spiritual, and religious implications. When asked what they would do to improve or maintain their wellness, consumers ranked taking a vacation, vacation, or retreat fourth, after exercising, eating better and visiting a spa. These findings demonstrate consumers' perceptions of tourism's contribution to happiness. Meanwhile, wellness tourism is significant because it is not seasonal and hence may be employed at any time of year. Furthermore, one of the qualities is that the wellness offer is used by both visitors and residents (Kelly, 2012).

4. Motivations for Wellness tourism

Chang et al. (2013) investigated the customer service factors that had effect on wellness

tourism from both service providers and customer perspectives. Wellness tourism was a collection of all relationships and phenomena brought about by travel and residency, with the major goal of visitors being to improve or maintain their health. The results indicated that eight critical customer service factors, from high to low, are personnel services, environments, healthy diet, relaxation, health promotion treatments, experience of unique tourism resources, social activities and mental learning.

Kim et al. (2017) explained that visitor motivations and satisfaction between first-time visitors and return visitors to a recreation wellness tourist attraction site in South Korea. The study found that four elements influenced first-time visitor motivations: relaxation and rest, novelty, self-exploration, and accessibility. The scenery and experience, convenience for touring, self-exploration, and accessibility were the top reasons for returning visitors. First-time and return visitors have varied motivations for visiting and levels of pleasure.

Vigolo and Bonfanti (2016) investigated the importance of hotel attributes (as motivation) for senior tourists involved in wellness tourism activities. The study found that four dimensions of hotel attributes: senior-friendly facilities, customer care, spa facilities and servicescape.

Chiang et al. (2017) illustrated tourists' motivation and its relationship wellness tourism destinations. The study was reached that there were four motivations for wellness tourism as following prestige and luxury, novelty and knowledge, self-development and relaxation and escape.

Suprapti et al. (2019) clarified what factors influence tourists' intentions to participate in wellness tourism. The study found that there are 8 belief factors identified to form the tourists' intention in enjoying wellness tourism as the belief in spa's benefit, price, past experience, moral obligation for health,

environmental awareness, personal value, socializing program and health maintenance.

Whittingham et al. (2020) indicated what motivated wellness tourists. The findings reached that there are 7 motivations for wellness tourism as Movement & Fitness, Healthy Food & Diet, Meditation & Mindfulness, Rest & Relaxation, learning about Wellness, Self-Care and Nature & Disconnect.

Siddique et al. (2021) explained the dynamic structure and mechanisms of health and wellness innovation development in Pakistan's tourism business. The analysis discovered that market demand, industrial supply, infrastructure, and the external environment are the driving variables.

Damijanić (2021) expound travel motivations as criteria in the wellness tourists. The result indicated that the notion of push and pull travel motives was used to identify a total of nine travel motivation components (three push motivation factors, and six pull motivation factors). Health trend, Relaxation and reward, and Novelty were used as push travel motivation factors; Basic wellness, Intangible wellness, and Extra wellness were used as pull travel motivation factors for wellness tourist products; and Cultural and natural heritage, Entertainment and recreation, and Landscape were used as pull travel motivation factors for tourist destinations. Using travel motivation elements as segmentation criteria, three groupings emerged (high wellness, immaterial wellness, and low wellness clusters). Wellness tourism study emphasizes relaxation, wellness infrastructure, and natural resources. However, both push and pull motivation factors play a role in differentiating between the divisions.

5. Health Tourism in Egypt

Health Tourism is when people from one country travel to another for medical, dental, or surgical treatment. It's a burgeoning new niche sector in poor countries, where they may diversify their tourism offerings and increase revenue (Ayoub, 2018).

Egypt has long been noted for its temperature, beaches, particularly in Sharm El Sheik and Hurgada, and ancient civilisation. Egypt has recently emerged as a new health tourism destination, offering patients low-cost treatment. Cardiology, or thopaedics such as hip replacement, cosmetic surgery, and dentistry are the most popular procedures in Egypt, which are delivered at a fraction of the cost in other nations. Inferior prices, however, do not always imply low quality. Magrabi Eye Hospitals and Centers, Dar El-Fouad Hospital, Andalusia Group Hospitals, and Saudi German Hospital are just a few of the private hospitals, clinics, and eye care centres that have opened in the previous few years. Some of these health-care providers have received international recognition through international accreditation, such as Dar El-Fouad Hospital, which is accredited by ISO and JCI (Joint Commission International) (Saad, 2015).

