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Leisure Preferences and Well-Being in Wellness Tourism: Insights from Voluntary Simplifiers

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ABSTRACT

This study explores the psychological well-being of individuals who adopt a voluntary simplicity lifestyle (VSL) to achieve both hedonic and eudaimonic well-being within the context of wellness tourism. It also examines the mediating effect of leisure involvement on the association between VSL and psychological well-being. A total of 424 responses were collected from wellness tourists who identified as simplifiers via purposive sampling. The data were analyzed using Structural Equation Modelling (SEM) with SmartPLS 4.0. Findings show that a VSL has a significant positive effect on both hedonic and eudaimonic well-being. Moreover, leisure involvement was found to positively mediate the relationship between VSL and well-being. The study also offered meaningful insights into the emerging wellness tourism industry by highlighting the importance of promoting sustainable tourism practices aligned with simplifiers' internal values. It also provides industry practitioners with valuable guidance to better understand individuals' preferences for leisure involvement and to enhance their psychological well-being, thereby building long-term relationships with wellness tourists.

1. Introduction

Due to increases in global economic and environmental conditions, faster lifestyles, mental anxiety, and psychological pressure are becoming common in society. People are falling in "sub-healthy" conditions, which means no serious illness but not fully healthy, is becoming a common phenomenon worldwide (Garst et al., 2001; Liu et al., 2023). So the demand for health-related tourism is gaining prominence, and the wellness tourism industry has ushered in new development opportunities (Kazakov & Oyner, 2020; Liu et al., 2023; Wolf et al., 2017). Elements such as hectic lifestyles, rising stress levels, changes in traditional and religious communities, and the fast expansion of the wellness industry are contributing to people's increasing desire to slow down

their lives (Douglas et al., 2001; Keadplang, 2019; M. Smith & Puczkó, 2010; Tripathi, 2023). The work of Keadplang (2019) defined wellness tourism as travel for a specific or special purpose to boost wellbeing and improve health, spiritual, physical, and psychological activities commonly associated with medical tourism because of their interest in restoring health and maintaining their quality of life, but some authors, such as (Tripathi, 2023) define wellness as people who are already healthy but proactively seek engagement to enhance and maintain overall well-being; they are called wellness tourists (GWI, 2018).

The Global Wellness Institute (GWI) defines the wellness industry with different categories, such as 1. Health promotion, for example, healthy food, fitness, beauty, and spa treatment service 2. Mental health services such as tai chi and yoga 3. Spiritual health services, such as meditation 4. Social health services, for example, the social bond network 5. Emotional health, such as stress relief 6. Environmental health (Keadplang, 2019). According to an estimate, the global wellness industry has grown by 21%, from 435.7 billion in 2020 to 1127.6 billion in 2025 (GWI, 2024, p. 2). Researchers emphasize that wellness destinations should prioritize services and facilities that specifically enhance well-being (Voigt et al., 2011). However, the academic literature is unclear about which services or facilities enhance psychological well-being, a state of mind characterized by strong emotional and mental health. There is a greater need to understand psychological factors that could promote purposeful travel behavior, such as health-related tourism and wellness traveling (Murthy et al., 2025). In the reverse-positive tourism model, attention has been drawn to ethical and responsible travel behaviour that promotes personal well-being and fosters social and environmental connectedness (Chang et al., 2024; Rebouças & Soares, 2021; Vada et al., 2022). So, drawing on positive psychology and the tenets of positive tourism, researchers work on voluntary simplicity tourism that encourages tourists to embrace a minimalist approach and ecological consciousness, and to reject a focus on material consumption (Kannisto, 2018; Murthy et al., 2025).

This approach is adopted by individuals who prefer a voluntary simplicity lifestyle centered on reducing material consumption and enhancing intrinsic well-being (Rebouças & Soares, 2021). The present study seeks to determine VSL individuals' preferences for wellness tourism as a leisure activity, a topic underexplored in the literature. However, studies have examined VSL individuals' gastronomic tourism preferences (Akdağ & Demir, 2021) and their customized special-interest tour preferences based on their personal values (Chieh-Wen et al., 2008). Another study found that people achieve psychological well-being not only being active, but through engaging in activities that align with their personalities (Trainor et al., 2010).

