Clustering wellness tourists in spa environment

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ABSTRACT

Spas meet the requirements of both medical and wellness tourists. The former are requiring treatments for specific medical reasons while the latter seek to preserve health. The differences between the two groups are therefore primarily one of the motives even while both may use a number of common resources. This study reports findings from a sample of 165 wellness tourists using the services at Vrnjacka Banja Spa, Serbia. Their motives are classified as 'rejuvenation', 'socialization', 'hedonism', 'obsession with health and beauty', 'relaxation' and 'escape from routine'. The study also examines the role of socio-demographic variables as determinants of being a 'wellness tourist'.

1. Introduction

The human need for places that offer healing and rehabilitation through natural, thermal and mineral springs has been present for a long time, and its tradition is particularly established in Europe. Spa services in Europe are mostly related to health and healing, while spa tourism in the US is more oriented towards the affirmation of a healthy lifestyle. Tourism offers products and services designed to improve the life quality through satisfying the needs related to health (Chen, Prebensen, & Huan, 2008). The recent increase in health awareness has led to a more proactive approach to the use of natural thermal springs.

Nowadays, spas are not only seen as a way to improve health and appearance and to eliminate stress, but also a way to meet other people and make new friends, so they can be observed as a place for socialization. Therefore, the term *spa* has expanded to include relaxation, treatment, satisfaction, rehabilitation and socialization (Koh, Yoo, & Boger, 2010). Mind and body care is related to disease prevention, the elimination of daily stress, the improvement of mental and psychological balance, and hedonism, especially through wellness services (Loureiro, Almeida, & Rita, 2013). This growing interest in health and fitness has a negative impact on spas based on traditional medical treatment since there are many competing forms of spas today such as club spas, destination spas, resort/hotel spas, etc. (Mak, Wong, & Chang, 2009).

Spas have a long tradition in most parts of the Central and Eastern Europe. The countries with the most dynamic and advanced spa sector in this region are Hungary and Slovenia (Snoj & Mumel, 2002). They have been continually attracting a large number of foreign guests. Spa tourism in Serbia is mostly based on traditional centers for healing, even though, during the last few years, the trend of enriching traditional medical contents with wellness services and rejuvenation packages is evident (Kosic, Pivac, Romelic, Lazic, & Stojanovic, 2011). The combination of rich cultural diversity and heritage, in combination with affirmed and affordable health facilities and services, may enable Serbia to become one of the leading countries in the development of spa tourism in Europe (Kosic et al., 2011).

This paper focuses on the motives of wellness tourists, as users of the wellness services of spa facilities, in order to determine which motives are predominant and which target groups of tourist can be profiled according to these motives. The objective is to fill in the existing gap in the current literature on the motivation for wellness services in spas. The paper can help to identify the traits of wellness tourists who visit spas and, consequently, reveal the target groups that tailor-made marketing campaign should aim at. Also, the paper sets the foundation for the subsequent theoretical and empirical research on the relation wellness versus spa tourism.

2. The concept of medical and wellness tourism

The definitions of wellness and health tourism are inconsistent and they vary significantly, which implies that the concepts are differently understood. Terms such as wellness tourism (Nahrstedt, 2004; Smith & Kelly, 2006; Steiner & Reisinger, 2006), health tourism (Douglas, 2001; Hall, 2003) and spa tourism (Puczkó & Bacharov, 2006) are sometimes used interchangeably, even though they often describe different concepts.

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The term 'health tourism' is often used without taking into consideration its diversity of services and demands. However, many authors do recognize that there are different types of health tourism and in order to differentiate between them they rely on the theoretical difference between the concepts of a cure and a disease and wellness (Nahrstedt, 2004). Namely, medical tourists, on one hand, strive to treat certain medical conditions while wellness tourists, on the other, strive to preserve their health and prevent potential diseases (Mueller & Kaufmann, 2001). It is interesting that spa institutions can accommodate wellness and medical tourists together, offering to them similar services and infrastructure.

The processes of commodification, privatization and globalization of health care are the main factors in shaping the development of modern international travel for health and medical purposes (Connell, 2013). Globalization has enabled the introduction of alternative treatment to conventional medicine, so people have become more health-conscious and interested in how to lead a healthy lifestyle (Pollock & Williams, 2000). An important factor which affects the demand for wellness tourism is the pressure to conform to images of body perfection and eternal youth (Henderson, 2003; Smith & Puczko, 2008). Thus, the broad social desire to live a simpler and happier life is an additional factor that drives wellness tourism (Smith & Puczko, 2008).