Clinics are comparable to those in the United Kingdom, and the majority of Egypt's doctors and surgeons hold qualifications from the United Kingdom, Latin America, or the United States. Patients are admitted to medical services right away, without having to wait for an appointment with a doctor. The majority of patients travelling to Egypt for medical treatment come from neighbouring Arab nations such as Libya, Sudan, and Yemen, as well as some African countries (Ayoub, 2018).

To promote health tourism in Egypt, the Ministry of Health and Population has selected 16 distinguished hospitals from among the Ministry's hospitals (Nasser Institute for Research and Treatment, Sheikh Zayed Hospital, Dar Al Shifa Hospital, Aswan Oncology Center, Luxor International Hospital, and Sharm El Sheikh International Hospital) that are equipped with the latest medical devices. In addition, the ministry has trained a team of doctors and nurses (Khunchumnan et al., 2015).

Tour n' Cure is Egypt's newest health tourism venture, which allows patients with Hepatitis 'C' from all over the world to receive an

effective and advanced comprehensive treatment program while staying in a five-star hotel with no waiting time and at a fraction of the cost. Such activities contribute to the future growth of health tourism in Egypt (Salman et al., 2021).

Egypt currently appears to have all of the necessary ingredients to become a health tourism hub, including good weather, proximity to markets, affordable medical services and tours, a wide range of services at integrated medical centres, health care professionals, delectable Egyptian cuisine, and a low foreign exchange rate. Furthermore, because housing in Egypt is generally inexpensive, people who need to stay longer for their rehabilitation have the opportunity to stay in excellent facilities at reasonable costs (Kaminska et al., 2020).

The delay in establishing international quality standards in hospitals and specific health tourism programs for different types of medical procedures could be promoted through travel agencies. As well as the strong competition of health tourism programs in other Middle Eastern and African countries such as Jordan, Lebanon, Tunisia, South Africa, and Turkey, are holding Egypt back from claiming a fair share of health tourism (Helmy, 2011).

Health tourism is currently helpful to Egyptian economies, as the average medical tourist spends five to twelve times more on travel costs than a regular visitor does. Medical tourists typically stay for longer periods than other tourists, ranging from two to four weeks to five to six weeks; they may extend their stay for up to ten days to recover from medical procedures before returning to their home country on doctors' advice, during which time they would spend as regular tourists enjoying other tourism activities. Furthermore, medical tourists would return to the area on a regular basis for medical follow-ups; additionally, most medical tourists do not go alone but with a companion, resulting in double the spending. Furthermore, health tourism contributes to the

development of a positive image of the destination, particularly among patients, which, in turn, stimulates more trips to the area for other tourism objectives, thereby supporting tourism in the destination (Zaki, 2017).

6. Motivations of Wellness Tourism Destinations: Perceptions of International Travelers to Egypt

The idea of travelling overseas for health reasons is not new, but in recent decades, it has gained increasing traction and media attention. One of the more recently developed forms of tourism in Egypt is medical tourism. The quality of hospitality services and marketing initiatives are done by hospital administration and made available to medical tourists are crucial components of medical tourism success.

Ayoub (2018) indicated the perceptions of tourists to visit Egypt. It was found that the existing and well-developed tourism infrastructure, an abundance of healthcare professionals, and the great geographical location were important Egypt's medical tourism industry.

Helmy and Zaki (2018) aimed to assess the marketing efforts and general hospitality services provided by Egypt's premier medical facilities, which are JCI-certified hospitals. Strong points of marketing initiatives and hospitality services supplied to medical tourists are included in this review. The results showed that there are many positive aspects that are effectively reflected in the marketing strategies used by JCI hospitals to draw in more medical tourists. Moreover, from the moment a medical tourist arrives until they go, all hospitality requirements are routinely observed.

