



Babymoon Tourism: Preferences and Expectations of Turkish Expectant Mothers for Vacations

Babymoon Turizmi: Türk Anne Adaylarının Tatil Tercihleri ve Beklentileri

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Abstract

In today's world, people have increasingly focused on improving their physical, psychological, emotional, and social well-being. The growing interest in healthy living has diversified the concept of health tourism. Considering the challenging competitive conditions in tourism and the increasing use of social media, emerging trends that become popular have a compelling appeal. Babymoon tourism is one of the newest trends in the travel industry today. This concept, which does not yet have an equivalent term in Turkish literature, is defined as the last vacation taken by expectant parents before the birth of their baby. This study aims to reveal the knowledge of Turkish expectant mothers about babymoon tourism, their attitudes towards this type of vacation, and their expectations. For this purpose, interviews were conducted with 15 women who had decided to become parents or were already pregnant. The data collected through interview forms were analyzed, and the results were presented. It was found that most expectant mothers were not yet familiar with this concept but considered it as a suitable type of vacation for themselves. Regarding their vacation preferences, they expressed a preference for comfortable and relaxing places where they could engage in soothing activities. The limited number of academic studies on Babymoon tourism in the literature highlights the significance of this study.

Keywords: Babymoon, Tourism, Health Tourism

Özet

Günümüzde insanların fiziksel, psikolojik, ruhsal veya sosyal yönlerini iyileştirme arzuları oldukça önem kazanmıştır. Sağlıklı yaşama duyulan ilgi sağlık turizmi kavramının da çeşitlenmesine neden olmaktadır. Turizmdeki zorlu rekabet koşulları ve sosyal medya kullanımının artışı göz önüne alındığında, popüler olan yeni eğilimler baştan çıkarıcı bir hale gelmektedir. Babymoon turizmi günümüzün seyahat dünyasının en yeni trendlerinden biridir. Türkçe literatürde henüz bir karşılığı olmayan bu kavram; anne-baba adaylarının bebekleri dünyaya gelmeden önce yaptıkları son tatil olarak tanımlanmaktadır. Bu çalışmada Türk anne adaylarının babymoon turizmi ile ilgili bilgileri ve bu tatil türüne karşı yaklaşımları ve beklentileri ortaya konmaya çalışılmıştır. Bu amaçla bebek sahibi olmaya karar veren ya da hamile olan 15 kadınla görüşme yapılmıştır. Görüşme formları ile toplanan veriler analiz edilerek, sonuçlar ortaya konmuştur. Anne adaylarının çoğunun henüz bu kavramı bilmediği, ancak kendilerine uygun bir tatil türü olarak gördükleri ortaya konmuştur. Tatil tercihlerinde ise konforlu ve rahatlatıcı egzersizler yapabilecekleri yerleri tercih edeceklerini ifade etmişlerdir.

Literatürde Babymoon turizmi ile ilgili oldukça az sayıda akademik çalışma olması, bu çalışmanın önemini ortaya koymaktadır.

Anahtar Kelimeler: Babymoon, Turizm, Sağlık Turizmi

1. INTRODUCTION

Babymoon Tourism is defined as an experience of reconnecting for parents in terms of health and well-being. In today's modern society, the period of pregnancy is considered significant both personally and family-wise. However, the fast-paced lifestyle of the era can turn this period into a challenging experience both physically and emotionally. In this context, the concept of "babymoon" has emerged as a specialized health tourism experience designed to alleviate the challenges brought by the pregnancy process, integrate parents with each other, and prepare them for impending parenting roles (Susanti, 2021).

Health tourism is a type of travel in which individuals change their location to access healthcare services and utilize medical facilities in different geographical areas. Babymoon, as a unique reflection of this general concept, is an alternative health tourism type that has a specific quality for the pregnancy period and is shaped specifically for parents. This experience aims for parents to overcome the physical and emotional challenges created by the pregnancy process, share special moments together, and prepare for the impending parenting role on a more solid foundation (Li and Gao, 2023). Babymoon tourism is a dynamic trend that affects both the health and tourism sectors. Healthcare institutions are striving to meet the demand in this area by offering specialized services to meet the specific needs of pregnant couples (Piranagamayam and Seal, 2022). However, there are also some health limitations to the concept of babymoon. Risky situations such as long flights or excessive physical activities should be taken into account during pregnancy. When addressing risk factors, it is emphasized that medical support is crucial in the third trimester. It is recommended that expectant mothers who wish to participate in babymoon increase their awareness and restrict flights lasting more than four hours (Kingman and Economides, 2006). Therefore, it is advised that pregnant couples consult with healthcare professionals when planning their babymoon.