The concept of wellness was developed by American physician Dunn (1959), who described wellness as the particular health condition which includes general well-being of body, mind and spirit, depending on its environment. Wellness tourism involves the efforts of individuals to preserve their healthy state through activities provided by health institutions (Mair, 2005). Wellness practices and research should focus on identifying the causes of wellness, rather than the causes of disease (Ren, Xing, & Fu, 2007).

Many tourists still do not understand the full meaning of spas and they do not find themselves in spa tourism (King, 2002). They are focused on health, disease prevention and health preservation, but still they do not realize the connection between spas and wellness. Mueller and Kaufmann (2001) believe that spa services are a branch of wellness tourism.

There is an increasing number of wellness destinations on tourist market and those that belong to wider spa tourism offers have better chances to succeed. The reason why wellness is becoming a fashionable tourist product is the fact that the working population from middle and upper classes has an increased awareness of health prevention and is constantly forced to cope with stress at work (Dwyer, Edwards, Mistilis, Roman, & Scott, 2009; Heung & Kucukusta, 2013).

3. Wellness tourist's motivations for visiting spas

Tourists differ significantly in terms of their desires so they tend to have different desires and demands for the same service (Crompton and McKay, 1997). Cockerell (1996) has noted that the spa sector in Europe consists of two segments: those who visit spas and health resorts primarily for medical reasons and those whose motives for visits are more compatible with the motivations of traditional tourists.

The modern society is changing the paradigm in which spas are no longer seen only as places which represent healing but also as places which stand for wellness and wellbeing. Wellness guests require a comprehensive package of services which includes taking care of physical fitness and beauty, healthy nutrition, relaxation, mental activity and education (Mueller & Kaufmann, 2001) and very often luxury (Konu & Laukkanen, 2010). Many spas have met a serious challenge of trying to keep up with these changes and meet the demands of the increasing wellness tourism market without losing their traditional medical clients. Wellness tourism is a very dynamic concept and thus it is necessary to conduct more research with the objective of predicting the desires and expectations of tourists. There are only few studies focusing on the motivations for wellness tourism. The conceptual structure of wellness tourism was developed by Sheldon and Bushell (2009) and it includes the connections between different types of the experience which tourists have had with wellness, their motivations and the factors which influence their choices. The motives of wellness tourist who visit spas are extremely diverse, which has been proved in previous research conducted in this field (Chen & Prebensen, 2009; Chen et al., 2008; Lee, Ou, & Huang, 2009; Magdalini & Paris, 2009; Mak et al., 2009; Sheldon & Bushell, 2009). Typical wellness visitors are high income visitors, older people, motivated by a desire for rest, relaxation, health, rejuvenation or escapism (Smith and Puczko, 2009). Understanding of lifestyle factors of seniors is important for policy makers (Simpson & Siguaw, 2013). Female visitors are currently more active in spa tourism, especially the married ones who are over 50 years old (Koh et al., 2010; Mcneil & Ragins, 2005; Smith & Puczko, 2009), but recent reports indicate that there is an increasing number of males demanding wellness services. In response to a higher interest of men, some spas have started to prepare services especially designed for male customers. Also, it is important to keep in mind that the number of younger population visiting spas for wellness treatments has been on an increase. The younger visitors are aware of health issues and they require services which can prevent the consequences and conditions caused by everyday stress (Mcneil & Ragins, 2005). Spa visitors do not only expect health treatments but also an opportunity to socialize, exchange their experience with friends, relatives and partners. Attention is more placed on eternal balance and wellbeing, rather than on physical appearance. According to Pesonen, Laukkanen, and Komppula (2011), wellbeing tourism can be seen as a form of wellness tourism which is more oriented towards emotional motivation instead of using luxurious spas and wellness centers.

This research, in addition to focusing on the motivations of wellness tourists (Chen & Prebensen, 2009; Chen et al., 2008; Lee et al., 2009; Magdalini & Paris, 2009; Mak et al., 2009), also tries to find the links between their motives and sociodemographic characteristics, like age and gender (Deng, 2007; Lee et al., 2009; Magdalini & Paris, 2009; Mak et al., 2009; Mueller & Kaufmann, 2001), marital status (Mak et al., 2009), education level (Deng, 2007; Lee et al., 2009; Magdalini & Paris, 2009; Mak et al., 2009) and the length of stay (Suresh, Ravichandran, & Ganesan, 2011; Pesonen et al., 2011).

