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Enhancing Tourist Health through Innovative Touristic Product: BOMAPS

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Abstract:

People are currently paying more attention on personal health and well-being, and consequently, they have also become significant motives for consumption. Wellness consumption has become a significant consumption trend, and its potential is widely recognized. This paper emphasis on the opportunity of offering innovative touristic product BOMAPS that enhance tourists' wellbeing while visiting a destination attraction. The study used a quantitative research method to collect and analyze the data. A total of 100 respondents participated in the survey. The results confirm the acceptance of the new product usability and features that enhance tourists' wellbeing as well as contribute to green tourism practices. This innovative product could ease the movement of tourists at the places of attraction and keep their body hydrated. Benefits of the new touristic product with environmental-friendly features support the government strategy in creating a sustainable environment and green practice implementation.

Keywords: BOMAPS, eco-friendly product, sustainable tourism, tourist wellbeing, tourism innovation

1. Introduction

People nowadays are more concern about their health and well-being. They have also become significant motives for consumption specifically when traveling domestically or internationally. The reasons for this phenomena is partly due to the increased economic affluence, demographic shifts, commercialization of leisure, and changes in values and lifestyles (Yeoman, 2008; Hjalager et al., 2011). Tourism offers tangible and intangible products and services to consumers where one can experience either eudemonic or hedonic well-being. A eudemonic tourism product/service offering focused on people wellbeing with the aims to support public health initiatives (Hartwell et al., 2012). Other studies found that tourism could provide sustainable life satisfaction, individuals long-term, and short-term positive health functioning, as well as extreme pleasure attaining hedonic experiences (McCabe & Johnson, 2013). Adversely, the argument is that a hedonic tourism product/service offering categorized by excessive behaviors such as eating and drinking and is less agreeable to society standards and the field of public health. Alternatively, visitors experiencing a eudemonic tourist product such as cycleways or walking trails can realize benefits to their health (both mental and physical). Besides, residents exposed to the physical and cultural provisions associated with eudemonic tourism have the opportunity to experience similar health advantages. Wellness refers to holistic well-being, i.e., the balance of physical, mental, and social well-being and becomes evident in average consumption, such as nutrition choices, physical exercise, stress management, and the use of health-related products and services (Müller & Lanz Kauffman, 2001; Nahrstedt, 2004). The estimated value of the global wellness industry is 3.4 trillion USD, and tourism is a significant sector of the wellness industry with a share of nearly 500 billion USD (SRI International, 2013).

Tourism is an emerging economic sector for Malaysia. According to The Star Online (September 26, 2017), the tourism industry has become the third largest contributor to Malaysia's economy. In 2017, 25.9 million international tourists visited Malaysia and recorded a 0.1% growth in tourist receipts thus contributing RM82.2 billion to Malaysia's revenue (Tourism Malaysia, 2018). The tourist attraction is a core component of tourism and the primary purpose of why tourists travel to a destination. Department of Statistics Malaysia (January 29, 2018) reported that Selangor and Kuala Lumpur are the primary states that contributed 61.1% to the tourism industry, which Selangor recorded the highest value.

Thus, these two states have a lot of attractive places for both local and international tourists visit. Traveling to a destination with perfect and desired weather is a wish for everyone. The relationship between weather and tourism destination is an intricate link to each other (Scott & Lineux, 2010). They also stated that weather and climate of a particular destination differ in various ways and impact to local tourism destinations businesses and suppliers.

