

The Fitness Tourist: Goal Content of Exercisers in the Wellness

Tourism Industry

by

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ABSTRACT

The fitness and wellness industry is expanding at a rapid pace, and part of this expansion includes wellness tourism. Within wellness tourism, fitness related activities and programs are sought by wellness tourists or more specifically, fitness tourists.

Wellness tourism is defined as a journey by people whose motive, in whole or in part, is to maintain or promote their well-being, and who stay at least one night at a facility that is designed to enable and enhance physical, psychological, spiritual and/or social well-being. Inevitably, fitness related activities are offered within wellness tourism, and seem to attract these fitness tourists.

The purpose of this study is two-fold. It is first to examine the goal content fitness tourists possess in this non-traditional exercise context. Second, this study aims to examine the goal pursuits within the promotional content produced by the wellness tourism industry. This study is informed by goal content theory (GCT) which is a mini-theory within self-determination theory (SDT). Developed by Kasser and Ryan (1996), GCT examines how goals pursued by individuals, in this case fitness tourists, whether related to extrinsic or intrinsic content, account for variations in wellness. Extrinsic goals include elements like wealth and appearance, while intrinsic goals include dimensions like community contribution and health management.

Participants were targeted through their consumption of fitness services at wellness tourism resorts in the southwestern United States. The goal content for exercise questionnaire (GCEQ) was distributed to these targeted participants to determine the types of exercisers, intrinsically or extrinsically motivated, who are consuming these services. Additionally, a content analysis was conducted to examine the elements

portrayed by the industry within a fitness context. Understanding goal content can allow organizations to create programs supportive of participants' autonomous motivations which research suggests lead to higher levels of well-being. Using a sample of 100 GCEQs, the study implies fitness tourists are more likely to be white, high income females with stronger intrinsic goal content. Health management, image, and skill development were among the highest ranked goals. A total of 182 images were examined in addition to extensive narrative content on the webpages of these sites suggesting this industry promotes holistic wellness rather than appearance. The results of this study should be used to program physical activity interventions made accessible to low and middle class individuals.

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LIST OF KEY TERMS

Fitness Tourist: individuals staying at a wellness tourism organization for at least one night, whose motive in whole or in part is to maintain or promote their health and well-being through physical activity

Fitness: the condition of being physically healthy; part of the physical dimension of wellness

Goal Content Theory (GCT): mini theory of the self-determination theory examines how different goals may account for variations in wellness, stating that goals are adaptive to the extent to which they satisfy the three basic psychological needs of relatedness, autonomy, and competence

Health: a human condition with physical, social, and psychological dimensions, not just the absence of disease or infirmity, characterized on a continuum with positive and negative poles

Lifestyle Resort: one of three wellness tourism operator categories providing a range of facilities, therapies, and classes catered to health behaviors such as nutrition, exercise, and stress management

Perceived Health: the way in which an individual views his or her health and is satisfied with their body and well-being

Positive Health: the optimal function of body and mind without the existence of risk factors

Self-Determination Theory: is a macro-theory encompassing five mini-theories based on human motivation, development, and wellness that focuses on types of motivation rather than just amounts of motivation

Tourism: comprises the activities of persons traveling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes

Wellness Tourism: the sum of all relationships resulting from a journey by people whose motive, in whole or in part, is to maintain or promote their health and well-being, and who stay at least one night at a facility that is specifically designed to enable and enhance people's physical, psychological, and social well-being

Wellness: the full integration of states of physical, mental, and spiritual well-being, including multiple dimensions that interact in a way that contributes to the quality of life

INTRODUCTION

Background of the Study

I. Health, Wellness and Fitness

Americans spend more than \$10 billion on health and fitness products every year, however only 1 out of 5 adults, or 21%, meet the 2008 Physical Activity Guidelines (CDC, 2015; Volkwein, 1998). Perhaps this is due to a lack of intrinsic motivation to participate in physical activity. The reason for this lack of motivation could include insufficient interest or inadequate prioritization to fitness outcomes (Teixeira et. al., 2012). Fitness is interpreted in several ways, but for the purposes of this paper, fitness is broadly defined as: the condition of being physically healthy (Sasstelli, 2010; Volkwein, 1998). Fitness is characterized as an individual phenomenon and a measure of individual bodily indices relative to acceptable and statistically verifiable parameters (Neville, 2013).

Physical fitness is considered a multifaceted continuum which measures the quality of health ranging from death and disease, which severely limit activity, to the optimal functional abilities of various physical aspects of life (Volkwein, 1998). It is a part of the physical dimension of wellness, which is a multidimensional way of measuring one's quality of life and well-being. The various dimensions associated with wellness include social, emotional, spiritual, environmental, occupational, intellectual, and physical (UCR, 2014). Dimensions of financial and creative wellness are included in other forms of this model. Wellness is defined as: the full integration of states of physical, mental, and spiritual well-being, including multiple dimensions that interact in a

way that contributes to the quality of life (UCR, 2014). Another definition of wellness is: an active process of becoming aware of and making choices toward a healthy and fulfilling life, it is more than being free from illness, it is a dynamic process of change and growth (UCD, 2017). While wellness is similar to health, the World Health Organization defines health as: a state of complete physical, mental and social well-being and not merely the absence of disease or infirmity (WHO, 1946).

Another term, perceived health is the way in which an individual views his or her health and is satisfied with their body and well-being (Meilke et. al., 1998). Things like nutrition, sleep, and stress must be considered when examining the health and wellness of an individual as these all impact the various dimensions of wellness (Behm, 1998). The relationship between fitness and health is a complex concept because exercise and physical activity often make one fit based on a medical-scientific definition although that does not necessarily mean one is healthy (Neville, 2013). An individual could be unhealthy in other ways such as mental illness or feelings of being unhappy throughout life in general. Stress is an example of a non-physical but unhealthy way in which an individual who appears physically fit could be unhealthy.

Fitness is closely related to health and appearance, which are the two most frequently reported reasons for fitness participation. According to Maguire (2001), “there is perhaps no cultural theme more emblematic of our current dual obsessions with health and appearance than that of fitness”. Health and fitness are often used interchangeably; however, health and fitness are not the same. Health can be defined as a human condition with physical, social, and psychological dimensions, each characterized on a continuum

with positive and negative poles (Pfister, 1998). Positive health is associated with a capacity to enjoy life and withstand challenges, not just the absence of disease. Negative health is associated with morbidity and, in the extreme, with premature mortality (Volkwein, 1998).

Health and specifically, positive health, is the optimal function of body and mind without the existence of risk factors (Hollmann, 1998). It is important to acknowledge that the term health is often assumed to be positive, however it must not be forgotten that some situations refer to health in an unhealthy way. In other words, health can go both ways and an individual can either have good health, bad health, or somewhere in between. It is also important to note that fitness, or physical health, is just one component necessary for achieving overall positive health.

As with health, fitness can be both positive and negative depending on the type, intensity, conditions and the individual's capability (Pfister, 1998). Fitness does not always lead to positive health and fitness is not the only element of good health (Hollmann, 1998). Using a holistic approach to achieving positive health is important because it can be implied that there are more motivations behind fitness participation than simply that of being healthy, as included in the dimensions of wellness model. It is important that the fitness industry takes ownership for several dimensions of wellness and not just the physical dimension as this cultural shift progresses.

II. Fitness Industry within Wellness Tourism

One niche of the fitness industry is wellness tourism. Wellness tourism is the sum of all relationships resulting from a journey by people whose motive, in whole or in part,

is to maintain or promote their health and well-being, and who stay at least one night at a facility that is specifically designed to enable and enhance people's physical, psychological, and social well-being (Voigt et. al., 2011). Within this industry, there are companies like health spas and resorts that offer programming for active leisure such as hiking, biking, and group exercise. This is a non-traditional approach to touristic vacations that usually would include rest, relaxation, and indulgence.

Although positive health requires more than just attaining physical wellness, fitness programs are a great starting point for individuals looking to make a lifestyle change. Studies have shown that during leisure time, people are increasingly looking for more challenging activities like adventure travels and adrenaline producing activities (Massimini, 2000). Fitness programs within wellness tourism are an example of how society is fulfilling these consumer needs. According to Hollmann (1998), these consumer needs may be emerging from the lack of muscular energy being used by modern humans in daily tasks, resulting in minimal biological usage not being fulfilled and a reduction in daily caloric utilization. When a sedentary lifestyle is adopted, more calories are consumed than used, which results in weight gain and adds to the national epidemic of obesity and inactivity. In other words, sedentary desk jobs may be deterring people's interests in traditional vacations with more "relaxation" and sitting, and exchanging those for vacations with more physical activity during vacation time.

There are a growing number of fitness programs being offered within the wellness tourism industry (Damijanic & Sergio, 2013; Rodrigues et. al., 2010). In the United States, there are lifestyle resorts offering fitness programs located in appealing

destinations such as California, Florida, Hawaii, Arizona, and Utah. These programs include guidance in exercise, nutrition, and goal-setting. This relatively new form of vacationing may appeal to non-traditional gym attendees in the United States, and those who work in office settings, which in turn could positively impact the country's health outcomes. This industry has strong potential in terms of contributing to enhanced national and even global health outcomes if it continues to adopt a holistic approach to well-being and an inclusive view into peoples' motivations and physical wellness goals to participate in fitness programs during travel. For purposes of this study, wellness tourists pursuing fitness goals will be referred to as fitness tourists. Based from Voigt's (2011) definition of wellness tourism, fitness tourists are individuals staying at a wellness tourism organization for at least one night, whose motive in whole or in part is to maintain or promote their health and well-being through physical activity.

It is important to note that not all wellness tourists are fitness tourists and not all fitness tourists are wellness tourists. The two types have similarities but may also have differences. For example, individuals attending a resort that offers physical activity programming may not be attending that resort with the motivation to enhance or maintain their current level of fitness, but rather be there for relaxation or other elements offered by the resort, excluding the exercise offerings.

Table 1: Comparison of Fitness Tourists and Wellness Tourists

Fitness Tourists	Similarities	Wellness Tourists
Motive is to maintain or promote their health and well-being through physical activity	Stay at least one night in a wellness tourism organization Motive is to maintain health and well-being	Motive is to maintain or promote their health and well-being through any physical, psychological, and social activities

Problem of Study

I. Participant Motivation

Unfortunately, previous research suggests that participants' motivation when participating in fitness activities tends to be more extrinsically focused on goals of improving one's appearance as opposed to intrinsic goals of attaining better health. Consumerism is a large driving factor that has contributed to the expansion of the fitness industry in the United States, but research suggests that this growth is not based on the ideas of health and wellness instead, the market is significantly concerned with the concept of appearance and body image (Maguire, 2001; Sage 1998). Unfortunately, there is a dearth of literature examining the motivation of those who participate in wellness tourism activities. If research can learn more about the motivation of individuals who take advantage of wellness tourism, organizations can then foster autonomously supportive environments which will increase intrinsic motivation.

II. The Portrayal of Wellness Tourism

Another area that could benefit from additional research is examining how wellness tourism is portrayed in a variety of media outlets. Tourism scholarship in general and wellness tourism studies specifically have not examined the images portrayed by fitness programs and their connotations of health. Additionally, explorations of why people frequent wellness tourism locations have remained scarce within tourism scholarship.

The wellness tourism industry is an interesting area within which to examine portrayals of health as well as consumer's motivation because the industry was founded

on a holistic and multidimensional approach to health. For instance, a look at the wellness tourism industry in Europe showcase a tight link between social welfare programs that subsidize wellness tourism packages for senior citizens as a mechanism to positively contribute to the physical, psychological, social, economic, and spiritual dimensions of wellness. Thus, questions of enduring interest that can be posed in relation to contemporary consumer society are: how do wellness tourism organizations articulate health and wellness and what motivates wellness tourists to pursue fitness goals at wellness tourism centers?

In summary, it is important to identify if people engage in fitness programs within wellness tourism to attain positive health, or if they are trying to change their appearance and level of attractiveness. Understanding the content of fitness tourists' goals has implications for how health organizations can better plan interventions for participants' future health related success. In addition, it is important to study the images conveyed by the wellness tourism industry to determine their target market and the image they wish to portray. Collectively, this information will identify whether or not this niche of the fitness industry is attracting intrinsically motivated individuals and if the media is providing an autonomously supportive environment surrounded in ideas of holistic health and wellness.

Goal Content Theory: a subset of the Self-Determination Theory

Extant research on fitness motivations is relevant to discussions of wellness tourism in part because scholarship on fitness has contributed to a burgeoning body of work on intrinsic versus extrinsic goals of exercisers. Literature on fitness and tourism

often draws on self-determination theory (SDT), which is an empirically based macro theory of human motivation, development, and wellness that focuses on types of motivation rather than just amount of motivation (Deci & Ryan, 2008; Standage & Ryan, 2012). Existing research on SDT indicates that there is a set of universal psychological needs, competence, autonomy, and relatedness that must be satisfied for people to thrive (Deci & Ryan, 2008; Ryan & Deci, 2000). Satisfaction of these three needs has been shown to predict psychological well-being in all cultures (Deci & Ryan, 2008), and these needs are also regarded as the foundation for the attainment of autonomous motivation which is intrinsically driven.

Through intrinsic motivation or well-internalized extrinsic motivation, autonomous motivation can be achieved, while in comparison, if people feel controlled by extrinsic motivators, their psychological need for autonomy will be thwarted, resulting in negative performance and negative well-being outcomes (Deci & Ryan, 2012). Autonomous motivation is defined as acting with a sense of full endorsement and volition, controlled motivation can be referred to as feeling pressured to behave in certain ways, and amotivation, is described as lacking intentionality (Deci & Ryan, 2012). An example of amotivation can include “an individual who has joined a gym but has concluded that exercising is a waste of time because he or she is not going to achieve the ideal body” (Standage & Ryan, 2012, p. 244). SDT supports that knowing a person’s type of motivation is far more valuable in assessing the likelihood of that person’s engagement, performance, and well-being than the overall amount of motivation they possess (Deci & Ryan, 2012).

