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WELLNESS TOURISM : A CASE STUDY ABOUT “QUINTA DAS
ÁGUIAS”

TURISMO DE BEM-ESTAR : UM CASO DE ESTUDO SOBRE A
“QUINTA DAS ÁGUIAS”

Dissertação de Mestrado em
Turismo, Inovação e Desenvolvimento

Trabalho efectuado sob a orientação do
Professora Doutora Goretti Silva

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And God said: Behold, I have given to you every herb bearing seed, which is upon the face of all the earth, and every tree in the which is the fruit of a tree yielding seed; to you it shall be for food.

Genesis 1:29

Health is not the absence of pain, it is the expression of who you really are and in harmony with the rhythms of nature.

Hachumak

When “I” is replaced by “We” even Illness becomes Wellness.

Malcolm X

Sustainability is living on nature’s income rather than living on its capital.

Murray Gell-Mann

Acknowledgments

God

My Family

Goretti Silva Ph.D.

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Abstract

Our world today is undergoing an exponential socio-economic paradigm shift that is forcing us to rethink how we live our lives. Current trends indicate that tourism is evolving into something larger than what we once understood it to be and abruptly expanding into larger synchronicities with other industries. Technology is the catalyst, offering us never before seen opportunities, perspectives and information at lightning fast speeds. In this shift, psychic health is crucial for us in order to move forward toward global prosperity.

The Main Objective of this study is to understand the conditions that bind the creation and management of a wellness tourism business. The analyzed local tourism business is “Quinta das Águias” and is located in the Minho region of Portugal. The methodology is comprised of a semi structured interview of the business owner and a content analysis of the business’ digital presence.

The conclusions reached for the main objective are: 1. Team oriented family support is the foundation of the business. 2. A community of like-minded supporters is the client base. 3. Sustainable value creation happens when the moral character of people is improved through orientating them towards a transcendent good above market interest. 4. Efficient promotion, marketing and distribution is achieved through digital media platforms such as Airbnb and Facebook.

Keywords: Socio-Economic, Shift, Psychic Health, Global Prosperity, Moral Character.

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Chapter 1. General Introduction

The Main Objective of this study is to understand the conditions that bind the creation and management of a small, local wellness tourism business. This main objective is met through key operational objectives and are as follows:

1. Characterize business facilities and operations.
2. Understand conditions and owners' motivations for business creation.
3. Understand conditions and opportunities for business success.
4. Present proposals for business enhancement.

The main underling motives for my interest in this industry stem from an appreciation for elegance, equilibrium, knowledge of Self, adventure, discovery, the mysteries of life and progressive redemptive healing through the advancement of personal evolution into majestic realities of divine eternity. The best attempt at interweaving a web of mutually supporting sectors and/or branches of relevancy in/of the industry has been made. I encourage you yourself authentically to inquire with constructive criticism so that together we may drive into ever profounder realms of Universal Truth.

Global Wellness Tourism revenues grew from \$494.1 billion in 2013 to \$563.2 billion in 2015 or 14%. A growth rate more than twice as fast as overall tourism expenditures (6.9%) and World travelers made 691 million wellness trips in 2015, 104.4 million more than in 2013. (McGrouarty, 2015:1)

Wellness tourism is a growing segment within the global tourism market, as wellness minded consumers integrate their values and lifestyles into their travels. Europe is the number one global region for incoming wellness tourism trips. (Nagel, 2015:2)

An international wellness tourist spends about 65% more per trip than the average international tourist. A domestic wellness tourist spends about 150% more per trip than the average domestic tourist...Wellness tourism may be one of the most important megatrends our world has ever seen. (Yeung, 2013:2)

Chapter 2. Literature Review

2.1 Introduction

The aim of this first section is to research the current state of the wellness tourism industry.

Literature reviews are surveys, books, scholarly articles, and any other sources relevant to a particular issue, area of research, or theory, and by so doing, provides a description, summary, and critical evaluation of these works in relation to the research problem being investigated. Literature reviews are designed to provide an overview of sources you have explored while researching a particular topic and to demonstrate to your readers how your research fits within a larger field of study. (Fink, 2004:3)

2.2 Wellness Tourism

Some pieces of scientific literature that provide a clear perspective into the current state of Wellness Tourism and its likely direction:

The concept of wellness contains elements of lifestyle, physical, mental, and spiritual wellbeing, one's relationship to oneself, others, and the environment. Several concepts, such as wellbeing, happiness, quality of life, holistic practice and spiritual beliefs relate to the concept of wellness. (Smith & Puczko, 2009:12)

Wellness Tourism involves interaction with nature, fresh air, serene settings, community, massage, music and other forms of therapy. Wellness tourism often happens in rural areas, and in this sense could be regarded as rural tourism, but could rural tourism be regarded as a form of wellness or well-being tourism? (Pesonen & Komppula, 2010:150)

Wellness tourism is, arguably, taking on an important role in fulfilling certain new functions of stress management, personal development, reflection, connection and

meaning that cannot always be attained in everyday lives. Traditional tourism escapism involving hedonistic behaviour, blocking out the banal or simply ‘switching off, is now being joined by new forms of tourism that focus on health, rejuvenation and a sense of discovery or purpose for the Self. (Kelly, 2010:109)

2.3 Eco-Tourism

This option of wellness tourism can be quite frightening to take as its long term effects can only be sustained with major lifestyle changes. This could involve changing a relationship, job or place of living. To this we see Backpacking and WWOOFing as entry points leading towards Eco-Tourism. This lifestyle is largely based on an intensive interaction between people and nature, enabling tourists to experience, first hand, the impact that they have on the environment. By offering sustainable and challenging experiences of nature, Eco-tourism has high potential to transform us as human beings by making us more interconnected and conscious of our planet's natural system. Furthermore, ecotourism greatly overlaps with the transformational learning theory given its three universally cited components: nature-based, learning-centred, and conservation-oriented. There are claims that eco-tourism – mostly via skilled guides and interaction with locals, develops ecological awareness, increases knowledge about natural and cultural environments, educates tourists about ecological and sustainable lifestyles leading to attitude and behaviour change, and aids in transitioning from the ego-centric to an eccentric mind-set. (Tomljenovic, 2016:8)

2.4 Retreat Tourism

As a more short-term tourism option there is the retreat. We see that retreat as its unit of study, often falls outside of the spa tourism definition and therefore receives less attention. The word retreat conveys a sense of respite, refuge and rest, and this often forms the essence of this type of wellness tourism provision. A retreat center has multiple meanings; it can be a place for quiet reflection and rejuvenation, an opportunity to regain good health, and/or it can mean a time for spiritual reassessment and renewal, either alone, in silence or in a group. (Kelly, 2010:109)

The great challenge for this sector is providing continual support beyond its retreat. This type of tourism is based on package deals and is run by a team. This is the birth of business. The author here explains the multiple meanings and/or flexibility these places can bring. They can be hubs of clarity and insight. Through these insights we can share with and revolutionize the life of another. The natural next step can likely be seen as education and it is clear that this industry will have to place much greater emphasis on learning, by bringing in knowledgeable speakers from both the conventional and complementary or alternative medical fields to educate consumers. (Smith, 2010:94)

Participation in cultural activities is not driven by career development motivations, but by a personal desire to engage with affective, emotive, cathartic dimensions of creative pursuits. I think that if I had so wished, I could have set up a retreat center catering exclusively to tourists and been profitable by the end of year 2. However, I would see that as immoral — I provide a variety of services to the local community, and plan to continue this even when the retreat expands. (Kelly, 2010:111)

Because these are more of lifestyle businesses many of the marketing and business strategies of the retreat operators tended to be low budget, and focused primarily on internet promotion. (Kelly, 2010:112)

2.5 Therapeutic Landscapes

There are four aspects that come together to make up a ‘healing place’: the natural, the built environment, the symbolic and the social. (Lea, 2007:90)

All of this is necessary to be understood in order to nourish transformation. “Deep Ecology” is a branch of science that explains how place or locality carries with it a certain personality, certain traits, and a personal purpose unto itself. Rural social sciences can make to the study of the relationship between health practices, the body and place. As such it foregrounds the role of rural nature and wilderness as a performative actor in the therapeutic practices and spaces developed to address current concerns about health and desire for personal wellbeing and fitness. (Little, 2012:257)

Each one of us has a certain personality. We gravitate and function better with certain other personalities. The same can be extended to places. We call this affinity. It is important to realize this because it is a necessary distinguishing skill we need to implement on our quest for meaningful direction. When we allow that mind is a luminous quality of the Earth, we swiftly notice this consequence: each region – each topography, each uniquely patterned ecosystem – has its own particular awareness, its unique style of intelligence. After all, the air, the translucent medium of exchange between the breathing bodies of any locale, is subtly different in each terrain. The atmosphere of the coastal northwest of North America, infused with salt-spray and the tang of spruce, cedar, and fir needles, tastes and feels quite different from the air shimmering in the heat rising from the soil of the southwest desert – hence the black-gleamed ravens who carve loops through the desert sky speak a very different dialect of squawks and guttural cries than the cedar-perched ravens of the Pacific northwest, whose vocal arguments are filled with the liquid tones of falling water. (Abram, 2010:1)

Such alterations in the unseen spirit of the land are mostly hidden to those who make the journey by car, since then all the senses other than sight are held apart from the sensuous Earth, isolated within a capsule hurtling along the highway too fast for even the eyes to register most changes in the texture and tone of the visible. Still, subtle clues drift into the cabin, now and then – the insistent stench of those fertilized fields, or the reek from an unfortunate skunk, finding its way even into nostrils well-insulated by air-conditioning. And the ears can engage some aspect of the shifting psyche of the land if we turn on the radio – the percussive hip-hop and blues of the city opening onto the lilting voices and plucked strings of country music (laced with funk in some regions and more plaintive in others). Along certain stretches of highway the wave-lengths give way to a saturated array of Christian stations, with smooth or gravel-voiced preachers citing chapter and verse. This, too, is a register of the mind of that locale. (Abram, 2010:1)

Indeed, whenever the native peoples of this continent speak matter-of-factly, about “the spirits,” we moderns mistakenly assume, in keeping with our own impoverished sense of matter that they’re alluding to a disembodied set of powers entirely outside of the sensuous world. We would come closer to the keen intelligence of our indigenous brothers and sisters, however, if we were to recognize that the spirits they speak of have much in common with the myriad gusts, breezes, and winds that influence the life of any locale. (Abram, 2010:1)

Socio-ecologic connection is the first step in moving forward to greater location-use awareness. An ecological relationship to animals, plants, rivers, etc. is an indigenous relationship with nature. (Duhm, 2011:63)

Studies of wellbeing and place have started to pay much more attention to embodiment and to ways in which bodies experience, shape and respond to the therapeutic environments in which they are situated. Work has moved away from focusing on ‘therapeutic landscapes’ as places where qualities such as remoteness, silence and clear air, are thought to confer health, to concerns with the practices that take place within these spaces. The therapeutic benefits of certain places are no longer simply about being physically present in the environment but are seen to revolve much more around the practices through which the body engages with place. (Little, 2012:262)

This encounter with “otherness”, be it sociocultural context or geographical landscape, may trigger self-transformation or awakening, separation from the mundane, and connectedness to larger phenomena outside the self. While transformation has been reported in certain types of tourism experience, evidence is limited in a concrete business setting, such as all-inclusive resorts and retreat centers. (Fu, 2010:85)

The encounter of place and practice is epitomized through the practice of Permaculture. Permaculture is built on a foundation of three ethical principles: caring for the planet (earth care), caring for others (people care), and sharing abundance (fair share). These community-based principles reflect the values of many traditional cultures that look out for the interests of everyone in the group, as well as the interests of the overall community and of the planet itself. (Shein, 2010)

Permaculture (the word, coined by Bill Mollison, is a portmanteau of permanent agriculture and permanent culture) is the conscious design and maintenance of agriculturally productive ecosystems which have the diversity, stability, and resilience of natural ecosystems. It is the harmonious integration of landscape and people — providing their food, energy, shelter, and other material and non-material needs in a

sustainable way. Without permanent agriculture there is no possibility of a stable social order. (Lawton, 2017:1)

Natural systems, such as forests and wetlands, are sustainable. They provide for their own energy needs and recycle their own wastes. He also observed that all the different parts of a natural ecosystem work together. Each component of the system performs important tasks. For example, bees help to pollinate, birds provide pest control, and certain plants pull nitrogen out of the air and fix it into a form that other plants can use. (N/A, N/A:1)

Permaculture has much in common with organic gardening, but it is a different approach. Natural ecosystems are the model, so plants are placed in mutually beneficial plant communities. There is an emphasis on perennial plants over annual ones, and permaculture gardeners grow many crops at the same time in the same location. There are ongoing recycling and re-use projects throughout the garden, such as water harvesting. Permaculture does not advocate plowing and digging the soil, but rather building it up over time with no-till methods. In addition to the practical aspects of this system, it is important to realize that permaculture is more than just a way to grow plants. It's an ethical approach to growing food that reconnects us to our farming traditions. Although it's a newer system, it's based on cultural traditions that have been supplanted by industrial agriculture and fast food. It can be said that permaculture is a ten-thousand-year-old, cutting-edge technology that teaches us to grow crops in a sustainable way. The beauty of permaculture is that it embraces both traditional pre-industrial agriculture and influences from other cultures. It returns us to the model of small-scale growing, when resources were shared in the community, and the garden itself was part of the larger ecosystem. (Shein, 2010)

The most straightforward way in which nature connects with health and well-being is through location affording guests a much deeper emersion in nature than simply an attractive space for exercising. We are like caged animals a little bit. It's like if you take an animal out of its natural environment and the city is like the human zoo. It sounds extreme but our theory of fitness is that if you take a wounded animal and put it back in the wild it will heal. So our theory is that we are taking zoo humans and putting them back in the wild to heal. (Little, 2012: 267)

2.6 Cosmological Economics

As globalization has come we now have the opportunity to see things from many different cosmological perspectives. We now are left with so much global understanding and shift that we are left disconnected from the local people, traditions and origins of our roots. The space for a deeper reflection about who we are, what connects us and the language of our dreams is calling us to join in the quest for life's hidden meanings and wisdoms. Another major change is that new social movements are more concerned, at least implicitly, with the redefinition of wealth and value: from quantity to quality, from accumulation to regeneration. This dimension is also expressed in the form of challenging the rationalized notions of work in its artificial division from life. It combines rationalism with intuitive brainwork. It redefines the relation between science, ethics and society to reach for real transdisciplinarity. It promotes Earth citizenship and draws from the highest potentials of humanity. Within the global vision of connected humanity, it claims that each community or region needs to be free to develop in ways that are uniquely suited to its culture, ecology, climate and other characteristics. (Tomljenović, N/A:11)

Some people use traditional tourism as the great escape mechanism from the growing pressures of everyday life, but people cannot escape eternally, and the spiritual vacuum produced by the lack of meaning of our lives needs to be addressed. (Robledo, 2015:3)

