

RESEARCH ARTICLE



Sustainable Wellness Tourism in Indonesia (Case Study on Health Tourism Development at Hanara Wellbeing Center Bandung)

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Abstract

Wellness tourism is currently developing and starting to be recognized as an important aspect of tourism. Not only in Bali, Bandung is developing itself into a destination for foreign tourists for wellness tourism. Wellness tourism, which focuses on activities and experiences aimed at enhancing one's health and well-being, is intricately linked with sustainable tourism principles. This phenomenon is then studied using constructivist paradigms, qualitative methods, case study approaches, and social construction theory. Data collection techniques were participant observation for a year, interviews with 6 key informants and triangulation of 19 sources, literature study, and document study. The purpose of this study is to determine the development of wellness tourism in Bandung, Indonesia. The results showed that Bandung is an alternative to wellness tourism, because it was visited by patients from Malaysia, Canada, Singapore, Switzerland, the Philippines, Pakistan, Timor Leste and Australia. The uniqueness is: 1) Offering holistic health care; 2) Organizing complementary and alternative medicine under the supervision of doctors; 3) Spiritual healing-based care; 4) Teaching patients self-healing methods; 5) Not using chemical drugs; 6) Leaving the paternalistic model ;7) loyal patients are fostered in a community; and 8) using celebrities in promotions.

Keywords: health, tourism, wellness

1. Introduction

Over the last six decades, tourism has undergone continuous expansion and diversification, becoming one of the largest and fastest growing economic sectors in the world [1]. Not only vacationing and shopping, wellness tourism is currently developing which is an alternative for foreign tourists to visit various countries or what is often called wellness tourism.

Wellness tourism in the tourism business concept is a sub-section of health tourism on an equal footing with other tourism businesses. Health tourism is categorized into illness prevention tourism and spa/convalescence tourism. Health and wellness tourism is included in illness prevention tourism which is categorized into health services and fitness services [2]. Wellness tourism can thrive on sustainable tourism, ensuring that the natural and cultural assets upon which it depends are protected and enhanced for future generations.

In 2017 estimated by the Global Wellness Institute, wellness-motivated travel reached 830 million visits and a total spend of around USD 639.4 billion. It is also projected that the growth of fitness tourism travel can reach 9% per year, higher than the growth of tourism in general. This illustrates that travel with health and fitness motivation has become a trend for global society in general [3]. Looking at the current market trends in the development of medical tourism, the Asian region is a potential area in attracting tourists [4].

Indonesia is one of the countries that is excellent as a destination for wellness tourism. This is because it is supported by geographical conditions, natural landscapes, and rich customs and culture which can be a major force in building the wellness tourism sector optimally in the Indonesian region. In addition, rural landscapes with all their beauty can be used as a means of relaxation for tourists [3].

One of the islands that often becomes a destination for wellness tourism is Bali, especially in Ubud. Central Bureau of Statistics for Gianyar Regency [5] said that there are 74 spas in the Gianyar area. Eventually, this makes Bali one of the largest foreign exchange earners in Indonesia.

Not only in Bali, Bandung is starting to develop itself into a destination for foreign tourists for wellness tourism. One of the clinics that provides wellness tourism services is the Hanara Wellbeing Center Clinic. Hanara Clinic itself in the program it offers provides a service package wellness tourism. Where there are groups of patients/clients who come from abroad who come to Hanara, either regularly or only once. Hanara patients who come from abroad who regularly come to Hanara are from the ZQUC community, a breathing practice community from Malaysia. The other foreign patients came from other participating countries wellness tourism, including Canada, Singapore, Switzerland, the Philippines, Pakistan, Timor Leste, and Australia. Based on this phenomenon, the purpose of this study is to determine the development of wellness tourism in Bandung, Indonesia.

2. Literature Review

Wellness is defined as a dynamic process, made consciously in making choices towards a more balanced healthy lifestyle. It starts with a conscious decision to form a healthy lifestyle. Meanwhile Wellness tourism is a trip made by a person or group of people from one place to another for a while (more than 24 hours) by using tourism facilities for the purpose of health of body, mind and spirit to achieve self-satisfaction which leads to holistic happiness [5].

Furthermore, wellness tourism is defined as a combination of the phenomenon of healthy living with a relationship about the expectations of each individual to maintain and develop their health, they live or travel for a certain period of time with comprehensive (comprehensive) services that are individual in nature consisting of physical fitness, mental peace, relaxation, healthy diet, as well as all individual-oriented activities that affect physical and mental well-being [6].