Within SDT five mini-theories have emerged to focus on specific aspects of the macro theory: cognitive evaluation theory, organismic integration theory, basic psychological needs theory (i.e., autonomy, competence, and relatedness), *goal content theory*, and causality orientations theory. Goal content theory is the framework that guides this study. Goal content theory, also referred to as goal contents theory, (GCT) was initially examined under the basic psychological needs theory but has now emerged into its own mini-theory (Standage & Ryan, 2012). It originated from the research of Kasser and Ryan (1996), who examined how different goals may account for variations in wellness. This theory states that goals are adaptive to the extent to which they satisfy the three basic psychological needs (Sebire et. al., 2013).

It is theorized that the contents within goals have varying effects on the individual's basic psychological needs, possibly because intrinsic goals have an inward orientation while extrinsic goals have an outward orientation (Vansteenkiste et. al., 2010). GCT states that "all goals are not created equal" and that "valuing goals with different foci will be differentially associated with well-being and adjustment outcomes" (Standage & Ryan, 2012, p. 238). Like its macro theory SDT, GCT is proposed to be similar across different cultures based on the structure of the goal contents (Vansteenkiste, 2010). Specifically, empirical studies have shown consistency of the separation between intrinsic and extrinsic goals in various cultures (Standage & Ryan, 2012).

It is important to note that GCT does not account for all possible types of goals people may possess, but only includes goals that can be directly classified as intrinsic or

extrinsic (Vansteenkiste, 2010). Intrinsic goals, as determined by Kasser and Ryan, include growth, affiliation, community contribution, and maintenance of physical health, while extrinsic goals include financial success, social recognition, and image or attractiveness (Standage & Ryan, 2012). In addition, GCT is prescriptive rather than descriptive meaning it makes predictions regarding the correlates of goal contents (Vansteenkiste et. al., 2010). Research within GCT has been used to determine the environments' effect on types of goals, the attainment of goals and how that attainment impacts well-being, as well as the contextual promotion of different types of goals (Vansteenkiste, 2010). Studies have shown that intrinsically related exercise goals have led to better exercise experiences and help satisfy the basic psychological needs of SDT (Standage & Ryan, 2012).

Additionally, studies undertaken in fitness-related contexts have shown that when people are autonomously motivated, rather than controlled, for changing their health-related behaviors they have higher levels of success in changing and maintaining that behavior (e.g., they exercise more frequently) (Deci & Ryan, 2012). When evaluating fitness programs, goal content of participants should be reviewed to help indicate the type of motivation the person is experiencing. Using GCT, the individual goal pursuits of fitness tourists can be identified to enable likelihood of success.

Purpose of the Study

The purpose of this study is to examine whether fitness tourists possess intrinsic or extrinsic goal content motivation at wellness tourism resorts within the wellness tourism industry, as well as to better understand the types of motivations the wellness

tourism industry endorses through advertising. The first part of the study will draw from Kasser and Ryan's goal content theory to examine the types of goals fitness program participants within the wellness tourism industry possess. The second part of the study will examine whether the discursive frames (narratives and pictorial representations) used by wellness tourism agencies foster an autonomously supportive environment that is more likely to be associated with a holistic approach to health or whether they promote amotivation or controlled motivation which are more likely to be affiliated with external goals. The fitness participants who are part of this study are those attending programs at Enchantment Resort, VeraVia, and the Oaks Ojai. This research will expand upon the insight of exercise motivation as well as portrayal of health and appearance within a non-traditional fitness setting, wellness tourism.

I. Objectives of the Study

There are four objectives for this study: 1) add to the literature on goal content and motivation within wellness tourism, 2) expand upon the use of goal content theory within fitness related contexts, 3) determine if fitness tourists are more likely to have intrinsic or extrinsic related goal content, and 4) explore the images and narratives produced by the wellness tourism industry.

II. Research Questions and Hypotheses

There are two leading research questions pertaining to this study: 1) Do fitness tourists participating in wellness tourism fitness programs have more intrinsic or extrinsic related goal content? 2) What images and narratives are promoted through the wellness

tourism industry? The hypothesis relating to research question one is as follows: Fitness tourists participating in lifestyle resort fitness programs have more extrinsic goal content. It is hypothesized that the participants will have higher levels of extrinsic goal content because extrinsic motivations have been found in previous studies to be significant for various levels of exercisers (Aaltonen et. al., 2014; Brudzynski & Ebben, 2010).

In a study done by Aaltonen et. Al. (2014), motivations for physical activity were compared between active and inactive people in their mid-thirties. Compared to the inactive participants, active participants reported greater importance of motives such as mastery, physical fitness, psychological state, appearance, enjoyment, skill improvement, willingness to be fitter or look better than others, and the social aspect of physical activity while conforming to others' expectations was more important to the inactive participants (Aaltonen et al, 2014). In addition, a study done by Kilpatrick et al. (2005) states "motivation for exercise is potentially different than for sport, with exercise primarily motivated by extrinsic factors and sport by intrinsic factors (p. 88)." A third study conducted at a large Midwestern university indicated that body image was a significant motivator for exercisers while non-exercisers claimed to be satisfied with their overall body image, thus it was not a significant barrier (Brudzynski & Ebben, 2010).

LITERATURE REVIEW

Overview of Fitness Culture

I. Bringing Fitness to America

Fitness is arguably most known for its lengthy list of health benefits. It has been found that fitness plays a major role in resisting the aging process, which is a strong motivation for fitness participation in American culture. Older people who become involved in physical activity groups were found to actively resist age (McConatha, 1998; Paulson, 2005). From a medical-scientific perspective, beyond the 30th to 40th year of life, skeletal muscle cells gradually begin to decline about 6% every decade, but with strength training this can be reduced. A muscle group contracted at least five times per day for five seconds each at about 70% of the individual maximal strength is enough to achieve an almost 100% compensation for age-induced strength losses for the next 24 hours (Hollmann, 1998).

The term fitness originally was regarded as being “fit for fighting” and has always been important in military contexts (Volkwein, 1998). The various meanings of fitness began during the period of the Third Reich, which is defined as the Nazi designation of Germany in the 1930’s and 1940’s, where military power, labor power, and “power through joy” reflected the fatal hegemony of the Third Reich (Volkwein, 1998). Not long after in the 1950’s was when President Eisenhower (a retired military general) noticed that only 8.7% of European children had failed a set of physical tests while a massive 57.9% of the American children failed. It was this finding that led to the creation of the

Council on Youth Fitness (Hoberman, 1998). Following Eisenhower's lead, Kenneth Cooper, the "father of the modern fitness movement" is considered responsible for the fitness phenomenon and its roots in the USA in the late 1960's (Volkwein, 1998).

Since the late 1970s, the fitness trend has grown more and more popular and is now at an all-time high. This phenomenon is referred to as the "fitness boom" within modern society (Sassatelli, 2010). A great number of interdisciplinary studies show that culture does have a significant impact on human behavior far from simply being an epiphenomenon of biological traits (Massimini & Delle Fave, 2000). The common notion of the bandwagon effect can be applied here in that people want to do what the majority is doing. Although there was a large expansion in fitness trends, there was not equal growth in individual participation in fitness centers, also referred to as gyms (Sage, 1998). People have many different interests and are motivated in different ways. A reason for this lack in individual member registration in traditional gyms could be due to the lack of variety offered for differing exercise interests.

One of the earlier ways in which this was addressed was during the 1980's when Jane Fonda introduced aerobic dance exercise to the nation. It was a key factor in fitness participation for women because it was different than what exercisers had seen before. The objectives of aerobic dance exercise included promoting health by increasing cardiovascular stamina, muscle strength, muscle definition, flexibility, and weight loss (Kagan, 1988). Due to the emphasis American culture has placed on attractiveness and youth, where women seem to be held more accountable than men, it is expected that women's participation and concern with fitness would be higher than that of men's

(Kagan & Morse, 1988; McConatha, 1998). For women in the 1980's aging brought social devaluation and cultural "neuterization" which encouraged women to participate in Jane Fonda's aerobic dance exercise as a way of stopping their aging appearances (Kagan & Morse, 1988).

In 1986 the World Health Organization stated in the Ottawa Charter that the prerequisite for well-being is "individuals as well as groups are able to satisfy their needs, perceive and realize their wishes and hopes, and take control of and change the environment" (Pfister, 1998). This statement shows that the awareness of holistic wellness and its importance was beginning to surface, and that physical wellness was only one aspect to achieving a healthy lifestyle.

It is possible that some of the pleasures and challenges within fitness contexts result in optimal experience or flow. The concept of flow was discussed in some of the literature and is characterized by the perception of high environmental challenges, matched with adequate personal skills (Massimini & Delle Fave, 2000). If individuals are experiencing this at their local gym, it is likely they will continue attending and the same could apply within the wellness tourism industry. Studies suggest that boredom is one of the most common reasons people quit regular exercise (Maguire, 2002). Continuing to incorporate fitness into wellness tourism could potentially be a way to prevent this boredom from occurring, due to the beauty of its touristic locations. This, in turn, might promote the prolonged path of an active lifestyle to individuals.

II. American Fitness Culture

Currently the American fitness culture includes ideas like gender norms, social status, and gym etiquette. In addition, there seems to be a sense of community within traditional fitness settings at major gyms, which may indicate the importance of social interaction. Some studies discuss participants enjoying a “strong sense of togetherness” after participating in a group fitness class, and others discussed gym bonding which was considered part of the pleasures of training in a gym or club (Paulson, 2005, Sassatelli, 2010). These types of group settings should be capitalized on in various ways to target a wide audience of people.

The social culture within the traditional gym setting, or gym, is so prevalent that there are a set of cultural norms called ceremonial rules which are a way of describing how participants of a gym can show through body demeanor, glances, and speech, their mutual respect or respect for their social position (Sassatelli, 2010). This kind of gym etiquette is said to “deal with how to tame the sweaty, grunting drained body in a polished joyous strenuousness” (Sassatelli, 2010).

In fitness culture, gender plays a dominant role. Women have significantly increased their participation in sport since the 1960’s and even more recently, have begun working out in fitness centers and weight rooms. In a study published in 1988, women were found to outnumber men by almost double as the consumers of health-related books, which could indicate that women were eager to learn more about fitness prior to stepping out of their comfort zones by purchasing a gym membership as the transition between reading about fitness and participating in it can be difficult (Maguire, 2002). The

rate of women's memberships in gyms has been shown to surpass men's, but this was probably due to the new acceptance of both genders within fitness culture, and men already having memberships to the gyms. The growth of women memberships in the early 2000's could be due to women simply "catching up" (Maguire, 2002). The acceptance of fitness participation for women allows them to enter gyms and weight rooms rather than staying in older social roles where primary activities were household chores.

Now that both genders are present within fitness culture, there is an underlying set of "normal" activities in which each gender can participate in. This has been referred to as the gender-activity matrix and it is a way of defining activities as they are likely to appeal to different genders. For example, weightlifting and sports such as rugby are typically activities that males feel more comfortable participating in while group fitness classes and cardio machines are typically more appealing to female participants (Sassatelli, 2010).

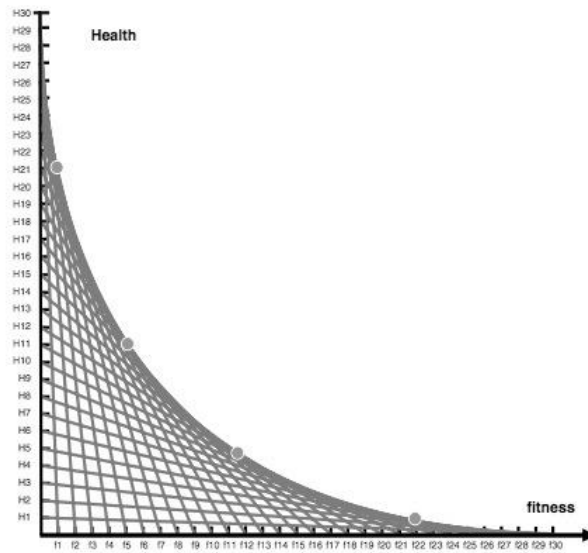
Gender norms have been shown in studies to represent a "sexualized" and "de-sexualized" culture within gyms. Some studies have indicated that people are using fitness activities to show their personality in a "highly aestheticized and sexualized culture" (Penz, 1998). While these gender norms do seem to exist within today's fitness culture, other researchers have described the environment within a gym setting as having surreptitious gratification, which is the de-sexualization of the body within the gym (Sassatelli, 2010). What is meant by this term is that what may be considered against socially accepted norms outside of the gym due to sexual connotations, seems to become

socially accepted within fitness settings. For example, women can wear tighter and more revealing clothing while at the gym without receiving unwanted stares and comments-- as opposed to walking through the grocery store. This may be due to the common understanding that people wanting to see their muscles work in the mirrors at the gym while completing their exercises.

III. Critiques of Fitness

Even though fitness is such a popular phenomenon, there are several critiques that should be mentioned. The first of these critiques is that of fitness always being a positive activity people should pursue. Is it possible that there are unhealthy habits that people can acquire that are due to fitness? The complementary curve presented in a study presented by Neville (2013) indicated that health and fitness are joined in an inverse manner and on the complementary model of health and fitness, health and fitness are on two separate planes. It was suggested that instead of treating health and fitness in a causal relationship or dislocating them, they should exist in a complementary relation as an effort to answer the question of “is fitness good for people?” which still goes unanswered (Neville, 2013). Some researchers have pointed out that the pursuit of fitness has no natural or logical end to it, which could be problematic and result in things such as fitness as an addictive behavior or anorexia (Behm, 1998; Neville, 2013; Sassatelli, 2010).

