

***Wellness Tourism: Exploring the Nexus between Health, Travel, and Hospitality
– A Systematic Literature Review***

**Pariwisata Kesehatan: Menjelajahi Hubungan antara Kesehatan, Perjalanan,
dan Perhotelan – Tinjauan Literatur yang Sistematis**

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ABSTRACT

The integration of local culture and traditions in the context of wellbeing tourism has been a significant research focus in an effort to understand their influence on tourist satisfaction. This research aims to analyze the impact of the integration of local culture and traditions on tourist satisfaction in welfare tourism. The research method was carried out through systematic analysis of literature, using databases such as Scopus, Web of Science, PubMed, and ProQuest. The results of the discussion show that the integration of local culture and traditions has a positive influence on tourist satisfaction by providing an authentic and memorable tourism experience. The implication of this research is the importance of supporting the preservation of local culture and traditions in tourism development, as well as increasing awareness of cultural values in tourism experiences to ensure the sustainability of the tourism industry and tourist satisfaction.

Key words: local cultural integration, traditions, tourist satisfaction, tourism welfare, systematic analysis of literature.

ABSTRAK

Integrasi budaya lokal dan tradisi dalam konteks pariwisata kesejahteraan telah menjadi fokus penelitian yang signifikan dalam upaya memahami pengaruhnya terhadap kepuasan wisatawan. Penelitian ini bertujuan untuk menganalisis dampak integrasi budaya lokal dan tradisi terhadap kepuasan wisatawan dalam pariwisata kesejahteraan. Metode penelitian dilakukan melalui analisis sistematis literatur, dengan menggunakan basis data seperti Scopus, Web of Science, PubMed, dan ProQuest. Hasil pembahasan menunjukkan bahwa integrasi budaya lokal dan tradisi memiliki pengaruh positif terhadap kepuasan wisatawan dengan menyediakan pengalaman pariwisata yang autentik dan berkesan. Implikasi dari penelitian ini adalah pentingnya mendukung pelestarian budaya lokal dan tradisi dalam pengembangan pariwisata, serta meningkatkan kesadaran akan nilai-nilai budaya dalam pengalaman pariwisata untuk memastikan keberlanjutan industri pariwisata dan kepuasan wisatawan.

Kata kunci: integrasi budaya lokal, tradisi, kepuasan wisatawan, pariwisata kesejahteraan, analisis sistematis literatur.

1. Introduction

Well-being tourism has become a focus of increasing attention in the global tourism industry. This concept emphasizes the importance of travel that promotes physical, mental and emotional health, as well as harmony with the surrounding environment. In this context, the integration of local culture and traditions is a crucial factor that enriches the tourist experience and provides significant added value. Local culture plays an important role in offering authentic and unique experiences for tourists, while traditions are closely embedded in the behaviors and practices that shape a destination's characteristics. Despite this, understanding of how the integration of local culture and traditions influences tourist satisfaction in the context of

wellbeing tourism is still limited.

One interesting phenomenon is how local culture can be a major determining factor in enhancing the well-being tourism experience. The integration of local culture in aspects such as food, art, music and rituals can enrich a tourist's journey by providing a deeper understanding of the host culture. However, even though this potential is wide open, there is still a significant knowledge gap in the literature regarding the relationship between the integration of local culture and traditions and tourist satisfaction in the context of welfare tourism.

Within this framework, the main aim of this research is to systematically analyze how the integration of local culture and traditions influences tourist satisfaction in wellness tourism. Looking towards future research, this research will also explore new aspects of the integration of local culture and traditions that have not been widely researched in the literature. Through this approach, this research is expected to provide new insights into how local culture and traditions can be applied effectively to increase tourist satisfaction in the context of welfare tourism. In this way, this research will make a significant contribution to the understanding and practice of wellbeing tourism, as well as provide a strong basis for the development of sustainable and meaningful tourism destinations.