So far, there is a proposition theorizing that an emerging class of cultural creatives will lead societal transformation, and this will be assisted by the phenomenon of travel to the extent that tourism offers holistic experiences. (Tomljenovic, 2016:4)

Travel can foster personal and social change. Such travel is called conscious travel. These conscious travelers are motivated by self-discovery, value interdependence, care for places visited, and seek deeper meaning in travel that would foster personal self-development. From the travelers' perspective one has to conscientiously decide to embark on travel that will be challenging and, potentially, transformational. (Tomljenovic, 2016:4)

This is not really a new concept. Early pilgrims can be considered the first transformational travelers... So why is this type of tourism increasing? Social reasons are certainly important. Consumer society has convinced us that we have material desires and aspirations upon whose satisfaction depends our happiness. That is why many people confuse true happiness with substitutes such as pleasure, satisfaction and the euphoria that material consumption and entertainment provide. (Robledo, 2015:3)

Currently backpacking has evolved into a mainstream tourism activity widely undertaken by young people as a rite of passage... their travel experience fosters intercultural tolerance, a sense of common humanity and a changed world-view. (Tomljenovic, 2016:7)

These issues no doubt are of a central and focal point not only of an individual transformation but regulate the general potentiality of presence of his or her vital energies in accordance to maintaining homeostasis. This reconceptualization of peace as presence has led to the reinvigoration of scholarly interests into the tourism – peace nexus, with the deterministic central question of tourism contributing to world peace being replaced with the question: ‘How tourism can contribute to the multifaceted nature of peace? (Tomljenović, N/A:26)

Transmodernity is the planetary vision in which humans are realizing that we are all (including plants and animals) connected into one system, which makes us all interdependent, vulnerable and responsible for the Earth as an indivisible living community. In that sense, this paradigm is actively tolerant and genuinely democratic by definition. (Tomljenović, N/A:10)

Without connection it is impossible to tap into ‘circular economics’ which takes into account the full spectrum of economic activities of the household, to the life-enriching activities of caregivers and communities, to the life-supporting processes of nature. The claims of critical and caring businesses is further supported by evidence that many mainstream businesses have been and are being forced to re-question the main purpose of their ‘bottom-line’ existence beyond merely profit. (Tomljenović, N/A:11)

It's not the amount of profit you make, "likes" you get, or quantity of clients you have. It's the strength of your bond with your followers and clients that indicates how much anyone values about what you have to say. In this game, the one with the most real relationships wins. (Vaynerchuk, 2011:68)

Human capital is a key factor. Workers today care more about what they work on and whom they work with than whom they work for; instead of people pursuing companies, companies are now chasing people. To a certain degree, people choose where they live based on the lifestyle a community offers them. And most innovators who will transform industry and create economic growth are people attracted by continuous opportunities to learn from others, to collaborate together, and to experience culture in all its diversity. (N/A, 2016)

Community economics have their own logic that allows certain features of the community to be maintained, for example, the relationship to nature and social cohesion. Village economies are based on a community and a place in which there are people co-existing before the arrival of "Business". Corporate economies are created artificially often from scratch with the relationship to money as the singular Foundation. (Pedrana, 2013:95)

We need to draw on both modern and traditional systems, without romanticizing the former or imitating the latter. We are seeking to forge new patterns and new models. There is a need for economic models that would reinforce the values of community life, such as compassion, responsibility, contentment, cooperation, justice, and a sense of duty towards the common good. Economic growth is being driven by consumerism and competition that are destroying these values. Speakers also discussed the need for economic growth to be balanced and just, requiring development to be viewed within a broader encompassing of the spiritual and material prosperity of humanity. Economic models today give humanity a very limited range of options in explaining human behavior. One is to explain it in terms of greed, self-interest, and profit motive. The other is to say that the only way to organize society is to have absolute equality. The path to move past these limitations is becoming clearer. We have to account for people's

own sense of themselves as being more than material beings. We have to learn about and develop models—inspired by a more holistic sense of the human being—that can explain behavior. These models don't currently exist. (N/A, 2016:1)

2.7 Collaboration and Entrepreneurship

The value of competition-oriented strategies will further decline as emerging technologies and new media diffuse from high-tech into traditional industries and as global industries become more fluid and flexible. (Saveri, 2004:1)

Today with a changing market and never before seen array of technological developments we can explore new potentials for local economies reinventing themselves into having a broad and unique worldview experience. (Lobos & Szewczyk, 2012:212)

There is the concept of accumulated human capital when firms are created by several individuals. Human capital can indeed be accumulated through a community of individuals. These firms are more successful than those founded by a single entrepreneur, they survive longer. Applicants who intend to remain the single owner are more likely to face credit rationing. (Lobos & Szewczyk, 2012:209)

Also, small firms that employ a workforce appear to obtain a competitive advantage over micro companies in which the work is performed solely by the owner and, eventually, his/her family. (Lobos & Szewczyk, 2012:214)

Entrepreneurship is a key mechanism behind the process of creative construction. This is due to there being a symbiotic relationship between individuals and their knowledge environments; co-creators of knowledge may each be able to appropriate the value. (Ferreira, 2016:163)

Knowledge can be retrieved after it has been spilled over and the learning process involves both the originator and recipient of the knowledge. Therefore, the inadvertent spillover of knowledge to other firms is a risk that needs to be managed in a strategic manner (Ferreira, 2016:162). Successful strategies often require cooperation within the group in order to compete outside the group. (Saveri, 2004:16)

2.8 Motivation and Entrepreneurship

As pertaining to the individual's dimension, the author identifies psychological characteristics associated with enterprising behavior (e.g. the need for achievement, risk taking) as well as some socio demographics such as age and education, experience and family background. The environment is described as an outside set of fixed conditions that are imposed on the new venture and to which the organization has to adapt. (Silva, 2012:21)

Despite the hardships of entrepreneurship, there are nuggets of joy and satisfaction that can be derived from it and, at the end of the tunnel, if you're committed enough, is a substantial reward. Those nuggets and rewards are different for everybody, but if you analyze it carefully, there are five main motivations that drive most entrepreneurs: Money, Control, Teamwork, Flexibility and Legacy. (Alton, 2015:1)

The motivation for start-up is likely to have implications for the sort of support required by the founders, namely from their personal network, and may also have implications on their ultimate success or failure as business owners. It is acknowledged in the literature that the successful business setting up and performance reflect, to a great extent, the personal accomplishment of the entrepreneur. (Silva, 2012:29)

2.9 Lifestyle Entrepreneurship

This Information Age has opened a whole new world of opportunities to take a new or existing business to greater heights. This is the time to take advantage of all the opportunity by not settling. Use the tools and access to do things that may have merely been dreams. You don't have to travel the world to be a lifestyle entrepreneur. You have to figure out what kind of life you want to live and create a business that supports that lifestyle. (Constable, 2015:1)

The main difference between a traditional Entrepreneur and a Lifestyle Entrepreneur is “the degree of focus on money, sales growth and expansion for expansion’s sake.” They are not doing it primarily to get rich, or create a widely successful business empire. Instead of money, the most common motivation of the lifestyle entrepreneur is a fierce desire for independence. This includes the desire to work for themselves, and run a business that would fit around their lifestyles and ages. Lifestyle entrepreneurs are not averse to making money. In fact, many of these lifestyle entrepreneurs are financially successful. They understand that they are in business to make a living and earn to support their chosen way of life. Another key difference is that lifestyle entrepreneurs do not run their business for the financial benefit of others – such as the investors. They do not want the burden and responsibility of working hard in their business to support the investor’s goal of achieving a rich return. (Rodriguez, 2013:1)

2.10 Conclusions

The aim accomplished in this chapter was to research the current state of the wellness tourism industry. My current overall conclusions can be summed up with the “conscious travel” model which is based on six observations:

1. Business as usual is neither possible nor desirable and transformation is inevitable;
2. Humanity must shift its focus from addressing symptoms to root cause;
3. Tourism is not an industrial assembly line but a living, dynamic system and systems-thinking capacity will be essential;

4. Tourism can shift from being part of an outdated, unsustainable Extractive Economy to help build a life-affirming Regenerative Economy;
5. This shift will involve a redefinition of success from a focus on volume growth and profitability for a few to the flourishing of all stakeholders;
6. The Regenerative Economy is “place-based” and will be built from the ground up rooted in the local community.

In her fairly pragmatic yet poetic approach she puts forward the conscious travel model as a ‘fresh Perspective on tourism’s role and mode of operation that’s suited to the current period of transition and transformation’. (Tomljenovic, N/A:18)

Wellness tourism is on the rise because people are currently seeking to invest in their well-being as a long-term necessity to success, wealth, purpose and meaning. This is a major asset in order to further understand sustainability and value. How people manage their stress levels and general quality of life is a factor very much intertwined into the character and quality of an individual and his/her business and personal life.

There is a disagreement between the related use of terms: Travel vs. Tourism. Whilst this duality is well known in the sociology of tourism, travelers have always been more associated around independent travel and tourists around 'mindless' mass tourism. (Tomljenovic, N/A:20)

In the above quote we can see that travelers are more “mindful” and seeking for awareness within themselves along with more natural destinations. Tourists are “mindlessly” avoiding their personal development and running away from their responsibility towards becoming better human beings. They seek out artificially created destinations.

Chapter 3. Methodology

3.1 Introduction

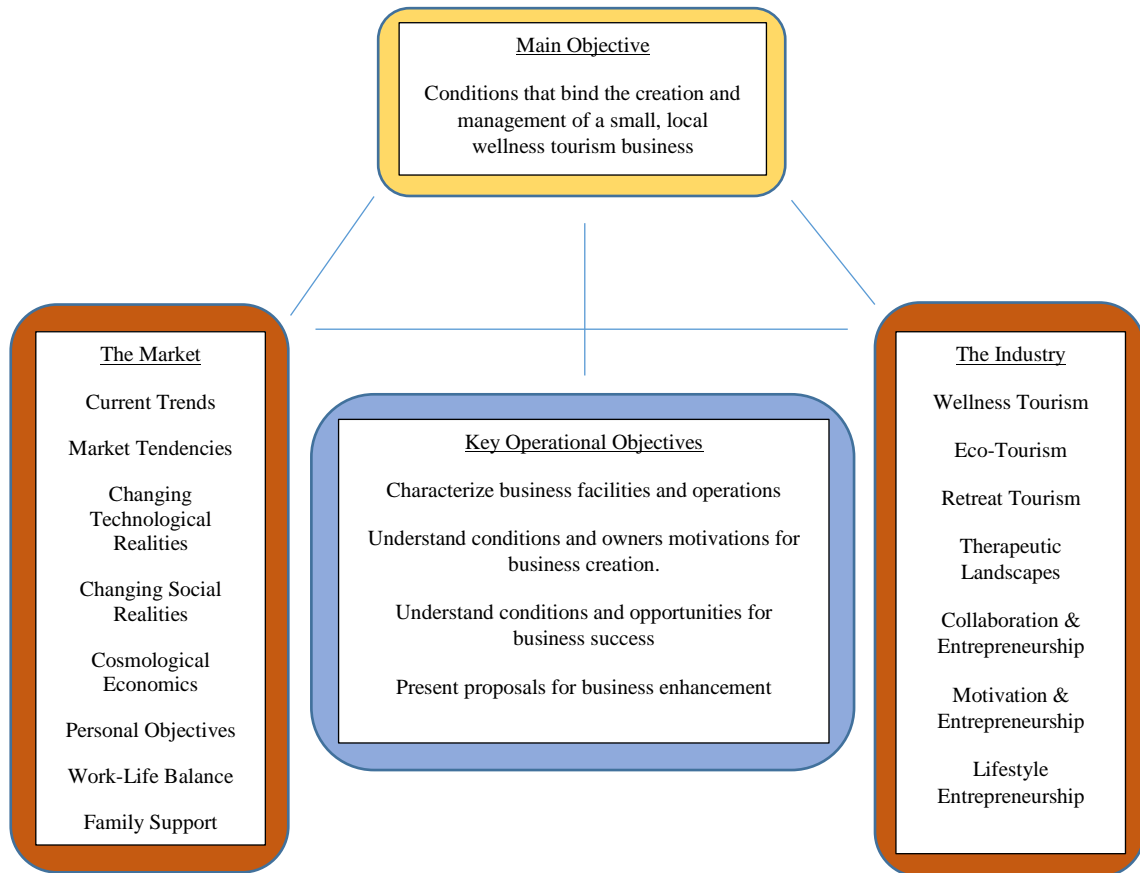
The aim of this chapter is to describe the appropriate research techniques to interface with the chosen wellness tourism business.

The methods section describes actions to be taken to investigate a research problem and the rationale for the application of specific procedures or techniques used to identify, select, process, and analyze information applied to understanding the problem, thereby, allowing the reader to critically evaluate a study's overall validity and reliability. The methodology section of a research paper answers two main questions: How was the data collected or generated? And, how was it analyzed? (Kallet, 2004:1229)

Undertaking research for the student should not be seen as a series of stages that can be learned and applied to a chosen topic. Research is not that simple. There are important key decisions that have to be taken before the research process is set in motion. (AA.VV, 1988:10)

It is during these key decision making moments that something of a more thorough or insightful nature is to be understood or left for a later study to expand upon. These moments are not so clear and quite axiomatic in the development of the research itself. It is important to emphasize that descriptive research methods can only describe a set of observations or the data collected. It cannot draw conclusions from that data about which way the relationship goes — Does A cause B, or does B cause A? (Yin, N/A:14)

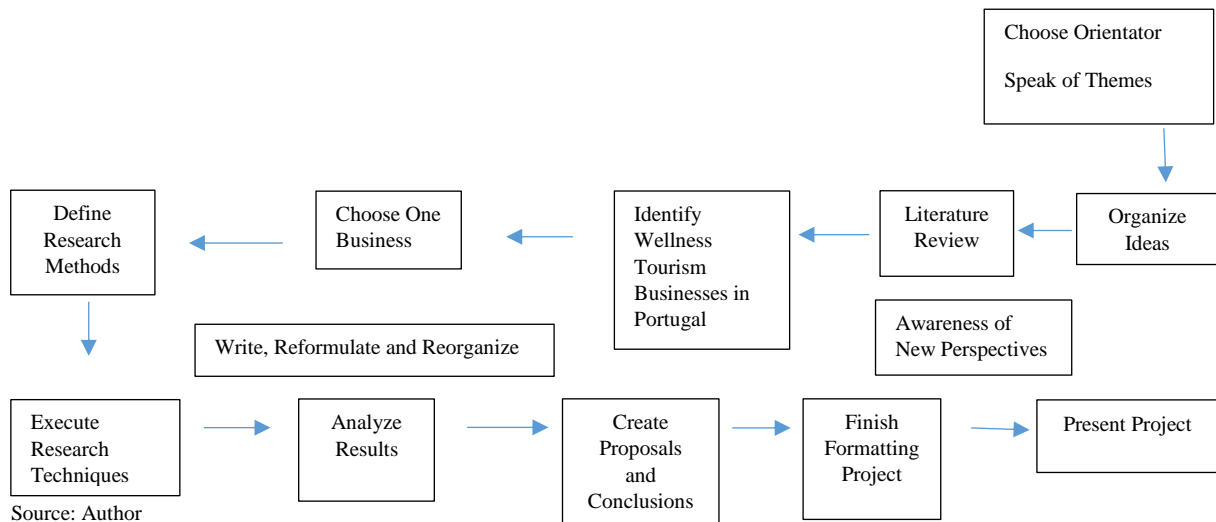
FIGURE 1 - CONCEPTUAL FRAMEWORK



Source: Author

A conceptual framework is a visual or written product, one that explains, either graphically or in narrative form, the main things to be studied—the key factors, concepts, or variables—and the presumed relationships among them. Another way of putting this is that a conceptual framework for your research is something that is constructed, not found. It incorporates pieces that are borrowed from elsewhere, but the structure, the overall coherence, is something that you build, not something that exists ready-made. (Heinrich, 1984: 41)

