

Wellness Tourism and Mindfulness Services

Sapana Lodge, Nepal

Sebastian Ponce, Rebecca Williams, Sarah McKune,
Mary Rockwood Lane

INTRODUCTION TO WELLNESS TOURISM

Mindfulness in tourism

- Emerging market, projected \$1600 Billion by 2030
- Global mental health crisis, unmet need

Escapism Tourism

- Tourists escaping local society
- Main driver for Sapana Lodge

Cultural Context

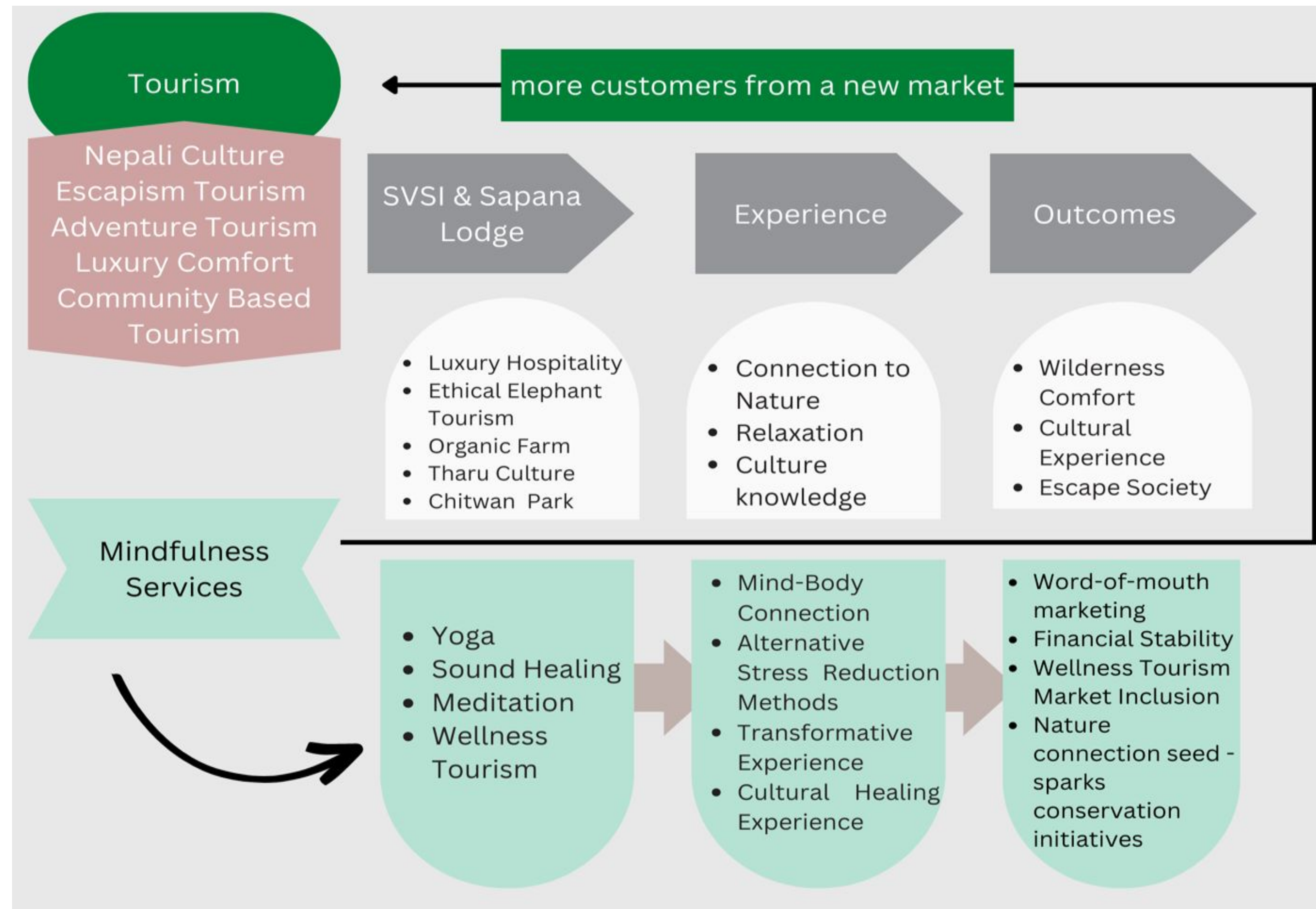
- Indo-Aryan and Tibeto-Mongolian origins
- Hinduism & Buddhism influence
- Amongst Safest country to travel
- Tourism generates 70% of GDP

Geographic Context

- Himalayas, trekking culture
- Chitwan National Park – Lush nature

Sapana Lodge

- Sapana Village Social Impact: Poverty Alleviation
- Luxury Comfort Tourism
- Ethical Elephant Tourism



METHODS

Market Research:

- Appreciative Inquiry - questions and dialogue to uncover strengths, advantages or opportunities
- Semi-Structured Interviews – International Tourists 50 total, 42 valid for analysis
- Interview Analysis – Qualitative questions that describe tourist positioning.