This study aims to examine the concept of babymoon tourism, its development, and its increasing popularity. Furthermore, it aims to present research to understand the knowledge and expectations of expectant parents. As babymoon tourism rises as a new sub-type of tourism in both the health and tourism industries, it is expected to attract even more attention in the future and shape research in this field.

2. CONCEPTUAL FRAMEWORK

Before delving into the concept of health tourism, it is crucial to establish a comprehensive understanding of general health. According to the World Health Organization, health signifies complete well-being encompassing physical, mental, and social aspects, not merely the absence of illness or weakness (Bull et al., 2020).

Health tourism stands as one of the rapidly developing domains within the service sector. Factors such as advancing technology, shifts in societal well-being, demographic alterations, disparities in medical costs across nations, and increased accessibility for elderly individuals and those with disabilities enable continuous growth in health tourism. Reasons, like extended waiting times, lack of required healthcare facilities within a region, and limitations within insurance coverage, stand among the fundamental motivations for individuals seeking healthcare services outside their residential city or country (Mahdavi et al., 2013). These motivations give rise to diverse expectations for various healthcare services.

Although health tourism branches into subcategories such as healthy living and spa tourism, elderly care, and medical tourism, it encompasses various aspects of the complex structure of the human body, mind, and spirit. Different types like childbirth, yoga, spa, meditation, and babymoon, represent various facets of health tourism (Yorulmaz, 2019).

The concept of a Babymoon is formed by merging the terms "babies" and "honeymoon" and is generally considered a tourism concept where couples during pregnancy prefer to take one last vacation before the birth of their baby. This vacation serves as an opportunity to relax, unwind, and spend quality time together just before the baby is born. Babymoon is typically seen as a chance to reduce fatigue and stress in the second trimester of pregnancy (Gabor & Oltean, 2019). The roots of this concept were initially introduced by social anthropologist Kitzinger (1996), who suggested that pregnancy and childbirth could lead to post-traumatic stress disorder for mothers.

Due to the increasing interest in America and Europe, the concept of babymoon has recently become popular in the tourism sector. Couples may want to plan a vacation together during the pregnancy period, as they believe that traveling might be more challenging after the baby is born (Gallivan et al., 2019). This has led hotels, resorts, and tourist destinations to start offering special packages and services for pregnant couples. Facilities offering relaxing spa sessions, special meals, yoga classes, and other soothing activities for pregnant couples have increased (Adnyani, 2017).

The development of Babymoon in tourism can be cited as an example of the continuous diversification of the travel sector. This concept has offered new marketing and service opportunities for tourism businesses and has created an unprecedented experience for couples during pregnancy. Simultaneously, such vacation packages and services can help the holiday sector generate income during off-season periods (Stara & Peterson, 2017).

Social media platforms represent a virtual world that has become an indispensable part of the daily lives of millions of users worldwide (Ilgin et al., 2021). Since the early 2000s, with the proliferation of the internet, social media platforms have gained prominence. During this period, digital communication tools such as blogs, forums, online dictionaries, and others have become popular. Social media platforms like Facebook, Twitter, Instagram, and applications have ensured continuous interaction for individuals (Kaya et al., 2022). These applications have become a vital factor influencing tourists' information gathering and purchase decisions regarding their travels. Social media is not only significant for tourists but also revolutionizes information generation and transmission approaches for businesses and destination marketing organizations (Kaplan and Haenlein, 2010).

Table 1. Recommended Babymoon Destinations Worldwide and in Turkey

Blog sayfasının adı	Destinasyonlar (Dünya'da)
theplanetworld	<ul style="list-style-type: none"> • Nantucket, Massachusetts • Sedona, Arizona • Big Sur, Kaliforniya • Bath, İngiltere • Saint Lucia, Karayipler • Scottsdale, Arizona • Park City, Utah • Oaxaca, Meksika • Napoli, Florida • Kıbrıs • Antigua, Batı Hint Adaları • Phoenix, Arizona • Amelia Island, Florida • Willamette Ulusal Ormanı, Oregon
tourismteacher	<ul style="list-style-type: none"> • Kanada • Bahamalar • Yunanistan • Birleşik Arap Emirlikleri • İtalya
parents	<ul style="list-style-type: none"> • Key West, Florida'da Parrot Key Otel ve Villaları • Montaj Kapalua Körfezi, Lahaina, HI • Rancho Valencia Resort & Spa, Rancho Santa Fe, CA • L'Auberge de Sedona, Sedona, AZ'de • Stowe, VT'deki Topnotch Resort • Bluffton, SC'deki Montaj Palmetto Bluff • Nassau, Bahamalar • Fernandina Beach, FLorida'deki Omni Amelia Island Resort • Rosewood Le Guanahani St. Barth, Saint Barthélemy'de-Fransa
	Destinasyonlar (Türkiye'de)
kucukmartha	<ul style="list-style-type: none"> • Hillside Beach Club- Fethiye • Bozburun Yat Kulübü • Casa Lavanda Butik Otel- Şile • Ida Blue Hotel – Adatepe Köyü, Çanakkale • Kapadokya

