

The Affective Journey: Emotions and Psychological Well-being in Museum-Based Wellness Tourism

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Abstract

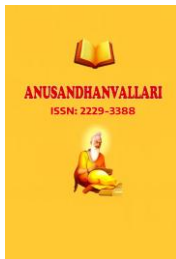
This study looked at how emotional experience affects the psychological well-being and tourist satisfaction in the environment of museum-based wellness tourism. As the trend of experiential tourism has taken root, museums have been increasingly understood as not just as places of culture and learning, but as somewhere that generates emotional reactions and mental health. The most important aim of the research is to examine the role of the emotional experience at the museum visits towards psychological health and satisfaction of the visitors. An approach to quantitative research design was chosen and 140 visitors to the museum were used as the sample population where a structured, self-prepared questionnaire was used to gather data. The study variables are the independent variable (emotional experience), and psychological well-being, and tourist satisfaction as dependent variables. These findings show that visitors who have positive emotions like joy, awe, and relaxation will have a better chance of experiencing mental enrichment and be satisfied with their visit to the museum. The paper concludes that museums are important in enhancing emotional stimulation and mental wellbeing, thus, advancing wellness tourism. The results offer useful information to museum managers and other tourism stakeholders on ways to create more engaging and experiences that are more wellness-oriented.

Keywords: Emotional Experience, Psychological Well-being, Tourist Satisfaction, Museum Tourism, Wellness Tourism

Introduction

Over the past few years, tourism studies have become less economical and destination-oriented as compared to more experiential and psychological based where the central theme of tourist experiences is emotions. Tourism has been defined as a hedonic activity that is motivated by seeking pleasure, enjoyment, and meaningful experiences, and emotional response is usually identified as a major factor of visitor behavior and satisfaction. In this new paradigm, museums have become a major destination of not only cultural education, but of emotional involvement and self-enrichment (**Hosany, Hunter-Jones, and mccabe 2020**).

Museums were traditionally considered as reservoirs of history and knowledge, but nowadays they are being reassessed as experience centers of stimulating senses, emotions and thinking of people who visit them. Modern museum settings are characterized by the combination of visual, auditory, and interactive to bring immersive experiences to the experiences that resonate emotionally and promote greater engagement (**J. Zhang et al. 2024**). Experimental research has shown that these sensory and emotional experiences play an important role in shaping the perception, attitude, and the general experience of tourists. In addition, the development of the digital environment, augmented reality, and interactive displays has only contributed to the emotional depth and the



variety of visitor experiences, and emotional involvement has become one of the primary features of digital museum tourism (**T. Zhang et al. 2023**).

In parallel with the progress in these areas, scholars have increasingly shown interest in the role of cultural tourism to facilitate psychological well-being. The value of museums in enhancing mental health and general well-being is becoming increasingly acknowledged, as the institutions are easily accessible and trusted as cultural institutions. Positive psychological effects resulting out of visiting a museum may include relaxation, stress alleviation, personal development, and increased life satisfaction. Such advantages are based on the fact that the museum experience allows evoking both positive and contemplative feelings and helps visitors to relate to art, history, and culture in a manner that is significant. Notably, even the tricky or specialized emotional experiences in museums can enable self-reflection and be part of the well-being in the long term (**Šveb Dragija and Jelinčić 2025**).

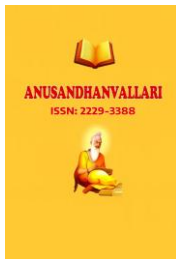
Besides the effect on well-being, emotions are also important to determining tourist satisfaction, which is a leading finding of tourism research. Emotional reactions have been determined to greatly influence the assessment of the experiences of the visitors, the satisfaction levels, and intentions to behave like revisiting and recommending the same place of visit (**Juliana, Sihombing, and Antonio 2025**). Within the framework of the museums, positive affect like awe, inspiration and enjoyment boost the level of satisfaction whereas negative affects can reduce the total experience. Emotional experience is therefore an important tool that connects the museum settings to psychological consequences, and judgments (**Al-Msallam 2020**).