FIGURE 2 - FLOW CHART



A flowchart is a picture of the separate steps of a process in sequential order. Elements that may be included are: sequence of actions, materials or services entering or leaving the process (inputs and outputs), decisions that must be made, people who become involved, time involved at each step and/or process measurements. The process described can be anything: a manufacturing process, an administrative or service process, a project plan. This is a generic tool that can be adapted for a wide variety of purposes. (Tague, 2004:255)

3.2 Descriptive Case Study

This project is a Descriptive Case-Study and its criteria is as follows:

In general, case studies are the preferred strategy when the investigator has little control over events, and when the focus is on a contemporary real-life context. (Yin, N/A:1)

Descriptive research methods are pretty much as they sound — they describe situations. They do not make accurate predictions, and they do not determine cause and effect. (Yin, N/A:3)

Advantages of the case study method include data collection and analysis within the context of phenomenon, integration of qualitative data in data analysis, and the ability to capture complexities of real-life situations. Case studies do have certain disadvantages that may include lack of rigor, challenges associated with data analysis and very little basis for generalizations of findings and conclusions. (Zucker, 2009:5)

3.3 Data Collection Techniques

I will be using Qualitative data collection techniques. A concise explanation:

Qualitative research relies on verbal narrative like spoken or written data. Quantitative research uses logical or statistical observations to draw conclusions. Qualitative Research is primarily exploratory research. It is used to gain an understanding of underlying reasons, opinions, and motivations. It provides insights into the problem or helps to develop ideas or hypotheses for potential quantitative research. Qualitative Research is also used to uncover trends in thought and opinions, and dive deeper into the problem. Qualitative data collection methods vary using unstructured or semi-structured techniques. The sample size is typically small, and respondents are selected to fulfill a given quota. The difference between Qualitative and Quantitative is Quantitative Research is used to quantify the problem by way of generating numerical data or data that can be transformed into usable statistics. It is used to quantify attitudes, opinions, behaviors, and other defined variables – and generalize results from a larger sample population. (Mayring, 2014:13)

3.3.1 Semi-Structured Interview

The strategy for the interview will be prepared in conjunction with my supervisor. Below are some succinct insights:

One might say that you are attempting to get as close as possible to what your respondent thinks about the topic, without being led too much by your questions. Good interview technique therefore often involves a gentle nudge from the interviewer rather than being too explicit. (Smith, 2007:61)

Semi-structured interviews are used for clarifying the research domain or the specific research question. They are best used when you won't get more than one chance to interview someone. This method can uncover rich descriptive data on the personal experiences of participants. Information gathered during semi-structured interviews can move the innovation process from general topics (domains) to more specific insights (factors and variables). It can be used to develop a preliminary hypothesis, explain relationships and create a foundation for further research. (McCammon, 2015:1)

3.3.2 Content Analysis

The following are compact observations regarding content analysis:

Finding a result is more likely to be accepted as a fact if it is quantified (expressed in numbers) than if it is not. There is little or no scientific evidence, for example, to support the well-known "facts" that one couple in 10 is infertile. Yet most of us are happy to accept uncritically such simplified, reductionist, and blatantly incorrect statements so long as they contain at least one number. Researchers who use qualitative methods seek a deeper truth. They aim to "study things in their natural setting, attempting to make sense of, or interpret, phenomena in terms of the meanings people bring to them," and they use "a holistic perspective which preserves the complexities of human behavior." The strength of qualitative research lies in validity (closeness to the truth)—that is, good qualitative research, using a selection of data collection methods, really should touch the core of what is going on. (Greenhalge, 1997:740)

Content analysis involves counting and comparisons, usually of keywords or content, followed by the interpretation of the underlying context. In other words, you are hoping that the content you selected is a representative sample. Like audience research, content

analysis involves sampling. With content analysis, you're sampling content, not people. (Mayring, 2014:14)

In the quantitative analysis what serves as information is the frequency of certain content characteristics that appear. In the qualitative analysis it is the presence or omission of certain characteristics. (Bardin, 1977:21)

3.4 Conclusions

The aim of this chapter was to describe the appropriate research techniques to interface with the chosen wellness tourism business. The conceptual framework has been designed and also the flowchart has helped in setting direction, order and focus. The main research objective is to understand the conditions that bind the creation and management of a small, local wellness tourism business and suggest proposals for business enhancement. In conclusion the data collection techniques I will be using are a semi-structured interview and Content Analysis of digital media platforms for Quinta das Águias.

Chapter 4. Portuguese Wellness Tourism Offers

4.1 Introduction

The aim of this chapter is to identify examples of wellness tourism businesses in Portugal with emphasis placed on the Minho region. There are 3 from the Minho region. They are: Quinta das Águias, Naturena and Vale de Torre. There are four more Business spoken of here. Three are in central Portugal and one in the Algarve. Quinta das Águias is the focal key chosen business. In chapter 4.2 there is a key operational objective met: characterize business facilities and operations.

FIGURE 3 - PORTUGUESE WELLNESS TOURISM OFFER

Name	Local	Services	Price	Team	Season	Rooms	Contacts
Quinta das Aguias	Paredes de Coura (Minho)	Accommodation Yoga Meditation Massage Animal Sanctuary Conferences Vegan / Vegetarian Club	50€ Per Room Per Night	Joep and Ivone – Founders N/A	Year Round	5	251 918 018 info@quintadasaguias.org quintadasaguias.org
Vale de Torre	Arcos de Valdevez (Minho)	Accommodation Art Biking Hiking Fasting Meditation Yoga EFT Therapy Massage Sound Therapy Family Constellation Vegan / Vegetarian	800€ - 1000€ Per Retreat	Dr. Hans Groenendijk Laura Kate Milagros Joana Catherine	Spring / Autumn	6	919 006 952 drhansgroenendijk@gmail.com valedetorre.com

Naturena	Durrães (Minho)	Accommodation Restaurant Colon Hydrotherapy Floating Therapy Conferences Hyperthermia Therapy Apitherapy Vegan / Vegetarian	N/A	Dr. Joao Gil Pereira N/A	Year Round	6	258 778 514 963 585 011 geral@naturena.pt naturena.pt
Moinhos Velhos	Lagos (Algarve)	Accommodation Fasting Detox Yoga Meditation Massage Colon Hydrotherapy Many Other Therapies Vegan / Vegetarian Permaculture	1150€-2900€ Per Retreat	Anne Karine Moss – Founder Frank Jensen – Founder Managers – 3 Therapists - 8	Year Round	12	detox@moinhos-velhos.com 282 687 147 moinhos-velhos.com
Avidanja	Montemor-o-Velho (Beira Litoral)	Accommodation Massage Fasting Trance Dance Meditation Detox Retreat Qi-Gong Yoga Vegan / Vegetarian Permaculture	N/A	Sandra and Jutta – Founders N/A	Year Round	4	jutta.weiske@hotmail.com sandra.szostak@gmx.de 968 308 538 961 547 421 avidanja.org
Juicy Oasis	Sernache do Bomjardim (Beira Baixa)	Accommodation Juicing 21 Day Plan Retreat Detox Fasting Massage	1900€ + Per Retreat	Jason Vale – Owner Managers – 3 Fitness Instructors – 5 Yoga Instructors – 5	All Year Round	20	info@juicyoasis.com juicyoasis.com

		Meditation Excercise Beach Volleyball Colon Hydrotherapy Yoga Vegan / Vegetarian		Therapists – 7 Operators - 10			
The Sanctuary 1860	Oliveira do Hospital (Beira Alta)	Accomodation Ayahuasca Breathwork Detox Fasting Mandala Art Rapé Massage Meditation Sacred Dance Kambo Yoga Private Sessions Vegan / Vegetarian Permaculture	N/A	Attila and Alexandra – Founders N/A	N/A	5	N/A Destroyed by Forest Fires October 2017. thesanctuary1860.com

Source: Author

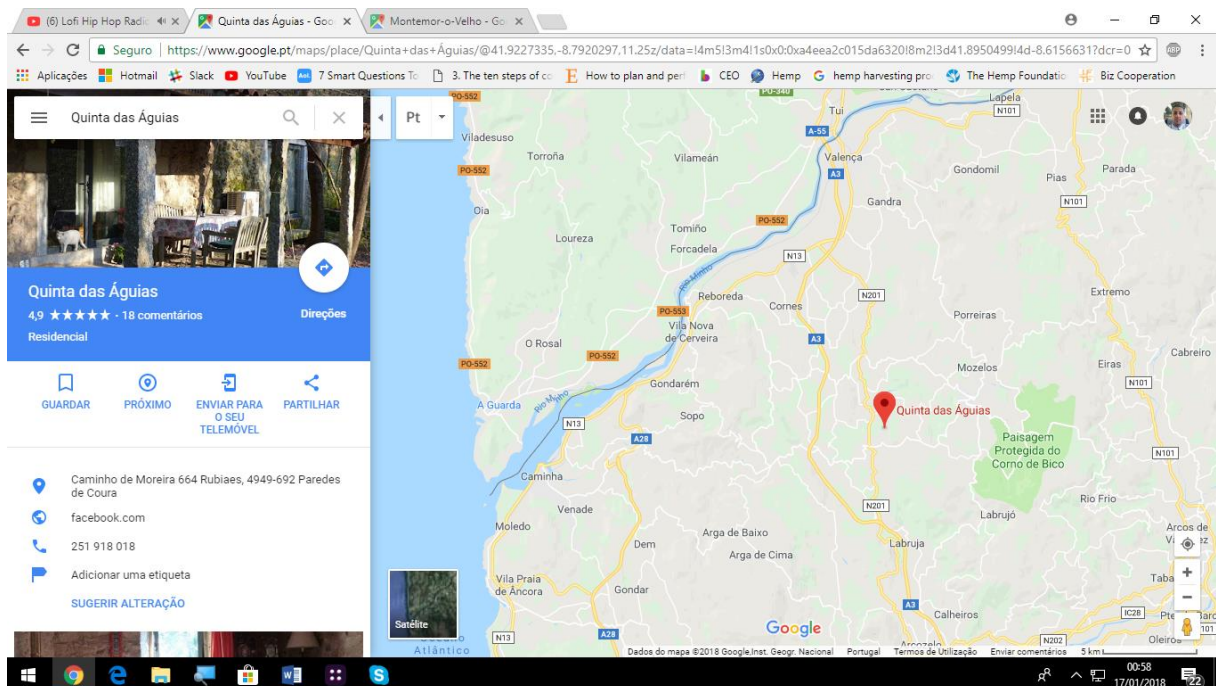
4.2 Quinta das Águias

Quinta das Águias is located in the Minho Region of Northern Portugal. According to their Website, Quinta das Águias in Paredes de Coura, is a five-hectare mountain farm in Paredes de Coura, Portugal. Paredes de Coura is a small, picturesque town that descends quietly into the valley of the Coura River. It lies geographically in the center of the Minho Region. Paredes de Coura has more recently become famous as Portugal's apex summer music festival where thousands of enthusiasts fill the rural backdrop during a few days every August. Paredes de Coura offers quiet scenic landscapes laced with lush greenery, open countryside and fresh mountain air.

Quinta das Águias it is a sustainability project where all forms of life and the natural resources that sustain life are treated with respect and where every effort is made to avoid harming or spoiling them. It is a Wellness/Eco Tourism getaway as well as a Non-Profit Animal Sanctuary and Education Center for practices of sustainability. It was founded in 2004. Its Services or Products are Vegetarian Meals, Overnight accommodation, Private Yoga Classes and “Detoxifying Love”.

Quinta das Águias is neatly tucked away in the green mountainside of the Minho region. It features a home-like ambiance coupled with home-made Vegetarian dishes. What makes Quinta das Águias unique is that they are the Northern Portuguese epicenter of the Vegan/Vegetarian Movement. This is their strong point and one they pride themselves on. They are a cozy, unassuming, quiet and serene getaway. For the most part their expansion or growth would depend on purchasing more surrounding land. This in turn leaves as the only expansion possible doing work outside the Quinta such as the Vegetarian Conferences that they are currently organizing.

FIGURE 4 - QUINTA DAS ÁGUIAS



Source: Google Maps

4.2.1 Choosing the Project

The reason Quinta das Águias was chosen is to bring value and awareness to a local wellness tourism business of the Minho region of Portugal. The Project Quinta das Águias is important because it has its own Nature-based Philosophy. The project itself aims to rediscover a way that humans can live in harmony with the land, each other, animals and plants. Its Core Team is composed of Joep, Ivone and 2 full-time employees with 4 back office volunteers. Its Vision is to create a future where the natural world and all sentient beings and living things within it are valued, respected and protected.

Quinta das Águias' Target Market are 30-40 year olds. The Local Environment is situated near hills on outskirts of Rubiães, Paredes de Coura. The Quinta also has a close proximity to where I currently live.