Feedback from parents who have experienced Babymoon tourism is crucial in understanding the value and impact of this type of tourism. Voigt and Laing (2010) state in their research that Babymoon holidays positively affect the pregnancy process, reduce stress and strengthen relationships. Factors such as alleviating the physical and emotional challenges of pregnancy, expert guidance, and specialized services are among the reasons for choosing Babymoon holidays.

Zhang (2015) conducted an in-depth study with 31 eligible participants in China who were in the preparation stage for pregnancy and planning a baby holiday. The study included deep interviews and demographic data collection along with open-ended questions. Zhang found that those participating in Babymoon tourism were well-educated urban elites with high levels of prosperity. Participants' driving travel motivations included relaxation, escaping daily routines, improving their relationships with their spouses, and seeking health and reproductive benefits. They also mentioned enjoying attractive factors, freedom, excitement, and learning new things as reasons for traveling. When it came to choosing travel destinations, those planning a baby vacation generally preferred nature-based and culture-based destinations. They identified family, friends,

acquaintances, online travel resources, and travel agencies as sources of information for vacation planning.

In their study, Gabor and Oltean (2019) selected 259 women living in Romania who had social media accounts. The participants included mothers who had one or more children or were pregnant with their first child. In their study measuring awareness of Babymoon tourism, they found that 28% of the participants had heard of the concept of "Babymoon." Half of the participants mentioned a preference for accommodations in 4 or 5-star hotels with spa centers. Beaches were among the top choices for these mothers' preferred destinations. Activity preferences included various excursions, and for domestic travel, participants were inclined towards air travel.

Voigt and Laing (2010) presented the concept of "Babymoon Tourism" in their research. This concept can be used as a new niche tourism type. Babymoon Tourism can be implemented in various ways and comprises four fundamental approaches. Firstly, there is the "Babymoon" program, which refers to luxury hotel stays where couples spend their last romantic holidays before childbirth. Following that, there are "Hotel-Baby Programs" that encompass the postpartum recovery process. "Reproductive Tourism" addresses fertility issues, and finally, there are "Birth Tourism Packages," which encourage infertile couples to have a holiday to boost reproduction.

3. METHODS

The aim of this study is to determine how the concept of "Babymoon," which has not yet been fully defined in the Turkish context, can be framed in Turkey and to reveal the expectations of Turkish expectant mothers from such a concept. The data collection methods used in the research are explained in this section. In this study, the semi-structured interview form technique, one of the qualitative research methods, was used to collect data.

In the first stage of data collection, an interview form was created by considering similar studies abroad. This interview form consists of two sections. In the first section, information such as the age, education level, income level, occupation, and city of residence of the interviewee was requested. These questions were asked to collect information from the participants. The second section of the interview form contains 10 interview questions on topics such as participants' tourism habits, whether they consider a holiday in the "Babymoon" concept, when and under what conditions such a holiday may be suitable, and other related matters.

Participants who were suitable for the purpose of the study were selected to fill out the created interview forms. The participant group consists of 15 voluntary women aged between 24 and 34 who are expecting a baby or planning to have a child soon and who live in different cities in Turkey. Face-to-face interviews were conducted with these participants, and all these interviews were recorded with the participant's knowledge and consent. The recorded interviews were later transcribed into text. The interviews were conducted between January and April 2023.

Participants were identified with codes such as K1, K2, K3, and so on, and in this way, statistical data such as age, occupation, education level, income level, and city of residence were explained. The questions in the semi-structured interview form were grouped under headings in a way that would serve the purpose of the study, and the participant's responses were used as they conveyed them.

