

# Importance of Wellness to the Tourists visiting Batangas Province

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**Abstract** - *Wellness is having a healthy body, mind and spirit. Health and wellness go hand in hand. Most people link wellness to physical health condition only but the researcher found out the other dimension of wellness that matters to the tourists. This study assessed the other dimensions of wellness such as social, spiritual, intellectual, emotional and occupational wellness and reveals the most significant wellness dimension among the tourists visiting Wellness Spa in Batangas Province. The researcher aimed to present the profile of the wellness spa center along with the facilities and services they offer and how it helped wellness travelers achieve their purpose when visiting wellness spa. Descriptive design was used with 5 Wellness Spa Centers in Batangas as subject of the study with the used of adopted questionnaire; 216 enthusiastic wellness tourists were asked to sincerely answer the questions in order to collect relevant data. This study unveils that social wellness is important among tourists. They visit wellness spa to build social network, to openly communicate to others and openly express their thoughts and feelings. This wellness tourists aging from 26 – 35 years old earning an average of Php20, 000 prefer spa services and facilities to relax, use gym to shape up in order to maintain a healthy physical wellbeing. Knowing their purpose in life and discovering the true meaning of their existence is the aim of this wellness travel. People that acquire a higher educational degree, most of them are married put emphasis about what is important in life and discover the real purpose of their existence.*

**Keywords:** *Wellness Dimension, Tourism, Health*

## INTRODUCTION

Health is related to wellness. Wellness is a state of having a balanced physical, mental, emotional and spiritual aspect of well-being. Nowadays, diseases such as diabetes, obesity, heart problems and cancer are health problems identified to lessen the mobility, quality of life and lifespan of people who are suffering. Due to its increase, medical and health care costs have tremendously increased [1]. Tourism industry is one of the fastest business sectors that add to the economic growth of the country through producing employment and visiting local and foreign tourists [2]-[14].

Wellness tourism involves wellness tourists who travel for a specific purpose. They travel to achieve and enhance health, rejuvenate and relax, attend and practice activities, avail wellness services and treatments. Wellness tourism is often confused with health tourism. Natural and preventive methods for healing best describe wellness tourism while health tourism adheres to treating illnesses that are already diagnosed. There is an increasing evolution of

integrated health centers around the world which provide both health and wellness treatments. Wellness relates to “Health” and “Spa”, followed by words like “Services”, “Destination”, “Relaxation”, “Rejuvenation”, “Treatment” and “Healthy Food” [15].

Welfare of human is significantly connected to one’s understanding of physical, mental, spiritual, and emotional levels and how to relate other members of society, how to get involved in the community, and the environment. Quality of life is broader and complex concept than health as it encompasses the aspect of well-being, source of income, material and emotional well-being, safety and security, nature and family and relationship [16].

The researcher conducted this study in order to present the benefits and importance of having a balanced well-being. Having holidays are important and it will be beneficial and meaningful if the purpose is to nourish Social Wellness which means creating a supportive social network, meaningful relationship, Emotional Wellness which means understanding

other's feelings and emotions, dealing stress and other sort of emotions such as joy, anger and hatred with humility, Intellectual Wellness talks about participating in mentally-stimulating activities, openly debate over matters that enhance artistic reasoning. Physical Wellness is basically keeping body fit and free from illness; this will be achieved by avoiding harmful habits while Spiritual Wellness talks about the discovery of the life's purpose and Occupational Wellness that pertains to job fulfillment and maintaining a balanced life and work. The researcher identified the wellness facilities and activities that help the tourists achieve their purpose when visiting wellness spa centers. Restaurant, Fitness Gym, Swimming Pool and Spa are among the facilities that help tourists achieve relaxation that they are aiming. Yoga and meditation to keep mind calm, breathing exercise to keep body fit, and healthy cooking class to enlighten them the importance of eating balance and healthy diet.

This research enables the Tourism Office in creating a well-defined wellness spa marketing campaign. This research has identified the right target market. Tourists will be benefited by this study because the researcher has identified the area of the dimension of wellness that needed further enhancement thru an action. It will open the idea on how to access to the wellness spa and facilities to achieve healthy body, mind and soul.

### OBJECTIVES OF THE STUDY

This study aimed to assess the importance of Wellness to the Tourists visiting Batangas Province. Specifically, it will present the answer to the following objectives; profile of the guest respondents in terms of age, educational attainment, monthly income, occupation, sex and marital status; determine the services and activities availed by the respondents; determine the importance of the six dimensions of wellness with regard to social, intellectual, physical, spiritual, and occupational; test the significant difference of the six dimensions of wellness when grouped according to profile variable; and propose action plan to promote and strengthen wellness tourism in Batangas, Philippines.

### METHOD

#### Research Design

This study used descriptive method of research to assess the importance of wellness to the tourists

visiting Batangas Province. The descriptive method is an analytical search and investigation with acceptable and detailed interpretation of the results. It describes what is and gives highlight on existing relationship between existing condition, practices, situation or any phenomena [17].

### Participants

The researcher employed 216 guests or tourists who were visiting the Wellness and Spa centers in Batangas Province. They came from top wellness centers based from the recommendation of Tripadvisor. The researcher then distributed the questionnaires, and facilitated the survey and gathered data. Spa centers are The Farm at San Benito found in Lipa City, The Golden Sunset Resort in Calatagan Batangas, The Cintai Coritos Garden and Hotel in Lipa City, The Club Balai Isabel in Talisay Batangas and The Luks Loft Hotel and Residences in Batangas City. The guest respondents were both local and international who stayed in these Wellness Spas, those who initiated the used of wellness facilities and availed the wellness spa services offered.

