

## SLEEP TOURISM: HAS “SLEEPING” BECOME A NEW PURPOSE IN TOURISM?

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### ABSTRACT

“Sleep”, which is one of the physiological needs at the first level in the Hierarchy of Needs, is very important for a person to continue his/her life in a healthy way. There are many different reasons such as stress, temperature, light and environment that disrupt a person's sleep cycle and cause psychological and physiological disorders. Later, Covid 19 was added to these reasons. Due to the measures taken to prevent the spread of the virus during the epidemic, the disruption of the sleep cycle and the increase in related disorders have increased people's awareness of sleep quality. Awareness on how to improve sleep quality has attracted the attention of accommodation business managers as well as sleep experts. Accommodation businesses' interest in quality sleep has led to the emergence of "sleep tourism". In this study, based on an extensive literature review, sleep tourism has been evaluated in terms of its economic dimension, its effects on the travel experience, its boundary, and the reasons for its emergence, and examples of accommodation establishments that provide services to increase the sleep quality of their guests within the scope of sleep tourism are included. The aim of the study is to contribute to the literature on sleep tourism and to shed light on future studies on sleep tourism.

**Keywords:** Tourism, Sleep Tourism, Covid-19 And Tourism

### INTRODUCTION

“Why do you go on vacation?” People can give frequently heard answers to this question such as getting to know different cultures, different tastes, seeing historical and natural places, experiencing a unique adventure, resting, traveling. Depending on the changes and innovations in their lives, people give different answers to this question. The Covid 19 epidemic, which started in 2019 and had a global impact, has brought about radical changes and innovations in people's working models, eating habits, daily routines, and sleep patterns. One of the innovations mentioned here is related to people's vacation comprehension and expectations. For instance, intercity and international travel restrictions during the epidemic period have led to the emergence of “staycation”. “Staycation”, which means “holiday at home”, briefly involves visiting places close to the ground and/or having a pleasant time as if you were on holiday in a hotel by arranging some rooms at home as hotel rooms and planning various activities.

One of the important changes caused by Covid 19 in people's lives is related to the disruption of sleep patterns. Sleep has an important effect on a healthy life in animals as well as humans. Due to the curfew restrictions imposed during the epidemic, people spent most of their time at home, causing their sleep cycles to be disrupted. As a result of the research conducted on the effects of the Covid 19 epidemic on sleep, it has been understood that healthy sleep with a high level of quality plays an important role in both physical and psychological quality of life of a person. These studies were not only limited to the medical field, but also attracted the attention of decision makers in the tourism sector. Based on the relationship between quality sleep and quality of life, the idea that sleep quality is effective in a good travel experience has led to the emergence of sleep tourism.

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In order to get a share from sleep tourism, which has a significant market size, accommodation establishments have made an effort to provide an advantage over their competitors with room designs aimed at improving the sleep quality of their guests, personalized sleep programs, food and beverage menus, therapies carried out by experts, beds produced using advanced technology, and pillow menus. Especially after the epidemic, increasing awareness about the relationship between sleep quality and quality of life has caused people to include “sleep” among the reasons for traveling.

As a result of the research, no study was found in the domestic literature regarding sleep tourism. The fact that the studies conducted in foreign literature generally examine the relationship between sleep quality and travel experience increases the importance of this study in terms of directly examining sleep tourism. Therefore, the study, based on an extensive literature review, aims to contribute to filling the existing gap in sleep tourism and to form the basis for future studies in this field. In the study, the relationship between sleep and tourism was tried to be explained, as well as the importance of sleep in human life. In addition, issues such as how sleep tourism emerged, its economic dimension, who it appeals to and which types of tourism it is related to, and the factors affecting sleep quality and quality travel experience are also discussed. Examples of accommodation establishments that offer various services and products to improve the sleep quality of their guests were also included in the study.

