



Healing Tourism as the “New Normal” in Tourism Industry: Through Expert’s Perspective

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Abstract. The rare recent studies illustrated that healing tourism is considered a post-Covid product based on nature, and most studies focus on Korea. However, there is a lack of solid theories. This research examined the fundamental theories for healing tourism as critical terms, definition, market, and related activities. A qualitative data collection method, in-depth interviews with semi-structured questions, was carried out to explore the tourism expert’s opinions. Individuals and focus group interviews were administered to elicit insightful information on healing tourism. The main findings show that 1, the healing tourism definition as a subset of health tourism; 2, the primary market of healing tourism is the middle and aging people segment who experience various vulnerabilities; 3, A framework for understanding healing tourism are introduced, forming the fundamental theory for future research. The study is significant for both academics and practices in employing healing tourism. Travel agency managers can consider developing healing tourism as a new product in society’s New Normal or post-Covid. Nevertheless, the research has some limitations, such as the method and the study scope in Vietnam. Future studies can investigate healing tourism by quantitative methods to test the model in other destinations.

Keywords: Healing Tourism · Wakening · Mental health · Physical health

1 Introduction

The human world exists with the lesions of multiple sources, including objective and subjective factors, which can be derived from nature and the elements of human life itself. These also cause both mental and physical damage to people. Davis [1] admitted that people might encounter more feelings and psychological issues nowadays. There are many medical treatments, such as healing, supporting, curing, and remedying [2].

Today, the people on the earth have been sinking into the terrible stage of the Covid 19 pandemic. The Coronavirus known as SARS-CoV-2 caused the Covid 19 disease that originated in late December 2019, with the first outbreak reported in Wuhan city,

China [3]. Then, the pandemic spread to almost of regions and territories in the world. According to WHO statistics on May 6, 2021 [4], more than 155,665,214 cases of Covid 19 and 3,250,648 deaths worldwide. The disease heavily impacted almost of classes in society in both physical and mental health [5–7]. There are not only the Covid 19 but also various existing diseases on the earth that hurt humans more and more [8, 9]. At present, Covid 19 still spreads around the world, and people have to adapt to the new normal of society.

Furthermore, people have suffered numerous vulnerabilities in their daily lives, which are generated by the workplace, digital world, and mother nature. The tough competition happened everywhere in the world between staff and other staff, companies and other companies, economy, and other economies. The number of death cases from overwork is increasing, for instance, for example Japan [10]. Therefore, the terms workaholism are more and more popular in the world, such as in Japan “karoshi,” China “guolaosi, and Korean “gwarosa” [11–13]. The workplace also creates a wide range of pressures on workers. Besides, many modern appliances and apps commonly have used. People interact in the virtual world more than in real life. That is one of the origins of loneliness. According to Jaradat [14], overusing technological appliances drive loneliness.

At the same time, the earth struggles with many kinds of natural disasters, for instance, earthquakes, tsunamis, volcanoes, floods, and drought. Moreover, the number of deaths has increased over the years. As reported by Statista, there have been over 300 natural disaster events globally per year from 2000 to 2020 [15]. In addition, the population structure is aging, which is one of the global burdens with many related problems such as health care services, nursing homes, and labor. As a report in 2019 by the United Nations, the aging population has become a global phenomenon [16].

In general, people on the earth are hurt by natural and artificial factors so much that is why people have to find therapy to heal themselves. Thus, healing tourism’s research may be more and more important to people in nowadays society.

The previous studies about healing tourism are not very much. The research mentioned “healing tourism” as a new service in the Tourism industry after Covid Pandemic [17]. Kwon [18] focused on the relationship between local cultural sensibility and healing tourism in tourism development. At the same time, Kim & Hwang [19] mentioned the issues such as restoration experiences, urgent problems, and challenges of rural healing tourism. In Kim [20] (2019)’s study, Wellness tourism and healing tourism are discussed with the strengths and weaknesses of developing conditions that aim to handle problems and commercialize these types of tourism. Almost all healing tourism studies have been implemented in Korea recently, especially from 2019 to 2021. The lack of research indicated the precise definition, differences between the healing tourism to others, target segmentation, and activities belonging to healing tourism.

