



Island and Beach -based Model: A Nature-based Health Tourism Practice at tourism destination

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Abstract

The unique characteristics of islands and beach environments contribute to health tourism, focusing on elements such as clean air, tranquil settings, and natural beauty that promote relaxation and rejuvenation. It highlights the potential for these destinations to become hubs for health and wellness tourism, attracting visitors seeking holistic healing experiences. This research paper explores the Island and Beach-Based Model as an emerging paradigm in nature-based health tourism. With a focus on coastal and island destinations, this thematic analysis and conceptual model integrates the therapeutic benefits of nature with health and wellness practices, which investigates the diverse advantages of island and beach environments for physical, mental, and spiritual well-being, emphasizing the potential impact on tourism destinations. It will focus on the

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development of island-model that also addresses some different opposite aspects. By examining the attributes of coastal settings, contributes to the understanding of how Islands can be implemented as a holistic approach to health tourism.

Keywords: Nature-based health tourism, health, island and beach model, tourism.

INTRODUCTION

Health is something we must pay attention to every single day, because a healthy body is which helps us keep going and live a full life day after day and water based destinations are one of the destination that has been known since ancient times with multiple benefits to care one's holistic health (Hartig et al., 2014).

Islands are unique pieces of the continent, entirely surrounded by water. They are home to a significant portion of global biodiversity and natural resources due to their high species endemism, distinctive functional characteristics, and remarkable evolutionary processes like adaptive radiations and instances of repeated convergent evolution (G. Kier et al., 2009). Today, islands are seizing the opportunity to develop niche markets for nature-based health tourism by leveraging nature's priceless gifts: warm oceans, seas, natural beauty, ecosystems, people, mountains, and rivers (Pessot et al., 2021).

Islands often feature spontaneous and network-organized communities based on various tourism activities. This trend could be considered a new model for nature-based health tourism, emphasizing the planning and management of different tourism processes by fostering a sustainable link between hosts and visitors (Comparing & Tourism, 2022).

Tourism is a central activity for islands because it readily attracts external economies. Focusing on sustainability, growth, and development is particularly crucial for island tourism development. Therefore, new tourism models are needed to find an acceptable balance between tourist health, ecosystems, limited resources, and tourism economies, contributing to a country's economy from various angles.

Tourism has long been associated with improved health and relaxation, highlighted by the rise of spas, yoga, meditation, and rejuvenation centers. These activities create new centers of excellence by offering healthcare services in natural settings. The COVID-19 pandemic has also pushed markets to evaluate different tourism motivations, moving away from crowded destinations and focusing more on smaller places where contact with nature and local communities is possible

(Fernandes & Guiomar, 2018). Therefore, islands are considered suitable geographical locations where nature itself serves as a tourist attraction for a significant number of travellers and tourists (Ruggieri et al., 2022).

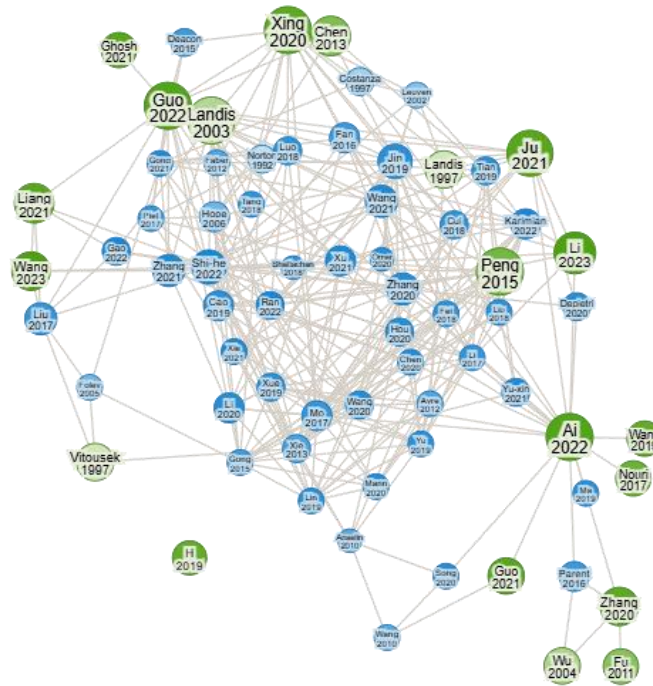
This paper examines the potential rise of nature-based health tourism in island areas and assesses its development potential for creating holistic health experiences for tourists. It also considers the social aspects of sustainability within nature-based health tourism models in natural areas.