Elbaz et al. (2021) clarified factors that affect how satisfied tourists are with the health treatments they received. The results indicated that treatment quality, health service quality, health tourism expenses, health tourism

infrastructure, destination appeal, destination culture, and communication convenience had a significant effect on tourists' satisfaction, which in turn increased their loyalty.

Abdel Aziz (2022) investigated the perceptions of patients' intentions who visited Egypt for medical treatment is investigated. The study found that healthcare provider-specific and destination specific had a positive impact on patients' intentions. In addition, the service quality, waiting time, and medical costs had a significant effect on patients' intentions.

However, developing a strategy that takes into account all facets of the medical tourism sector—healthcare, travel, and hospitality, as well as support services—is necessary for the growth of medical tourism in any location. Benchmarking, which is the act of locating excellent examples of a product, service, or operating system and then altering products, services, or systems to match or exceed those standards, is thought to be a vital step for the development of the Egyptian medical tourism strategy (Helmy, 2011).

7. Importance of the Study

From the above literature, it is noticed that many studies, whether inside Egypt or outside, had put their focus on investigating factors that affect the motivations for wellness tourism because the identification of these factors will help in improving the wellness tourism. Although this great attention is put on wellness tourism field, there is a gap noticed in previous literature. This gap represents in; the above studies focus only on one or two motivations and its factors, without focusing on different motivation that could have significant effect on tourism. Accordingly, the current study works on analyzing nine motivations with their factors.

8. Methodology

According to Vaidya and Kumar, the Analytic Hierarchy Process (AHP) has been used in a variety of scientific fields, including

education, politics, and industry. The number of applications in recent years has expanded to include sustainability, management and technology (Robert et al., 2016).

The AHP is divided into two sections: hierarchical design and evaluation. The hierarchical design of the primary components that determine motivations for wellness tourism was the subject of this study. The following are the steps that must be taken to apply the AHP (Garg et al., 2021).

- 1) Identify the issue or purpose.
- 2) Make the decision tree hierarchical.
- 3) Create the matrices for pairwise comparisons.
- 4) Use the ratings to weight specific criteria and assess their overall relevance.

To establish the preference of each criterion, the pairwise comparison scale was used in this study. The number of times one element is more essential than the other items with which it is compared is determined by this scale. The scale runs from 1 to 9, with 1 indicating that the criteria are equal in importance, 3 indicating moderate importance, 5 indicating strong importance, 7 indicating extremely strong importance, and 9 indicating that one of the aspects is considerably more significant than the other. Intermediate values include 2, 4, 6 and 8 (Russo et al., 2019).

The method for pairwise comparison is as follows: each tourist is asked about their reasons for visiting the spa. When compared to social activities, the tourists think that the health promotion therapies are quite strong. As a result, this comparison has a value of 7. In the reverse instance, the score would be 1/7. The judgement matrix is created once all elements have been compared. Finally, the relative weights of the variables are calculated using the comparison matrices of all tourists (Cengiz and Ercanoglu, 2022).

The study collected data from tourists who visit Egypt and was built upon convenience sampling through a questionnaire design.

Convenience sampling is a research strategy in which researchers collect market research data from a pool of respondents who are easily accessible. It is the most often utilized sample technique because it is extremely quick, simple, and cost-effective. Members are frequently reachable for participation in the study (Stratton, 2021).

9. Data Analysis

This section showed how AHP applied to examine wellness tourism and the motivations for wellness tourism in Egypt and establish the preference of each criterion.

Selection of Motivations for Wellness Tourism

Nine main motivations will be considered together with their factors. These main motivations are selected depending on previous literature and are examined in the welling tourism sector in Egypt. The nine main motivations are:

- 1- Critical Customer Service Factors.
- 2- First-Time Visitor Motivation.
- 3- Hotel Attributes.
- 4- Motivations for Wellness Tourism.
- 5- Belief Factors.
- 6- More Motivations for Wellness Tourism.
- 7- The Driving Variables.
- 8- Push Motivation Factors.
- 9- Pull Motivation Factors.