**Table 1. Distribution of Respondents**

Wellness Centre	f	%
The Farm at San Benito	84	38.9
The Golden Sunset Village Resort & Spa	12	5.6
Cintai Coritos Garden	40	18.5
Club Balai Isabel	40	18.5
The Luks Loft Hotel and Residences	40	18.5
Total	216	100

### Instrument

In gathering relevant data, the researcher used a questionnaire adopted from The Wellness Self-Assessment created by U-Matter School Organization [18]. The questionnaire has three parts. The first part is a set of questions about the profile of the wellness tourists visiting the Wellness and Spa center in Batangas in terms of age, sex, educational attainment, monthly income and occupation. Second part is a list of services and activities offered by the Wellness and Spa Center and participants are asked to check their corresponding answers enlisted on the questionnaire. The third part is a set of questions that identified what the respondents put value in terms of the dimensions of wellness such as Physical, Intellectual, Emotional, Social, Spiritual and Occupational. The adopted questionnaire was presented to the adviser and

panelist for approval and validation of expert. The adopted Wellness Self-Assessment questionnaire detects the area of wellness that is highly significant, and as well as the areas that needed attention. This had been used for self-reflection and goal setting.

**Procedure**

The researcher prepared a letter of endorsement that was used noted by the adviser. This letter was presented to the Human Resource Department of the Wellness and Spa Centers to seek permission to conduct survey to their establishment. Tourist was approached politely with the formal presentation of the letter and the set of questionnaire to be able to gather data. The questionnaire was distributed personally to the respondents and collected upon completion. To keep the quality and integrity of the research, the participants were informed about the purpose of the study and explained well the parameter of the questions and information needed confidentiality and anonymity of the respondents with high confidentiality. The respondents were approached and engaged voluntarily in answering the questionnaire, ensured not to harm the participants and clearly explained that this paper is independent and impartial.

**Data analysis**

The researcher used statistical tools which include percentage and frequency distribution to measure profile of wellness tourists visiting the five wellness and spa centers in Batangas focusing on Age, Educational Attainment, Monthly Income, Occupation, Sex and Marital Status. Weighted mean was used to test and determine the value of the six dimension of wellness which are physical, intellectual, emotional, social, spiritual and occupational. ANOVA was used to test the significant difference of the six dimension of wellness when grouped according to profile variable. The researcher used a Likert Scale: 3.50 – 4.00: Highly Important (HI); 2.50 – 3.49: Important (I); 1.50 – 2.49: Less Important (LI); and 1.00 – 1.49: Not Important (NI).

**RESULT AND DISCUSSION**

Table 2 represents the profile of the wellness tourists according to age, it shows that 73 respondents out of 216 or 33.80 percent, the age ranges between 26-35 years old visit wellness spa.

**Table 2. Percentage Distribution of the Wellness Tourist’s Profile**

Profile Variables	f	%
<b>Age</b>		
18 -25 years old	35	16.20
26 – 35 years old	73	33.80
36 – 45 years old	65	30.10
46 years old and above	43	19.90
<b>Educational attainment</b>		
Elementary	10	4.60
Secondary	15	6.90
Tertiary	122	56.50
Graduate Study	69	31.90
<b>Monthly Income</b>		
Php20, 000 and below	77	35.60
Php21,000 to Php40,000	55	25.50
Php41,000 to Php60,000	33	15.30
Above Php60,000	51	23.60
<b>Occupation</b>		
Professional / Managerial	116	53.70
Technical / Supervising	33	15.30
Skilled Workers / Clerk	36	16.70
Others	31	14.40
<b>Sex</b>		
Male	90	41.70
Female	126	58.30
<b>Marital status</b>		
Single	92	42.60
Married	109	50.50
Widowed / Separated	15	6.90

These age bracket is more likely to have sustainable career and family. Having job within this age bracket allows them to travel and has the luxury to spend something that interests them. Within this age factors such as having stressful work, building career and establishing a relationship greatly affect their willingness and need to visit wellness spa in order to release stress and be relaxed.

A study conducted by Spa finder Wellness [19], states that 49 years and under consider healthy food, fitness activities, spiritual healing, wellness elements and properties are among the needs and wants of this wellness travelers while 35 respondents out of 216 or 16.20 percent ages between 18-25 years old has to lowest number of wellness travelers visiting wellness spa. This age bracket has a small capability of spending and has less interest in the kind of services and facilities that a wellness spa offers.

On educational attainment, Tertiary level ranks the highest having 122 respondents out of 216 or

56.50 percent. This group of wellness travelers has this urge of knowing their importance to the society. Figure shows that wellness tourists having a higher education possess deeper understanding about the importance of the dimension of wellness. Because of education, it influences their overall behavior when traveling. They are more aware about integrating their holiday to become both memorable and less stress [20].

The lowest number of respondents falls under the category of Elementary with 10 respondents or 4.60 percent. It clearly shows that under this bracket, they value their wellness life with lesser care. In the Philippine set-up, finishing an education till this level leads to a lower position and earning below minimum wage. This job provides them with no chance of visiting wellness spa because their earnings are just sufficient for their needs.

Ability to spend is one factor that wellness traveler needs to consider. The study shows that 77 respondents out of 216 or 35.60 percent is earning 20,000 pesos and below.

Majority of the respondents are local travelers and earns minimum wage but has the capability to spend on wellness spa to nurture their well-being. Travelers earning Php41,000 to Php60,000 has the lowest number, 33 respondents or 15.30 percent. This bracket came from the foreign travelers who has the strongest capability of spending and has the highest salary earners.

Research shows that the total number of wellness tourist is 524.4 million or 6% of the total tourist both domestic and international travels [21].

Big number of professionals and managerial level visit the wellness centers. They have the most crucial role on their chosen profession and have a high stress level. Because of their status and job responsibility, it results to imbalance of their lifestyle. Given this fact, they are those who needed a place to rejuvenate; they seek the help of wellness center to relax and recharge, 116 respondents out of 216 or 53.70 percent belongs to this bracket.

Concrete example is the recent visit of Mia Farrow and Oprah who are few professionals from their own fields coming from West and flew to Asia for a life-changing meditation and wellness retreats. On the other hand, 31 respondents out of 216 or 14.40 percent are among those that have their own business, retirees, other are politicians and celebrities to name a few [22].