Objectives of the study

- To present island and beach- based model (theoretical and creative) as nature- based health tourism practice at tourism destinations.
- To discuss about the various activities at islands and beach regions that will be helpful for nature-based health tourism.
- To study about various natural elements and resources of islands and beach that will boost nature-based health tourism.
- To discuss the about the factors present in island and beach regions that plays a vital role in enhancing tourists health.

Literature Review

Different comprehensive literature review has been done to recognise the need and significance of natural resource i.e. Islands, where tourists can avail natural well-being experience by immersing themselves with natural environment and it's beauty. A bibliometric analysis was done to highlight review of literature by different authors with similar work.



Few literatures has mentioned here:-

Rucong Mo, et al., (2023) this study takes the main island tourism attraction in Jiangmen, China as a case and analyses the tourist experience of island tourism through a text mining method based on the text reviews of tourist on Ctrip.

A Kusumaningram, et al., (2022) aimed to determine the suitability of oceanographic and ecosystem characters in tourism zones as parameters for suitability.

Hong, et al., (2021) in his study evaluated the landscape ecological risks based on LULC (land use/ land cover) and moreover, highlighted the values of ecological risks were discrepant in different time, the order of that being 1986.

H. AgungWahyu, et al., (2019) in this study a qualitative data triangulation has concluded that beach attraction in both locations can be divided into three models.

Jian Gong (2015) demonstrated in this study about the spatially explicit landscape ecological risks analysis combined with simulation driven scenario analysis for guiding the sustainable development of ecological vulnerable land systems.

D. Valeriani, et al., (2015) proposed the study to provide a concept of blue-based tourism management tourism through a descriptive study using primary data and resulted into a model of

tourism development which is able to provide quality of life, quality of opportunity and quality of experience.

Hualin Xe, et al., (2013) provided a result in his study regarding useful information for land eco-management, eco-environmental harnessing and restoration.

S.M.S. Canizares, et al., (2012) analyzed in their study about the tourism situation from demand point of view, in the island of Boavista in Cape Verde (Africa) which is in the phase of take off and development, where the main influx of tourists goes to major tourist resorts with all included packages.

Island and beach-based Model as a Nature- based Health Tourism Practice

Islands create a lasting memory of peace and well-being through it's beautiful specks of paradise. Such experience can be created through movements and to avail such clean and green therapies of islands, a theoretical, descriptive and creative model is created by researcher through comprehensive literature review. This model includes both natural and man-made components to create this model to provide good healthy and greeny experience to visitors.

