

UDC 338.486:339.138:159.923

DOI <https://doi.org/10.32782/2786-5843/2026-2-13>

## INTEGRATING WELLBEING DOMAINS INTO THE TOURISM PRODUCT STRUCTURE: A TOUR OPERATOR'S PERSPECTIVE

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**Relevance of the research.** Modern tourism requires a transition to designing of a holistic experience. Integrating wellness domains into the structure of a tourism product can become one of the tools that will accelerate this process. **The subject of the research** is methodological approaches and matrix models for combining wellness domains with parameters of tourist service in the process of tourism product design. **The purpose of the article** is the theoretical substantiation and development of methodological approaches to the use of wellness domains by tour operators as basic guidelines in the construction of a service program. **Research methodology:** genetic and retrospective analysis, methods of systemic decomposition, structural-logical modelling, synthesis and matrix modelling, generalization. **Research results:** it is proved that within tour operating wellness should be interpreted as a methodological principle of design. Differentiation of six key domains (physical, emotional, social, intellectual, spiritual, and environmental), which are subject to direct management through tour operating tools, has been carried out. The expediency of excluding occupational and financial dimensions due to their inertia relative to a short-term tourist experience is substantiated. A two-dimensional matrix model of the tourism product architectonics is constructed, where concrete design solutions are formed at the intersection of wellness domains and design parameters (location, activities, interaction, pace, interpretation). **Practical significance:** the results can be implemented into the practical activities of tour operating companies when developing innovative service programs, as well as used in the educational process in the training of specialists in the specialty "Tourism and Recreation" for studying modern technologies of tourism product design. **Conclusions:** the implementation of the proposed methodological model transforms the tourism product into a managed experience design, which allows tour operators to satisfy the personalized needs of the client and strengthen strategic brand loyalty in a competitive market. **Future research prospects** are related to the creation of applied tools for diagnosing wellness domains for the personalization of tourism product parameters at the stage of its design.

**Keywords:** wellness, wellness domains, tourist wellness, tour operating, wellness design of tourist experience.

## ІНТЕГРАЦІЯ ДОМЕНІВ БЛАГОПОЛУЧЧЯ У СТРУКТУРУ ТУРПРОДУКТУ: ТУРОПЕРАТОРСЬКИЙ АСПЕКТ

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***Актуальність дослідження.** Сучасний туризм потребує переходу проектування цілісного досвіду. Інтеграція доменів благополуччя у структуру турпродукту може стати одним із інструментів, які прискорять цей процес. **Предметом дослідження** є методичні підходи та матричні моделі поєднання доменів благополуччя з параметрами туристичного обслуговування у процесі проектування турпродукту. **Мета статті** полягає у теоретичному обґрунтуванні та розробці методичних підходів до використання доменів благополуччя суб'єктами туроперейтингу як базових орієнтирів при конструюванні програми обслуговування. **Методологія дослідження:** генетичний та ретроспективний аналіз, методи системної декомпозиції, структурно-логічного моделювання, синтезу та матричного моделювання, узагальнення. **Результати роботи:** доведено, що в межах туроперейтингу велнес доцільно інтерпретувати як методологічний принцип проектування. Здійснено диференціацію шести ключових доменів (фізичного, емоційного, соціального, інтелектуального, духовного та екологічного), які піддаються безпосередньому управлінню через інструменти туроперейтингу. Обґрунтовано доцільність виключення професійного та фінансового вимірів через їхню інертність відносно короткострокового туристичного досвіду. Сконструйовано двовимірну матричну модель архітектури туристичного продукту, де на перетині велнес-доменів та параметрів проектування (локація, активності, взаємодія, темп, інтерпретація) формуються конкретні проектні рішення. **Практичне значення:** отримані результати можуть бути імplementовані у практичну діяльність туроператорських компаній при розробці інноваційних програм обслуговування, а також використані у навчальному процесі при підготовці фахівців зі спеціальності «Туризм та рекреація» для вивчення сучасних технологій проектування турпродукту. **Висновки:** впровадження запропонованої методичної моделі трансформує турпродукт у керований дизайн досвіду, що дозволяє туроператорам задовольняти персоналізовані потреби клієнта та зміцнювати стратегічну лояльність до бренду в умовах конкурентного ринку. **Перспектива подальших досліджень** пов'язана зі створенням прикладних інструментів діагностики велнес-доменів для персоналізації параметрів турпродукту ще на етапі його проектування.*

***Ключові слова:** велнес, велнес-домени, велнес туриста, туроперейтинг, велнес дизайн туристичного досвіду.*

**Problem statement.** The current stage of economic development is characterized by the strengthening of human-centred approaches to the creation of products and services. In various industries, the concept of Human-Centred Design (HCD) is becoming increasingly

widespread, which involves developing solutions with a focus on the needs, experience, and expectations of the user. This approach is based on empathic and collaborative research and design methods aimed at forming products and services that meet real human demands [1].