In spite of the fact that the role of emotions and well-being in the tourism industry is increasingly gaining recognition, the necessity to conduct integrated studies that will simultaneously focus on the connection between emotional experience, psychological well-being, and tourist satisfaction within museum-based wellness tourism has not disappeared (**Biswas et al. 2020**). The constructs have been investigated as independent variables or in constrained contexts by most of the existing studies, and there is a gap in the comprehension of the effects and interrelationships of these constructs (**Stankov and Gretzel 2021**).

Literature review

Despite a mountain of research recognizing the importance of emotions in the travel and hospitality sectors, cultural heritage destinations (chds) remain empirically unexplored. Examining cultural heritage sites from the perspective of the theory of tourist consumption systems, this study seeks to understand how visitors' subjective experiences impact their likelihood to recommend these places to others. The study was grounded on data collected from 499 international visitors to the Jaulian Taxila World Heritage Site. We used structural equation modeling and confirmatory factor analysis (CFA) to investigate the mediation and structural links. Place attachment, happiness, and intentions to propose are positively correlated with pleasant feelings (such pleasure, affection, or happy surprise). The partially indirect impact of pleasant surprise via place attachment on referral intentions is stronger than other variables. Optimism influences the probability that individuals will support chds in a more indirect and partial way than other emotions. This work adds theoretical weight to the literature on CHD as well as the area of positive psychology. We provide practitioners with both theoretical and practical ramifications in an effort to increase the frequency of visits to chds. (**Li et al. 2025**)

The potential for museums to promote mental health is underexplored, despite their ubiquitous presence in society. The present study fills a gap in our knowledge by investigating the social function of art museums beyond the realms of education and tourism by measuring the effect of museum visits on visitors' multidimensional psychological well-being. The Pasifika Museum in Bali was surveyed with a modified version of Ryff's (1989) Psychological Well-Being Scale ($\alpha = 0.889$) comprising forty persons. Using descriptive statistics, we assessed six dimensions of well-being: autonomy, environmental control, personal growth, social support, fulfilling



purpose in life, and acceptance of oneself.

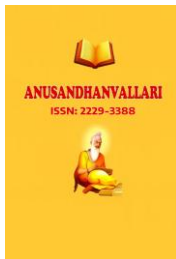
For the purpose of this research, the incidental sampling method was used. Patients' mental health improved dramatically, according to the data, which indicated an average score of 102.75 (range: 70-126) points. The most impacted areas were personal growth and excellent relationships, suggesting that art museums might facilitate self-discovery and social connection. The significance of art museums as venues for the preservation of culture and the enhancement of people's mental and emotional health is emphasized by this study. This study lends credence to the idea that museums may promote healthy lifestyles by showcasing exhibits that encourage audience participation via cross-cultural storytelling and interactive exhibits. Constraints on the study's applicability to other cultural contexts include from its small sample size, accidental sampling that does not reflect the population at large, and focus on a specific place. **(Aryasih et al. 2025)**

Culture and the arts are gaining popularity as people realize they may improve their emotional and mental health. In this research, we look at how a museum-based structured intervention affects mental health. The research had a pre-post design and was prospective hybrid type-1 non-randomized with follow-ups. We measured participant levels of psychological distress, depressive symptoms, anxious symptoms, and overall psychological wellness before and after they followed a predetermined museum itinerary. Just 108 people, or 82.5% of the total, filled out the pre- and post-intervention surveys. The intervention significantly affected all psychological indicators ($p < 0.001$), however those between the ages of 41 and 60 showed the most notable changes. On top of that, a whopping 89% to 98% of the people who took part in the project thought the timetable was perfect. In light of the promising results shown in clinical studies and the general consensus among experts in the field, museum-based treatment has the potential to revolutionize the quest for better mental health. Researchers should look at ways to scale up and replicate arts-based interventions in different community and cultural contexts as a means to improve public health policies that use the arts. **(Nosè et al. 2025)**

