

# *The Typology of Wellness Tourism in Bali*

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**Abstract**—Bali is becoming world wellness tourism destination. To strengthen its image, it is necessary to investigate the quality and typology of wellness tourism in Bali. The objectives of this research were to identify the tourists' preferences toward wellness tourism products, tourists' perception towards the quality of wellness tourism services and the typology of wellness tourism in Bali. To achieve those objectives, this research made use questionnaires to collect the data from 100 respondents, foreign tourists, which were accidentally sampled. The analysis method applied for this research was descriptive analysis. The results showed that tourist's preferences toward wellness tourism products were shifting from having generic-based treatments to authentic/local-based treatments. The second finding was that tourists were satisfied with the services rendered both by wellness entity that provided generic based treatments and authentic/local-based treatments. The third finding was there were two typologies of wellness tourism in Bali. These were generic-based wellness products and authentic/local-based wellness products. The implications of findings are wellness industry operators need to provide more authentic/local-based products/services. They need to improve the knowledge of their staff/therapists about the authentic/local-based. The government needs to identify all authentic/local-based treatments that are indigenous and compile them in the form of Bali's Wellness Tourism directory so that Bali has a clear brand of wellness tourism.

**Keywords**—*wellness tourism, tourists' preferences, generic-based wellness products, authentic-based wellness products*

## I. INTRODUCTION

In general, the purpose of travelling is to escape from the routine so that they become more healthy, fresh and fit. Tourism is always seen as a process of self-growth, relaxation, education and satisfaction [1]. Furthermore, Hallab argued that health tourism is seen as the experience of having a complete health [1]. In travelling, tourists are looking for an activity to be able to maintain and improve the overall good health of the body, mind and feelings. To answer the specific needs of the travelers, variety of health tourism appear, namely: health tourism, medical tourism and wellness tourism.

Wellness tourism, illness prevention tourism is part of health tourism. Health tourism is divided into wellness

tourism and medical tourism [2]. Health tourism is tourists travelling activities that aim at obtaining health treatments [3][1][4]. Health tourism is the efforts of tourist destination to attract tourists by promoting health facilities and services [5].

Medical tourism is the medical applications or activities to improve the well-being of the medical tourist that includes the "treatment of patients", medical check-ups, health screening, dental treatment, heart surgery, prosthetic fitting, cancer treatment, neurosurgery, organ transplants and other operations that require qualified medical interventions [4]. Medical tourism does not focus on the uniqueness of the treatments but on the quality and accessibility of the treatment and usually it is cheaper.

There is no international definition of wellness tourism since there is no global industry body that governs it [3]. Wellness definition has been developed since 1959 by Dr. Halbert Dunn from National Wellness Institute (NWI) in USA. Wellness is the state of being or in good health [3]. Wellness is an integrated concept wellbeing and fitness [5]. Wellbeing is a state of being holistically healthy and happy, while fitness is a state of physical health. Wellness is multidimensional: most of the leading definitions of wellness include a model that presents anywhere from 2 to 14 or more dimensions, which frequently include physical, mental, spiritual, and social dimensions [3]. Wellness is a state of health featuring the harmony of body, mind and spirit, with self-responsibility, physical fitness/beauty care, healthy nutrition/diet, relaxation (need for distressing)/meditation, mental activity/ education and environmental sensitivity/social contacts as fundamental elements [2]. From this concept of wellness, Mueller and Kaufmann [2] defined wellness tourism as the sum of all the relationships and phenomena resulting from a journey and residence by people whose main motive is to preserve or promote their health.

The prospect of health and wellness tourism is so bright. World Bank reported that the annual growth of health and wellness tourism was 30% while the growth of tourism was 4% to 5%. To anticipate this phenomenon, every country tried to create wellness tourism brand that focus on the authenticity, location-based, and signature treatments that are local and natural based [3].

Spa is defined as health through water that focuses on tradition treatments [6]. Spa industry is one component of

tourism sector [7] where the number of spas as part of wellness tourism in Bali is continuously growing [8] but the performance is very low with only 19% spa occupancy [9]. Wellness tourism is the signature of Bali's tourism which is strong in spa and local modalities. To develop Bali's brand of wellness tourism, it is necessary to reveal the tourists' preferences of typology of wellness and their perception to the existing treatments and services.

Based on the above background, the aims of this study are to find out the preferences of tourists to wellness tourism, wellness tourism typology and the perception of tourists towards wellness tourism in Bali.