Based on the result, number of female wellness traveler is larger compared with male. Study shows that among the 216 respondents 126 or 58.30 percent of them are females while the remaining 90 or 41.70 percent are males.

This figure reveals that those females are highly focused on maintaining a balanced well-being visiting a spa center to be rejuvenated, find peace and serenity.

Reynolds [23] states on her article that male and female has vast differences when travelling ranging from destination to food to activities. Famous phrase that she used to clearly describe is “men are from mars, women are from venus”. In the report of Barnato [24] says that females compared to males are well determined to take control over their work and expenses, female are becoming smart when choosing their vacation, with a high level of expectation in terms of service.

With the result from the survey, wellness travelers that are married most likely to visit the wellness spa. Study shows that 109 or 50.50 percent belongs to this group while widowed or separated has the lowest respondents having 15 or 6.90 percent only.

Raising children, work, family and other factors put so much weight on every married couple. Too much responsibilities, stress and pressure pushed them to travel by themselves to relax and re-charge.

Table 3 shows the facilities and services that wellness tourists commonly availed and utilized when staying at wellness spa. Among the popular facilities are Spa having 160 or 74.10 percent, followed by Swimming Pool with 144 or 66.70 percent and lastly Gym with 134 or 62 percent.

The main purpose of visiting to wellness spa can achieve ultimate relaxation. It is known that Spa provides this services ranging from massages to Filipino traditional treatments like *Hilot* Massage. Spa is a place that has the qualities of being calm, quiet and peaceful. A traveler who is exhausted from the city life, tired from the noise of their work place enjoy this ambiance as it gives them the state of being calm and rested.

Most of the spa is equipped with steam room, sauna, hot showers, foot massagers, gym, and saloon, pool, hot water pool, Jacuzzi, jet shower. These are put in place in order to meet the requirement of every wellness tourist [25].

Among the activities that nurture mind, yoga class is a must have activity. One-hundred twenty three respondents or 57 percent participates in yoga class

while 56 or 25.90 percent of the respondents appreciate a session with a life coach.

**Table 3. Wellness Spa Services and Activities**

<b>Profile Variables</b>	<b>f</b>	<b>%</b>
<b>Facilities available at your Wellness and Spa Center</b>		
Gym	134	62.00
Spa	160	74.10
Swimming Pool	144	66.70
Restaurant	132	61.10
Vegan Restaurant	99	45.80
Walk Trail	100	46.30
Jogging Trail	81	37.50
Cycling Trail (Cycles)	28	13.00
Table Tennis	20	9.30
Basketball Court	24	11.10
Tennis Court	10	4.60
Jacuzzi	55	25.50
Sauna	28	13.00
Library	29	13.40
T.V. Room	45	20.80
<b>Activities participated by guest in the Wellness and Spa Center</b>		
<b>Mind</b>		
Yoga Class	123	57.00
Meditation Class	99	45.80
Life Coach	56	25.90
<b>Body</b>		
Fitness Class	166	76.90
Nutritional assessment with Nutritionist	82	38.00
Conversation with Dietician	57	26.40
Sustainable Lifestyle Discussion	60	27.80
Medical Consultation	75	34.70
<b>Spirit</b>		
Harmonizing Flow	86	39.80
Energy Access Healing	77	35.60
Art Therapy	53	24.50
Laughter Therapy	31	14.40
Dream Interpretation	33	15.30
<b>Others</b>		
Food preparation Class	89	41.20
Health Movie Night	32	14.80
Wellness Talk	84	38.90
Healthy Vegan Cooking Class	74	34.30

Yoga is a way of living that aims to achieve healthy body, mind and spirit. It is a combination of body postures, breathing exercises and mental techniques to discipline the mind.

It is very common to have yoga and meditation, spa treatments and massages as the most popular treatment. Coaching and counselling, nutrition,

emotional and spiritual guidance and healing, nature and outdoor activities and stress relief activities such as laughter therapy are the services present in most of the wellness spa [26].

To nurture body, physical exercise is important; 166 respondents or 76.90 percent use fitness gym while 57 or 26.40 percent which rank the lowest appreciate the conversation with dietician.

Because of the time consumed in social and work life, most of the time physical exercise is compromised. Nowadays, fitness gym and fitness coach are getting popular because of the awareness of the people on the importance of healthy body. Though it is important to keep guard on what is eaten dietician is not that popular. In fact, it is only known to have one situated in the Hospitals and in Wellness Centres and sometimes in School. But not everyone has the interest to see a dietician or nutritionist.

Chen, Liu and Chang [27] identified services that can be practiced and availed in order to achieve purpose of achieving balanced well-being and these are alternative medicine and treatments, mental learning, treatments that promote relaxation, practicing healthy sustainable diet and social activities.

Spiritual wellness is the second most significant reason why wellness travelers visit spa. It reveals that activities to nurture spirit such as harmonizing flow gained the highest having 86 or 39.80 percent while laughter therapy has 31 or 14.40 percent.

Harmonizing flow is a meditation that will help to know oneself better. Wellness spa offers this activity to balance the harmony of mind, body and spirit. With all the causes of stress, the negativity of the world lived in, it is important to cure feelings and thoughts so that energy will continuously flow positively.

Mind activities look boring but the effect to the mind, emotion and body is effective. It enables to collect energy and offer it to inner self. It will keep balance and allows releasing any negative thoughts and feelings that cause illness and affect spiritual energy system. It is an activity that involves nurturing all the dimensions of wellness [28].

Other activities like food preparation class obtained 89 or 41.20 percent while the lowest is health movie night showcasing movie clips. How to sustain a balanced life has 32 or 14.80 percent. Wellness centers promote living a healthy lifestyle thru having a proper diet. One way to encourage wellness traveler to have a good diet is by offering a healthy cooking

class. Not only that it will teach the importance of nutrition but also gives the liberty to prepare and eat food that suit individual preference. Calorie count, choosing quality meat, fruits and vegetables and sustaining it are being taught to the wellness practitioner once they attended these activities.

