

THE INFLUENCE OF HEALING MOTIVATION ON HEALING TOURS IN SOUTH KOREA

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Abstract- The ability to find out healing motivation is critical if we are developing products for healing tours. This study investigates the multi-dimension of healing motivation and healing tours. There are seven kinds of healing motivation: inner healing, eco-healing, power healing, relaxation healing, spiritual healing, family healing, and social healing. And there are three kinds of healing tour: tour for inner growth, eco and social healing, education healing through experience. It is found that there is a strong relationship between healing motivation and healing tours.

Index Terms- healing, wellness, motivation, tour, vacation

I. INTRODUCTION

Recently, there are many phrases that are commonly used in mass communication media that are related to healing; healing camp, healing experience, healing village, healing resort, healing food, healing arts, healing music, healing fashion, healing movies, healing tour. In 2016, Global Wellness Institute reports healing industry is growing to a \$3.7 trillion industry[1]. Today, many tourists travel for healing purposes[3]. In fact, according to the previous studies of tour motivation, people already travel for healing purposes; to relax and rest physically, to release or reduce some built-up tension, to give your mind a rest, to get away from the usual demands of life, to experience the peace and calm, to get away from other people, to be away from crowds of people, and to share your skill and knowledge with others[4]. However, there is no study on the motivation related to healing. Therefore, this study investigates the dimension of healing motivations and how these healing motivations influences the types of healing tours.

II. RESEARCH METHOD

The questionnaire was designed on a literature review including scales used in a previous study[4],[5],[6]. The questionnaire consists of three parts. In part one, motivations related healing were included. In part two, types of healing tours were asked. Finally, part three requested background and demographic information. The target population were Koreans who reside in the province of Kyeongju. Self-report questionnaires were administered. The sample consisted of 397 Korean people. In this study, the general statistical technique used were a factor analysis and a simple regression.

III. FINDINGS OF THE STUDY

A. The Result of Exploratory Factor Analysis of Healing Motivation

In 21c, the kind of healing motivation Korean people

have was investigated using the factor analysis. The factor analysis revealed 7 factors; Inner healing, Eco-healing, Competence healing, Spirituality healing, Relaxation healing, Family healing, Social healing.

<Table 1>

Variables	mean	Inner healing	Eco-healing	Competence healing	Spirituality healing	Relaxation healing	Family healing	Social healing
Reconcile with my past	2.97	.529						
Overcome past injury	3.39	.646						
Search the lost myself	3.32	.685						
Overcome my complex	3.40	.720						
Restore my life		.526						
Love nature and are deeply concerned about its destruction	3.52		.571					
Give a lot of respect to the earth	4.03		.734					
Consider the Earth as a living organism	3.90		.757					
To have more influence	3.58			.696				
To be more capable person	3.85			.664				
Search for my creativeness	3.55			.541				
Improve self-control	3.74			.508				
To have a freedom	3.50				.689			
To experience the peace	3.43				.751			
To be one with nature	3.47				.648			
To care spiritual development	2.94				.626			
To have a place and time to be true myself	3.69					.639		
To relax	3.94					.749		
Have a happy family	3.52						.750	
To know my family	4.03						.640	
To experience voluntary work	3.81							.613
Concerned about the weak people	3.86							.755
To create a new and better way of life	3.92							.692
Concerned about peace, power, pride, love, Intimacy with a life	3.39							.483
Eigen-value		2.859	2.659	2.623	2.588	2.147	2.145	2.145
Variance(%)		11.91	11.08	10.93	10.78	8.95	8.94	8.94

B. The Results of Types of Healing Tours

Exploratory research was also used to determine the types of healing tours.

The factor analysis extracts three factors; Inner growth tour factor, Environment and Society caring tour factor and Learning through Experience tour factor as seen in<Table 2>.

<Table 2>

Variables	Mean	Inner Growth Tour	Environment & Society Caring Tour	Learning through Experience Tour	Tour for learning new culture and history	Trekking in the mountain	Tour for learning of art, painting, music in country	
Healing work shop tour for inner peace & growth	3.54	.596			3.74		.516	
Healing tour for introspection	3.85	.762				3.81	.467	
Healing tour to forget the worries in this world	3.89	.714					3.95	
Healing tour to enjoy the nature	3.98	.578						
Healing tour to find the real self	3.83	.730						
Healing tour for physical and mental health	3.92	.777						
Healing tour for yoga, meditation	3.45	.501						
Healing tour for restoring human belief	3.55	.600						
Tour for helping the Earth & Environment	3.44		.761					
Tour for helping poor people in the world	3.65		.784					
Tour for caring and helping Animals.	3.22		.440					
					Eigen-value	4.202	2.942	2.623
					Variance(%)	23.35	16.34	14.58

Inner growth tour includes the healing workshop tour for inner peace & growth(mean=3.54), healing tour for introspection(mean=3.85), healing tour to forget the worries in this world(mean=3.89), healing tour to enjoy the nature(mean=3.98), healing tour to find the real self(mean=3.83), healing tour for physical and mental health(mean=3.92), healing tour for yoga and meditation(mean=3.45) and healing tour for restoring human belief(mean=3.55). Environment and Society caring tour factor includes tour for helping the earth & environment(mean=3.44), tour for helping poor people in the world(mean=3.65), tour for caring and helping Animals(mean=3.22). Learning through Experience tour includes tour for learning new culture and history(mean=3.74), trekking in the mountains(mean=3.81), tour for learning of art, painting and music in country(mean=3.95).

