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Health & Data-Informed Wellness Centre Model: A Nature-based Health Tourism Practice at Tourism Destinations

Model ośrodka typu „wellness” opartego na danych i zdrowiu: dobra praktyka naturalnej turystyki zdrowotnej w wybranych destynacjach turystycznych

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Abstract

Sustainability and health practices goes hand in hand. with massive technological advancements and westernisation practices. There is a need to immerge in traditional health practices to sustain and experience holistic well-being to gain good health. Health and wellness centre model helps in providing a preferred place for the tourists/ visitors to avail different health practices by utilizing natural resources and techniques. This conceptual based practices that can be followed in nature-based health tourism destinations, with a greater focus on promoting human well-being. In this study, the methodology used was based on secondary data collection. And with a

comprehensive literature review, health and wellness centre model is suggested in a sustainable and responsible manner. Recent developments in data analytics and AI create new opportunities for evidence-based management of health and wellness tourism destinations. The aim of this study to analyse the significance of nature-based health tourism at health and wellness centres, identifying the benefits in holistic manner and presents the result in form of a conceptual model.

Słowa kluczowe: zasoby naturalne, turystyka zdrowotna, natura, turystyka zdrowotna oparta na naturze, wellness, holistyczny dobrostan, zarządzanie destynacją oparte na danych

Streszczenie:

Zrównoważony rozwój i praktyki zdrowotne idą ze sobą w parze. W obliczu dynamicznego rozwoju technologicznego oraz globalizacji wzorców stylu życia i opieki zdrowotnej istnieje potrzeba ponownego sięgnięcia po tradycyjne praktyki zdrowotne, aby w sposób zrównoważony podtrzymywać i doświadczać holistycznego dobrostanu, prowadzącego do osiągnięcia dobrego zdrowia.

Model centrum zdrowia i wellness pomaga w tworzeniu preferowanej przestrzeni dla turystów i odwiedzających, umożliwiającej korzystanie z różnorodnych praktyk zdrowotnych poprzez wykorzystanie zasobów naturalnych oraz tradycyjnych technik. Są to praktyki o charakterze koncepcyjnym, które mogą być stosowane w destynacjach turystyki zdrowotnej opartej na przyrodzie, ze szczególnym naciskiem na promowanie dobrostanu człowieka.

W niniejszym badaniu zastosowana metodologia opierała się na analizie danych wtórnych. Na podstawie kompleksowego przeglądu literatury zaproponowano model centrum zdrowia i wellness w sposób zrównoważony i odpowiedzialny. Najnowsze osiągnięcia w zakresie analityki danych oraz sztucznej inteligencji tworzą nowe możliwości dla zarządzania destynacjami turystyki zdrowotnej i wellness w oparciu o podejście evidence-based. Celem niniejszego badania jest analiza znaczenia turystyki

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zdrowotnej opartej na zasobach naturalnych w centrach zdrowia i wellness, identyfikacja jej korzyści w ujęciu holistycznym oraz przedstawienie wyników w formie modelu koncepcyjnego.

Introduction

Travel and visiting any destinations is a continuous process, it just varies according to the needs and purposes of tourists. In the same way health and experiencing rejuvenation and well-being is always be on topmost priority for everyone. Health and wellness tourism is undergoing a new stage of revitalization and the creation of a new array of goods and services. The practice of indulging in a tranquil setting has gained international traction in recent years (da Costa Guerra et al., 2022). With advancements in technology and lifestyle and instead of treating sickness, the focus now is on avoiding it and preserving health (Hudson et al., 2017; Mak, Wong, & Chang, 2009). A holistic approach to health includes the body, mind, and soul in addition to the goal of fostering harmony for those in need in restorative natural settings (Parashar, 2024). According to Harttig, Mang, and Evans (1991), spending time in nature can improve mental health by restoring mood, mental exhaustion, and stress. According to McMahan and Estes (2015), being in nature can induce a state of absorption and have a good effect on people's affect, resulting in certain emotional states like awe. In recent years, health has been recognized as a dynamic and positive state of well-being, encompassing physical, mental, and social capacities that enable individuals to meet life's demands in alignment with their age, culture, and sense of personal responsibility (Bircher, 2005). Modern health perspectives view humans as bio-psycho-spiritual beings, where distinct attributes coexist but remain inseparable (Kirsten et al., 2009). Natural environments linked to health and well-being are increasingly being leveraged by tourism destinations as a means to (re)position, strengthen, and rejuvenate their appeal.

