

# **Wellness Management in Hospitality and Tourism**

**Bendegul Okumus and Heather Linton Kelly**

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## Preface

The first edition of *Wellness Management in Hospitality and Tourism* is written to be a textbook for students in tourism and hospitality programs as well as in culinary and restaurant programs. After the devastating onset of Covid-19, the importance of health, wellness and well-being topics has increased and many educational institutions, industries, organizations and academics are paying more attention to these subjects. As new academic courses and certificate programs commence, the problem of resources arises. For that reason, this book was written in textbook format to support students and instructors in schools and institutions that offer health, wellness and well-being-related courses.

This book is one of the first books in the health and wellness area in terms of accessible content and practical use. Considering the limited literature available at the time of this book's creation, the authors pulled from many written and online resources, student feedback was obtained and new literature and online sources were added regularly to update the content since its inception in 2019. In addition, the authors have used clear language and expression while writing this book. *Wellness Management in Hospitality and Tourism* is organized into 14 chapters. Each chapter is enriched with learning outcomes, case studies, definitions of key terms, discussion questions and a question bank.

In the first chapter, wellness management is introduced and the overall concept of wellness management in hospitality and tourism as a foundation for the rest of this book is explained. In the second chapter, we discuss how wellness in hospitality and tourism affects individual travelers and the destinations they visit. Chapter 3 looks at the spectrum of health and wellness in hospitality and tourism that exists across the globe. In the fourth chapter, we cover some of the historically known wellness destinations and discuss the emerging regions and what they have to offer tourists. While the fifth chapter introduces the concept of segmentation in wellness in foodservice, hospitality, and tourism, Chapter 6 discusses the concept of health and wellness food and beverages as well as health and wellness food trends in foodservice, hospitality, and tourism. The seventh chapter explains spa and hot spring development and management and the eighth chapter covers health and wellness events, festivals, and activities in foodservice, hospitality, and tourism. Chapter 9 provides information about how to design, operate, and manage a wellness event; Chapter 10 discusses the management and development of health and wellness destinations, facilities, and amenities in foodservice, hospitality, and tourism businesses; and Chapters 11 and 12 analyze the management of health and wellness programs and offerings in foodservice, hospitality, and tourism businesses. Then Chapter 13 discusses wellness management during times of crisis, and Chapter 14 draws conclusions from the previous chapters and offers suggestions for current and future wellness management in foodservice, hospitality, and tourism businesses.

We are grateful for the help of all the tourism and hospitality undergraduate students who provided constructive comments and Sally North of Goodfellow Publishers who supported the completion of this book project.

Bendegul Okumus  
Heather Linton Kelly

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## About the authors

**Dr. Bendegul Okumus** is an Associate Professor at the University of Central Florida's Rosen College of Hospitality Management. She has a degree in Nutrition and Home Economics, along with a master's and Ph.D. degrees in Food Science and Technology, and a master's in Hospitality and Tourism Management. She has work experience at theme parks and hotels in Orlando, particularly in food preparation, foodservices, restaurant management, and event management. She also worked at Florida's Orange County Health Department in the Women, Infants, and Children Division as a nutritionist. Her main research areas include food/culinary tourism, healthy eating, eating behavior in different age groups, food safety in restaurants and food trucks, health and wellness in hospitality and tourism, mental health and wellness and food waste. She has over 20 years of academic and teaching experience at four universities in two countries. Her multidisciplinary and multicultural experiences have emboldened her to develop and teach numerous courses such as Nutrition Concepts and Issues in Food Services, Wellness Management in Hospitality and Tourism, International Cuisine and Culture, Sanitation in the Food Service Industry, Food Sanitation, Event Industry, Marketing in Hospitality and Tourism, and Principles of Management and Leadership in Hospitality and Tourism.



**Heather Linton Kelly** is the Director of Research and Sustainability for the Adventure Travel Trade Association (ATTA). Heather holds a master's in Business Administration from Suffolk University, and a master's in Hotel Administration from the Cornell Hotel School. She has taught business, marketing, and communications courses at four universities in New York state and Heidelberg, Germany. After working for a hospitality research firm and in a hotel sales office, Heather went on to spend 3.5 years as Marketing Manager for the Aruba Convention Bureau for North America, and one year as a consultant with Discover the Palm Beaches, Florida. Heather also spent 7 years with Hotel Link Solutions, part of the WHL Group, working with small hotels in developing tourism economies to build their online presence. She has worked on consulting projects with the World Bank, TripAdvisor, the European Travel Commission, the Discover England Fund, and others. Heather brings her industry and research experience, along with her love for authentic and meaningful travel, to her current role at ATTA. Her research supports the adventure travel industry in its belief and commitment to sustainable tourism and a responsible and profitable future, especially concerning women, indigenous peoples, and developing tourism destinations.



*To my mother Ehlizar Aras, my father Ilyas Aras, my children  
Ezgi and Eda Okumus and my husband Fevzi Okumus*

Bendegul Okumus

*To my daughter Ayla, my light and inspiration every day*

Heather Linton Kelly