

Tourism Development Strategy and Efforts to Improve Local Genius Commodification of Health as a Wellness Tourism Attraction

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ABSTRACT

Bali is known to have an established tourism infrastructure. The development of health and wellness tourism arises as a consequence of the development of infrastructure, tourist demand, and well-organized hospitality industry and business environment. Yet, the function of health and wellness tourism management must be re-evaluated. The development of health and wellness tourism in Bali need to involve not only the government but Bali tourism stakeholders to face global competition. This qualitative study begins with data collection through observations, interviews, literature study, and documentations. The results showed ten appropriate strategies to develop health and wellness tourism in Bali, namely (1) knowing the position of Bali's health and wellness tourism in the global market, (2) identifying the position of Bali's health and wellness tourism in the regional market, (3) enhancing the products and services offered, (4) identifying target markets, (5) overcoming potential barriers, (6) knowing the movements of competitors, (7) differentiating from competitors, (8) adjusting company goals with opportunity strategies, (9) taking partnership opportunities, and (10) implementing promotional strategies.

Keywords: *Commodification, Health tourism, Wellness tourism*

1. INTRODUCTION

Banjar Village is a sub-district in Buleleng Regency, Bali Province, Indonesia. This sub-district is about 17 km to the West of Singaraja, the capital of Buleleng Regency. Buleleng Regency has several well-known tourist attractions, including dolphin tourism in the Lovina Beach area, waterfalls, and hot springs. Health and wellness tourism are included in the illness prevention of tourists; categorized into health services and fitness services.

According to the Global Wellness Institute, health tourism is a trip maintaining or improving personal wellness. However, health tourism is often combined with medical tourism. This confusion is caused by an incomplete understanding of these markets and the inconsistent use of terminology by objectives, government organizations, and promotional agencies [1]; [2]. In fact, these two sectors operate mostly in separate domains and cater to different consumer needs.

Health tourism brings benefits to businesses and stakeholders outside the health sector. The economy of health tourism is much larger than a typical set of

narrowly defined health businesses. Health tourism will offer authentic and unique tourist destinations and experiences that are loved by health tourists; putting less pressure on tourism destinations to engage in a competitive "race down" strategy on price and quantity. Of the many wellness tourism products in Buleleng Regency, spa and yoga are the products that have emerged with the fastest development. The increasing trend of wellness tourism, especially spa, has encouraged the commodification of local assets, especially the community's traditional wisdom in the health sector and traditional medicine, which is quite interesting to study.

Banjar Hot Spring is one of the tourist destinations located in the Banjar District, Buleleng Regency. This hot water comes from natural springs which are believed by many to cure various skin diseases, such as scabies, water fleas, ringworm, and tinea versicolor, due to its sulfur content. Even though it is still managed in a simple manner, many tourists have visited the hot spring. Additional to the potential of curing skin diseases, tourists are also presented with the beautiful and natural scenery. The area is divided into three pools with different depth of

water. Hot water is supplied to each pool via dragon showers. Visitors are willing to queue to enjoy the shower to get a massage-like sensation.

Looking at the potential, various efforts have been made by the government and the private sector, such as the provision of international accommodation facilities, the development of tourist objects and attractions to the development of human resources. In order to manage Bali tourism well, one effort is by establishing an environmental arrangement. Tourism promotion has been carried out so often, even abroad by delegating art performances. Efforts have been made to develop tourism, yet, maximum results have not gained. Some reasons are given. Unfamous tourist objects, lack of facilities and infrastructure to access tourist objects, secluded locations (far from the reach of the airport), inadequate availability of transit fields, and lack of attractive tourist attractions are mentioned.

Judging from one of the Tourist Destination Areas in Bali, especially in Buleleng Regency, namely Banjar Hot Water, it is necessary to have a description of strategies that need to be developed, to make it recognized and attracted by foreign tourists. Banjar Hot Spring has a lot of potential that should be developed. In addition to recreational tourism and natural pool water, hot spring has natural scenery and rivers that are appropriate for health tourism; a refreshing place for family. Expectedly, it can increase local revenue and foreign exchange. Moreover, in Banjar Hot Springs, there are restaurants and inns that can support tourist attractions. However, this potential has not been maximally managed. Poor management, inappropriate development, and lack of promotion are the causes. Insignificant increase of tourists' visit is the proof. From 2018 to 2019 the visit only increased 0.07%; very insignificant.