On the other hand, the 48 motivations included in the main nine motivations for wellness tourism are listed in Table 1. This table identifies the motivation factors, codes, sub-factors and the references.

The relative significance or preference of each factor is then calculated using each alternative's priority or relative importance of each alternative, which is calculated using the entries of the decision matrix d_{ij} together with the weights of criteria w_i , according to the equation.

$$P = D.W \text{ or } P_i = \sum_{j=1}^n d_{ij}w_j \quad i = 1, 2, 3 \dots$$

From this equation, it is important to refer that: (Nguyen, 2014)

D → is the decision matrix

w → is the weights of criteria

j → the alternative

n → objectives

The alternative with the highest weight value should be taken as the best alternative.

Table (1): Motivations Factors for Wellness Tourism Included in the Analysis

Motivation Factors	Code	Sub-Factors	References
Critical Customer Service Factors	CCS1	Personnel Services.	Chen et al., 2013
	CCS2	Environments.	
	CCS3	Healthy Diet.	
	CCS4	Relaxation.	
	CCS5	Health Promotion Treatments.	
	CCS6	Experience of Unique Tourism Resources.	
	CCS7	Social Activities.	
	CCS8	Mental Learning.	
First-Time Visitor Motivations	FTV1	Relaxation and Rest.	Lim et al., 2016
	FTV2	Novelty.	
	FTV3	Self-Exploration.	
	FTV4	Accessibility.	
Hotel Attributes	HA1	Senior-Friendly Facilities.	Vigolo and Bonfanti, 2016
	HA2	Customer Care.	
	HA3	Spa Facilities.	
	HA4	Services Cape.	
Motivations For Wellness Tourism	MWT1	Prestige and Luxury.	Kim et al., 2017
	MWT2	Novelty and Knowledge.	
	MWT3	Self-Development and Relaxation.	
	MWT4	Escape.	
Belief Factors	BF1	Belief in Spa's Benefit.	Wendri et al., 2019
	BF2	Price.	
	BF3	Past Experience.	
	BF4	Moral Obligation for Health.	
	BF5	Environmental Awareness.	
	BF6	Personal Value.	
	BF7	Socializing Program.	
	BF8	Health Maintenance.	
More Motivations For Wellness Tourism	MFWT1	Movement and Fitness.	Whittingham et al., 2020
	MFWT2	Healthy Food and Die.	
	MFWT3	Mediation and Mindfulness.	

Motivation Factors	Code	Sub-Factors	References
	MFWT4	Rest and Relaxation.	
	MFWT5	Learning about Wellness.	
	MFWT6	Self-Care.	
	MFWT7	Nature and Disconnect.	
The Driving Variables	DV1	Market Demand.	Siddique et al., 2021
	DV2	Industrial Supply.	
	DV3	Infrastructure.	
	DV4	External Environment.	
Push Motivation Factors	Push1	Health Trend.	Damijanić, 2021
	Push2	Relaxation and Reward.	
	Push3	Novelty.	
Pull Motivation Factors	Pull1	Basic Wellness.	Damijanić, 2021
	Pull2	Intangible Wellness.	
	Pull3	Extra Wellness.	
	Pull4	Cultural and Natural Heritage.	
	Pull5	Entertainment and Reaction.	
	Pull6	Landscape.	

Ranking the Preference of the Main Nine Motivation Factors

With this CR value (0.000795), the determination of pairwise is declared valid with a CR value < 0.1. It could be observed that the second system is considered the most important one as it comes in the first rank through the above computation, then the third one, after that the fourth system, and finally the first one takes the last place in the ranking.