Among the many elements that have the potential to influence our emotions is the presence of visual art. In addition, the positive or negative impact that our emotional experiences have on our overall well-being is substantial. Research on the emotional effects of art has mostly focused on individual emotions rather than on broader patterns of emotion. Psychological distress, social connection, meaning, positive self-regard, and meaningful interactions when visiting art museums were the five categories that this research used latent class analysis to look for variations in participants' well-being or ill-being. Six hundred thirteen individuals who went to three separate art museums were asked to rate their level of happiness in five distinct categories. Researchers found three distinct latent classes: one with extremely high levels of negative emotions, one with above-average levels of happy emotions, and a third with very heavy negative emotions. When comparing the three groups, the positive emotion class showed more wellbeing and less ill-being (with the exception of psychological distress). **(Cotter et al. 2024)**

The general public looks to museums to prove their value and impact on society. Therefore, museums, as centers of experience and the most visited cultural landmarks, have a unique chance to provide people an opportunity to enhance their mental health and thrive. Even though mental health is a hot subject, museums have been left out of the integrated and thorough literature review on the subject. We therefore conducted an analysis according to the PRISMA procedure to resolve these two concerns with the study: Is it conceivable for people to have an emotional upliftment after visiting a museum?

What steps may be taken to prioritize the mental health of museum visitors and how can we assess whether this is really occurring? The results suggest that museum visitors and those with an interest in museums may benefit from improved mental health. Museumgoers may make their own memorable, enjoyable, restorative, informative, creative, and memorable experiences by following the article's detailed suggestions. In order to determine how effective the ideas are in improving museum visitors' mental health, the Museum Wellbeing Toolkit was created.



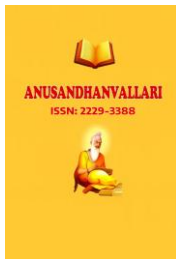
With the backing of wellness policy frameworks, museums may do even more to promote mental health. Future research may look at the effects of the few wellbeing public policies that have been implemented so far to propose changes to the sector. **(Šveb Dragija and Jelinčič 2022)**

This study expands upon earlier findings that showed the beneficial impacts of art viewing on public health by examining the impact of a novel virtual art tour intervention on the mental health of older adults. After bringing an art tour intervention to the homes and community centers of 155 older persons, we used a pre-post quantitative survey technique to evaluate its effectiveness. For happiness, we used the Satisfaction with Life Scale, and for emotional state, we utilized the modified Differential Emotions Scale. To further comprehend the participants' viewpoints and emotions during the trips, we also interviewed program directors from partner organizations who had accompanied them on the tours. Following the art excursions, participants reported significantly higher levels of contentment and positive emotions, especially awe. Nothing changed with regard to negative emotions. Program directors noted that tour participants were highly engaged, intellectually stimulated, and enjoyed themselves. Wrapping Up and What Comes Next: The findings provide support to the hypothesis that older adults may have positive psychological effects from participating in activities involving virtual art viewing. Promoting wellness-oriented cultural enrichment activities via technology may be a great way to address accessibility difficulties related to in-person arts participation. **(Averbach and Monin 2022)**

Museum visits are a crucial part of cultural tourism since they showcase the cultural heritage of a place. This study used structural equation modeling to examine the connection between museumgoers' emotional states, their impressions of the institution, and their intentions to take action. With a focus on cognitive motivation (general stratification) and emotional motivation (positive and negative feeling), we especially looked at the "museum image-behavioral intention" paradigm. Across three museums in Xi'an, China, 893 valid questionnaires were collected for this research. The results showed that the museum's reputation significantly affects visitors' emotional reactions, happiness, and subsequent actions. There is a feedback loop between how visitors feel about the museum and how they intend to act on those feelings, which impacts how enjoyable the experience is for them. Finally, we discussed several management and theoretical considerations. **(Xu et al. 2019)**

The purpose of this study is to analyze the effects of Museums on Prescription, a novel social prescription intervention for older adults, on their mental health by tracking the development of six self-reported emotions: "absorbed," "active," "cheerful," "encouraged," "enlightened," and "inspired." Healthcare and third sector organizations referred 115 participants (ranging in age from 65 to 94 years) to museum-based programs that consisted of ten weekly sessions. Inclusion criteria included being socially isolated, able to give informed consent, not in employment, and regularly attending social or cultural activities. **(Thomson et al. 2018)**