Malaysia is a country that has two seasons of Southwest and Northeast Monsoon. A challenging year for Malaysia in the year of 2015/2016, Malaysia is one of the countries that received the impact of El-Nino phenomenon (Yeh, 2016). The author also mentioned the effects of the phenomenon are one of the strongest ever recorded throughout the years. With the current heat wave impact all over the world, staying hydrated during travel is a must without facing health-related consequences. Moreover, Miller (n.d) highlights that the heatwave lead to heat exhaustion and heat stroke may occur to anyone and anywhere such as increased heartbeat, dizziness, nausea and vomiting, and so forth (WebMD, n.d). Accordingly, when the body temperature increase, the potential of dehydration and fever is high (Miller, n.d). The phenomena are detrimental to the older generation, for example, Malaysia's population of aging people or the older generation is those who could easily diagnose with dehydration and not only the young tourist. In the Malaysian Food Act, 1995 produced by the Ministry of Health stated that older people have the highest risk of dehydration due to lack of drinking plain water.

Furthermore, the volume of municipal water consumed by consumers for drinking is low (Jackson, 2010). In the New Straits Time Online (2016), it is advised for a typical adult to drink the minimum amount of eight glasses per day as the water build-up of 85 percent of our brain, and 10 to 15 percent for the bones. With enough water, the blood oxygen level will be in higher and enhancing to boost higher energy level. As visiting and exploring to tourism destinations can cause lose fluid of our physique through sweating, breathing, urinating and bowel movements. People can easily to get dehydrated if they do not drink sufficient water in a day (NST Online, 2016). Generally, dehydration is one of the leading causes of headaches, as it is one of the many symptoms of dehydration that may occur. Hence, consuming enough water is a must for an adult to stay healthy and fit.

Maps are one of the most essentials things for traveling, either in parks, or traveling from one destination to another. Jancewicz and Borowicz (2017) mentioned, tourist maps are one of the essentials documents to bring along, and their variety of details and content attract people to use it throughout the trip. As tourist maps rapidly developing day by day following the trend of modern technology, having to hold many things in hands at one time are a mess, for example, the need to hold a mobile phone with its gadgets, possibly lead to unsatisfied visitors' experience when visiting attraction places. Hence, the innovation of *BOMAPS* by combining two items in one product (the scrollable tourist map attached to bottle-drinking water) helps to ease tourists' mobility and prevent dehydration while traveling and walking around the place they visit. Besides, tourists visited places of attraction would normally consume plain water purchased from the vending machine or designated seller at the entrance. The purpose is to ensure their body is protected from dehydrated while walking around the place, especially in a warm climate country like Malaysia. The fusion of tourism and public health around the concept of well-being is an emerging area of interest; however, there is a lack of evidence base to suggest how practice might be able to identify with this (Pyke et al., 2016). Although the goals of reducing inequalities and promoting sustainability can be encouraged through public health and tourism, the argument is that as an emerging area of research more work needs to be done (Hartwell et al. 2012). Therefore, *BOMAPS* idea is created with the purpose to combine the bottled water and map of tourist attractions as a 2-in-1 item that is convenient and user-friendly for the tourists. This innovative product could ease the movement of tourists at the places of attraction and keep their body hydrated. It also a cost-saving measure for tourist by having the 2-in-1 item and could re-use it for a future visit. This product help to sustain the environment by having a recycle program of the used bottled and the tourists could keep the map as a souvenir. This paper intends to examine the awareness and acceptance of the new innovative touristic product among local tourists.

2. Literature Review

2.1. Public Health and Tourism

Public health and tourism agencies come from different backgrounds and business cultures have divergent opinions, and speak in different languages. They potentially have different views on the definition of well-being. Drawing on the work of Ritchie and Crouch (2003) and Hartwell et al. (2012) present a conceptual relationship that demonstrates the fusion of public health and tourism using effective strategy and public policy formation. Furthermore, the principles of sustainable tourism have been used to provide additional evidence on how integrating public health principles into destination management, destination policy, local policy, activities and destination capital can provide positive outcomes (Hartwell et al. 2012).

