**Chapter 1 Test Questions**

*Multiple Choice*

1. Wellness travel typically includes all of the following *except:*
	1. Encouraging rest and relaxation
	2. Identifying authentic and transformative experiences
	3. Packing many activities into a full tour itinerary
	4. Finding meaning, connection, and joy
2. A primary wellness tourist is likely to do which of the following?
	1. Enjoy a massage after a day of business meetings
	2. Take a tour that includes a reflexology treatment
	3. Receive a makeover during a cruise trip
	4. Stay at an ashram for a yoga or meditation retreat
3. Which of the following is *not* typically offered by a wellness resort?
	1. Accommodation
	2. All-you-can-eat buffets
	3. Customized health counseling
	4. Mindfulness sessions
4. “Multi-day programs hosted by one or more facilitators, which are intention-driven and typically include learning and lifestyle workshops and fitness activities” is the definition of:
	1. Wellness retreat
	2. Wellness tourism
	3. Weekend workshop
	4. Lifestyle course
5. The \_\_\_\_\_\_\_\_\_\_\_ stakeholders include healthy food and markets, fitness and mind-body studios, nature and recreation amenities, and community and spiritual institutions.
	1. Hospitality and tourism infrastructure
	2. Wellness lifestyle
	3. Wellness and prevention
	4. Government
6. The \_\_\_\_\_\_\_\_\_\_\_ stakeholders include economic development, investment promotion, and social development.
	1. Hospitality and tourism infrastructure
	2. Wellness lifestyle
	3. Wellness and prevention
	4. Government
7. The definition of \_\_\_\_\_\_\_\_\_\_ is “all expenditures in a country made by wellness tourists who are traveling within their own country, with an overnight stay.”
	1. Domestic wellness tourism expenditures
	2. International wellness tourism expenditures
	3. Gross domestic wellness product
	4. Government tourist receipts
8. Residents of a local community benefit from wellness tourism in the following ways *except:*
	1. Additional tourism dollars and jobs
	2. The opportunity to use the wellness offerings themselves
	3. A high number of low-value tourists
	4. An increased sense of well-being in the local area
9. Medical tourism is characterized by all of the following *except:*
	1. To receive treatment for a diagnosed disease, ailment, or condition, or to seek enhancement.
	2. Driven by a desire for lower cost of care, higher quality care, better access to care, and/or care not available at home.
	3. Driven by a desire for healthy living, disease prevention, stress reduction, management of poor lifestyle habits, and/or authentic experiences.
	4. Reactive to illnesses, medically necessary, invasive activities, and/or those overseen by a doctor.
10. The wellness paradigm is characterized by all of the following *except*:
	1. Holistic
	2. Thrive
	3. Preventive
	4. Treating and curing illness

*True/False*

1. The concept of wellness is relatively new, only occurring within the last 200 years.

F

1. The total global wellness industry is valued at over USD $10 trillion.

F

1. Large hotel brands have not yet begun to recognize the value of the wellness travel market.

F

1. Secondary wellness travelers are much more common than primary wellness travelers.

T

1. The USA was the top tourism destination market in 2017.

T

**Short Answer**

1. Describe the difference between a primary wellness tourist and a secondary wellness tourist.

A **primary wellness tourist** is a traveler whose trip or destination choice is primarily motivated by wellness, whereas many traditional tourists may more accurately be classified as a **secondary wellness tourist**, one who seeks to maintain wellness while traveling or who participates in wellness experiences while taking any type of trip for leisure or business.

1. Name and discuss at least three of the six core motivations for wellness tourism.

The six core motivations are **social, physical, mental, spiritual, emotional, and environmental.**

1. How does medical tourism differ from wellness tourism?

**Medical tourism** is related to the “poor health” end of the market, with patients traveling to another place for specific medical treatments or enhancements. These reactive events may include elective and necessary surgery and dental procedures. On the other side of the spectrum are the **wellness tourists**, seeking a proactive way to maintain and protect their health through healthy living, disease prevention, stress reduction, and more through voluntary non-medical activities.