Exclusion criteria included not being able to travel to the museum, not functioning well in a group situation, not likely to be able to attend all sessions, and not being able to participate in interviews or fill out questionnaires. Overall, the participants met the inclusion and exclusion criteria. When comparing pre- and post-session ratings across all six MWM-OA emotions, participants showed statistically significant gains at the beginning, middle, and end of the program. While "absorbed" and "enlightened" exhibited the most notable improvements between the pre- and post-session assessments, "cheerful" ranked highest both before and after the session, while "active" ranked lowest. All things considered, the mental health of older adults may improve as a result of museum-based initiatives. The participants in the research felt fortunate, valued the opportunity to speak with museum curators, saw parts of the museum that are normally off-limits, and had the chance to touch objects that are normally placed behind glass. People made the most of the opportunities to broaden their knowledge, collaborate on exciting initiatives, and meet fascinating people in an informal and entertaining atmosphere.



Problem statement

Over the past few years, museums have changed into spaces that offer experiences to visitors emotionally and cognitively, rather than just being storage facilities of objects. Simultaneously, the increased focus on the wellness tourism has also placed an emphasis on psychological well-being as a central outcome of the tourism experiences. Although these advances have been made, the role of emotional experiences in museum setting in the psychological well-being and overall satisfaction of the visitors remains poorly understood. The current literature in tourism has concentrated more on the quality of services, the characteristics of the destination, or the demographics of the visitors, without paying sufficient attention to the primary influence of the emotions on the formation of meaningful tourism experience. Additionally, although certain studies also admit that museums may cause strong emotional reactions like feeling of awe, inspiration, and reflection, there is a lack of empirical data that makes a direct connection between these emotional experiences and their direct effect on psychological well-being and tourist satisfaction in a cohesive system. This divide becomes especially prominent within the frames of museum-based wellness tourism, in which the emotional involvement is anticipated to be an essential factor in improving mental health outcomes and augmenting the experience of the audience. Thus, it is necessary to study in detail the association between emotional experience, psychological well-being, and tourist satisfaction. The discussion of this gap will help in gaining more insight on how museums may serve as emotional enrichment spaces and how they may play a role in the development of holistic wellness tourism.

Research objectives

- To evaluate influence of emotional experience on psychological well – being.
- To determine influence of emotional experience on tourist satisfaction.
- To evaluate relationship between psychological well-being and tourist satisfaction.

Research Methodology

In this section, the methodological framework used to analyse the relationship between emotional experience, psychological well-being and tourist satisfaction in museum-based wellness tourism has been outlined. It outlines the design of the research, the method of sampling, data collection methods, tools, and statistical methods to be used to analyze the design.

Research Design

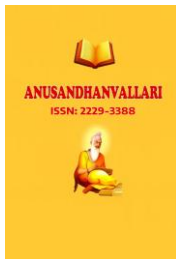
The research design used in the study is a quantitative research design that follows the descriptive approach and causality. It seeks to outline the emotional theatrics of the visitors in museums and examine their effects on the psychological well-being and satisfaction as a tourist. The data are collected through a cross-sectional survey method where data collection is made at one point in time.

Research Hypothesis

H1: Emotional experience has a significant influence on psychological well-being.

H2: Emotional experience has a significant influence on tourist satisfaction.

H3: Psychological well-being has a significant relationship with tourist satisfaction among museum visitors.



Sampling Technique

The research will use non-probability convenience sampling method, in which the respondents will be chosen according to their presence and readiness to participate. The sample will be comprised of 140 visitors to a museum, which are the representatives of various demographic groups. Such an approach is suitable because of the time and access limitations and is widely applied in the tourism study.

Method Used (Data Collection)

The research is based on the primary data collection method in terms of a structured questionnaire. The information was collected on the spot through the visitors of the museum immediately after visiting it to record their instantaneous emotional reactions and impressions. The questionnaire will make it more precise in assessing emotions, well-being and satisfaction.