The Global Wellness Institute [6] defines wellness as an activity/activity, as well as a lifestyle that leads to overall health (physical and mental) and is individual in nature. Due to the nature of wellness, namely the individual, a special, personal approach is needed in the hospitality wellness approach to the hospitality industry.

According to Lebe physical health in wellness tourism is usually handled with sports supported by healthy food and services that meet aspects of wellness, including spas and several service actions that have elements of therapy. Then on the mental and spiritual aspects, it is handled through tourism activities such as yoga or others with a personal nature with the aim of mental and soul goodness, such as psychological counseling sessions. Spirituality can be encouraged through meditation activities in general or individual religious rituals. These services are provided and facilitated in a professional manner in wellness hospitality.

According to Kaspar [7], Wellness tourism in the tourism business concept is a sub-section of health tourism equal to other tourism businesses. Health tourism is categorized into illness prevention tourism and spa/convalescence tourism.

When viewed from the supply side, wellness tourism is a product in the form of tourism services that can be developed or created in a variety according to the conditions of a destination both from a social and environmental perspective. Kaspar [7] (Utama, 2011) from the demand side, health and wellness tourism has now become a trend for the world community to realize fitness and health "health prevention" and gain self-satisfaction and furthermore health and wellness tourism consumers are not limited to foreign tourists but have become a "lifestyle" especially for domestic urban "consumers".

According to Smith and Puczko, [7] health and wellness tourism can be developed based on materials or assets that are already available at a destination (Existing assets for health and wellness tourism) and or held based on needs or requests (Use of existing assets). Included in the Existing assets for health and wellness tourism are (1) Natural healing assets, (2) Indigenous healing traditions, (3) medical services, (4) nature, and (5) spiritual traditions.

While those included in the use of existing assets are (1) leisure and recreation spas, (2) medical/therapeutic hotel/clinic spas, (3) 8 medical/surgical clinics or hospitals, (4) medical wellness centers or spas, (5) holistic retreats, and (6) Hotel and resort spas.

3. Methodology

This study uses a constructivist paradigm with a qualitative research type. Meanwhile, the method used by researchers is a descriptive case study method so that the research results can describe or describe the problem sequentially from research activities in the field.

In the case study, there are two designs, namely the single case design (single case) and multi-case design (multiple-case). This research uses a single case study. Single instrumental case study research (single instrumental case study) is case study research conducted using a case to describe an issue or concern. In this study, the researcher pays attention to and examines an issue that interests him, and uses a case as a suggestion (instrument) to describe in detail.

This research is a descriptive qualitative research based on the research questions regarding "what" and "how". The implementation of the descriptive method does not only extend to data collection, but also includes analysis and interpretation of the meaning of the data. In addition, this descriptive case study research seeks to describe the object of the event or object of research as well as analyze it based on concepts that have been developed previously so that it makes it easier for researchers to solve problems.

The theory used in this research is social construction theory. The term social construction of reality (social construction of reality) introduced by Peter L. Berger and Thomas Luckmann. Berger and Luckmann [8] define reality as "a quality pertaining to phenomena that we recognize as having a being independent of our volition" (the qualities attached to phenomena that we perceive as being beyond our will). The theory of social construction put forward by Peter L. Berger and Thomas Luckmann is a reference for exploring how social construction can be formed. Everyday life has stored and provided reality (reality), as well as knowledge that guides daily behavior [9].

The basic assumptions of Berger and Luckman's theory [10], include the following: 1) Reality does not present itself, but is known and understood through experience which is influenced by language; 2) Reality is understood through language that grows out of social interaction at a certain time and place; 3) How reality is understood depends on existing social conventions; and 4) An understanding of socially structured reality forms many important aspects of life, such as thinking and behaving activities.

Then the data source in this study is the primary data source that the researcher collected directly from key informant, and secondary data sources include documents, archives, notes, pictures regarding health communication activities at the Hanara Clinic Wellbeing Center Bandung. The subject of this research is key informant consisting of clinic owners, primary doctors on duty at the clinic, senior therapists, and patients with priority non-communicable diseases.

The data collection process was carried out by means of interviews, literature studies, and observation. This type of observation is direct observation in a participatory way, where the author is involved in the daily activities of the person being observed by being volunteer at Hanara Clinic Wellbeing Bandung Center for 1 year. While making observations, the researcher participates in what the data source is doing, and feels the ups and downs. With this participant observation, the data obtained will be more complete, sharp, and up to know at the level of meaning of each behavior that appears.