2. Research Methods

In conducting a systematic literature review on the integration of local culture and traditions in the welfare tourism experience and its influence on tourist satisfaction, detailed methodological steps are required to ensure the quality and accuracy of the analysis. First, four highly respected international databases will be used to ensure broad and relevant coverage in the literature search, namely Scopus, Web of Science, PubMed, and ProQuest. Second, choosing the right keywords is the key to finding relevant articles, with keywords including "wellness tourism", "cultural integration", "local culture", "tradition", and "tourist satisfaction". Third, to ensure accuracy and adequate representation of the existing literature, a minimum of 50 relevant articles will be included in the analysis. This number is expected to provide a comprehensive understanding of the topic under study. Fourth, inclusion and exclusion criteria will be strictly applied, where only articles that specifically discuss the integration of local culture and traditions in the context of welfare tourism and their impact on tourist satisfaction will be included. Articles that are not directly relevant to the topic, are in non-English languages (unless an official translation is available), and are not available in full-text will be excluded. Finally, to ensure transparency and consistency in the review process, PRISMA (Preferred Reporting Items for Systematic Reviews and Meta-Analyses) measures will be adopted. This method will guide the identification, selection, evaluation and synthesis of relevant articles with clear and structured steps. By following these methodological steps, it is hoped that this systematic literature review will produce valid, reliable and relevant findings to answer the research question that has been determined.

3. Results and Discussion

3.1. Welfare Tourism Concept

Wellbeing tourism is a growing concept that focuses on promoting the holistic wellbeing of tourists through travel experiences. It encompasses various dimensions such as physical health, mental health, and sustainable travel. The concept of wellbeing tourism involves the co-creation of value between residents and tourists, where residents' support for tourism development and participation in value co-creation with tourists can influence their subjective wellbeing (Chen et al., 2020). Additionally, the COVID-19 crisis has led to the emergence of staycation programs, which have been recognized as a means to induce wellbeing during challenging times (Lin et al., 2021). Furthermore, the interface of sport and tourism has been identified as having the potential to contribute significantly to outcomes and policy goals for wellbeing, physical health, mental health, and sustainable travel, especially in

response to the climate crisis (Weed, 2020).

The term "wellbeing tourism" has been frequently used in publications, and it represents a specific type of tourism that emphasizes the simultaneous care for the body, soul, and mind of the tourist, as well as the environment, society, and economy of the destination area (Młynkowiak-Stawarz, 2023). Moreover, the concept of wellbeing tourism extends to encompass various forms of medical tourism, including plastic surgery and other activities that promote the wellbeing of tourists (Alfarajat, 2022). Elderly tourists have been identified as a market segment that is inclined to pay attention to wellbeing-related products while on vacation, presenting an opportunity for providers of tourism health services (Jiang et al., 2022).

In the context of tourism development, the Beyond GDP concept has implications for the challenges of measuring tourism development and resident wellbeing, emphasizing the need to go beyond economic indicators to assess the impact of tourism on overall wellbeing (Frleta, 2022). Furthermore, spa tourism has evolved to actively embrace wellness and wellbeing, reflecting the industry's responsiveness to the growing demand for experiences that promote holistic wellbeing (Navarrete et al., 2022). The sustainable development of tourism has been linked to the promotion of sustainable wellbeing, emphasizing the need to go beyond economic considerations and incorporate dimensions of wellbeing into tourism development strategies (Dwyer, 2020). In conclusion, wellbeing tourism represents a multifaceted approach to tourism that prioritizes the holistic wellbeing of tourists, residents, and host communities. It encompasses various dimensions of wellbeing, including physical health, mental health, and sustainability, and has implications for tourism development, policy, and the overall tourist experience.

Wellbeing tourism, which integrates health, fitness, and happiness into the travel experience, has gained significant attention in the global tourism industry. This concept emphasizes the enhancement of tourists' quality of life and overall wellbeing, encompassing physical, mental, emotional, and spiritual aspects (Yin et al., 2020). Activities such as spas, yoga, meditation, and nature-based recreation are integral to wellbeing tourism experiences, aiming to rejuvenate the mind, body, and spirit (Adamos et al., 2020). With the growing awareness of the importance of health and wellbeing, wellbeing tourism has become an appealing option for travelers seeking sustainable and personally enriching holiday experiences (Chen et al., 2020). Understanding the concept of wellbeing tourism is crucial for guiding the development of tourism destinations that prioritize the welfare and happiness of tourists (Pocinho et al., 2022).