### **Sleep Pattern and Covid 19 Epidemic**

Sleep is vital for health and well-being in children, adolescents, and adults (Matricciani et al., 2019). “*The shorter the sleep, the shorter the life.*” statement reveals the importance of quality and regular sleep in human life (Ergün, 2024). Sleep is defined as a physiological process that occurs when an organism's communication with its environment temporarily, partially and periodically disappears. This process in which the body renews itself is an indispensable necessity that forms the basis of a long and quality life (Öztürk and Uluşahin, 2004; Karadağ, 2007). Adequate sleep duration, appropriate time, regularity and absence of sleep disorders constitute the basic elements of a healthy sleep (Ohayon, 2017). How much of a person's life they spend asleep varies. However, assuming that the average human lifespan is 75 years, it is thought that 25 years of this period is spent sleeping (Gökçay and Arda, 2013: 70). According to many studies conducted in the field of epidemiology, it has been determined that individuals who sleep shorter or longer than 7-8 hours have a lower quality of life compared to individuals who sleep 7-8 hours a night. At this point, it becomes clear that good sleep is one of the components of high quality of life (Urponen et al., 1991: 555). In fact, the American Academy of Sleep Medicine (AASM) and the Society for Sleep Research (SRS) recommend that the average adult should regularly sleep 7 hours or more per night to promote optimal health (Watson et al., 2015), while similarly the National Sleep Foundation (NSF) recommends 7 to 9 hours of sleep for adults and 7 to 8 hours for older adults. Recommended sleep duration in children varies depending on age range (Hirshkowitz et al., 2015).

It is a known fact that sleep disorders cause physical and psychological disorders in people. Because a disruption in the normal sleep cycle can cause nightmares, daytime instability and fatigue due to staying awake for a long time (Otsuka et al., 2017:38). Therefore, healthy sleep is very important for cognitive functions, mood, mental health, cardiovascular, cerebrovascular and metabolic health (Watson et al., 2015). Short- and long-term insomnia, circadian dyssynchrony, and untreated sleep disorders can have profound and detrimental effects on physical health, mental

health, mood, and public safety. Chronic insufficient sleep not only increases the risk of death, but also increases the social burden in the fight against various diseases such as cardiovascular disease, diabetes, obesity and cancer (Luyster et al., 2012).

Stress, lack of physical activity, sleep environment, bed selection, nutrition are among the important factors that affect sleep patterns and quality, and therefore quality of life (Ergün, 2024). Practices such as social isolation, working from home, changes in working models, not being able to travel due to curfews, and not being able to participate in sports, entertainment and events, which were implemented in many countries around the world in order to prevent the spread of the virus during the Covid 19 epidemic, have affected people's daily lives and caused changes in habits. This situation has inevitably led to significant changes in sleep patterns, such as going to bed late, waking up in the morning, sleeping anywhere in the house other than the bedroom, and waking up late in the morning. These changes in sleep patterns negatively affected sleep quality and therefore quality of life. In fact, the concept of “*Covid-Somnia*” has entered the literature to express the disruption of people's sleep patterns due to the changes in daily life during the Covid 19 period (Tasnim, 2020: 4). In addition to the results obtained by the studies of Partinen (2021), Ton et al. (2020), Tsanim et al. (2021), Bhat and Chokroverty (2022), Yoka et al. (2021), and İnönü (2021), the results obtained by many other studies in the field of medicine, have contributed to Covid 19 being among the factors that negatively affect sleep quality.

## **EVALUATION OF SLEEP TOURISM IN VARIOUS ASPECTS**

### **How did “sleep tourism” appear?**

Although factors such as stress, lack of physical activity, sleep environment, bed selection, and nutrition habits that negatively affect people's sleep patterns and sleep quality have existed before, the concept of "sleep tourism" started to be mentioned especially after the Covid 19 epidemic. Although Covid 19 and tourism do not seem to be two related concepts, changes in daily life during the epidemic period have also caused changes in the concept of holiday. During this period, people could not go on vacation, but they tried not to compromise on their holidays as much as possible. This situation has led to the emergence of "staycation", a type of tourism.

