**Chapter 2:**

**Quality of Life and Wellness in Hospitality and Tourism**

**Test Questions**

*Multiple Choice*

1. The Gross National Happiness Index (GNHI) measures the well-being of a population across all of the following domains *except*:
   1. Cultural diversity and resilience
   2. Gross domestic product
   3. Community vitality
   4. Health
2. The definition of \_\_\_\_\_\_\_\_\_\_\_ is “the practice of maintaining a nonjudgmental state of heightened or complete awareness of one’s thoughts, emotions, or experiences on a moment-to-moment basis.”
   1. Primary wellness tourism
   2. Transformative travel
   3. Quality of life
   4. Mindfulness
3. The definition of \_\_\_\_\_\_\_\_\_\_\_ is “an all-encompassing term for the standard of health, comfort, and happiness within the various domains of life.”
   1. Primary wellness tourism
   2. Transformative travel
   3. Quality of life
   4. Mindfulness
4. All of the following are identified as trends in wellness tourism *except*:
   1. Solo wellness travel is increasing
   2. Wellness travelers are looking for less customized itineraries
   3. Travelers want flexibility in trip lengths
   4. Large hotels are recognizing the value in the wellness travel market
5. The World Happiness Report is published each year by (the):
   1. World Health Organization
   2. Red Cross
   3. United Nations
   4. NATO
6. The following features are likely to attract wellness tourists to a destination *except*:
   1. Local nature areas and hiking trails
   2. Health food stores and farm-to-table restaurants
   3. A well-known yoga studio with self-improvement programs
   4. A historic and unused Roman bathing facility
7. One example of bleisure travel is:
   1. Joining an organized running group in the morning before meetings begin
   2. Attending a week-long yoga retreat
   3. Taking a weekend cruise with friends
   4. Eating dinner at a local farm-to-table restaurant
8. Which generation in particular is looking for experiences that build on their existing daily wellness practices without replicating them?
   1. Generation Alpha
   2. Millennials/Generation Y
   3. Generation X
   4. Baby Boomers
9. Developing markets can benefit from travelers interested in their unspoiled and still truly authentic offerings. These markets are often found in all of these areas *except:*
   1. Africa
   2. Asia-Pacific
   3. North America
   4. Latin America
10. One common major goal of a wellness trip is:
    1. To cure an illness
    2. To have fun with friends
    3. To experience a new type of spa treatment
    4. To feel better at check-out than at check-in

*True/False*

1. The USA is in the top 5 happiest countries as ranked by the World Happiness Report.

F

1. The term “quality of life” refers only to individual factors, not societal elements.

F

1. A focus on wellness while traveling, whether primary or secondary, encourages tourists to maintain and enhance their quality of life even when out of their everyday routine.

T

1. When traveling for business, it is impossible to include any wellness components in the trip.

F

1. Wellness in hospitality and tourism is always expensive, making it prohibitive for many travelers.

F

*Short Answer*

1. Describe the difference between generic and wellness-specific activities and excursions in the wellness tourism industry, and give 2-3 examples of each.

**Generic** include museums, tours, theaters. **Wellness-specific** include spas, bathing, fitness, meditation, and life coaching.

1. Discuss 2-3 ways that wellness-oriented luxury travelers differ from an average tourist.

The international wellness tourist **spent 53% more** than the average international tourist, and the domestic wellness tourist **spent 178% more** than the average domestic tourist in 2017. Socially conscious high-net-worth consumers, especially younger generations, look for **sustainable, ethical living through inconspicuous and responsible consumption**, rather than overt and traditional displays of wealth like designer labels.

Wellness travel also encourages visitors to **go beyond crowded cities and visit less “touristy” locations** in areas that can benefit greatly from the economic boost. These more rural and underdeveloped areas have limited infrastructure and can only handle a limited number of visitors.

1. Discuss a potential downfall destinations face when promoting wellness travel.

Smaller communities with health-minded residents might be **overwhelmed** by visitors filling their yoga classes, hiking trails, and spas. Although this does bring in tourist dollars to their economy, it may **reduce residents’ quality of life**, reducing the appeal of being seen as a wellness tourism destination.