In such a paradigm, the efficiency of economic activity is determined not only by the functional characteristics of the product but also by its ability to contribute to improving the quality of life and the well-being of the consumer.

One manifestation of this transformation has been the formation of a global wellness industry focused on supporting holistic human well-being, the impact of which has intensified with the Covid-19 pandemic [2]. The spread of ideas of well-being has been also reflected in the tourism industry, where a segment of wellness tourism has been formed, involving specialized trips aimed at restoring the physical and psycho-emotional state of a person (SPA tours, yoga tours, retreats, etc.) [3–5]. As a result of the aggressive marketing promotion of wellness tourism, a false perception has been formed that achieving a state of well-being is the prerogative of exclusively this highly specialized segment, which artificially limits the potential of other types of tourism activities.

At the same time, any trip involves a change of environment, rhythm of life, and the context of a person's activity, creating conditions for focusing on one's own needs [6; 7]. Accordingly, a tourist is able, to one degree or another, to improve their own well-being within various types of tourism, and not only in specialized wellness trips.

Modern tour operating is increasingly focused on the individualization of tourist offers and taking into account consumer needs. In this context, an approach known as Tourism Experience Design is being formed, which involves the purposeful construction of the travel content, taking into account the expectations, motivations, and behavioral characteristics of the traveller [8–10].

Integration of multidimensional wellness domains directly into the structure of a tourism product can serve as one of the methodological tools for such design. In tour operating practice, this allows considering wellness domains as functional modules or a conceptual framework for forming the travel content. This approach creates the possibility of implementing elements of well-being support into various types

of tourism products, regardless of their thematic specialization.

According to this logic, the tourism product is transformed from a linear set of services (transportation, accommodation, and leisure) into a managed design of a complex experience, aimed at a purposeful impact on the psycho-physiological state of the traveler and supporting various aspects of his/her well-being.

**Analysis of recent research and publications.** The issues of the structure and components of well-being have been thoroughly studied in the works of the founders of this scientific direction (H. Dunn, B. Hettler, J. Ardell), as well as in the subsequent works of their followers – J. Anspaugh, M. Hamrick, D. Rosato, P. Swarbrick, J. Travis, and others, who developed the concept of the multidimensional nature of wellness. The generalization and systematization of these approaches are presented in modern studies [11–14], which carry out a comparative analysis of existing well-being models. Within these studies, the main focus is on defining the structure of wellness and identifying its key domains that reflect various aspects of human functioning. At the same time, the mentioned works are mainly of a theoretical and conceptual nature and are not oriented toward the application of the obtained results in the field of tourism activity.

A separate direction of scientific research is related to the formation and development of wellness tourism. Scientists have presented the history of this segment's establishment [3; 5; 16], the peculiarities of forming the tourist offer in different regions of the world [3; 5; 17], as well as the results of empirical studies on the motivation and satisfaction of wellness service consumers [18–21]. In recent studies, special attention is paid to the transformative potential of wellness tours and their role in forming positive changes in a person's lifestyle, increasing their level of well-being, and achieving a state of inner balance [22].

Within the research dedicated to tour operating, the most common in modern scientific literature are works analysing the transformation of the tourism market in the post-pandemic

period [23], the possibilities of using digital technologies, online platforms [24; 25], and virtual travel formats [26] in the activities of tourism enterprises, and so on.

At the same time, an analysis of the scientific literature indicates the existence of a significant interdisciplinary gap. Human sciences have formed a systemic understanding of the structure of well-being and identified the key domains of wellness; however, in the theory and practice of tour operating, this knowledge is almost not integrated into the process of tourism product development. As a result, a significant part of modern tourism products maintains a linear structure based on a combination of transport, accommodation, and leisure services and is oriented primarily toward meeting the functional needs of the tourist. Such an approach ensures basic service quality but does not fully utilize the potential of travel as a tool for complex impact on various dimensions of human well-being. In this regard, the development of approaches to the integration of multidimensional well-being domains directly into the structure of the tourism product from the perspective of tour operating is being updated.

**The purpose of the article** is the theoretical substantiation and development of methodological approaches to the use of well-being domains by tour operators in the process of tourism product design.