Staycation is a concept that emerged by combining the words "stay" and “vacation”. In short, the concept of staycation means “having a holiday at home” (Izgara and Canada, 2020: 26). Similar to staycation, as a result of the effects of Covid 19, "sleep", one of the basic physiological needs of humans, has emerged as a type of tourism. Sleep tourism concerns not only those who travel just for quality sleep, but also those who want to have a quality travel experience with quality sleep. One of the main reasons for the emergence of sleep tourism, especially with the Covid 19 epidemic, is that the measures taken globally to prevent the further spread of the epidemic have a similar negative impact on people's sleep patterns and quality. As a matter of fact, in the study conducted by Mandelkorn et al. (2021) with the participation of 2500 people in 49 countries and published in the *Journal of Clinical Sleep Medicine*, it was concluded that 40% of adults experienced a decrease in sleep patterns and quality from the beginning of the Covid 19 epidemic to the time the study was conducted.

Another factor behind the intense interest in sleep tourism in recent years is Dr. Rebecca Robbins who is a sleep researcher from Harvard University and co-author of the book called “Sleep for Success!” In her interview published on CNN Travel, Dr. Robbins explained the increased

interest in sleep, especially during the Covid-19 period, with the struggle of many people to cope with sleep problems. According to Dr. Robbins, people often associate a trip with luxurious meals, places to visit, and activities they engage in while traveling. However, this situation has begun to change with the emergence of a collective awareness that prioritizes health and well-being, paving the way for people to book hotels not only for a restful sleep with a high level of quality (Hardingham-Gill, 2022). According to Dr. Robbins, who draws attention to the awareness of healthy and regular sleep, accommodation establishments, which are important actors in the tourism industry, focus on providing services for the healthy and quality sleep wishes and needs of their visitors, as well as the nightlife options and restaurants they offer to their customers (Mikhail, 2004).

### **Who demands sleep tourism?**

The changing needs and desires of people lead to the emergence of many different types of tourism over time. Therefore, each type of tourism has its own unique tourist type. For instance, the type of tourist who demands adventure activities cannot be expected to be the same as the type of tourist who demands cultural tourism or yacht tourism. There is no study in the literature to determine the type of tourists traveling within the scope of sleep tourism. Since sleep quality is important for everyone who travels, it can be said that sleep tourism appeals to every tourist.

However, studies investigating the relationship between sleep quality and travel experience can give clues about who can travel within the scope of sleep tourism. In their study to determine the factors affecting customer satisfaction in accommodation establishments, Radojevic et al. (2017) concluded that the satisfaction of business travelers with regard to quality sleep was at the lowest level. Similarly, one of the conclusions reached by Mao et al. (2018: 198) in their study to determine the factors affecting sleep quality in accommodation establishments is that especially those traveling within the scope of business tourism are not satisfied with the sleep quality in accommodation establishments. In addition to Sharma and Panda (2014), Chen et al. (2018) explained in their studies that sleep tourism is especially popular among business people because they participate in more work-related activities and therefore experience work-related stress and fatigue, which are one of the most common causes of sleep disorders. These studies actually point out that business people are potential customers of sleep tourism.

### **Factors Effective in the Balance of “Quality Sleep = Quality Travel Experience”**

Based on the effect of sleep quality and regular sleep on people's general quality of life, it can be said that the sleep quality in accommodation establishments also affects the quality of tourists' travel experiences. The common point of the concepts of "sleep" and "tourism" is the attempts of accommodation establishments to provide their visitors with a quality and restful sleep, not just a bed to sleep on. For this reason, improving sleep patterns and quality, which are closely related to people's quality of life, is the main purpose of those traveling within the scope of sleep tourism. It is quite normal for people to want to enjoy every moment and have different experiences during their tourism travels. However, this may cause people to return from vacations more tired rather than rested. In short, quality sleep means a tourist who is satisfied with every moment of his/her trip. What are the factors that are effective in achieving the balance between quality sleep and quality travel experience? Some of the factors determined as a result of various studies conducted in the literature to answer this question are given below:

- a. **Age:** Various pains and chronic diseases that occur due to old age -especially in individuals in the older age group- are among the main reasons why individuals in the older age group experience sleep disorders. Accordingly, during tourism trips, sleep disorders of individuals in the older age group may be at a more critical level compared to other age groups. Additionally, travelers in the older age group may have difficulty coping with changing sleep environments, making sleep quality a vital factor for their travels. For this reason, Ancuelle et al. (2015) stated in their study that age, which is a demographic factor, is an effective factor in sleep travel experience and sleep quality.
- b. **Travel type:** Travel-related factors such as travel type (highway/airway/seaway/railway), travel distance and past travel experiences are also considered to be an effective factor in the balance of sleep quality and travel experience. Because in some travel types, individuals may have more opportunities to sleep during part of the trip than others. In other words, there are differences between travel types in terms of comfort offered to the individual. As a matter of fact, Xiang et al. (2018) stated in their study that the type of travel has a significant impact on sleep quality, which is an effective factor in travel quality.
- c. **Number of people traveling:** People can travel alone or in groups. Individuals traveling for touristic purposes, especially those traveling alone, have to make efforts on their own to solve problems that may arise during their travels. Therefore, the stress they will experience can lead to poor sleep quality and therefore a poor quality travel experience. Therefore, some travelers (e.g., business travelers and solo travelers) need to focus on other factors, such as having quality sleep as well as stress management skills to reduce stress and fatigue and achieve an overall positive travel experience (Zhu and Fan, 2018).
- d. **Travel distance/time:** Long journeys have a limiting effect on the time required for quality sleep. In other words, long-distance journeys cause the person to sleep for less than the time required for a healthy sleep. In addition, fatigue, jet lag and negative emotions caused by the journey can negatively affect the travel experience (Silva et al., 2016).
- e. **Past travel experiences:** The experiences of individuals who travel frequently in overcoming the problems they encountered in their past travels are considered to be an effective factor in their having a better quality travel experience. These problems may also be related to sleep. For example, experienced travelers can get used to frequently changing sleep conditions and learn how to reduce possible sleep problems in new sleep environments. The more a person travels, the more experience and knowledge he or she has in dealing with possible sleep problems during travel (Lo et al., 2011).
- f. **Activities participated in:** People participate in various activities according to their interests to have a pleasant time during their travels. There is a relationship between the degree of physical intensity of the activities participated in and the individual's level of participation and sleep quality. Hellström et al. (2014), who argue that activities participated in indoor spaces require less physical strength than other activities, stated in their study that participation in activities should be at an optimum level, that is, neither too low to be enjoyable nor too excessive to the point of physically tiring the individual. Therefore, the impact of sleep quality on the travel experience becomes even more important for tourist attractions that require a high level of participation.
- g. **First night effect:** The fact that people often cannot sleep well in a new environment is called the first night effect. Some people may find the bed strange on their first night in a bed other than the one they are used to -even though it is comfortable- so they may spend a night far from a restful and refreshing sleep. The first night effect is a situation that can

also be experienced in hotels and accommodation establishments for the first night of their stay. Many tourists spend a night without quality sleep due to the first night effect, which can negatively affect the quality of their travel experiences (Erlacher et al., 2011).

- h. Services offered by accommodation establishments:* Nowadays, some accommodation establishments have sound-insulated room designs to improve the sleep quality of their visitors, have therapists who are experts in their field, have menus as well as meditation services to improve sleep quality, and have specially produced beds and pillow menus. The presence of such products and services can directly affect guests' quality sleep and indirectly affect their quality travel experience.

### **Economic Dimension of Sleep Tourism**

In the 2024 Economic Impact Research (EIR) published by the World Travel and Tourism Council (WTTC), it is predicted that the contribution of the tourism sector to the global economy will reach an all-time high of \$11.1 trillion ([www.bloomberght.com](http://www.bloomberght.com)). At the center of wellness tourism, which has a significant share of \$814 billion in the world tourism market according to Fortune magazine, is the intense interest in "slow travel", which advocates the philosophy of serenity, relaxation and reconnecting with healthy lifestyle habits (Mikhail, 2024). According to an analysis by HTF Market Intelligence, the sleep tourism market is estimated to grow by approximately 8% and over \$409 billion between 2023 and 2028 (Diaz, 2024). Another research company, Coherent Market Insights, predicts that the current market share of sleep tourism is \$70 billion and that this share will reach \$118.64 billion by 2031 (Coherent Market Insights, 2024). Based on the predictions in the reports of research companies, it can be considered that sleep tourism is one of the types of tourism that will reach an economically significant size in the future.

