



Wellness Tourism: A Destination Perspective (Routledge Advances in Tourism)

From Routledge



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Core values of society, health and wellbeing impact today on all aspects of our lives, and have also increasingly influenced patterns of tourism consumption and production. In this context wellness has developed into a significant dimension of tourism in a number of new and long established destinations. However, although it is consistently referred to as one of the most rapidly growing forms of tourism worldwide there still remains a dearth of academic literature on this topic.

This book uniquely focuses on the supply side of wellness tourism from a destination perspective in terms of the generation and delivery of products and services for tourists who seek to maintain and improve their health. This approach provides a better understanding of how wellness tourism destinations develop and explores the specific drivers of that growth in a destination context and how destinations successfully compete against each other in globalised market place. A range of wellness destination development and management issues are examined including the importance of authenticity, an appropriate policy framework, delivery of high quality goods and services, participation of a broad range of stakeholders and the development of networks and clusters as well as collaborative strategies essential for a successful development and management of a wellness tourism destination. International case studies and examples from established and new wellness tourism destinations are integrated throughout.

This timely volume written by leaders in this sector will be of interest to tourism and hospitality students and academics internationally.

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Editorial Review

About the Author

Cornelia Voigt has worked as a researcher and lecturer at different universities. Her research on wellness tourism won several additional awards and she has published in leading international tourism journals.

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Anna Hart:

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