2 Objectives

This paper aims to explore healing tourism in the new normal of society through the perspectives of tourism experts, including key terms, markets, and associated activities. The background theories are supposed for healing tourism as critical terms, the definition,

and a proposed framework. Another research goal is to identify the target market and its characteristics for healing tourism. The activities of healing tourism are suggested in this paper as considerations for the tourism business in the future.

3 Theoretical Review

In the context of the covid 19 pandemics spreading worldwide, people live in a society full of injuries, both physically and mentally. More than ever, healing wounds is essential for people now and in the future. The study of healing topics in general and healing tourism, in particular, is a trend soon.

As mentioned above, there are not many specific studies about healing tourism. Therefore, the author presents theories related to healing tourism as health, health tourism, wellness tourism, medical tourism, and spiritual tourism. “Health is a state of complete physical, mental and social well-being and not merely the absence of disease or infirmity” [21 p. 100]. Health tourism could be extensively characterized as people going from their residence to any recreational place with goals connected to health [22, 23]. Health tourism encompasses medical tourism and wellness tourism [24–26]. Medical tourism is referenced when an individual is experiencing an ailment and propels to get treatment of better caliber with a lower payment [27]. Contrarily, wellness tourism comprises healthful individuals actively looking for activities or services to maintain or enhance their wellness [27]. Wellness tourism involves enterprises that exist to entitle individuals to join well-being behaviors, actions, and everyday routines into their life [27]. Besides that, wellness tourism is a unique concern tourism type that includes actions, comforts, and services that target the achievement of harmony between body, brain, and soul [28]. Spiritual tourism is acknowledged by an inner quest for mental aids that accompanies religious practice [29]. Wilson et al. [30] considered that a person implements spiritual tourism in the chase for individual meaningfulness from and through traveling. Fedele [31] stated that the increase of tourists in spiritual tourism created the term “new pilgrims.” Spiritual travellers visit temples for several reasons dissimilar to those of regular pilgrims. According to the previous studies, many researchers mentioned spiritual tourism related to religions.

The term “healing” relates to the healthful life mentioned more popularly. It spreads in people’s lives in modern society in many fields such as products, services, promotions, marketing, and art [32]. In terms of nouns, dictionaries like Cambridge dictionary [33], Oxford Learner’s Dictionaries [34], Dictionary.com [35], Wiktionary [36], healing is mentioned as the process of turning out to be well once more, particularly after a cut or other injury or improving after emotional trauma. From a medical perspective, healing includes treatment or recuperation from sickness and the expulsion of obstacles to and reclamation of capacity [37–39]. Additionally, healing has been seen as the recovery of health from unbalance, diseases, and damage in physicality and mentality [40–42].

Very few studies showed the definition and model associated with healing tourism. Kim et al. [43] assumed that healing tourism is a piece of health tourism. That includes the way toward handling the exorbitant measures of physical and mental pressure on people and reviving sensations of energy to manage this. People may get back to their everyday life with an improved feeling of health and wellness. Moreover, Kim [44] proposed the

Table 1. The synthesis of definitions relates to healing tourism

No.	Types of Tourism	Definition
1	Health tourism	Health tourism could be extensively characterized as people going from their residence to any recreational place with goals connected to health [22, 23].
2	Medical tourism	Medical tourism is referenced when an individual is experiencing an ailment and propels to get treatment of better caliber with a lower payment [27].
3	Wellness tourism	Wellness tourism involves enterprises that exist to entitle individuals to join well-being behaviors, actions, and everyday routines into their life [27].
4	Spiritual tourism	Spiritual tourism is acknowledged by an inner quest for mental aids accompanying religious practice [29].
5	Healing tourism	Kim et al. [43] assumed that healing tourism is a piece of health tourism. That includes the way toward handling the exorbitant measures of physical and mental pressure on people and reviving sensations of energy to manage this. People may get back to their everyday life with an improved feeling of health and wellness.

model connected to healing tourism. That is a part of health tourism and focuses on outdoor activities like forest therapy, walking, climbing mountain, camping, trekking, and Kneipp therapy (therapy programs with water). In addition, Kim [20] considered Korea's healing tourism area with medical support, spa village, tourism sports, and experience programs (Table 1).