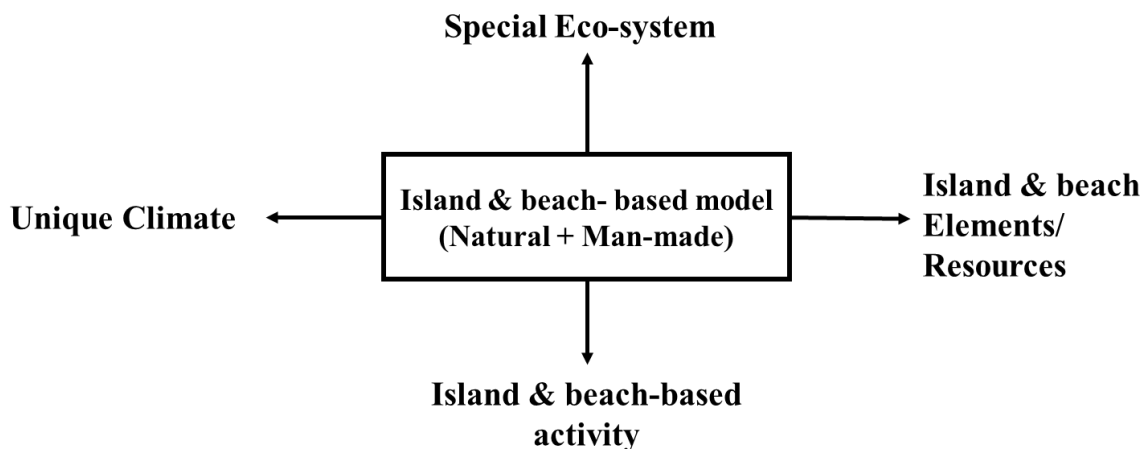


Figure 1. Island and beach-based Model – Natural + Man-made

Source: Own Elaboration

With a thorough study of existing literature, researcher encapsulated the figure 1. to focus on promoting relaxation, rejuvenation and over-all well-being, Islands provide an opportunity to escape from the stresses of everyday life and prioritise self-care. Therefore, this presented model incorporate various activities, eco-system, climate and resources that aims to improve physical, mental and emotional health. Islands are adorned with plethora of various flora and fauna which

regulates the eco-system of that area. Less populated and surrounded with water offers less polluted weather and climate to everyone. Island and beach-based model offers a healthy nature-based health tourism practice at tourism destination sites. Islands and beaches are places with many positive lifestyle aspects, such as clean and healthy environment, and less hassle and stress in life. These components capture individuals' maintenance of their health through various health domains such as physical, psychological and role function. Special ecosystem of island and beach areas allows tourists to explore and appreciate biodiversity, let tourists to experience coral reefs, tropical forests and wildlife and syncing the mind with nature and tuning it, finding more about self for a healthy living. Island and beach resources such as pristine beaches, clear water, sand, mud, minerals gives immense relaxation to tourists health benefits and gives unique nature experience. Such biodiversity and natural resources are an excellent components to maintain and balance climate of a particular region, and climate. Therefore, this creative and theoretical model elaborates the way to develop island and beach based model that provides beneficial health experiences to visitors, as well as supports and stimulates the region.

Island and beach-based Model in Nature-based Health Tourism setting

The island and beach based model in nature-based health tourism aims to provide a holistic experience that promotes relaxation, rejuvenation, and overall well-being. It leverages the therapeutic qualities of natural environments to create a unique and appealing destination for health-conscious travellers. Which can be a better destination to disconnect from routine that will give body a well deserved rest (*Benefits of the Canary Islands for Your Health*, n.d.).