Figure 1: Neville's Complementary Curve of Health and Fitness



There has been an increase in eating disorders and unnecessary cosmetic surgery due to the fitness boom which is why body image portrayal is so important within fitness contexts (Volkwein, 1998). Issues such as these indicate that the emotional dimension of wellness is not being met, therefore a holistic pursuit of well-being and health is not achieved. People who fall outside of the “fit body” category, or toned, slim, and youthful, tend to be marginalized and put into other categories such as overweight, ageing, bodybuilding or extremely muscled bodies, and “anorexia athletica” which is a term used to describe the phenomenon of prevalent eating disorders in the fitness culture (Maguire, 2001; Sassatelli, 2010; Volkwein, 1998).

This prevalence of eating disorders and cosmetic surgery leads to a second critique of fitness concerning body image. Appearance is one of the two most frequently reported reasons for fitness participation, in fact, interview results have shown that slenderness and attractiveness are the most important motives for fitness and sport

participation (Kagan & Morse, 1988; Maguire, 2001; Pfister, 1998). Fitness and its impact on one's appearance may have replaced fitness and its impact on one's health as the desired status of the human body within today's culture (Neville, 2013). Body image is the subjective picture or mental image of one's own body or a way in which individuals view themselves due to external images of how they think they should appear according to society. Researchers have described body image as a relationship between one's body and cognitive processes such as beliefs, values, and attitudes and as an internal, mental representation or self-schema of one's physical appearance (McConatha, 1998). Another term related to body image is sportivity or sportivization used in European culture. This term encompasses components of attractiveness and mainstream beauty within its meaning as opposed to fitness in American culture (Ohl, 2004; Penz, 1998). Body image aligns with the extrinsic aspiration of being attractive, which may be prevalent in the research of participants' motivations to participate in fitness programs within wellness tourism.

In American culture, the desire to stay youthful and attractive is strong, and fitness is a way of achieving this self-image. Attractiveness and its relationship with the ideal body has changed over time and is now also associated with success, social desirability, happier marriages, better mental health, and more social influence (McConatha, 1998). The "Body of the 80's" was described as a "feminine," powerful, self-determining subject in motion. Jane Fonda was a key icon for body image in the 1980's and although slenderness contradicts an image of power, as opposed to large muscles, the strength Fonda narrated in her aerobic exercises brought a more muscular or

toned ideal to society for women (Kagan & Morse, 1988). Now, the ideal female body profile is associated with attractiveness while fitness and health are secondary (Sage, 1998).

Fitness is based around health and is inseparably connected to vitality, perfection and youth. It is also frequently said that fitness is a sign of vigor, the ability to enjoy, and an indication of an individual's social status in society (Pfister, 1998). The fitness industry in American culture allows social status to be used as a determinant of an individual's health. The lower social classes do not have as much access to institutionalized fitness products like the middle and upper social classes do (Sage, 1998).

The body is a major signifier of one's social status and importance according to research (McDonald, 2004; Sassatelli, 2010). An ill body denotes personal failing, low social status, weak moral character and poor social mobility (Maguire, 2001). Status cannot be taken away from identity building and according to Maguire (2001), fitness has less to do with shaping the body than it does with identity building. This relates to the body depicting an individual as well-off and they have the funds and time to improve their fitness. An additional thought noted was that while clothing once showed social status, the body now does that. "Fashion is no longer on the body rather the body itself is fashion" because "undressed, people still differ from one another; there is no equality among the naked, you have the body that you have earned" (Gebauer, 1998). As stated by Howell, "the non-fat, non-smoking, physically toned body is as much of a sign of status as an Armani suit, a Karan shirt, and a Jaguar XJS" (Howell, 2004). Specifically referring to the female body, McDonald (2004) stated "the properly shaped one is taken as evidence of achievement and self-worth".

These extrinsic motivations of appearance do not stop at the individual level within fitness culture, as it is suggested by several researchers that employees in the fitness industry, such as personal trainers and group fitness instructors, should represent bodies comparable to celebrities possessing the ideal American body image (Maguire, 2001). A study was published in 1997 that indicated celebrity endorsement was better for selling products, however the research should be replicated for consistency and validity (Natarajan & Chawla, 1997). Media like magazines include information from exercise manuals and profile celebrities or well-known personal trainers in coordination (Maguire, 2002). Established wellness tourism destinations have a large presence on social media, national websites, celebrity participation, charity infrastructures, internationally known sponsorships, and global media exposure (Lisle, 2016). This shows how important the images being portrayed through these mediums must be aligned with not only appearance, but health as well for successful intervention.

A healthy, fit, efficient, ascetic, resourceful, flexible, and resilient body, established only as an effort to show economic power based off appearance and performance rather than holistic well-being and health is a third evaluation of fitness culture referred to as the neoliberal body (Lisle, 2016). This critique in addition to body image, seems to place importance on more extrinsic-related goals rather than intrinsic, which studies have shown to be less effective long-term (Deci & Ryan, 2012). Accordingly, the achievement of higher levels of attractiveness and success thus becomes the reason that motivates some individuals to engage in the consumer culture of the fitness industry.

IV. Consumption of Fitness

Consumer culture images of slenderness, youth, beauty, health and fitness are noted frequently in research (Paulson, 2005). Perceptions of body image are influenced by narratives modeled by the media and fitness industry. Fitness magazines include excerpts from new exercise manuals and profile “celebrity” personal trainers (Maguire, 2002). The issue with advertising and celebrity perceptions is that these are not always realistic and are altered with photo editing software such as Adobe Photoshop® which could in turn lead to negative body images with unrealistic standards for one’s self. Furthermore, the continuously growing presence of social media and technology has further contributed to the expansion of the fitness industry and these images. This is problematic because if the exerciser is unable to develop realistic motives for exercising and alter their body image goals if they are unrealistic, they may drop out of fitness programs (Behm, 1998).

Advertising typically operates as a form of capitalist realism that does not represent society as it is, but rather as it should be based on the logic of capitalism (Jackson & Andrews, 2004). The images of idealized lifestyles and identities constructed and portrayed through advertising are those that contribute to social order, economy, and cultural beliefs such as expected fitness outcomes (Jackson & Andrews, 2004). The consequence of this kind of portrayal is that based on perceived value to the marketplace, people are either empowered or disempowered (Jackson, & Andrews, 2004). A study done specifically on running has shown that geographers and sociologists have traced the extent to which neoliberalism has instrumentalized the positive feeling of empowerment

(Lisle, 2016). It is the combination of images and influences from various sources and mediums that impact audiences and their motivations (Wilson, 2004).

These types of influences have created the “American Dream” which is linked to having central goals of wealth, fame, and image (Deci & Ryan, 2012). It appears that American culture tends to promote extrinsic goals as key values to a life of happiness. It is crucial that entities promoting health begin to include intrinsic aspirations in their marketing strategies to help create a healthier culture shift.

Ideally, intrinsic, health related goals, will be the driving factor towards participation in fitness as the industry grows because research suggests that pursuing extrinsic goals and being controlled in one’s motivations are negative predictors of well-being (Deci & Ryan, 2012). It is suggested that when extrinsic aspirations are stronger than intrinsic aspirations, it results in lower self-esteem and self-actualization (Deci & Ryan, 2012). In addition, it tends to result in higher rates of depression, anxiety, narcissism, and participation in high risk behaviors (Deci & Ryan, 2012). Fitness programs must ensure they are providing autonomous supportive environments to increase their participants’ rates of well-being. An autonomous supportive environment is one in which the perspectives of individuals in that environment are acknowledged, typically by authority figures, and the individuals are encouraged to experiment and are provided some choice in their actions, additionally, the use of controlling language is minimized (Deci & Ryan, 2012).

Within the production side of fitness, employees are an integral part of the overall marketing plan. Personal training falls within a category of service work that defies many

of the traditional definitions of work (Maguire, 2001). Personal trainers should have non-traditional assets such as a fit appearance and a positive attitude for their clients to trust them (Maguire, 2001; Sassatelli, 2010). In other words, if a personal trainer is not nurturing, encouraging, and consoling, which research suggests are key components within emotional labor, and if they don't maintain a physique that represents a healthy lifestyle, the trainer will be unable to develop a sense of credibility in the eyes of the client (Maguire, 2001). The ideal trainer is someone who helps the client identify what their goals are and can give advice, regulating the inclusive and exclusive meanings of the clients' motivations (Sassatelli, 2010). Once again, it is vital that the extrinsic goal content of an attractive image is linked back to intrinsic pursuits such as physical health (Deci & Ryan, 2012).

Group fitness instructors are another set of employees who should possess the same non-traditional skills as personal trainers. Some research has suggested that instructors are cultural intermediaries who construct social reality for certain groups of people, challenging them to remain active even if they are suffering from current health problems and are not motivated (Paulson, 2005). In a study conducted by Paulson (2005), an older population of participants were used. This demographic typically has more health problems and in turn may be less motivated to participate in physical activity. This supports the idea that instructors must be able to effectively encourage participants, but also be conscious of possible health concerns, without being too passive. Consumers of fitness require not only quality instruction, but also a credible instructor who can develop their bodies and minds in a way that encompasses multiple dimensions of wellness (Maguire, 2002).

The same concept seen with fitness employees of using fit bodies to encourage others to maintain their own fitness is seen from a governance perspective and is referred to as sportive nationalism which is the use of elite athletes by governments to promote images of national fitness and vitality (Hoberman, 1998). Some researchers have addressed the ways in which discourses are presented so that they align to public health concerns but also with private projects of self-creation (Neville, 2013). Maguire (2002) presented a theoretical framework, the Four areas of Elective Affinity, which observes people attending programs in fitness settings. The four areas found in the literature include: fitness and social mobility, fitness and empowered lifestyle, fitness and medical self-competence, and fitness with advice from fitness experts (Maguire, 2002).

Fitness has been constructed as a consumer lifestyle that primarily seems to take place during one's leisure time. The body-as-enterprise concept was presented in some research as a key element in consumer lifestyle where the body is a project that needs to be managed and developed through an individual's effort and their market choices (i.e. clothing, gym memberships, personal training) (Maguire, 2002). Lifestyles are important for life satisfaction which is an attempt to understand the processes by which an individual views his or her past as well as feelings about present lifestyle and future expectations (Mielke et. al., 1998). It was found in this study that the feeling of biological survival, or having grandchildren, influences life satisfaction in a positive way (Mielke et. al, 1998).

On the consumer side of fitness, some research has identified demographics primarily attending the gym. In one study, exercisers were divided into seven clusters: the

uninterested, marginally interested, interested with low motivation, fitness fanatics, healthy living, sporty, and gym rats (Woolf, 2008). Knowing the interests of each of these groups can help fitness professionals cater to the needs of multiple types of people interested in their services. Another study more closely related to wellness tourism, specifically identified a profile for a sport tourist consisting of the following: physically active, college educated, relatively affluent with at least \$40,000 annually per household, and between the ages of 18 and 44 years old (Delpy, 1998). In research studies, consumer age has been found in research studies to have a significant effect on the amount of money spent on sport and recreational services-- meaning it is important to know the profile of a wellness tourist (Yu et. al., 2014). Information on who is attending programs within wellness tourism remains scarce along with their motivations and what they are looking for out of the experience (Voigt et. al., 2011).

Fitness is marketed in a variety of ways that can relate to peoples' goals and aspirations. Fitness is presented to enhance the quality of life and to stay healthy which are both intrinsic aspirations, but it is also presented as youthful, and attractive which are extrinsic aspirations (Deci & Ryan, 2012; Volkwein, 1998). It is important to look at fitness programs within certain contexts such as the wellness tourism industry, to ensure the organizations are connecting extrinsically motivated aspirations of a desired appearance to intrinsic aspiration such as health.

Wellness Tourism

Since the nature of the relationship between fitness and health has received much less attention outside a medico-scientific context, this research will focus more

specifically on the idea of fitness in a sociological context i.e., wellness tourism (Neville, 2013). The field of fitness is situated within a culture of expectations for fun, immediacy, novelty and variety (Maguire, 2002). The fitness and wellness industry has come to the forefront as the leading segment of the leisure and tourism sector (Neville, 2013; Voigt et. al., 2011). The wellness tourism industry has been one of the contributing components to this growth, which has been defined by Voigt et. al. as the following:

it excludes potential wellness tourism activities such as outdoor activities or volunteer tourism in which one can engage without relying on a specifically designed wellness tourism infrastructure. Thus, wellness tourism was defined as the sum of all the relationships resulting from a journey by people whose motive, in whole or in part, is to maintain or promote their health and well-being, and who stay at least one night at a facility that is specifically designed to enable and enhance people's physical, psychological, spiritual and/or social well-being (2011, p. 17).

In comparison, the general tourism industry is a wide field consisting of many different entities lacking one common definition; however according to the World Tourism Organization (WTO) the definition of tourism comprises the activities of persons traveling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes.

Research has shown that some motivations for outdoor recreation include fun and entertainment, escape and relaxation, health and fitness, family togetherness, stress reduction, a chance to experience the thrill of nature and the challenge of learning (Delpy, 1998). It is possible that the motivations to participate in wellness tourism are similar, but little research has been done on this subject. Voigt et al. (2011) discovered six benefits sought by wellness tourists which were transcendence, physical health and appearance,

escape and relaxation, important others and novelty, re-establish self-esteem, and indulgence.

It is critical to understand the consumer needs of this industry for producers of wellness tourism organizations to create products and services that match the wellness tourists' expectations and create successful marketing campaigns (Voigt et. al., 2011). Understanding the perceived value of the services being offered is important to improve the industry and ensure positive messages are being communicated from the industry to the tourist. Perceived value is the consumer's overall assessment of the utility of a product based on perceptions of what is received and what is given and it is measured by the discrepancy between actual cost and perceived benefit (Yu et. al., 2014).

Themes of health, wellness, and fitness have been discovered as attractions to resort destinations (Gibson, 1998). One study identified three groups of wellness tourists and examined their motivations. These three groups were beauty spa visitors, lifestyle resort visitors, and spiritual retreat visitors (Voigt et. al., 2011). From a production side, a resort in Scottsdale, Arizona offers tourists a "total fantasy land experience" (Gibson, 1998). Canyon Ranch spa in Tuscan, Arizona is regarded as the "ultimate holiday" and gives clients a lifestyle where calorie counting, exercise and meditation are an everyday life experience (Howell, 2004).