Some researchers admitted that healing tourism is a tourism product after Covid 19 and the trend in the future. Yang et al. [32] presumed that healing is the theme in hospitality services, and many accommodation suppliers provide healing programs and services. At the same time, Ma et al. [17] suggested that healing tourism should be a post-Covid-19 service. Besides, in Kim & Hwang's [45] study, healing is a tendency in modern society because the demands for pleasure and restoration are increasing, which generate by life's pressure.

Furthermore, the number of studies related to nature-based healing is increasing, for instance, rural healing tourism, forest healing, and marine healing [45]. From UNWTO's perspective, the top solutions to recover Tourism from the Covid 19 pandemic are healing solutions, including three main groups: Healing for people, Healing for prosperity, and Healing for destination [46]. That is clear evidence of the potential of healing tourism in the future.

4 Methods

The methodology used in this study is qualitative with depth interviews. Cachia and Millward [47] assumed that contemporary research is appropriate with semi-structured interviews, which help scholars comprehensively different opinions in the circumstance.

Table 2. The information of interviewees

No.	Name	Gender	Working experience (years)	Company/ University	Job	Place
1	Interviewee 1	F	10	Danang Architecture University	Lecturer	Da Nang, Viet Nam
2	Interviewee 2	F	19	Duy Tan University	Lecturer	Da Nang, Viet Nam
3	Interviewee 3	F	22	Duy Tan University	Lecturer	Da Nang, Viet Nam
4	Interviewee 4	F	14	Duy Tan University	Lecturer	Da Nang, Viet Nam
5	Interviewee 5	F	15	University of Khanh Hoa	Lecturer	Khanh Hoa, Viet Nam
6	Interviewee 6	M	14	Hanoi University of Culture	Lecturer	Ha Noi, Viet Nam
7	Interviewee 7	M	18	Ho Chi Minh City University of Foreign Languages and Information Technology - HUFLIT	Lecturer/CEO	Ho Chi Minh, Viet Nam
8	Interviewee 8	F	30	The University of Danang - University of Economics	Lecturer	Da Nang, Viet Nam
9	Interviewee 9	M	8	Long Travel Company Limited	CEO	Quang Tri, Viet Nam
10	Interviewee 10	M	9	Vodatours Travel Company	CEO	Da Nang, Viet Nam
11	Interviewee 11	M	11	Son Duong Restaurant	CEO	Da Nang, Viet Nam

(continued)

Table 2. (continued)

No.	Name	Gender	Working experience (years)	Company/ University	Job	Place
12	Interviewee 12	F	10	DOS VIETREND TRAVEL	Manager	Ha Noi, Viet Nam
13	Interviewee 13	M	10	Viet team group	CEO	Da Nang, Viet Nam
14	Interviewee 14	M	10	Tourism Promotion Center of Da Nang	Deputy Manager, Communications & Online Marketing	Da Nang, Viet Nam
15	Interviewee 15	F	9	The Five Villas & Resort Quang Nam - Da Nang	Human Resource Manager	Da Nang, Viet Nam
16	Interviewee 16	M	9	Altara Suites Managed by Ri-Yaz	Marketing Executive	Da Nang, Viet Nam
17	Interviewee 17	F	9	Muong Thanh Luxury Da Nang	Sale Supervisor	Da Nang, Viet Nam
18	Interviewee 18	F	9	Oxford Brookes University	MSc in International Hotel & Tourism Management	Oxford, Britian

Therefore, this method is suitable for understanding healing tourism is a new topic in tourism research. In addition, there are not many fundamental theories in healing tourism's earlier studies. In particular, the article uses in-depth interviews with semi-structured questions to explore the ideas and experiences of experts. The methodology is a great way to build the background theories.

