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Review Study on Health and Wellness Tourism

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Abstract. The need for health and wellness is not new but has existed since humans have known the world of traditional medicine. Ancient people might wander to get medicinal ingredients in the form of plants or herbs to increase fitness and maybe also to treat certain diseases. Spices and the like are one type of commodity that has always been a necessity to meet health and wellness needs. During routine and busyness, humans try to get out of routine by traveling to get health and fitness, both carried out in their own country or across countries. For modern society, health therapy as well as means to pamper oneself have become a necessity and have even become a trend currently, including subscriptions to come for Spa or therapy to recover the body from fatigue into a lifestyle of the community and is growing rapidly.

Keywords. lifestyle, health, wellness, tourism, leisure, lifestyle, spa, therapy, modern

1. Introduction

According to Maslow's theory of needs, where human needs are not just basic needs, but more than that, humans also need a sense of security, social recognition, longing for appreciation, desire for achievement, and finally the desire for self-realization. If most people cannot meet their psychological needs, it is due to sheer compulsion, not one's conscience, which means that human needs are the desires of everyone in this world. Recreational activities play an important role in this segment of mental needs (Neher, 1991).

Agree with Cohen about the typology of actor's leisure where actor's leisure can be divided into five main groups, namely: (1) Existential: They are escapists from the routine of daily life, they join groups of seekers of leisure activities that are spiritual in nature. (2) Experimental: They are looking for a different lifestyle, very extreme from their daily life. (3) Experiential: They seek meaning in their lives in different communities and compare them, seeking an experience from a different culture. (4) Diversionary: Those who run away from routine life, looking for body and mental refreshment. (5) Recreational: Those who do leisure activities as part of entertaining themselves or relaxation (Pitana, 2005)

Almost the same opinion refers to the theory of motivation of a person doing leisure activities. When viewed from a person's motivation to do activities leisure, McIntosh and Murphy group them into four groups, which consist of: (1) Physical Motivation: "them" people who are encouraged to take leisure for physical reasons; relaxation, health, comfort, sports, relaxing, and so on. (2) Cultural Motivation: They want to remember and get to know other cultures, they seem to be in another world in the context of time or age. (3) Social Motivation: They are motivated by social activities such as visiting family in the village, "going home",

visiting friends, or even visiting sick people. (4) Fantasy Motivation: Those who are trying to realize something that they have or are dreaming of, trying to escape from their daily routine (Murphy, 1983).

2. Research Methods

This study uses a desk research method with online data and information retrieval techniques, secondary sources, and other sources of scientific publications. While the analysis technique used is descriptive qualitative analysis techniques, analogies, and a comparison of several research results and other scientific publications related to issues of concepts and trends of health and wellness tourism (Utama I. , *Metodologi Penelitian Pariwisata dan Hospitalitas*, 2016).

3. Review Studies

3.1 The conceptual model of health and wellness tourism

According to Kaspar, wellness tourism is part of health tourism in the tourism business concept that is parallel to other tourism businesses. Health tourism is divided into disease prevention tourism and spa/recovery tourism. Health and wellness tourism is included in disease prevention tourism, which is divided into health services and wellness services (Pongwat, 2017). This concept will be very important if wellness tourism is understood as a scientific concept that is studied and developed into a new concept that is more relevant both in terms of demand and supply. On the supply side, health tourism is a product in the form of tourism services which, depending on the conditions of a destination, can be developed or created in different ways, both socially and ecologically. Kaspar. From the demand side, health and wellness tourism has now become a trend for the world community to implement health and fitness "health prevention" and get satisfaction, and consumers of health and wellness tourism are not limited to foreign tourists but have become a "lifestyle" especially the urban "consumer" community (Jackson, 2004).

3.2 Difference between medical and health tourism

Health tourism is a journey with motivation Health tourism is essentially carried out about health, such as medical check-ups, maintenance, such as steam baths, mud baths, hot baths, reflexology massages, fitness massages, and spas which are currently booming in Indonesia. treatment, recovery, and so on (Utama I. , 2011).