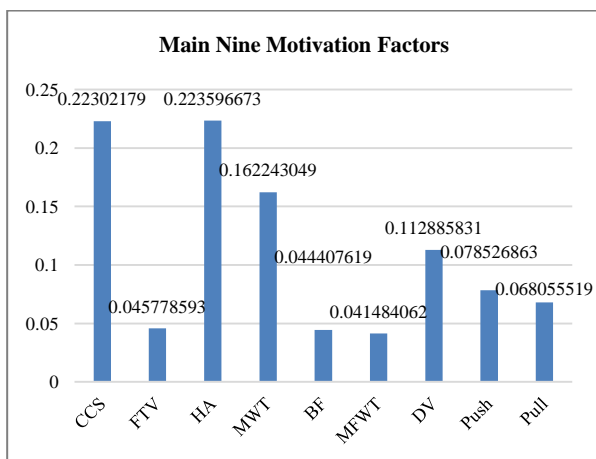


Figure 1: Weight of Main Nine Motivation Factors

Ranking the Preference of Critical Customer Service Factors

With this CR value (0.00075), the determination of pairwise is declared valid with a CR value < 0.1. It could be observed that the third factor is considered the most important one as it comes in the first rank through the above computation, then the first one, after that the fourth factor, followed by the seventh factor, the eighth one, the second one, the fifth one, and finally the sixth one takes the last place in the ranking.

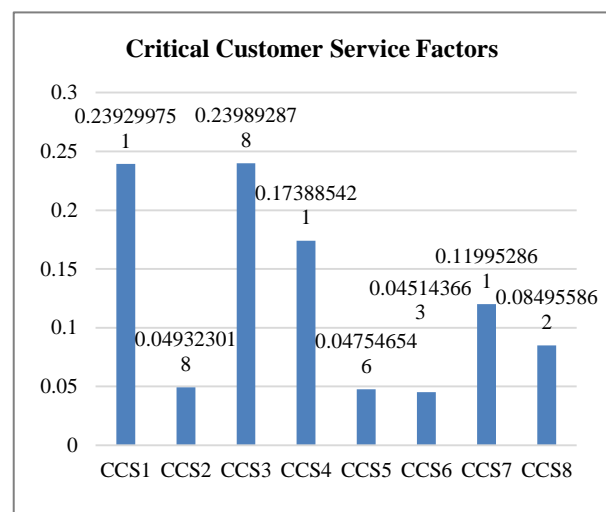


Figure 2: Weight of Critical Customer Service Factors

Ranking the Preference of First-Time Visitor Motivations

With this CR value (0.000225), the determination of pairwise is declared valid with a CR value < 0.1. It could be observed that the first factor is considered the most important one as it comes in the first rank through the above computation, then the second one, after that the third factor, and finally the fourth one takes the last place in the ranking.

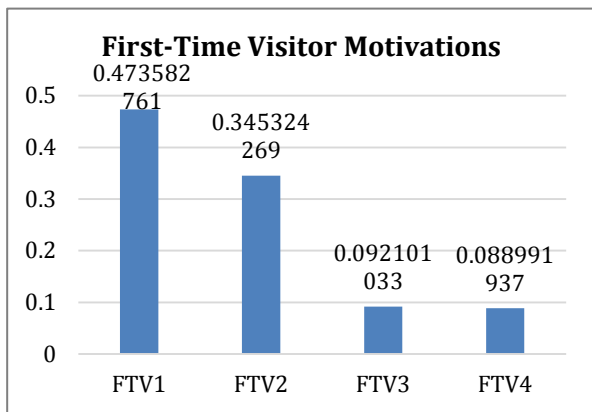


Figure 3: Weight of First-Time Visitor Motivations

Ranking the Preference of Hotel Attributes

With this CR value (0.000296), the determination of pairwise is declared valid with a CR value < 0.1. It could be observed that the second factor is considered the most important one as it comes in the first rank through the above computation, then the third one, after that the first factor, and finally the fourth one takes the last place in the ranking.