**Research methods.** To achieve the set goal, a complex of general scientific and special research methods has been applied in the work:

- genetic and retrospective analysis – to study the evolution of the “wellness” concept and the dynamics of identifying its multidimensional domains;
- method of systemic decomposition – for partitioning the holistic state of well-being into separate functional domains;
- method of structural-logical modelling – for developing a theoretical model of a multidimensional tourism product;
- method of synthesis and matrix modelling – for creating a final matrix of correspondence between wellness domains

and specific tourist services, which constitutes the practical value of the study for tour operating entities.

The information base of the study consists of fundamental works by domestic and foreign scholars in the fields of wellness, the psychology of well-being, and tour operating published between 1950 and 2025, as well as conceptual models of the National Wellness Institute (USA).

**Presentation of the main material.** In modern approaches to tourism product design, there is a gradual shift in focus from a resource-based model, where natural and cultural resources of a destination are the key objects, to an experience-oriented model, in which the central place is occupied by the state and subjective experience of the traveller [6; 7]. In this context, a tourist trip is viewed not only as the consumption of a set of services but as a process of forming a certain psychological, physical, and social state of a person [27].

Such an approach actualizes the need for theoretical clarification of the “wellness” concept, since it is being more frequently employed to define the intended result of the travel experience.

The Global Wellness Institute (GWI) defines wellness as “the active pursuit of activities, choices and lifestyles that lead to a state of holistic health” [2]. This definition highlights the process-oriented character of wellness and the active role of the individual in shaping his/her own well-being. In scientific literature, the concept of wellness is considered as: a) a state that is much broader than the simple absence of disease; b) a positive construct with a subjective nature; c) an ongoing continuum, not a fixed terminal state; d) a multidimensional and dynamic phenomenon where various factors are interconnected and strive for internal balance [11].

The combination of a procedural approach to wellness and the idea of its multidimensional nature allows for viewing human well-being as a system of interconnected domains, the state of which can change under the influence of various types of activities and environmental fac-

tors. In this context, a tourist trip can serve as one of the tools for restoring or enhancing human well-being, as it combines a change of environment, diverse activities, and social interactions capable of influencing various dimensions of the human state [6; 7; 27].

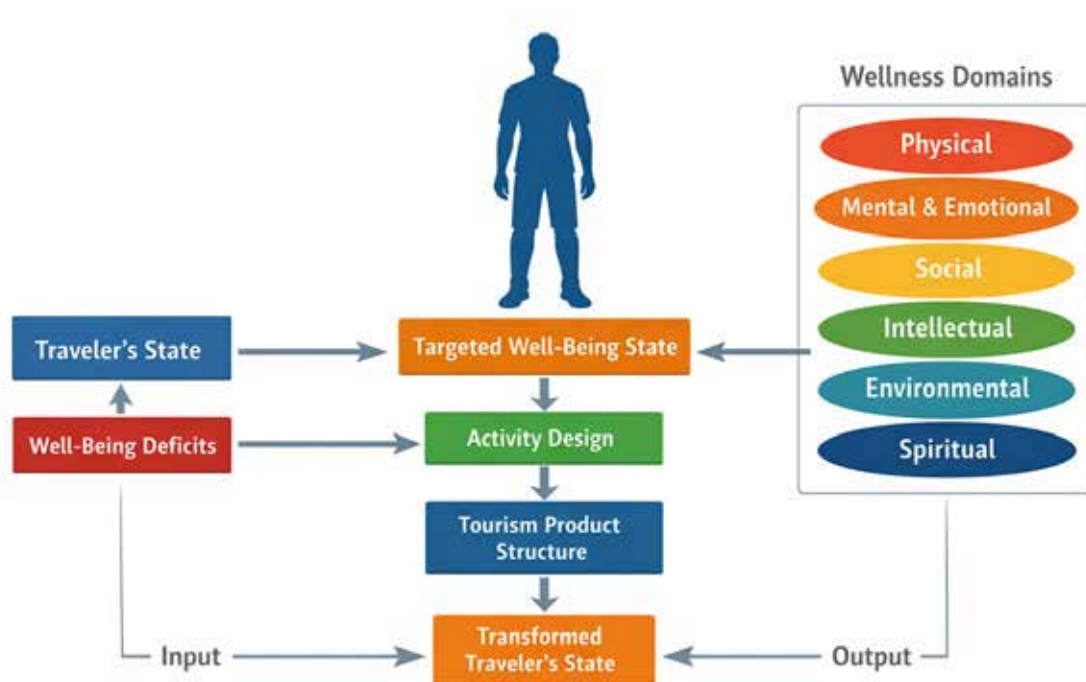
With this approach, **wellness in tourism** can be defined as a managed process of transforming the tourist experience, carried out through the purposeful design of activities, environments, and interactions aimed at actively involving the traveller in activities that compensate for deficits in various domains of their well-being and contribute to achieving a state of inner balance throughout the entire travel cycle (Fig. 1).