Therefore, this study selects individuals with a voluntary simplicity lifestyle (VSL) who choose wellness tourism and engage in wellness-oriented leisure activities, such as aligning with personal values, fulfilling psychological needs, or engaging in ethical enjoyment. Personal values, such as VSL, are psychological constructs that underlie both personal well-being and motivated behavior (Brown & Kasser, 2005). However, some psychological mechanisms, such as self-identity and personal values, that shape the behavior towards wellness tourism have been overlooked. In this regard, this study adds in to the existing literature by demonstrating that the voluntary simplicity lifestyle (VSL) reflects personal values that direct individuals toward wellness tourism to enhance their psychological well-being, with self-determination theory as the underlying motivational framework for adopting VSL behavior.

In this study, self-determination theory is used to support the relationship between well-being and wellness tourism as an outcome. Prior studies have validated SDT as a comprehensive framework for achieving well-being through wellness tourism (Van den Broeck, Vansteenkiste & De Witte,

2008). Positive psychology holds that individuals are naturally growth-focused and strive to realise their hidden potential; thus, researchers have resonated with the concept of well-being in the context of wellness tourism (Bertsch & Ostermann, 2011; Deci & Ryan, 2000). Along with SDT, focus on internal motivation and needs under the right conditions also significantly contribute to enhancing psychological well-being (Deci & Ryan, 2000). SDT, also known as the theory of human motivation, is a theory of human motivation. It explains that external conditions, such as social support and the environment, are conducive to the satisfaction of basic human needs (competence, relatedness, and autonomy). Meeting these basic needs improves psychological well-being. Moreover, the study seeks to investigate the leisure involvement as a mediating variable between the voluntary simplicity lifestyle and psychological well-being. Leisure has been found in activities intended for individuals. People with a low consumption-oriented lifestyle focus most on leisure activities, such as strengthening personal relationships and reducing environmental impact (leisure offers intrinsic meaning) (Range, 2002). "Leisure involvement is an internal state of motivation or interest for recreational activities. It reflects how individuals engage and perceive with their leisure activities and ultimately shape their actions and choices."(Rothschild, 1984). By investigating the psychological well-being of VSL individuals, this study promotes wellness tourism in Pakistan as a sustainable leisure choice.

2. Literature Review

2.1 Self-determination theory and Well-Being

The study of Deci & Ryan (2000) defined Self-Determination Theory (SDT) as a perspective that embraces eudaimonia and self-realization as central themes of well-being. SDT posits three psychological needs: autonomy, competency, and relatedness. Where autonomy is defined as a sense of choice and personal power in decision-making, competency means feeling challenged and able to achieve your goals; relatedness means to feeling connected and respected by others (Patrick & Canevello, 2011). To achieve optimal human functioning, these needs are prerequisites (Baldwin & Caldwell, 2017). These needs are necessary for psychological growth (intrinsic motivation), well-being (life satisfaction, psychological health), vitality (Frings, 1987), and self-congruence (Sheldon & Elliot, 1999). Human life's main aim is the fulfillment of needs. However, SDT does not claim that only these psychological needs are required for psychological growth and mental health, but delineates that the social environment is equally liable for that.

Later, Deci & Ryan (2013) proposed that SDT is based on different kinds of motivation (called regulation) that exist along a continuum, ranging from less to more self-directed. They also highlight that certain psychological needs (autonomy, competence, and relatedness) are essential for developing motivation (Deci et al., 2001), particularly in a social context, where behavior is guided by satisfying these basic psychological needs, which, in turn, foster more self-determined regulations that enhance persistence and psychological well-being. SDT addresses the human natural tendency to engage in worldly activities. It also provide framework for investigate social and environment factor that can enhance or less these needs (Baldwin & Caldwell, 2017) such as (Vallerand & Losier, 1994) suggest a motivational sequence based on SDT there he stated that someone's social context lead them to fulfillment of basic needs which in turn influence motivation ultimately predict one cognitive, affective or behavioral consequence (McDonough & Crocker, 2007; Vallerand & Losier, 1994). In psychology, motivation is viewed as a primary driver of behaviour and a reason why individuals behave and think as they do (Forbes, 2011; Graham & Weiner, 1996). SDT provides a theoretical foundation for models such as VSL, which can be considered behavioral consequences. McGregor (2005) explains that people with intrinsic goals commonly consume less and are more likely to adopt a simplistic lifestyle. Therefore, this