In this context, the growing availability of digital data related to tourist behavior, destination use and user-generated content creates new opportunities for more informed planning and management of health and wellness tourism. A data-informed approach allows health and wellness centres to better

understand visitors' needs, optimise service design and support sustainable use of natural resources without compromising the holistic philosophy of well-being. Therefore, the proposed model is positioned not only as a nature-based health practice, but also as a conceptual framework that can be enhanced through evidence-based and data-informed destination management.

This article aims to envision health and wellness centre model for enhancing tourists' wellness experiences, drawing insights from existing research on the motivations of well-being tourists. Additionally, it seeks to introduce a conceptual health and wellness centre model and its application as a nature-based health practice to promote overall well-being at tourism destinations.

The article is organized into three main sections. The first section explores health and wellness centre as a nature-based health tourism practice through a literature review. The second section outlines activities associated with the model and their practical applications. Finally, the third section discusses the results and provides suggestions for future research directions.

Objectives of this study

In response to the growing interest in nature-based health tourism and the increasing importance of evidence-based destination management, this study seeks to integrate holistic wellness concepts with a data-informed perspective. The proposed objectives aim to conceptualise health and wellness centres as sustainable tourism practices that enhance tourists' experiences while supporting responsible destination development.

- To present a conceptual and creative health and wellness centre model as a nature-based health tourism practice at tourism destinations, taking into account the potential of a data-informed approach in managing tourists' experiences. To discuss about the various activities of health and wellness centre that will be helpful for nature-based health tourism.
- To study about various natural elements and resources of health and wellness centre that will boost nature-based health tourism.

Literature Review

Emma Pope et al. (2024) highlights an interplay between nature, tourism and well-being. They provided a concise overview of nature connection and well-being in tourism experiences. Their findings are framed as useful for orienting future tourism experiences in a way that supports tourists' wellbeing and their connection to nature. In 2023, an article examines the role of health and wellness tourism in improving quality of life and explores the role of thermal spas in Portugal and Hungary. It is a Spotlighting sector growth Supply chain issues affecting consumer satisfaction especially post covid 19. Rachel Clissold et al. (2022), this research shows that tourism with strong ties to nature, such as that at Mt. Barney Lodge, can be a health resource, rendering wellness benefits when structured experiences encourage contact with nature, self-development, and transformative impacts that are key to sustaining wellbeing. Ricardo et al. (2022), the work highlights the model of Caldas da Cavaca Thermal Spa Resort and the promotion of health and wellness tourism through the contact with nature. It details 14 strategic actions to improve quality of life and wellbeing and to promote the destination as an innovative and attractive wellness hub. Smitha S. (2022), describes and involves activities that enhance one or more areas of health—physical, mental, emotional, occupational, intellectual and spiritual health. A nature-based health tourism approach is compatible with this, by driving preventative and lifestyle addressing activities in natural environments at tourism destinations. Filipa L. (2021), discusses an integrated model for health and wellness tourism is put forward highlighting the importance of thermal resources and natural mineral water for the involvement of the clients. It promotes a preventative model utilizing digital ecosystems and smart business networks. Recent tourism research highlights the limitations of traditional statistical sources and underlines the growing importance of alternative digital data in understanding tourist behaviour and experiences (Barczak, 2025). Such data-informed approaches may complement conceptual models of wellness tourism by providing aggregated insights into visitors' perceptions and satisfaction.