There is evidence that the blending between the sectors of public health and tourism around well-being resides in the ancient Greek roots of this concept that established on two characteristics, which are eudemonic and hedonic (McMahan & Estes, 2011). The eudemonic well-being occurs when one experiences meaning and self-fulfillment in life, but hedonic well-being arises from seeking happiness and pleasure (Ryan & Deci, 2001; Waterman, Schwartz, & Conti, 2008). However, Hartwell et al. (2012) and Easterlin (2013) suggest that as society moves towards a philosophy of reuse, repurpose and greater sustainability, well-being fits better within a eudemonic positioning and provides an opportunity to form a unique, collaborative relationship between tourism and public health. Public health evolves from a preventative, protective perspective and encompasses a life course approach. This outlook closely resembles a eudemonic philosophy. Well-being is not always controlled by the individual but is greatly influenced by environmental factors within the context

of an individual's life (Ryff & Singer, 2008). Thus public health and policy can play a vital role by creating supportive environments and establishing policies influenced by issues related to sustainable well-being. Nevertheless, the warm climate countries such as Malaysia and other warm countries cause dehydration to people health especially to tourists with limited mobility due to their disability (Nyman, 2016) as well as children (Nyman, 2010). Therefore, introducing a new innovative touristic product like *BOMAPS* is essential to support tourism industry initiative in enhancing tourists' wellness at the destination.

2.2. Hydration, Health, and Tourist

Water is a must to maintain overall good health. This statement supported by Family Doctor.org (2010) stated that the human body depends most on the water to survive daily life, and each of every part of the body needs water to function correctly. Jade (2018) stated water makes up of 60 percent of our body weight. Water used in the human body is to maintain its temperature, let go waste and lubricate joints. Science and research indicate that an average adult should drink 6 to 8 ounces glass of water per day to stay hydrated, which equal to 250ml per glass. However, the needs of water by people vary for their body needs. For some people, the need of 8 ounces of water per day is more than enough, but some people need more than that amount. There are many symptoms related to dehydration such as little or no urine, urine is darker than usual, dry mouth, sleepiness and fatigue, extreme thirst, headache and more to count. Consuming a daily water intake in daily life will benefit the body and health. Jade (2018) mentioned a perfect amount of water intake keep your body healthy and functioning at its maximum limit in which it helps improve physical performance, help in losing weight, mood booster, boost brain power, prevent headaches and high body temperature and protect against disease. The amount needed for daily intake depends on several factors; including age, gender, activity level and more (Perriscone, n.d). A mineral bottle amount of 600ml could stay body hydrated for 45 minutes (Batmanghelidj, 2014). There are several ideas of to stay hydrating suggested by Courtney (n.d), in which make sure drink enough in every hour and have a schedule, invest of a reusable water bottle, infuse with flavors like lemon or mint, drink before you eat, and eat your way to hydration. Staying hydrated not only gain from water but in consuming foods too. Hence, fruits and vegetables contain some amount of water which some have a high percentage of water amount; this includes cucumbers with 97 percent of water amount and followed with celery with the amount of 96 percent (Courtney, n.d). Tourists visit to warm climate country like Malaysia are prone to dehydration effects such as fatigue, extreme thirst, headache, and so forth. In Malaysia, there is a lot of tourist attraction destination with huge compound, which requires tourists to walk around the area, for example, National Bird Park, National Zoo, Theme Parks and so forth. Thus, introducing an innovative touristic product could reduce health-related issues like dehydration among tourists.