When people prepare and cook their food at home, very minimal calorie and carbohydrates are consumed. Also those who cook food at home rely less on frozen foods and dislike going to fast food restaurants [29].

Table 4 depicts the social wellness dimension as assessed by wellness tourists. The composite mean of 3.57 indicates that social wellness is highly important.

**Table 4. Social Dimension of Wellness**

Indicators	WM	VI	Rank
1. I consciously and continually try to work on my behaviors and attitudes that have caused problems in my interaction with others.	3.51	HI	6
2. I feel supported and respected by the people around me and in my close relationship.	3.66	HI	1
3. I am able to communicate effectively with others, share my views and listen to others.	3.64	HI	2
4. I consider the feelings of others and do not act in hurtful and selfish way.	3.62	HI	3
5. I try to see good in my friends and do whatever I can to support them.	3.55	HI	5
6. In my dating or sexual relationship, I choose partner (s) who respect my wants, needs, and choices.	3.56	HI	4
7. I participate in a wide variety of social activities and find opportunities to form new relationship	3.42	I	7
<b>Composite Mean</b>	<b>3.57</b>	<b>HI</b>	

Among the indicators cited, feeling supported and respected by the people around and with close relationship got the highest weighted mean score of 3.66. It was followed by communicating effectively with others, sharing views and listening to others received a weighted mean score of 3.64 while considering the feelings of others and not acting in

hurtful and selfish way had the weighted mean score of 3.62.

Support receive mostly are from parents, partner, family, co-workers, neighbors or even sometimes people not known. It is beneficial to both physical and emotional health. With the social support that is received a tourist is protected from harmful effect of stress. These support ranges from emotional to practical help, to even sharing opinions and information. It is important to have a healthy supportive social network to develop skills and become comfortable with which one is in social situations.

Surrounding oneself with a positive network increases self-esteem. It allows individual to create boundaries that encourage communication and build trust [30].

On the other note, trying to see good in friends and doing whatever to support them got the weighted mean score of 3.55, followed by choosing a partner who respect wants, needs, and choices in dating and sexual relationship got the weighted mean score of 3.56. However, participating in wide variety of social activities and finding opportunities to form new relationship obtained the lowest mean value of 3.42 and is rated important only.

Participating in social activities could have been a smart way to discover new opportunities to build a relationship. Even there is a strong desire and willingness to do it, question such as security, trust, being truthful, accessibility and availability are factors that others ignore this idea.

Factors affecting the lack of interest and time in participating social activities to build a strong social network are change of lifestyle such as becoming parent, divorce or death of partner can be a reason, change in behavior and lastly, having a new interest and activities [31].

Table 5 depicts the emotional wellness dimension as assessed by wellness tourists. The composite mean of 3.37 indicates that emotional wellness is important. Among the indicators cited, able to maintain a balance of work, family, friends and other obligations got the highest weighted mean score of 3.47. It was followed by being flexible and able to adapt or adjust to change in a positive way with weighted mean score of 3.40 and to recognize when stressed and take steps to manage stress with weighted mean score of 3.38.

**Table 5. Emotional Dimension of Wellness**

Indicators	WM	VI	Rank
1. I find it easy to express my emotion in positive, constructive way.	3.35	I	5
2. I am able to recognize when I am stressed and take steps to Manage my stress (e.g. exercise, quite time, meditation)	3.40	I	3
3. I am resilient and can bounce back after disappointment or problem.	3.38	I	4
4. I am able to maintain a balance of work, family, friends and other obligations.	3.47	I	1
5. I am flexible and adapt or adjust to change in a positive way.	3.41	I	2
6. I am able to make decisions with minimal stress or worry.	3.31	I	6
7. I let others know in non-confrontational or non-hurtful ways when I am angry.	3.30	I	7
<b>Composite Mean</b>	<b>3.37</b>	<b>I</b>	

Knowing priorities gives a change to balance what matters to an individual. Family comes first, but this is not happening now when found how many OFWs leave their family to work abroad to support the needs of their family here. It takes a mastery to be able to properly organize work, manage time, schedule time with friends and family, most importantly setting a time for self.

Individuals experiencing greater work-life balance have better health and wellness, greater organizational commitment, greater job satisfaction, better goal achievement and family happiness. It promotes greater marital and family stability, family cohesion. It strengthens staff loyalty, reduces employee turnover, improve performance, and lower the incidences of absenteeism [32].

Having it easy to express emotion in positive, constructive way got the weighted mean score of 3.35, followed by being able to make decisions with minimal stress or worry got the weighted mean score of 3.31. However, letting others know in non-confrontational or non-hurtful ways when angry has the lowest mean value of 3.30 and rated important only.

Depending on the culture and the family upbringing, it is common to Filipinos not to have the courage to express feeling of anger. Being too soft and

scared of hurting the feeling of others are common reasons why one holds back this emotion. He tends to consider what others will say or feel and at the end suffer becoming bothered and not productive as carrying these negative feelings.

Feeling angry is not a bad thing, in-fact the feeling of anger when expressed as it results to positive change when express in a useful and constructive manner. Benefits of expressing anger are to avoid the feeling of disruptions at work and even in a relationship. Considering what others will feel or react is a good sign of managing anger. But contrary to that, anger can damage family life, work relationship, lose control of actions. It stops from having humility and happy relationship, and leads to violent act [31].