This article will discuss the strategy of developing Banjar Hot Spring tourism as a tourist attraction in Buleleng Regency through increasing tourist visits and developing health tourism. The focus is to analyze appropriate tourism development strategies and efforts to increase the promotion of commodification in the health tourism for local and foreign tourists.

2. LITERATURE REVIEW

Several results of previous studies that are relevant to this research, namely research related to Health and Wellness Tourism, commodification of popular culture, development of medical tourism, and development of health tourism. For more details, previous research will be described as a reference and comparison in this study. Previous research results specifically related to wellness tourism reported by the state of the art include research by [3], [4], and [5].

References [3] in his research stated that the existence of Health and Wellness Tourism is considered as an

opportunity and strength to add to Bali's competitiveness as an international tourism destination. However, if the existence of health and wellness tourism in Bali is not managed as an integral part of Bali tourism, an impact on the quality of the destination as a whole will be the consequence. Tourism forces people to go international, multicultural, and become a tourist society. This nature of tourism has also brought society into a dilemma; to maintain the integrity of its culture or eroding culture for internationalism. Through tourism, people make dialogues between modernization and traditionalization, which eventually formed a touristic culture as a result of commodification for tourism needs.

References [4] in his research, specifically describes the opportunities and threats that can be used as a consideration for the development of medical tourism in Wanagiri Village, Bedugul, as well as to find out how the process of managing this type of tourism is. Opportunities for the development of medicinal plant cultivation are still wide open along with the development of traditional herbal, medicinal and cosmetic industries in Wanagiri Village, Bedugul. In relation to tourism, the use of medical plants can certainly be an attraction for tourists. The next research [5], reviews the concept of green tourism that must be applied in the development of attractiveness, accessibility and infrastructure, and facilities that can support health tourism in Gili Iyang, Madura.

3. METHOD

This current study uses descriptive qualitative research methods. Data was collected through interviews, observation, literature study, and documentation. Purposive sampling technique was used as the sampling method. The problem analysis is carried out using 3 theories. Commodification theory is used as an umbrella theory that describes the whole study. The commodification theory is supported by two other theories, namely the theory of the invention of tradition which will be more widely used to analyze the commodification of traditional knowledge and alternative tourism theory.

4. RESULT AND DISCUSSION

Sustainable development is essentially aimed at seeking equitable development between present and future generations. Sustainable development aims to improve people's welfare, to meet human needs and aspirations [6]. According to the Ministry of Environment sustainability is of more economic-oriented development. It can be measured based on three criteria, namely: (1) no waste of natural resources use or depletion of natural resources, (2) no pollution and other environmental impacts, and (3) able to increase useable resources or replaceable resources

In line with this concept, [7] states that the goal of sustainable development includes efforts to realize (a) equal distribution of the benefits of development results between generations (intergeneration equity), (b) Safeguarding or safeguarding the preservation of natural resources and the environment. existing and preventing disturbance of ecosystems, (c) utilization and management of natural resources, (d) maintaining sustainable community welfare, (e) maintaining the benefits of development or management of natural resources and the environment, and (f) maintaining the quality or quality of human life among generations according to their habitat.

The development of the concept of sustainable development needs to consider socially and culturally reasonable needs, disseminate values that create different consumption standards within the limits of environmental capacity, and naturally everyone is able to aspire to it. The government certainly needs a realistic and implementable policy strategy accompanied by a proper control system. Exploitation of natural resources should preferably be on natural resources that are replaceable or replaceable so that the ecosystem or environmental system can be maintained. It is recognized that the concept of sustainability is a simple but complex concept, so the notion of sustainability is very multidimensional and multi-interpretation. Because of this multidimensionality and multi-interpretation, the experts temporarily agreed to adopt the definition by the Brundtland commission which states that,

"Sustainable development is a development that meets the needs of the current generation without compromising the ability of future generations to meet their needs."