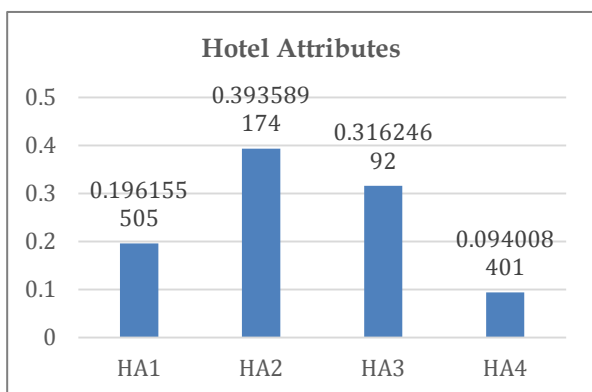


Figure 4: Weight of Hotel Attributes

Ranking the Preference of Motivations for Wellness Tourism

With this CR value (0.00302), the determination of pairwise is declared valid with a CR value < 0.1. It could be observed that the third factor is considered the most important one as it comes in the first rank through the above computation, then the fourth one, after that the first factor, and finally the second one takes the last place in the ranking.

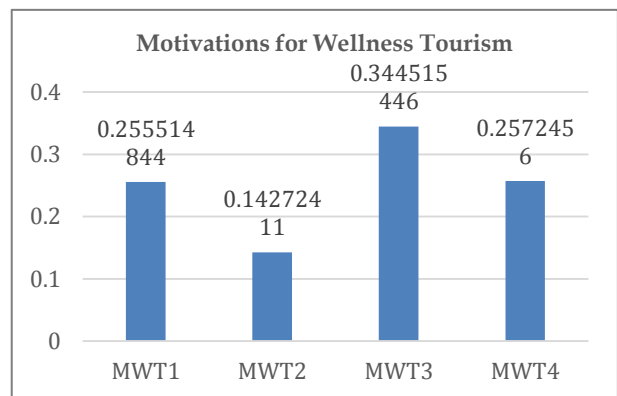


Figure 5: Weight of Motivations for Wellness Tourism

Ranking the Preference of Belief Factors

With this CR value (0.000827), the determination of pairwise is declared valid with a CR value < 0.1. It could be observed that the first and the third factors are considered the most important as they come in the first rank through the above computation, then the fourth one, after that the seventh factor, followed by the eighth factor, the second one, the fifth one, and finally the sixth one takes the last place in the ranking.

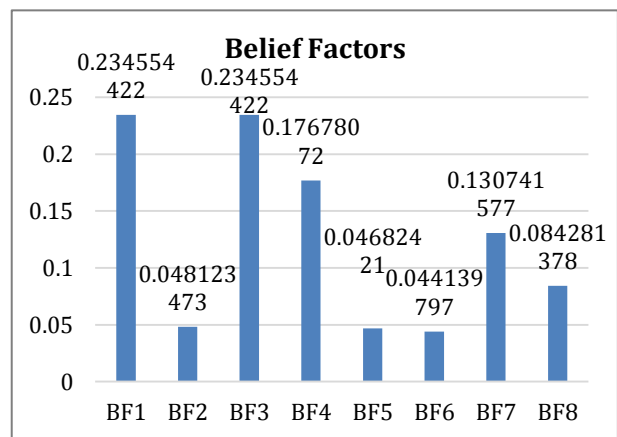


Figure 5: Weight of Belief Factors

Ranking the Preference of Incentives for Wellness Tourism

With this CR value (0.000258), the determination of pairwise is declared valid with a CR value < 0.1. It could be observed that the first and the third factors are considered the most important as they come in the first rank through the above computation, then the fourth one, after that the seventh factor, followed by the fifth factor, the second one, and finally the sixth one takes the last place in the ranking.

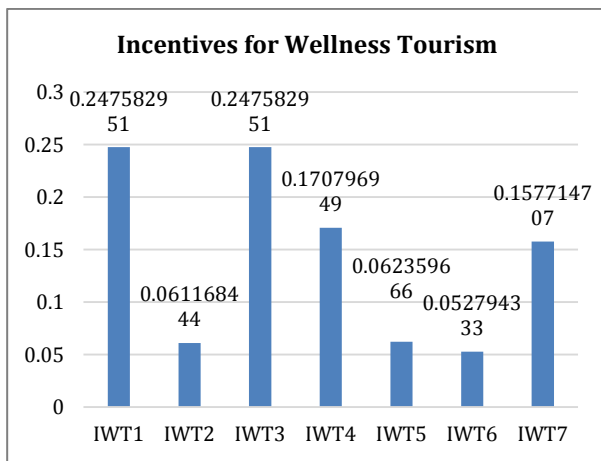


Figure 6: Weight of Incentives for Wellness Tourism

Ranking the Preference of the Driving Variables

With this CR value (0.000619), the determination of pairwise is declared valid with a CR value < 0.1. It could be observed that the second factor is considered the most important one as it comes in the first rank through the above computation, then the first one, after that the third factor, and finally the fourth one takes the last place in the ranking.