**Table 6. Intellectual Dimension of Wellness**

Indicators	WM	VI	Rank
1. I am curious and interested in the communities, as well as the world around me.	3.47	I	2
2. I search for learning opportunities and stimulating mental activities.	3.39	I	6
3. I manage my time well, rather than it managing me.	3.41	I	5
4. I enjoy brainstorming and sharing knowledge with others in group projects or tasks.	3.45	I	3
5. I enjoy learning about subjects other than those I am required to study in my field or work.	3.36	I	7
6. I seek opportunities to learn practical skills to help others.	3.54	HI	1
7. I can critically consider the opinions and information presented by others and provide constructive feedback.	3.43	I	4
<b>Composite Mean</b>	<b>3.43</b>	<b>I</b>	

Table 6 depicts the intellectual wellness dimension as assessed by wellness tourists. The composite mean of 3.43 indicates that intellectual wellness is important. Among the indicators cited, seeking opportunities to learn practical skills to help others got the highest weighted mean score of 3.54. It was followed by curiosity and interest in the communities with weighted mean score of 3.47 and enjoys brainstorming and sharing knowledge with others in group projects or tasks having a weighted mean score of 3.45.

Each individual wanted to have diverse skills in order to grow. Once equipped with these talents and resources, it gives an opportunity to extend help to those who are in need. The reward of extending such help could be an emotional satisfaction or self-fulfillment which is addictive. The emotional reward of making other people happy is very motivating that each person that asks assistance will always be welcome for as long as the right resources is readily available.

It is an ultimate goal to learn practical skills in order to make life easy. These skills are learned thru life experiences, life challenges and problems. Without realizing it, those lessons serve as a tool to achieve goals in life [33].

Managing the time well, rather than managing oneself got the weighted mean score of 3.41, followed by searching for learning opportunities and stimulating mental activities which got the weighted mean score of 3.39. However, learning about subjects other than those required to study in work related matter obtained the lowest mean value of 3.36 and rated important only.

Time is important. Time wasted is an opportunity wasted. Time once gone, is gone. It is just but important to utilize time being productive. Finding ways to be busy and continuously striving to study and discover new things are smart actions to fully maximize time given. Anything that is not relevant, anything that will stop from achieving goals should be ignored. Time is precious.

By having a positive perception in life, there will always be an optimum level of motivation to further engage in any stimulating, interesting intellectual activity [33].

Table 7 depicts the physical wellness dimension as assessed by wellness tourists. The composite mean of 3.32 indicates that physical wellness is important. Among the indicators cited, protecting oneself from getting ill got the highest weighted mean score of 3.54. It was followed by avoiding the use of tobacco and other drugs with weighted mean score of 3.48 and abstaining from drinking alcohol or drinking in moderation with weighted mean score of 3.36.

It is important that the body functions efficiently and effectively. Having fit body, it will result to ability to work effectively, it will results to enjoyable leisure time, address emergency situations. Physically fit benefit a person by avoiding high expense in

hospitalization. It is important to maintain a healthy body to be able to work and sustain daily needs.

**Table 7. Physical Dimension of Wellness**

Indicators	WM	VI	Rank
1. I engage in physical exercise regularly (e.g. 30 minutes at least 5x a week or 10,000 steps a day).	3.05	I	7
2. I get 6-8 hours sleep each night.	3.24	I	6
3. I abstain from drinking alcohol, or if I do drink, I ensure to drink in moderation.	3.36	I	3
4. I avoid using tobacco products and other drugs.	3.48	I	2
5. I eat balance diet (fruits, vegetables, low-moderate fat, whole grains).	3.31	I	4
6. I protect myself and others from getting ill (e.g. wash my hands, cover my cough).	3.54	HI	1
7. I get regular physical exams (i.e. annual, when I have atypical symptoms).	3.28	I	5
<b>Composite Mean</b>	<b>3.32</b>	<b>I</b>	

According to Hippocrates, “All parts of the body, if used in moderation and exercised in labors to which each is accustomed, become thereby healthy and well developed and age slowly, but if they are unused and left idle, they become liable to disease, defective in growth and age quickly. Chronic diseases are major killers in lives; not having exercise will cause chronic sickness [34].

Getting a regular physical exam got the weighted mean score of 3.28; followed by getting 6-8 hours sleep each night got the weighted mean score of 3.24. However, engaging in physical exercise regularly obtained the lowest mean value of 3.05 and rated important only.

Even having all the proper tools to perform simple exercise and even there is a change to do it at owns time; it is being neglected by the majority. Attitude and willingness come in; that one becomes more reactive if got ill than taking proactive measures in order to prevent body from being sick.

Physical fitness includes number of components consisting endurance, power, muscle strength, balance, speed movements reaction time and body composition [35].

Table 8 depicts the spiritual wellness dimension as assessed by wellness tourists. The composite mean of 3.48 indicates that spiritual wellness is important.



**Table 8. Spiritual Dimension of Wellness**

Indicators	WM	VI	Rank
1. I take time to think about what's important in life-who I am, what I value, where I fit in, and where I am going.	3.49	I	2
2. I have found a balance between meeting my needs and those of others.	3.39	I	7
3. I engage in acts of caring and goodwill without expecting something in return.	3.48	I	3
4. I sympathize and empathize with those who are suffering and try to help them through difficult times.	3.43	I	6
5. I priorities my values and reflect it on my actions.	3.47	I	4
6. I feel connected to something larger than myself (e.g. supreme being, nature, connectedness of all living things, humanity, community).	3.47	I	5
7. I feel like my life has purpose and meaning.	3.60	HI	1
<b>Composite Mean</b>	<b>3.48</b>	<b>I</b>	

Among the indicators cited, feeling that life has a meaning and purpose got the highest weighted mean score of 3.60. It was followed by taking time to think what is important in life with weighted mean score of 3.49 and engaging in act of caring and goodwill without expecting something in return gaining a weighted mean score of 3.48.

It is important to ponder the meaning of life and to live each day in a way that is consistent with values and beliefs. To nurture the true purpose of existence one has to practice meditation, prayers and spiritual practices. Being compassionate with the capacity and ability to love and forgive, the feeling of joy and fulfillment encompasses a healthy spiritual well-being. Having purpose and meaning in life contributes to optimal human development through improved resiliency, increased level of happiness, and human flourishing.