### **Boundaries of Sleep Tourism**

Considering the explanations regarding the place and importance of sleep patterns and quality in human health, sleep tourism is considered within the scope of healthy life tourism (Mikhail, 2024). According to Ergül (2024), healthy life and SPA tourism changed with the epidemic and was named "sleep tourism" or "slow travel" where there is no bustle and rush. As a matter of fact, according to the report of the research company Coherent Market Insights (2024), sleep tourism experiences are quite luxurious in nature, allowing tourists to relax and rejuvenate in elite wellness centers or participate in activities to improve sleep quality. However, the high pricing of accommodation, therapy and packages makes these trips expensive. For this reason, sleep tourism is also considered within the boundaries of luxury tourism.

### ***Destinations in Sleep Tourism***

The Coherent Market Insights (2024) report specifically mentioned that emerging destinations have a great opportunity to develop sleep tourism and capture a greater share of the market with some strategies such as promoting local wellness practices, developing boutique sleep retreats and collaborating with experts for sleep education programs. The report also states that North America has emerged as the dominant region in the global sleep tourism market, and it is predicted that the region will account for 34.8% of the sleep tourism market share in 2024.

The presence of many international clinics offering sleep treatment programs in the USA and Canada, which have advanced health infrastructure and facilities for various treatments, contributes significantly to them being prominent countries in sleep tourism.

Another region that stands out with its share in the health tourism market is Asia Pacific. As a matter of fact, the increase in the number of "sleep travelers" coming to integrated health and medical programs that combine sleep therapies and traditional treatments in countries such as Thailand, Malaysia and Indonesia contributes significantly to the region's prominence in sleep tourism. The report evaluates Bangkok as an important center that attracts the attention of foreigners looking for alternative sleep treatments, as well as options such as spa and massage.

### **ACCOMMODATION BUSINESSES THAT STAND OUT WITH SLEEP TOURISM**

Especially before the epidemic, factors such as natural and historical places, different cuisines or the trend of the destination in question played a decisive role in tourists' destination selection. Sleep disorders, which increased with the epidemic, increased awareness of the place and importance of sleep quality and regularity in the quality of life and led accommodation establishments -one of the basic components of the tourism industry- to make efforts to increase the sleep quality of tourists. As the interest in sleep tourism increased after the epidemic, tourists' choice of destinations includes specially designed rooms to increase sleep quality, pillow menus of different softness and sizes, pre-sleep tea services and meditation services, artificial intelligence-supported beds, various essences sprayed on pillows, Whether they have heavy duvets, hypnotherapists, various sleep therapies (<https://haber.gr/>) has also started to be effective. Some of the accommodation establishments that stand out in terms of meeting the expectations of their visitors within the scope of sleep tourism are listed below:

***Equinox Hotel New York, USA:*** Equinox Hotel New York was listed among the 50 Best Hotels in the World in 2023 (Atala, 2024). Focusing on the theme of healthy living, the hotel has designed soundproofed rooms with light-blocking curtains and temperature-adjustable beds to ensure deep and restorative sleep for its guests. In addition, guided breathing exercises, sound and harmonic resonance therapy, as well as regulation of neurotransmitters that can provide the equivalent of three hours of sleep in 30 minutes, are among the services offered by the hotel to its guests in order to optimize their circadian cycles and provide relaxation before sleep. In addition to all these, the hotel offers its guests healthy dining, fitness and spa options, as well as hot and cold treatments such as cryotherapy and sleep quality-enhancing carbon latte, marrow bone broth gelatin and herbal teas. The hotel's minimum two-night stay fee is \$1,850 (Diaz, 2024).

***Six Senses Ibiza, Spain:*** Three, five or seven-night Sleep Programs have been designed under the guidance of Psychologist and Sleep Specialist Dr. Michael Breus in order to improve the sleep quality of the hotel guests. The program here includes wellness screening, personalized counseling and yoga nidra or pranayama, private yoga, personal training, pilates, massage and cryotherapy sessions, nutritional counseling, sleep tracking throughout the stay, and other sleep products and services (Berg, 2023). The hotel's 3-night stay starts from \$1820 (<https://luxuryescapes.com/>).