The experts are from the universities and the tourism industry. The profiles are shown in Table 2, with ten females and eight males. The invited lecturers have a broad knowledge of tourism. They teach tourism programs such as hotel management, restaurant management, tourism management, and event management at six universities from north to south of Viet Nam. One of them is also the owner of a brand.

Additionally, the practical specialists are chosen to interview those with a high position and more experience in the tourism industry, for instance, owners, managers, and supervisors. One expert has worked in the tourism government office at Da Nang city, Viet Nam, and has experience in destination marketing major. Besides that, another

expert is an MSc in International Hotel & Tourism Management from Oxford Brookes University with an observation from Britain.

Like other research, the paper is applied descriptive analysis. Firstly, the recordings obtained the interviewing data transferred from recording videos to the written sheet. Secondly, the sheets are read and highlight the ideas of the interviewees. Thirdly, the contents are arranged in the new file where the perspectives quickly recognize the differences and similarities. Finally, the ideas are examined to present the result of this research.

5 Findings and Discussion

Interviews were conducted consecutively for two months. During the interview, the results will be analyzed. These two activities are performed in parallel. The main results obtained are as follows.

5.1 Healing Tourism in Key Terms and the Definition

The perspectives of the experts are unfamiliar regarding critical terms of healing tourism. Experts agreed that factors associated with healing tourism include health, peacefulness, smart tourism, wakening, slow tourism, nature-based tourism, mental health, spiritual tourism, psychological tourism, medical tourism, wellness tourism, and physical health. However, each has its priority when choosing the three most essential factors of healing tourism.

Interviewee 10 suggested one more component, which is love. This one from the Tourism industry thought that healing tourism should be associated with the term “love.” Because trauma also begins with love, the healing process ends with love. The result is presented in Table 3.

The three most important factors are mental health, nature-based tourism, and physical health, which the participants in the table choose. Mental health factor has the highest percentage (61.11%). These results are supported by previous studies [40–42]. All interviewees did not choose smart tourism. Many experts reckoned that the primary purpose of healing tourism is to heal human physical and mental wounds in today’s life. Most professionals choose mental health factors. In terms of space, healing must rely on nature. The proper healing of its meaning cannot be in crowded, busy places. However, the interviewees (2, 5, 8) also emphasized that nature must remain wild, with little impact by people. That affects healing. Nature itself will bring peace to heal and restore health. At the same time, nature is a place for people to find balance in life. The participants chose nature-based tourism as the second most important (44.44%).

Some factors are chosen by 4–5 experts, such as wellness tourism, awareness, and peacefulness. Some experts believe that wellness tourism is part of healing tourism. In particular, people will aim for health care with services in wellness resorts and wellness spas. The awareness factor is chosen by three experts (the interviewee18, 16, 05). To be able to heal, people also need awareness. Interviewee 16 stated: “Most bodies get sick because of unhealthy habits. Travelling can give a message to awareness tourists about the importance of health and the natural factors that affect their health”. The guests

Table 3. The choice’s experts about the terms of healing tourism

Factors	Academic people		Industry’s people		Total	
	Frequency of choices	%	Frequency of choices	%	Frequency of choices	%
Health	3	16.67	0	0	3	16.67
Awareness	2	11.11	2	11.11	4	22.22
Slow tourism	2	11.11	1	5.55	3	16.67
Peacefulness	3	16.67	1	5.55	4	22.22
Nature-based tourism	3	16.67	5	27.77	8	44.44
Physical health	1	5.55	5	27.77	6	33.33
Spiritual tourism	1	5.55	2	11.11	3	16.67
Psychological tourism	1	5.55	2	11.11	3	16.67
Medical tourism	0	0	3	16.67	3	16.67
Smart tourism	0	0	0	0	0	0
Mental health	3	16.67	8	44.44	11	61.11
Wellness tourism	5	27.77	0	0	5	27.77

may be more aware of protecting their health, living environment, and living space. The final factor in this group is peacefulness. Peacefulness is a significant factor in healing tourism. People choose healing tourism when people’s spirits are insecure. “Peace allows them to settle down and regain their mind. Then people think more fully, and the injuries are resolved.” is interviewee 8’s opinion.