4. Methodology

The study was conducted on a convenience sample of 165 respondents, wellness tourists who have visited Vrnjacka Banja from the beginning of January 2013 until the end of January 2014. Vrnjacka Banja is most popular and most frequently visited spa in Serbia and the region. Sample size was adjusted to correspond to statistical techniques that are suitable for tourist's segmentation (cluster analysis). During the cluster analysis we were following Formann (1984) and Qiu and Joe (2009) methodology for cluster analysis sample size determination. As we used the approach referred as 'factor-cluster segmentation', our set of variables, was reduced from initial 21 items to resulting six delineated variables representing factors (motivations), later on used in clustering process.

During their visitation, the tourists were interviewed by surveyors, the employees of Vrnjacka Banja DMO. Respondents were approached by surveyor in spa hotels who offer wellness services, at entrance/exit of wellness facilities. All the tourists using these facilities were approached as there was a dilemma of whether they were wellness tourists or medical tourists. The information was collected during different days of the week, combining Mondays (with less tourists attendance) and Fridays and Saturdays (plenty of tourists) and during different hours, mornings and afternoons.

As Vrnjacka Banja is generally famous as medical tourism destination, response rate was one to three in favor to medical tourists, or 33%. So, we interviewed approximately about 500 respondents, in order to obtain our final data of 165 respondents who declared themselves as wellness tourists. To eliminate any possible misunderstanding

in tourist classifying, during the survey process, surveyors explained the difference between medical and wellness tourism to respondents, based on works of Mueller and Kaufmann (2001) and Connell (2013). If they classified themselves as wellness tourists they were presented the questionnaire.

The questionnaire consisted of 21 questions divided into 6 categories referring to six latent variables. Specifically, the respondents were required to specify their level of agreement with the given statements on a five-point Likert scale (1 — I completely disagree; 5 — I completely agree). Before the distribution, the questionnaire was tested in order to check whether the statements are clear enough and in order to avoid ambiguities. This preliminary test included 15 participants and based on the results obtained through their feedback several minor modifications were made.

Each variable was measured with statements ranging in number from two to five. The items were selected based on the previous studies conducted in the field (Koh et al., 2010; Mak et al., 2009). All the statements were adapted to meet the demands of this particular research.

The data analysis was performed in Statistical Package for Social Sciences (version 20.0), in the following stages. At first, the collected data were analyzed with the methods of descriptive-statistics in order to obtain the mean vales and standard deviations for each item and profile of the total sample. Then the factor analysis was conducted in order to identify the motive dimensions. Hierarchical clustering with agglomeration schedule was used to identify the number of clusters. K-means cluster analysis was applied in order to classify the samples according to the parameters of their travel motivations which best discriminate between them. A chi-square test was used to profile the clusters demographically according to tourism behavior. Finally an independent-sample t-test was performed to determine the statistical significance of the differences between the motivations and the groups of respondents formed according to their revisit intentions.

5. Results

The socio-demographic characteristics of the wellness tourists visiting spa Vrnjacka Banja, Serbia are presented in Table 1. The descriptive analysis of the sample has shown that there are more female (53.9%) than male respondents. The majority of the respondents belong to age groups below 20 (30.3%) and 20–25 (21.2%) and they have at least high-school education (49.1%). A total of 61.2% of the participants are single and the average length of stay is a week (33.3%). The majority of the respondents have indicated that they would be happy to revisit

Table 1
Socio-demographic profile of respondents (n = 165).

Demographics	Frequency	%	Demographics	Frequency	%
Gender			*Marital status*		
Male	76	46.1	Married	64	38.8
Female	89	53.9	Single	101	61.2
Age			*Length of stay*		
<20	50	30.3	One day	13	7.9
20–25	35	21.2	Weekend	49	29.7
26–35	32	19.4	A week	55	33.3
36–45	16	9.7	More than a week	48	29.1
46–55	19	11.5	*Revisit intention*		
>56	13	7.9	I would consider revisiting spa	146	88.5
Education			I wouldn't consider revisiting spa	19	11.5
Elementary school diploma	7	4.2	*WOM*		
High school diploma	81	49.1	I will recommend spa to others	151	91.5
Associate's degree	28	17.0	I will not recommend spa to others	14	8.5
Bachelor's degree	44	26.7			
Master and PhD	5	3.0			

Table 2
Descriptive statistics.