Research has shown that subjective wellbeing is a key motivator for individuals and plays a significant role in achieving life goals, especially in the face of life's challenges (Chen et al., 2020). Furthermore, the pursuit of subjective wellbeing through tourism has been widely recognized (Yin et al., 2020). Additionally, the literature has highlighted the association of walking and cycling with the containment of noncommunicable diseases and the enhancement of wellbeing and self-confidence (Garcês et al., 2021). Moreover, the role of gastronomy in providing a holistic experience for wellbeing tourists has been explored, emphasizing the significance of experiencing a destination through its culinary offerings (Sharma et al., 2021).

The COVID-19 pandemic has significantly impacted the tourism industry, leading to a call for resilience-based frameworks to revive the sector post-pandemic (Zenker & Köck, 2020). The pandemic has also prompted a critical discussion on the research agenda for tourism, emphasizing the need for deliberateness and rigor in addressing the challenges posed by the crisis (Everingham & Chassagne, 2020). Furthermore, the pandemic has exposed the pitfalls of hyper-consumption models of economic growth and development, prompting a reevaluation of tourism as a contributor to overall wellbeing (Pocinho et al., 2022). In conclusion, wellbeing tourism represents a holistic approach to travel, focusing on the overall wellbeing of tourists. The COVID-19 pandemic has underscored the importance of resilience and deliberate research efforts in addressing the challenges faced by the tourism industry. Moving forward, it is

essential to continue exploring the interplay between tourism and wellbeing, considering the diverse factors that contribute to tourists' holistic experiences.

3.2. The Role of Local Culture in Wellbeing Tourism Experiences

The role of local culture in welfare tourism management is crucial for sustainable and responsible tourism development. Local culture not only enriches the tourism experience but also plays a significant role in the economic development and welfare of the local communities (Putra et al., 2022). Sustainable tourism management emphasizes the preservation of local culture and the improvement of the welfare of local communities (Mustain, 2024). It is evident that sustainable tourism management can only be achieved through the active involvement and synergy of stakeholders, including local communities and tourists, to preserve nature and culture (Sunardi et al., 2021). Furthermore, community-based tourism (CBT) models have been proven to be effective in managing tourism areas, as they involve the community in planning, management, and development while paying attention to local cultural aspects (Hutnaleontina et al., 2022). The active participation of local communities in decision-making processes and the management of tourism activities is essential for the preservation of local culture and the improvement of community welfare (Deffinika et al., 2022).

The significance of local culture in tourism is further supported by the acknowledgment of the substantial role of culture in local tourism development and the implications of tourism for local culture (Terkenli & Georgoula, 2021). Additionally, the promotion of cultural benefits in tourism is essential for the enhancement of local inhabitants' quality of life (Tătar, 2022). The preservation of local tourism resources through the amalgamation of bio-eco culture is also recognized as an effort to conserve local culture and promote sustainable tourism development (Othman, 2024). Moreover, the success of community-based tourism is closely linked to the support given by local people, the unique nature of the village, the involvement of local people in tourism management, and the orientation towards the preservation of the environment and local culture (Winia et al., 2019). In conclusion, the references provide comprehensive support for the crucial role of local culture in welfare tourism management. They emphasize the importance of sustainable tourism management, community involvement, and the preservation of local culture for the improvement of community welfare and the overall sustainability of tourism.

The integration of local culture in wellness tourism experiences plays a crucial role in enhancing the depth and authenticity of the tourist experience. By engaging with the traditional heritage, values, beliefs, and practices of the host community, tourists can gain a deeper understanding of the local way of life and unique traditions. This interaction with local culture not only enriches the tourist experience but also contributes to the preservation of local heritage and the empowerment of local communities (Andrade et al., 2021). Furthermore, the incorporation of local culture in wellness tourism activities, such as religious ceremonies, traditional arts, and local culinary experiences, provides a source of inspiration and adds a meaningful dimension to the tourist experience (Cortese et al., 2019).

Moreover, the integration of local culture in wellness tourism fosters intercultural dialogue and mutual understanding between tourists and host communities, leading to an enriching exchange of knowledge and perspectives for both parties (Fei et al., 2022). This not only strengthens social and cultural ties but also contributes to economic development by enhancing the competitiveness of the local cultural tourism industry (Zhang et al., 2022). Additionally, the promotion of culture and tourism integration efficiency is essential for achieving high-quality development, which can be facilitated through the evaluation of indicator systems (Fei et al., 2022).

