

ABSTRACT

*Health and wellness tourism is becoming increasingly popular as a form of travel that focuses on health, fitness and happiness. This has a positive impact on the tourism industry, especially in destinations that have a large potential for wellness tourism. The purpose of this study is to identify the potential and motivation of wellness tourism as a tourist attraction and the factors that influence their interest in choosing this type of tourism. The research method used is literature review by collecting data from various sources such as journals, books, and related documents. The results showed that wellness tourism as a form of tourism that is growing rapidly today is very large. This is due to the increasing public awareness of the importance of health and fitness, as well as the increasing number of people experiencing stress and fatigue due to busy lifestyles. Traveler motivation is also a key factor for the development of wellness tourism in order to help destinations develop services that are suitable and attractive to tourists.***Keywords:** *wellness tourism,potential,motivation*