Although sought after benefits of wellness tourism have been researched, specific motivations to participate in fitness programs within touristic contexts were not prevalent in the literature. In a study conducted in the United States, benefits sought by wellness tourists in Voigt's lifestyle resort category included pampering, self-discovery, fitness,

weight loss, and an experience that other people will envy (Naylor & Kleiser, 2002; Voigt et. al., 2011). It was noted by Voigt that benefits of relaxation, escape, and stress relief were absent from the results (Naylor & Kleiser, 2002). On the contrary, per the International Spa Association (2004), the two main motivations for spa visits in the United States were “escape and indulgence” and “self-improvement” (Voigt et. al., 2011).

One study on sport tourism which refers to travel away from home to play sport, watch sport, or to visit a sport attraction including both competitive and non-competitive activities, presented sport tourism as a subset of tourism with other sub-categories including adventure tourism, health tourism, nature tourism, spectator tourism, competitive tourism, recreational or leisure tourism, educational tourism and business tourism (Delpy, 1998). Sport tourism has also been noted within research to encompass three broad categories including: watching sporting events, visiting sports related attractions, and active participation, fitness programs within tourism can be comparable to the active participation category (Gibson, 1998).

The growth of sport tourism in the leisure industry is thought to be a result of information technology creating international awareness of sport competitions and activities, improved transportation systems making travel easier, and health promotion research which have changed societal values, gained interest in personal health, and established importance in family togetherness (Delpy, 1998, Gibson, 1998). It is possible that these same ideas contribute to participants’ motivations within wellness tourism. It is interesting that today’s leading health indicators are physical activity, obesity, and

tobacco, drug, and alcohol abuse while in the past they were more centric to the environment, including water and air quality (Maguire, 2001). Wellness tourism seems to include both sets of these indicators which may contribute to more dimensions of wellness, such as the environmental dimension, and could be a reason people choose to attend fitness programs in these touristic settings rather than traditional gym settings. Culture has shifted to see fitness as a wholesome route to wellness and has been represented multiple times as providing the answer to life problems in that it provides an ability to overall feel good mentally and physically (Maguire, 2002). Wellness tourism may be a major component in this shift towards seeking more dimensions of wellness. These additional components that separate fitness programs in wellness tourism apart from traditional fitness programs within a gym setting seem to promote an achievement of a holistic healthy lifestyle rather than simply having a good appearance, but further research should be conducted.

Fitness was discovered in a touristic context in one article which discussed the *Marathon des Sables*, an annual ultramarathon in the Sahara Desert in which over a thousand athletes run the equivalent of five marathons in six days (Lisle, 2016). This race is organized by Atlantide Organization Internationale (AOI) which is founded on neoliberal management structures including things like seasonal employment and low wages (Lisle, 2016). This event has become so popular that it is now fully booked two years in advance (Lisle 2016). This is a clear indication of the growing popularity of pursuing fitness in non-traditional gym settings and the desire to pursue quest-like activities during leisure time.

Tourism can be compared to a quest for an individual in which they feel the need to complete, additionally, fitness has also been compared to a personal quest in pursuit of the indicated ideal body (Lisle, 2016). It has been noted as a societal trend to physically challenge oneself and strive for self-realization (Delpy, 1998). In the *Marathon des Sables* participants were described as invoking a colonial imagination that portrays the Sahara Desert as an exotic, mysterious, threatening, wild, but pure and extreme desert challenge (Lisle, 2016). Self-competition is another concept that could encourage participation in similar activities. It can be defined as striving to better one's body and exercise performance, where participants must enter a world where there is no competition with other participants (Sassatelli, 2010). As with the *Marathon des Sables* although there were many participants racing, the challenge was more than likely completed through self-competition. The equivalent motivational position is that of making one's own performance the object of a continuous self-challenge (Sassatelli, 2010).

Research has indicated that the concept of having a life theme, or a set of activities, social relations, and life goals, sought over a lifetime through a process of psychological selection, centered on the preferential replication of optimal experience and associated activities, could be related to motivations behind attending fitness programs (Massimini & Delle Fave, 2000). Some studies indicate that during leisure time, people are increasingly looking for challenging and complex activities to participate in, including adventure tourism which is comparable to wellness tourism (Massimini & Delle Fave, 2000). Research suggests that the less people use their bodies in the

workplace, such as sitting at a computer, the more they are concerned with their fitness (Penz, 1998). This type of concern could lead to more active travel. In addition to the quest for an ideal body this search for a challenge may also be present within the context of this study as a primary motivation for participation.

In Eastern countries, wellness tourism is also emerging. In Chinese culture, positive health and longevity are sought after through maintaining a balance between one's physical and social environment (Heung, 2013). Four main reasons were identified by Laing and Weiler (2008) as to why wellness tourism is so popular in Asia: urge to return to nature and natural elements, desire for natural and herbal products for cosmetic treatments, natural beauty and exotic landscapes, and the low cost of health and wellness treatments. The literature suggests that in Eastern countries, the main emphasis of wellness tourism is on more therapeutic procedures such as acupuncture, reflexology, Thai massage, tui-na and tai-chi, and ayurvedic practices (Heung, 2013). The urge to return to nature and natural elements is so strong in the eastern culture, there is a competitive aspect of the hot springs tourism sector in Taiwan (Lee, 2008). In this same context, health and fitness have hindered the success of the traditional spas in Eastern culture however, there has been a recent emphasis on relaxation, fitness, stress reduction and beauty added to keep business growing (Lee, 2008). According to Lee (2008), European spas have traditionally focused on providing medical treatments to people suffering from illnesses until recent trends have emerged including the growing number of health and fitness devotees seeking natural and mineral springs and/or spas focused on relaxation and beauty which have been popular in Western societies for some time.

Self-Determination Theory within Fitness Contexts

Fitter bodies are said to be more civic-minded meaning they are more efficient, more productive, and more engaged in environments such as work, which is also supported through the self-determination theory. The plethora of research related to self-determination, motivation, and fitness begs the question as to whether the fitness and wellness tourism industries follow the same patterns of motivation and exercise (Deci & Ryan, 2012; Lisle, 2016). The self-determination theory, or SDT, suggests that people have fundamental psychological needs to be competent, autonomous, and related to others (Deci & Ryan, 2012). It has been used within fitness contexts numerous times to understand what kind of motivations are needed to sustain healthy practices within one's lifestyle (Edmunds, 2006; Sebire et.al., 2013; Teixeira et. al., 2012). Research shows that the more autonomous an individual is, the more engagement, vitality, and creativity they have in their daily routines, relationships, and life projects (Deci & Ryan, 2012). Ensuring that fitness programs create an autonomously supportive environment, suggests that individuals participating in the program will give more effort, and therefore have better results.

Being autonomous is to behave with a sense of volition, willingness, and congruence and to fully support with the behavior, such as exercise, one is engaged in (Deci & Ryan, 2012). There are two types of autonomous motivation: intrinsic motivation and well-internalized extrinsic motivation (Deci & Ryan, 2012). Extrinsic goals are focused outward and relate to ego validation and include things like creating an attractive appearance, accumulating wealth, or becoming famous (Deci & Ryan, 2012;

Sebire et. al., 2013). These types of goals are seen within the fitness realm, especially goals related to appearance and body image. On the contrary, intrinsic goals are focused inward and include things like being healthy, attaining self-acceptance, continuing personal growth, developing meaningful relationships, and contributing to the community (Deci & Ryan, 2012; Sebire et. al, 2013). These types of goals may also be found within fitness contexts.

In one study conducted through a GCT perspective (Sebire et. al., 2013) focused on examining exercisers' experiences of pursuing exercise related goals and found that these goals may influence exercise experiences. The data was collected from participants recruited from two health and fitness centers located in southwest England. The Goal Content for Exercise Questionnaire (GCEQ) was used to identify individuals with highly intrinsic motivational goals and highly extrinsic motivational goals. Out of the 130 questionnaire packs distributed, 63 were returned, and 48 people consented to an interview. Out of these 48 people, 11 were selected to participate in a face-to-face semi-structured interview (Sebire et. al., 2013). Results of the study indicated four overarching themes. Observation of others and resulting emotions was one theme related to social experiences whereas the three other themes related to experiences of goal progress. These themes were goal expectations and time perspective; markers or progress; and reactions to (lack of) goal achievement (Sebire et. al., 2013). The study identified processes that could be related to interpersonal social experiences and goal achievement that could explain associations between goal content and psychological need satisfaction within the intervention (Sebire et. al., 2013).

Another study done through a SDT perspective was conducted by Brickell & Chatzisarantis (2007). This study explored the correlates of a measure of spontaneous Implementation intentions on 253 students attending a Canadian University. Implementation intentions are designed to allow for preference in planning when, where, and how to exercise. By looking at the relationship between spontaneous implementation intentions and measures of behavioral regulation, exercise behavior can be better explained, (Brickell & Chatzisarantis, 2007). The study used the Behavioural Regulation in Exercise Questionnaire along with a measure of actual exercise behavior. In this study, identification predicted implementation intentions, which was likely due to higher levels of autonomy and interest that characterized identification rather than extrinsic motivations (Brickell & Chatzisarantis, 2007). In this study, intrinsic motivation did not emerge as a predictor of spontaneous implementation intentions. The study proposed that external regulation is not a good predictor of exercise behavior, potentially because externally regulated people do not spontaneously form implementation intentions (Brickell & Chatzisarantis, 2007).

A third study reviewed, conducted by Lutz et. al. (2008), examined goal process cognition as a mediator of the relationship between self-determined motivational rating and strenuous exercise participation using SDT. The study collected data from 535 participants, using 323, of students enrolled in introductory psychology classes at a large southwestern state university in the United States (Lutz et. al., 2008). The researchers used the Exercise Motivation Scale and the Goal process appraisal: GSAB, and the Leisure-Time Exercise Questionnaire to assess their research questions. Results of the

study showed that the participants tended to be more self-determined than not for exercise motivation, and valued these goals in their ability to attain them. Goal planning was found to be a mediator between self-determination motives and exercise frequency (Lutz et. al., 2008).

A fourth qualitative study examined individual experiences of participating in exercise interventions through a SDT based exercise intervention; data was collected from eight people through semi-structured interviews in Gothenburg (Kerkela et. al., 2015). The purpose of this research was to examine individuals' experiences within exercise contexts to understand how fitness programs can be adjusted to individual participants needs, capacities, and circumstances. The study found that three themes were linked to influencing motivation and exercise participation: the frames of the intervention, measurable changes, and the individual's context (Kerkela et. al., 2015). Frames of intervention are described as revolving around aspects of the structure and agreement of participating, including the meaning and expectations that the participants related to partaking the intervention. Measurable changes are focused on the changes the participants experienced during the program including physical measures, achievements, and the internal changes they may have experienced themselves. The individual's context includes changes that the program had on the participants' regular daily living habits and relationship oriented contexts that impacted the participants' choice. Sub-themes of the frames of the intervention included: the structure as encouraging, the structure as restraint, the relationship to the coach, and individualized exercise. The sub-themes for measurable changes included: to notice change, increased self-awareness, and the

assimilation process. The sub-themes for the individuals' context were: effects on everyday life, social support, and difficulties prioritizing (Kerkela et. al., 2015).

SDT was used in another study conducted by La Guardia (2009) which looked at the establishment of healthy identities. The article examined how self-determination theory framework provides an understanding of motivational processes that influence identity concepts of exploration and commitment, specifically with the idea that the basic psychological needs of self-determination theory frame the development of identity through processes of intrinsic motivation and internalization (La Guardia, 2009). The article emphasized the importance of social support from teachers and parents within a school setting to develop internalization of school tasks to show that need support impacts the pursuit of intrinsic interests and the adoption of more meaningful and deeper motivations, resulting in higher engagement (La Guardia, 2009). An implication of the study was that significant challenges in early tasks of identity formation may set the stage for more profound disturbances in personal well-being and relational functioning, elaborated through two philosophies of the conceptualization of well-being: hedonic value and actualization of human potentials (La Guardia, 2009).

In a study conducted by Sibley and Bergman (2016) in the United States, the relationships among exercise goal contents, behavioral regulation, physical activity, and aerobic fitness were examined. Participants were undergraduate students enrolled in an eight-week university physical education course. They were mostly female (59.2%) and mostly white (94.1%) (Sibley & Bergman, 2016). The Goal Content for Exercise Questionnaire (GCEQ) was used in addition to the Behavioral Regulation in Exercise

Questionnaire (BREQ), and the Physical Activity Questionnaire for Adults (PAQ-AD). The researchers also had participants complete the Fitnessgram Progressive Aerobic Cardiovascular Endurance Run test (PACER) to estimate their maximal oxygen uptake (VO₂max), an indication of their aerobic fitness. Goal contents pertaining to health management and skill development were found to predict physical activity and aerobic fitness through a fully mediated path of identified and intrinsic regulation (Sibley & Bergman, 2016).

Summary and Conclusion

Research suggests within the fitness industry, there are pre-existing concerns related to body image and other extrinsic goal content. Wellness and holistic approaches to health must be adopted to support success of participants within fitness programs. A gap in literature has been identified pertaining to the goal content of exercisers within a wellness tourism context. In addition, there has been scarce research conducted on the images and narratives being produced in this industry. Using concepts from goal content theory, this study aims to expand on the existing literature, and explore the goal content of this population.