Existential and development theories suggest that individuals begin to perceive life as meaningful and purposeful around the development period of adolescence, which is often referred to as the time between childhood and adulthood [36]. Life purpose once discovered has a sense of meaning. It is being thought deeply, meditated thru balancing all the pros

and cons so that it will have a perceived wellness more than life purpose [37].

Feeling connected to living things, humanity and community has weighted mean score of 3.47, followed by being able to sympathize and empathize with those who are suffering and try to help them through difficult times got the weighted mean score of 3.43. However, finding a balance between meeting needs and those of others obtained the lowest mean value of 3.39 and rated important only.

It is not easy to address and provide both personal needs and those of others, availability of resources, ability to provide the needs of any form and the willingness to give are few factors that make it hard for individual to balance it. It is safe to say that normal for human to secure their needs first before extending help to others. It is very rare to meet a selfless person who thinks about the welfare of others before theirs, their source of happiness is thru helping others.

**Table 9. Occupational Dimension of Wellness**

Indicators	WM	VI	Rank
1. I get personal satisfaction and enrichment from school or work.	3.42	I	4
2. I believe that I am able to contribute my knowledge, skills, and talents at school or work.	3.53	HI	2
3. I seek opportunities to improve my knowledge or skills.	3.56	HI	1
4. I balance my social life and academic/job responsibilities well.	3.43	I	3
5. I effectively handle my level of stress related to academic or work responsibilities.	3.39	I	7
6. My workload is manageable.	3.40	I	6
7. I explore paid and/or volunteer opportunities that interest me.	3.41	I	5
<b>Composite Mean</b>	<b>3.45</b>	<b>I</b>	

Table 9 depicts the occupational wellness dimension as assessed by wellness tourists. The composite mean of 3.45 indicates that occupational wellness is important. Among the indicators cited, seeking opportunities to improve knowledge and skills got the highest weighted mean score of 3.56. It was followed by contributing knowledge and skills and talents at school or work with weighted mean score of

3.53 and balancing social life and academic/job responsibilities with weighted mean score of 3.43.

Learning is a continuous process and aiming to do well, if not better is everyone’s goal in life. For those who have acquired a college degree will surely be equipped and acquired skills and sharpened their knowledge in order to compete in their own field. Competition in all areas is rampant and everyone is aiming to be on top and the only key to survive in this world is making and creating a remarkable reputation. If the company puts high value on the wellness of their employee, it is more likely that they will be engaging, productive, healthy and secured.

Company can rely on employee’s loyalty to the company once wellness is in place [38]. To have healthier employee, the company is now focusing on interjecting dimensions of wellness into their work place [39].

Exploring paid or volunteer opportunities that catches interest received a weighted mean score of 3.41, followed by having a manageable work that got the weighted mean score of 3.40. However, to effectively handle level stress related to academic or work responsibilities obtained the lowest mean value of 3.39 and rated important only.

Handling and managing stress is not easy; in-fact, it requires skills in order to live a balanced healthy life. In order to manage these well, causes of stress need to be identified and some of it are pressure from superior, meeting deadlines, working under pressure, not reaching the target sales, conflict with co-workers. It has the lowest mean score but in reality this is crucial if not addressed properly as it may result to losing job, destroying relationship, weakening credibility and to some extent depression.

People get stressed when they are anxious about interacting with a particular situation; moreover, when major mistakes occur it causes stress on certain individuals making it hard for them to handle [40]. It is imperative to identify the causes of stress as soon as an individual experience it to be able to find solution right away before it results to a much bigger issue [41].

Table 10 depicts the summary of the six wellness dimension as assessed by wellness tourists. The composite mean of 3.44 indicates that all six dimensions of wellness are important. Among the wellness dimension, social wellness got the highest weighted mean score of 3.57 and rated as highly important.

**Table 10. Summary Table on the Dimension of Wellness**

Indicators	WM	VI	Rank
1. Social Wellness	3.57	HI	1
2. Emotional Wellness	3.37	I	5
3. Intellectual Wellness	3.43	I	4
4. Physical Wellness	3.32	I	6
5. Spiritual Wellness	3.48	I	2
6. Occupational Wellness	3.45	I	3
<b>Composite Mean</b>	<b>3.44</b>	<b>I</b>	

It only means that people are aiming to build a harmonious relationship to create a healthy social life. It is valuable to individual to receive support and help from other in times of need and the result of this is lasting joy and ending up with a life full of meaning. A social network that is healthy and desirable encourages a life full of positivity resulting to an interaction to those people trusted with humility, creates meaningful friendship for keeps and strong and intimate relationship and connections with professional people are the reasons people visit wellness center.

Among the wellness dimensions, physical wellness received the lowest weighted composite mean score of 3.32 rated as important. This result is contrary to other’s opinion about physical wellness. Aim should have optimal physical wellness in order to perform daily responsibilities. Maintaining a fit body lessens the possibility of acquiring illness. By keeping body well, it will result to feeling great, will help look better, encourages good sleeping habit, ensuring to live longer, enabling to perform activities leisurely, and help strengthen mental and social well-being.

Life is a process. It is important to continue to evolve and develop long lasting relationship. Social wellness starts from an individual until it reaches other person’s life, thus, facilitate activities that nurture positive and rewarding thoughts [42].

**Table 11. Difference of Responses on the Social Dimension of Wellness When Grouped According to Profile Variables**

Profile Variables	F-value	p-value
Age	2.070	0.105
Educational Attainment	5.541**	0.001
Monthly Income	0.471	0.703
Occupation	1.985	0.117
Sex	1.143	0.254
Marital Status	2.155	0.118

*Legend: \*Significant at p-value < 0.01*

As seen from the result on Table 11, representing the difference of responses on social dimension when grouped according to profile variables, only educational attainment shows significant difference on social wellness since the obtained p-value of 0.001 is less than 0.05 alpha level. This means that wellness tourists have different views on social dimension.