Tool Used

A self-prepared structured questionnaire was the major data collection tool in this study. The questionnaire was structured with reference to the objectives of the study to evaluate emotional experience, psychological well-being, and tourist satisfaction in visitors to the museum. It was divided into several parts that comprised demographic information and the statements of each variable. Everything was presented in a clear and straightforward way that would be easily understood by the respondents. The Likert scale of 5 asked respondents to express their perceptions and experiences on a 5-point Likert scale scale of 1 = Strongly Disagree to 5 = Strongly Agree. The questionnaire was also constructed by consulting on the literature related to it in order to achieve content validity and thus some adjustments were needed to fit the context of museum-based wellness tourism.

Statistical Analysis

Statistical Package of the Social Sciences (SPSS) was used to analyze the data collected. The objectives of the study were attained by the use of both descriptive and inferential statistical techniques. The demographic profile of respondents was analyzed by using descriptive statistics including frequency and the percentage. Correlation analysis was used to check the relations between variables. Moreover, the simple linear regression analysis was used to test the influence of emotional experience on the psychological well-being and tourist satisfaction. Also, ANOVA was consumed to measure the overall significance of the regression models. These statistical tools helped the researcher to test the hypotheses that were posed and explain the relationships between the study variables.

Results

This section presents the analysis of data collected from 140 respondents to examine relationships among emotional experience, psychological well-being, and tourist satisfaction. The summarization of demographic profiles is done using descriptive statistics, and the inferential statistics like correlation and regression analysis are applied to test the hypothesis and explain the influence of variables in the study.

Table 1.1: Age wise distribution of participants

Age		
	Frequency	Percent
Below 20 years	13	9.3
21–30 years	41	29.3
31 - 40 years	29	20.7
41 - 50 years	30	21.4
Above 50 years	27	19.3
Total	140	100.0

Age wise distribution is discussed in the table 1.1. In below 20 years, frequency is 13 and percentage is 9.3%. In 21 – 30 years, frequency is 41 and percentage is 29.3%. In 31 - 40 years, frequency is 29 and percentage is 20.7%. In 41 - 50 years, frequency is 30 and percentage is 21.4%. In Above 50 years, frequency is 27 and percentage is 19.3%.

Graph 1.1: Graphical representation of age wise distribution of participants

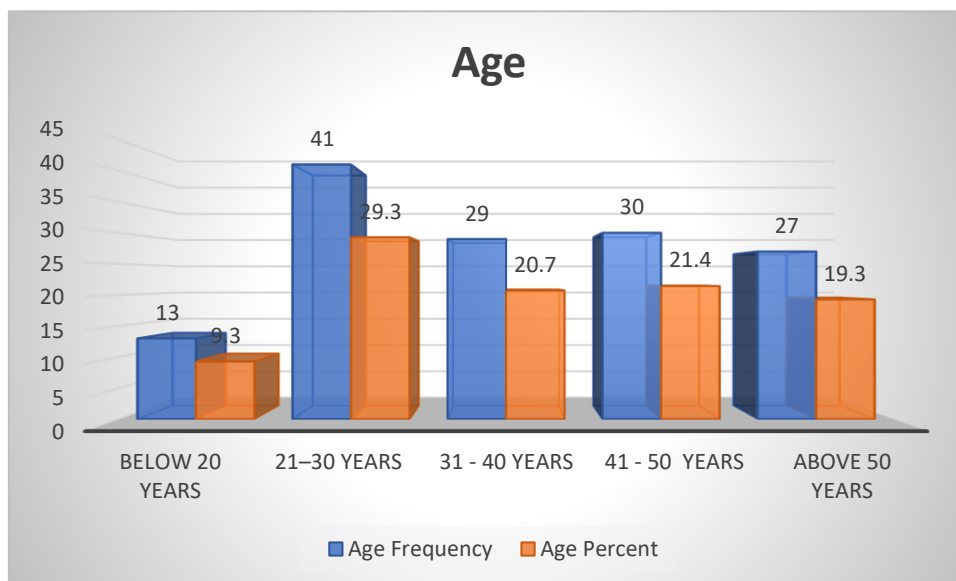


Table 1.2: Gender wise distribution of participants

Gender		
	Frequency	Percent
Male	89	63.6
Female	51	36.4
Total	140	100.0

Gender wise distribution is discussed in the table 1.2. There are 89 males and 51 females are participated in this study, whose percentage are 63.6% and 36.4%.