study assumes that a high level of self-determined motives would lead to a VSL and that eudaimonic consumers who pursue goals and are self-regulated are highly socially responsible.

2.2 Hypothesis development

Well-being is defined in terms of two concepts: eudaimonic and hedonic (Smith & Diekmann, 2017). Where hedonic is the pleasure aspect of well-being, such as having more fun, pleasure, and enjoyment towards tourism (Deci et al., 2001) such as relaxation, comfort, pleasure in perceived activities (Rahmani et al., 2018) and eudaimonic well-being focuses on personal level outcomes such as activities that lead to self-actualization, personal goals, and human development, and this is gaining prominence in tourism research (Matteucci & Filep, 2017). Several theories explain eudaimonic well-being and psychological well-being (Ryff & Keyes, 1995) and self-determination theory (SDT) (Ryan & Deci, 2000).

Environmentally concerned individuals who spare time for social connectedness, focus on health improvements, and do so for financial reasons are counted as significant motivating factors for simplifiers (Alexander & Ussher, 2012; Pierce, 2000). However, improved well-being is repeatedly reported as an outcome of a voluntary simplicity lifestyle in the literature. (Rich et al., 2017). However, in such ways as consumption behavior (Shaw & Moraes, 2009; Shaw & Newholm, 2002), values (Shama & Wisenblit, 1984), cognitive processes (Boujbel & d'Astous, 2012; Daoud, 2011) and environmental responsibility (Brown & Kasser, 2005),. Self-identity is investigated in a limited way that has been empirically associated with well-being. SDT (Deci & Ryan, 2013) assumed that there are stronger motivations to engage in VS behavior for well-being. Theory states that when one's psychological needs, such as autonomy, relatedness, and competence, are met, this leads to psychological growth (Ryan & Deci, 2001). Theory indicate that people derive greater satisfaction from their psychological needs when intrinsically motivated rather than when extrinsically motivated.

Understanding the concept of well-being is very important because it leads to positive outcomes, such as improved social relationships (Diener et al., 1985). Assessing hedonic or eudaimonic well-being can lead to biased conclusions, as both contribute differently to overall psychological well-being (Huta & Waterman, 2014). Excessive focus on hedonic activities may result in addiction, selfishness, and escapism, whereas overemphasis on eudaimonic activities may lead to workaholism, self-sacrifice, and loss of relaxation. Therefore, many psychologists argue that a balance between hedonic and eudaimonic well-being is essential for healthy functioning (Huta, 2012, 2015). Therefore, it is proposed that

H1: There is a positive relationship between VSL and hedonic well-being.

H2: There is a positive relationship between VSL and eudaimonic well-being.

Leisure involvement refers to a person's interest, motivation, or psychological state toward specific recreational activities or tourism destinations, and related products. The psychological connection to being part of those specific activities (Havitz et al., 2013). Leisure involvement improves psychological well-being; however, researchers raise two important concerns: whether leisure itself creates well-being and which types of leisure people prefer based on their personality. Prior studies suggest that psychological well-being through leisure varies from person to person and depends more on personality traits and personal characteristics, such as resilience, self-confidence, and emotional stability, rather than leisure involvement alone (Trainor et al., 2010; Westman, 1990; Yeung & Hemsley, 1997). For example, extroverts are more likely to participate in social and physical activities than neurotic individuals (Bolger & Eckenrode, 1991; Cheng & Furnham, 2002). Research suggests that improved psychological well-being is achieved when

individuals engage in activities congruent with their personality (Melamed et al., 1995). Activities that are structured, social, challenging, and goal-oriented are considered more psychologically beneficial because they promote intellectual stimulation, skill development, and personal growth (SDT) (Garst et al., 2001; Shaw et al., 1995). In this study, it is suggested that individuals with a Voluntary Simplicity Lifestyle (VSL) prefer goal-oriented wellness leisure activities that resonate with their personal values and intrinsic motivation, as explained by Self-Determination Theory.