2.3. Maps in Tourism

Many industries use maps to identify their location of business worldwide, and tourism is not exceptional. Hence, the used of maps in the field of tourism are widely recognize, as maps become one of the most essentials item needed while traveling. From Science of Youth (2015), the map is essential as it represents the world geography in a smaller scale, and help to identify the destination and organize the information. There are various kinds of maps in the tourism industry. Tourist maps play an important role in tourist movement and activities, during the planning, preparation stage and also during the visit (Norrie & Signer, n.d.). Classification of tourist map is prepared based on the type of tourism product. The most popular is a group tourist map, which intended used for sightseeing tourism (Jancewicz & Borowicz, 2017). According to Akinola, Odyemi & Suru (2011), maps played an important role and have their position and reputation in tourism development. The maps are focusing more on developing the positive and correct image of a destination for potential tourists. A map consists of the data of locations, the existence of buildings and the distance between the locations, such attractions and routes for tourists to explore, and it delivers the information as needed as a way of communication (Akinola, Odeyemi & Suru 2011). In general, the purpose of the map is to transmit the information and ease the mobility of people at a particular destination. Thus, "Maps constitute a universal means of transmitting information, and particularly information with spatial character" (Kalamucki & Czerny, 2015). In summary, when people travel for tourism activities, a map is a useful tool for travelers who visit places, which is new to them at a particular destination. Grabler et al. (n.d) stated that tourist maps are part of essentials material/document for tourists or visitor to visit new destinations. Proper tourist maps designated for guiding tourists to unfamiliar tourism spots in particular destinations. Hence, a neat, well designed and structured map can feed the need of tourist with sufficient data and information about the places (Lin et al., 2013). Usually, the attractions highlighted with the concerns of the point of interest include a gallery, museums, shopping districts, public park, theme park, as well as restaurants (Grabler et al., n.d). Therefore, maps included with the latest information on places of interest are significant to ensure the tourists gain a satisfying experience (Lin et al., 2013).

2.4. Sustainable Tourism

In many developing nations worldwide, tourism is one of the most contributing industries to economic development. The tourism industry is one of the rapidly growing industries in the global business. Sustainability in manufacturing has placed its focuses on producing completely recyclable products; eco-friendly or green production processes and completely disassembles products at the end of their functional life (Molamohamadi & Ismail, 2013). Products compete by not only price, functions, and diversity, but also sustainability. Product performance is evaluated not only in durability, reliability, affordability, and aesthetic perspective, but also being environmentally considering in a friendly way global warming, reducing energy consumption and conducting the end-of-product lifecycle management such as reusing, recycling and remanufacturing (Yang, Jahau & Chen, 2012). According to Deniz (2002), there are many

products now projected to have a short lifetime instead of used to be designed to last for years. The author also mentioned that disposable items commonly offered as a user's benefit. The tourism industry is always concerned with the sustainable issues affected a destination. More green practice initiatives have been implemented such as reduce, reuse and recycling activities as well as fitting energy efficient materials and equipment in the new tourism development site. Thus, the use of biodegradable material for BOMAPS water bottle and map is a sustainable green tourism initiative.

3. Methodology

The study used a quantitative research method to collect and analyze the data. The purpose of this survey was to identify the feasibility of this new product development acceptance and sustainability features. The data collected through the online survey questionnaires. A sample of 200 respondents was asked to respond to the online survey within a week. For this study, descriptive analysis was used to analyze respondent's feedback on the BOMAPS product usability and features. A pilot study was carried out before the final survey to ensure the reliability and validity of the items used in the questionnaire. The questionnaire consists of three sections: Section A covers the demographics of the respondents, Section B measures the respondent's daily water intake and their awareness of the importance of staying hydrated during travel, the use of maps during the visits to tourist attractions and destination. Section C covers the usability of the product (BOMAPS). Descriptive analysis was undertaken to present the findings of the study.

4. Results

The researcher received 100 returned questionnaires from the online survey, which indicates a 50% returned response out of 200 questionnaires distributed.

4.1. Demographic Profiles of Respondent

Demographically, the results in Table 1 show that 66% of the respondents are female (n=66) and 34% are male (n=34). The highest involvement of respondents are from youngsters aged 18-25 years old, which makes up 72% and followed by 25 - 30 years old with 14 %, above 30 years old represented 12 %, and under 18 years old was 2%. The marital status varies from 78% of respondents were single, 20% of the respondents were married, and 2% were divorced. More than half of the respondents were made up of Malays (82%), followed by Chinese and Indian (7%) and others (4%). Regarding the level of education, the highest numbers were respondents with degree qualification (63%), followed by diploma qualification (19%), master qualification (5%), Ph.D. (1%) and others (12%). More than half (52%) of the respondents reported that they are students, 30% are employed, and 14% has own business while 4% identified as others.