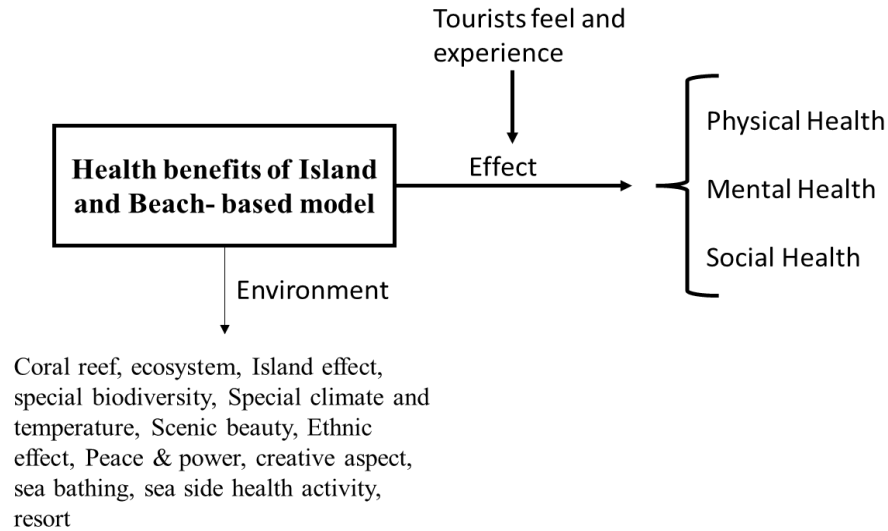


Figure 2. Health Benefits and Effect of Island and beach- based model

Source: Own Elaboration

One can enjoy the numerous benefits for their health with the help of such near by surroundings in the proposed setting of island and beach. As shown in above fig. 2 that explains about the ecosystem and their factors which gives an experiential and beneficial effects to their visitors health. Island offers different aquatic flora and fauna, warmth sun, air, suitable climate and temperature which provides ample space of nature for the visitors to enhance their health in a holistic manner. The tourists will feel and experience different health experiences with a profound positive impact on physical, mental and social health. As it involves interaction between local communities, social connection and promoting a sense of wellness. The island and beach based model as a nature-based health tourism practice gives benefits to people, society, environment and nation.

- **Conservation of special eco-system:** Island and beach model within natural areas helps to conserve and aware everyone to conserve the local flora and fauna of a particular region. Such model emphasizes eco-friendly practices to preserve the natural environment and biodiversity.
- **Preservation of Ethnic Culture:** Tourism activity involves the movement of both hosts and guests, that requires the involvement and exchange of culture and tradition. It is important to preserve the local ethnic culture by highlighting it's importance to present scenario. Interacting with the local culture, traditions, and communities on islands can provide tourists with a sense of purpose and connection, positively influencing mental and emotional health.

- **Local Community Economic Benefits:** Tourism has great importance and economic impact for people and areas near aquatic life. Tourism has the capacity to create employment, attract visitors from outside the area and keep local people spending money inside the area, generate opportunities in many areas where other economic activity may be limited, bring earnings and foreign exchange, provide infrastructure, create economic activity that does not threaten the local environment and provide recreational and social opportunities to the local community and tourists.
- **Sustainable Tourism Development:** Implement sustainable tourism practices to minimize the environmental impact of tourism activities. A healthy environment is crucial for preserving cultural landscapes and ecosystems. Nature-based healthy models creates awareness towards the nature and reflects it's importance from health point of view.
- **Cultural Communication:** Movement of people from one place to another always involves exchange of culture. Educate tourists about the importance of cultural preservation and encourage responsible behaviour. All tourism activities are conducted with a deep respect for the local ethnic culture. This involves understanding and honouring cultural norms, traditions, and values.
- **Social Goodwill:** Island and beach ecosystem offers numerous health benefits, responsible tourism practices are essential to ensure the preservation of these natural environments for future generations that enhances the social goodwill of a country.
- **Good Heartrate:** Due to its atmospheric pressure and biggest amount oxygen in the environment increases the level of oxygen in the blood.
- **A good source of Vitamin D:** Sunbathing with adequate protection, is essential for health. It is rich source to produce endorphins, responsible to create a sense of wellbeing and happiness.
- **Minerals in sea water:** Minerals like iodine present in sea water helps to relax muscles and also skin cell regeneration and wound healing.

Activities involved in Island and beach – based Model

Islands are in ecology, evolution, and environmental sciences (as well as many other fields) considered real-world model systems due to their small size, complex interactions of multiple factors (including broad abiotic gradients within islands), and manifold replication across all world regions and climate zones (Russell & Kueffer, 2019). Such replications allow tourists to

perform various activities in nature-based health setting such as (*Benefits of the Canary Islands for Your Health*, n.d.):