4.2.2 Project Value

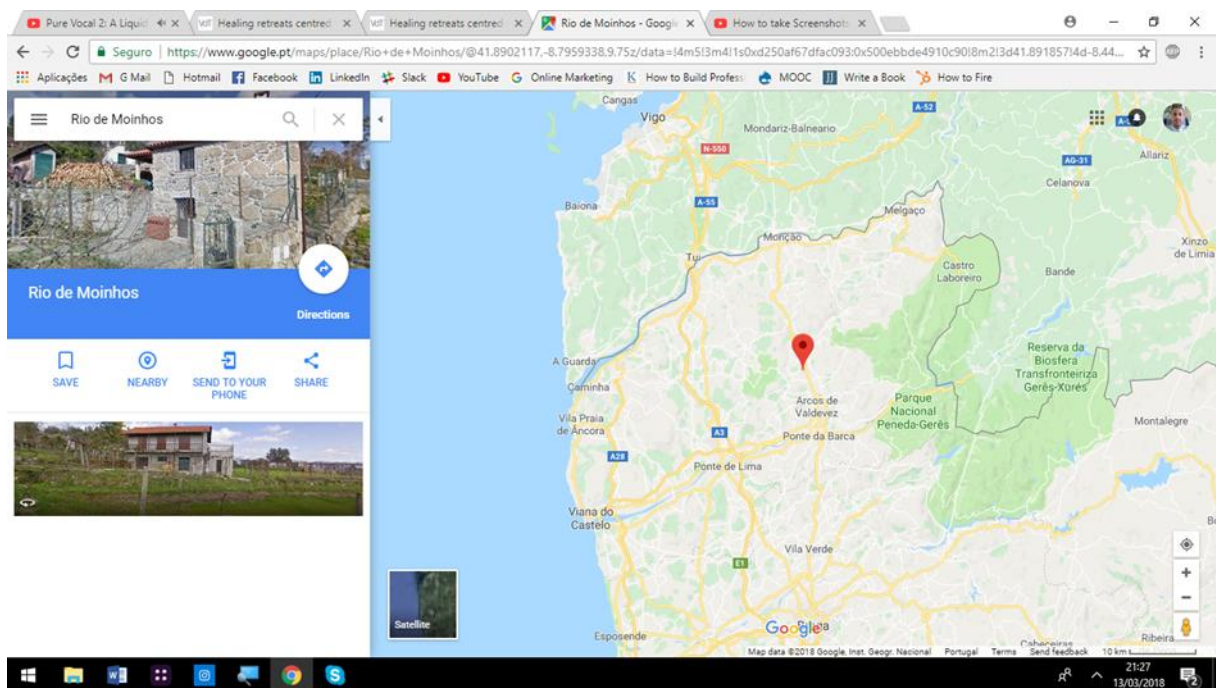
Deep down we all know that the current Western life-style of exaggerated consumption is unsustainable on a global scale, and will come to an end sooner or later. (Jackson, 2004:4)

This project is a local reference point for education regarding ecological lifestyle sustainability. Quinta das Águias is also responsible for organizing the “Paredes de Coura international Vegetarian conference” being held in Paredes de Coura from September 8th to September 10th 2017. From this we see that there is an effort on the part of Quinta das Águias to grow and share knowledge of health and well-being not only to locals but also at an international level. This can help bring awareness to the area of Paredes de Coura and the general Minho region.

4.3 Vale de Torre

Vale de Torre is located in the foothills of The Peneda-Gerez Natural Park, in Northern Portugal. It is a protected area surrounded by pristine nature. Vale de Torre offers a setting for retreats, workshops or other events. Facilities are available for groups, from March to October. The detox program includes Yoga, Meditation, Emotional Freedom Technique and a wholesome and mainly raw diet. All of which take place in the tranquility of Vale de Torre with guidance and support from the team. Afternoons are yours to relax, read and create onsite, help tend to the gardens, horses, or simply explore the surrounding area at your own pace. (<http://valedetorre.com>)

FIGURE 5 - VALE DE TORRE



Source: Google Maps

The onsite physician is Dr. Hans Groenendijk who studied medicine at the University of Amsterdam. Dr Hans also has a Family Medicine specialization with many years' service in the medical field. During this training, he became interested in homeopathy, acupuncture, herbal medicine and the physiological aspect of illness. During the next 30 years of private practice, he integrated various other healing modalities like

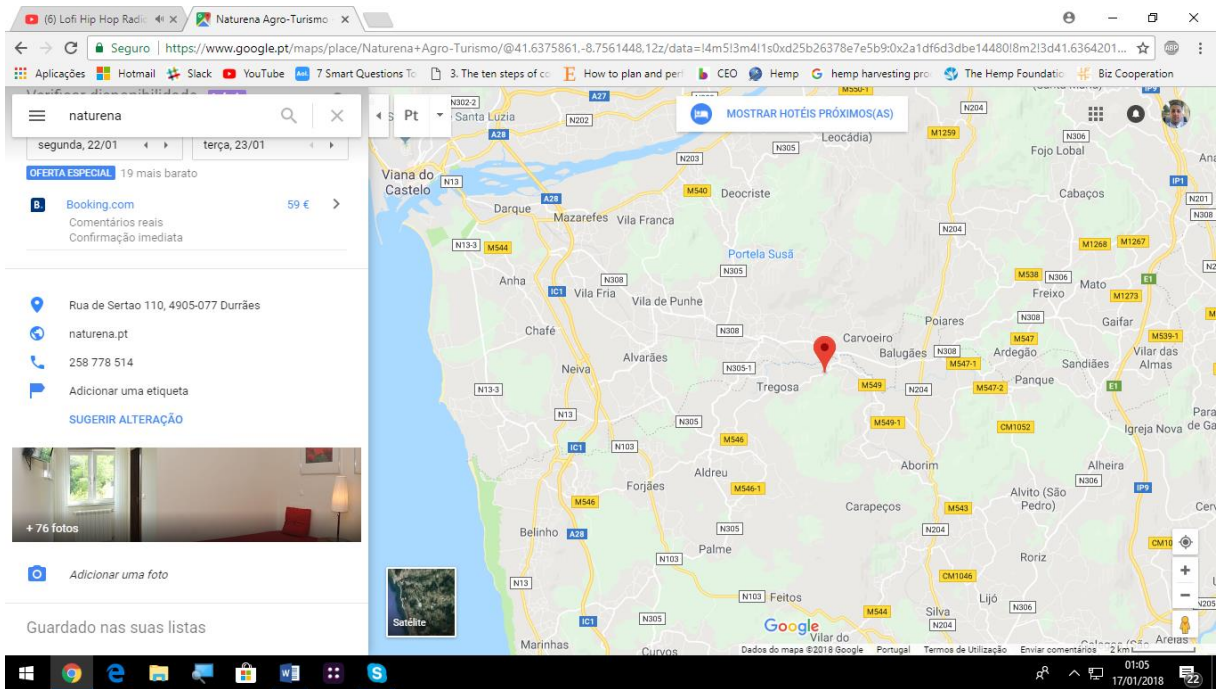
orthomolecular medicine, nutrition, fasting, auriculotherapy, Family Constellations, kinesiology and German medicine into his modus operandi. (<http://valedetorre.com>)

Vale de Torre has as their main theme fasting, detox and other rejuvenating therapies. Of any tourism business in the Minho region, Vale de Torre has the largest area of property and most abundant water as they have an onsite river that flows right through the heart of the property. They are also quite secluded.

4.4 Naturena

Naturena is anchored in a BioMedicinal Health Space. Various holistic treatments are associated with Dr. Pereiras “Pillars of Intuitive Intelligence.” Which are Air, Water, Food, Sleep, Movement and Mindset. They are currently the only place in the Minho Region that does Colonic Hydrotherapy. Naturena also sells supplements and high quality nutritional products. Naturena has their own physical and online store where they sell their own line of products, vitamins and supplements. They also have an onsite restaurant and Dr. João’s medical practice.

FIGURE 6 - NATURENA

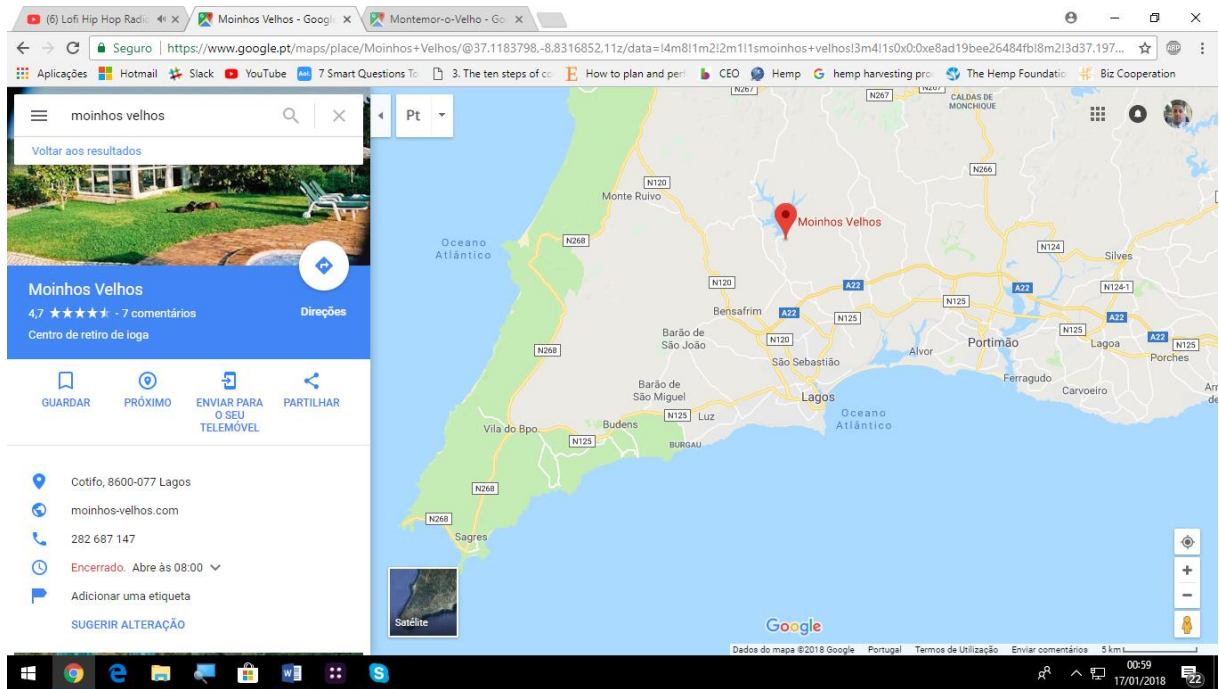


Source: Google Maps

4.5 Moinhos Velhos

Moinhos Velhos has been facilitating detox fasting programs since 1992. They incorporate a Yoga and Meditation program, have a Salt Water Pool, Sauna and Hot Tub. The team is a Portuguese and Foreign mix and has experience doing retreats in various parts of the world. They have a daily Schedule for their activities. You can experience complementary therapies such as massage and other wellness modalities.

FIGURE 7 - MOINHOS VELHOS



Source: Google Maps

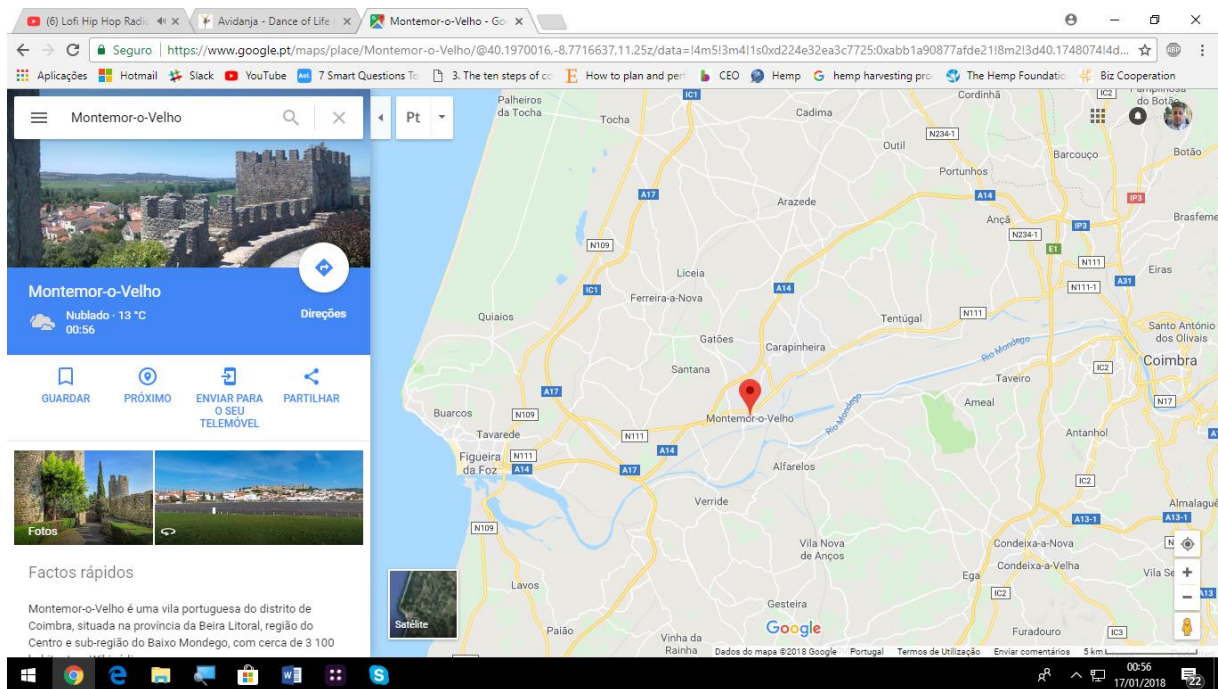
New research has been showing that meditation can help treat even serious health problems. This power can be harnessed for the good of our health, to eliminate stress, mental and physical problems. (<https://www.moinhos-velhos.com/>)

Most of what happens in life starts in the mind and is constantly changing - sometimes wild, angry, playful or peaceful. Thoughts rise like waves and then disappear. When we meditate, we can see, hear, touch and taste our thoughts without being carried away by them. As the mind relaxes and thoughts start to settle, the whole being becomes progressively serene. When we meditate regularly we see our whole life improving in every way. (<https://www.moinhos-velhos.com/>)

4.6 Avidanja

Avidanja is a community and a small Retreat Center that hosts events and retreats around the themes of health, art, sustainability, meditation and human evolution.