4.2. Water Consumption

Data in Table 2 present the awareness of respondents on the importance of water consumption. All of the respondents (100%) agree that it is essential to drink water every day. 97% of the respondents know the benefits of drinking enough plain water daily. Most of the respondent 94% support that drinking a minimum of 8 glasses of plain water will keep their body hydrated. These findings proved that the majority of people are aware of the importance of having sufficient water consumption would keep their body hydrated.

No.	Item	Description	Frequency	Percentage (%)
1.	Gender	Male	34	34
		Female	66	66
2.	Race	Malay	82	82
		Chinese	7	7
		Indian	7	7
		Others	4	4
3.	Marital Status	Single	78	78
		Married	20	20
		Divorced	2	2
		Others	-	-
4.	Age Group	Under 18	2	2
		18 - 25 years old	72	72
		25 - 30 years old	14	14
		30 and above	12	12
5.	Education Level	Diploma	19	19
		Bachelor/Degree	63	63
		Masters	5	5
		PhD	1	1
		Others	12	12
6.	Employment Status	Students	52	52
		Employed	30	30
		Retiree	-	-
		Own Business	14	14
		Others	4	4

Table 1: Demographic Profile (N=100)

No.	Description	Answer	Frequency	Percentage (%)
1.	It is essential to drink plain water every day.	Yes	100	100
		No	0	0
2.	Do you know the benefits of drinking enough plain water daily?	Yes	97	97
		No	3	3
3.	Drinking a minimum of 8 glasses of plain water will keep my body hydrate.	Yes	94	94
		No	6	6

Table 2: Water Consumption Level (N=100)

4.3. Water Bottle Usage Behaviour While Traveling

Mostly 68% of the respondents did bring their water bottle when visiting tourist attractions, while 32% were not. 53% of the respondents recycle the bottle after use, and 47% did not recycle it. The majority (60%) of the respondents think that bringing their water bottle taking more space in their bag. Most of the respondents (82%) prefer traveling with a handy size bag that keeps only critical personal things. Table 3 exhibits the respondents' feedback on water bottle usage behavior while traveling.

No.	Questions	Answer	Frequency	Percentage (%)
1.	Do you bring your water bottle when visiting tourists' attractions?	Yes	68	68
		No	32	32
2.	When you buy drinking water, do you recycle the Bottle?	Yes	53	53
		No	47	47
3.	Do you think to bring your water bottle taking More space in your bag?	Yes	60	60
		No	40	40
4.	I prefer traveling with a handy small size of bag that Keeps only essential personal things.	Yes	82	82
		No	18	18

Table 3: Water Bottle Usage Behaviour While Traveling

4.4. The Importance of Using Map While Travel

Findings presented in Table 4 portray the respondents' feedback on the use of map while traveling to a destination and places of attraction.

No.	Questions	Answer	Frequency	Percentage (%)
1.	Do you think maps are needed in attraction places?	Yes	94	94
		No	6	6
2.	Do you use maps during a trip at particular tourism Destinations?	Yes	88	88
		No	12	12
3.	A map is useful for guiding direction and ease Mobility of tourist visiting a specific tourist attraction.	Yes	97	97
		No	3	3

Table 4: The Use of Map While Travel (N=100)

Majority of the respondents (94%) think that maps needed in attraction places. Furthermore, 88% of the respondents use maps during their trip at particular tourism destinations. Most of the respondents (97%) agree that map is useful for guiding direction and ease mobility of tourist at a specific place of attraction.

4.5. The Usability of BOMAPS Product

The descriptive analysis in Table 5 shows the results of mean and standard deviation of respondents' feedback on the usability of the BOMAPS product. The scale for the questionnaire is from 1= Strongly Disagree to 6= Strongly Agree.

