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

WHY IMPLEMENT MINDFULNESS TOURISM?

- Impact of Mindfulness on Staff
- CAM Intervention to Reduce Anxiety
- Aligns with Nepali Culture
- Emerging Wellness Tourism Industry
- Role of Mindfulness Post Pandemic Tourism
- Spiritual Tourism

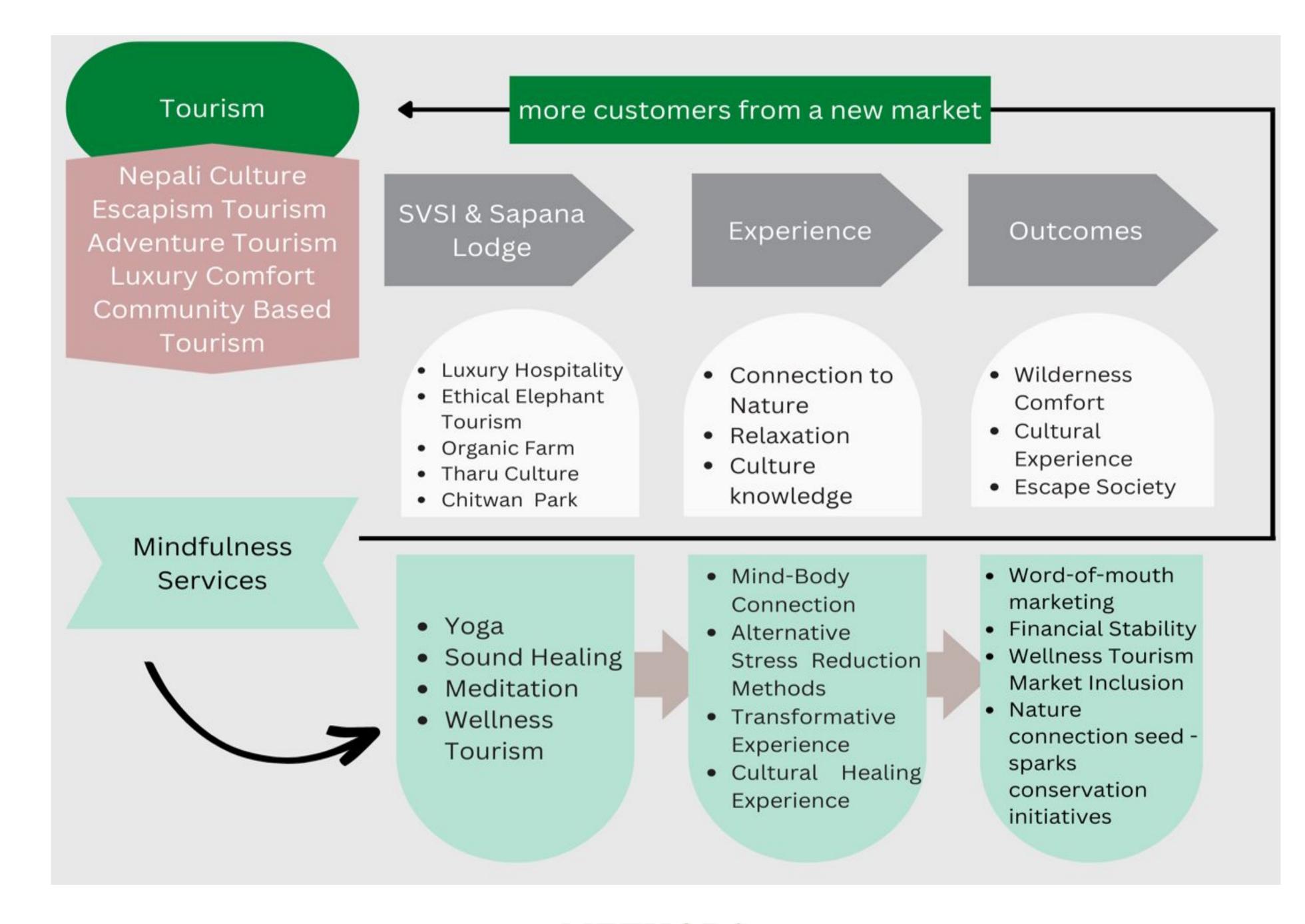
General Objective: Identify the interests of Sapana Lodge to expand the inclusion of mindfulness into their current hospitality and tourism services.

SO 1: Understand the international tourists perspective on alternative stress management techniques

SO 2: Understand if mindfulness practices impact current international tourists.

SO 3: Literature Review of Mindfulness for Sapana to implement mindful tourism services

SO 4: Implement Wellness Tourism services and merge into existing ecotourism



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.

ANALYSIS Body Yoga, Working Out, Movement Hiking, Trekking Presence mentally fit, slow down release, connection to breath, peace of mind Relaxation Meditation, Whinhoff **Breathwork** Method, Pranayama stillness, awareness o Gratitude thoughts, discipline, dopamine detox Transmutation of Music, Sketching, Paint, negativity into positivity **Creative Art** Design, Photography, Pottery well-being integration: expression of soul, fuels body, timelessness, transport to engages mind & other reality nurtures soul Instant Grief Multi gratification tasking Unmet Needs Addiction dealing Vicious with failure Cycle Self Auto Depression Reflection acceptance Money issues Driven Unhealthy Narcissism feeling lost Interviewed tourist's limiting reasons to practice Burnout beliefs Mindfulness Mindful Practice Escapist In search of Alternative Stress meaning Artists Reduction Methods extensive regin culture Escape Wellness Tourists appreciation flexible budget society Remote Workers Impact Awareness Escape local culture **Extreme Sports** Green Hotels Backpackers Conservationists Mountaineers Spirituality



Western

Escapist

Escapism Tourism – Direct correlation with mindful needs
Budget Tourism – Limits expensive mindful tourism

"Vacation from Mindfulness" – travels - break

Adventurists

Bargain Locals

Meet new people

Cheapest

Alternative

Escape

algorithm

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

Lightweight

Backpackers

Unaware of

Wellness Tourism

Hostels

consumerism

limitations

Students

Budget

Community

Impact

Based on

interviews

characteristics that

define each tourist

category, and the

overlapping themes

encountered during

REFERENCES