There are two things that are implicitly of concern in the Brunland concept. First, it concerns the importance of paying attention to constraints of natural resources and the environment on development and consumption patterns. Second, it concerns the welfare (well-being) of future generations. The assumption of continuity lies in at least three basic axioms; (1) present and future treatment that places positive value in the long term, (2) recognize that environmental assets contribute to economic well-being, and (3) recognize constraints due to implications that arise on environmental assets. Ideally, sustainable development requires an approach to achieving sustainability or the continuity of various aspects of life which include; ecological, economic, socio-cultural, political sustainability, as well as defense and security sustainability.

Ecological sustainability is a prerequisite for the development and sustainability of life that ensures the sustainability of ecosystems. Economic sustainability from a development perspective has two main things, both of which are closely related to the objectives of other aspects of sustainability. Macroeconomic sustainability

guarantees sustainable economic progress and promotes economic efficiency through structural and national reforms. However, the implementation of short-term macroeconomic sustainability results in sectoral distortions that ignore ecological sustainability. This can be remedied through specific and targeted sectoral policies. Social and cultural sustainability is expressed in social justice, human dignity and the enhancement of the quality of life of all humans. Political sustainability is directed at respect for human rights, individual and social freedom to participate in the economic, social and political fields by observing a transparent and accountable democratic process. Security sustainability, such as facing and overcoming challenges, threats and interference from both inside and outside, directly and indirectly which can endanger the integrity, identity, continuity of the state and nation, needs to be considered.

Sustainability is not a simple concept but a complex one, because, in its operations, there are many things that need to be considered and are interrelated. Therefore, it is important to improve the understanding of sustainable development, especially for policy makers, both at the macro and micro scale, in order to achieve development goals. To understand the concept of sustainable development, the application requires a conceptual or theoretical basis that can be used as a reference in the direction of development. In building a sustainable development paradigm, we should look at several aspects including; (1) the behavior of current generations does not fully determine the behavior of future generations, (2) future generations must ensure that they receive at least a minimum level of consumption, (3) The movement of natural resource prices and property rights to future consumption must be determined to avoid overexploitation of resources. nature today, (4) If the market situation is not functioning, non-market interventions are needed, (5) procurement of the right interventions as an important form of strategy to maintain sustainability, and (6) monitoring of sustainability in development that requires government commitment in determining direction and development policies.

Strategic management, as a process, includes a number of interrelated and sequential stages [8] show the stages of the strategic management process, including environmental analysis, strategy formulation, strategy implementation, and strategy evaluation.

Over the last six decades, tourism has experienced continuous expansion and diversification. Despite occasional shocks, international tourist arrivals have shown almost uninterrupted growth, from 277 million in 1980 to 528 million in 1995, and 983 million in 2011. As per the UNWTO, the number of international tourist arrivals worldwide is expected to increase by 3.3% per year on average from 2010 to 2030. This 3.3% figure represents approximately 43 million more international tourist arrivals each year, reaching a total of 1.8 billion

international tourist arrivals in 2030 [9]. The Global SPA summit held in May 2010 [10] stated that the recent world financial recession has changed the demographics and cultural attitudes of consumers (post-recession consumer).

The lifestyle of consumers after the recession which is oriented towards good health and wellness has a positive impact on the development of wellness and spas, especially wellness and spas in Bali. As a tourism destination, the name Bali is quite considered in the world. In 2003 Bali was chosen as "The World Best Island" by the New York based travel magazine, surpassing The Great Barrier Reef Islands in Australia and Santorini in Greece, which respectively occupy the position second and third. Also, in 2005 Bali received another title as 'the world's favorite tourist island' based on the results of a survey conducted by New York based travel magazine. Furthermore, [11] said that, in the last ten years, spa and wellness has developed very rapidly in Bali, and this industry generates high income. Currently, under the umbrella of Bali tourism, it is necessary to have a development strategy that is in accordance with the conditions of Bali.