H3: VSL is positively associated with wellness leisure involvement, supporting SDT.

Leisure is defined as free time, a subjective experience, and recreational activities, and these aspects are linked to hedonic well-being (Newman et al., 2014; Walker et al., 2019). Large-scale surveys showed a positive relationship between free time and happiness (Wei et al., 2015). Physical activities (e.g., exercise) have been found to have a stronger effect on leisure satisfaction than passive activities (e.g., listening to music). Hedonic leisure includes activities such as sports, singing, visiting museums, drinking, and sexual activities. In contrast, non-leisure activities, such as working, studying, commuting, and household chores, are linked with lower happiness (Bryson & MacKerron, 2017). However, some evidence suggests a curvilinear relationship, where both too little and too much free time may reduce well-being (Lee, 2020). Intrinsic motivation and perceived freedom are key leisure experiences associated with hedonic well-being (Walker et al., 2019), in which activities are undertaken for enjoyment and personal choice. Leisure also supports autonomy, skill development, social relationships, and identity formation, making it important for psychological development (Kleiber et al., 1986; Woodward et al., 2001). Therefore, it is proposed that

H4: There is a positive relationship between wellness leisure involvement and hedonic well-being

H5: There is a positive relationship between wellness leisure involvement and eudaimoic well-being

Leisure and Eudaimonic well-being have mainly focused on subjective experiences of leisure activities. Eudaimonic well-being has been studied in relation to leisure through the concept of flow, which refers to deep absorption in optimal experience when perceived skills match challenges, and is considered eudaimonic for its meaningful, growth-oriented nature (Bonaiuto et al., 2016; Csikszentmihalyi & Hunter, 2014). Flow is commonly experienced in active leisure, such as sports, arts, games, and hobbies (Kleiber et al., 1986), and is linked to serious leisure, which involves sustained commitment and effort (Stebbins, 2015). Similarly, Ikigai represents meaningful leisure engagement that involves effort, enjoyment, comfort, and stimulation, and is strongly linked to personal values rather than to hedonic pleasure alone (Kono & Walker, 2020). Activities such as dance and textile crafting contribute to personal growth and skill development (Matteucci & Filep, 2017; Pöllänen & Weissmann-Hanski, 2020). Even negative experiences, such as stress or challenges in effortful leisure, can enhance long-term eudaimonic well-being, while stimulation, novelty, comfort, and safety further contribute to meaningful tourism experiences (Mitas & Bastiaansen, 2018). However, despite strong evidence linking leisure with hedonic well-being, more research is needed on leisure and eudaimonic well-being in emerging contexts (Newman et al., 2014), where voluntary simplicity individuals' leisure involvement in wellness activities, driven by intrinsic motivation (SDT), may enhance eudaimonic well-being as shown in Figure-1.

H6: Wellness leisure involvement mediates the relationship between VSL and hedonic well-being

H7: Wellness leisure involvement mediates the relationship between VSL and eudaimonic well-being