- 1. Island Visit:** Visit to islands contribute to the effective implementation of nature-based health tourism at island and beach based areas. The place provides an opportunity to relax and rejuvenate. The unique natural features of these destinations promote health and well-being among tourists.
- 2. Adventure Tourism:** Island and beach based models encourages outdoor activities that take advantage of the natural surroundings. This can include activities such as hiking, cycling, water sports, and yoga on the beach. These activities contribute to physical fitness and stress reduction.
- 3. Health – base therapy:** Such place provides a good opportunity to practice health therapies like yoga, ayurveda, naturopathy and wellness activity that helps in caring one’s physical and mental health. The model supports the development of spas and resorts with a focus on health and wellness. These establishments can provide a range of services health services.
- 4. Bird Watching:** Bird watching is another way to relieve stress and attain peace by just simply sitting and feel the immense love of nature. Climatic conditions of islands and beaches allows different birds to fly over the sky.
- 5. Special Biodiversity area visit:** A healthy environment is crucial for preserving cultural landscapes and ecosystems. Engaging with special biodiversity of particular areas supports fitness and healthy lifestyle.
- 6. Leisure Health Activity:** Sun bathing, beach walk, sand walk etc. are some of the leisure health activities, which has been proved that the proximity to the sea helps us relax and forget about worries.
- 7. Special Health Packages:** Different health packages based on natural resource models can be created for tourists to improve their health and wellness experience. It will ease tourists to avail benefits of healthy lifestyle through natural elements in different ways.

Application of Island and beach-based Models in Tourism Destinations

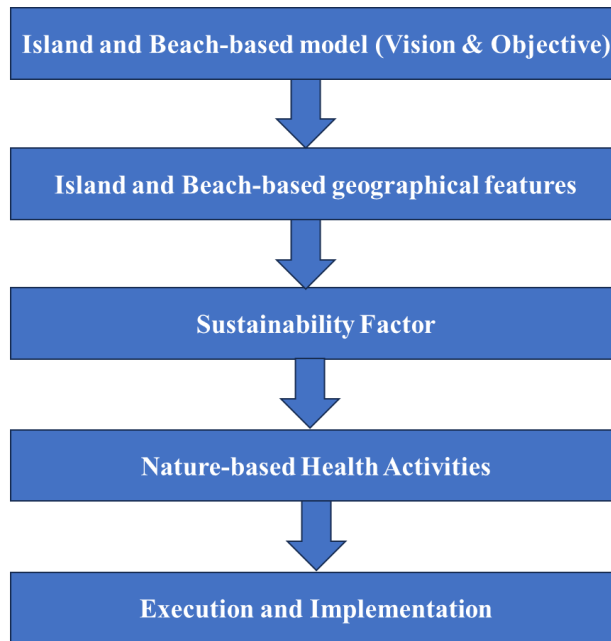


Figure 3. Steps to implement Island and beach-based model in Tourism Destination

Source: Own Elaboration

For industry experts and stakeholders, following are the steps to successfully implement nature-based health models at island and beach areas.

- **Island and beach-model (Vision & Objective):** The first step is to set an objective and vision of implementing nature-based health model at island and beach areas by defining its advantages, uses and its environmental, social and economical impacts. This model helps in the development and growth of nature-based health tourism at different tourism destinations by promoting sustainability and using natural elements.
- **Island and beach-based geographical features:** Islands and beaches exhibit distinct geographical features that contribute to their unique charm and appeal. Such as landmass, coastlines, elevation, topography, coral origin, flora- fauna, lagoons etc. The combination of these island and beach geographical features creates diverse and picturesque landscapes, attracting tourists seeking natural beauty, recreational activities, and unique ecosystems. The geographical characteristics also play a crucial role in shaping the cultural, ecological, and economic aspects of island and beach destination.
- **Sustainability Factor:** It is based on nature, syncing the mind with nature and tuning it, and it should be designed to support nature-based interventions, by considering the essential

interdependence between human and nature. So, sustainable and responsible factors should be kept in mind where the host and guest will benefit both in terms of health, social, economical and environmental factors.

- **Nature-based Health Activities:** Host community has a role to play in enriching the visitor experiences and this synergy must be demonstrated by offering varied health activities that leads to state of holistic health. Whether it's bike riding in nature, strolling a beach or spending a day at spa etc. will leave lasting effect and memories in the minds of visitors with a feeling of rejuvenation and relaxation.
- **Execution and Implementation:** By combining all the factors, one can easily execute the process of gaining the benefits from nature instead of harming it. It can be a good start accommodating by responsible and more sustainable tourism.