4. FINDINGS

In this section, the data obtained using the semi-structured interview form have been analyzed. The first section of the interview form includes six questions aimed at determining the participants' demographic characteristics. These questions were designed to collect information about the participants' ages, education levels, average monthly income levels, occupations,

whether they have children, and the city they live in. Based on the collected data, the information obtained can be summarized as follows. As clearly seen in Table 1, among the total of 15 participants, 2 participants are 25 years old (13.2%), 3 participants are 29 years old (19.8%), 1 participant is 30 years old (6.6%), 4 participants are 31 years old (26.4%), 3 participants are 32 years old (19.8%), and 2 participants are 33 years old (13.2%). Among the participants, 2 have an associate degree (13.2%), 10 have a bachelor's degree (66%), and 3 have a master's degree (19.8%). In terms of monthly income, 2 participants reported an income of 8,500 TL (13.2%), 6 participants reported 12,500 TL (39.6%), 4 participants reported 16,000 TL (26.4%), and 3 participants reported 21,000 TL (19.8%). Participants' occupations can be categorized into 4 groups. Accordingly, 2 participants have jobs (13.2%), 6 participants are civil servants (39.6%), 4 participants are teachers (26.4%), and 3 participants are academics (19.8%). While 2 participants have no children (13.2%), 2 participants are pregnant (13.2%), 5 participants have one child (33%), and 6 participants have more than one child (39.6%). Out of the participants, 10 reside in Çanakkale (66%), 4 reside in Izmir (26.4%), and 1 resides in Erzincan (6.6%).

Table 2. Socio-Demographic and Profile Characteristics of the Participants

Variables		
Age	n	%
25	2	13,2
29	3	19,8
30	1	6,6
31	4	26,4
32	3	19,8
33	2	13,2
Total	15	100
Education level	n	%
Associate Degree	2	13,2
Undergraduate	10	66
Master's degree	3	19,8
Total	15	100
Income Level (Monthly)	n	%
8500 TL	2	13,2
12500 TL	6	39,6
16000 TL	4	26,4
21000 TL	3	19,8
Total	15	100
Occupation	n	%
Labourer	2	13,2
Officer	6	39,6
Teacher	4	26,4
Academician	3	19,8
Total	15	100
Having or Not Having Children	n	%
No children	2	13,2
Pregnant	2	13,2
5 with one child	5	33
Having more than one child	6	39,6
Total	15	100
City of Residence	n	%
Canakkale	10	66
Izmir	4	26,4
Erzincan	1	6,6
Total	15	100

In the second part of the interview form, the aim is to determine Turkish expectant mothers' expectations regarding "babymoon" based on their expectations related to this type of vacation and gather essential information about the most suitable definition and content. To achieve this goal, 10 questions were posed to the participants. These questions can be categorized under two main themes. The first theme pertains to vacation habits, while the second theme focuses on babymoon. Out of the questions asked in the interview form, three contribute to the theme of vacation habits (25%), while the remaining seven provide data related to the theme of babymoon (58.3%).

Table 3. Evaluations of the Participants Regarding Holiday Habits

THEME	SUB-THEMA	CODE(s)
1. Holiday Habits	1.1. Participation in tourism events 1.2. Pregnancy holiday relationship 1.3. Influential factors Participation in tourism activities	-Those who participate in pre-planned holiday activities at certain times of the year(8) -Those who participate in tourism activities several times a year randomly(7) -Pregnancy holiday relationship - To be motivated, to feel better (6) Rest (5) -To learn about the process of birth and raising a baby (4) -Influential factors comfort (5) -Ease of transport (4) -Compliance with health and hygiene rules (3) -Location (2)

Three sub-themes have emerged to determine the holiday habits of participants under the theme of "Holiday Habits." These sub-themes are participation in tourism activities, the relationship between pregnancy and holidays, and influential factors, which are referred to as coded as follows: those who participate in tourism activities in a planned and organized manner as much as their professions allow (8) and those who participate in random tourism activities during the year (7).

Some statements obtained during the interviews conducted to find answers to the questions asked to determine the participants' tourism habits are as follows:

P1: I have definite holiday plans, usually months in advance if there are no unexpected obstacles. Since I am a teacher, I use these holidays in two terms, namely summer vacation and mid-term break. But I also take unplanned short vacations in between.

P5: I really enjoy participating in tourism activities whenever I can find the opportunity. However, certain conditions need to be met for this. I haven't been able to go on vacation for two years due to family and health problems.

P2: We usually go somewhere a few times during the summer months, but these are not usually pre-planned.

P10: I plan both my winter and summer vacations well in advance and make the necessary reservations and arrangements as soon as I decide to go on vacation. I don't like unplanned activities; knowing who I will go with, where and when I will go, and what I will do there is extremely important to me.