In the context of wellness tourism, the role of local culture goes beyond enriching tourists' experiences; it also contributes to the sustainability of tourism destinations. For instance, in the case of Pompeii, the synergy between culture and religion has been identified

as a potential factor for the sustainability of tourism, highlighting the importance of cultural elements in ensuring the longevity of tourist attractions (Cortese et al., 2019). Similarly, the development of tourism villages based on local wisdom not only contributes to the preservation of cultural heritage but also serves as a strategy for sustainable tourism development (Lubis et al., 2020). In conclusion, the integration of local culture in wellness tourism experiences is pivotal for providing tourists with authentic and meaningful experiences, preserving local heritage, fostering intercultural dialogue, and promoting the sustainability and competitiveness of cultural tourism industries.

3.3. Integration of Traditions in Welfare Tourism Services

The integration of traditions in welfare tourism services is a multifaceted process that involves the merging of cultural elements with tourism activities to enhance the overall experience and promote economic growth. This integration has been found to have mutual benefits for both culture and tourism, including the acquisition of extensive knowledge, protection of cultural resources, and the promotion of image building (Yao et al., 2022). Furthermore, the development of digital economy during the COVID-19 pandemic has been shown to promote the integration of cultural tourism industry, strengthening the industry compared to previous years (Li et al., 2022). Additionally, the integration of traditional Chinese medicine (TCM) culture and wellness tourism has been emphasized as being rooted in nature and ecology, highlighting the importance of natural elements in the integration process (Xu et al., 2023).

Moreover, the efficiency of culture and tourism integration has been identified as crucial for promoting high-quality development of cultural tourism, indicating the significance of effective integration for the overall advancement of the tourism industry (Fei et al., 2022). The Ministry of Tourism and the Creative Economy has also recognized the development of the tourism sector as an alternative solution to improving people's welfare, particularly in the economic sector (Irwansyah et al., 2022). Additionally, the application of ideal and global concepts in the development of tourism activities has been emphasized as necessary to prioritize the welfare of the community and emphasize good service (Suryawan, 2022).

Furthermore, the integration of national traditional sports and tourism has been highlighted as a new growth point for the national economy, contributing to the improvement of the local economic level and the development of the industrial structure, thereby promoting the sound development of the national traditional sports industry (Zhu, 2020). Additionally, the positive welfare impact of tourism on the economy has been demonstrated, indicating the potential for tourism to contribute to overall welfare and economic growth (Lanzara & Minerva, 2019). In conclusion, the integration of traditions in welfare tourism services involves a complex interplay between cultural elements and tourism activities, with the potential to promote economic growth, protect cultural resources, and enhance overall welfare. The process requires a multifaceted approach that considers digital advancements, traditional cultural practices, and the overall impact on the community's welfare.

The incorporation of traditional elements into tourism services and activities can enhance tourists' connections with local culture and increase their welfare benefits (Zhang et al., 2021). For example, the use of traditional healing methods or herbal concoctions in spas and health therapies provides physical benefits for tourists while offering an in-depth cultural experience and respect for local wisdom (Intason, 2023). Additionally, participation in religious ceremonies, cultural festivals, or traditional craft workshops not only provides memorable experiences for tourists but also supports the preservation of local culture and economy (Rianty & Asty, 2021).

By integrating traditions into welfare tourism services, destinations can strengthen their identity, increase tourist satisfaction, and foster closer relationships between tourists and local communities (Zhang & Deng, 2022). Furthermore, festivals and cultural events can

significantly increase tourism appeal, attract audiences, and expand the host destination's economy (Intason, 2023). This integration also contributes to the construction of national identity in cultural and creative tourism, emphasizing the importance of implicit cultural memory and explicit cultural learning in shaping tourists' individual identities (Zhang et al., 2021).

Moreover, the spillover effects of online tourism platforms on sustainable development have led to an increasing number of tourism establishments selling products and services through third-party online channels, in addition to their traditional direct channels, thereby contributing to the promotion of local cultural and economic sustainability (Chen et al., 2023). This demonstrates the multifaceted impact of integrating traditions in welfare tourism services, encompassing economic, cultural, and social dimensions.

In conclusion, the integration of traditions in welfare tourism services not only enhances the tourist experience but also contributes to the preservation of local culture, economic sustainability, and the construction of national identity. This approach aligns with the evolving landscape of tourism, where authenticity and meaningful experiences are increasingly valued by tourists.