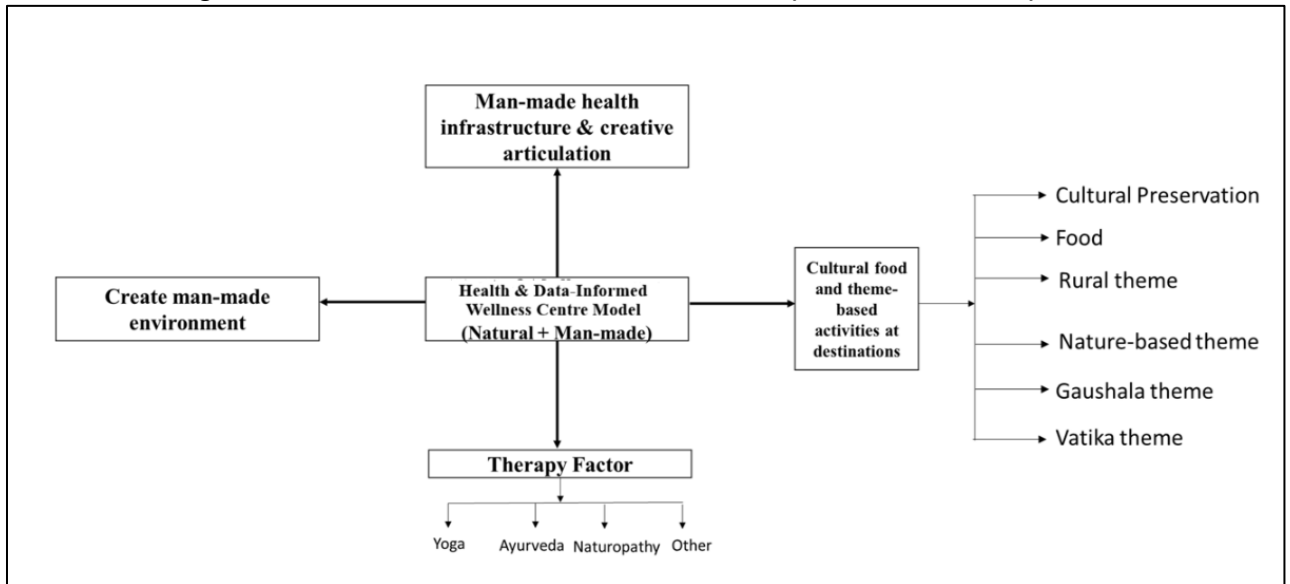
Health & Data-Informed Wellness Centre Model as a Nature- based Health Tourism

1) Health & Data-Informed Wellness Centre Model – Natural + Man-made

Early studies on the connection between nature exposure, health mediators, and wellness demonstrated that natural environments play a significant role in promoting emotional recovery and restoring attention (Kaplan 1995; Wilson 1984). With a comprehensive literature review, a conceptual and theoretical framework is imagined that integrates natural elements with human-made initiatives to envision such a model in health and wellness centre settings.

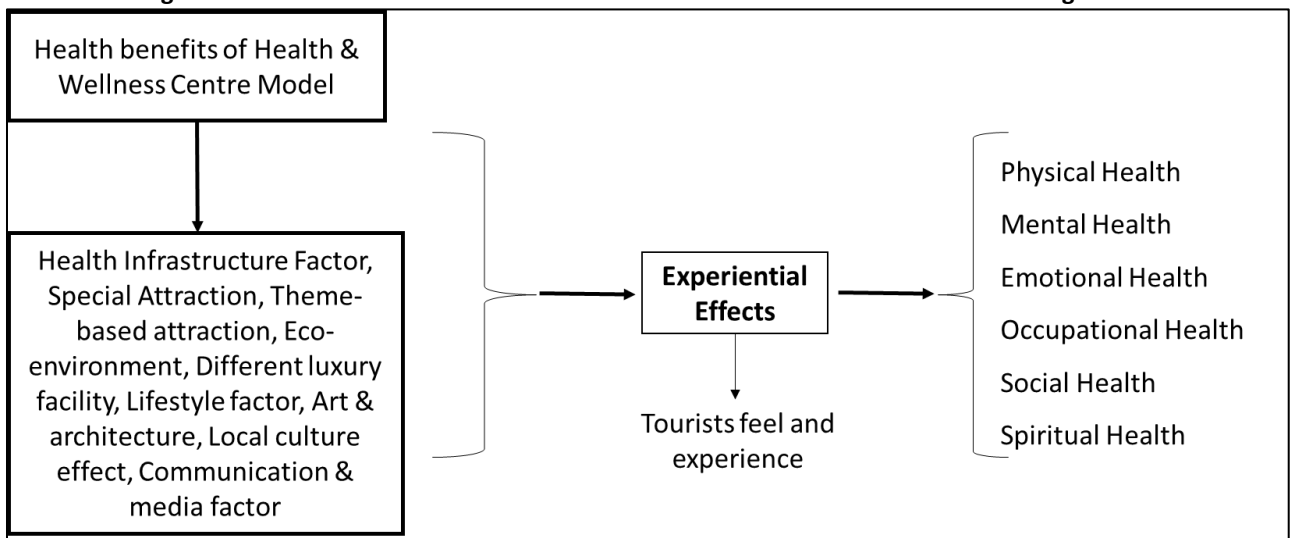
The figure 1 presents a holistic framework for health and wellness tourism by integrating natural and man-made features to enhance visitor experiences. It highlights the importance of man-made health infrastructure and creative articulation, such as spas, meditation centers, and recreational spaces designed to promote relaxation and well-being. Complementing this is the creation of man-made environments, which include artificial landscapes and architectural designs that align with therapeutic goals (Cervinka et al., 2012). At its core, the health and wellness center model merges natural features, such as forests and beaches (Agarwal & Parashar 2024), with man-made facilities like yoga studios and wellness retreats, offering a balanced approach to rejuvenation. The framework also incorporates the therapy factor, encompassing activities like yoga, meditation, and hydrotherapy aimed at physical and mental restoration (Parashar & Agarwal 2024). Additionally, the inclusion of cultural food and theme-based activities underscores the role of local traditions and healthy cuisine in creating immersive wellness experiences. Together, these interconnected components provide a multidimensional approach to health tourism, emphasizing sustainability and cultural integration.