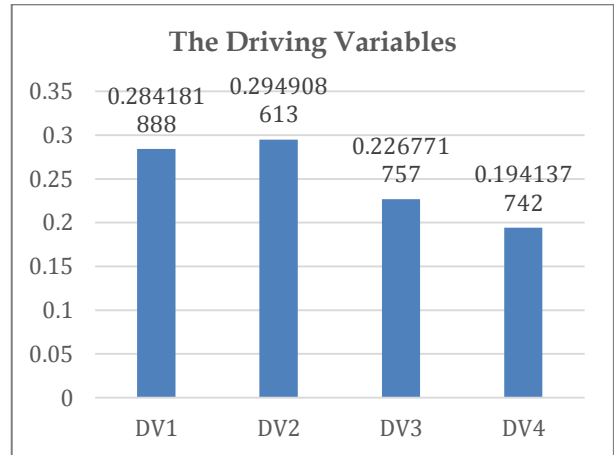


Figure 7: Weight of the Driving Variables

Ranking the Preference of Push Motivation Factors

With this CR value (0.000158), the determination of pairwise is declared valid with a CR value < 0.1. It could be observed that the first factor is considered the most important one as it comes in the first rank through the above computation, then the second one, and finally the third one takes the last place in the ranking.

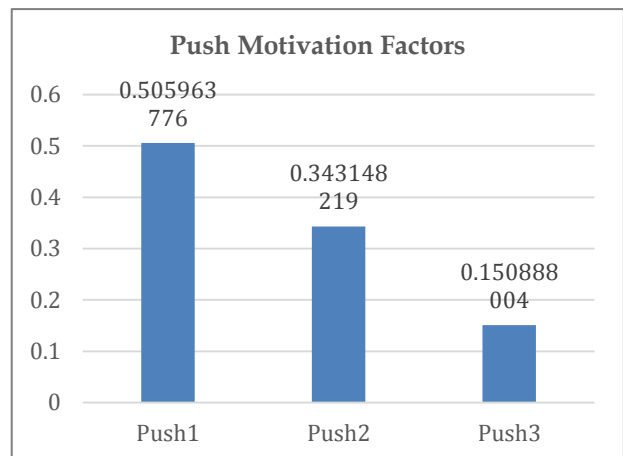


Figure 8: Weight of Push Motivation Factors

Ranking the Preference of Pull Motivation Factors

With this CR value (0.004482), the determination of pairwise is declared valid with a CR value < 0.1. It could be observed that the second factor is considered the most important as it comes in the first rank through

the above computation, then the third one, after that the fourth factor, followed by the fifth factor, and finally the first and the sixth factors take the last place in the ranking.