	Total mean	Standard deviation
To improve mental health	3.7152	1.09770
To improve physical health	3.7818	1.07109
To be pampered	3.6788	1.07628
To enjoy	3.3273	1.29805
Rejuvenate my appearance	3.8788	1.36948
To experience adventure	3.6909	1.22782
To have fun	4.0000	1.09878
To enjoy with friends	4.0121	1.26389
To enjoy a special occasion	3.8364	1.19598
Lose weight	3.1212	1.36502
Indulge in luxurious experience	3.7030	1.21085
Reward oneself for working hard	3.5879	1.18932
To feel healthier	3.7576	1.16949
Desire to be seen as fashionable	4.1030	0.93459
To feel refreshed	3.8667	0.97863
To improve appearance	3.5515	1.12838
To be calm	3.8303	1.14564
To feel relaxed	4.1273	1.00707
Get away from daily routine	3.7576	1.12158
To relieve stress	3.6485	1.19351
Get away from the pressures of work	3.7758	1.12267

the spa (88.5%) and that they are willing to recommend it to others (91.5%).

Descriptive statistics, mean values with standard deviation of all items used in research is shown in Table 2. Mean values range from 3 to 5, suggesting these motivations are of great importance for wellness

Table 3
Exploratory factor analysis.

Factors	Factor loading	Eigenvalue	% of variance explained	Cronbach's alpha
Factor 1: Rejuvenating		3.774	15.725	0.792
To improve mental health	0.796			
To improve physical health	0.791			
To be pampered	0.736			
To enjoy	0.578			
Rejuvenate my appearance	0.526			
Factor 2: Socialization and excitement		2.697	11.236	0.771
To experience adventure	0.819			
To have fun	0.795			
To enjoy with friends	0.722			
To enjoy a special occasion	0.658			
Factor 3: Hedonism		2.443	10.178	0.673
Lose weight	0.783			
Indulge in luxurious experience	0.638			
Reward oneself for working hard	0.622			
Factor 4: Obsession with health and beauty		2.374	9.893	0.771
To feel healthier	0.663			
Desire to be seen as fashionable	0.658			
To feel refreshed	0.549			
To improve appearance	0.530			
Factor 5: Relaxation		2.273	9.470	0.816
To be calm	0.833			
To feel relaxed	0.804			
Factor 6: Escape		2.188	9.118	0.705
Get away from daily routine	0.816			
To relieve stress	0.555			
Get away from the pressures of work	0.521			

Notes: Extraction Method: Principal Component Analysis: Rotation Method: Varimax: Only loadings greater than 0.5 are reported; percent of variance explained is 65.620%; КMO = 0.814 > 0.5; Bartlett test of sphericity: p = 0.000.

Table 4
Motivation factors among the clusters.

Factor	Cluster 1 (n = 123) Socially active tourists	Cluster 2 (n = 42) Self-focused tourists	Total mean	F-value
Rejuvenating	3.9268	2.9429	3.6764	51.360
Socialization and excitement	3.9431	3.7143	3.8848	1.937
Hedonism	3.7642	2.6111	3.4707	58.877
Obsession with health and beauty	4.0935	3.0179	3.8197	81.472
Relaxation	4.3455	2.9048	3.9788	110.139
Escape	4.0000	2.9286	3.7273	58.776

tourists in spa environment. Highest value is for item labeled To feel relaxed (4.12), while lowest value is for item named Lose weight (3.12).

The factor analysis was applied to segregate 21 motivation items into factors. We obtained a six-factor solution with eigenvalues higher than 1, accounting for 65.620% of the total variance, using the criteria suggested by Hair, Black, Babin, Anderson, and Tatham (2005). A Kaiser–Mayer–Olkin measure equals 0.814, proving that the distribution of values was adequate for conducting factor analysis. Cronbach's alphas (α) for the six factors range from 0.673 to 0.816. These results suggest that the motivations for wellness activities in spa environment are diverse, so visitors have a wide range of needs and expectations.