Graph 1.2: Graphical representation of gender wise distribution of participants

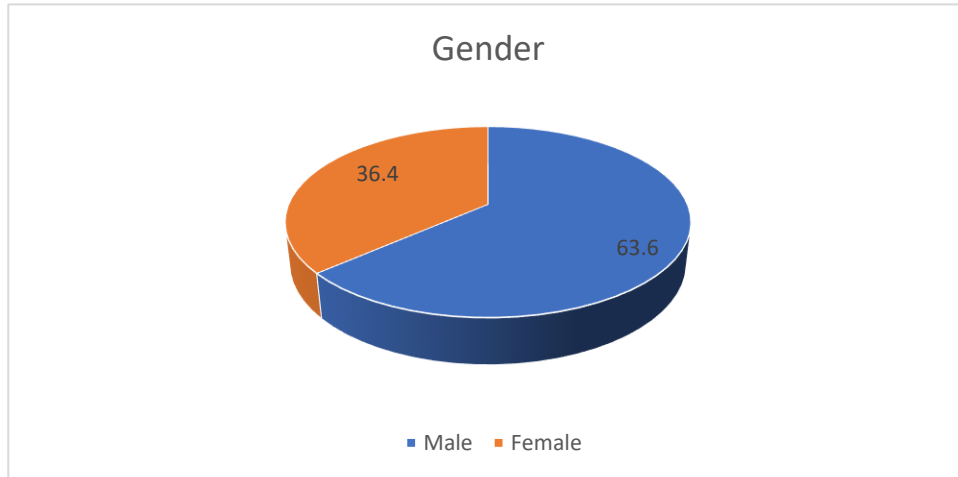


Table 1.3: Occupation wise distribution of participants

Occupation		
	Frequency	Percent
Student	39	27.9
Employed	57	40.7
Self-employed	33	23.6
Other	11	7.9
Total	140	100.0

The occupational distribution (table 1.3) shows that the largest proportion of respondents are employed individuals (40.7%), indicating that working professionals form the major segment of museum visitors in this study. This is followed by students (27.9%), suggesting a significant presence of young and academically engaged participants. Self-employed individuals (23.6%) also represent a considerable share, while only a small proportion falls under other categories (7.9%).

Graph 1.3: Graphical representation of occupation wise distribution of participants

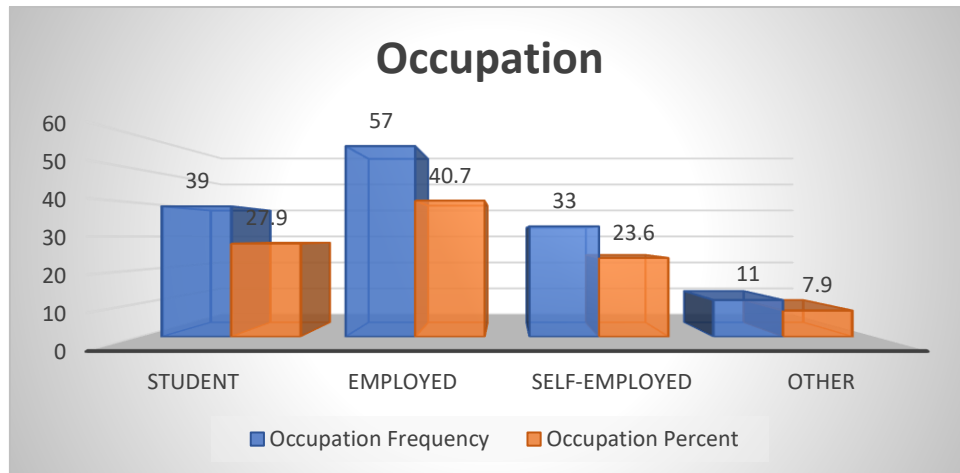
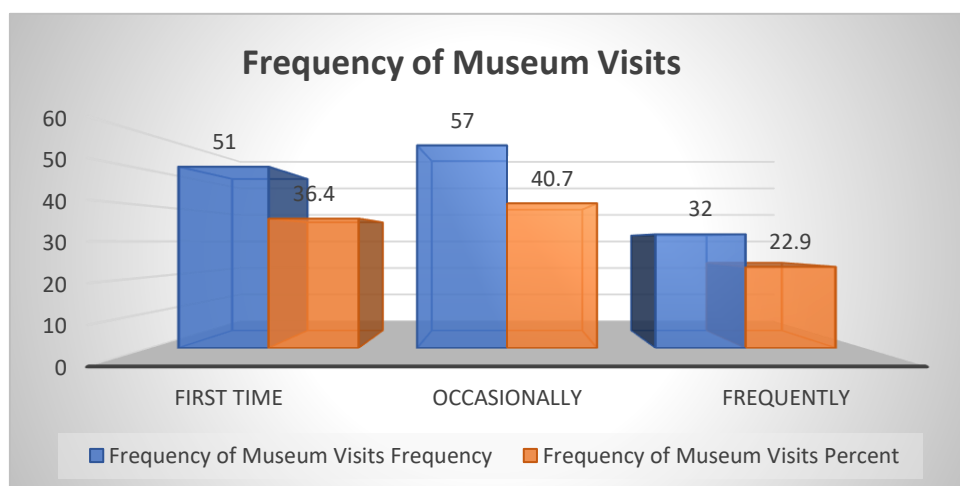