IV. THE RELATIONSHIP BETWEEN HEALING MOTIVATION AND THE TYPES OF HEALING TOUR

To examine the relationship between healing motivation and the types of healing tour, simple Pearson correlation was executed. Figure1 shows that the seven healing motivations were related to three types of healing tours. That means a potential traveler who is motivated by inner healing tends to select not only Inner growth tours($r=.388, p<.05$), but also tends to choose the Environment & Society caring tours($r=.385, p<.05$) and the Learning through Experience tour($r=.294, p<.05$). Eco-healing is strongly related with the Environment & Society Caring tour($r=.444, p<.05$) and then related with the learning through experience tour($r=.366, p<.05$) and the Inner growth tour($r=.359, p<.05$). Competence healing has the strongest relationship with the learning through Experience tour($r=.358, p<.05$) and has a relationship with the Inner growth tour($r=.335, p<.05$) and the Environment & Society Caring tour($r=.320,$

p<.05).

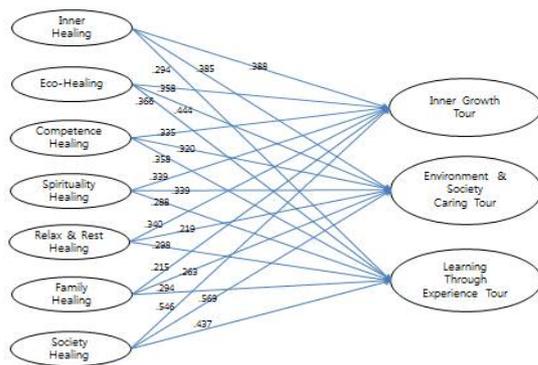


Figure 1. Result of Analysis

Spirituality healing motivation is strongly related to the Inner growth tour($r=.339$, $p<.05$) and the Environment & Society Caring tour($r=.339$, $p<.05$) and related to the learning through Experience tour($r=.288$, $p<.05$). Relax and Rest healing motivation is strongly related to the with the Inner growth tour($r=.340$, $p<.05$), and then related to the learning through Experience tour($r=.298$, $p<.05$) and the Environment & Society Caring tour($r=.219$, $p<.05$). Family healing motivation is most strongly related to the learning through Experience tour($r=.294$, $p<.05$) and then related to the Environment & Society Caring tour($r=.263$, $p<.05$) and related to the Inner growth tour($r=.215$, $p<.05$). Society healing motivation is most strongly related to the Environment & Society Caring tour($r=.569$, $p<.05$), and then related with the Inner growth tour($r=.546$, $p<.05$) and the learning through Experience tour($r=.437$, $p<.05$).

CONCLUSION

In the past decades, South Korea has achieved amazing economic growth, but it paid a price. South Korea has experienced one of the highest divorce rates in the world. Also, South Korea has the top OECD(the Organization for Economic Cooperation and Development) suicide rate, while it's health status was among the lowest, a recent OECD data showed[7]. Now South Korea encounters a need for social change. Korean people have started to pay attention to authentic happiness, wellness and healing (physical, mental, emotional, spiritual). This study showed that South Korean people have a

strong and diverse interest in healing motivation and healing tours. Korean people has seven healing motivations; Inner healing, Eco-healing, Competence healing, Spiritual healing, Relaxation healing, Family healing, Social healing. Korean people have the Inner healing motivation for independence, integration, peace, harmony, freedom. They have Eco-healing motivation for a better appreciation of nature, learning more about nature, saving nature, viewing the scenic beauty, and enjoying the smells and sounds of nature. Also, they have a competence healing motivation for autonomy, growth, learning and creativeness. Korean people have spiritual healing motivation for high spiritual value and attitudes, and spiritual growth and development. Korean people have relaxation and rest motivation for tension release, physical fitness and relax, and avoiding everyday responsibilities. Korean people have a family healing motivation for family reunion, being with lovely family members, and understanding family members. Finally, Korean people have social healing motivation for preserving ecosystem, and making a better and fair society.

The healing industry is growing faster than any other industry. However, we don't understand much of people's motivations for gravitating towards healing tours and healing programs. If we understand people's motivations for wanting to participate in healing tours, we will develop better healing programs and attract more tourists for healing. Therefore, this study is aimed at trying to find out what kind of healing motivations people have in the age of healing, what kind of healing tours they prefer, and this study explores the relationships between healing motivations and types of healing tours.

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