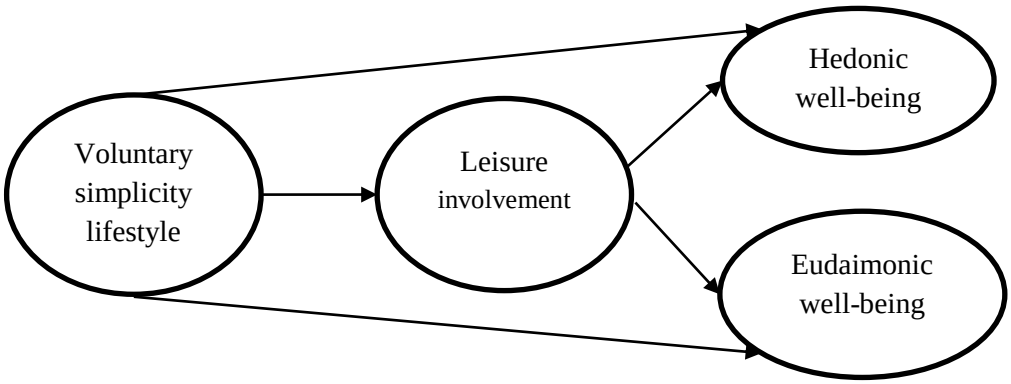

Figure 1: Conceptual framework measuring VSL, Leisure Involvement, and Well-being

3. Methodology

3.1 Study Design and Data Collection

The study is a survey-based, cross-sectional study. A non-probability, purposive sampling technique is applied. The goal of purposive sampling is to focus on particular characteristics of populations (simplifiers) that are of interest and are best able to answer the research question (Rai & Thapa, 2015). The target population was wellness center customers; the survey was distributed to the population who claimed to be simplifiers. Participants were scrutinized through screening questions. Data were collected from major cities in Pakistan, including Karachi, Lahore, Islamabad, and Faisalabad. However, data were also gathered from small towns where wellness centers were located and accessible. A personal visit to those wellness centers was a priority for distributing the questionnaire, but it was also distributed through social media platforms such as Facebook, Instagram, and WhatsApp. 46.2% response rate was recorded, with 100 hard copies and 324 survey links shared, and others were encouraged to share with their peers and fellows.

3.2 Demographic Profile

There were 52% males and 48% females (90%) living in Pakistan. The average age of respondents was 35-49 (Millennials) and 50 (Generation X), with 72% married and holding a master's degree or higher. 43% of them were businessmen/businesswomen, but the same ratio was as government/private job holders. An average monthly income of 150000 or more was recorded. 81.1% of customers claim to be simplifiers in response to questions such as "*To be a simplifier is an important value in my life*," and further complete the questionnaire. 19% of people claim to be non-simplifiers and return the questionnaire blank. See Table 1 for the complete picture.

Table 1: Demographic Characteristics (*n*=424)

Descriptive	**Frequency**	**% of Respondents**
Gender		
Female	204	48%
Male	220	52%
Age		
16-24	52	12.4%
25-34	98	23.2%
35-49	145	34.4%

50 and above	131	30.9%
Marital status		
Married	231	54.6%
Unmarried	161	38.2%
Widow/Divorced	30	7.2%
Education		
High school/ Intermediate	65	15.4%
Bachelors	142	33.7%
Master's and above	156	37%
Other	59	14.1%
Profession		
Businessman/woman	32.8%	139
Govt/private job	24.8%	105
housewife	10.4%	44
Freelancer	14.7%	62
Student	14%	59
Unemployed	3.3%	13

Source: Author's research

3.3 Survey Measures

The survey consisted of 5 sections: the 1st section covered the researcher's information and contact details, and the 2nd section covered the respondents' demographics. The 3rd section consists of a short video explaining the simple lifestyle and 2 questions to measure respondents' priority for it. The 4th and 5th parts measure the items with a 7-point Likert scale from "strongly disagree" to "strongly agree". The voluntary simplicity lifestyle has been measured with 20 items adapted by Shama & Wisenblit (1984). Tourist Psychological well-being has been measured with the hedonic 6-item scale and the eudemonic 6-item scale, which were adapted by the study of Liu & Zhou (2023), which investigates tourists' overall well-being related to wellness tourism (Liu & Zhou, 2023). Leisure involvement was measured across three dimensions (centrality, attraction, and self-expression) using 9 items adapted from Matte et al. (2024).

4. Results

The analysis of the collected dataset was conducted using Partial Least Squares Structural Equation Modelling (PLS-SEM) in SmartPLS4 (Ringle, Wende, & Becker, 2022). Measurement model findings are depicted in Table 2. The outer loadings for the indicators exceeded the desired threshold of 0.707 (Joseph F. Hair, Hult, Ringle, & Sarstedt, 2017). The reliability and validity of the measurement model were assessed using confirmatory factor analysis (CFA). Composite reliability and Cronbach's alpha validate the constructs' internal consistency, while model robustness assesses discriminant and convergent validity (Bagozzi & Yi, 2012).