Then the data analysis technique in this study used the Miles and Huberman Interactive Model. Where the analysis is carried out is data collection consisting of three streams of activities that occur simultaneously, namely data reduction, data presentation, and drawing conclusions or verification. The data validity test was carried out by triangulating the data sources used in this study were Hanara's employees and patients. At this stage, the researcher tested the credibility of the data obtained from interviews with key informant by re-interviewing employees and patients at the Hanara Clinic. The interview activity was carried out by giving the same questions as the researcher asked key informant and clarify,

whether the answer from key informant in accordance with the answers from the triangulation of the sources, so that the truth of the information about what was conveyed was obtained key informant.

4. Result and Discussion

The Hanara Well Being Center Bandung Clinic was established in November 2012. It is located on Jl. Gatot Subroto No.68, Bandung, West Java, Indonesia. Hanara Clinic is a clinic designed exclusively for the upper middle class. The patients at Hanara come from various backgrounds, ranging from the general public, professionals, high-ranking officials, politicians, artists, and high state institutions such as the National Police Education and Training Center, the Supreme Court, Bank Indonesia, National Police Headquarters, the National Search and Rescue Agency, the Java High Court. West, and West Java High Court. Not only coming from Bandung, patients who come to the Hanara Clinic also come from various cities in Indonesia and abroad such as Malaysia, Canada, Singapore, Switzerland, the Philippines, Pakistan, Timor Leste and Australia.

If hospitals in general tend to prioritize disease recovery so that they are free from physical pain, the Hanara Clinic provides added value. Using the labels "Wellbeing Center" Hanara offers holistic (comprehensive) health care, which is an integration between birth (physical) and health inner(mental-emotional-social) using the LEM method (Life Energy Medicine). In practice, the Hanara Clinic does not only detect disease through biomedical techniques, for example through observable body signs or through special machines that can detect disease, in this place the principle of energy or energy is also applied. Spend commonly practiced in TCM activities (Traditional Chinese Medicine).

Hanara Clinic, itself has a meaning 'Happy Natural Radiant'. With this name, it is hoped that the Hanara Clinic can be present to restore energy harmony in the human body through the activation of energy channels known as names meridian. The Hanara Wellbeing Center Clinic carries the concept self healing as a healing method they rely on. The following will explain in more depth some of the features that make the Hanara Wellbeing Center a destination for wellness tourism in Bandung.

4.1. Offering holistic health concept

In the beginning, in 1947 WHO gave healthy limits only to three aspects, namely being healthy in the physical sense (biological organs), mental (psychology/psychiatry) and socially, then a year later, namely in 1948 these limits were added to religious aspects (spiritual) which is known by the American Psychiatric Association as "bio-psycho-socio-spiritual" [11]. With the addition of the spiritual aspect, the notion of health is a dynamic state of overall well-being from the physical, mental, spiritual and social, and not merely the absence of disease or illness. The spiritual aspect is becoming increasingly important because it is scientifically related to one's health condition. Such as research conducted by Gallup on 676 thousand Americans, which shows that religious people have higher scores on health and well-being in general than people who are less or not religious. These findings are also corroborated by research conducted by the National Institute of Health which found that people who pray every day have a 40% lower risk of developing hypertension compared to those who rarely pray.

Not only in the bio-psycho-social-spiritual aspect, human health also influenced by personal and situational factors. This happens because according to Agust, situational factors are important factors in shaping a person's behavior, one of the situational factors that most influences health according to Agust is ecosystem factors [12].

Based on the bio-psycho-social-spiritual-ecosystem model, humans are seen as holistic beings. Where the healthy and sick conditions of humans are influenced by physical, mental, social relations, spiritual conditions and the ecosystem where the individual comes from. Based on this, a comprehensive approach is needed in dealing with human health or better known as integrative medicine or holistic medicine.

Vibrant life is a label attached to the Hanara Wellbeing Center Clinic to describe optimal quality of life or holistic health. There are two conditions that the patient must meet to get

the condition Vibrant Life, namely: 1) prime body condition, and 2) strong and positive spirit & mind.

To be able to achieve Vibrant Life, a balance is needed between physical (physical), spiritual (mental, emotional, social), and spiritual health. Physical health is an important component in the sense of being completely healthy. This physical health is described by the Hanara Wellbeing Center Clinic in the form of a human figure who has excellent physical health conditions, for example having clean skin, shining eyes, muscular body, not fat, no bad breath, good appetite, good sleep, agile and all physiological functions body runs normally.