FIGURE 8 - AVIDANJA



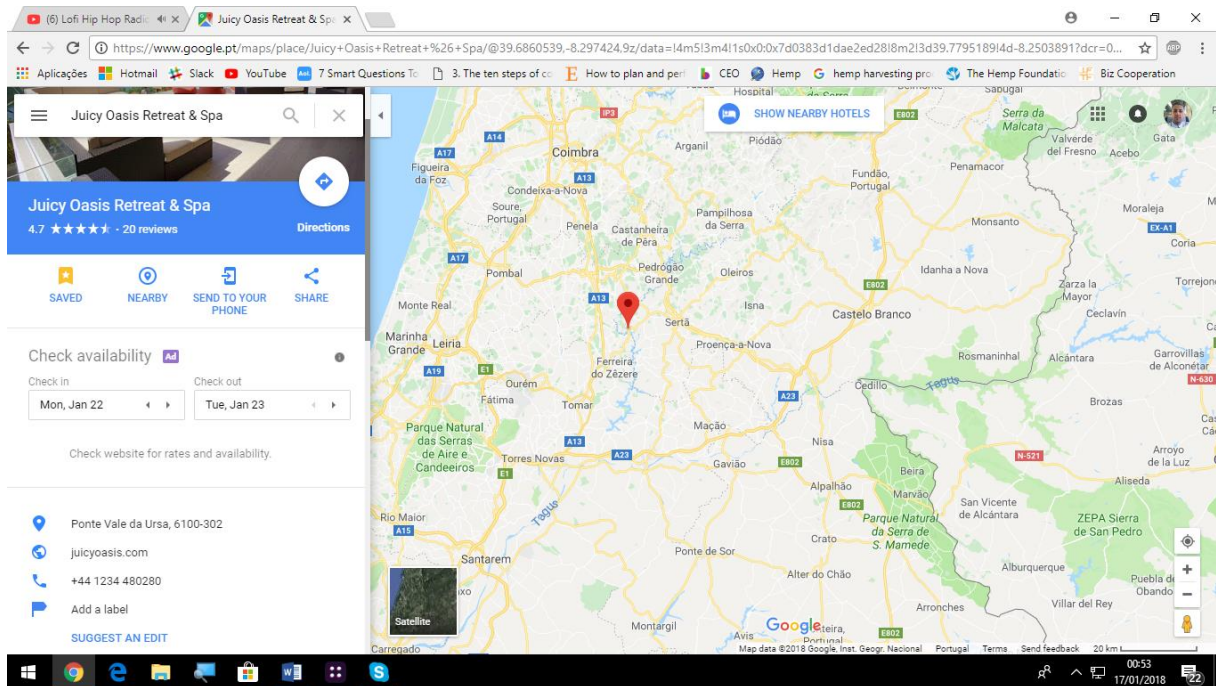
Source: Google Maps

Avidanja is both a community and a project. Avidanja is close to Figueira da Foz, which is perfect for running and for taking long walks on its beautiful, sandy beaches, Avidanja is located in a little village close to Montemor-o-Velho. You can spend time in between fields of rice, storks and frogs ... in winter in the midst of fog, incredible lights and a web of floodplains where the warming sunrays create beautiful reflections. In the summer there is a lot of sun and in the cozy and surrounded courtyard you can enjoy the comfort of an alternative house built with the spirit of discovery and volition to inspire you to live a sacred life. (<https://www.avidanja.org/>)

4.7 Juicy Oasis

This unique retreat is located in the heart of sun-drenched central Portugal. Every room overlooks the magnificent wide flowing river and has views of the remote mountainous terrain. The spa is a place of tranquility. The infinity pool is refreshingly inviting; the ‘Juice Terrace’ a hub of like-minded interaction; the Yoga, nourishing for the spirit, the talks as inspirational as they are educational; the beach volleyball court competitive; and the juices as fresh and nutritious as they can get. (<http://www.juicyoasis.com/>)

FIGURE 9 - JUICY OASIS



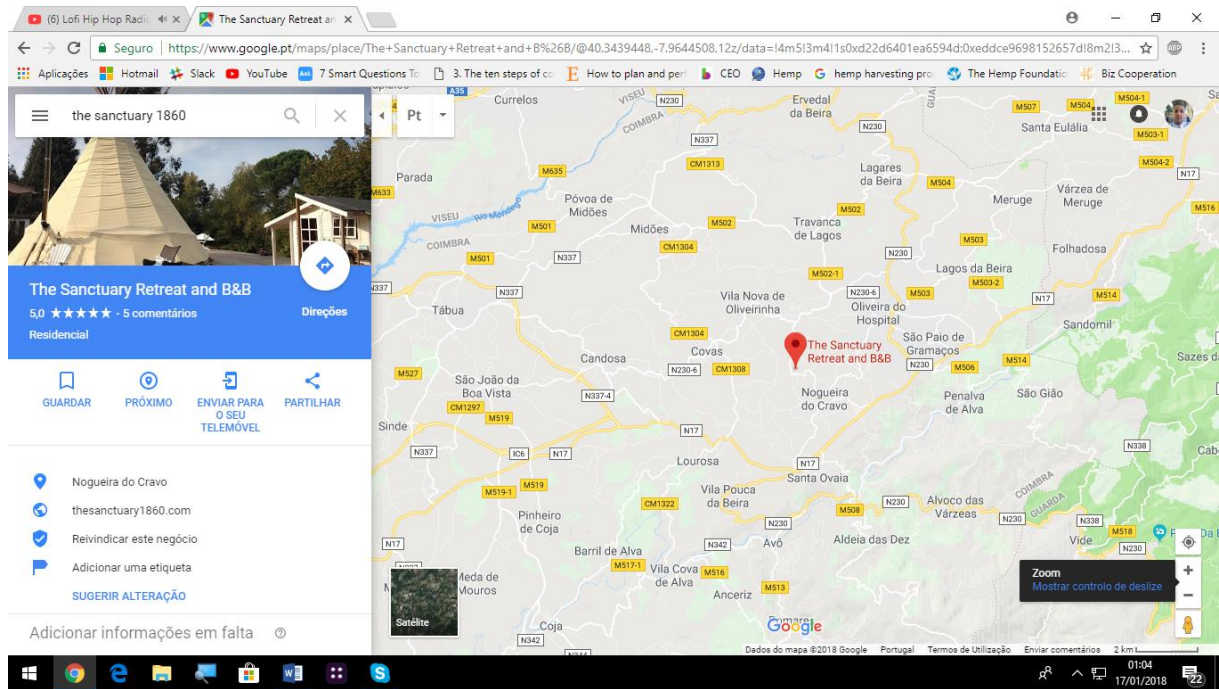
Source: Google Maps

Juicy Oasis is not a ‘spa hotel’ but rather a seven-day retreat journey designed to fully re-charge every aspect of your mental and physical health. Rarely if ever, do the words ‘luxury’ and ‘detox retreat’ go together, but at Juicy Oasis Boutique Health Retreat & Spa the two have merged beautifully. (<http://www.juicyoasis.com/>)

4.8 The Sanctuary

In the beginning of 2016 Attila and Alexandra decided to leave the life they lead and set up a healing retreat in Portugal. A long cherished dream that they are living now, finally. The old farmhouse was built in 1860, fully renovated and converted into a Bed & Breakfast in the 1990s. It is now operated as a healing retreat and Bed & Breakfast called “The Sanctuary”. The Quinta is situated on 18 amazing acres (seven hectares) with bountiful olive trees, organic fig, plum, apple, and lemon trees, a large wooded area, and a beautiful creek with a waterfall. Three wells on the property supply wonderful, pure drinking water. (<https://www.thesanctuary1860.com>)

FIGURE 10 - THE SANCTUARY



Source: Google Maps

There are Ayahuasca ceremonies conducted in a yurt, a Mongolian tent. The yurt holds as a sacred space for your journey. You can rest and sleep here after your Ayahuasca ceremonies (mattresses, pillows, and blankets are provided) or retreat to your rooms. The retreat is located in the province of Beira Alta between the two main rivers Mondego and Alva. The magnificent Serra de Estrela Mountains provide a beautiful backdrop and are easily accessible for hiking in summertime and skiing in the winter.

The Sanctuary is only four kilometers from Oliveira do Hospital, a small town with a variety of shops and restaurants. (<https://www.thesanctuary1860.com>)

4.9 Conclusions

The aims addressed in this chapter were to identify different wellness tourism businesses in Portugal with emphasis placed on the Minho region and choose one of these wellness tourism businesses. There were 7 businesses chosen in the overall analyzed Portuguese offer. Below is a chart of these places and some basic information with regards to each place. Only one of these business is Portuguese owned and Operated. This business is Naturena. The specific Business that has been chosen to look at for this study is Quinta das Águias.

Each place is rather unique. There are some overall services that are common to most if not all retreats/lifestyle. These services are: fasting, massage, colon hydrotherapy, meditation, yoga and a vegan / vegetarian menu.

What these places do well is that they bring in many different types of tourists from many different parts of Europe and the World.

The more challenging aspects that these businesses bring forward is the legitimacy and science behind their existence. There currently is no standard medical certification necessary for setting up one of these retreats. This poses a challenge for cross referencing traditional medicine with the health / wellness practices undertaken at these spaces.

Chapter 5. Results

5.1 Introduction

The aim for this chapter is to exhibit research data. In chapter 5.2 there are two key operational objectives met. The first is to understand conditions and owners' motivations of business creation. The second is to understand conditions and opportunities for business success. My first interaction with Quinta das Águias was online at their Website, Facebook and Airbnb. My first actual visit to "Quinta das Águias" was on Saturday August 12th 2017. They had an Open House day. There were roughly 20 people there. It was a day of warm breezes, sun and fresh mountain air. Lunch was laid out on picnic tables underneath gigantic oak trees. There were elegant table cloths and local wine on display. Socializing was a constant and people took easily to interpersonal chatter. Then came a tour around the property. By the end of the day I was motivated to go home and ponder about the next steps of this project.

The Interview was conducted on the 10th of November 2017 from 10h30 to 12h00. The morning of the interview was fairly calm and warm. It was a cloudy morning and the atmosphere at Quinta das Águias was relaxed. There were 4 or 5 guests at the location that seemed to just wander about the property soaking in its serene quality.

5.2 Content Analysis

I started by analyzing the Website, Facebook, Airbnb of Quinta das Aguias and taking notes on points I found Interesting.

On their Website we see a serene, natural setting with a wooden cabin. There is a reference to vegetarian meals, animals and Natural Herbs. There is a positioning here of being a unforgettable therapeutic getaway nestled in a forgotten corner of the Minho region of Northern Portugal. The imagery is clean, peaceful and inviting. The picture of Ivone in Digital Content #2 conveys her closeness to nature. She is presenting her garden to the world and sporting a gentle smile that seems to know more than it says.

Because Quinta das Águias is also an animal sanctuary we can also see a showcase for the animals that live with them as in Digital Content #3. They give the impression of being well and at ease. On the final section of the webpage we see a donation section, a newsletter section, volunteering and information contact. This part of the website funnels you into different modes of interacting with Quinta das Águias.

On the Facebook page of Quinta das Águias we can see that they have as a cover picture of two pigs that need a new home. The pigs seem to be in a common walking area, thus there is the impression given that these pigs are given open space. When I had spoken with Joep he had stated that maintaining animals on the farm is quite expensive. And so I am deducing that they need to reduce their animal residents. We can note here that again they have a donate button and also over 10,000 followers. On the bottom part of their Facebook page we find that they are organizing and publicizing a course on Veganism. They also have 338 people interested in this event. The Facebook Page is more of a real-time agenda planner and interaction point with capacity to send messages and reach out to their entire community of followers.

Quinta das Aguias´ Airbnb has a picture of trees and nature as its cover picture and also has a picture of Joep and Ivone. The positioning of the trees seem to indicate that you are inside the forest, well protected and looking out into the open, bright world. Airbnb shows the commentaries and ratings that people who have stayed there have left. Here you can see the person who leaves the commentary and also see his or her profile so it is quite difficult to fake commentaries. This incentivizes the Business´ to do a good job because if they don´t then it is very likely that the quality of their ratings will drop.

FIGURE 11 - CONTENT ANALYSIS CHART

	Platform Purpose	Design	Keywords	Positioning	Layout	Visual	Feeling Tone
Website	Institutional Home / Official Presentation to the World	Earth-Tone (Eco-Friendly)	Experience Unforgettable Nature (2) Harmony Vegetarian Enjoy People Familiar	A place worth visiting Knowers of nature The Animals are also owner of the Space We accept your help and support	Serene Natural Clean Modest Satisfaction (2) Garden Flowers in Bloom	Cabin Landscape Area Garden The Pond Institutional	Restful Reflective Lightheartedness Receptivity Enthusiasm Neutral

			Meet Residents Live without Suffering Donation = Love Need Mission Thank You		Showcasing closeness to plants Animals enjoying their space Institutional		
Facebook	Public Relations / Information exchange / Announcements / Public Agenda	Standard Facebook	Donate Upcoming Events Message	Commercial lifestyle promotion	Calendar of events and Updates for followers	Institutional	Neutral
Airbnb	Accommodation & Service Showcase, Verification & Feedback / Room Rental Reservation	Standard B&B	Reserve Rooms	Five star private rooms for rent	Feedback from recent visitors	Forest View	Encompassing Seclusion

Source: Author

The Airbnb platform is very directed towards building the credibility of places to stay of interest and interacting commercially. Quinta das Águas has the best rating possible coming in with 5 stars. They do not go into details about other subjects relevant to the philosophy of Quinta das Águas. They instead choose to keep it brief and focus on adding value to their profile in order to legitimize, verify and multiply reservations and business transactions on this platform through the comments of previous clients

Facebook is very much more directed as a real-time direct news feed for their local community of supporters/followers. It is more of a space where the community agenda can be set and communicated.

The Website is of course more of an educational medium and where you can get to know more about the place and the people. It is much more information-rich and depending on how you want to interact with Quinta das Águas, you can also send them a direct email via website.

5.3 Interview

The effort put into the development of the interview aimed to cover a broad and general range of topics as there was also a time-restriction. The Interview began with myself arriving at Quinta das Águias on November 10th 2017 at 10:15 for a 10:30 interview. I was received at the door by Joep. The Interview was conducted between myself and Joep in the dining hall and lasted for about an hour and a half. During this time we were alone. It was cloudy and breezy outside. There were some guests roaming about in the garden. The interview with Joep was brief and to the point. I felt a bit nervous and at the same time grateful to be accomplishing the interview. The interview was roughly an hour long. Joep showed interest in continuing to bring awareness about the benefits of Vegetarianism. Somewhere during the middle of the interview I sensed I was a very small contributor to the movement in comparison to the work already done by this gentleman. I sensed from him an appreciation he has for his lifestyle.

I did not expect a business owner to shy away from speaking about the business side of the operation. It was not clear to me if this is due in part to professional less than optimal experiences Joep has undergone in his life or just his general policy. I was also under the impression that he is not interested in expanding Quinta das Águias and is more interested in connecting and networking with others open to learning and growth on the path of self-discovery.

In Q2 Joep explained that the conditions and motivations of business creation were for his own self-discovery. Continuing into Q5 he explains as well that the motivation for his clients visiting as well is to search for something meaningful. Here it can be concluded that he is providing a sense of meaning for his clients that they themselves are not aware of. Here we can see a mirroring correlation between owner and client. He explains in Q7 he goes on to say that another condition needed to create a wellness business is to find quality people to surround yourself and work with. Quality support from the local community. He explained that it is a process that takes many years. Joep chose not to go into details about financial investment specifics.

Joep briefly described to me how Quinta das Águias started up by inviting a Yoga teacher from Brazil to come and facilitate a retreat. Joep said that it was a success and people immediately kept in touch with them and soon they started a vegetarian dinner club and soon found themselves surrounded by supporters. These people saw Quinta das Águias as a place they could come to get something that no one else was offering. This became a place for holistic

education. He did mention that currently the animal sanctuary has become quite cost heavy yet that he felt the inner desire to embark on a journey of self-discovery and regards his financial choices as investments. He had grown tired of the professional world he was in and did not resonate with that world anymore. Joep desired something new for life. He recognized he was in a position to make a move and so decided to look for land. Joep mentioned that he very much liked the land where Quinta das Águias is located.