Respondents who have a degree in college put a significant value on social wellness. In the society, it is a fact that the more educated a person is the more one have a tendency to act professionally mixed with a well round behavior, strong character in order to build network. These qualities are visible among the people who are exposed to interact with people dealing with diverse differences. Building a healthy social network requires good communication skills, healthy behavior, responsible well-being that take cares of balance life, has the sensitivity to protect the beauty of nature and aims to cooperate in creating a peaceful community to live. The potentiality to earn big with the help of social network could be an encouraging factor that is why people who achieved a higher level of education put more value in building their social network.

Dealing with people using clear communication gives an opportunity to build healthy social group. Education thru the use of schools as an instrument has the capacity to teach individual about the diverse social backgrounds of individuals with different multicultural and multilingual. Education provides a positive learning and training to succeed in school, career and in life. Exposure to others develops pro-social behavior that greatly affect the manner how to deal with other people [43].

**Table 12. Difference of Responses on the Emotional Dimension of Wellness When Grouped According to Profile Variables**

Profile Variables	F-value	p-value
Age	1.570	0.198
Educational Attainment	3.658*	0.013
Monthly Income	1.165	0.324
Occupation	1.463	0.226
Sex	1.189	0.236
Marital Status	3.002	0.052

*Legend: \*Significant at p-value < 0.05*

Table 12 shows the difference of responses on emotional dimension when grouped according to profile variables; only educational attainment shows

significant difference on emotional wellness since the obtained p-value of 0.001 is less than 0.05 alpha level.

Emotional wellness deals with feelings, a certain level of maturity is required in order to express it. Survey reveals that respondents that attained college degree put significant value on emotional wellness. This somehow relates to developing emotional intelligence that uses feelings to encourage plans and goals in life. Knowledge obtained and learning earned from the academy helps individual further develop the emotional maturity. This feeling is important in all critical decision making, it entails accuracy in order to have an effective result.

Freedom to express feelings in positive way is acceptable in the society. School teaches to become aware of oneself in order to understand one's own emotion. Thru self-awareness, it will give an accurate assessment of one's strengths and limitations. A positive mindset with a sense of self-efficacy and optimism. Self-awareness if mastered will enable individual how to think, feel and act which are interconnected [43].

**Table 13. Difference of Responses on the Intellectual Dimension of Wellness When Grouped According to Profile Variables**

Profile Variables	F-value	p-value
Age	3.006*	0.031
Educational Attainment	6.001**	0.001
Monthly Income	0.075	0.974
Occupation	3.304*	0.021
Sex	1.197	0.233
Marital Status	1.363	0.258

*Legend: \*Significant at p-value < 0.05; \*\*Significant at p-value < 0.01*

As shown from table 13, the difference of responses on intellectual dimension of wellness factors such as age, educational attainment and occupation show significant difference since the obtained p-values of 0.031, 0.001 and 0.021. This only means that the responses of the tourists' wellness have different assessment.

It was identified that respondents under the age bracket ranging 26 – 35 years deeply value their intellectual wellness, as observed with in this age, the level of maturity continuously developing, decision making and reasoning skills is more complex because of life experiences and learning. Completing a college degree is an indication of higher intellectual capacity

because of knowledge learned from school; this means that respondents that acquired this level has the capacity to put value on how to further acquire intellectual knowledge so they can utilize in performing their work and responsibilities. Respondents that are professionals on their career such as Engineers, Nurses, Flight Attendants, Accountants to name a few and those that holds Managerial position put a significant value on Intellectual wellness because they have a crucial role to perform. They are part of decision making, involved in strategic planning which are some of their responsibilities that needed analytical thinking.

These three variables are factors that deepen the desire of individuals to broaden their knowledge and further develop their skills to become successful in their career, family and in general in their life. Qualities of being creative, curious, smart and critical thinker develop individuals to put value in enhancing their intellectual growth and maturity. It is common to these age group, to engage with jobs. Educated group participate in mental activities that will open their minds, challenge their wit, and bring out their resourcefulness in discovering new ideas and fun activities that will enhance healthy intellectual aspect of well-being.

**Table 14. Difference of Responses on the Physical Dimension of Wellness When Grouped According to Profile Variables**

Profile Variables	F-value	p-value
Age	1.295	0.277
Educational Attainment	3.479*	0.017
Monthly Income	0.759	0.519
Occupation	3.479*	0.017
Sex	0.388	0.698
Marital Status	0.929	0.397

*Legend: \*Significant at p-value < 0.05*

Table 14 presents the difference of responses on the physical dimension of wellness when grouped according to profile variables and it shows that educational attainment (0.017) and occupation (0.017) have significant difference on physical wellness because the obtained p-values were less than 0.05. It implies that different groups under educational attainment and occupation have different assessment on physical wellness.

Respondents that attained college degree put value on Physical wellness because of the awareness about

the importance of maintaining a physically fit body. Learned from their school and work professionals and managers maintain their fitness to avoid getting ill considering that they perform most stressful and crucial roles on their work.

With the energy and strength needed to perform work, the demand to produce an excellent work output considering quality and quantity of work, one must be physical fit sensitive to monitoring vital signs and intelligently read and understand body warnings to prevent illness. Creating a personal health care, with the proper healthy eating habit, knowing when to seek professional medical guidance are benefits when person is well informed and educated about his health.

**Table 15. Difference of Responses on the Spiritual Dimension of Wellness When Grouped According to Profile Variables**

Profile Variables	F-value	p-value
Age	1.338	0.263
Educational Attainment	5.314**	0.002
Monthly Income	0.539	0.656
Occupation	0.881	0.452
Sex	0.126	0.900
Marital Status	0.993	0.372

*Legend: \*\*Significant at p-value < 0.01*

As seen from table 15, it represents the difference of responses on the spiritual dimension of wellness when grouped according to profile variables and clearly states that only educational attainment shows significant difference; thus, the null hypothesis of no significant difference on spiritual wellness when grouped according to educational attainment is rejected. This was supported using Post Hoc analysis that those who are elementary and tertiary graduate have different perspectives.