Table 1.4: Frequency of Museum Visits

Frequency of Museum Visits		
	Frequency	Percent
First time	51	36.4
Occasionally	57	40.7
Frequently	32	22.9
Total	140	100.0

Most respondents visit museums occasionally (40.7%), followed by first-time visitors (36.4%), while frequent visitors (22.9%) are fewer.(Table 1.4)

Graph 1.4: Graphical representation of Frequency of Museum Visits



Hypothesis testing

Hypothesis 1: Emotional experience has a significant influence on psychological well-being.

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.867 ^a	.751	.749	2.45965
A. Predictors: (Constant), Emotional Experience				

Anova ^a						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	2517.367	1	2517.367	416.102	.000 ^b
	Residual	834.883	138	6.050		
	Total	3352.250	139			
A. Dependent Variable: Psychological Well-being						
B. Predictors: (Constant), Emotional Experience						

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	5.987	.824		7.266	.000
	Emotional Experience	.500	.024	.867	20.399	.000
A. Dependent Variable: Psychological Well-being						

According to the regression analysis, emotional experience and psychological well-being are strongly and significantly associated among the museum-based wellness tourists. There is a strong positive correlation indicated by R value (0.867) and the value of R^2 (0.751) indicates that the emotional experience explains a large portion of the variance of psychological well-being (75.1). This is indicative of a strong explanatory ability of the model. The outcomes of ANOVA also prove the fact that the model is significant ($F = 416.102$, $p = 0.001$) because emotional experience is a valid predictor of psychological well-being. Furthermore, the emotional experience

regression coefficient (-0.867 , $p < 0.001$) demonstrates a high positive effect. The unstandardized coefficient ($B = 0.500$) means that an increase of one unit on the emotional experience results in an increase of one-half unit on the psychological well-being. Altogether, the data indicates that Hypothesis 1 is valid and proves that the beneficial effect of positive emotional experiences on the psychological well-being of the museum visitors is significant.

Hypothesis 2: Emotional experience has a significant influence on tourist satisfaction.