Fig. 1. Health & Data-Informed Wellness Centre Model (Natural + Man-made)



Source: own elaboration.

Fig. 2 Health & Data-Informed Centre Model in Nature-based Health Tourism setting



Source: own elaboration.

Health & Data-Informed Wellness Centre Model in Nature-based Health Tourism setting

Achieving wellness and caring one's health requires harmony and balance in the interconnected relationships between the mind, body, and spirit, as well as with the natural, social, and cultural environments (Kirsten et al., 2009). In this context, wellness tourism should adopt a multidimensional approach, integrating diverse well-being experiences and fostering engagement with distinctive natural environments surrounding the facilities. As individuals become more focused on enhancing their physical, social, and psychological well-being, many are willing to travel great distances to explore various forms of health, wellness, and life satisfaction.

In the above stated figure 2, the conceptual framework emphasizes the health advantages of a health and wellness centre model, stressing how blend of natural and artificial elements interact to provide significant experiential effects. The model is influenced by a number of important elements, such as distinctive attractions, theme-based experiences, eco-environments, opulent amenities, locally relevant art and architecture, culturally meaningful architecture, and successful marketing tactics. In line with earlier studies that highlight the value of combining natural environments and specially designed infrastructure to improve physical, mental, spiritual and emotional well-being, these components work together to provide a healing and immersive wellness experience (Kaplan 1995; Kirsten et al. 2009). Additionally, the incorporation of cultural and thematic elements aligns with research that emphasizes the significance of cultural distinctiveness and design in producing unforgettable travel experiences (Wilson 1984).

Conservation of Natural & Man-made Element

While involving the use of natural and man-made elements at different health and wellness centres for caring one's health. Its use should be done in a very sustainable manner by outlining its significance with respect to human health. Therefore, the conservation and awareness regarding its implementation should be understood carefully. In this context, monitoring visitors' experiences, based on aggregated data related to tourists' behaviour and feedback, can support the

assessment of the impact of these elements on well-being and enable more rational planning of their use.

Conservation of heritage

Preservation of heritage, such as ancient knowledge, traditional rituals and culture which helps in promoting cultural diversity and support the conservation of various resources. The analysis of data derived from surveys, user-generated content and cultural documentation can further support the identification of heritage elements that are most valued by visitors.

Preservation of Local Culture

Engagement of local people adds more flavour to old and traditional knowledge. Based on the experiences and old knowledge one can easily balance their modern day of life with ancient techniques of being healthy. In this respect, a data-informed approach enables a better understanding of tourists' expectations regarding authenticity through the analysis of opinions, ratings and narratives related to local culture.

