

Holistic Tourism: Motivations, Self-Image and Satisfaction

Gabriel Rocha¹, Cláudia Seabra¹, Carla Silva¹ and José Luís Abrantes¹

¹Higher School of Technology and Management, Polytechnic Institute of Viseu

***Corresponding author:** Gabriel Rocha, Master Student, Higher School of Technology and Management, Polytechnic Institute of Viseu, Viseu, Portugal 3504-510; E-mail: gabri23rocha@gmail.com

Carla Silva, Professor, Higher School of Technology and Management, Polytechnic Institute of Viseu, Viseu, Portugal, 3504-510; Tel: +351 232 480598; Fax: +351 232 424651; E-mail: csilva@estv.ipv.pt

1.0 Abstract

Holistic tourism has become a new and alternative form of tourism and an important trend among tourists who seek programs and experiences that would allow them to achieve balance between mind, body and soul. Choosing holistic tourism means that a tourist can enjoy a different and full experience which goes beyond the simple contact with cultures, people, places or landscapes. It focuses on self-transformation and on an attempt of people understanding more about themselves. It is crucial we understand each person's view about this new type of tourism since this perspective will surely bring potential new investors to this product. Knowing what every tourist values, feels and needs- in terms of personal fulfillment- can turn this new type of tourism into a competitive one. This study includes an empirical research conducted through questionnaires to 300 holistic tourists in four different Portuguese destinations: Azores, Gerês, Lisbon and Algarve. The results allowed a better understanding of the holistic tourists' characteristics, their main motivations, self-image perception and satisfaction levels while taking part in holistic tourism.

2.0 Keywords: Holistic tourism; Motivation; Evaluation; Satisfaction; Destination image