

Desire and intention for relaxation: the effects of de-stress motivation

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Abstract

Health consciousness is an important reason for travelling to resorts that offer health and wellness services. The current post-pandemic context generates additional reasons for travelling that are based on de-stress motivation. The study is grounded on the model of goal-directed behaviour that predicts travelling with the help of travel desire and travel intentions. It concentrates on the analysis of health consciousness and de-stress motivations on desire and intention. Data was collected Lithuania and included responses of 793 respondents. It was found that health consciousness and de-stress motivation are linked between themselves and have significant impacts on desire and intention.

Keywords: *Travel motivation, desire, intention*