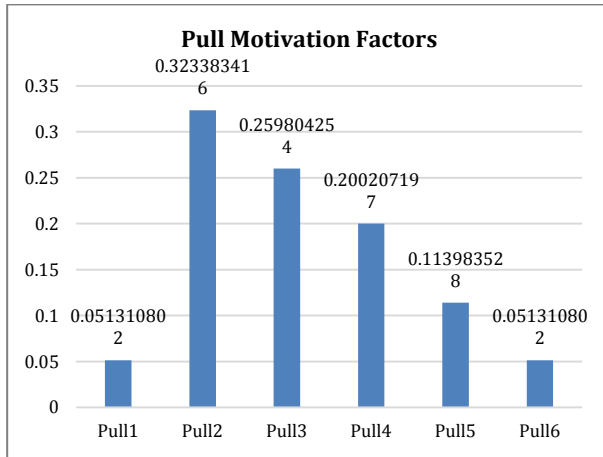


Figure 9: Weight of Pull Motivation Factors

10. Conclusion and Discussion

Wellness tourism generates enormous economic benefits for various destination countries, making it one of the most significant service industries for many nations as a result of the partnership between the tourism and healthcare sectors. Wellness tourism is considered to be one of the fastest-growing tourist industries worldwide. A rising number of medical institutions in destination nations have been enhancing their comfort and amenities so they resemble those found in many top-notch hotels to capture a larger market share in the fiercely competitive wellness tourism sector. These procedures significantly provide their overseas clients with greater care as well as higher-quality services.

It has been anticipated that countries' involvement in the establishment of the wellness tourism industry will provide income and advance the economy. By offering highly skilled jobs, capital-intensive technologies, and connectivity, wellness tourism would assist less developed countries in escaping the economic dependence that extractive industries have established. The public health system as a whole may theoretically directly

benefit from this. In accordance with a report from Egypt's Ministry of Health, money raised from foreign patients is regularly invested in enhancing locals' access to healthcare. The framework of motivational elements is the foundation of the majority of the answer to the question of why tourists visit Egypt. This is so that travelers can fulfill their needs and desires or the things that motivate them to travel, as Egypt can.

The study collects data from tourists who visit Egypt and was built upon convenience sampling through a questionnaire design to investigate tourists' motives for shifting from business and leisure tourism to wellness tourism due to life routine and pressure, work stress, and family commitment and examines travel needs in relation to wellness travel motivations in Egyptian marketing.

The study finds the main nine motivations for wellness tourism in Egypt are, Critical Customer Service Factors, First-Time Visitor Motivation, Hotel Attributes, Motivations for Wellness Tourism, Belief Factors, More Motivations for Wellness Tourism, The Driving Variables, Push Motivation Factors and Pull Motivation Factors.

11. Recommendations and Implications

The research provides some recommendations and implications as follows;

- Understanding important facets of traveler motives can help planners better understand travel habits and the elements that affect decision-making. Applications of theories of travel motivation offer insights into how visitors behave in particular locations, including, among other things, what visitors are looking for, what they want to experience while on vacation, the activities they are looking for, and how they want to spend their entire vacation.
- In order to understand the demands and motivations of each group at any given

time, additional segmentation is crucial because not all tourists have the same wants. The desires of travelers change frequently and substantially from person to person. In order to satisfy tourists' interests, desires, and expectations in line with age, gender, lifestyle, education, and income, planners must continuously alter their offerings. Consumer needs change along with society's use of technology.

- Research on how to make tourism facilities and attractions more competitive and provide greater uniqueness in a highly competitive market is constantly needed. This research gives attraction managers the information they need to make sure their attractions boost the revenue used to entice customers and create a distinctive and memorable experience for their guests.
- The research offers a theoretical framework that is consistent and can provide us a deeper understanding of the factors that lead people to travel for medical purposes. Marketing directors and trip planners can find this useful for planning their products. The application of theories to practical knowledge can support the selection of the only long-term strategies and plans that are most effective, which could increase value creation and enhance how the tourism industry functions and is integrated with its products.
- Motivation factors can assist destination planners by promoting attractions that may include lower rates, higher service quality, and improved infrastructure. Destination planners must comprehend how to raise service standards to draw tourists because the quality of service is an element in motivating tourists to travel
- In order to portray the sector holistically and identify its advantages and disadvantages, it is advantageous to examine medical tourism from a pull perspective. The motivation factors

analysis highlights the essential aspects of what medical tourists require. Additionally, the knowledge gained from such studies has implications for the medical and hospitality services within one organization as well as for the sector as a whole. These insights are valuable for medical tourism establishments in terms of promotional activities, infrastructure development, and superstructure. Additionally, examining the motivational variables present in a given nation or location and how they interact with the decisions made by medical tourists will surely shed light on the managerial and structural strategies employed by all market participants in the medical tourism sector.

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