

## **Call for Expressions of Interest for Book Chapters**

### **Proposed edited book title:**

**Wellbeing and Wellness Tourism: Exploring Emerging Trends, Challenges, and Opportunities**

### **Proposed Publisher**

**Channel View Publications**

### **Book Editors –**

- I. Dr. Ranjana Tiwari (Jain Deemed to be University, India)
- II. Prof. Catheryn Khoo (Torrens University, Australia)
- III. Prof. Timothy Lee (Macau University of Science and Technology, China)

### **Purpose, aims and focus of the book.**

Within the wellness sector, sustainability has become a top priority for both customers and investors. There is an increasing need for wellness firms that share peoples' beliefs as they become more conscious of how human activities affect the environment and prioritise their own well-being (Junot et al., 2018). Investors are now aware of the potential for sustainable health and wellbeing tourism projects to satisfy consumer demand while also having a good impact on the environment and nearby communities (Aman et al., 2022). As a result, sustainability projects and practices viz. the use of eco-friendly materials and goods, energy-efficient systems, the reduction of carbon emissions and support for local communities have gained a lot of attention.

Furthermore, the concept of wellness tourism has been acknowledged as a vital factor in achieving the Sustainable Development Goals (Dillette et al., 2021). It not only promotes good health and emotional, mental well-being (SDG 3) by providing various treatments and activities but also encourages individuals to adopt healthier lifestyles. In addition, by generating job opportunities and boosting local economies, wellness tourism helps achieve the SDG 8. It promotes entrepreneurship, helps small and medium-sized businesses, and helps the tourist sector adopt sustainable business practises. Additionally, by encouraging environmentally friendly behaviours and sensible purchases, wellness tourism can aid in environmental sustainability (SDG 12). Sustainable practises are often used in health retreats and resorts, including energy conservation, trash reduction, and the use of organic and locally sourced goods. By addressing the needs of varied groups and encouraging accessibility in wellness programmes, it encourages social inclusion and diversity (SDG 10). Further, by embracing regional customs, practises, and holistic treatment modalities, wellness tourism improves cultural awareness and preservation (SDG 11) which thereby promotes respect for cultural heritage, as is cross-cultural communication between visitors and the local population.

The purpose of this book is to bring out the significant contribution that wellness and wellness tourism can make to the achievement of the Sustainable Development Goals (SDGs) of the United Nations, while also acknowledging the significant difficulties relating to gender equality, women's empowerment, water and sanitation management at wellness resorts and destinations, inclusive and safe wellness practises, and sustainable infrastructure. This book also aims to identify new trends, obstacles, and possibilities in the industry by examining wellness and wellbeing tourism within the context of the SDGs. The goal is to increase public knowledge of different health and wellness tourism-related topics, including industry-specific goods and procedures that either directly or indirectly support the SDGs.

This book features case studies and expert analysis to provide guidance for individuals and organizations looking to explore the various facets of wellness and wellbeing tourism. It also aims to help policymakers and travellers make informed decisions when it comes to promoting sustainable practices. Moreover, the book covers the intersection of sustainability and wellness. It aims to provide information seekers with an extensive comprehension of the growing field, as well as emphasize the significance of eco-friendly wellness and wellbeing practices for both travellers and the environment.

This book is proposed for Channel View Publications under the series title, “Aspects of Tourism” and it is expected to be published in the last quarter of 2024. Should the proposal be accepted, the complete manuscript will be required by early June 2024.

If you are interested in contributing to this project, please submit your abstract (200-300 words) to Ranjana Tiwari at [ranjanatiw88@gmail.com](mailto:ranjanatiw88@gmail.com) by no later than 15 September 2023.

In your Expression of Interest (EOI), kindly specify one of the key sample topic areas (outlined below) that you wish to contribute to:

- I. **Introduction to Wellbeing and Wellness Tourism** (This chapter gives an overview of the main concepts of the book, emphasizing their significance in contemporary society. Moreover, it explores the notion of well-being and wellness, which encompasses aspects such as emotional, physical, and mental health.)
- II. **Concepts and theoretical frameworks in wellbeing and wellness tourism** (The chapter features theoretical models and frameworks that can be utilized to study the concept of wellness tourism and well-being. These frameworks and models are drawn from a variety of disciplines, including sociology, psychology, and economics. The chapter looks at various theoretical stances with the intention of laying a strong foundation for further investigation.)
- III. **The Role of Wellness and Wellbeing Tourism in Destination Development (This Chapter** examines the different elements, including infrastructure development, stakeholder participation, and sustainable practises, that go into developing a wellness destination. In order to discover target audiences and create experiences that are personalised, the chapter also covers the significance of market research and visitor segmentation.)
- IV. **The Role of Wellbeing and Wellness in Socio-cultural Sustainability** (The chapter offers helpful insights for practitioners, policymakers, and academics looking to strike a balance between maintaining cultural authenticity and increasing wellbeing in diverse communities by emphasising the critical role that wellbeing and wellness play in socio-cultural sustainability.)

- V. **Entrepreneurship Opportunities in Wellbeing and Wellness Tourism** (The chapter addresses the wide number of business strategies that may be used in this industry, such as wellness retreats, eco-friendly lodging, holistic wellness centres, start-ups in wellness technology, and the creation of wellness products. It also covers the need of developing distinctive and genuine experiences to meet the changing demands and tastes of wellness tourists.)
- VI. **Innovation and Technology in Wellbeing and Wellness Tourism** (It explores how technological developments have transformed how people access and participate in wellbeing and wellness experiences. The chapter addresses how wearable technology, smartphone apps, and virtual reality may improve individual health journeys. It also looks at how wellness products are personalised and catered to the likes and requirements of specific individuals using data analytics and artificial intelligence.)
- VII. **Service Delivery in Wellbeing and Wellness Tourism** (It looks at the particular factors and difficulties that service providers must overcome in order to satisfy the demands and expectations of wellness tourists. The chapter discusses the significance of designing individualised, comprehensive experiences that consider multiple aspects of wellness. It highlights the essential components of providing good services, such as technical know-how, sympathetic client care, and attention to detail.)
- VIII. **Education, Training and Skills for Wellbeing and Wellness Tourism** (It looks at the demand for specialised training programmes and educational initiatives that provide professionals the know-how and abilities they need to succeed in this industry. The chapter highlights the value of interdisciplinary methods to give a thorough knowledge of wellbeing and how it intersects with tourism)
- IX. **Case Studies - Real-life applications of Emerging Frameworks to Advance Wellbeing and Wellness Tourism.** (real-life applications that demonstrate how emerging frameworks have been put into practise in the real world to advance wellbeing and wellness tourism. These case studies provide effective illustrations of how wellbeing and wellness concepts may be incorporated into a variety of business activities, including destination planning, product development, and visitor experiences.)

### **References:**

- Junot, A., Paquet, Y., & Fenouillet, F. (2018). Place attachment influence on human well-being and general pro-environmental behaviors. *Journal of Theoretical Social Psychology*, 2(2), 49-57.
- Aman, J., Abbas, J., Shi, G., Ain, N. U., & Gu, L. (2022). Community wellbeing under China-Pakistan economic corridor: role of social, economic, cultural, and educational factors in improving residents' quality of life. *Frontiers in Psychology*, 12, 816592.
- Dillette, A. K., Douglas, A. C., & Andrzejewski, C. (2021). Dimensions of holistic wellness as a result of international wellness tourism experiences. *Current Issues in Tourism*, 24(6), 794-810.