The last group includes health, slow tourism, spiritual tourism, psychological tourism, and medical tourism. The interviewees chose these elements because they support healing the physical and mental wounds. Besides, interviewee 4 affirmed that spiritual tourism helps to change positively in the spirit. The spiritual element of religion is a way of healing and helping people to be good. Some participants, such as those 7 and 15, have unique reasons for slow tourism related to Covid 19. From interviewee 15’s perspective: “With the haste in today’s life, people have been significantly damaged and need to be healed by identifying real value.

Additionally, the change in daily habits during the pandemic makes people have to look back on their lives. People realize more value for themselves, are no longer too rushed in daily living, and know how to care for themselves. Therefore, when healing tourism is born, the slow tourism factor will be one of the essential factors.”

Furthermore, it can be seen from Table 3 that people’s choices in industry and academics are not different from various factors. However, most people chose “health” and wellness tourism from academe and medical tourism from the industry.

Before the end of the interview, the author asked for more content to better understand the views of experts on healing tourism. There are some common ideas from experts. First, all experts thought this is a direct relation to health, including physical, mental, and social health. All participants presumed that mental health is the primary priority of putting an order in healing tourism. Most interviewees also assumed that mental healing wounds are the best way to recover and thrive for physical and social health. Second, After the pandemic, people’s health would be severely affected. Therefore, healing tourism is considered a potential option for tourism after Covid 19.

Based on previous studies, the results of interviews, and practical experience, we assume that healing tourism is a subset of health tourism. Tourists use tourism resources and services to heal wounds from mental, physical, and social health. In particular, tourists achieve a mental awakening from which to guide and improve physical health and social health toward a meaningful life. That is suitable with recent research results [20–43]. However, a mental awakening is emphasized to drive to enhance physical and social health, which is not mentioned in previous studies.

5.2 The Target Markets of Healing Tourism

Interviewee 2 said, “Everyone has traumas that need to be healed.” With healing tourism, experts have proposed some potential market segmentation.

For the age, position, and income, the experts have divided many groups with different characteristics. “The segments are not considered the potential markets for this type of tourism because they have no clear awareness of healing, such as those under 16 years old. They enjoy daily entertainment activities and then forget their wounds.” from interviewee 1’s perspective.

The first group is the teenagers (16–22 years old), including pupils from high schools and students from universities. At this age, the traumas are from family relationships and school. Interviewee 2 thought, “During puberty, you have the wounds from lacking parental attention and encounters with the first emotional relationships.” At the same time, some do not have a life orientation, and their awareness of healing is not high. There is no autonomy of finance and time. Therefore, when tourism businesses exploit the section, they should target organizations such as schools and clubs (interviewee 4).

The second group is 22–30 years old. Some experts mentioned this segment with injuries from the technology environment (the interviewee 13, 14). However, they have unstable jobs, new social relationships, and worries about finance.

The third group is 30–45 years old. One of the groups is most affected by the Covid 19 pandemic (the interviewee 15). They are affected from psychological to physical. Every day, they receive information about the epidemic. They have to change their daily routine from working at the company to working from home. Recreational activities must be suspended by spreading out of pandemics. In addition, this group was also greatly affected by their income during the pandemic. Besides that, this age has enough maturity in thinking. They can understand how to heal wounds, and healing tourism is one way. Most of them are married and have stable jobs. Social relationships are also

more numerous and complex. Therefore, they have more pressure and anxiety than other groups.

The fourth group is 45–65 years old. The interviewees admitted that this is the most potential segment for various reasons. They have stable jobs, high positions, and well-paid salaries. However, they work under pressure and cause severe mental damage. Many people do not balance work and family. Therefore, there is a lack of interest in family members. At this stage, family and social relationships became more and more complex. At the same time, they realized that their health had deteriorated severely. From the perspective of interviewee 2, “In particular, women are throughout childbirth and have health issues. In Asia, there is much pressure from the family on the woman. In this stage, women also begin pre-menopausal and transition to aging mode. Men have more extramarital relations, making women more anxious”. Interviewees 1 & 8 believed that women are more likely to tolerate than men from injuries. In addition, men suffer more mental diseases than women. “For Asia, men have certain pressures on social notions of the rich and fame which are a burden on a man’s shoulders” as the interviewee 7’s idea. Therefore, the male segment of this age should also be focused on exploitation.