1. RESEARCH METHODOLOGY

For this theoretical research paper, the researcher utilizes secondary sources such as literature reviews, books, magazines, and internet resources related to the island and beach-based model and nature-based health tourism. Additionally, the researcher draws connections between the wellness experiences offered by islands and beaches, tourists, and their destinations, incorporating personal insights. Through this personal think tank, the researcher has conceptualized and developed a model for island and beach-based nature health tourism. This model aims to guide and assist stakeholders in creating a market focused on visitors' health and well-being.

A comprehensive literature review was done for the presented research paper. The presented research paper is an original and conceptual research paper. In this paper, the self-elaborated figures has been created by the researchers after various types of creative thinking and reading research books.

For this process, the figures has been given a creative form based on logic and facts. The concept has been frame worked based on logic through simulation tools. In this way, the presented paper has showcased an idea under the research methodology so that we can better understand the system of Island and the Beach-Based Model. Ultimately, this research paper will showcase the conceptual, creative and research approach in making the model etc.

2. FINDINGS, POSSIBILITIES & RECOMMENDATION

The presented research paper provides an opportunity to both hosts and guests for attaining holistic wellness experience. India has an enormous untapped marine potential. The nation has 1382 offshore islands and islets, a 23 lakh sq. km. Exclusive Economic Zone (EEZ), and a 7516 km. coastline. Most of these islands are located in Lakshadweep and Andaman & Nicobar (*Developing Island Tourism in India*, 2019).

Table 1 : Percentage shares and growth of different States/UTs in Domestic & Foreign Tourist visits, during 2021 & 2022 (in lakhs)

S.No.	States/UTs	2021		2022		Growth Rate		% Share 2022	
		Domestic	Foreign	Domestic	Foreign	DTV 22/21	FTV 22/21	DTV	FTV
1.	Andaman & Nicobar Island	1.262	0.017	2.351	0.045	86.20	164.43	0.01	0.05
2.	Lakshadweep	0.135	0.000	0.228	0.001	69.21	3025.00	0.00	0.00
Total		1.397	0.017	2.579	0.046	155.41	3189.43	0.01	0.05

Source: States/ UTs Tourism Department (INDIA TOURISM STATISTICS 2022 Government of India Ministry of Tourism Market Research Division, n.d.)

This table 1 gives the percentage shares and ranks of both Indian islands visited by foreign and domestic tourists during the year 2021 & 2022. Currently, India welcomes around 10 million foreign visitors annually. According to the India Tourism Statistics Report, vacation, leisure, and recreation account for about 62% of all foreign visitor arrivals. It has been clearly states that, there is a growth of tourists arrivals to Union Territories. It is possible to market the Andaman & Nicobar and Lakshadweep islands to tourists from throughout the world as a new location for leisure travel and relaxation (*Developing Island Tourism in India*, 2019) by providing a new wellness experience to visitors. Lakshadweep and Andaman & Nicobar Island has the infrastructure to serve its residents and handful of tourists. Therefore, it offers a great source and opportunity to establish

such models within the lap of resources. The focus on the sustainable development of these islands will foster growth of tourism in these regions.

3. CONCLUSION

The research article highlighted island and beach-based model at tourism destinations to rethink, redevelop and restore tourism as a nature-based holistic health activity. Therefore, nature-based health tourism in island could follow a more integrated approach with ancient natural health practices, local communities, following relational hospitality based on people. The day is not far when India with such a large treasure of island territories will emerge as a leader in the area of island tourism.

Thus, this study is significant in both the tourism & environment perspectives by exploring innovative pathways that the tourism industry can pursue for stress – ridden people who are eager to have mind-healing experiences from their travel activities. Therefore, by developing such types of sustainable tourism practice at nature-based health tourism destination within well-preserved natural resources, tourist enjoyment can also be better maintained.

Conflict of Interest: The authors have no conflicts of interest to declare.

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