RESEARCH METHODS

Mixed Methods

My research draws on mixed methods. Creswell defines mixed methods research as:

an approach to inquiry involving collecting both quantitative and qualitative data, integrating the two forms of data, and using distinct designs that may involve philosophical assumptions and theoretical frameworks. The core assumption of this form of inquiry is that the combination of qualitative and quantitative approaches provides a more complete understanding of a research problem than either approach alone (2014, p. 4)

The mixed method approach originated in the late 1980's and early 1990's and has gone through several development phases including the formative stage, the philosophical debates, the procedural developments, and reflective positions (Creswell, 2014). Indicators such as federal funding initiatives and discipline-specific discussions about mixed methods in journals across the social and health sciences reflect the rising importance of this approach (Creswell, 2014). The mixed methods approach has been used in a variety of fields including evaluation, education, management, sociology, and health sciences (Creswell, 2014).

The rationale for using a mixed methods approach is due to the relatively under-developed body of literature on wellness tourism and fitness contexts combined. It is important to understand what the industry promotes through marketing and advertising efforts in addition to the goal content of the fitness tourists. Examining the images and narratives endorsed by these lifestyle resorts allows for discussion on the types of tourists who are visiting them in relation to their goal contents. Understanding both the portrayal

presented by the industry in relation to intrinsic and extrinsic goals in comparison to the types of goals fitness tourists possess will allow the agencies to design programs and advertisements to better support the needs of their consumers.

For purposes of this research, the embedded mixed methods design was employed. This design is an advanced strategy where one form of data is nested within a larger design and elements from the convergent, explanatory sequential, and exploratory sequential design mixed methods are employed (Creswell, 2014). Challenges faced with this type of research design include the need for extensive data collection, the time-intensive nature of analyzing both qualitative and quantitative data, and the requirement to be familiar with both forms of research (Creswell, 2014). Understanding the images and narratives produced by the wellness tourism industry and additionally the goal content of the people visiting, will create a larger opportunity for evaluation and exploration of the industry. To collect quantitative data from the participants at the participating lifestyle resorts, the Goal Content for Exercise Questionnaire will be distributed. A qualitative content analysis will be conducted to better understand the types of motivations the wellness tourism industry endorses through advertising.

Quantitative Instrument: Goal Content for Exercise Questionnaire

The Goal Content for Exercise Questionnaire (GCEQ) was developed by Sebire, Standage, and Vansteenkiste in 2008. It is a 20-item measure that was designed to assess the relevance of five goal categories for engaging in exercise: social affiliation, image and appearance related concerns, health management, social recognition, and skill development (Sibley & Bergman, 2016). Intrinsic exercise goals include health

management (HM), skill development (SD), and social affiliation (SA), while extrinsic exercise goals include those associated with image (IM) and social recognition (SR) (Standage & Ryan, 2012). The 20 items on the GCEQ are presented on a 7-point Likert scale ranging from 1 (not at all important) to 7 (extremely important) with four items per goal. The scores are calculated by subtracting the average of scores on extrinsic goal items from the average of scores on intrinsic goal items (Sebire et. al., 2008).

Table 2: Goal Content for Exercise Questionnaire by Goal Category

Goal Category	Intrinsic or Extrinsic	Questions on GCEQ
Social Recognition	Extrinsic	<ul style="list-style-type: none"> •to be well thought of by others •to gain favorable approval by others •to be social respected by others •so that others recognize me as an exerciser
Image	Extrinsic	<ul style="list-style-type: none"> •to improve the look of my overall body shape •to improve my appearance •to be slim so to look attractive to others •to change my appearance by altering a specific area of my body
Social Affiliation	Intrinsic	<ul style="list-style-type: none"> •to form close bonds with others, to develop close friendships •to connect with others in a meaningful manner •to share my exercise experiences with people that care for me

Health Management	Intrinsic	<ul style="list-style-type: none"> •to increase my resistance to illness and disease •to increase my energy level •to improve my overall health •to improve my endurance, stamina
Skill Development	Intrinsic	<ul style="list-style-type: none"> •to acquire new exercise skills •to develop my exercise skills •to become skilled at a certain exercise or activity •to learn and exercise new techniques

The developers of GCEQ found that exercise-based psychological need satisfaction play a role in mediating the effect of relative intrinsic goal content on physical self-worth, psychological well-being, and exercise anxiety (Standage & Ryan, 2012). Examining goal contents in previous studies revealed correlations that were hidden by compilation scoring protocols (Sibley & Bergman, 2016). Sebire et al. (2008) provided evidence for adequate factorial validity (both higher and lower order), as stability, invariance across gender, and internal consistency in their development and validation paper (Standage & Ryan, 2012). A limitation of the GCEQ is that it is most appropriate for those who are at least contemplating exercise participation, as it is currently unable to measure what non-exercisers goals might be if they decided to start (Sebire et. al., 2008).

I. Sample

A convenience sample was used for this study. A convenience sample, also known as accidental sampling or nonprobability sampling, involves using individuals who happen to be easily accessible as participants in research (Creswell, 2014; Miles et. al, 2014; Orcher, 2014). Some of the benefits to using a convenience sample include its geographic accessibility and immediate availability (Miles et. al, 2014). Limitations of a convenience sample include its inability to be randomized and generalized to a population (Creswell, 2014).

This type of sampling is most appropriate for this study because there are not many wellness tourism resorts willing to grant access to their consumers. Some lifestyle resorts are in different countries or are too far away to be considered. This limits the number of organizations available to grant permission to distribute the GCEQ. Within these organizations, there are only a certain number of visitors available each day to give the GCEQ, to due to room reservations, it was not guaranteed that every individual would agree to participate in the study. For these reasons, convenience sampling was the most logical option.

As the researcher, I spent three days at each of the participating organizations to distribute the GCEQ for a total of nine data collection days. To decrease the likelihood of disturbance or inconvenience to the participants, I recruited during periods of time when people were waiting for an activity to begin. For example, when there was a group hike, I arrived at the meeting location, and asked for participation from the early participants while they waited for the hike to begin. In addition, I asked the groups of people to

complete the GCEQ after their fitness activities concluded if they had time. Those who elected to participate were given an informed consent letter, a demographic data sheet, and the GCEQ. Over the course of the nine days, the goal was to obtain a minimum of 100 completed usable questionnaires to analyze the data. The surveys were gathered with me on-site directly asking the tourists to participate in my study, rather than leaving them at the site unattended. The organizations assisted with communication and introducing me to the groups.

II. Analysis

To analyze the quantitative data, mean scoring of the items on Sebire, Standage, and Vansteenkiste's (2008) GCEQ was conducted. The mean scores indicated which of the five categories (affiliation, image, recognition, health, and skill) with which the participants' goals most closely aligned. The mean scores between the intrinsic and extrinsic categories were used to determine if the fitness tourists are generally more intrinsically or extrinsically motivated to exercise and reveal the type of motivation most fitness tourists possess in the participating lifestyle resorts. To calculate this, the extrinsic goal mean (IM and SR) was subtracted from the intrinsic goal mean (HM, SD, SA) as done by Sebire et. al. (2013). The mean is a descriptive statistic and is a type of average. Computationally, it is the average obtained by summing all the scores and dividing by the number of scores (Orcher, 2014). Out of the 20 questions on the GCEQ, four questions are devoted to each of the five goal categories. Each of the 20 items is scored between one and seven. If a participant had zero extrinsic goal content and ranked all the intrinsic goal content items as a 7, the intrinsic score would be a 7. If a participant has zero

intrinsic goal content and ranked all the extrinsic goal content items as a 7, the intrinsic score would be a 1. The relative intrinsic score (average intrinsic score-average extrinsic score) could be as low as a -6 or as high as a +6. If the score is below 0, the individual is considered to have more extrinsic goal content while if the score is positive, the individual is considered to have more intrinsic goal content. A range of possible scores are possible between these two numbers.

Qualitative Method: Content Analysis

Qualitative research is defined by Creswell (2014) as “an approach for exploring and understanding the meaning individuals or groups ascribe to a social or human problem. The process of research involves emerging questions and procedures, data typically collected in the participant’s setting, data analysis inductively building from particulars to general themes, and the researcher making interpretations of the meaning of the data.” Content analysis is a method within qualitative research in which studies examine the words and images presented through the data sets to serve as the analytic process (Miles et. al., 2014).

Content analysis is a method of analyzing written, verbal or visual communication messages, as defined by Cole, and was first used as a method for analyzing hymns, newspaper, magazine articles, advertisements, and political speeches in the 19th century (Elo & Kyngas, 2008). In the current study, a deductive use of the content will be used, based off previous knowledge about fitness and exercise motivations as well as the self-determination theory and goal content theory. There are three phases of deductive content analysis which include preparation, organizing, and reporting (Elo & Kyngas, 2008).

I. Sample

The sample consisted of websites and marketing produced by the wellness tourism agencies participating in the study; Enchantment Resort, the Oaks at Ojai, and VeraVia. The benefits to using this type of sampling method include an opportunity for discussion between the findings of the content analysis and the results from the GCEQ portion of the study, while the cons include the inability to generalize the findings to the wellness tourism industry. This type of sampling is most appropriate for this study because of the amount of time required to analyze all the content and the access to the brochures and offline content that can be used in the analysis.

II. Analysis

To analyze the data, all pages from the websites of Enchantment Resort, the Oaks at Ojai, and VeraVia were tediously reviewed in addition to any brochures, flyers, or other marketing pieces available. The content was reviewed for keywords and phrases that fit into the themes of appearance and health, as those are the two most reported reasons for personal fitness engagement (Kagan & Morse, 1988). Within the health theme, dimensions of wellness were also accounted for to discuss how health was used in the content. As mentioned previously, these dimensions of wellness include social, emotional, spiritual, environmental, occupational, intellectual, and physical (UCR, 2014). This interpretation allowed me to understand how the resorts talked about health and if it was catered more towards extrinsic or intrinsic aspirations, if any at all. The images presented on the same content were reviewed to determine representations of age, gender,

and race. In addition, utilizing research strategies of Sassatelli (2010), bodies were presented in advertising were placed into categories of overweight, normal, toned, and unrealistic. A coding worksheet was created to examine the images on the websites and marketing pieces produced by the three sites. They were then counted to determine what demographics and body types are represented through the wellness tourism industry.

Sites of Investigation

I. Enchantment Resort

Located in the Boynton Canyon in Sedona, Arizona, Enchantment Resort promotes “a place to inspire the mind, body and spirit” (Enchantment, 2016). Sedona town in Northern, Arizona about two hours north of Phoenix with a population of just over 10,000 people (US, 2013). It is a desert town surrounded by red-rock buttes, steep canyon walls, and pine forests. There are over 100 activities offered each week for the people staying the night at Enchantment Resort. There is a spa, a golf course, dining, and a gift shop. The philosophy of the “Enchantment Group” is “focused on the greatest overall guest experience for each of the properties” [The owners] take great pride in maintaining healthy profitability margins on behalf of our owners and investors...”. (Enchantment, 2016). There are 16 articles listed on the website that have featured Enchantment Resort including Shape magazine, Executive Golfer, and Travel Professional. In addition, there are nine press releases listed. Physical activities including tennis, yoga, hiking, biking, and group fitness are offered at the resort. The nightly stay at Enchantment Resort starts at \$420.

II. VeraVia

VeraVia is located in Carlsbad, California which is a seaside resort city along the Pacific coastline north of San Diego with a population of almost 111,000 people (US, 2013). VeraVia has been featured in the New York Times, the Wall Street Journal, Travel + Leisure, and others (VeraVia, 2016). The goal of VeraVia is “to provide you with the maximum results possible during your stay at our luxury wellness resort and continued results after you return home” (VeraVia, 2016). They describe themselves as boutique size meaning they only accept a limited number of guests per week, and customized, meaning they create programs for each guest based on their needs and goals. In addition, they say they are one-on-one, holistic, and naturopathic medical (VeraVia, 2016). The packages for VeraVia start at \$3,450.

III. The Oaks at Ojai

Ojai is a small city in California northwest of Los Angeles in a valley in the Topatopa Mountains. It is known for its art galleries and hiking trails and is populated with just under 7,600 people (US, 2013). The Oaks at Ojai is a spa retreat designed for women over 40. They offer a variety of activities ranging from yoga to hiking, art tours to massages, private consultations to educational classes and cooking demonstrations. The program includes overnight accommodations, meals to promote weight loss, 15 fitness classes per day, and evening seminars devoted to healthy behavior change (Oaks, 2016). The nightly rate starts at \$350 while the fitness package (5 nights) starts at \$1,750.

Recruitment of Sites

The sites for this research were recruited through searching top fitness vacation and fitness boot camp lists featured on Fodors website, Travel Channel website, Lonely Planet website, Greatist website, and 10best.com website. Locations were chosen from the southwest region of the United States that appeared to offer fitness and nutrition guidance as well as accommodations for overnight stays. A total of 15 sites were determined eligible for this study and contacted via telephone. Of these organizations, 12 were successfully reached. Four locations declined, five stopped responding, and three agreed to participate by providing access to their clients. Some reasons provided for declining included celebrities attended their resort, the program was not being offered anymore, there was not enough bandwidth, and loss of fitness leadership staff. In many other areas of the country, like Florida, Hawaii, New York, and Illinois as well as some international locations like Puerto Rico and Mexico fitness programs are offered in touristic destinations.

DATA ANALYSES AND RESULTS

Profile of Respondents

In total, 112 surveys were distributed at the three participating research sites, of those, 100 met the inclusion criteria and were returned fully completed. The Oaks at Ojai had 23 completed GCEQs, VeraVia had 15, and Enchantment Resort had 62. All 112 had completed demographic data. The data was broken up by each site due to the unequal amounts of surveys collected from each site and one site with a specific target market of older women. All together, 25 males and 87 females completed the demographic segment of the survey with an age range of 18 to 87 years old. Intrinsic goal content was favored over extrinsic goal content at all three locations. Length of stay and previous visits were also collected from respondents, as done in previous studies (Damijanac & Sergo, 2013).