Social Goodwill

Social goodwill emphasizes the connection between nature, culture, and well-being. By incorporating local traditions, cultural heritage, and eco-friendly practices, these centers serve as platforms to promote community engagement, cultural preservation, and environmental stewardship (Sheth & Parvatiyar, 2022b). Tourists benefit from unique well-being experiences that integrate physical, mental, spiritual and holistic rejuvenation, while local communities gain through economic opportunities, employment, and the revitalization of cultural identity. The systematic analysis of data related to visitor satisfaction and levels of local community participation can support the evaluation of the long-term social impacts of health and wellness centres.

International Goodwill

Tourism fosters the exchange of culture, traditions, and people, serving as a bridge between nations. The cultural heritage and values of a society play a crucial role in sustaining its identity while imparting knowledge to others. This cultural richness attracts tourists from across the globe, promoting international connectivity and collaboration. Data related to international tourist flows and cultural narratives present in digital spaces

may provide a basis for analysing the global reach and influence of cultural heritage. By showcasing its heritage, a nation not only strengthens global relationships but also contributes to building international goodwill and mutual understanding.

Sustainable tourism development

Focusing on eco-friendly practices, preserving local culture, and fostering community involvement, the model addresses key aspects of sustainable tourism development. It supports environmental conservation, encourages local economic growth, and enhances social goodwill by prioritizing health and wellness in both tourists and host communities. The use of aggregated environmental, spatial and visitor feedback data can support decision-making processes aligned with the principles of sustainable and responsible destination management.

Special Ambience Factor

Some special factor crafts a distinctive environment within health and wellness centres at tourism destination. The assessment of visitors' perceptions of this atmosphere, based on the analysis of opinions and multisensory experiences, can provide valuable insights for the further design and refinement of wellness spaces. Natural aesthetics designed with man-made elements that creates a rejuvenating atmosphere for visitors and tourists. Such features and attributes contribute to a multi-sensory experience that enhances holistic well-being (Kirsten et al., 2009).

Activities involved in Health & Data-Informed Wellness Centre Model

The well-known saying “prevention is better than cure” underlines the growing importance of health promotion and well-being in contemporary societies. In response to this need, health and wellness centres increasingly offer a wide range of practices and activities aimed at supporting physical, mental and holistic health. Such centres serve as spaces where tourists can engage in diverse wellness-oriented activities designed to restore balance, enhance quality of life and encourage healthier lifestyles in close connection with nature.

Among the core practices offered in health and wellness centres are yoga and meditation activities, which include traditional yoga sessions focusing

on flexibility, strength and balance, as well as specialised forms such as therapeutic yoga, prenatal yoga and aqua yoga. These practices are often complemented by breathing exercises (pranayama), silent retreats and thematic meditation sessions centred on gratitude, compassion and stress reduction. Conducted in serene natural environments such as beaches, forests or gardens, these activities are tailored to individual needs and contribute to deep relaxation and mental clarity.

Ayurveda represents another important pillar of wellness tourism, with travel motivated by Ayurvedic food, lifestyle and therapeutic practices aimed at restoring harmony between the body, mind and spirit. Tourists visiting nature-based health destinations can explore the philosophical foundations and historical development of Ayurveda while engaging with local traditions, dietary practices and cultural customs (Agarwal 2023). This immersive experience allows wellness tourists to establish a deeper and more meaningful connection with both the destination and its cultural context.

Naturopathy offers a natural approach to healing within health and wellness centres, providing travellers with opportunities to rejuvenate the body and mind through close interaction with the natural environment. Activities such as hydrotherapy, mud therapy, fasting and yoga are commonly incorporated into naturopathic programmes, supporting detoxification processes and promoting overall well-being.

Holistic wellness activities further enrich the offer of health and wellness centres by combining multiple dimensions of rejuvenation. These programmes typically integrate yoga and meditation sessions with Ayurvedic therapies, including massages, detoxification programmes and herbal treatments, all aimed at restoring harmony between the mind, body and spirit. Physical fitness activities such as hiking, cycling and water-based exercises encourage active lifestyles while allowing participants to immerse themselves in the natural beauty of the destination. Cultural wellness components, including traditional cooking classes, dance therapy and art workshops, foster a deeper connection with regional heritage and cultural identity (Nwaeke 2024). Mindfulness-oriented activities such as journaling and self-reflection workshops further enhance visitor experiences while contributing to the

preservation of local culture and natural resources, making them a key element of nature-based health tourism.