Respondents that reached College put a significant value on their spiritual wellness. This involves an inner assessment that involves values and beliefs. This gives a chance of questioning one's self about essence of their existence. Self-discovery of life purpose is an effect of giving importance to our spiritual life. Religious practices such as prayers are important part of how people deal with their hardship and fighting the feeling of helplessness and loneliness. This follows individual faith that guides people a sense of direction where their purpose of life leads them and help gain their sense of control toward their spiritual life.

**Table 16. Difference of Responses on the Occupational Dimension of Wellness When Grouped According to Profile Variables**

Profile Variables	F-value	p-value
Age	2.177	0.092
Educational Attainment	7.228**	0.000
Monthly Income	0.039	0.990
Occupation	3.763*	0.012
Sex	0.391	0.696
Marital Status	1.545	0.216

*Legend: \*Significant at p-value < 0.05; \*\*Significant at p-value < 0.01*

It can be gleaned from table 16 showing the difference of responses on the occupational dimension of wellness that educational attainment (0.000) and occupation (0.012) shows significant difference since the computed p-values were less than 0.05 alpha level. This only indicates that those who are elementary and tertiary graduates have different assessment on occupational wellness as well as with their occupation.

Among the respondents that achieved college education landed a better career, a sustainable and satisfying income. Years spent in the universities provide all the needed knowledge that led the professionals and managers to a successful career having the capability to influence others. As a result of these, both college graduates and managers put significant value on their Occupational Wellness. Upon building a stable career, it will enable them to explore a lot of career options. An individual will have healthy working lifestyle having the ability to achieve a balance between work and leisure time. It always aims to create a healthy working environment, build a harmonious team relationship resulting to a productive team effort. Having a sustainable work, it results to a positive impact in the lives of people that will end up having a healthy and happy life.

**Proposed Action Plan**

The proposed action plan aims to promote and strengthen wellness tourism in the Province of Batangas. It focuses on the social wellness in order to strengthen participation in the wide variety of activities and find opportunities to form new relationship through attending recollection organize by local church or company; participating in team building activities in order to unite gaps and open a better communication towards others; intensifying the practice of self-care by deeply assessing oneself until

becoming confident in front of others; simple ways such as getting good sleep, balanced diet, exercise, avoiding bad vices; practicing hobby and visiting places and outlets that is in line with in crafts, arts, sports, and outdoor activities; nurturing relationships with friends and family that possess respectful attitude, supportive and full of positivity in life; visiting parks, starting going to gym class, meditating and attend yoga class; participating in community activities; and going out with friends to catch up.

In terms of emotional wellness, it aims to let others know in non-confrontational or non-hurtful ways when angry through participating in stress management course or program that will teach how to manage stress well. Find an outlet that somehow helps to release stress; focusing on goals and responsibilities and clearly identify what is achievable; setting goals and priorities that is realistic; learning and practicing the attitude and art of having a positive outlook and attitude; learning to accept mistakes and focus on what it teaches you; learning to accept and receive help, guidance and support from others; and knowing that all challenges have solutions keeping in mind that the only constant in life is change.

When it comes to intellectual wellness, the action plan aims to enjoy learning about subjects other than those required to study in my field or work through participating in activities in school or work; engage in cultural and community activities; and during leisure time, ensuring to do some mind stimulating activities such as playing puzzles, brain teasers.

Meanwhile, in terms of physical wellness, it aims to engage in physical exercise regularly through visiting fitness gym; organizing physical exercises; participating in activities arrange by community such as walk for a cause, run for a cause; attending seminar and symposium that will help realize negative vices that ruins health; reading or watching cooking show that showcase both the preparation of healthy food and the sustainability of having a healthy balance diet; attending and completing the annual physical exam organizes by company; combining exercise and meditation to promote productivity in work; and creating a bedroom that encourages sleep by reducing lights; avoid watching television or use of gadgets before bedtime. Discipline self to practice proper meal timings.

Furthermore, in terms of spiritual wellness, it also addresses the issue of finding a balance between meeting needs and those of others through going to

church and attend mass; participating in retreats or religious field or pilgrimage that encourages the discovery of true meaning of life and life purpose; assessing self and explore spiritual core by going to meditation classes, like yoga. Think positive and look deeper meaning of life. Set a time just to be alone in quite place; interacting with nature by spending time in park or garden or attending hikes that promotes nature trekking; and doing charitable works and try to be helpful to those in need.

Moreover, in the occupational wellness, it aims to effectively handle my level of stress related to academic or work responsibilities through attending training and refresher course to further enhance skills and knowledge; practicing time management. Be a team player and focus on group achievements to build strong work relationship.

### CONCLUSION AND RECOMMENDATION

Majority of the respondents are 26-35 years old, completed tertiary education, with monthly income of P20,000 and below, professional or handling managerial position; they are female and married. Wellness and Spa Centers in Batangas Province have facilities like spa and swimming pool and provide activities such as yoga class, fitness class, harmonizing flow and food preparation class. Tourists visiting wellness centers determined Social Dimension as highly important while spiritual, occupational, intellectual, emotional and physical dimensions are important. Educational Attainment is significant to six Wellness Dimensions which are Social, Emotional, Intellectual, Physical, Spiritual, and Occupational. Age is significant to Intellectual Wellness while Occupation is significant to Intellectual, Physical and Occupational Wellness. An action plan was proposed to promote and strengthen Wellness Tourism in Batangas Province.

It is recommended that the Wellness Spa Centers may continuously focus on providing facilities and services that will help tourist achieve and maintain a strong social wellness which is the ultimate purpose why tourists visit Wellness Center. The management may invest on a strong marketing campaign promoting the Wellness Tourism in Batangas Province focusing on their target market mainly 26-35 years old, College Graduate, having a monthly earnings of Php20,000 and below, Professionals and Managers, mostly female, and lastly tourist that are married. A proposed action plan may be implemented to promote and strengthen the wellness of tourists visiting Batangas

Province. Future study may be conducted using other variables such as Environmental Wellness, Creative Wellness and Financial Wellness.

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