No.	Description	Mean	Std. Deviation
1.	Adrinking waterbottle attached with scrollable map (BoMaps) is convenient for tourist visiting places of attraction.	4.92	1.143
2.	Having BOMAPSproduct at the attraction places help to prevent dehydration among tourists.	5.01	1.193
3.	I will recycle the BOMAPSwater bottle after use.	4.66	1.288
4.	BOMAPSwill enhance tourists experience when visiting a tourist attraction.	4.97	1.193

Table 5: The Usability of BOMAPS Product (N=100)

Based on Table 5, the magnitude of the mean scores ranges from 4.66 to 5.01 indicating that majority of the respondents agree with most of the items in this section analysis, which means that most of the respondents found this product has many benefits to them. The respondents perceived the highest usability of having BOMAPS product at the attraction places help to prevent dehydration among tourists (M=5.01).

4.6. The Product Features of BOMAPS

The respondent was asked to give their response on the BOMAPS product features that tailored to the environmental sustainability. Table 6 exhibit the results analysis using mean and standard deviation.

No.	Questions	Mean	Std. Deviation
1.	BOMAPS must use recyclable materials.	5.17	1.155
2.	Recyclable product is essential to conserve environmental sustainability.	5.32	1.127
3.	I will only purchase products with recyclable features.	4.72	1.164
4.	I concern for environmental sustainability.	5.15	1.085
5.	Having a drinking water bottle with a scrollable map is a handy product.	5.04	1.127
6.	A 600ml bottle size of drinking water is sufficient to keep my body hydrate when walking around places for less than 4 hours.	4.79	1.350

Table 6: BOMAPS Product Feature (N=100)

Based on Table 6, the magnitude of the mean scores ranges from 4.72 to 5.32 indicating that majority of the respondents agree with most of the items describe for the BOMAPS product features. The respondents found this product has many environmental-friendly features such as recyclable material (M=5.17), which essential to conserve the environmental sustainability (M=5.32). The respondents perceived that having BOMAPS product would prevent dehydration among tourists while walking around the place of attraction (M=4.79). They like the handy feature of BOMAPS (M=5.04). The respondents also concern with the environmental sustainability (M=5.15) and will purchase the only product with recyclable features (M=4.72).

5. Discussions and Conclusion

The objective of behind the innovation of BOMAPS as the new touristic product is to enhance tourists' health wellness and experience when travel and visiting places of attraction in Malaysia. The BOMAPS which is a handy 2-in-1 water bottle attach with a scrollable tourist map is essential to ease mobility of tourist at places of attraction. This product will be an attractive tourism souvenir for tourist. It also benefits the tourists in taking care of their health by consuming enough drinking water to avoid dehydration. Thus, the researchers conducted an online survey among the local tourist to measure the acceptance of BOMAPS product features and usability. A total of 100 respondents have participated in the survey, and the descriptive analysis has been performed to interpret the data. The results indicate that the majority of the local tourists agree that BOMAPS has many benefits to the individual health and environmental sustainability. This survey proved that BOMAPS is an essential product to enhance tourist wellbeing awareness, ease their mobility at places of attraction, and contribute to conserving the environment. The initiative of tourism-related agencies in implementing sustainable business practices in the tourism industry is significant in Malaysia (Wee et al., 2017). More host destination includes sustainable initiatives in organizing an event to enhance destination image in Malaysia, for example, the Royal FLORIA event is recognized as a sustainable event to promote the Putrajaya as a green-city image to local and international tourists (Thomas & Wee, 2016; Weber et al., 2012). It is evident that the public and private tourism organization is aware of the importance of creating new touristic product and services that promote a better quality of life in the future. Hence, BOMAPS is the potential new innovative touristic product useful for enhancing health and wellbeing of people travel to visit a destination in the future.

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