When the relationship between pregnancy and holidays is examined, three codes emerge based on the responses provided. These are to motivate and feel better (6), to relax (5), and finally, to acquire information about childbirth and baby care (4).

Some statements obtained during the interviews conducted to determine the participants' thoughts on the relationship between pregnancy and holidays are as follows:

P1: The purpose is not necessarily to make plans during that period. I have a travel routine and a list of places I want to visit in my life that goes on in the normal course of my life. Instead of

completely changing the normal flow of my life, I prefer to rearrange it with the child. And I would like to involve my child as an individual in this process.

P7: Since I have health problems during pregnancy, I would like to go on such a vacation to motivate and feel better before childbirth.

P8: Since it will be difficult to go on vacation with two children, I would like to relax and motivate myself by going on vacation with only one child before the second child is born. The process ahead of me will be very challenging, after all.

P9: I don't think it will be much different from a standard vacation, so I would like to go on vacation while pregnant to relax and have fun.

P11: I would like to participate to learn something about baby care and prepare myself for the process.

In the sub-theme created by coding the factors influencing participants to participate in tourism activities, especially with their babies, based on the answers to the questions prepared, the following factors have been identified and coded: comfort (5), ease of transportation (4), compliance with health and hygiene rules (3), and finally, location (2) stand out.

Some statements obtained during the interviews conducted to determine the factors influencing participants to participate in tourism activities, especially with their babies, are as follows:

P1: Unlike normal travels, I would first consider my individual health, then the health conditions and hygiene standards of the place I will go, and maybe lastly, the climate.

P6: Easy and comfortable transportation is the most important factor for me. Struggling to get to a place where I go to relax can actually lead me to cancel the trip altogether.

P2: I care a lot about comfort, distance, and content. Moreover, cleanliness is essential. I always check reviews and take notes, especially of comments related to cleanliness and the location of the facility. I don't prefer facilities that have nothing around them.

Table 4. Evaluations of the Participants Regarding Holiday Habits

THEME	SUB-THEMA	CODE(s)
1. Babymoon	2.1.Awareness 2.2. Where 2.3. When 2.4. How much 2.5. Events Awareness about Babymoon(3)	<p>Awareness Babymoon has never heard of it (12) Knowledge about babymoon(3)</p> <p>Where is it Domestic(11) Abroad(4)</p> <p>When During pregnancy (14) After birth(1)</p> <p>How much 1 week over 15000tl (4) 2-3 days 10000tl and below (11)</p> <p>Events Historical and touristic excursions (1) Coping with birth stress, breathing exercises, postnatal baby care (7) Pilates and yoga for pregnant women (4) Hiking, swimming (3)</p>

A thematic framework of five sub-themes has been established to ascertain participants' information and expectations regarding babymoon vacations. These sub-themes are labeled as Awareness, Location, Timing, Budget, and Activities. Within the Awareness sub-theme, two prominent codes emerged based on participants' responses: those who have never heard of babymoon before (12) and those who are knowledgeable about babymoon (3).

Participants' responses to questions aimed at determining their knowledge of babymoon are as follows:

P1: I have never heard of it before. I regularly visit travel websites, but it hasn't caught my eye there either.

P12: I had heard of it before, and some people I follow on social media had taken such a vacation. But theirs was more focused on relaxation. I, on the other hand, expect something different.

P5: I heard about it for the first time here. It didn't seem very different from other types of vacations to me.

In the sub-theme created by coding participants' preferences for where they would like to participate in a babymoon-type vacation, it has been determined and coded as "where." Accordingly, domestic (11) and international (4) options have emerged. Participants' responses to questions about where they would like to participate in a babymoon vacation are as follows:

P3: I would definitely prefer to do it domestically because, after all, pregnancy can bring unexpected surprises, and at least I know the system here.

P5: Since I don't see it as very different from other types of vacations, I think a child-free vacation abroad might be better. Traveling abroad with a child seems very challenging to me.

P9: I would never want to go abroad with my condition. After all, my doctor is here, and it would be problematic if something urgent happened.

In the sub-theme created by coding participants' preferences for when they would like to participate in a babymoon vacation, it has been determined and coded as "when." Accordingly, before childbirth (14) and after childbirth (1) options have emerged. Participants' responses to questions about when they would like to participate in a babymoon vacation are as follows:

P3: I plan it in advance because I will face travel challenges when my baby is small.

P6: I would prefer before childbirth because I am heading into an unknown process before giving birth, and I think it can be beneficial to stay stress-free in this uncertainty.