Conditions and opportunities for business success can be found in Q8, Q9 and Q10. There is a basis of education and community involvement as they are a non-profit. Joep had stated many people seek them out and they have more clients than they can handle. Much of this success is also due to technological information distribution platforms such as Airbnb and Facebook. On Airbnb, Quinta das Águias has the best ratings possible: 5 stars. The Facebook community is over 12,000 followers.

The overall factors for success are varied. In A14 we see that quality vegetarian, private yoga classes and being one of a kind in the region are cited as being key. In A8 Joep goes on to say that regional people are looking to them for guidance. The mindset being represented by Quinta das Águias is expanding. By aiming to educate more of the local population one can deduce that Joep aims to add value to the local population. Joep very much believes he is a promoter of the importance of Vegetarianism as a solution to many of our current global crises. From his overall demeanor one can conclude that he is very satisfied and fulfilled with his current work at Quinta das Águias. In A16 of the interview he mentions that he believes people will be seeking sustainability solutions in the direction of diet, preventative medicine and meditation. Joep is grateful that he has solutions to offer. Here it is quite evident that he appreciates and feels gratitude for the life he is leading. I suspect that this be the main driving force behind the 14 year life span of Quinta das Águias. The main factors for this reasoning is that despite in A11 where he states that his main challenge is that taking care of animals is quite expensive, he continues to do it. Finance is not his main driving force or metric for success for this business.

5.4 Conclusions

The aim met for this chapter has been to analyze data. Digital platforms are quite useful as the direct interaction point between the business and the end consumer. Currently Facebook and

Airbnb are leading the way as the platforms of choice in the wellness tourism sector. It is difficult to say how long they will keep leading before new players on the scene come and take their place. Things evolve very fast in the digital world. The only way to stay relevant is to continue being a digital practitioner yourself and keep up to speed as best you can with innovations. There has never been a time in human history where distribution is so accessible to nearly everyone. In short everyone can be their own media company. The most important point I came away with after the interview is that it is very practical to work and dedicate yourself to an area you find interesting or of joy, value and worth. After spending time there and learning the ins and outs you will be ready to start your own business naturally.

Chapter 6. Discussion

6.1 Introduction

The aims of this final section are to generate discussion, explain conclusions and give closing statements. In chapter 6.10 there is a key operational objective met: present proposals for business enhancement.

6.2 Wellness Tourism

Kelly goes on to say that wellness tourism is, arguably, taking on an important role in fulfilling certain new functions of stress management, personal development, reflection, connection and meaning that cannot always be attained in everyday lives. Traditional tourism escapism involving hedonistic behavior, blocking out the banal or simply ‘switching off, is now being joined by new forms of tourism that focus on health, rejuvenation and a sense of discovery or purpose for the self. (Kelly, 2010:109)

Quinta das Águias is offering a Vegetarian experience. One can learn some recipes’ and learn about its benefits. And have an opportunity to practice.

What other major challenges could this bring practitioners inside the industry? A more paradoxical point when dealing with holistic health is that it covers a vast array of areas in life. At Quinta das Águias you can experience private yoga and meditation classes. Of course meditation and yoga are good to rejuvenate the body and mind, but what if your client is needing a practical business consultation as well to deal with an ever changing economic landscape? One such challenge is that more than ever these retreat spaces also need to integrate and understand what healthy business practices look like. What if their marriage is falling apart? What if someone you love is about to pass away or has recently passed away. What if you lost your job and can’t pay your bills? Of course worrying about these things won’t help but it is a starting point that needs to be acknowledged. These are decisions still need to be made, strategized for and worked out. Human life is complex. In this sense it would be fair to admit

that a place such as this one needs to have many different practical team members that can work situations from many different angles. This can be a growing point for Quinta das Águias.

6.3 Eco-Tourism

There are claims that eco-tourism – mostly via skilled guides and interaction with locals, develops ecological awareness, increases knowledge about natural and cultural environments, educates tourists about ecological and sustainable lifestyles leading to attitude and behavior change, and aids in transitioning from the ego-centric to an eccentric mind-set. (Tomljenovic, 2016:8)

One unique aspect of Quinta das Águias is that they are also an animal sanctuary. They have an aim to remind people that animals are our companions on our cosmic journey and that eating them is morally unjustified. This is very much a strong counter-point to the local traditional Portuguese cuisine and eating habits. As we move into the revival of the importance of having a strong local identity we observe and influence the commencement and finality of the sphere of the individual and community at large. There are many simple teachings that have lost their importance in our day. Securing the importance of the local community is of paramount in the emerging regenerative economy. I argue that along with this “regenerative” mindset mentality comes the importance of a plant-based diet. It is in my estimation that it might not be right for everyone, but eventually as we move forward and create an ever increasing better version of our world eventually the norm will become a plant-based diet.

Another possible aspect that Quinta das Águias might grow into in the future is producing and consuming their own food. If this came to pass we could suspect that permaculture principals would play a large role in the design and development of the integrational systems at Quinta das Águias and the local community. If successful they could be role models for the entire Minho region.

Knowing our local environment and developing it successfully goes hand in hand with knowledge of Self. We cannot begin to think as an ecosystem without first understanding our purpose and our gifts. Knowing that we alone are not the only thing worth consideration. We

have a responsibility to maintain all that surrounds us. They are extensions of us. The virtue of your people is exemplified in through the lands they inhabit.

6.4 Retreat Tourism

It is clear that this industry will have to place much greater emphasis on learning, by bringing in knowledgeable speakers from both the conventional and complementary or alternative medical fields to educate consumers. (Smith, 2010:94)

I think that if I had so wished, I could have set up a retreat center catering exclusively to tourists and been profitable by the end of year 2. However, I would see that as immoral — I provide a variety of services to the local community, and plan to continue this even when the retreat expands. (Kelly, 2010:111)

Quinta das Águas has been involved with holding conferences and workshops about the benefits of Vegetarianism for the local/regional community. The last one they organized was in September 2017 and was the 3rd edition. In A8 of the Interview Questions and Answers we find that Joep understands that it is necessary to give back to the local population and educate them about the benefits of a plant-based diet. Keeping this in mind we can see that the purpose of this business / non-profit is to serve and aid in improving quality of life.

Personally I find that what retreat spaces offer is the unique opportunity for people to look deeper and go deeper within themselves. This is very useful when a small group of people have reached a stagnation point and are needing a breakthrough. This can be especially true for families, couples, co-workers or business partners. Hosting retreats of lengthy stays can also be another option for the future of Quinta das Águas as an add-on to its wellness educational *modus operandi*.

6.5 Therapeutic Landscapes

Allowing a socio-ecologic connection is the first step in moving forward to greater location-use awareness. An ecological relationship to animals, plants, rivers, etc. is an indigenous relationship with nature. (Duhm, 2011:63)

Studies of wellbeing and place have started to pay much more attention to embodiment and to ways in which bodies experience, shape and respond to the therapeutic environments in which they are situated. Work has moved away from focusing on ‘therapeutic landscapes’ as places where qualities such as remoteness, silence and clear air, are thought to confer health, to concerns with the practices that take place within these spaces. The therapeutic benefits of certain places are no longer simply about being physically present in the (healthy) environment but are seen to revolve much more around the practices through which the body engages with place. (Little, 2012:262)

Of course from this we can see that Quinta das Águias has embraced a protector role for the local animal kingdom. It can be deduced that because they could easily save a ton of money by not involving themselves with this task. Because their business chooses to involve itself in such tasks we can see it as a sign of integrity.

This aspect in itself requires us to know the land and surrounding area well to be truly able to interact with its different aspects. How can we discover more of our local area and cultivate an intimate relationship with the land? From this perspective I can see clearly that Eco-Tourism is a gateway to closer interaction with the land and ultimately discovering Therapeutic and life affirming qualities of Landscapes. As is said above that for one to simply be in a “healthy” environment with clean air, earth and water is not enough. Is it that there are only specific places could be designated for innovative wellness tourism through the lens of one interacting with a therapeutic landscape?

This process is about regenerating mindfulness in life. It is pointing us towards revealing a more “Authentic” version of ourselves that we can be responsible for. There are distinctions to be made between the natural chaotic world, the natural ordered world, the civilized chaotic world and civilized ordered world. There have been many miracles in the past. There have been many saints and a great many architects from past centuries have sought out for such harmonious

plays between structure, environment, light and shadow, most notably in cathedrals. Between themselves and a greater force for good. Many have strived to build into the concrete the non-material essence of the local environment. Are these meanings of the interconnectedness of life dimensions permeating into the common everyday culture which we will begin to see more and more of? As Quinta das Águias continues to mature in the region they will likely play a vital role for a cleaner Minho.

6.6 Cosmological Economics

Some people use traditional tourism as the great escape mechanism from the growing pressures of everyday life, but people cannot escape eternally, and the spiritual vacuum produced by the lack of meaning of our lives needs to be addressed. (Robledo, 2015:3)

An emerging class of cultural creatives will lead societal transformation, and this will be assisted by the phenomenon of travel to the extent that tourism offers holistic experiences...Travel can foster personal and social change. She calls such travel conscious travel. The conscious travelers are motivated by self-discovery, value interdependence, care for places visited, and seek deeper meaning in travel that would foster self-development. (Tomljenovic, 2016:4)

If we look at A2 we can find that this motivation for self-discovery is consistent with why Quinta das Águias was founded. The journey now moves from external environments to an internal psychic landscape. Here one can find the originating principals of sustainability.

In A1 we find that Joep had worked for many years in the internet technologies industry and 10 more with his own consultancy business. On A17 we find that he had decided that he needed to embark on his own path of self-discovery and switch industries even after having started his own business from scratch. This was not a lighthearted decision especially when one has already spend many years already in a particular field in the workforce. It is likely that this must have coincided with some major psychological priority reassessments he made in his life.

Kelly goes on to say that besides the lack of collaboration internal to the retreat sector, most did not interact with external agencies that might be of relevance, over half did not engage with any tourism bodies at all. One respondent noted that they felt they attracted niche visitors, not ‘tourists’ and interestingly, they seemed to regard tourists as somehow tawdry and undesirable, a perception that is perhaps a reminder that views within wellness ‘tourism’ and those observing the process may not always match. (Kelly, 2010:112)

Most of the retreat places on the list do not make a sustained effort to grow and attract clients that are not their niche clients. They aim at working with people who understand the underlying principles or are open to understanding the underlying principles to their work instead of simply trying to sell their product to everyone.

Without connection it is impossible to tap into the new concept of ‘circular economics’ which takes into account the full spectrum of economic activities of the household, to the life-enriching activities of caregivers and communities, to the life-supporting processes of nature. The claims of critical and caring businesses is further supported by evidence that many mainstream businesses have been re-questioning the main purpose of their ‘bottom-line’ existence beyond merely profit. (Tomljenović, N/A:11)

In A15 of the Interview Questions and Answers we find that Quinta das Águas has still not had “return on investment” even after 14 years of existence, yet in A10 it can be seen that they have a maximum 5 star rating on Airbnb. In A10 Joep clearly states that Quinta das Águas even wants to stimulate more local businesses connected with vegetarianism. In A9 it is said that they offer more than just rooms to stay in, they offer a lifestyle perspective. Here we can see that there is a strong purpose and meaning behind the lifestyle entrepreneurs of Quinta das Águas.

In all of our known human history, it is unedited, that we have ever undergone such a profound, all-encompassing and rapid shift. What can we expect in the upcoming years? In A16 Joep indicates that he believes the market will continue to move towards veganism/vegetarianism, meditation, preventative medicines and more “eco-preneurship”. I propose that those who are

evolving healthily alongside technology and nature will continue to be models of success. Is the essence of what is currently underway the revelation of the place where science and the mystic story of life meet? Or a fad temporarily here to be uncovered as a false mask of society. Either way it doesn't look like the upcoming trends will be toward a superficial direction and I foresee that they will only deepen as technological development exponentially accelerates.

6.7 Collaboration and Entrepreneurship

The value of competition-oriented strategies will further decline as emerging technologies and new media diffuse from high-tech into traditional industries and as global industries become more fluid and flexible. (Saveri, 2004:1)

Entrepreneurship is a key mechanism behind the process of creative construction. This is due to there being a symbiotic relationship between individuals and their knowledge environments; and co-creators of knowledge may each be able to appropriate the value. (Ferreira, 2016:163)

Ferreira also continues to indicate that knowledge can be retrieved after it has been spilled over and the learning process can involve both the originator and recipient of the knowledge. Therefore, the inadvertent spillover of knowledge to other firms is a risk that needs to be managed in a strategic manner. (Ferreira, 2016:162)

Successful strategies often require cooperation within the group in order to compete outside the group. (Saveri, 2004:16)

I propose that the metric for business success during the previous industrial revolutions have been win/lose and are now gradually shifting towards win/win as the overarching metric for success. Will competition disappear completely? It is of my opinion that competition will increasingly be directed more towards competing with who we were yesterday and mastering

our own true nature than aiming to dominate others. Thus “competing” by becoming better versions of ourselves and co-peating with others.

Investopedia defines coopetition as a business ideology taken directly from insights gained from game theory. Coopetition games are statistical models that consider the ways in which synergy can be created by partnering with competitors. This tactic is thought to be a good business practice between two businesses because it can lead to the expansion of the market and the formation of new business relationships. In this capacity, agreements on standards and developing products across an industry or between two competitors are necessary to implement coopetition. (<https://www.investopedia.com/terms/c/coopetition.asp>)

This requires responsibility in recognizing what your needs, aims and personal boundaries are. Continually working together through shared personal ideals and experiences is what brings us a deepening maturity in life. In Q10 Joep is asked what he considers to be his Key Success Indicator. He responds in A10 that besides having a maximum five star rating on airbnb and 12,000 followers on facebook that he would also like to stimulate more businesses in the area connected with vegetarianism. This is because Joeps main driving force is not profit but in connecting with others through mutual values and ideals.

6.8 Motivation and Entrepreneurship

The motivation for start-up is likely to have implications for the sort of support required by the founders, namely from their personal network, and may also have implications on their ultimate success or failure as business owners. (Watson, 1998)

It is acknowledged in the literature that the successful business setting up and performance reflect, to a great extent, the personal accomplishment of the entrepreneur. (Silva, 2012:29)

In today's world with the never before seen access to information we can see that growing into someone responsible enough to keep growing and learning about life, relationships, business and oneself are necessary on this never-ending journey of growth and evolution. We are developing not only technology but our understanding of the world as well as reassessing what our role and place in it is at an exponential, never before seen rate. I propose that striving to become responsible for yourself and taking continual ownership for your life is the main objective of the entrepreneurial mindset. It is the motivation for wanting to consistently enrich our world and the world of those around us through personal self-development.