References [12] states that the initial form of health and wellness tourism is related to visiting mineral and hot water baths. This activity began in the Neolithic and Bronze Age in Europe around 863 BC. Health and Wellness tourism refers to the activity of a person traveling to and living in a place outside their usual environment for no more than one consecutive year for health and wellness purposes and not related to a job, and paid for from the place visited. Also, it is associated with trips to health spas or resort destinations where the main objective is to improve physical fitness through physical exercise and therapy, dietary control and medical services relevant to physical maintenance. Wellness is a set of minds, the tendency to adopt a set of key principles in various areas of life that lead to life satisfaction levels and a healthy lifestyle. There are four main things related to Wellness including an approach that emphasizes changing lifestyle, taking responsibility for one's own actions, improving the quality of one's life, and improving the position of the individual.

The idea of wellness has paved the way for a more holistic approach to health, and over the past decade, the concept of wellness has been expanded into seven dimensions. These dimensions include; (1) Social Wellness is the process of creating and maintaining healthy relationships through the choices we make; (2) Physical Wellness is a process of making choices to create flexibility; (3) Emotional Wellness is a process of receiving value, creating, recognizing, and expressing feelings, and speaking for oneself in a healthy way; (4) Career Wellness is the process of making and maintaining work-related choices; (5) Intellectual Wellness is the process of using our minds to create greater understanding

and appreciation of the universe and ourselves; (6) Environmental Wellness is the process of making choices that will contribute to maintaining or improving the quality of life in the universe; and (7) Spiritual Wellness is the process of finding meaning, purpose in life, and showing values through behavior.

Responding to consumer desires, the current health and wellness industry programs aim at increasing the level of health, healthy lifestyle education, nutritional counseling, for healing, for preventive treatment, for solving personal problems such as stress and depression, and for comprehensive, naturopathic, as an alternative to western medicine practice/therapy [13], [14]. Factors that influence the growth of the health and wellness industry are the increasing age of baby boomers, admiration for fitness and alternative therapies that are useful for health and healing, and the fact that today's consumers are very familiar with travel destinations according to their needs.

As a health and wellness destination, Bali's name has been recognized worldwide as one of the best spa destinations. There has been much publications on the winning awards, including Best Destination SPA in Asia 'by Asia SPA and Wellness, at the Asia Spa and wellness festival Gold Awards in Bangkok, World's Best Spa Destination given by Berlin based fitness magazine Senses and accepted at the annual International Tourism Bourse (ITB) in Berlin, and 28 Spa and Wellness Centers which received awards from 212 nominations in Asia with indicators of ambience assessment, equipment and design, therapist qualifications and skills, treatment menu, and service quality. References [15] proposes Bali to implement a strategic form of health and wellness tourism development in the Caribbean. It is possible for tourism stakeholders to adopt this concept considering that the Caribbean and Bali have some similarities in landscapes and tourism development that relies on beaches and abundant sunshine.

The health and wellness industries in Bali have become a part of tourism activities, requiring new development in facing regional and world competition. There are ten aspects that need to be implemented as a form of strategy for developing health and wellness tourism in Bali as a tourism destination. The first aspect is the position of Bali health and wellness tourism in the global market. The World Bank gives definition of health and wellness tourism industry, including products and services that are accessed by people for health reasons. Moreover, the World Bank estimates that health and wellness tourism worldwide exceed US \$ 40 billion per year, an increase of 30 percent annually, while the tourism industry as a whole is only growing at a rate of 4-5 percent annually. From this estimation, there is a very high potential for market demand. The demand should be addressed wisely by tourism actors and the Bali government.

The second aspect is the position of Bali's health and wellness tourism in the regional market. The health and wellness tourism market in Bali can be divided into four segments, namely medical tourism, wellness and spa, nursing and elderly care, and services for research and diagnostics. In Bali the number of spas has grown by more than 160% from 2003 to 2011. It is identified that around 390 spas are currently operating and the remaining 21 are currently being built. This high development has opened up momentum for the health and wellness business in Bali, although on the external side this business will compete with a very competitive international trade environment, this Health and Wellness business is still a real opportunity to take advantage, to create prospects for sustainable economic growth.