Innovative management-oriented games are also increasingly incorporated into wellness programmes, aligning recreational activities with the broader wellness objectives of the centre. These activities combine elements of recreation, self-development and nature-based therapy, fostering collaboration, communication and critical thinking in tranquil natural settings (Bhati et al. 2024; Bird 2007).

Libraries and learning spaces within health and wellness centres provide visitors with access to curated collections of books, journals and multimedia resources related to health, culture and the environment. Such spaces may also integrate digital learning tools and virtual reality experiences that explore local history, ecology and cultural heritage. Quiet reading areas overlooking gardens or forest landscapes create a calm atmosphere conducive to relaxation, contemplation and introspection (Ong, 2024).

The Art of Living activities align closely with the objectives of health and wellness centres by promoting harmony between the mind, body and spirit while encouraging sustainable and nature-oriented tourism practices. These experiences offer transformative benefits, helping visitors adopt healthier and more balanced lifestyles and reinforcing the role of wellness centres as key components of nature-based health tourism (Wisdom of the Bodos, n.d.).

Eco-oriented activities, including nature walks, tree-planting initiatives, organic farming workshops and wildlife observation programmes, enable participants to engage directly with the natural environment. By integrating such eco-activities into wellness programmes, health and wellness centres promote holistic health while fostering environmental awareness and stewardship. These initiatives not only support physical and mental rejuvenation but also contribute to the long-term sustainability of tourism destinations by protecting natural and cultural resources.

Nature-based activities further enhance wellness experiences by offering opportunities such as sunrise yoga sessions on the beach, meditation in forested areas and stargazing under open skies. Through this harmonious integration of wellness practices and

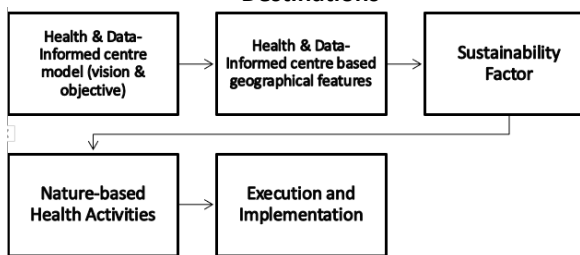
natural settings, destinations create meaningful and transformative experiences that revitalise the body and mind while nurturing a sense of environmental responsibility (Kirillova et al. 2017).

Finally, cultural activities play a crucial role within the Health and Wellness Centre Model by connecting visitors with the traditions, heritage and artistic expressions of local communities. Ritual practices, festive celebrations and visits to culturally significant sites enhance spiritual engagement and cultural understanding, strengthening mutual connections between guests and host communities (Echavarria et al. 2022).

Application of Health & Data-Informed Wellness Centre Models at Tourism Destinations

To enhance visitor experiences while promoting sustainable, nature-based practices in natural settings, particularly at Health & Wellness centres. By leveraging outdoor exposure, these models not only provide tourists with immersive wellness experiences but also contribute to the holistic development of the destination (Lehto & Lehto 2019). In the proposed conceptual model for nature-based health tourism at health and wellness centres, specific steps have been suggested to ensure systematic and sustainable implementation.

Fig. 3. Steps for Application of Health & Data-Informed Wellness Centre Models at Tourism Destinations



Source: own elaboration.

As illustrated in Figure 3, future stakeholders and industry experts can adopt the outlined steps to deliver well-being experiences to tourists through various activities that promote health and wellness at these centers. This section presents a step-by-step process, developed by the researcher, to implement this thematic and conceptual model effectively.

The Health & Data-Informed Wellness Centre Model is structured as a sequential framework that guides the development and operation of holistic