After having excellent physical health conditions, Hanara patients are directed to have optimal spiritual (mental, emotional, and social) conditions. Attributes of a mentally healthy person, according to the Hanara Clinic, include:

- 1) Always happy and satisfied with what is in him, never sorry and sorry for him, always happy, relaxed and fun and there are no signs of psychological conflict;
- 2) Can get along well and can accept criticism and not easily offended and angry, always understanding and tolerant of the emotional needs of others; And
- 3) Can control oneself and not easily emotional and not easily afraid, jealous, hate and face and can solve problems cleverly and wisely.

After having stable physical and spiritual health, the Hanara Well Being Center Clinic believes that Spiritual health will be the perfect complement in achieving optimal health. Because the Hanara Wellbeing Center Bandung believes that every individual needs to receive formal and informal education to manage the soul (spirit) them.

4.2. Complete CAM under doctor's supervision

One of the CAM practices (Complementary and Alternative Medicine) which is held in Indonesia is carried out by the Hanara Well Being Center Bandung Clinic. Based on data from the Directorate General of BUK, Ministry of Health of the Republic of Indonesia regarding the types of complementary and alternative medicine, the CAM activities practiced by Hanara include acupuncture, aromatherapy, autogenic training, massage, reflexology, spiritual healing, Tai Chi, and Yoga. The CAM practice activities are carried out under the supervision of a doctor.

Hanara Clinic has medical doctors who help patients diagnose diseases and provide health care. Among them are dr. Hanson Barki, main physician of the Hanara Clinic who is also chairman of the West Java Association of Indonesian Acupuncture Doctors (Hidami). Apart from dr. Hanson, there is also dr. Aini, a doctor who also studies acupuncture. There is also Mrs. Maya Danubrata, who is an expert therapist at the Hanara Clinic. Other medical personnel who help doctors perform are nurses and therapists.

4.3. Life energy medicine (LEM)

Life Energy is an energy field, life force that exists in the human body. The function of this energy field is to supply energy to the organs in the body. Life Energy It flows in the human body through special pathways called meridians. These organs will function optimally if the energy flowing in them is contained in abundant quantities and is free of disturbances, and thus living a natural healthy life without drugs is not just a dream.

As previously stated, Life Energy has a special path that is different from the path of blood flow. These pathways have long been known as Meridians and have been used in many traditional medicines. One of the treatments that utilize the meridians is Chinese medicine.

Currently, Hanara is developing Life Energy Medicine (LEM) method ie based treatment life energy, which functions as a natural energy optimizer and balancer for the body's organs to strengthen the flow of energy that flows in the human body through special pathways called meridians. This process is supported by VQS technology which creates the Hanara Fountain of youth, which is a waterfall that is claimed to have the feature of being able to radiate energy (as far as 28 meters/the farthest in the world-earned an Indonesian MURI Record) to strengthen all organs in the body naturally. Through this method, doctors are no longer considered as the main actors in the body's recovery activities from illness. But what determines is the patient himself.

Energy-based medicine is one of a kind Complementary and Alternative medicine type non-invasive. In addition, the internal process Life Energy Medicine also supported by a variety of the latest technology, among others Life energy pool, activation of meridians using lasers; and Energy Emission Analysis.

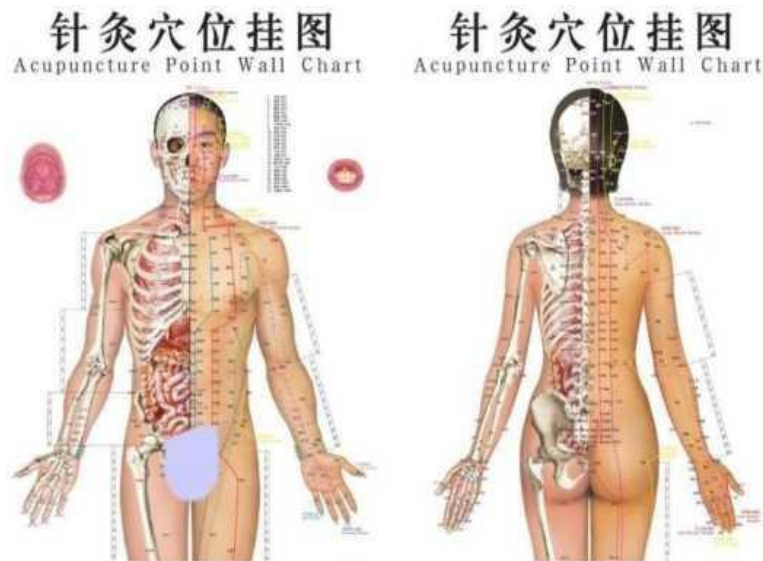


Figure 1. Energy pathway (Meridian) in the human body based on Chinese medicine. Source: Hanara documents, 2020.