## II. LITERATURE REVIEW

The concept of wellness was firstly introduced by Hulbert Dunn in 1950s [10]. Afterwards, there are some experts proposed wellness definitions such as John W. Travis, Don Ardell, and Bill Hettler that have something in common which is wellness is multi-dimensional and holistic.

There are three megatrends driving the growth of wellness as an industry. These trends not only directly impact the spa industry and its customers, but are also opening new opportunities for spas to play a leading role in the paradigm shift that the leaders of the wellness movement have recommended over the last several decades [3]. These trends are: increasingly older, unhealthy people; falling medical systems; and globalization and connection. Older and, potentially, sicker people in need of care, as well as fewer younger, able-bodied family members and/or workers available to care for them where leading the wave of the aging in the North America, Europe, Japan, and other countries are the famous Baby Boomers. Globally, health systems are failing to meet the challenges of caring for a growing number of aging and chronically ill patients because the ongoing emphasis on treating rather than preventing sickness. Conventional medical system failed to fulfill these needs. People look for more comprehensive approach to balance their body, mind and spirit. As the costs and time needed to move people, products, and information continue to shrink, we are all exposed to more of everything. With regards to health and wellness, this contraction of the globe has positive effects affordability to have treatment in other countries.

The consumers of wellness are not a niche market with a limited number of consumers [3]. In USA, there are 76 million wellness or equal to 25% of adult population [3]. On the other hand, in 30 developed countries there were 289 million wellness consumers. Surprisingly, there were 96 million adult or around 32% of the population in USA uses Complementary and Alternative Medicine (CAM) in 2007. WHO stated that the eastern countries use more CAM because of their culture while Europe, Australia and Japan used CAM respectively 20%-65%, 49%, and 66 %. Their preferences of CAM were because of affordability, the use of natural product and included breathing exercise and meditation.

Wellness tourism is illness prevention tourism that is part of health tourism [2]. Wellness tourism is undertaken by people who are healthy or who are "well" [3]. Wellness is an active process through which people become aware of, and make choices toward, a more successful existence [3].

## III. RESEARCH METHOD

This research was conducted in Bali since Bali is one of wellness tourism destination in Indonesia. The samples used were 100 foreign tourists who had experiences in wellness tourism in the period of September till November 2015. Accident sampling was used to choose the samples. The questionnaire was used to collect the data. The data then was analyzed by using descriptive statistics to find out the preferences of tourists to wellness tourism, wellness tourism typology and the perception of tourists towards wellness tourism in Bali.

## IV. DISCUSSION

In general the accessibility of tourists to the wellness tourism was satisfactory as the quantity and quality of access and information was satisfactory. What need to improve was to assign a body that provide information regarding the wellness tourism as one gate information policy. This body should be organized by the Bali's tourism authority. The safety of comfort of tourist were also satisfactory.

The perceptions of foreign tourists toward the quality of local/authentic and generic based treatments were satisfactory. Surprisingly, the benefits gained from the local-based/authentic treatments were higher than the generic ones. But the hospitality and knowledge of local-based/authentic treatments practitioners need to be improved.

The perception of foreign tourists toward the definition of wellness was more on happiness, then move down gradually to quality of life, physical fitness and holistic health. This finding revealed that tourist's ultimate objective in experiencing wellness activities was happiness as seen in Figure 1. Surprisingly, this understanding derived from their perception that wellness activities were proactive approach for healthy people by having local-based treatment such as ancient Balinese treatment, yoga, meditation, and so on.

Another interesting finding was the shifting needs of tourists toward the wellness activities experienced in Bali. Balinese massage, the most popular massage, was becoming less needed in the future since it was becoming generic treatment that could be found any where in the world. These phenomena also happened to body treatments and facial. Contrary, local-based treatments such as yoga, meditation, ancient Balinese massage, visiting local healers, were becoming a new trend in the future.

Based on the above findings it was confirmed that the typology of wellness tourism in Bali were local-based/authentic and generic. The findings also confirmed that Bali's stronger wellness products were local-based/authentic treatments.

## V. CONCLUSION

Foreign tourists in Bali preferred treatments that were location-based or authentic. Moreover, their future references to location-based or authentic treatments is getting bigger compared to current needs especially for the need to have ancient Balinese Massage, visit local healers, yoga and meditation.

Foreign tourists perception toward the authentic and generic typology of wellness tourism was satisfactory. Generic typology was perceived a little bit more satisfactory that the authentic one especially on the knowledge of the therapists and local healers.

There are two typology of wellness tourism in Bali, namely: local-based treatment and generic based treatment. The proportion of local-based treatment is getting bigger in the future and becoming Bali's wellness tourism strength.

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