Within this logic, the personality of a tourist appears as a system of interconnected well-being domains. A deficit in any of them can act as a primary motive for travel, while the success of its compensation determines the level of satisfaction with the tourist experience and forms the prerequisites for long-term consumer loyalty. Accordingly, it is the domains of human well-being that can be considered a direct technical task for designing the structure of a tourism product.

The implementation of such a model in tour operating requires a clear identification of the wellness structure and the definition of a list of its domains relevant to the design of the tourist experience. This is a difficult task, as there is no unified wellness model in the scientific literature. Thus, Kauppi etc., having analysed 44 conceptual models of well-being, identified 494 domains, of which 379 were unique [11]. At the same time, the structure of such models largely depends on the field of study [14] and the context of their development, including the country of origin, research design, characteristics of the population sample, and consideration of gender-specific factors [13].

In this regard, it is appropriate to refer to the most common conceptual model of wellness – the Hettler model. It identifies six main dimensions of well-being: physical, emotional, social, intellectual, spiritual and occupational [14]. The National Wellness Institute expands it to eight domains by adding environmental and financial components [28].

Let us consider the essential characteristics of these domains and the possibilities of their integration into tour operating practice.



**Fig. 1. Wellness-Driven Tourism Product Design**

*Source: developed by the authors.*

The physical domain is the most relevant for traditional tour operating. The impact on it is carried out through the integration of active types of movement (hiking, cycling) into the tourism product, recovery services (SPA, sauna cultures, thermal waters), and the development of special nutrition models (farm products, detox menus) that ensure the physiological regeneration of the traveller.

The emotional and mental domain is aimed at overcoming psychological exhaustion and stress. The tour operator ensures an impact on this sector through the inclusion of relaxation practices, mindfulness sessions, and the creation of conditions for a “digital detox”, which contributes to the restoration of mental resources and emotional resilience.

The social domain is activated through the design of spaces and events for quality communication. This is realized through group activities, collaborative workshops, or authentic dinners with local residents, which satisfies the deficit in the sense of belonging and social support.

The intellectual domain is based on the desire for self-development. In tours, this domain is filled through cognitive excursions, educational travel components, learning new crafts, or immersion in the local cultural context, which stimulates cognitive activity and expands the worldview.

The environmental domain involves the formation of harmonious relationships with the environment. The tour operator realizes this impact through the choice of locations with direct contact with nature, accommodation in eco-dwellings, and the organization of routes that emphasize the value of the natural landscape and contribute to calming the nervous system through “immersion in the environment.”

The spiritual domain is the subtlest level of design. It is not necessarily connected to religion but focuses on the search for inner meanings [29]. The tour operator provides conditions for this by including in the program “time for silence,” staying in places of power, contemplation, and reflection, allow-

ing the traveller to restore the connection with their own inner self.

Despite the complexity of the wellness paradigm, there are well-being domains that are almost impossible to correct by means of tourism due to their inertia or the specifics of their formation:

The occupational domain wellness: although travel can provide temporary distancing from work processes (restoring the “work-life” balance), the tour operator has no direct levers of influence on the career self-realization, working conditions, or professional satisfaction of the client outside the tour (with the exception of business tourism).

The financial domain wellness: the state of financial well-being is an external prerequisite (resource) for making a trip, rather than a result of consuming a tourism product. Moreover, travel as an expense item often temporarily reduces the client’s financial resource, although it converts it into other types of capital (emotional, intellectual).

The exclusion of unmanaged domains allows the tour operator to focus efforts on those aspects of the client’s life that are subject to direct correction during the trip. Such concentration on six dimensions minimizes the dispersion of resources and allows to form the most accurate “technical task” for product development, where each service acquires a targeted purpose.

To operationalize wellness domains, we have identified five basic elements of the tourism product through which the tour operator exerts a purposeful influence on the client’s well-being:

Location (therapeutic environment) provides the fundamental setting for the journey. In the wellness concept, a location is not just a geographical point, but a “recovery space”. For example, for the physical domain, it can be a mountain landscape with clean air, and for the spiritual – a sacred site or an isolated retreat centre. The tour operator chooses an environment that, through its natural or cultural characteristics, resonates with the traveller’s deficit domain.