The fifth group is over 65 years old. That can be called “lonely old age.” Interviewee 2 stated that many parents feel lonely when their children leave for business. They live in a nursing home. However, some experts presumed that this segmentation has known how to heal their mental wounds. At the same time, they also lack the physical health to participate in healing tourism activities (Table 4).

For the gender, both men and women need to heal their wounds. Many interviewees admitted that the LGBT (lesbian, gay, bisexual, and transgender) market is a potential market segment. Because this segment suffers from mental illness when many countries in the world have not admitted LGBT, especially in Asia and Africa, thus, tourism business-people may aim this market with suitable products. According to Whaibeh et al. [48]’s study, LGBT people have a higher rate of mental illness than people in society, which originates from discrimination and suffering.

For career, mental workers will also have more pressure than manual workers. If manual workers can rest after work, then mind workers may not be able to fully rest until they finish their work before the deadline or perform the work according to KPI (key performance indicator) (the interviewee 15, 16, 17). They are more susceptible to pressure and need healing. At the same time, office workers need liberation from the daily environment associated with fixed architectural spaces.

Table 4. The potential of target markets

No.	Segmentations	Job	Position	Income	Capacity
1	16–22 years old	-	-	-	Examine
2	22–30 years old	Not stable	Not high	Worry finance	Examine
3	30–45 years old	Stable	High	Autonomy finance	Should choose
4	45–65 years old	Stable	High	Autonomy finance	Should choose
5	Over 65 years old	-	-	-	Examine

For the geographic location, experts stated that almost every part of the world has its common trauma. However, when considering some respects, there are some potential segmentations.

The segmentations 1: From the macro side, people live in countries with modern medicine and developed economies that are a target segmentation. “Because this group has enjoyed the packages of health care services. Economic development has also provided the services to meet their needs of life. However, when the epidemic breaks out, the overload of medical facilities with patients and the lack of human resources has made this group of people feel understaffed.” to the perspective of the interviewee 15, 16. The economy is also seriously affected. A ton of problems are more terrible and make this group mentally vulnerable. Therefore, healing tourism will be a push to help them regain their balance. They will be the first groups to register for this type of tourism to regain the feeling of being cared for like before the pandemic. Interviewee 8 thought that in advanced industrial countries, people work with standards of professionalism according to specific rules. That drives people to an industrial lifestyle. Therefore, there is potential for many injuries to be healed. Interviewee 17 showed that markets in Europe, North America, and Asia (Japan, Korea) are potential markets for this type of tourism.

The segmentations 2: In areas in the country, customers from city areas are more than rural because they are associated with workloads and relatively high affordability. Thus, that is why they can participate in this type of tourism. Many experts also illustrated that people in large cities also face invisible pressures from crowding, buildings, and framework in the workspace.

Some specialists assumed that the customers for healing tourism in small groups (the interviewee 4, 8). Close friends in society, groups of friends in the company, groups of relatives, and families are highly recommended (the interviewee 1, 2, 3, 4, 8).

Some experts mention another market segment for this type of tourism: celebrities or master’s in art (the interviewee 4, 14). This section dramatically influences society and has a high income but is accompanied by significant mental trauma. The characteristics of this segment are in small travel groups and require high-quality services, and the products are provided with uniqueness and privacy characteristics for each group.

5.3 The Activities and Model of Healing Tourism

Destinations: Tourist destinations of this type of tourism are home to natural and cultural tourism resources. Depending on the characteristics of guests, there are suitable destination options. The experts asserted that both natural and cultural resources are capable of healing. Natural resources for this purpose must be vast and exotic (sea, forest, caves). Many specialists emphasized the unspoiled element. Interviewee 02 suggested that natural resources such as mineral springs, hot springs, alpine pagodas, for instance, Yen Tu (Vietnam), and monasteries are suitable. The destinations with the cool climate are the highlight of this type of tourism. Cultural resources should be associated with educational or sense-of-consciousness purposes. For example, at Con Dao (Vietnam), tourists know the pain and significant losses of the soldiers (interviewee 8). Visitors can understand that their injuries in the present life are nothing compared to the noble sacrifices of imprisoned soldiers.