Factor 1, rejuvenating, has the highest value of variance (15.725%), and a reliability coefficient of 0.792 (Table 3). This factor incorporates five items (to improve mental health, to improve physical health, to be pampered, to enjoy and to rejuvenate physical appearance). The relatively large proportion of the total variance leads to a conclusion that rejuvenation is a central motivational aspect among wellness tourists in spas. Socialization and excitement, factor 2, includes four items and reaches the variance value of 11.236%. Factor 3, hedonism, (10.178% of variance) consists of three items (lose weight, indulge in luxurious experience, reward oneself for working hard). Factor 4 (5.38% of variance), named obsession with health and beauty, encompasses the need to feel healthier, to feel refreshed, to improve physical appearance and to be seen as fashionable. Relaxation, as factor 5, focuses on the motives associated with calmness and relaxation. This factor accounts 9.470% of the variance in the data. Getting away from daily routine and from pressures at work and relieving stress are presented as the last factor, escape. This factor (9.118% of variance) stands for motives associated with escaping from urban living conditions and finding refuge in spas.

In this study, a cluster analysis was conducted, based on the motivation factors described above. The six factors were used as composite variables in the identification of the clusters based on their similar motives for wellness tourism in spas. In order to determine the number of segments, the hierarchical cluster analysis Ward method was conducted. The results of the procedure indicate a two-cluster solution supported by the criterion of agglomeration coefficient. The results of the ANOVA tests also reveal that, based on these six factors, two motivation clusters can be distinguished ($p < 0.01$): socially active tourists and self focused tourists (Table 4).

The discriminant analysis conducted on all six motivation factors resulted in one canonical discriminant function. The results of the discriminant analysis are summarized in Tables 5 and 6.

A Wilk's lambda test was used to determine the significance of all six motivation factors. The results reveal that each of them makes a statistically significant contribution to the discriminant function.

Table 5
The summary of the discriminant results.

Function	Eigenvalue	% of variance explained	Canonical correlation	Wilk's lambda	Chi-square	df	Sig.
1	1.385	100.0	0.762	0.419	139.043	6	0.000

Table 6
The results of discriminant loadings.

Discriminant loading	Function 1
Rejuvenating	.146
Socialization and excitement	−.003
Hedonism	.454
Obsession with health and beauty	.311
Relaxation	.597
Escape	.186

Table 7
The evaluation of cluster formation by classification results.

Cluster case	Predicted group membership		
	Cluster 1 Socially active tourists	Cluster 2 Self-focused tourists	Total
Cluster 1 Socially active tourists	123 (100.0%)	0 (0.0%)	123 (100%)
Cluster 2 Self-focused tourists	13 (31.0%)	29 (69.0%)	42 (100%)

Note: 93.3% of the original grouped cases correctly classified; 92.1% of the cross-validated grouped cases correctly classified.

The classification matrix was used to determine the success rate of the discriminant function. Accuracy rate obtained is very high (92.1%) and 165 grouped cases are regularly classified. Namely, socially active (100%) and self-focused (69.0%) are regularly classified into their respective groups (Table 7).

In order to specify the profiles of the identified clusters further on, each cluster was cross-tabulated with external variables (five

Table 8
Profile of two clusters of wellness tourists in Vrnjacka Banja spa.

Wellness tourist's profile	Cluster 1 Socially active tourists	Cluster 2 Self-focused tourists	Total	Statistics
Gender				$Chi^2 = 12.061$; $p = 0.814$
Male	56 (73.7%)	20 (26.3%)	76	
Female	67 (75.3%)	22 (24.7%)	89	
Age				$Chi^2 = 8.448$; $p = 0.086$
<20	35 (70%)	15 (30%)	50	
20–25	22 (62.8%)	13 (37.2%)	35	
26–35	24 (75%)	8 (25%)	32	
36–45	15 (93.7%)	1 (6.3%)	16	
46–55	17 (89.4%)	2 (10.6%)	19	
>56	10 (76.9%)	3 (23.1%)	13	
Education				$Chi^2 = 6.117$; $p = 0.219$
Elementary school diploma	3 (42.7%)	4 (57.3%)	7	
High school diploma	60 (74.1%)	21 (25.9%)	81	
Associate's degree	24 (85.7%)	4 (14.3%)	28	
Bachelor's degree or higher	33 (75%)	11 (25%)	44	
Master and PhD	3 (60%)	2 (40%)	5	
Marital status				$Chi^2 = 14.246$; $p < 0.05$
Married	58 (90.6%)	6 (9.4%)	64	
Single	65 (64.4%)	36 (%)	101	
Length of stay				$Chi^2 = 0.528$; $p = 0.913$
One day	9 (69.2%)	4 (30.8%)	13	
Weekend	38 (77.6%)	11 (22.4%)	49	
Week	40 (72.7%)	15 (27.3%)	55	
More than week	36 (75%)	12 (25%)	48	

Table 9
Behavioral intentions of respondents.