Activities (program content) are the direct actions performed by the tourist. This is the main tool for state transformation. Activities can vary from intense physical exertion (hiking, rafting) to passive practices of contemplation or intellectual immersion (workshops, lectures). It is precisely through activity that the depletion of energy, knowledge, or emotions is replenished.

Social interaction involves regulating the level and quality of communication during the trip. The tour operator designs this element through the group format (large groups, individual tours, intimate communities) and the nature of involvement. Social interaction can be either stimulating (festivals, discussions) or minimal (quiet walks), depending on the need for social or spiritual well-being.

The pace of travel is the temporal dimension of the tourism product. This is one of the most important and, at the same time, least studied parameters. The pace can be dynamic (rapid change of locations to stimulate emotions) or slowed down (Slow Travel) (for deep reflection and intellectual comprehension). Aligning the pace of travel with the psychophysiological state of the client is critical for achieving satisfaction.

Interpretation of the environment (meaningful accompaniment) is the way a guide or escort reveals the meaning of the location and events. Interpretation turns the “seen” into the “comprehended”. In the intellectual domain, this means providing deep knowledge; in the spiritual – creating conditions for self-reflection; in the environmental – forming an ethical attitude towards nature. Here, the guide acts not as a transmitter of facts, but as a facilitator of the tourist experience.

For the practical implementation of this concept, we propose a two-dimensional structural model, where the wellness domains serve as target guidelines (vertical axis), and the design parameters serve as tools for their realization (horizontal axis) (Table 1).

It is obvious that the proposed matrix of tourism product architectonics is a basic conceptual foundation rather than a rigid standard. Its practical application in tour operating requires taking into account a number of variable factors.

Firstly, it is important to consider the multi-deficit state of the traveller. In practice, tourists rarely have a need for only one direction of well-being support. Frequently, a combination of several needs is observed simultane-

Table 1

**Matrix of wellness design of a tourism product**

Well-being Domain	Location	Activities	Social Interaction	Travel Pace	Interpretation (Meanings)
Physical	Natural landscapes (mountains, coastlines)	Physical exercise (hiking, yoga)	Group training, team games	Dynamic: intense change of loads	Instruction, physiology of movement
Emotional	Remote, "quiet" locations, retreat centres	Relaxation, art therapy, contemplation	Small groups, intimate atmosphere	Slow travel: deceleration, long stops	Psychological support, mindfulness
Intellectual	Cultural and historical centers, cities	Lectures, seminars, object research	Discussions, debates, exchange of experience	Moderate: time for information absorption	Deep storytelling, expertise
Social	Gastro-locations, coworking, squares	Workshops, festivals, parties	Maximum involvement, networking	Adaptive: depends on group dynamics	Moderation of communication, facilitation
Spiritual	"Places of power," sacred objects	Meditations, silent practices	Individual experience or silent co-presence	Static/Slow: deep fixation	Reflection, search for inner meanings
Environmental	Eco-trails, protected areas, glamping	Eco-volunteering, naturalism	Interaction with nature through an eco-guide	Natural: aligned with the solar cycle	Eco-education, ethics of responsibility

ously; for example, physical fatigue may be combined with social isolation. In such cases, the model allows for the formation of combined elements of the tourism product, where a single service can simultaneously influence several well-being domains. For instance, group trekking can support the physical state, provide social interaction, and promote contact with the natural environment.

Secondly, the model ensures the scalability of the tourism product – from mass to niche (specialized) tourism. In mass tourism, it can be used as a tool to balance a standard service package, providing basic support for the main well-being domains. In niche tourism, the focus can shift to deeper work with one or two priority domains, which contributes to the formation of a unique tourist offer – for example, by

strengthening the intellectual component in educational tours.

Thirdly, the model promotes a more purposeful use of destination resources. It allows for the analysis of natural, historical-cultural, and gastronomic resources of a territory not in isolation, but as elements supporting various aspects of a tourist's well-being. This creates the opportunity to form individualized tourism products that correspond to the needs profile of a specific client or target group.

Thus, the proposed model changes the role of the tour operator from a service provider to a designer of the tourist experience, who can flexibly adapt the travel structure according to the needs and expectations of the traveller, as well as the capabilities and specifics of the destination.

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Дата першого надходження статті до видання: 18.02.2026  
Дата прийняття статті до друку після рецензування: 22.03.2026  
Дата публікації (оприлюднення) статті: 01.05.2026