3.4. The Effect of Integration of Local Culture and Traditions on Tourist Satisfaction

The integration of local culture and traditions significantly impacts tourist satisfaction. Elfiondri et al. (2021) examined the effect of Mentawai tradition and locally-based tourism on visitor engagement and revisit intention, highlighting the role of cultural contact as a mediator for visitor satisfaction (Elfiondri et al., 2021). Similarly, Sizhen et al. (2021) emphasized that the deepening integration of culture and tourism expands the knowledge of local traditional culture, contributing to a relaxed and extensive experience for tourists (SiZhen et al., 2021). Furthermore, Pantas et al. (2020) stressed that integrating local wisdom and culture enhances the development of constructed authenticity, contributing to the sustainability of tourist destinations (Pantas et al., 2020).

Moreover, the study by Tian et al. (2020) revealed that the authenticity of intangible cultural heritage has a significant positive effect on destination satisfaction and loyalty, emphasizing the importance of cultural identity in influencing tourist perception and satisfaction (Tian et al., 2020). Additionally, Xu et al. (2022) demonstrated that tourists' tendency in heritage culture and their desire to interact with it positively influenced the heritage tourism experience and satisfaction (Xu et al., 2022). These findings underscore the pivotal role of cultural heritage in shaping tourists' experiences and satisfaction.

Furthermore, Kan et al. (2021) highlighted the impact of traditional local cuisines on tourists' dining satisfaction and willingness to revisit, emphasizing the influence of the dining environment and aesthetics on tourists' expectations and satisfaction (Kan et al., 2021). Similarly, Mo & Yin (2022) emphasized the intrinsic link between local food resources, tradition, and culture, indicating diverse implications for tourism development and the tourist food experience (Mo & Yin, 2022). In conclusion, the integration of local culture and traditions significantly influences tourist satisfaction, as evidenced by the impact of cultural contact, authenticity of intangible cultural heritage, and traditional local cuisines on visitor engagement, satisfaction, and revisit intention. These findings underscore the importance of preserving and promoting local culture and traditions to enhance tourist experiences and satisfaction.

The integration of local culture and traditions plays a crucial role in enhancing tourist satisfaction in the context of welfare tourism. Firstly, it provides authentic and unique experiences, which are highly valued by tourists seeking novel and distinctive encounters (Gayeta & Ylagan, 2022). These experiences contribute to a deep and memorable impression, enriching the educational and explorative aspects of the trip (Xu et al., 2022). Interactions with

local culture and traditions offer tourists the opportunity to learn about the history, beliefs, and lives of local people, leading to intellectually and emotionally satisfying experiences (Xu et al., 2022). Moreover, the integration of local culture and traditions fosters feelings of appreciation and respect for the local community, enabling tourists to build positive relationships with their hosts.

However, it is essential to acknowledge that the influence of integrating local culture and traditions on tourist satisfaction can be affected by other factors such as service quality, price, and comfort. Further research is necessary to comprehensively understand the dynamics and mechanisms behind this influence in the context of welfare tourism. In conclusion, the integration of local culture and traditions significantly contributes to tourist satisfaction by providing authentic and unique experiences, enriching the educational aspects of the trip, and fostering appreciation and respect for the local community. However, it is imperative to consider the interplay of various factors in shaping tourist satisfaction, necessitating further research to gain a comprehensive understanding of this influence in the context of welfare tourism.

3.5. The Relationship between Wellbeing Tourism Experiences Influenced by Local Culture and Tourist Satisfaction

The relationship between wellbeing tourism experiences influenced by local culture and tourist satisfaction is a multifaceted and significant aspect of the tourism industry. Studies have shown that various tourism experiences, such as slow adventures, gastro-tourism, and wellness tourism, play a crucial role in shaping tourists' wellbeing and satisfaction (FarkiĆ et al., 2020; Kesgin et al., 2022; Dini & Pencarelli, 2021). Additionally, meaningful experiences in tourism have been identified as vital outcomes of tourists' experiences, emphasizing the importance of wellbeing in the tourism industry (Câmara et al., 2023). Furthermore, cultural tourism experiences, such as those related to the Museum of Broken Relationships, have been found to have a relevant influence on tourists' subjective wellbeing (Jelinčić & Matečić, 2021).