Thematic Coding:

Mindfulness: In general, any type of mindful practice that involves doing one thing at a time, or anything that shows deep reflection and concern about the world as a whole, not as an individual.

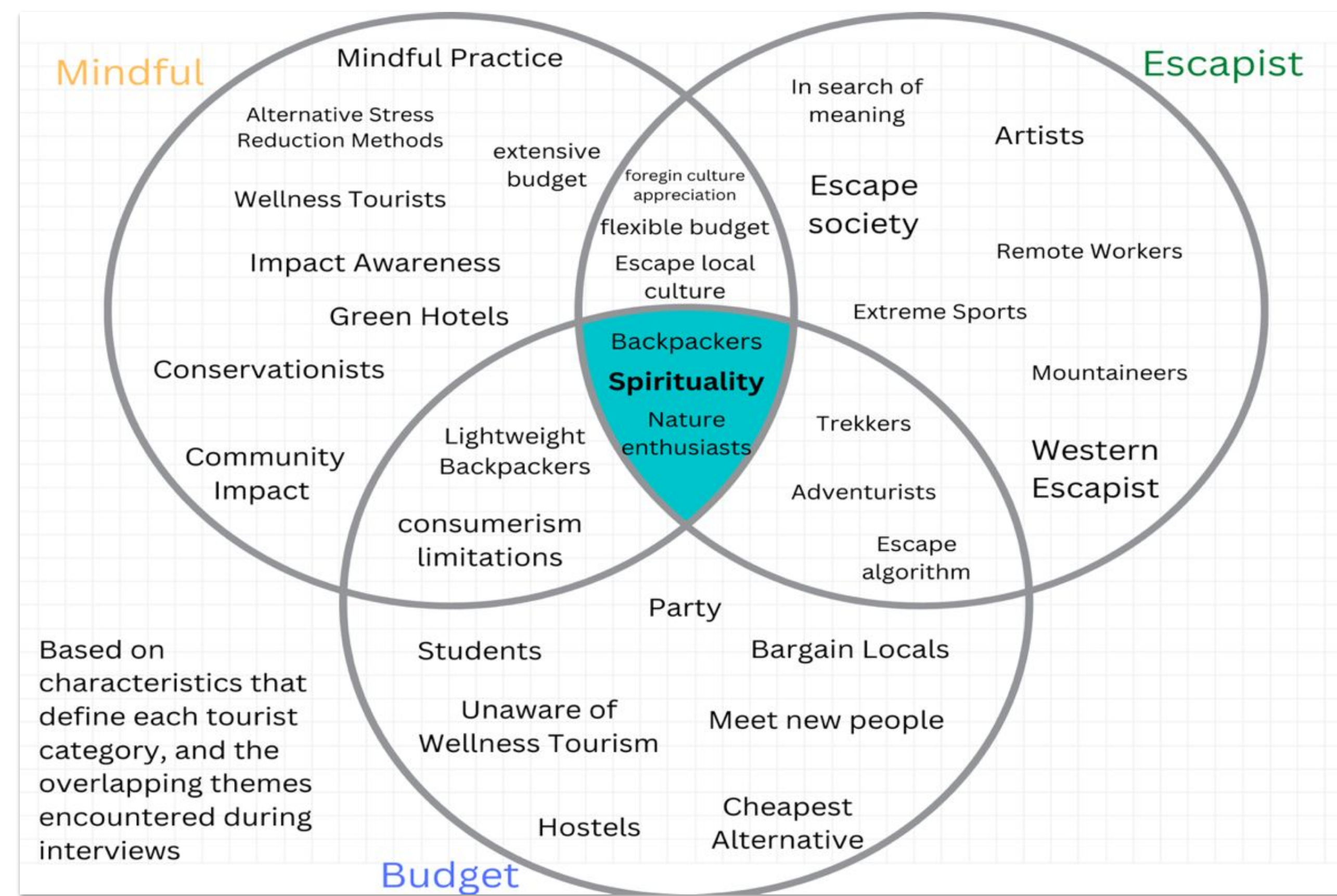
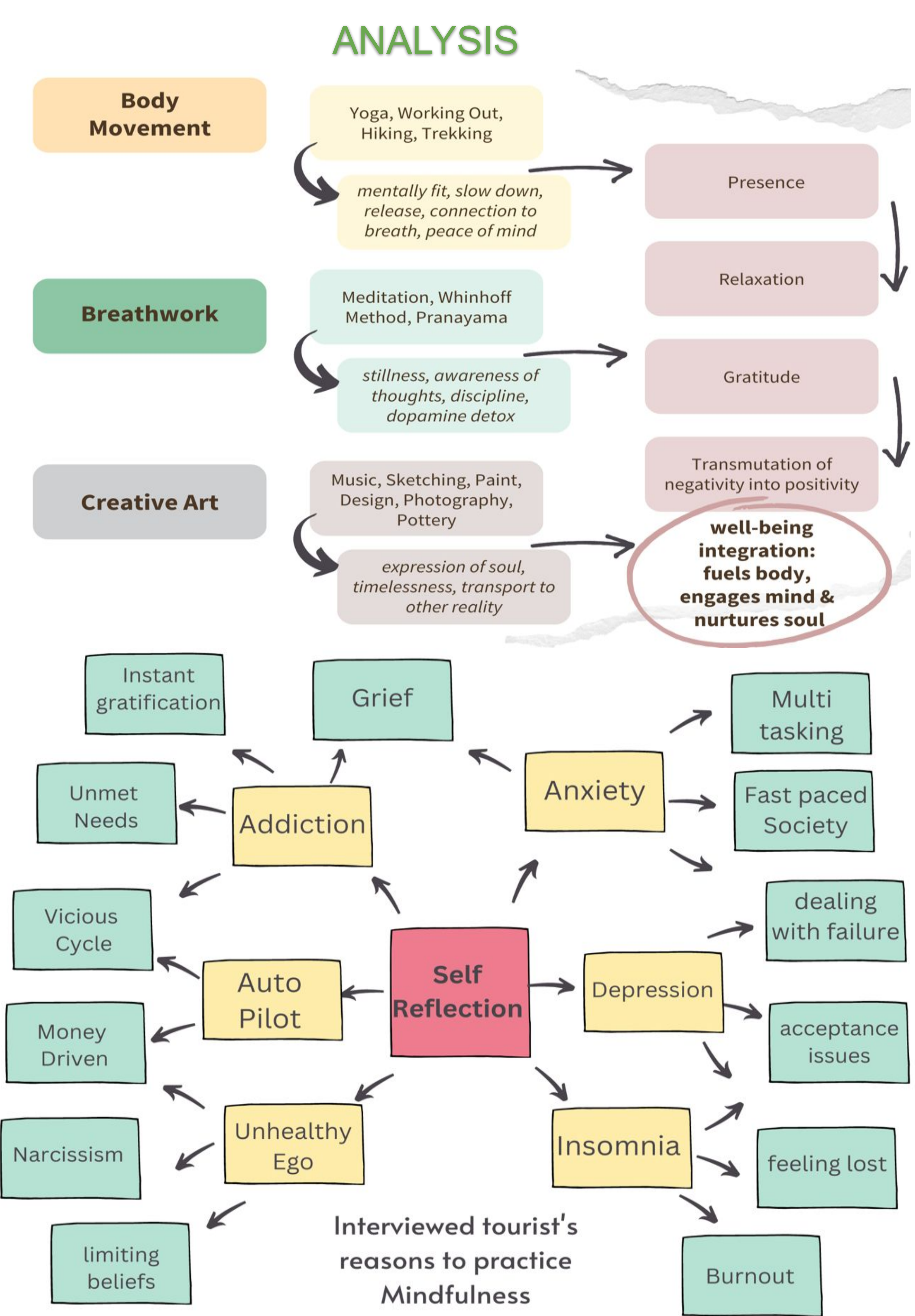
Sustainability: Anything involving conservation perspectives, advice or beliefs towards ecotourism from questions in semi structured interviews

Culture: General topics arousing from culture in Nepal and the tourists influence of culture

Concerns: All concerns encountered with mindfulness, eco-tourism, traveling, or any complaints aroused from the conversation.

Content Coding:

Repeated perspectives, important quotes and general ideas tourists mentioned in semi-structured interviews.



CONCLUSIONS

Escapism Tourism – Direct correlation with mindful needs

Budget Tourism – Limits expensive mindful tourism

“Vacation from Mindfulness” – travels - break

Unaware Practitioners – Many tourists unaware of their mindful practices, but depend on it

East vs West – Western society burnout, eastern society culture interest

Greenwashing and Pricing – Tourists concerned about lies on sustainable reports and expensive mindfulness services on a cheap country

REFERENCES