In Q2 Joep was asked about the objectives did he have in mind when he created this Business. In A2 he responds that the motivating force was self-discovery, self-development and building a place of Retreat. In Q5 Joep is asked how he would describe the motivations of his clients for coming to Quinta das Águias. In A5 he responds that they are searching for something meaningful and doing something sensible with their lives. In A6 we can confirm that not only is there demand in the market for what he is offering but also that he is doing a good job at providing it because he has a maximum five star rating on Airbnb. In Q7 when asked about the process of setting up the business Joep explains in A7 that it takes many years. It is difficult to find competent people who do quality work. In Q17 when asked why he left previous jobs, Joep responded in A17 that people there resisted change and he needed to embark on his path of self-discovery.

I argue that we have no choice except to do our best to find this path of self-discovery in our own lives. Only through this way can we keep ourselves in a vital space and have something valuable to offer others. Staying in that frame of mind as often as possible is the success we are looking for. Sounds quite basic. Yet living this is a great test in persistence. What other greater responsibility could we have?

6.9 Lifestyle Entrepreneurship

The main difference between a traditional Entrepreneur and a Lifestyle Entrepreneur is “the degree of focus on money, on sales growth and on expansion for expansion's sake.” They are not doing it primarily to get rich, or create a widely successful business empire. Instead of money, the most common motivation of the lifestyle entrepreneur is a fierce

desire for independence. This includes the desire to work for themselves, and run a business that would fit around their lifestyles and ages. (Rodriguez, 2013:1)

This digital age has opened a whole new world of opportunities to take a new or existing business to greater heights. This is the time to take advantage of all the opportunity by not settling. You don't have to travel the world to be a lifestyle entrepreneur. You have to figure out what kind of life you want to live and create a business that supports that lifestyle. (Kimanze, 2015:1)

The choice of the direction one takes in life is quite powerful. It can lead us down endless chases for meaning outside of ourselves or place us serenely upon our inner throne. There is a quote I appreciate very much by Gary Vaynerchuk that states "How we make our money is more important than how much we make".

Discovering meaning and achievement are paramount for one's life success. One should never stop seeking this meaning or endeavoring to better their life through developing and strengthening their virtues. I do conclude that ultimately the chase for meaning in the professional sphere is unattainable if not achieved first in the domestic. Can entrepreneurship exist without an intimate support structure? In A7 we find Joep stating that it takes many years and is difficult to find competent people who do quality work to be involved with your project. This is the baseline. Who are those that will be by your side during the worst of times and still believe in your vision? What else could pull you through these times except virtue and character? It can be said as well that is there is no pull or deep desire behind what you are fighting for that you will not be successful. Sheer will power is not enough. The Vision must come from deep within your heart. At some point of our lives after having tasted many different paths do we recognize which ones our heart beat for and which ones our heart do not beat for?

One likely trend I foresee popping up is the unification between lifestyle entrepreneurship and a local place-based economy in a post-globalist world. This could be a major nuance in the world because culture and identity will never be the same again. Local culture will never truly be local again because of the internet. How this will be integrated by people and how it will define their well-being, understanding and decision-making I do not know.

6.10 Proposals

The following is a list of some suggestions of my design:

1. Mountain Fruit Orchard.

This would be a unique space that visitors could experience and in 8 or 9 years provide plenty of fruit for the retreat. The Investment and maintenance is also relatively low. It would be part of a long-term sustainability plan.

2. Youtube Show

Weekly educational Youtube Show. Serves as free publicity and Brand Awareness. For example: The theme: 60s and 70s still active and Healthy, can also have special episode of local Mountain Trails on the Weekends. This will help to generate more of a focus towards also receiving older clients who are still active. It also aides in creating a platform for your current target market to grow into.

3. Adding a Sauna or Turkish Bath.

This would add value to the therapeutic detox aspect of Quinta das Águias and be a used as a focal point to attract new or old clientele.

4. Promotions with Special Packages.

These can add high value and aide in structuring experiences at Quinta das Águias so that clients can spend more time there and get to know the place better. It is an incentive for a more expanded experience for clients.

5. Partnerships with Naturena / Vale de Torre / Other wellness tourism businesses

For developing conferences meetups or even common events. Working together to achieve greater goals. This would help legitimize the health and wellness community in the region and / or be mirrors of each other for things that need improvement.

6. Evening Wine-Tasting event

This event could include Jazz music. Depending on the time of year could be held indoors Round a Fireplace or outside. Useful if you are needing to either move to or open up to a different client segment.

7. Influencer Marketing / Quinta Beauty Photography / Natural Beauty Queen Pageant

This is a strategy that can be taken to either expand into a specific market or move into a new market. It creates publicity and brand awareness at a very low-cost. You host an event around the theme of Beautiful Scenic Photography where the best pictures posted and shared on social media or a different medium could win a free evening. A Natural Beauty Queen Pageant could also be useful in showcasing an alignment with both an inner and outer beauty. It would use physical beauty as an attention getter to educate about the importance of cultivating inner beauty.

8. Hosting a Marketing Business and Weekend Teambuilding getaways.

This could be a great way to network with businesses outside the typical client base that might be needed for the Quinta in the future. It would be a great introduction for them into healthier life choices. It could open you up to a different segment of a market or receive their services as a form of payment.

9. Organizing Workshops for building an “Eco-Building”

This is a way of creating an eco-friendly structure and host new learning capabilities for locals to learn from and contribute to. Not only would the dynamic of the event create a complimentary atmosphere for everything else that goes on at Quinta das Águias but it could attract new supporters for the Quinta.

Some of these ideas can be acted upon in different ways and in different directions. The important thing as far as I can understand is to see what is really generating value through being authentic enough to explore different concepts and ideas and run the risk of failure and/or

rejection. Around the social media platforms we can expect to generate attention. The next logical questions we can ask is what would the end consumer most like and how we could add value to the totality of their experience. Does it also spark our inspiration? Through reflection we also come to understand our natural modes of expression and general artistic signature. These are the hallmarks of who we have discovered ourselves to be.

6.11 Conclusions

The Main Objective of this study is: understand the conditions that bind the creation and management of a small, local wellness tourism business. The conclusions reached are:

1. Team oriented family support is the foundation of the business.
2. A community of like-minded supporters is the client base.
3. Sustainable value creation happens when the moral character of people is improved through orientating them towards a transcendent good above market interest.
4. Efficient promotion, marketing and distribution is achieved through digital media platforms such as Airbnb and Facebook.

The thing I admire about Quinta das Águias is the work they have done around the theme of vegetarianism. This is a major feat because the Minho region has traditionally had as its main diet meat and potatoes.

Quinta das Águias is nestled away in a remote part of the hillside. They are not particularly close to the road or near any prying eyes. They have a very high level of privacy and are also quite nicely secured against the forest and mountain. This is amazing for spending time secluded in introspection.

Joep and Ivone started Quinta das Águias rather organically. It was not strategically designed by them. Joep explained to me that the first thing he did was to invite a yoga teacher to facilitate a yoga retreat there. This created an interesting bond for the people who came there. After that

people kept wanting to come and spend an evening there. Quinta das Águias became unofficially a place of retreat. Joep explained to me that he does not consider himself an authority to transmit the inner workings of business. Joep did have many years of experience working for others. This helped him to understand intuitively the necessary steps and directions needed to be taken in order to set-up and advance a business.

The literature review has allowed me to gather and compose much data on current tourism trends. The interview created a context for myself and Quinta das Águias to open up to each other. I appreciate this because it is a local business in the Minho Region of Portugal where I live. They are unique pioneers in the North of Portugal with regards to a plant-based lifestyle.. In an October 2017 article, it is stated that:

Vegetarianism in Portugal has risen 400% in the previous ten years. (<http://theportugalnews.com/news/number-of-vegetarians-in-portugal-rises-by-400-percent-in-10-years/43482>)

Global Wellness Tourism revenues grew from \$494.1 billion in 2013 to \$563.2 billion in 2015 or 14%. A growth rate more than twice as fast as overall tourism expenditures (6.9%) and World travelers made 691 million wellness trips in 2015, 104.4 million more than in 2013. (McGrouarty, 2015:1)

Quinta das Águias can play an active role as Portuguese Minho ambassadors for a plant-based lifestyle. And here again we can see a correlation between wellness travel and a focus for a healthier diet. It is of my belief that the future orientation of tourism in the Minho region will likely be more in this direction than any other.

Based on my results one of the more difficult and important aspects for business success is to find a well-rounded, therapeutic landscape. If we can understand what activities the property is naturally suited for then we may have a more harmonious time working with the local environment and incorporating our own personal skills. Here we move from a Geo-Political mindset to a Biosphere Consciousness Awareness.

Being involved within some type of wellness framework but you must also surround yourself with like-minded individuals be it your company or local community of supporters and

immediate family to support you and challenge you to evolve outside your comfort zone. Here personal growth and professionalism may co-exist.

Another highly underrated aspect I come to believe that is necessary for the success of these spaces is the dedication of creating a stable family and routinely practicing wellness modalities together. Because there are many foreigners who come to set up wellness retreats in Portugal let us not underestimate the value that local Portuguese innovators could have in this sector. These families would need to be exemplary pillars of wellness for the surrounding community. This is a very large challenge in itself considering the immense social changes currently taking place.

Moreover, as businesses continue to build on digital platforms it becomes very necessary to be more authentic and transparent as to what your business-culture is really all about. Not only because visual appeal is so inherent on the internet but especially with such ease in tracking incoming clients, finances and products sold or rooms rented etc. Not only do you need to accept the fact that you have both strengths and weaknesses in order for you to grow, but you must also constantly be evolving and innovating through surrounding yourself with encouraging family members and interacting with others also excited and sharing in the common vision. Focusing on a Transcendent Purpose is key. Herein lies this crucial piece: We need local business leaders that improve the moral character of others and orient those around them to a transcendent good that is over and above market interest. There must be a re-evaluation of each business' bottom line purpose

As far as I can tell in the developing mindset of local business landscapes there are many things to sort out, improve, refine and integrate. Especially the unification between lifestyle entrepreneurship and a local place-based regenerative economy in a post-globalist world. Traditional local culture and identity as we have known it will never be the same again. From what I currently see I do not believe that local culture will ever truly be local again with so many interconnected influences from the global scene, tourism and the internet. How will this be integrated and managed by people and the decisions they make as to where they are endemic? How will that define their well-being and conscious understanding of morals when decision-making? What effect this will have on the nuclear family unit and the exemplification of "a holistic family"? All of this is still not clear and is currently unfolding in our current real-time. I am sure we can all feel this undercurrent of amazing changes headed our way.

There are ideas that arise as I dive into reflecting on family, purpose, local community, local identity and business. These ideas reflect the concepts of lineage, family legacy and inheritance. As we order our surrounding environment and improve ourselves where would be the continual “success” we search for come from except through alignment with a legacy and intuition that pulls us beyond our limited conceptualized world framework? Can we dare say that true success come from discovering and aligning our destiny, family destiny and Community destiny.

Also, it is not so clear to me that we yet understand what this recent collective fascination with wellness, entrepreneurship and technological advancement is doing to how we view the world and choose to live our lives. A never before seen friend named Smartphone has shown up and is also changing the way we live life, the way we do business and all of our interpersonal relationships. As far as I can tell the only question that remains is: Are we making the most of what life has given us?

Chapter 7. General Conclusion

This chapter aims to conclude the entirety of this project. I currently understand wellness tourism as a naturally progressing and unfolding personal journey not only to conquer oneself and vast inner psychic terrains but also to find the everlasting pot of gold, holy grail or fountain of youth and incorruptible truths of the Universe. The ways of nature are slow and steady and tend to measure themselves more in generations than 40 hour work weeks. The paradox is that we only have a limited amount of time to find forever.

At the moment it is not possible to compare findings from this study with others because this upcoming industry is new, the rapid changes in the advancement of technology and world economic trends are also unfamiliar.

The Minho region of Portugal is currently well positioned to lead in the development of Portuguese wellness tourism. There are natural resources and well developed infra-structures in the region. It is the most fertile and water abundant region in Portugal. Because of this it is well suited to be able to sustain its own food production and receive a large quota of tourists per year. It is also one of the last stretches of green forests in Portugal especially after the devastating fires of 2017. Minho also has a friendly neighbor to the North, the Galician region of Spain and shares the famous Way of St. James winding itself through both regions as their backbone.

The main difficulty encountered during this project was in undertaking a practical internship at Quinta das Águas or another wellness tourism business in the region. This would have permitted a closer proximity and experience with the actual tourism business and their day to day happenings.

It makes sense in my understanding that there are key wellness/mindfulness practices and routines we need to keep sacred in our life. Just we regularly shower and maintain our external physical hygiene. So too must we maintain our inner bodies hygiene, its shape and form as a component to health, sanity and overall leadership.

The Internet is massively changing marketing and distribution. Low budget can now be just as powerful as big budget and now goes a long way and from your very own pocket. The game changer between the two is having a genuinely authentic and transcendent message. The new celebrity is forced to become the prophet.

If I could go back to the beginning of this project I would have focused on Mindfulness instead of wellness. As far as I can tell people associate wellness with some passive form of balance as if it's something only others can provide for you. I don't think it goes all the way. I think we need to also be active and cultivate in for ourselves. That's what the circular economy and wealth creation is all about.

It can be concluded that wellness tourism spaces will continue to be more and more sought after as technology continues to rapidly evolve and as people seek to integrate meaningful reflection and the regenerative qualities of nature into their lives. As has already been mentioned in the previous chapter vegetarianism in Portugal has also risen substantially in the past 10 years. Wellness business owners and their families should also continue to cultivate themselves into the best versions of themselves so that they can be living, breathing examples of wellness for others to follow. You cannot facilitate wellness in your business if you have not facilitated wellness in your family. Don't be discouraged by your past mistakes. Appreciate everyday as an opportunity to learn more, start fresh and discover something more about yourself. The promise of a clean, fulfilling and sustainable future can only be led through the journey of symbiotic commitment between man and woman towards greater levels of Self-Awareness and Realization.

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Keywords: Wellness, Transformation, Local Economy, Regenerative Capitalism, Lifestyle Entrepreneurship.

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Appendixes

Interview Questions and Answers

Q1. Is this your first business?

A1: No. I was in the Internet Technology Industry for many years. After that I had a Management Consultancy Business for 10 years.

Q2. What Objectives did you have in mind when you created this Business?

A2: Self-Discovery, Self-Development. A place of Retreat.

Q3. Who is your Target Market? (Main Characteristics: profile, age nationality, status)

A3: 30-40 year olds. International and Portuguese Mix Parents with Children who Love to Interact with Animals. Middle and Upper Class.

Q4. What is the medium that is most efficient in reaching your Target Market and Why?

A4: Airbnb. International Guests. It's the one we receive the best feedback.

Q5. How would you describe the motivations of your clients for coming here?

A5: Searching for something meaningful and doing something sensible with their lives.

Q6. How satisfied are they? And how do you measure your client's satisfaction level?