Revisit intentions	N = 165	Cluster 1 Socially active tourists	Cluster 2 Self-focused tourists
I will revisit spa	146 (88.5%)	110 (75.3%)	36 (24.7%)
I will not revisit spa	19 (11.5%)	13 (68.4%)	6 (31.6%)
Word-of-mouth behavior	N = 165	Cluster 1 Socially active tourists	Cluster 2 Self-focused tourists
I will recommend spa to others	151 (91.5%)	114 (75.5%)	37 (24.5%)
I will not recommend spa to others	14 (8.5%)	9 (64.3%)	5 (35.7%)

demographic characteristics). The results of the chi-square tests indicate that only the difference in marital status is statistically significant (see Table 8).

Married tourists are mainly socially active tourists, so they seek socialization during their visits to spas, while single spa tourists are more self-focused, requiring solitude. The results of the χ^2-tests reveal that there is no statistically significant difference between the clusters in terms of gender, age, education and the length of stay. In terms of gender, the difference is slight. Comparing the socially active tourists and self-focused ones in terms of age, it can be concluded that the majority of older people (>36) belong to the group of the socially active wellness tourists. Socially active wellness tourists, in respect to self-focused ones have a higher education level and the longer length of stay.

Based on the total sample, there is a high level of loyalty among the spa visitors since the majority of them claim that they would consider revisiting the spa and recommending it to their friends and family.

The further analysis shows that there is no statistically significant difference in revisit intentions and word-of-mouth behavior in respect to motivation factors in general. The only statistically significant relation

found in this analysis is the one that refers to revisit intentions and factor 2, socialization and excitement. In other words, wellness tourists who are willing to revisit spas are more interested in socialization (Table 10).

Taking into account the cluster level, the situation is quite different. Based on the results presented in Table 9, a conclusion can be drawn that self-focused tourists have a higher percentage of respondents with negative attitudes towards revisiting the spa and recommending it to the others. Thus, it is important to set behavioral intention of cluster members in relation to the main motivational factors, in order to find out if there is any statistically significant relationship between cluster members and their motivation associated with revisit intention and word-of-mouth behavior.

Observing the differences between the clusters in terms of revisit intentions and word-of-mouth behavior, according to each motive individually, we can conclude that all statements with positive behavioral outcome demonstrate the statistically significant difference between the clusters, for all factors except for socialization and excitement. Finally, it can be said that behavioral intentions are not totally statistically significant but that there is a partial association between revisit intentions and word-of-mouth behavior of clusters, on one hand, and motivation factors, on the other (Table 11).

6. Discussion and conclusions

The clustering of motivations proved to be a valuable means of segmenting markets. The segmentations proposed in this paper could be helpful in understanding why different people participate in wellness tourism in spas and consequently may be useful for spa and wellness organizations in creating effective promotional campaigns and business strategies.

The importance of wellness, especially in spa environment, has risen. Wellness tourism is an effective strategy for revitalizing spas which have been facing serious structural and economic problems. In order

Table 10
Results of independent-sample *t*-test.

	Factor 1 Rejuvenating	Factor 2 Socialization and excitement	Factor 3 Hedonism	Factor 4 Obsession with health and beauty	Factor 5 Relaxation	Factor 6 Escape
Revisit intentions I will revisit spa I will not revisit spa	t = 1.463 Sig = 0.145^{ns}	**t = 2.018 sig = .045*** **3.9366–3.4868**	t = 1.158 sig = 0.260 ^{ns}	t = 1.450 sig = 0.149 ^{ns}	t = 0.638 sig = 0.525 ^{ns}	t = 0.308 sig = 0.758 ^{ns}
Word-of-mouth behavior I will recommend spa to others I will not recommend spa to others	t = 0.784 Sig = 0.434 ^{ns}	t = 0.798 sig = 0.426 ^{ns}	t = 0.612 sig = 0.550 ^{ns}	t = 1.894 sig = 0.060 ^{ns}	t = 0.479 sig = 0.633 ^{ns}	t = 0.056 sig = 0.956 ^{ns}

ns—not significant.
* $p < 0.05$.

Table 11
Differences between behavioral intentions of clusters in motivation construct.