Travel programs: Travel programs need to have explicit scenarios from pick-up to drop-off (the interviewee 8). Some experts said that the travel program combines various factors, from eating, staying, and activities in the program to healing results. The program's activities should be related to healing, especially mental healing, awakening human potential, and identifying positive changes in health and lifestyle. Some interviewees (02, 14) mentioned Medi Thien Son's 3-day program (Ha Noi, Vietnam). Day 1, the program involves meditation practice with meditation masters. On day 2, the program activities relate to eating and drinking, and tourists can practice with chef specialists. Day 3, health care activities are shared with tourists by masters in Chinese medicine.

In addition, tour guides need to be trained in psychological courses and healing for humans (the interviewee 03, 08, 16). Activities to experience farming, being a farmer, climbing, being a fisherman, fishing, and charity because of the environment and education help guests with their healing. In particular, interviewees 11, 15, & 16 emphasized that implementing environmental protection is one of the best healing methods. The travellers feel that they can do something for this earth. The activities are suggested, such as planting trees, cleaning the beach, cleaning the ocean, protecting forests, and protecting animals. Tourists may create souvenir products from waste. "That is the way to generate an awakening of environmental protection through a series of experiences," is interviewee 16's opinion. From that, visitors will change their behavior in daily life to aim for meaningful living. In addition, the interviewees 05 & 07 believed that religious pilgrimage is also an activity of healing. However, this activity must be associated with guests who follow their religion. Team building is also mentioned because this activity creates cohesion and relieves stress for young people and businesses. This specialist highlighted healing the working relations.

Accommodation services: Regarding location, the accommodations are removed from crowded places and cities and have an incredible natural landscape. That is the opinion of most experts. The facilities need to be separated from the technology environment in modern life and meet the basic needs, such as accommodation to ensure having air conditioners and safe bedrooms (the interviewee 04, 08). In addition, the farm stay is also mentioned for healing tourism (the interviewee 09). Many resorts such as Fusion Resort, Six Sense Resort, Amanoi (Ninh Thuan, Viet Nam), Alba Thanh Tan Hot Spring Resort (Thua Thien Hue, Viet Nam), and Than Tai hot spring (Da Nang, Viet Nam) have several services related to healing (the interviewee 12, 15, 16, 18). Many experts mentioned that the resort could specialize in healing purposes. The decoration in the accommodations will be friendly to the environment and nature. The hoteliers may have a suitable way to decorate to make an impression on their target markets, such as "memories of time" or "pieces of the past" to recall a beautiful memory aimed to recollect guests. That creates a way of healing. Additionally, Levine (1998) illustrated through the case of Jody that people explore and raise a new self from the past trauma. Then, they orientate a more positive life.

Food services: Related topics such as ingredients, how to cook, the orientation of eating habits, and menus towards healthy living are good ways to heal visitors, which most experts mention. More specifically, the ingredients used in meals are organic food and focused on vegetables. Furthermore, interviewee 16 also emphasized cooking materials for good digestion. For those who love to cook, the programs need to have activities

related to cooking activities towards healthy living. Besides, many interviewees affirmed that one most important activity is changing tourist eating habits. The food masters may orient travellers about their healthy menus on daily days.