wellness destinations. At its core, the model is driven by a clearly defined vision and set of objectives aimed at creating holistic spaces that harmonise physical, mental and spiritual well-being with the surrounding natural environment. This vision emphasises rejuvenation, sustainability and responsible use of natural resources, positioning health and wellness centres as integral components of nature-based health tourism. The second stage of the model focuses on the geographical features of the destination. By analysing the natural and spatial strengths of a given location, including landscape, climate and ecological assets, the Health & Data-Informed Wellness Centre Model enables the creation of distinctive and immersive wellness experiences. This place-based approach not only enhances the attractiveness of the destination for tourists but also reinforces sustainability and harmony between wellness infrastructure and the natural environment. A crucial element of the model is the sustainability factor, which underpins its long-term viability. Sustainability considerations should be embedded at every stage of implementation in order to balance natural and material elements within and around the health and wellness centre. By prioritising eco-friendly practices, environmental conservation and responsible resource management, the model supports the development of wellness tourism initiatives that are resilient and environmentally conscious over time. Building on this foundation, the model incorporates a range of nature-based health activities designed to support tourists' health and well-being. These activities may include nature walks, eco-therapy sessions, stargazing, bird watching, nature trails, as well as outdoor yoga and meditation sessions. By offering opportunities for direct engagement with natural environments, this stage of the model plays a key role in attracting visitors seeking restorative and health-oriented tourism experiences. The final stage of the Health & Data-Informed Wellness Centre Model concerns execution and implementation. This phase focuses on the systematic realisation of planned activities, infrastructure and management practices to achieve the intended wellness and sustainability outcomes. Effective implementation ensures that all components of the model—nature-based health practices, sustainable infrastructure and cultural

integration—are coherently and consistently translated into practice, enabling the model to function as an integrated and operational framework for nature-based health tourism destinations.

Research Methodology

This descriptive and thematic research chapter is based on a comprehensive analysis of secondary resources related to health and nature-based health tourism, including books, research papers, magazines, and reliable internet sources. The study aims to provide an in-depth understanding of the current and future potential of nature-based health tourism, while addressing the limitations of secondary data and ensuring ethical usage of sources.

The methodology involves qualitative research, employing a comprehensive understanding of literature review to explore the development of Nature-Based Health Tourism (NBHT) and its connection to well-being in natural environments. The study investigates the healing potential of nature, wellness tourism practices, and their impact on health outcomes by utilizing peer-reviewed articles and credible reports to maintain data reliability and validity. Additionally, the research examines the integration of natural resources in tourism, and suggesting it as a model to implement at health and wellness centres. By adhering to ethical guidelines, such as proper attribution and accurate representation of sources, the research ensures a credible and robust exploration of the topic.

Findings, Possibilities & Recommendation

After Covid-19, travel for rejuvenation and good well-being has gained a popularity now-a-days. Where tourists are exploring the places with peace and less crowd, where they get some time to relax themselves away from their daily hectic work life. For which people are rigorously selecting health and wellness centres to stay and gain some holistic health experiences. Therefore, this study highlights the importance of natural resources to health and wellness centres by proposing a model to showcase and present their a tourists a rejuvenating and refreshing experience in a sustainable manner.

Exposure with such model, the research indicates about both natural and man-made elements that are available around the centres, which helps in creating this thematic and proposed model. The study also

emphasizes on the activities that easily be implemented to any health and wellness centre, with this the researcher also reflected the benefits that one can gain by indulging within these activities with a comprehensive literature review.

The research highlights that Nature-Based Health Tourism (NBHT) serves as a sustainable alternative to traditional leisure and recreation tourism models, focusing on holistic well-being. As a growing global tourism sector, NBHT leverages nature's therapeutic benefits, such as stress reduction, cognitive improvement, and emotional renewal. This paper provides a comprehensive analysis of NBHT, demonstrating its potential to enhance wellness destinations and nurture harmony between humanity and nature. It underscores the importance of stronger collaboration between the tourism and healthcare sectors to integrate wellness services into natural environments while promoting sustainable practices and community engagement.

Conclusion

The collaboration between health and wellness centre with natural resources is vital for sustainable health experiences. I hope the journey from the historical overview to the present, encompassing diverse definitions of holistic health, introducing the HRG model, and delving into its pillars—Health, Relationships, and Growth—along with their key aspects such as exercise, meditation, time in nature, sleep, nutrition, family, friendships, work colleagues, interactions with strangers, meaning, work and finances, self-actualization, savouring joy, and spirituality, has been insightful and enriching (Adolph, 2016).

Nature-based health tourism, a novel approach that focuses on individuals' inner experiences and well-being, has the potential to contribute significantly to sustainable management in protected areas. This study holds importance from both tourism and environmental perspectives as it explores innovative strategies the tourism industry can adopt to cater to stress in individuals seeking mind-healing and rejuvenating experiences through travel. Future research may empirically validate the proposed model using big data sources such as online reviews, mobility data or sensor-based visitor flow analysis.

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