Moreover, the role of gastronomy in tourism experiences has been highlighted, with studies emphasizing the importance of positive psychology variables, creativity, optimism, and spirituality in evaluating tourism experiences (Garcês et al., 2021). Additionally, the pursuit of subjective wellbeing in tourism has been recognized as a temporal perspective, indicating the dynamic nature of tourists' satisfaction and wellbeing over time (Yin et al., 2020). Furthermore, the influence of vacation experiences on tourists' happiness has been explored, shedding light on the factors that promote tourists' happiness during vacation (Kawakubo & Oguchi, 2022).

The influence of marketing mix and service quality on tourist satisfaction and loyalty has been established, emphasizing the significance of service quality in influencing tourist satisfaction (Azhar et al., 2019). Additionally, the role of attractions in giving tourists satisfaction has been studied, highlighting the importance of tourist satisfaction in influencing tourists' revisit intention (Pramudito, 2020). Furthermore, the creation of tourist satisfaction in specific tourist attractions, such as Prambanan Temple, has been investigated, emphasizing the factors that contribute to tourist satisfaction (Rohman, 2021). Moreover, the elaboration of a holistic tourist satisfaction index model has been proposed, indicating the complexity of tourist satisfaction and its significance in tourism development (Pilelienė & Grigaliūnaitė, 2019). In conclusion, the relationship between wellbeing tourism experiences influenced by local culture and tourist satisfaction is a complex and essential aspect of the tourism industry, encompassing various dimensions of tourism experiences, cultural influences, and tourist satisfaction.

The integration of local culture in well-being tourism experiences has a significant impact on tourist satisfaction and perceptions of tourist destinations. Well-being tourism experiences that incorporate local cultural elements provide tourists with a deeper sense of closeness and involvement with the destinations they visit, leading to more memorable and authentic experiences (Aragoni et al., 2023). This deeper connection with the local culture can

also strengthen emotional ties between tourists and destinations, resulting in more meaningful and satisfying experiences for tourists (Knopp et al., 2020). Additionally, the integration of local culture in well-being tourism experiences influences tourists' perceptions of destination value, leading them to assess the destination as unique, authentic, and worth revisiting, ultimately increasing tourist satisfaction levels (Olekals, 2024).

However, it is important to note that the relationship between well-being tourism experiences influenced by local culture and tourist satisfaction is not guaranteed, as other factors such as service quality, price, and external influences can also impact tourists' perceptions of a destination ("Relationship synergy", 2023). Therefore, a comprehensive understanding of this relationship is crucial for sustainable and meaningful tourism destination management (Vilkin, 2023). In conclusion, the integration of local culture in well-being tourism experiences plays a vital role in enhancing tourist satisfaction and positive perceptions of tourist destinations. This highlights the importance of further research to gain a deeper understanding of the complex relationship between well-being tourism experiences influenced by local culture and tourist satisfaction, in order to improve sustainable and meaningful tourism destination management.

4. Conclusion

The integration of local culture and traditions has a significant influence on tourist satisfaction in the context of welfare tourism. This integration creates authentic and unique experiences for tourists that enrich their understanding of local heritage and traditions, thereby contributing to a deeper appreciation of the destination. Research has shown that tourists value immersive cultural experiences, such as engaging in traditional rituals, participating in local celebrations, and sampling indigenous cuisine, because these activities provide opportunities for meaningful interactions with local communities. Additionally, the authenticity of intangible cultural heritage and the preservation of traditional practices have been identified as key factors shaping tourists' perceptions and levels of satisfaction.

Furthermore, the integration of local culture and traditions not only enhances the tourist experience but also contributes to the preservation and promotion of cultural heritage, thereby supporting sustainable tourism development. By showcasing a destination's unique cultural identity, tourism stakeholders can create a distinctive attraction that attracts visitors while fostering a sense of pride and belonging among the local community. Additionally, the integration of traditions in tourism services has been shown to stimulate economic growth, especially in rural areas where cultural tourism plays an important role in generating income and employment opportunities.

However, it is important to recognize that the influence of integration of local culture and traditions on tourist satisfaction may be mediated by various factors, including service quality, price, and comfort level. Therefore, future research should aim to explore the complex interactions between these factors to develop comprehensive strategies for increasing tourist satisfaction and destination competitiveness. In conclusion, the integration of local culture and traditions in the welfare tourism experience is essential in creating meaningful and memorable experiences for tourists while promoting sustainable tourism development.

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