Table 2: Constructs, Items, Factor Loadings, and Reliability Summary

Construct	**indicators**	**Outer Loadings**	**Cronbach's Alpha**	**Composite reliability**	**AVE**
Voluntary simplicity lifestyle (VSL)	VSL1 VSL3 VSL4 VSL5	0.686 0.715 0.693 0.640	0.942	0.948	0.503

	VSL6 VSL7 VSL8 VSL9 VSL10 VSL12 VSL13 VSL14 VSL15 VSL16 VSL17 VSL18 VSL19 VSL20	0.691 0.717 0.668 0.752 0.710 0.644 0.794 0.799 0.696 0.701 0.686 0.717 0.733 0.706			
Leisure involvement	CT1 CT2 AT1 AT2 AT3 SE1 SE2 SE3	0.845 0.636 0.784 0.779 0.843 0.785 0.793 0.808	0.911	0.915	0.618
Hedonic well-being	HD1 HD2 HD3 HD4 HD5 HD6	0.810 0.845 0.864 0.836 0.827 0.841	0.915	0.915	0.701
Eudaimonic well-being	ED1 ED2 ED3 ED4 ED5 ED6	0.759 0.774 0.791 0.749 0.815 0.757	0.866	0.867	0.600

In Table 2, composite reliability (CR) for all constructs was above the threshold of 0.70 (Hair et al., 2017), and Cronbach's Alpha was also above the standard of 0.70 (Churchill, 1979). Convergent validity was examined using average variance extracted, which exceeded the threshold of 0.50 (Hair, Ringle, & Sarstedt, 2011). Discriminant validity was examined through the heterotrait-mono-trait (HTMT) ratio (Henseler, Ringle, & Sarstedt, 2015) and the Fornell and Larcker criterion (1981) as shown in Table 3. Discriminant validity has been evaluated using the Heterotrait-Monotrait (HTMT) ratio; all values fall below the threshold, indicating that each construct is empirically distinct from the others. The diagonal values in bold represent the Fornell-Larcker Criterion and are all higher than their inter-construct correlations.

Table 3: Heterotrait-monotrait ratio (HTMT)- Matrix

	Eudaimonic well-being	**Hedonic well-being**	**Leisure involvement**	**Voluntary simplicity lifestyle**

Eudaimonic well-being	**0.775**			
Hedonic well-being	0.625	**0.837**		
Leisure involvement	0.640	0.599	**0.786**	
Voluntary simplicity lifestyle	0.555	0.543	0.760	**0.710**

The structural model has been evaluated using path coefficients, T-statistics, and the p-value (see Table 4) to interpret the results. The present study provides an exhaustive analysis of how VSL increases hedonic and eudemonic well-being, with VSL and hedonic well-being ($\beta = 0.239$, $p < .005$, $t=3.724$) and the relationship between VSL and eudaimonic well-being ($\beta = 0.206$, $p < 0.005$, $t=2.802$) both significant and higher. The relationship between VSL and lesirue involvement ($\beta = 0.706$, $p < 0.05$, $t = 21.223$) showed a significant result. Furthermore, leisure involvement and hedonic well-being show a positive relationship ($\beta = 0.430$, $t = 6.873$, $p < 0.05$), suggesting that individuals with higher levels of leisure involvement have greater hedonic well-being. The relationship with leisure involvement is also positive with eudaimonic well-being and interpret values ($\beta = 0.494$, $t = 7.762$, $p < 0.05$). The specific indirect effect further reinforces the mediation findings, with leisure involvement mediating the relationship between voluntary simplicity lifestyle and eudaimonic well-being ($\beta = 0.349$, $t = 7.960$, $p < 0.05$). Moreover, leisure involvement positively mediates between a voluntary simplicity lifestyle and hedonic well-being ($\beta = 0.304$, $t = 6.866$, $p < 0.05$).