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.719 ^a	.517	.514	2.76802
A. Predictors: (Constant), Emotional Experience				

Anova ^a						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	1132.222	1	1132.222	147.772	.000 ^b
	Residual	1057.350	138	7.662		
	Total	2189.571	139			
A. Dependent Variable: Tourist Satisfaction						
B. Predictors: (Constant), Emotional Experience						

Coefficients ^a					
Model		Unstandardized Coefficients		Standardized Coefficients	Sig.
		B	Std. Error	Beta	
1	(Constant)	7.879	.927		.000
	Emotional Experience	.335	.028	.719	.000
A. Dependent Variable: Tourist Satisfaction					

According to the regression findings, it follows that the emotional experience has a significant positive correlation with the tourist satisfaction. R value (0.719) depicts that both variables are strongly correlated and the R^2 (0.517)

shows that 51.7 percent of the change in tourist satisfaction is attributed to emotional experience, implying that it has a moderate to high explanatory power. The outcomes of the ANOVA prove that the model is statistically significant ($F = 147.772$, $p < 0.001$), and it means that emotional experience is a significant predictor of tourist satisfaction. In addition, the regression coefficient of emotional experience ($B = 0.719$, $p < 0.001$) depicts a significant positive impact. The unstandardized coefficient ($B = 0.335$) means that an increase in the level of emotional experience by one-unit results in 0.335 unit of increase in tourist satisfaction. On the whole, the results confirm Hypothesis 2, which shows that emotional experience significantly increases tourist satisfaction in museum-based wellness tourism.

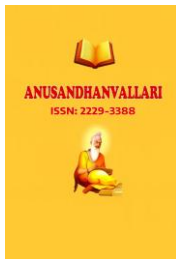
Hypothesis 3: Psychological well-being has a significant relationship with tourist satisfaction among museum visitors.

Correlations		
		Tourist Satisfaction
Psychological Well-being	Pearson Correlation	.774**
	Sig. (2-tailed)	.000
	N	140

The correlation analysis indicates that there is a strong positive relationship between psychological well-being and tourist satisfaction of the museum visitors. Pearson correlation coefficient ($r = 0.774$) shows that the two variables have a high level of association. The significance value ($0.000 < 0.01$) indicates that the relationship is statistically significant, and thus the results are obtained are reliable and not by chance. This means that the higher the psychological well-being the higher the tourist satisfaction. The more relaxed, positive, and mentally enriched visitors are in their experience of the museum, the more they will report higher levels of satisfaction.

Conclusion

The present study aimed to examine the relationship between emotional experience, psychological well-being, and tourist satisfaction in the context of museum-based wellness tourism. The findings clearly demonstrate that emotional experience plays a central role in shaping both the psychological and evaluative outcomes of museum visits. The results of the study reveal that emotional experience has a strong and significant positive influence on psychological well-being, indicating that visitors who experience positive emotions such as joy, awe, and relaxation tend to report improved mental health and overall well-being. Additionally, emotional experience was found to significantly influence tourist satisfaction, suggesting that emotionally engaging museum environments enhance visitors' overall evaluation of their experience. Furthermore, the study confirms a strong positive relationship between psychological well-being and tourist satisfaction, highlighting that visitors who feel mentally refreshed and emotionally enriched are more likely to be satisfied with their visit. Overall, the study emphasizes that museums are not merely spaces for cultural learning but also function as important environments for emotional enrichment and mental well-being. The integration of emotional engagement within museum experiences can significantly enhance visitor satisfaction and contribute to the broader domain of wellness tourism. These findings provide valuable insights for museum practitioners and tourism stakeholders to design



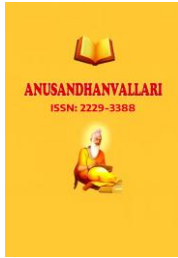
more immersive and emotionally engaging experiences that promote both psychological well-being and visitor satisfaction.

Suggestions

- Museums should focus on creating emotionally engaging environments through interactive exhibits, storytelling, and immersive experiences.
- Incorporate sensory elements such as lighting, music, and visual aesthetics to enhance visitors' emotional responses.
- Design wellness-oriented programs like guided reflective tours, art therapy sessions, and mindfulness activities.
- Use digital technologies (AR/VR) to make exhibits more engaging and emotionally impactful.
- Provide visitor-friendly spaces for relaxation, such as quiet zones or reflection areas within museums.
- Train museum staff to facilitate emotional and meaningful visitor experiences.
- Encourage repeat visits by regularly updating exhibits and organizing special events.
- Develop targeted experiences for different visitor groups (students, professionals, elderly).
- Promote museums as part of wellness tourism packages in collaboration with tourism stakeholders.

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