

Abstract. The purpose of this paper is to investigate the connection between egoistic motivation, hedonic motivation, attitude, and acceptability in the context of urban wellness tourism. Survey is conducted and has managed to collect 104 samples from respondents' participation. The findings show that hedonic motivation has a positive and significant influence on urban wellness tourism attitudes. However, it has been demonstrated that egoistic motivation has no influence on attitude. Meanwhile attitude also positively and significantly influence acceptability of urban wellness tourism. Based on the findings, theoretical and empirical implications are discussed, as well as the study's limitations and future research possibilities.

Keywords: Wellness Tourism; Egoistic Motivation; Hedonic Motivation; Attitude; Acceptability