Table 3: Demographic Information of Participants at Wellness Tourism Resorts

	The Oaks at Ojai	VeraVia	Enchantment Resort
Gender	25 F, 1 M	13 F, 3 M	49 F, 21 M
Age	21-77 (M=57)	42-87 (M=62.1)	18-80 (M=44.6)
Ethnicity	White (85%)	White (100%)	White (80%)
Annual Income	24K-1M	200K-1M	32K-900K
Marital Status	Married (58%)	Married (47%)	Married (59%)
Active or In-Active	Active 3x/week	Active 2x/week	Active 3x/week
In-State or Out-of-State	In (62%)	Out (60%)	Out (79%)

Quantitative Findings

I. The Oaks at Ojai

Of the 26 completed questionnaires ($n=26$), with demographic data, collected from the Oaks at Ojai, the participants (25 females and 1 male) ranged from 21 to 77 years ($M = 57.0$, $SD = 16.1$). Most were Caucasian (84.6%), followed by African American (7.7%), Asian (3.8%), and Hispanic (3.8%). Most of the participants were married (57.7%), followed by never been married (23.1%), divorced (3.8%), and living with a partner (3.8%). Most participants were from California (16), in-state, at 61.5% and the remainder were from out-of-state representing New York (1), Wisconsin (1), Illinois (2), Oregon (2), Nebraska (1), Texas (1), Pennsylvania (1), and Washington, D.C. (1).

Overnight stay length ranged from 1 to 24 nights ($M = 6.4$, $SD = 5.1$). The number of visits to the resort in one's lifetime ranged from 1 to 30 visits ($M = 6.1$, $SD = 8.1$). The participants mostly heard about the resort through word of mouth (69.2%), followed by website or internet search (15.4%), and other (15.4%). Most participants had not stayed at another resort offering fitness programs (53.8%) while the others indicated they had stayed at other resorts offering fitness programs (46.2%). In addition, most participants reported being currently active with only 2 reporting no physical activity per week ($M = 3$ times per week, $SD = 2$) and the age the participants started exercising or being active ranged from 0 (always) to 50 ($M = 16.7$, $SD = 10.2$). The participants exercised for an average of 50 minutes per exercise session. Annual income was answered by 21 of the participants and ranged from \$24,000 to \$1,000,000 ($M = 228,524$, $SD = 221,316$).

The GCEQ was completed by 23 of the 26 participants at the Oaks (n=23). On a Likert scale of 1 to 7 the mean scores were as follows: social affiliation, $M=2.7$; image, $M=4.9$; health management, $M=6.3$; social recognition, $M=2.5$; and skill development, $M=4.6$. Overall, the participants at the Oaks at Ojai favored intrinsic goal content with a relative intrinsic score of .84 (intrinsic mean score = 4.55 and extrinsic mean score = 3.71). Of the 23 participants, 17 were scored as having higher intrinsic goal content and 6 were scored as having higher extrinsic goal content for exercise.

All but one of the participants that scored extrinsic, were from in-state. Additionally, all extrinsic scoring participants were white females with an age range of 40 to 68 years old. All but one had not been to a fitness resort previously. All extrinsic scoring participants identified a teen age at which they first began exercising. The primary motivations reported for exercise, as stated by the extrinsic participants, were mostly those of health management, with one reporting skill development and another falling into an “other” category that did not fit with the themes of the GCEQ. Health management and skill development are both considered intrinsic goal content motivations.

II. VeraVia

Of the 15 completed questionnaires (n=15), with demographic data, collected from VeraVia, the participants (13 females and 3 males) ranged from 42 to 87 years ($M = 62.1$, $SD = 13.7$). All were Caucasian (100%). Many participants were married (46.7%), followed by widowed (26.7%), living with a partner (1.3%), and divorced (0.7%). The most represented state was California (6), in-state, at 40.0% and but the remainder and

majority were from out-of-state representing Washington (2), Wisconsin (1), Illinois (1), New York (2), Florida (1), Georgia (1), and one reported as being a “drifter”. Overnight stay ranged from 1 to 60 nights ($M = 11.8$, $SD = 13.9$). The number of visits to the resort in one’s lifetime ranged from 1 to 17 visits ($M = 2.3$, $SD = 4.1$). The participants mostly heard about the resort through website or internet search (73.3%), followed by word of mouth (1.3%), and other (1.3%).

Most participants had not stayed at another resort offering fitness programs (73.3%) while the others indicated they had stayed at other resorts offering fitness programs (26.7%). In addition, most participants reported being currently active with only 3 reporting no physical activity per week ($M = 2$ times per week, $SD = 2$) and the age the participants started exercising or being active ranged from 3 to 49 ($M = 19.6$, $SD = 13.5$). The participants exercised for an average of 39 minutes per exercise session. Annual income was answered by 9 of the participants and ranged from \$200,000 to \$1,000,000 ($M = 455,556$, $SD = 239,066$).

The GCEQ was completed by 15 of the 15 participants at VeraVia ($n=15$). On a Likert scale of 1 to 7 the mean scores were as follows: social affiliation, $M= 3.2$; image, $M= 4.6$; health management, $M= 6.1$; social recognition, $M= 2.8$; and skill development, $M= 4.9$. Overall, the participants at VeraVia favored intrinsic goal content with a relative intrinsic score of 1.05 (intrinsic mean score = 4.72 and extrinsic mean score = 3.68). Of the 15 participants, 12 were scored as having higher intrinsic goal content and 3 were scored as having higher extrinsic goal content for exercise.

All the participants that scored extrinsic, were from in-state. Additionally, all extrinsic scoring participants were white, married, females with an age range of 56 to 81 years old. All but one had not been to a fitness resort previously. Interestingly, all three extrinsic scoring individuals identified themes of health management in their answer to why they were most motivated to attend VeraVia. Health management is an intrinsic goal.

III. Enchantment Resort

Of the 71 completed questionnaires 70 met the inclusion criteria and were used ($n = 70$), with demographic data, collected from Enchantment Resort, the participants (49 females and 21 males) ranged from 18 to 80 years ($M = 44.6$, $SD = 13.4$). Most were Caucasian (80%), followed by Asian (11.4%), African American (2.9%), Hispanic (2.9%), and other (2.9%). Many participants were married (58.6%), followed by never been married (20%), divorced (11.4%), living with a partner (4.3%), separated (2.9%), widowed (1.4%), and no response (1.4%). Most participants were from out-of-state, representing 17 other states, 2 other countries, and 2 no response and 21.4% from Arizona, in-state. Overnight stay ranged from 1 to 7 nights ($M = 3.4$, $SD = 1.5$).

The number of visits to the resort in one's lifetime ranged from 1 to 12 visits ($M = 2.1$, $SD = 2.1$). The participants mostly heard about the resort through word of mouth (58.6%), followed by website or internet search (28.6%), other (10%), and printed brochure or flyer (2.9%). Most participants had stayed at another resort offering fitness programs (51.4%) while the others indicated they had not stayed at other resorts offering fitness programs (48.6%). In addition, most participants reported being currently active

with only 8 reporting no physical activity per week ($M = 3$ times per week, $SD = 2$) and the age the participants started exercising or being active ranged from 0 (always) to 50 ($M = 16.1$, $SD = 13.2$). The participants exercised for an average of 48 minutes per exercise session. Annual income was answered by 43 of the participants and ranged from \$32,000 to \$900,000 ($M = 195,826$, $SD = 178,185$).

The GCEQ was completed by 62 of the 70 participants at Enchantment Resort ($n=62$). On a Likert scale of 1 to 7 the mean scores were as follows: social affiliation, $M= 3.1$; image, $M= 4.6$; health management, $M= 5.9$; social recognition, $M= 2.5$; and skill development, $M= 4.4$. Overall, the participants at Enchantment Resort favored intrinsic goal content with a relative intrinsic score of 0.95 (intrinsic mean score = 4.46 and extrinsic mean score = 3.51). Of the 62 participants, 51 were scored as having higher intrinsic goal content, 10 were scored as having higher extrinsic goal content for exercise, and 1 was scored as neutral or 0.

Most of the participants that scored extrinsic, were from out of state, differing from the other two resorts. Only three of the ten reported living in Arizona. White, Asian, Black, and Hispanic ethnicities were accounted for out of the extrinsic scoring individuals. Two of the participants were male and eight were female. Half of the extrinsic participants had been to a fitness resort before and half had not. Interestingly, four extrinsic scoring individuals identified themes of health management in their answer to why they were most motivated to attend Enchantment while six reported motivations that did not fit in the GCEQ themes. Health management is an intrinsic goal. The participants that stated their primary motivation fell into the “other” category were

motivated by the setting and location of the resort. Depending on if the location was interpreted as exclusive or luxurious as opposed to relaxing and stress reducing, would determine if these were intrinsic or extrinsically focused motivations.

IV. Comparison of GCEQ Scores between Sites of Investigation

Between all three sites, higher importance was reported on intrinsic goal content than extrinsic goal content. For each individual category, 7 was the highest possible score and 1 was the lowest. For relative intrinsic importance, the scores could range from -6 to +6. Health management, image, and skill development were the highest ranked goals out of the five examined on the GCEQ. It is interesting to note that the Oaks at Ojai scored the highest on health management between the three resorts and their target market is older females. Research suggests that health becomes more important than appearance with age (Dacey et. al., 2008). Participants at VeraVia placed the highest importance on intrinsic goals of all three sites with health management and skill development being the top two categories. This is also reflected in the relative intrinsic score. The other two sites reported image as being their second highest goal.

Table 4: Goal Content Scores by Site of Investigation and Goal Category

	Oaks at Ojai	VeraVia	Enchantment Resort
Health Management	6.3	6.1	5.9
Image	4.9	4.6	4.6
Skill Development	4.6	4.9	4.4
Social Recognition	2.5	2.8	2.5
Social Affiliation	2.7	3.2	3.1
Relative Intrinsic	0.84	1.05	0.95

Qualitative Findings

From all three research locations, 182 images were examined to determine demographic representation and body image. None of the images portrayed an unrealistic body image, and many were either “normal” or “toned” as classified by Sassatelli (2010). The age of the people in the photos were classified as older adults and younger adults. Older adults were people who appeared 40 years old and above, as this was the intended target age for one of the sites in the study (Oaks at Ojai) and classified as older by the organization. For uniformity, the analysis was done based off this same age ranking. The narrative content of the research was selected from a word frequency list that accounted for all web pages produced by the organization. From these lists, words that fit into themes of appearance and health were selected as research suggests these are the two most common motivations for exercise (Kagan & Morse, 1988). Included in the theme of health are the dimensions of wellness. For this research seven dimensions defined by the University of California, Riverside (2014), were used.

Social Wellness is defined as the ability to relate to and connect with other people in our world. Our ability to establish and maintain positive relationships with family, friends and co-workers contributes to our Social Wellness (UCR, 2014). Using information based off the GCEQ, the goal content of social affiliation would also be included in social wellness and is therefore a part of health. Examples of social wellness within fitness tourism may include a weekend trip with friends or family, or meeting others with similar interests to them so they have a larger friend group.

Emotional Wellness is defined as the ability to understand ourselves and cope

with the challenges life can bring. The ability to acknowledge and share feelings of anger, fear, sadness or stress; hope, love, joy and happiness in a productive manner contributes to our Emotional Wellness (UCR, 2014). In the context of this study, stress reduction was a reoccurring component of motivation for attending which is associated with emotional wellness. Stress reduction is related to health management in this sense.

Spiritual Wellness is defined as the ability to establish peace and harmony in our lives. The ability to develop congruency between values and actions and to realize a common purpose that binds creation together contributes to our Spiritual Wellness (UCR, 2014). Spiritual Wellness in the context of this study was found primarily at Enchantment Resort, as they offer packages described as “journeys” for individuals who may have recently lost a loved one or gone through a traumatic experience. These “journeys” allow the individual to heal and establish harmony with the situation occurring in their life at that time.

Environmental Wellness is defined as the ability to recognize our own responsibility for the quality of the air, the water and the land that surrounds us. The ability to make a positive impact on the quality of our environment, be it our homes, our communities or our planet contributes to our Environmental Wellness (UCR, 2014). In this context, Environmental Wellness may be accounted for as these sites preserve the nature and land surrounding them and the participants support a positive attitude to the nature around them.

Occupational Wellness is defined as the ability to get personal fulfillment from our jobs or our chosen career fields while still maintaining balance in our lives. Our

desire to contribute in our careers to make a positive impact on the organizations we work in and to society as a whole leads to Occupational Wellness (UCR, 2014). In this context, Occupational Wellness may not be as frequent as the other dimensions as usually when people are participating in tourism, they are away from a work environment.

Intellectual Wellness is the ability to open our minds to new ideas and experiences that can be applied to personal decisions, group interaction and community betterment. The desire to learn new concepts, improve skills and seek challenges in pursuit of lifelong learning contributes to our Intellectual Wellness (UCR, 2014). In this context, skill development, a goal content of the GCEQ, would be considered as a contribution to Intellectual Wellness as people may be wanting to learn more about exercise techniques or healthy diets.

Physical Wellness is defined as the ability to maintain a healthy quality of life that allows us to get through our daily activities without undue fatigue or physical stress. The ability to recognize that our behaviors have a significant impact on our wellness and adopting healthful habits (routine check ups, a balanced diet, exercise, etc.) while avoiding destructive habits (tobacco, drugs, alcohol, etc.) will lead to optimal Physical Wellness (UCR, 2014). This dimension of wellness may be seen in a fitness tourism context as people strive to hike, bike, exercise, and gain nutrition guidance. These aspects apply to the physical dimension of wellness and can sometimes be measured by other attributes such as weight, muscle tone, and strength.

I. The Oaks at Ojai

A total of 48 images were observed from the website pages and available printed marketing with a total of 94 people present in them (n=94) at the Oaks at Ojai.

Characteristics including age, gender, race, and body type were observed. It was also noted how many images were action shots vs. posed images. The age characteristic was 16% young adults, 58.5% older adults, 0% children, and 25.5% unidentifiable. The gender characteristic was 3.2% male, 93.6% female, and 5.3% unidentifiable. The race characteristic was 11.7% black, 79.8% white, 1.1% Asian, 0% Hispanic, and 9.6% unidentifiable. The majority of the people present in the photos were classified as having a normal or average body type at 48.9%, followed by unidentifiable at 31.9%, toned at 16%, overweight at 5.3%, and 0% at unrealistic. Of the 48 images, 17 were classified as posed.