Cluster 1 Socially active tourists Cluster 2 Self-focused tourists		**Factor 1 Rejuvenating**	**Factor 2 Socialization and excitement**	**Factor 3 Hedonism**	**Factor 4 Obsession with health and beauty**	**Factor 5 Relaxation**	**Factor 6 Escape**
I will revisit spa	Cluster 1 Cluster 2	**Chi^2 = 58.202; p = 0.000***	Chi^2 = 10.917; p = 0.693	**Chi^2 = 45.732; p = 0.000***	**Chi^2 = 61.951; p = 0.000***	**Chi^2 = 61.282; p = 0.000***	**Chi^2 = 51.655; p = 0.000***
I will not revisit spa	Cluster 1 Cluster 2	Chi^2 = 10.515; p = 0.485	Chi^2 = 12.058; p = 0.281	Chi^2 = 12.829; p = 0.233	Chi^2 = 15.915; p = 0.069	Chi^2 = 15.529; p = 0.017	Chi^2 = 12.212; p = 0.094
I will recommend spa to others	Cluster 1 Cluster 2	**Chi^2 = 58.469; p = 0.000***	Chi^2 = 13.625; p = 0.478	**Chi^2 = 48.763; p = 0.000***	**Chi^2 = 64.704; p = 0.000***	**Chi^2 = 65.088; p = 0.000***	**Chi^2 = 53.298; p = 0.000***
I will not recommend spa to others	Cluster 1 Cluster 2	Chi^2 = 8.919; p = 0.445	Chi^2 = 11.096; p = 0.134	Chi^2 = 6.378; p = 0.605	Chi^2 = 11.096; p = 0.269	Chi^2 = 11.096; p = 0.085	Chi^2 = 8.919; p = 0.259

ns—not significant.
* $p < 0.01$.

to survive on the limited market where global competition depends on the accurate strategies for spa tourism development, those strategies must be based on the desires and demands of customers. Thus, in the future, an important challenge will be to adapt strategies to changing profile of typical spa customer, who is nowadays more oriented towards medical prevention than towards healing.

The results of the factor analysis show that there are six dimensions of motivation among wellness tourist: rejuvenating, socialization and excitement, hedonism, obsession with health and beauty, relaxation and escape. Rejuvenating, as one of the key dimensions, is a strong motivating factor for most of the tourists which is also confirmed in the study conducted by Koh et al. (2010). However, mean values indicate that the primary motives of wellness tourists are socialization and excitement, and relaxation. These findings are also consistent with previous studies (Chen and Prebensen, 2009; Koh et al., 2010; Mak et al., 2009).

The significant differences in the characteristics of wellness tourists were observed. The findings suggest that the market can be divided into two segments based on the tourists' motivations: socially active and self-focused tourists. These findings are similar to the previous research of wellness tourist segmentation (Koh et al., 2010; Mueller & Kaufmann, 2001).

The clusters are observed in the context of demographic characteristics and this study has shown that only marital status is statistically significant. The married wellness tourists mainly seek socialization during the spa visits, while single tourists are more self-focused, seeking for solitude. Other characteristics do not show that there is a statistically significant difference among the clusters, which is not in accordance with research conducted by Koh et al. (2010) whose study revealed the difference between the clusters in terms of gender and education.

The majority of respondents expressed their desires towards revisiting the spa and willingness to recommend it to their friends and family. However, there is a statistically significant difference between the respondents who have positive attitude towards revisiting and those who have a negative one in respect to socialization and excitement as motivating factors. Consequently, wellness tourists are willing to come back, firstly because of the socialization opportunities offered by spas. The results also reveal that in terms of positive behavioral outcome, there are statistically significant differences between the clusters for all motivation factors except for socialization and excitement.

The results specific for the context of Serbian spa tourism are similar to the results obtained in the global context, so they can be partly generalized. These results have important implications for all stakeholders in spa communities. The profiles of wellness tourists obtained through this research can be used to develop appropriate marketing strategies for wellness tourism in spa context.

Continuous research on wellness tourism in spa context is needed in order to monitor the changing demands and preferences of wellness tourists. Therefore, future research could include the attributes which are important for wellness tourists in order to obtain all the essential information about the nature of their visits.

Limitation of this study may refer to the number of respondents, so the future research could include a higher number of respondents so that more in-depth comparisons between different demographic groups could be obtained.

Appendix A. Supplementary data

Supplementary data to this article can be found online at http://dx.doi.org/10.1016/j.tmp.2015.09.004.

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