***Pan Pacific, London, England:*** Located on Liverpool Street in London, the hotel offers its guests a sleep program called Sensory Sleep, designed with an innovative approach to provide

quality sleep. According to the program, comfortable bed and pillow options are selected by sleep experts to suit the guests' preferences. The hotel uses quilts and pillows produced with advanced technology that adapt to the person's body temperature during sleep. In addition to meditation music and various snacks, a sleep menu consisting of hot and cold drinks is among the services offered to guests (Atala, 2024). As part of the hotel's Sensory Sleep program, a one-night stay starts at £645 (Lewis, 2023).

***Park Hyatt, New York, USA:*** The hotel, which has products and services for sleep tourism, uses Bryte's artificial intelligence-supported "smart beds", which can "turn from soft to hard in seconds" through pressure sensors adjusted to help prevent guests from waking up at night. Services such as guided meditation, soundscapes and music, blackout curtains, temperature control, sound insulation, soft sheets, eye masks and late check-out are also offered to guests at Park Hyatt in the Restorative Sleep Suites, which are designed to improve sleep quality. (Diaz, 2024). The cost of a single night stay in Restorative Sleep Suites is \$1,545 (MacLennan, 2022).

***Four Seasons Resort Maui, USA:*** The five-star resort offers guests comprehensive wellness programs designed in partnership with Next | Health wellness center, founded by Dr. Darshan Shah. The spa at the facility offers four therapy services for different purposes under the supervision of a nurse practitioner. These four therapies include the new, customized Sleep Therapy, created exclusively for Four Seasons Resort Maui to reduce stress and support a healthy sleep cycle. The facility's spa also employs reiki masters, masseurs, acupuncturists and massage therapists (Berg, 2023). The accommodation fee at the facility varies between \$1,395 and \$2,195 (Pantazi-Wolber, 2023).

***Aman, New York, USA:*** Located on three floors of the Crown building in midtown Manhattan, Aman New York uses the latest technologies and a team of wellness experts to help guests improve their sleep quality. Each guest staying at the hotel can benefit from a free 30-minute consultation with a wellness coach, with a wellness score determined using a diagnostic device or screening tool. Additionally, with the Brain Gauge Pro program, experts test cognitive performance for sleep problems, monitor brain conditions, and then offer personalized solutions to their guests. At Aman Spa, sleep-inducing therapies such as sound therapy, massage with amethyst powder and known for its calming features, breathing exercises and yoga are among the services offered to the hotel's guests (Berg, 2023). The hotel's one-night accommodation fee varies between \$3,200 and \$15,000 (McLaughlin, 2022).

***Carillon Wellness Resort, Miami, USA:*** The facility offers its guests quality sleep designed using high technology. In the room dominated by bright purple color, the sleep program begins with VEMI (vibroacoustic electromagnetic and infrared therapy), which vibrates the guests' bodies. The program continues with guests relaxing in a bathtub containing 360 kg. of epsom salt to relieve muscle fatigue and regulate blood flow. Next, guests continue the program with Spa Wave, a warm bed with relaxing vibrations and sound waves coming from headphones aligned to the body's energy chakras. Finally, guests can relax in Somodome, a futuristic meditation capsule that combines color, sound and energy therapies. The hotel's rooms feature smart beds by Bryte, which adjust cushioning to relieve pressure points, track sleep, and have temperature settings for both sides of the bed (Lee, 2023). The cost of a single night stay at the hotel is \$312 (www.kayak.com).



**Viceroy Los Cabos, San José del Cabo, Mexico:** Viceroy Los Cabos, with its extremely modern architecture and among the recommended hotels in Forbes magazine's travel guide, has recently started to offer the Drift into Dreams sleep program to its guests who want to improve their sleep quality. Guests are offered two different sleep programs at the hotel. The first of these is the Tranquil Damiana Experience sleep program, which consists of a 90-minute in-room massage followed by a bath with tea, various salts and calming aromatherapy oils. The other sleep program is the Sound Asleep Experience sleep program, which includes a 45-minute sound healing and reflexology experience, followed by a bath and in-room salts, essential oils and a spray specially prepared for the hotel by the Mexico-based fragrance company Aromaria. Guests can choose any of these programs or both (Lee, 2023). The cost of a single night's stay at the hotel varies between \$550 and \$1,100 (www.travelweekly.com).