Table 4: Path coefficient

	Coff.	**St. Dev**	**T statistics**	**P values**
Voluntary simplicity lifestyle-> hedonic well-being	0.239	0.064	3.724	0.000
Voluntary simplicity lifestyle-> eudaimonic well-being	0.206	0.074	2.802	0.005
Voluntary simplicity lifestyle-> leisure involvement	0.706	0.033	21.223	0.000
Leisure-> hedonic well-being	0.430	0.063	6.873	0.000
Leisure-> eudemonic well-being	0.494	0.064	7.762	0.000
Specific indirect effect				
Voluntary simplicity lifestyle -> Leisure -> Ed Well-being	0.349	0.044	7.960	0.000
Voluntary simplicity lifestyle -> Leisure -> Hd-Well-being	0.304	0.044	6.866	0.000

5. Conclusion

The results are consistent with a previous study by Watkins et al.(2025), which found that VSL-positive individuals are associated with well-being, both hedonic and eudemonic. Furthermore, Matte et al. (2024) concluded that people who prefer a simple lifestyle seek a sense of purpose to enhance inner values, personal growth, and well-being. Facets of the voluntary simplicity lifestyle are also associated with internal values and well-being (Rebouças & Soares, 2021). In H1 and H2, the study found statistically significant associations between VSL and hedonic and eudaimonic well-being, aligning with the idea of intrinsic motivation (SDT) and with endorsed personal values and identity (Zavala & Arias, 2025). H3: interpret the VSL's positive effect on leisure involvement, as extended by the research of Melamed et al. (1995). Prior Studies indicate that improved psychological well-being results from engaging in leisure activities that align with one's personality. H4 and H5 confirmed a positive relationship between leisure involvement and hedonic

well-being, and between leisure involvement and eudaimonic well-being. These findings support Range's (2002) conclusion that personal values lead to certain leisure activities, which can enhance well-being. H6, H7 confirm the mediating role of leisure involvement in VSL and (hedonic and eudaimonic) well-being. This study has target the simplifiers as their core population to analyze their personal leisure priorities and how achieve psychological well-being (hedonic and eudaimonic) because (Huta, 2012, 2015) proves that in form of leisure hedonic and eudaimonic pleasure both has their own significance such as excessive focus on hedonic pleasure leads to addiction, escapism and selfishness whereas only emphasize on eudaimonic activities leads to workaholism, lose of relaxation and self-sacrifices.

5.1 Practical and theoretical contribution

This study finds a positive association between VSL and psychological well-being (hedonic and eudaimonic), consistent with SDT. The results make practical and theoretical contributions to the emerging field of sustainability in wellness tourism. It offers meaningful insights into contemporary marketing in the wellness industry, explaining how it can enhance customers' overall well-being by shaping facilities and services to accommodate those seeking tourism aligned with their internal values. More specifically, this study explores these individuals' involvement in leisure and their preference for activities that align with their personalities and values. SDT holds that when basic human needs are fulfilled, people find the path to self-growth and dignity. It is suggested that individuals with a Voluntary Simplicity Lifestyle (VSL) prefer goal-oriented activities and engage in wellness leisure activities aligned with their personal values and intrinsic motivation, as proposed by Self-Determination Theory. So, the study confirmed that SDT provides theoretical support for the relationship between VSL and well-being theory, and that leisure involvement also serves as a mediating factor.

5.2 Future Studies and Limitations

This study contributes to the growing body of sustainability literature on how voluntary simplicity behaviour enhances tourists' psychological well-being. The study has explored the relationship in the context of wellness tourism research. In addition to these, the study has limitations and recommendations for future studies. Such a model can be tested in other industry contexts where the scope of simplifiers or sustainability-concerned populations is broader, e.g., the ethical and slow-fashion industries, digital minimalism, and the personal development and education industries. Moreover, future studies should focus on individuals who prefer simplicity, as they may fall into different types; personality traits may be added to the model to enhance its robustness. Moreover, motivational variables could be added before the voluntary simplicity lifestyle (VSL) to provide theoretical grounding for self-determination theory (SDT).

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