4.4. Maintain health independently

In the eyes of tourism, activities self healing which is done by Hanara, according to [12] is also referred to as spiritual healing. According to Sutarya [12], spiritual healing is the use of natural energy indirectly through healer or a therapist, who makes a person able to do healing independently. In the eyes of tourism, activities spiritual healing carried out by the Hanara Clinic is one of the tourism potentials that can bring in tourists or better known as wellness tourism.

Thus spiritual healing in tourism wellness is travel from one place to another for more than 24 hours without economic interest, using tourism facilities for the health of the body, mind and spirit by using services healer to help awaken the energy within him so that he is able to perform healing independently.

The main programs provided by Hanara are classes self healing. Self healing is a term for a person's ability to heal/improve the disease/problem/difficulty he is experiencing, both physically and spiritually, independently without the help of others. At the moment self healing includes medical action, which is applied based on science and metaphysics.

Presence of method self healing in the world of medicine to be an alternative that attracts the attention of many people. This is because the method offered self healing is to enable patients or sufferers to recover from the disease they complain of independently, without the help of chemical drugs - where chemical drugs have certain medical risks for their users [13].

Independent health class or class self healing is an educational class for Hanara patients that explains the basic concepts of holistic health, various ways of healing practices carried out by Hanara, as well as guidelines for patients to live a healthy lifestyle that has been specially designed by Hanara to support patient recovery. This class is held routinely every week, namely every Tuesday and Wednesday, followed by small groups (3-20 people) of new Hanara patients.

This class is mandatory for all new Hanara patients, because it is the main gateway that leads patients to an understanding of self healing and methods Life Energy Medicine. After attending the class, the patient is immediately sent for a consultation with the doctor, then

prescribed to take part in various other therapies. However, these classes do not only provide patients with knowledge about Life Energy but also provides practical training on its hands-on use. Often by following these classes intensively we can get far greater results than we absorb Life Energy individually.

Class self-healing considered as the "heart" of Hanara. When a patient comes and wants to do treatment in Hanara, these patients must first consult and have a medical examination with a Hanara doctor. If it has been examined, the doctor will give a prescription to the patient to do it. There are two types of recipes, the first is a class guide self healing which must be followed by all Hanara patients, while the second is prescription therapy such as acupuncture, pilates, massage, and psychological therapy tailored to the patient's needs.

4.5. Not using chemical drugs

Hanara Clinic believes that the patient's body has been created perfectly by God and has natural intelligence that can help patients recover from their illness without any medical intervention such as the use of chemical drugs and surgery or chemotherapy. As a replacement, Hanara carries the concept Life Energy Medicine, Hanara believes that humans have the ability to heal themselves. The human body is able to regulate and choose the best for itself when it achieves a balance between physical, spiritual and spiritual health according to the definition of Health from the World Health Organization or World Health Organization (WHO).

There are several reasons why Hanara does not use chemical drugs. This is because chemical drugs are considered unfriendly to human organs. One of them is the opinion of Lipton, University of Wisconsin Cell Biologist, United States said that for thousands of years, long before Western scientists discovered the laws of quantum physics, Asian people have respected energy as the main factor affecting health and fitness. Like thibbun nabawi, treatment down Rasulullah or acupuncture in China. With this perspective, various methods are sought to achieve a complete state of health that can be applied naturally and in harmony with nature. Therefore alternative treatment is carried out by means of acupuncture, acupressure, aromatherapy, autogenic training, massage, reflexology, spiritual healing, Tai Chi, and Yoga.

4.6. Leaving the paternalistic model

In consulting doctors and patients at the Hanara Clinic, doctors have abandoned the paternalistic communication model, where patients are used as objects, and doctors dominate communication activities in the doctor's office. Doctor Hanara applies the model partnership or equivalent where the doctor and patient are partners with a common goal. The doctor is responsible for directing, guiding meetings that are cooperative and the patient remains free to decide as he wishes.