Using NVivo Software, the narratives and texts from the Oaks at Ojai's website were counted for frequency. The words hiking, healthy, fitness, learn, soul, tone, mind, weight, health, and rejuvenate were selected from the most frequently used word list to observe the contexts in which they were talked about. These words were selected as they fit into the dimensions of wellness as previously discussed. Hiking is a form of physical activity, which therefore includes it in the physical dimension of wellness, along with the terms weight and tone, as weight and muscle tone are physical. Healthy or health, is one of the main themes being sought out in the content as it is frequently reported along with

appearance as motivation for fitness engagement (Kagan & Morse, 1988). Fitness was included in the analysis as it is a component of physical wellness and a main part of this research. The term “learn” not only is a synonym to skill development, which is a component of Sebire’s GCEQ, but also falls under the intellectual dimension of wellness. The terms soul and mind relate to the spiritual dimension of wellness.

Table 5: Word Frequency for Content Analysis of the Oaks at Ojai

Word	Frequency	Similar Words Included
hiking	89	hike, hikes, hiking
healthy	83	healthy, health
fitness	73	fitness
learn	45	learn
soul	31	soul
tone	27	tone, toning
mind	27	mind, mindful, mindfulness
weight	19	weight, weighted, weights
rejuvenate	16	rejuvenate, rejuvenating

Hiking was discussed as an activity that people could participate in if they wanted to experience the outdoors. There were a few organized events and programs offered through the Oaks for hiking and a list of trails were presented on the website. The terms health and healthy were used as supportive reasons to attend the offered programs claiming they would help improve one’s health and sustain healthy changes after their stay at the resort. The term fitness was used to describe the exercise classes available for the people staying at the Oaks as part of the program offered. The term ‘learn’ was

discussed in a way to indicate through programs at the Oaks, people could learn and enhance their skill development and health knowledge to take home with them. Soul was discussed as part of “soulful practices” and mind, body, and soul as enhancements to the programs offered. Tone was used often in the fitness class descriptions as being an avenue to tone the body. Mind was discussed as part of relaxation and getting away on vacation to clear the mind. Weight was discussed as part of weight loss, which is something the Oaks program aims to do. The hiking programs and events were described as able to rejuvenate the mind, body and soul.

Overall, the Oaks at Ojai seem to promote a holistic approach to health and wellness with an emphasis on Physical and Spiritual Wellness. The primary components of the program are fitness and nutrition related which explain why Physical Wellness is prominent. In addition, the Oaks often describes the mind and soul and find relations between those and fitness related activities, combining Physical Wellness with Spiritual Wellness. This could suggest that the Oaks wish to help individuals come to peace with their body’s fitness level to move away from appearance focused goal content. The Oaks seemed to represent content related more to intrinsic goals and health centered elements rather than extrinsic image and appearance motives.

II. VeraVia

A total of 96 images were observed from the website pages and available printed marketing with a total of 142 people present in them (n=142) at VeraVia. Characteristics including age, gender, race, and body type were observed. It was also noted how many images were action shots vs. posed images. The age characteristic was 49.3% young

adults, 17.6% older adults, 7.0% children, and 26.1% unidentifiable. The gender characteristic was 33.1% male, 59.2% female, and 7.0% unidentifiable. The race characteristic was 12.7% black, 64.8% white, 2.8% Asian, 6.3% Hispanic, and 12.0% unidentifiable. The majority of the people present in the photos were classified as having a normal or average body type at 64.8%, followed by toned at 22.5%, unidentifiable at 12%, overweight at 0.7%, and 0% at unrealistic. Of the 96 images, 56 were classified as posed.

The terms below were selected based off the dimensions of wellness, body image, as well as the GCEQ categories. Health, wellness, and medical were terms selected from the word frequency list as they are a primary reason as mentioned before, for exercise. The terms weight, fitness, nutrition, and exercise align with the Physical Wellness dimension. The term learning was again selected because of its relation to Intellectual Wellness and skill development as based off the GCEQ. Mindfulness was a term selected as it fits very well with the Spiritual Wellness dimension as described above. Image directly aligns with the term appearance of which exercisers often are motivated by (Kagan & Morse, 1988). Holistic was also selected as a term to analyze because a holistic approach to health and wellness is heavily emphasized in the literature review for successful fitness programming and intervention.

Table 6: Word Frequency for Content Analysis of VeraVia

Word	Frequency	Similar Words Included
wellness	698	well, wellness
health	611	health, healthful, healthy
weight	392	weight, weights
fitness	300	fitness, fits, fitting
medical	140	medical, medicating,
nutrition	130	nutrition, nutritional
exercise	99	exercise, exercised,
learning	94	learn, learned, learning
mindfulness	67	mind, minded, mindful,
image	56	image, imaging
holistic	37	holistic

The terms VeraVia uses on their website are all used to describe their program which includes, exercise, nutrition, and health. The programs are described as holistic and encompassing many wellness aspects. Image is used in terms of body image. On VeraVia’s blog webpage, there is a specific category of articles devoted to body image and discussions of body image to enhance the overall effectiveness of their program. Medical is discussed in terms of medical tests which are performed prior to the participants engaging in the VeraVia fitness program. The medical spa doctors help specify each individual person’s program.

Overall, it appears that VeraVia is promoting a holistic approach to wellness which may explain why many of their participants have intrinsic goal content related to skill development and health management. People who are motivated to improve their health may be attracted to the marketing produced by VeraVia as it directly speaks to their aspirations of wellness and obtaining or maintaining positive health. VeraVia also provides an in-depth section on their website devoted to various goals and how to attain

them. This section is listed as resources and has PDF guides to wellness, stress reduction, and health tips.

III. Enchantment Resort

A total of 38 images were observed from the website pages and available printed marketing with a total of 68 people present in them (n=68) at Enchantment Resort.

Characteristics including age, gender, race, and body type were observed. It was also noted how many images were action shots vs. posed images. The age characteristic was 30.9% young adults, 20.6% older adults, 13.2% children, and 35.3% unidentifiable. The gender characteristic was 32.4% male, 67.6% female, and 0% unidentifiable. The race characteristic was 1.5% black, 82.4% white, 1.5% Asian, 0% Hispanic, and 14.7% unidentifiable. The majority of the people present in the photos were classified as having a normal or average body type at 72.1%, followed by toned at 20.6%, unidentifiable at 7.4%, overweight at 0%, and 0% at unrealistic. Of the 38 images, 14 were classified as posed.

The words selected from Enchantment Resort's word frequency list differed from the other two research sites. Enchantment Resort appears to promote more of a vacation and stress reduction avenue with an emphasis on Spiritual and Intellectual Wellness with added components of Physical Wellness. Experiences, vacation, journeys, and destination are all a part of the Intellectual Wellness dimension as they promote lifelong learning and suggest individuals will be entering a new area away from the activities of daily life. Intellectual Wellness encourages individuals to seek new challenges and learn new concepts or skills in a personal, group, or community setting. Journeys were also

discussed as a name for one of Enchantment Resort's packages. This package was designed for individuals going through hardship such as losing a loved one or a traumatic experience to help them find peace and harmony in their lives. Enchantment promotes these journeys with access to the vortex of Sedona, and meditation and healing rooms within the resort. These rooms have large stones that are said to have energetic healing powers to assist the body in recovering and achieving Spiritual Wellness.

At Enchantment, Physical Wellness promotion is present, as there are fitness classes, hiking trails, and biking trails, but it is presented in a new challenging way rather than traditional exercise, besides the fitness classes. This perspective of physical activity highly includes Intellectual Wellness. Wellness is very closely related to overall health which is why it was a selected term. It is possible Enchantment selected the term wellness rather than health to use more often, because they are so centered on the other non-physical elements of health and wellness. The term outdoor was selected for analysis as it relates to Environmental Wellness.

Location appeared to be a primary motivation for the participants at Enchantment due to its setting in the Red Rocks of Sedona. This location would not be available if the environment was not carefully selected and maintained. Enchantment Resort discusses in their content, educational classes and history of the outdoor setting. These elements again relate to health and wellness as they are a component of holistic health. Fitness was also selected as a term to analyze as it is a component of Physical Wellness. Fitness is consistent in all three of the sites and was a determining factor in the recruitment and selection of the research sites.

Table 7: Word Frequency for Content Analysis of Enchantment Resort

Word	Frequency	Similar Words Included
experiences	173	experiences
vacation	72	vacation, vacations
wellness	66	well, wellness
journeys	66	journey, journeys
destination	58	destination, destinations,
outdoor	57	outdoor
fitness	38	fitness, fits, fitting

Enchantment resort discusses their program in a touristic way. The terms experience, journey, destination, and outdoors seem to be connected to the resort's location in the Red Rocks of Sedona, Arizona. The program is described as offering ways to improve wellness and fitness during their stay if they choose. Many of the activities at this resort are held outdoors. Although many of the narratives used by this research site seem to be catered towards tourism rather than fitness or health, Enchantment may find that their location is their strongest attribute and therefore capitalize on that. They are the only fitness resort located in the Red Rocks of Sedona and may see that as a strength as to set them apart from other resorts offering fitness and nutrition programming. It appears that after potential clients are intrigued by the location and seclusion of the resort, they are then able to explore various programs of which help them attain or maintain holistic health and wellness.

Summary and Discussion

The purpose of this study is to examine whether fitness tourists possess intrinsic or extrinsic goal content motivation at wellness tourism resorts within the wellness tourism industry, as well as to better understand the types of motivations the wellness

tourism industry endorses through advertising. The most important findings of the study were the goal content of the exercisers and the overall messaging produced by the participating sites. In this study, intrinsic goal content was favored over extrinsic goal content. The overall messaging of the sites of investigation were found to support holistic ideas of health and wellness as opposed to ideas of unrealistic body image and appearance.

I. Research Question 1: Do fitness tourists participating in wellness tourism fitness programs have more intrinsic or extrinsic related goal content?

According to the surveys, all three research sites had more guests with intrinsic goal content vs. extrinsic goal content. The Oaks at Ojai scored 4.55 on intrinsic goal content and 3.71 for extrinsic goal content. From the five categories on the GCEQ, health management scored the highest (1 being the lowest and 7 being the highest) (M= 6.3) followed by image (M=4.8), skill development (M=4.6), social affiliation (2.7), and social recognition (2.5). VeraVia scored 4.72 on intrinsic goal content and 3.68 for extrinsic goal content. From the five categories on the GCEQ, health management scored the highest (1 being the lowest and 7 being the highest) (M= 6.1) followed by skill development (M=4.9), image (M=4.6), social affiliation (3.2), and social recognition (2.8). As noted in the literature review, a study conducted by Sibley and Bergman (2016), showed goal contents pertaining to health management and skill development were found to predict physical activity and aerobic fitness through a fully mediated path of identified and intrinsic regulation. Enchantment Resort scored 4.46 on intrinsic goal content and 3.51 for extrinsic goal content. From the five categories on the GCEQ, health

management scored the highest (1 being the lowest and 7 being the highest) (M= 5.9) followed by image (M=4.6), skill development (M=4.3), social affiliation (M=3.1), and social recognition (2.5).

Consistently, health management, image, and skill development were ranked in the top three goals in this study. As noted several times in the literature, health and appearance (or in this case image) are the two most frequently reported reasons for exercising (Maguire, 2001). Health management being the highest reported goal in all three sites supports the claim that culture has shifted to see fitness as a wholesome route to wellness and providing the ability to feel good mentally and physically (Maguire, 2002). It is possible that the intrinsic goal-content was stronger in this study due to the older age of the participants.

In a study conducted by Marie Dacey et. al. (2008), 645 participants completed the Exercise Stage-of-Change scale and the Exercise Motivations Inventory-2 (EMI-2) which measured exercise stages of change (precontemplation, contemplation, preparation, action, early maintenance, and sustained maintenance) as well as motivations for exercise including the categories of health and fitness, social/emotional benefits, weight management, stress management, enjoyment, and appearance. Appearance was reported as significantly less important in the 70-79 age group compared to the 50-59 age group ($P < .01$). Stress management was also reported as less important to exercise in this study for older adults; specifically, the age group 50-59 and 60-69 ($P < .05$) and 50-59 to 70-79 ($P < .001$). The data from this study also showed appearance and stress management motives being more important to women than to men.

The results of this study differed from the study conducted by Aaltonen et. al. (2014), which looked at motives for physical activity among active and inactive people in their mid-30s. The results showed the motive “be physically fit” as the most frequent, followed by “improve psychological state.” Other sub-dimensions included enjoyment of physical activity, cultivation of skills and willingness to improve appearance and body shape. The sub-dimension “improve appearance and body shape” was reported by more active participants than non-active.

The demographics of the “fitness tourist” strictly from this data, showed a profile of a physically active, married, white woman around age 54 with an average annual income of \$293,302 before taxes. The profile for a sport tourist found during the literature review specifically identified a profile consisting of the following: physically active, college educated, relatively affluent with at least \$40,000 annually per household, and between the ages of 18 and 44 years old (Delpy, 1998). It appears the profiles are similar in that they are both physically active, however, it can be argued that fitness tourists are more affluent with a higher salary and also are typically older in age.

As mentioned in the literature review, research has shown that some motivations for outdoor recreation include fun and entertainment, escape and relaxation, health and fitness, family togetherness, stress reduction, chance to experience nature thrill and the challenge of learning (Delpy, 1998). Similar themes were identified through open-ended qualitative questions during this study. The participants’ responses to “What is your favorite aspect of this resort?” were coded into categories of program, atmosphere, location, and relaxation. In addition, the question “What is your primary reason or

motivation for attending this resort?” was asked and some of the answers fit into the themes mentioned by Delpy (1998). All of Delpy’s themes were covered between the two questions asked in this study.

