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Nota di contenuto	Chapter 1: Middle-Class Consumers Seeking Health, Rejuvenation, And Relaxation In Asian Regions -- Chapter 2: A Study on Development of Wellness Tourism Market in Asia -- Chapter 3: What Motivates Tourists to visit South Asian Wellness Tourism Destinations? An Application of the Analytical Hierarchical Process (AHP) Approach -- Chapter 4: A Comparative Analysis of the Attractiveness of India and Thailand as a Wellness Tourism Destination for the Omani Wellness Tourist -- Chapter 5: The Potential Perspective of Thailand's Medical Hub: A Case Study of Chiang Mai City -- Chapter 6: Becoming A Global Resources

Centre For Personal Health Assets Management - A Conceptual Model Of Integrative Wellness Destination Development -- Chapter 7: Sustainable Tourism Resources: Perspective of Wellness Tourism Practitioners - A Delphi Approach -- Chapter 8: Future Jewels in the Asian Health Tourism Crown -- Chapter 9: Wellness and Health Tourism in Malaysia: Current Barriers and Recommendations -- Chapter 10: Hot Spring Tourism Destination Sustainability Performance and Competitiveness: A Case in Guangdong, China -- Chapter 11: Wellness Tourism and Wellness Hotels in Thailand and India -- Chapter 12: Holistic Wellness: A Case Study of Ananda in Himalayas-A Destination Spa and Retreat -- Chapter 13: Exploring the Evolution and Significance of the Korean Jjimjilbang: Unveiling a Hidden Wellness Tradition -- Chapter 14: Reflections on Wellness and Wellbeing through Traditional Food Consumption Habits of Indian Society -- Chapter 15: Jjimjilbang - Traditions of Wellness in South Korea: A Study of Community Engagements in Public Bathhouses -- Chapter 16: Japanese Martial Arts Tourism for Knowledge, Skills and Wellbeing -- Chapter 17: Wellness Tourism in Asia: Futures Challenges in Applied Research.

Sommario/riassunto

This book explores Asia's unique role as a global wellness destination, blending ancient healing practices like Ayurveda, traditional Chinese medicine, and yoga with cutting-edge wellness trends. With in-depth analysis of key destinations including India, Thailand, South Korea, and China, the book offers insights into the motivations driving wellness travellers, sustainable destination strategies, and the evolving demand for holistic well-being. From spiritual retreats to modern wellness hubs, it examines how Asia's cultural heritage and natural landscapes are shaping the future of this fast-growing tourism sector. Whether you're a scholar, industry professional, or wellness enthusiast, this book provides valuable case studies and research on how Asian countries are adapting their wellness offerings to meet the needs of a global audience. Engage with expert perspectives on post-pandemic recovery strategies, cultural preservation, and the balance between tradition and innovation in wellness tourism. This essential resource connects global trends with regional practices, offering a captivating exploration of wellness tourism across one of the world's most vibrant regions.