A6: Very Satisfied. We measure our ratings on Airbnb.

Q7. How was the process of setting up the Business? Difficulties?

A7: It takes many years and is difficult to find competent people who do quality work to be involved with your project.

Q8. How would measure the success of your business? (Personal / Performance related indicators)

A8: The demand is high for our services, so first we are looking next to expanding our carrying capacity. Secondly we also believe very much that the world is headed in a Vegan/vegetarian direction and we would like to educate more of the local/regional population.

Q9. How successful would say you are / the business is?

A9: Successful. We offer more than just rooms to stay in. We offer a lifestyle perspective.

Q10. What do you consider to be your Key Success Indicator?

A10: On Airbnb we have a maximum five star rating. On Facebook we have over 12,000 followers. We would also like to stimulate more businesses in the area connected with Vegetarianism.

Q11. What are the challenges in running your business?

A11: Taking care of animals is expensive.

Q12. Did you take out a loan to start your business?

A11: No. We had capital saved when we started.

Q13. If you had to start over what would you do differently?

A13: Nothing.

Q14. What were the factors that most influenced / enhanced your success and why?

A14: We have Quality Vegetarian Food and Private Yoga Classes. We are exclusive in the Region.

Q15. When did you achieve financial Return Over Investment? If ever

A15: Not Yet.

Q16. Where do you see the Wellness Tourism Industry going in the next 5 years?

A16: More Vegan/Vegetarian. More Meditation. More Preventative Medicine. More Eco-Entrepreneurs.

Q17: Why did you leave your previous Jobs?

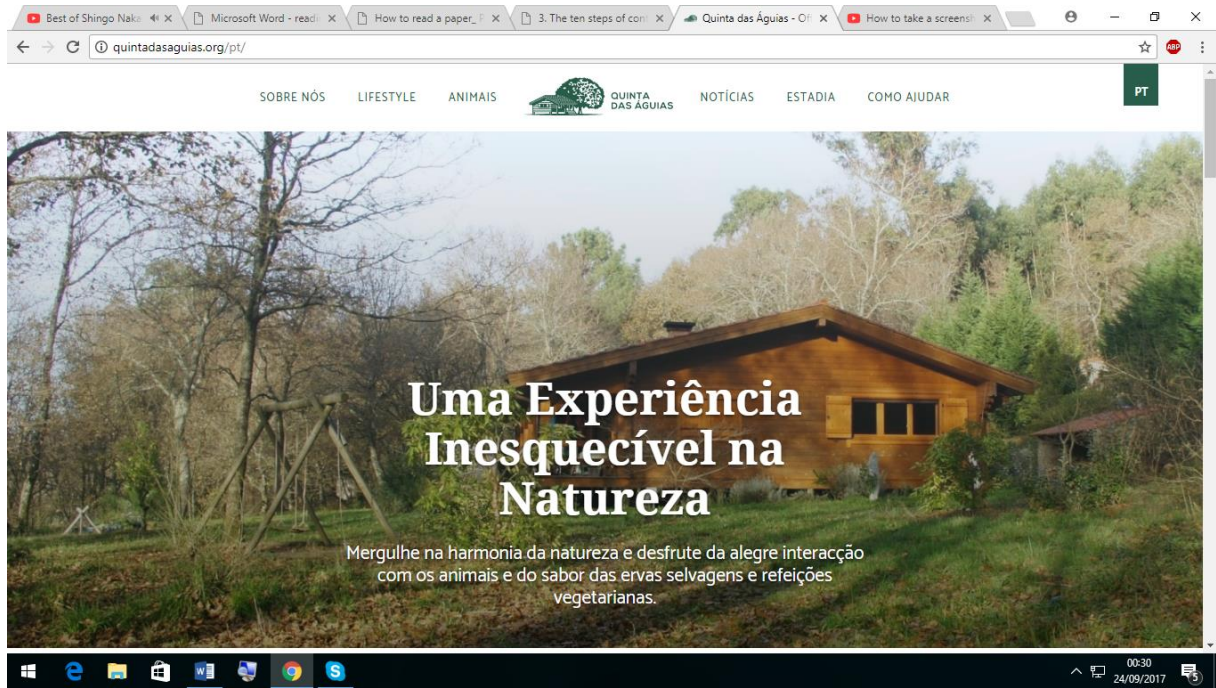
A17: People there resisted change. I needed to embark on my path of Self-Discovery.

Q18: How can I set-up a Wellness Tourism Business?

A18: You must have the desire to move in this direction. It is very useful to work for other people to better your skills and understand the inner workings.

Digital Content

FIGURE 12 – DIGITAL CONTENT 1- QUINTA DAS ÁGUIAS WEBSITE



Source: <http://quintadasaguias.org/pt/about.html>

Keywords: Experience, Unforgettable, Nature, Harmony, Vegetarian

Positioning: A place worth visiting

Layout: Serene, Natural, Clean, Modest

Visual: Cabin Landscape Area

Feeling Tone: Restful, Reflective

FIGURE 13 – DIGITAL CONTENT 2 - QUINTA DAS ÁGUIAS WEBSITE



Source: <http://quintadasaguas.org/pt/about.html>

Keywords: Enjoy, Nature, People, Familiar

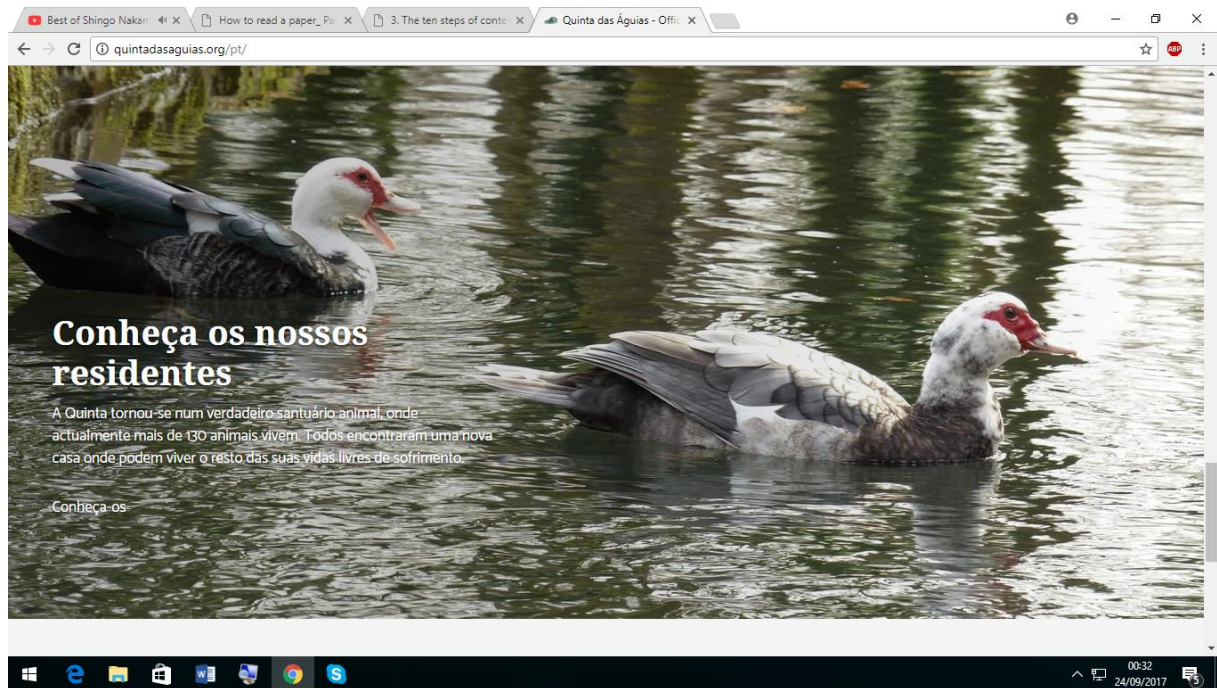
Positioning: Knowers of nature

Layout: Satisfaction, Garden Flowers in Bloom. Showcasing closeness to plants

Visual: Garden

Feeling Tone: Lightheartedness, Receptivity

FIGURE 14 – DIGITAL CONTENT 3 - QUINTA DAS ÁGUIAS WEBSITE



Source: <http://quintadasaguias.org/pt/about.html>

Keywords: Meet, Residents, Live without Suffering

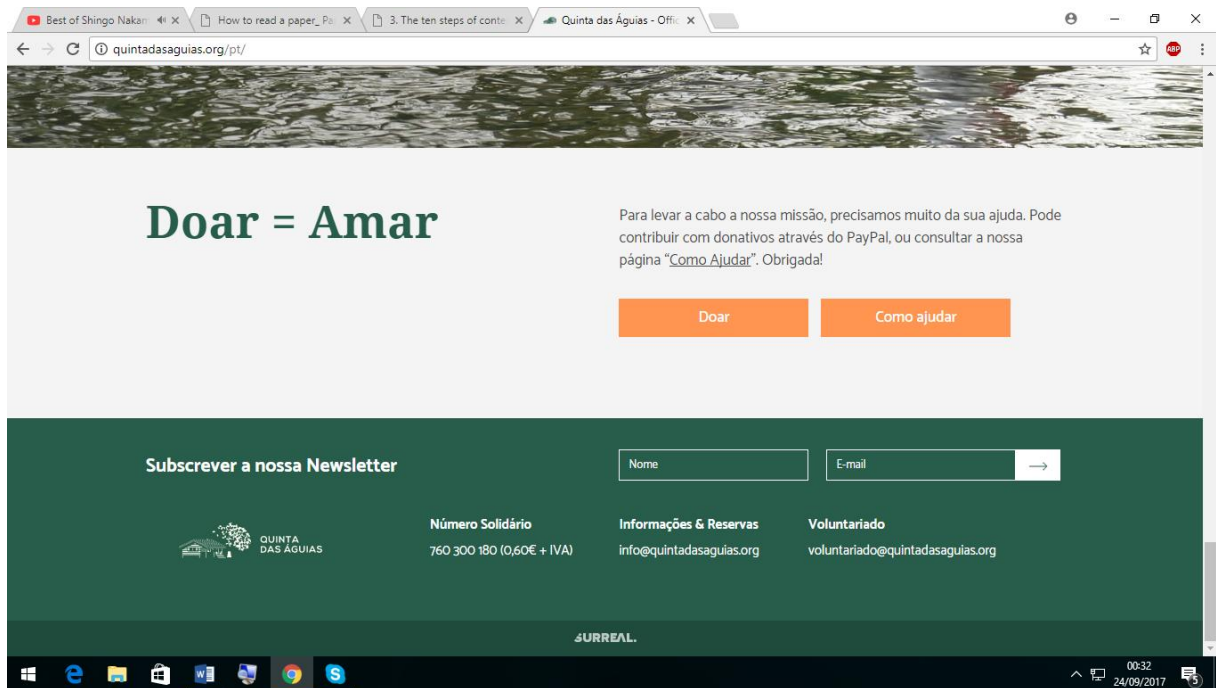
Positioning: The Animals are also owner of the Space

Layout: Satisfaction, Animals enjoying their space

Visual: The Pond

Feeling Tone: Enthusiasm

FIGURE 15 – DIGITAL CONTENT 4 - QUINTA DAS ÁGUIAS WEBSITE



Source: <http://quintadasaguias.org/pt/about.html>

Keywords: Donation = Love, Need, Mission, Thank You

Positioning: We accept your support and help

Layout: Institutional

Visual: Institutional

Feeling Tone: Neutral

FIGURE 16 – DIGITAL CONTENT 5 - QUINTA DAS ÁGUIAS FACEBOOK



Source: <https://www.facebook.com/quinta.aguias/?fref=ts>

Keywords: Donate, Upcoming Events, Message

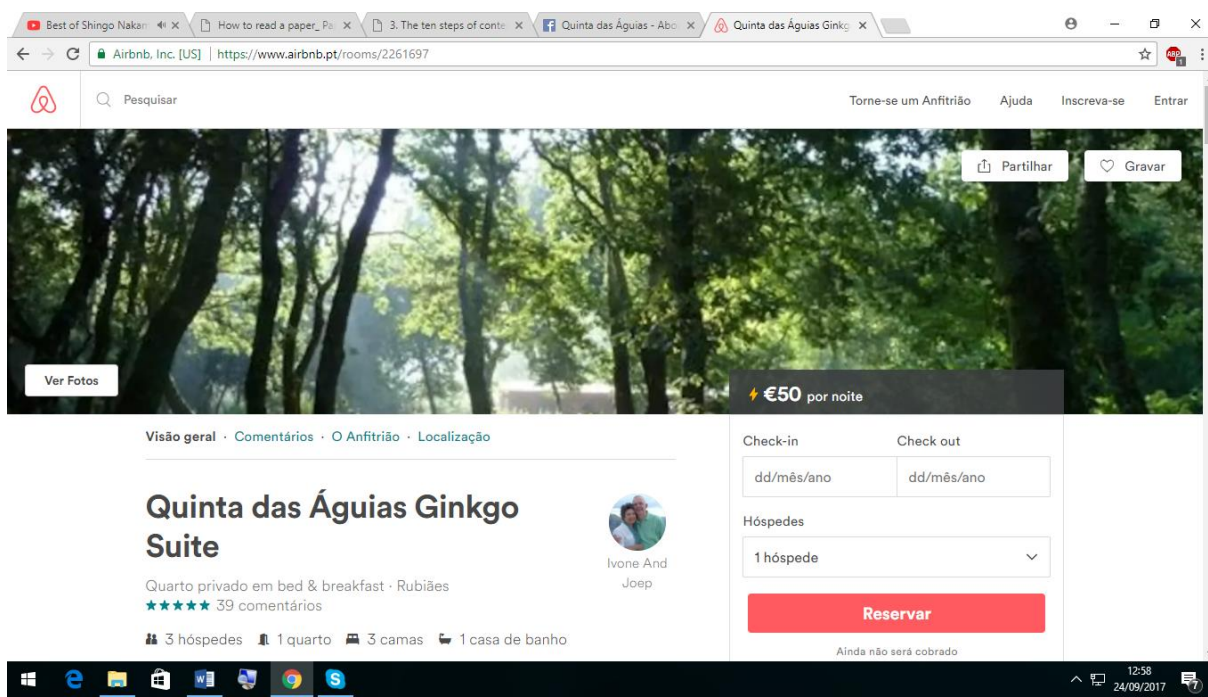
Positioning: Commercial lifestyle promotion

Layout: Calendar of events and Updates for followers

Visual: Institutional

Feeling Tone: Neutral

FIGURE 17 – DIGITAL CONTENT 6 -QUINTA DAS ÁGUIAS AIRBNB



Source: <https://www.airbnb.pt/rooms/2261697>

Keywords: Reserve, Rooms

Positioning: Five star private rooms for rent

Layout: Feedback from recent visitors

Visual: Forest View

Feeling Tone: Encompassing Seclusion