In a study by Sebire et. al (2013) eleven participants who scored very high on intrinsic and extrinsic goals. The study had relative intrinsic scores ranging from -2.71 to 4.38. The range in the present study for the participants is -1.96 to 4.00 which indicates the importance on neither extrinsic nor intrinsic goals was as high as in Sebire et. al. (2013). Unfortunately, individual scores for each goal category were not included in previous studies using the GCEQ so direct comparisons cannot be made.

Voigt’s lifestyle resort category discovered benefits sought by wellness tourists including pampering, self-discovery, fitness, weight loss, and an experience that other people will envy (Naylor & Kleiser, 2002; Voigt et. al., 2011). The present study was similar to this study in that participants were seeking relaxation and pampering, fitness, and weight loss, however, they were not seeking an experience that others would envy. If they were, this was not their primary reason for attending the resort or fitness program being offered by the resort.

In a study where participants completed the Fitnessgram Progressive Aerobic Cardiovascular Endurance Run test (PACER) to calculate their maximal oxygen uptake (VO₂max) to measure their aerobic fitness in addition to the GCEQ, goal contents pertaining to health management and skill development were found to predict physical activity and aerobic fitness through a fully mediated path of identified and intrinsic regulation (Sibley & Bergman, 2016). This data supports fitness tourists being physically

active as they scored high in health management and skill development and most reported being physically active.

It is important to note that nearly 78% of the participants of this study were female. Reasons for this could be more women than men attend wellness tourism resorts, women do not bring their husbands to travel with them to wellness tourism resorts, or women were more willing to participate in this study than men were. In a study done in Croatia on travel motivations of wellness tourism, there was a more even split between male (49%) and female (51%) participants (Damijanac & Sergio, 2013). This comparison could imply men are more likely to attend wellness tourism organizations in other countries than they are in the United States and further research should be conducted.

Another important discussion is that of the GCEQ's inability to measure stress, anxiety, depression and other mental states individuals may have. These attributes are most certainly a proponent related to overall wellness and could be a motivation for exercise participation for this demographic. The questions related to health management on the GCEQ do not specifically ask about stress levels or relief of anxiety and therefore further research is needed look more closely at the motivations of this population.

II. Research Question 2: What images and narratives are promoted through the wellness tourism industry?

The images and narratives produced by the wellness tourism industry have not been researched previously. Ultimately, the images from all three research sites showed more females than males in the identifiable pictures. Young adults were shown more than older adults in two of the three resorts. The resort that showed more of an older

population has an older target market. It was also found that body types classified as average were most frequently shown in the images produced by the three resorts and none of the body types were classified as unrealistic. This may be related to why the participants possessed more intrinsic goal content than those goals targeted towards image and appearance which are considered extrinsic. Another contributing factor to most participants having higher intrinsic goal content may be due to their age. Research suggests appearance becomes less important than health and social interaction as people become older (Dacey et. al., 2008). The mean age of this study indicates that most participants were at least middle aged.

According to the studies observed in the literature review, this finding is positive because if the exerciser is unable to develop realistic motives for exercising and alter their body image goals if they are unrealistic, they may drop out of fitness programs (Behm, 1998). Since the images being promoted through wellness tourism agencies appear to support realistic body images, it seems more likely that exercisers will begin their workout with realistic goals from the program in mind and a more likely emphasis on intrinsic goal content such as skill development and health management. Studies have shown that intrinsically related exercise goals have led to better exercise experiences and help satisfy the basic psychological needs of SDT (Standage & Ryan, 2012).

In discussion to gender roles, it appears fitness and exercise within a wellness tourism context are targeted more towards women since they are shown more in the images, and they are also attending the resorts more than men. As discussed in the literature review, there is a gender-activity matrix which classifies “normal” activities for

men and women (Sassatelli, 2010). It could be that wellness or “fitness” tourism fall under the female side of the gender-activity matrix along with group fitness classes and cardio machines.

The narrative context of the websites reviewed in this study revealed information about the elements endorsed through wellness tourism. In an exploratory study by Rodrigues et. al. (2010), hiking was endorsed as a relevant wellness activity in Portugal. For this reason, hiking was a term selected from the Oaks at Ojai. Hiking was one of the most frequently reported terms from all the Oaks at Ojai web pages. Benefits of hiking include muscle tone, weight loss, stress reduction, improved sleep, and increased mental alertness (Rodrigues et. al., 2010). Additionally, hiking has shown the lowest dropout on injury rates of exercise programs and able to be easily executed by individuals with no prior experience (Rodrigues et. al., 2010). Tourists may be selecting to attend the resorts in this study due to the frequent mention of hiking activities offered.

The term ‘outdoor’ was analyzed in this study as it is somewhat synonymous to the term ‘nature’ and is where hiking occurs. Nature was reported as a motive for wellness tourism in previous studies (Damijanac & Sergio, 2013). Literature often reports outdoor components (i.e. destination, nature, attractiveness of location) of wellness tourism to be important factors of tourist satisfaction in the wellness tourism industry (Munoz, 2014). In one study, out of 24 destination attributes analyzed, the three most important were related to the destination, atmosphere, and the scenery (Munoz, 2014). Advertising outdoor activities may be something drawing tourists to the destinations in this study, as outdoor was a frequently used word in the marketing.

The three research sites observed in this study were slightly different in terms of activities offered. The Oaks at Ojai aimed to reach an audience of older women (age 40+) while the other two sites did not have a directly advertised target market. The images examined in this study showed this target difference, as the Oaks at Ojai had more representations of older adults in their marketing than the other two research sites. All three sites showed mostly white females which is the same as the quantitative demographic data reflected from this study.

Table 8: Comparison of Images between Research Sites

	The Oaks at Ojai	VeraVia	Enchantment Resort
Images Examined	48 with 94 people	96 with 142 people	38 with 68 people
Age	Older Adults (59%)	Young Adults (49%)	Young Adults (31%)
Gender	Female (94%)	Female (59%)	Female (68%)
Race	White (80%)	White (65%)	White (82%)
Body Type	Average (49%)	Average (65%)	Average (72%)

CONCLUSION AND RECOMMENDATIONS

There has been a recognition that modern society is not as healthy as it could be and different entities, like the wellness tourism industry, are attempting to find new ways to appeal to various crowds of people outside of the regular gym attendees. It is important to examine the advertising produced by the wellness tourism industry as their programs begin to appeal to more consumers of fitness. Recognizing what advertising within fitness culture has promoted in the past and identifying future direction is critical to the overall success the industry may have for life changing interventions. In addition, it is important for the wellness tourism industry to know what types of goal pursuits they attract to their services.

Understanding the goal content of consumers allows organizations to create fitness programs that support participants' autonomous motivations which studies have shown lead to higher levels of success and well-being. This study aimed to examine tourism and fitness within the same context and how these types of programs may appeal to different individuals. Very little research has been done linking the two contexts of fitness and tourism together as it is a relatively new trend that may positively contribute to some of the health concerns society faces today.

In conclusion, exercisers in a wellness tourism setting appear to have more intrinsic goal content rather than extrinsic. In addition, the images and narratives promoted through the industry seem to produce realistic expectations and ideas centered around wellness and holistic health contrary to just fitness and ideal body images. This is beneficial and may be a way to target more people to begin exercising and make a lasting lifestyle change for improved health across the nation and globe.

The findings of this study indicate that greater importance for exercise is placed on intrinsic goals in the wellness tourism industry. Research shows this is associated with greater physical self-worth, well-being, and less exercise-related anxiety (Sebire et. al., 2013). Intrinsic goal importance also suggests perceptions of the three psychological needs of competence, autonomy, and relatedness being met from the self-determination theory (Sebire et. al., 2013).

Limitations of this study include the sample being limited to three sites, unequal representation of participants from each site, and access to participants outside of the months of January and February. People with different goal content may visit these programs at different times of the year. The generalizability of this study is not as strong as it could be, but is a great beginning to exploring exercise within a non-traditional setting (i.e. wellness tourism).

Future studies should consider collecting data from other geographical areas as this study was limited to one site in Arizona and two sites in Southern California. In addition, sites targeted towards males may reveal different goal content as the three used in this study targeted both males and females with one primarily targeting older women. International resorts offering exercise programs should also be observed for consistency. Future studies may also consider doing a pre and post survey to see if the individuals goal content changed after attending the wellness tourism site. A broader examination incorporating more than three wellness tourism sites should be conducted to observe the images and narratives produced by the wellness tourism market to ensure realistic body images and holistic messages are being spread through advertising. Future studies may

also benefit from doing further statistical analysis, cross-examining variables such as goal content and age, or goal content and salary.

As mentioned by Aaltonen et. al. (2014) focusing on how to influence inactive peoples' motives, particularly intrinsic motives, is an important area for further research since many benefits are known to fitness and exercise. Research supports that possessing intrinsic goal content and intrinsic motivations will lead to consistent exercise and healthy behaviors, while extrinsic goal content may only be temporary motivation (Aaltonen et. al. 2014). In addition, future studies may find benefit from looking at the impact various kinds of messages promoted through the fitness industry, specifically within wellness tourism, have on the kinds of motivations people have.

A holistic approach to health and wellness is important in today's culture. It is crucial that research continues to be conducted to impact larger groups of people to begin exercising consistently. The fitness and wellness industries must continue evolving and adopting techniques that lead to intrinsic motivation and autonomous supportive environments. Maintaining optimal wellness matters because it helps to overcome stress, reduce the risk of illness, and ensure positive interactions to live a higher quality of life (UCD, 2017). The benefits of exercise, inside and outside of wellness tourism, will impact the overall well-being of each individual and eventually lead to a more efficient and thriving world.

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APPENDIX A
DEMOGRAPHIC DATA QUESTIONNAIRE

- 1.Age: _____
- 2.Gender:
- Male
 - Female
 - Other: _____
- 3.Ethnicity:
- White
 - Hispanic or Latino
 - Black or African American
 - Native American or American Indian
 - Asian/Pacific Islander
 - Other: _____
- 4.Marital status (which best describes you?)
- Married
 - Living with a partner
 - Divorced
 - Separated
 - Widowed
 - Never been married
- 5.Are you pregnant? Yes No
- 6.Do you speak English?Yes No
- 7.What state and/or country are you visiting from?
- 8.How many nights are you staying at the resort?
- 9.How many times have you visited this resort (including this visit?)
- 10.How did you hear about the resort?
- Word of mouth
 - Website/Internet Search
 - Printed brochure or flyer
 - Other:
11. What is your favorite aspect of this resort?
12. What is your primary reason or motivation for attending this resort?
13. Have you attended other resorts offering fitness activities? If so which?
14. What is your total family income from all sources before taxes?
15. How many times a week do you exercise on average?
- 16.How many minutes do you exercise each time on average?
- 17.At what age did you begin being active or exercising?

APPENDIX B

GOAL CONTENT FOR EXERCISE QUESTIONNAIRE (GCEQ)

The Goal Content for Exercise Questionnaire (GCEQ)

Exercisers might have very different goals on their minds when doing exercise. For example, some people are exercising with a goal of becoming more appealing to others, whereas others exercise with a goal of becoming healthier.

The following questionnaire explores the kind of goals you might have in mind while exercising. Please indicate to what extent these goals are important for you when exercising.

Please be as honest as possible.

	Not at all important		Moderately Important			Extremely Important	
	1	2	3	4	5	6	7
1. To connect with others in a meaningful manner	1	2	3	4	5	6	7
2. To improve the look of my overall body shape	1	2	3	4	5	6	7
3. To increase my resistance to illness and disease	1	2	3	4	5	6	7
4. To be well thought of by others	1	2	3	4	5	6	7
5. To acquire new exercise skills	1	2	3	4	5	6	7
6. To share my exercise experiences with people that care for me	1	2	3	4	5	6	7
7. To improve my appearance	1	2	3	4	5	6	7
8. To increase my energy level	1	2	3	4	5	6	7
9. To be socially respected by others	1	2	3	4	5	6	7
10. To learn and exercise new techniques	1	2	3	4	5	6	7
11. To develop close friendships	1	2	3	4	5	6	7
12. To be slim so to look attractive to others	1	2	3	4	5	6	7
13. To improve my overall health	1	2	3	4	5	6	7
14. To gain favourable approval from others	1	2	3	4	5	6	7
15. To become skilled at a certain exercise or activity	1	2	3	4	5	6	7
16. To form close bonds with others	1	2	3	4	5	6	7
17. To change my appearance by altering a specific area of my body	1	2	3	4	5	6	7
18. To improve my endurance, stamina	1	2	3	4	5	6	7
19. So that others recognise me as an exerciser	1	2	3	4	5	6	7
20. To develop my exercise skills	1	2	3	4	5	6	7

APPENDIX C
IRB LETTER OF APPROVAL

EXEMPTION GRANTED

Courtney Johnson
 Sun Devil Fitness Center (SDFC): West
 -
 Courtney.P.Johnson@asu.edu

Dear Courtney Johnson:

On 1/9/2017 the ASU IRB reviewed the following protocol:

Type of Review:	Error! Hyperlink reference not valid.
Title:	The Fitness Tourist: Goal Content of Exercisers in the Wellness Tourism Industry
Investigator:	Courtney Johnson
IRB ID:	STUDY00005379
Funding:	None
Grant Title:	None
Grant ID:	None
Documents Reviewed:	<ul style="list-style-type: none"> • Protocol for Study, Category: IRB Protocol; • Goal-Content for Exercise Questionnaire, Category: Measures (Survey questions/Interview questions /interview guides/focus group questions); • Consent Form, Category: Consent Form; • Recruitment Script, Category: Recruitment Materials;

The IRB determined that the protocol is considered exempt pursuant to Federal Regulations 45CFR46 (2) Tests, surveys, interviews, or observation on 1/9/2017.

In conducting this protocol you are required to follow the requirements listed in the INVESTIGATOR MANUAL (HRP-103).

Sincerely,

IRB Administrator

cc:
 Christine Buzinde