P8: The period after childbirth is a new beginning for both parents and the baby. Therefore, having it before childbirth will provide positive energy for the upcoming sacrificial and sometimes challenging days.

P9: As soon as I get the news before childbirth, I would like to go, even celebrate.

In the sub-theme created by coding participants' preferences for how much budget and duration they would like to allocate to a babymoon vacation, it has been determined and coded as "how much." Accordingly, 1 week and above 15,000 TL (4) and 2-3 days between 10,000 TL and below (11) options have emerged. Participants' responses to questions about how much time and budget they would like to allocate to a babymoon vacation are as follows:

P1: I don't think it will be a different time from my normal vacation. I go on planned vacations 2-3 times a year, each lasting 7-10 days. Short vacations that occur randomly last 3-4 days. I think it will be a suitable time when all these vacations, including the child, are considered. For my planned vacations, I allocate around 15,000 TL per vacation. For the other short vacations in between, I allocate 6,000-7,000 TL. I believe that all these amounts will be sufficient when the child is included in the vacation.

P7: About 6-7 days should be enough, and I would probably allocate a budget of around 15,000-16,000 TL.

P11: Without choosing a date too close to childbirth, I can allocate a maximum of 1 week and a budget between 8,000 and 10,000.

P9: I would like to allocate more, but you know how it is; I can allocate a budget of 4,000-5,000 for a 2-3 day vacation.

In the sub-theme created by coding participants' preferences for what type of activities they would prefer during a babymoon vacation, it has been determined and coded as "activities." Accordingly, historical and touristic excursions (1), coping with birth stress, breathing exercises, postpartum baby care (7), prenatal pilates and yoga (4), and finally, walking and swimming (3) options have emerged.

Participants' responses to questions about what type of activities they would prefer during a babymoon vacation are as follows:

P1: Unlike my normal trips, I may skip extreme sports and challenging natural conditions while preferring historical and touristic excursions, as well as sea tourism.

P4: As much as I see it as motivation for myself, I would prefer activities that will contribute to my pregnancy and baby, such as prenatal yoga pilates, and postpartum care.

P8: Swimming, walking, pilates, and yoga can be both fun and relaxing during this period. I would prefer activities like these."

CONCLUSION AND EVALUATION

Babymoon tourism is a new and dynamic trend that allows parents to spend their pregnancy period with a special holiday experience. In this article, the emergence process of the babymoon concept and its destinations worldwide have been examined. Research indicates that babymoon vacations have a positive impact on parents' pregnancy experience, reducing stress, and strengthening relationships (Voigt and Laing, 2010; Gabor and Oltean, 2019; Zhang, 2015; Piranagamayam and Seal, 2022, Susanti, 2021).

In this study, research was conducted with 15 participants, and the awareness of the babymoon tourism type and vacation preferences were examined. Participants were presented with statements regarding how much they knew about this type of tourism and their vacation preferences. 80% of the participating mothers/mothers-to-be stated that they had never heard of this concept before. When examining the relationship between pregnancy and vacation, participants expressed a preference for domestic vacations to motivate themselves and feel better. 92% of the participants prefer to engage in this type of tourism activity before childbirth, expressing their expectations for comfort and ease of transportation for the vacation. Among the activities that participants showed the most interest in during the babymoon vacation were coping with childbirth stress, breathing exercises, and postpartum baby care.

In the future, it is expected that babymoon tourism will attract more attention and more comprehensive academic research will be conducted in this field. Considering the tourism industry and other stakeholders, providing a healthy experience can be achieved by improving health and safety standards and offering specialized medical consultancy and services to pregnant couples. Hotels and resorts can personalize the experience by providing parents with special accommodation options, massages, and spa services. For example, various options such as nature walks, yoga classes, and cultural activities can be offered to cater to different preferences. Services can be designed to meet the special needs of pregnancy. Guidance services can be provided to enable parents to make informed decisions during their babymoon vacation, including education on medical and pregnancy-related issues. Babymoon destinations should adhere to sustainability principles to preserve natural beauty and the environment for future generations.

The impact of babymoon tourism on the health and tourism industries continues to grow. Health institutions should customize their services to meet the specific needs of pregnant couples, while the hospitality sector should make efforts to provide parents with a relaxing and unforgettable holiday experience. Babymoon tourism offers the opportunity for parents to both have special moments and go through the pregnancy process more consciously and healthily. This dynamic tourism type will continue to offer a variety of unforgettable experiences for parents in the future.

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