This can be seen from the long duration of the consultation, so the doctor is not in a hurry in diagnosing the patient's disease. Doctors listen more to patient complaints, both physical complaints (perceived illness), and psychological complaints experienced by patients. Apart from that, patients and doctors also sit together without any table dividers separating them. Doctors also wear clothes casual neat, and not wearing a doctor's coat.

4.7. Loyal patients nurtured in a community

Hanara formed a community in which patients and former patients of Hanara could share various health tips and other important information Life Energy Medicine. Every week this community routinely holds meetings which are directly guided by founder Hanara, namely doctors HB and MSD. Hanara named their community with the name Hanara Community.

4.8. Patients from the circle public figure

The Hanara Wellbeing Center Clinic has also become popular among public figures. As for celebrities or public figure which becomes client The Hanara include Karni Ilyas (presenter), Ridwan Kamil (Governor of West Java), Oded Muhammad Danial (mayor of Bandung), Lydia Kandou (senior artist), Mantra Vutura (music group), Memes (singer), Tio Pakusadewo (player film), and Rianti Cartwright (artist).

Apart from being an artist, Hanara is also entrusted with conducting health seminars and classes self healing in high government institutions such as the National Police Education and Training Center, the Supreme Court, Bank Indonesia, the National Police Headquarters, the National SAR Agency, the West Java High Prosecutor's Office, and the West Java High Court. Not only in government institutions, Hanara also organizes classes self healing for employees of Kopi Legit Management Jakarta and EMS Group Company.

4.9. Hospitality

Yuwono says that Hospitality is a form of service between visitors and managers. In the wellness hospitality approach, it is a focus on services and facilities to improve/maintain lifestyles based on activities/activities (active processes) that lead to overall (physical and mental) and individual health (Global Wellness Institute). The facilities owned by the Hanara Wellbeing Center include a fountain of youth, hanara life energy pool, hanara life energy lounge, and self-healing class guides that can optimize patient holistic care. In addition, the therapists are also equipped with therapeutic communication skills [6].

Therapeutic communication activities carried out by health workers to patients are carried out in the form of communication with full warmth and sincerity, so that patients feel close and comfortable. Not only verbal communication and written communication, nonverbal communication is also applied in interactions with patients including personal appearance, tone of voice, facial expressions, and sincere touch, so that patients feel calm and happy, can reduce patient pain and help patients recover quickly [14].

Mulyana [15] explains that communication is an important factor in the success of services in the world of health, including in the healing process in the practice of holistic medicine. Medical professionals, such as doctors, nurses, midwives, pharmacists, and others need communication to support the success of their work. The results of the study show that good communication between medical personnel and patients in the hospital indicates progress or improvement of the patient's physical and emotional health, as well as better control of various chronic diseases. One of the important principles in therapeutic communication is patient-centered care. Meanwhile, the supporting model for Holistic Medicine is the Planetary Patient Centered Care (PPCC) model. This model was developed at Griffin Hospital. The PPCC model uses a holistic healing model that encourages healing in all dimensions (mental, emotional, spiritual, social and physical). PPCC integrates free therapy with conventional medical treatment. The Planetree team has conducted a study using the PPCC model in developing the Planetree Family-Centered Care (PFCC) strategy or patient and family-centered care strategy (PFCC) [16].

5. Conclusion

The purpose of this study is to determine the development of wellness tourism in Bandung, Indonesia. The results showed that Bandung is an alternative to wellness tourism, because it was visited by patients from Malaysia, Canada, Singapore, Switzerland, the Philippines, Pakistan, Timor Leste and Australia. The uniqueness is: 1) Offering holistic health care; 2) Organizing complementary and alternative medicine under the supervision of doctors; 3) Spiritual healing-based care; 4) Teaching patients self-healing methods; 5) Not using chemical drugs; 6) Leaving the paternalistic model ;7) loyal patients are fostered in a community; and 8) using celebrities in promotions. Wellness tourism in Bandung encourages tourists to engage in environmentally friendly practices, such as using non-chemical products, promotion of traditional healing practices and nature-based therapies that minimize ecological footprints. By doing so, it not only supports the physical and mental health of the tourists but also contributes to the economic and social sustainability of the destination.

Author Contributions

ADA: Conceptualization, Data Curation, Methodology, Formal Analysis, Validation, Writing – original draft, Writing – review & editing

Conflicts of interest

There are no conflicts to declare.

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