Additional services: The interviewees proposed many different types of services that aim for the primary purpose of healing. Services include a wellness spa, onsen, meditation, yoga, Qi Gong, barefoot walking, and exercise in water. Some experts agreed that wellness tourism’s services could be used in this product cluster, but they should aim at healing (the interviewee 11, 12, 14, 15, 16). Wellness Spa can be applied with treatments to support the spirit, therapy programs, and herbs in local areas, such as Dao Do’s herbs for the spa (Sapa, Vietnam) (the interviewee 11). Moreover, interviewee 15 mentioned that spas have psychological specialists in healing mental wounds for visitors with activities such as themed talks, for example, Fusion Maia (Tia Wellness), Da Nang, Vietnam. Most experts recommend meditation and yoga for the healing of mental wounds. However, experts also proposed that meditation and yoga are practiced in the places such as beaches, mountains, forests, and streams. The purpose is to create a resonance between nature and meditation or yoga for healing. Performing arts is also considered one of the activities that help to heal (the interviewee 04). In particular, performances greatly influence people’s thoughts, orient to positive lifestyles, and create awareness of beauty in life. It is also one of the activities in healing tours. Additionally, music is considered a resonating factor in healing (the interviewees 02, 04, 08). Music in resorts, restaurants, and additional service spaces effectively healing processes.

With suggested activities, healing tourism activities can be the potential product of the new normal of society or post-Covid. This result is supported by some previous studies [17–20].

The main features of the services in healing tourism: Services in healing tourism have three distinctive characteristics: simplicity, peace, and experience. Here are a few basic examples that are recommended with questions. What tourist attractions do tourists need to have peace? How is the accommodation’s natural landscape help the tourists get peace? What is a simple meal with healthy dishes to serve healing guests? (The interviewee 01, 02, 03, 04). At the same time, many specialists stressed that healing services are experience stories for visitors (the interviewees 05, 15, 16, 17). Service activities are slowed down. Therefore, visitors can identify and change themselves.

The model of healing tourism: There are few studies with a healing tourism model. Kim [44] presented the health tourism model, which showed that healing tourism is a part of health tourism. However, healing tourism focused on outdoor activities related to nature in this case. Most experts assumed that healing tourism belongs to health tourism from the interviews. Tourists travel to destinations with natural and cultural resources and consume services to heal their wounds. After consuming, visitors get the awakening. They realize a fact that needs to change in life orientation, lifestyle, and behavior toward a beautiful life. Healing tourism will heal mental wounds that are the top factor. Then, visitors comprehend the positives and changes to heal the remaining factors, including physical and social health wounds.

Therefore, based on previous papers and analyses of the results of expert interviews, the author proposed a model for healed tourism (Fig. 1).

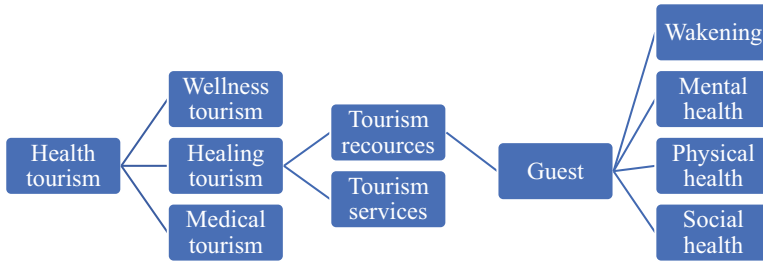


Fig. 1. Model of Healing Tourism

6 Conclusion

Researchers have considered healing tourism as a form of tourism product post-Covid, type of tourism, and tourism trend in the future. The tourism industry needs more research on different approaches to developing this type of tourism. Overall, the study presented factors related to healing tourism. The basic concept of healing tourism is illustrated in this research. Additionally, the leading market segments for this type of tourism are defined with distinctive characteristics. The services in healing tourism with different characteristics are described to help the readers distinguish this type of tourism from others. The consequences of the consumption of healing tourism are also found in the paper. This study proposed the basic model of healing tourism as a significant conclusion.

Limitations: The lack of healing tourism theory is one of the significant limitations of this study. Most interviewed experts are mainly from Vietnam, and many examples are proven in the paper, which focuses on Asia. Therefore, the approach may not be comprehensive and does not guarantee the universality of all knowledge about this type of tourism globally. Furthermore, the interviews are implemented with experts from tourism academics, the tourism industry, and tourism management. However, the paper lacks the views from customers who will consume healing tourism. Most specialists mentioned that the healing tourism process begins with healing mental health. Then, that can improve physical health and social health. Nevertheless, the correlations between critical human health factors in healing tourism are not mentioned.

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