The products and services offered are the third aspect. This classification of service products needs to be socialized to the spa industry players in Bali. In relation to who can provide health and wellness services, it is necessary to consider four modes of supply that are used as a reference for evaluating existing services. The four modes are Cross border Supply, namely cross-border trade via mail and electronic media, sample delivery, and information analysis, Consumption Abroad, namely treatment for foreigners, and health professional education provided for foreign students, Commercial Presence, namely the establishment of foreign companies, children companies, or foreign investment for the management or provision of health and wellness services, and the Presence of Natural Persons, namely a temporary movement on personal health to provide overseas services, and short-term health consulting assignments.

Next aspect is identifying the target market. Doing business without knowing the target market will hinder achieving goals, the intended target market is such as increased sales, market share and brand awareness. In the spa industry, prices and services vary. This variation depends on the packaging and facilities provided. In Bali, luxurious services usually occur in spas that are managed in star hotels, private own spas, and spa resorts, while economy class services occur in day spas, mini spas, and others.

Overcoming potential obstacles is also another aspect of the strategies. With regard to access to finance, developing the health and wellness business in Bali, in particular, requires a special grant scheme from the government or other international monetary institutions. Providing assistance to companies can accelerate capacity building of companies, develop new products, access regional markets, and this will have an impact on increasing company competitiveness, forming partners in the national and regional areas, forming regional cooperation to increase productivity and take advantage of the economy.

The sixth strategy includes knowing the competitors' movements. Competitiveness comparisons between

health and wellness companies in Bali and / or with similar companies in ASEAN can be easily carried out by managers managing the health and wellness business today, due to the development of telecommunication networks, computers and the internet. The key factors affecting the market are easy identification of the leading companies, leading brands and strategic analysis offered including new product developments, and lifestyle influences. In this context, each country in the ASEAN region will compete to produce creative, competitive, and realistic health and wellness tourism product packages.

The next strategy is diversification strategy. In these conditions every business manager must take a strategic approach to differentiate himself from existing competitors. Several things that need to be done are accreditation, labor certification, excellent service, and international best practices.

The eighth is adjusting company goals with the opportunity strategy. It is necessary to consider the use of economic trade agreements that have been signed by the government. Through this agreement, it was decided to remove trade barriers between member countries and in line with that the regional capacity for competitive trade was increased. The government imposed industrial incentives in an effort to attract foreign investment to Bali.

Taking partnership opportunities is another strategy. Regional companies should actively seek opportunities for joint ventures with foreign companies in an effort to prepare for the upcoming competition. In 2008 the Deloitte Center for Health Solutions conducted a survey in America that found that American consumers have a strong interest in health and wellness tourism. Meeting these needs requires an aggressive marketing campaign and a formal clustering program. In the broader context of globalization, and its relation to creating new opportunities for the Balinese people, it is necessary to establish opportunities for all citizens to have the right to establish companies or other legal entities in the field of health and wellness tourism, through protection and easier procedures for doing business.

The last strategy is implementing a promotional strategy. It is necessary to consider having an agency that manages a promotional strategy as a means of promoting the products and/or services of all health and wellness tourism businesses in Bali.

5. CONCLUSION

In Indonesia and the ASEAN region, Bali is known to have a well-established tourism infrastructure. The development of health and wellness tourism arises as a consequence of the development of infrastructure, tourist demand, the hotel industry and a well-organized business environment. However, this comparative advantage does not guarantee that Bali will be able to face global competition which has been determined by the wishes of

tourists. Therefore, the function of health and wellness tourism management must be re-evaluated, especially how the most appropriate strategy can be carried out for the development of health and wellness tourism in Bali that involves not only the government but Bali tourism stakeholders.

This article describes ten strategies that can be worked out to develop health and wellness tourism in Bali. The ten strategies include the position of Bali health and wellness tourism in the global market, the position of Bali health and wellness tourism in the regional market, the products and services offered, identifying target markets, overcoming potential barriers, knowing competitors' movements, differentiating from competitors, adjusting company goals. with opportunity strategies, take partnership opportunities, and implement promotional strategies.

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