**Royal Champagne Hotel & Spa, Champillon, France:** Located in the Wine region of the historical Champagne province in the northeast of France, the hotel has prepared the Royal Sleep Experience sleep package to improve the sleep quality of its guests. The package includes French beauty brand Aime's essential oil spray, a sleep and glow set consisting of melatonin-based drops, a meditation set and a satin face mask. As part of the package, aromatherapy sleep mist, herbal tea and sweet treats are prepared in guests' bedrooms every evening. The package also includes dinner at the resort's Le Bellevue restaurant, which includes a special menu prepared with calming ingredients such as fresh cucumber, mint, cranberry, hibiscus and black currant and a Sleeping Beauty cocktail. Hot candle wax massage at the hotel's spa is also among the services offered to guests as part of the sleep package (Lee, 2023). The hotel's one-night stay starts from €700 (Underdown, 2023).

**Point Hotel Barbaros, İstanbul, Türkiye:** Based on the importance of sleep in quality of life, the five-star hotel offers its guests various products and services within the scope of the "Sweet Dreams" sleep program. The book "101 Secrets of Quality Sleep", which brings together academic studies on sleep as well as some traditional knowledge that improves sleep quality, is left at the bedside, offering guests the opportunity to gain information about quality sleep. Similar to many other accommodation establishments that offer products and services within the scope of sleep tourism, Point Hotel Barbaros also has specially designed bed and pillow menus. In addition, the "Sweet Dreams" CD, which contains lullabies in 13 different languages, is available in the rooms so that guests can fall asleep comfortably. Beverages such as warm milk with honey, almond, walnut and chamomile tea, which are offered to guests before sleep, are also included in the hotel's sleep program (www.turizmguzel.com).

## CONCLUSION

Quality sleep is one of the basic conditions for human health. The benefits of quality sleep range from improving cognitive alertness and emotion to preventing diabetes and reducing the likelihood of insomnia, stroke, and heart disease. Quality sleep has a significant impact on the performance of employees, students and business people, and on tourists having a quality holiday. There are many factors that affect sleep quality, such as stress, environment, temperature and light levels, bed and pillow. Covid 19 later took its place among the factors affecting sleep quality. What needs to be clarified here is that it is not the Covid 19 virus itself that affects sleep quality, but the changes and innovations in people's eating, working, sleeping and holiday habits as a result of the measures taken to prevent the spread of the virus. Although the importance of quality sleep for the quality of life was known before the Covid 19 epidemic, wide-scale awareness of this issue began

to emerge with the Covid 19 epidemic. Because the sleep cycle, which has an important place in people's lives, has been disrupted and disorders related to insomnia and/or insufficient sleep have begun to increase.

When looking at the issue of sleep from a tourism perspective, the first thing that comes to mind is accommodation establishments, which are one of the basic elements of the tourism industry. Whether it is a luxury or budget hotel, one of the core services that accommodation services offer is to provide guests with a place to sleep, and this is not just about providing guests with beds, duvets and pillows. Because ensuring guests' satisfaction and intention to return has led hotel managers to strive to maximize the sleep quality of their guests and even to provide facilities beyond providing comfortable beds, pillows and duvets. Developments regarding sleep, both in general and in the tourism sector, have led to the emergence of sleep tourism.

It is now an indisputable fact that business travelers need a good night's sleep to achieve the best work performance, and leisure travelers need quality sleep to enjoy their holidays. Today, the world's leading accommodation establishments such as Park Hyatt, Viceroy Los Cabos, Carillon Wellness Resort offer quality sleep services to their guests with rooms specially designed for light and sound, individually designed sleep programs, menus to improve sleep quality, specially designed and advanced technology beds-pillows-quilts, sleep experts/therapists, heat-shielding and sleep-related services. With these services they offer, they not only gain an advantage over their competitors, but also increase their share of the growing sleep tourism market.

Reports shared regarding the current and future status of the global market share of tourism predict that sleep tourism, which is considered within the scope of healthy life tourism, will also grow in the future. It can be said that this situation will lead accommodation establishments that want to continue their existence in the future and gain a competitive advantage over their competitors to further improve themselves in terms of providing quality sleep services to their guests.

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