Health-tourism and medical-tourism are two different things, where health tourism can be defined as health tourism in the form of travel for the maintenance and or restoration of health which is essentially carried out by healthy people, not suffering from a disease, or who had just recovered from treatment. Meanwhile, medical tourism is more inclined to involve medical treatment (cure), surgery, and or other medical actions, which are carried out on sufferers of a disease or disorder in their health condition (Hall, 2013).

According to Discovery Medical Tourism medical tourism is more focused on "surgical procedures" but health tourism is more associated with the concept of a resort designed for relaxation, seeking tranquility, and increasing body fitness. However, the terms medical and health tourism are considered two things that are not much different according to the perceptions of consumers or tourists (Ormond, 2014).

3.3 Types and forms products health and wellness tourism

According to Kaspar states the need for health and wellness products will continue to grow and become diverse depending on social factors and environmental sensitivity. If humans

still have a sense of self-responsibility, they will need these services for health and wellness. Health and Wellness products can be categorized into several groups, namely; (1) mind mental activity/education, (2) health nutrition/diet, (3) body physical fitness/beauty care, and (4) relaxation rest/meditation (Kaufmann, 2007).

3.4 Trend health and wellness tourism

The trend of growth and development of health and wellness tourism that continues to increase cannot be doubted. At the global and regional levels for health and wellness (medical services, recreational and recreational pools, medical-surgical clinics, wellness centers, or spas), tourism is almost evenly distributed in some regions (Smith, 2009).

Existing health and wellness tourism assets include (1) natural medicines, (2) traditional healing traditions, (3) medical services, (4) nature, and (5) spiritual traditions. The use of existing assets includes (1) recreational and recreational pools, (2) hotel pools/medical/therapy clinics, (3) medical/surgical clinics or hospitals, (4) health centers or spas, (5) holistic retreats, and (6) spa hotels and resorts (Smith, 2009).

- a) Natural healing assets are spread almost evenly in several areas such as Northern, Western, and Central Europe, Southern Europe. While in the Americas, it is spread over two regions, namely Central and South America. Likewise, Africa and the Pacific region are also rich in natural healing assets, while the Middle East and Southeast Asia are not included in areas rich in natural healing assets except Far East Asia, this is possible because at the time this research was conducted, both the area has not explored this as an asset that can be used as a natural healing asset (Erfurt-Cooper, 2009).
- b) Indigenous Healing tradition spreads evenly in the Americas, Africa, Southeast Asia and the Far East, and the Pacific region. The European region is considered not to have an indigenous healing tradition, which means this might happen because most of this area has been touched by modernization which has almost no longer left its traditional elements, very different from the Asian, Pacific, and American regions which are still very easy to find culture. traditional indigenous healing such as yoga in India, Tai Chi in China, alternative medicine in Indonesia, and the like (hizha, 2012).
- c) Medical services are spread in almost all regions except in the pacific region, this is possible because the pacific area is located quite far from other areas so that internationally the pacific region is not as popular as other regions such as Europe, America, and Asia (Studnek, 2010).
- d) Nature spreads evenly throughout the region except in Southeast Asia and Central and Eastern Europe. specifically, for the Southeast Asia region, it is not yet considered a popular area with natural resources for health and wellness tourism assets (Brymer, 2010).
- e) Spiritual Tradition is only found in Southeast Asia and Far East Asia, this is possible because this area exists most in maintaining original spiritual culture or better known as a spiritual tradition, for example; healing by yoga, gymnastics based on the flow of Yin and Yang in China, and so on (Ingersoll, 2010). Surprisingly, the distribution for use of existing assets spreads to Southeast Asia and Far East Asia for all types, such as; leisure and recreation spa, hotel spa and clinic therapy, medical clinic and hospital, medical wellness center and spa, holistic retreats, and hotel and resorts spa. The same is true for southern Europe and the Pacific

3.5 Health and wellness as a lifestyle of citizen

So far, health and wellness, especially Spa, is more identical to beauty and physical fitness, but along with the development of creativity and innovation of service providers, by

combining Spa and herbal therapy in addition to getting beautiful, a person also gets many benefits for healing various diseases (Kenrick, 2018). Along with the above, life in urban areas such as Jakarta, Surabaya, and Denpasar, which are full of activities and have an impact on the body and body to become tired and tired. This condition gave rise to a business Spa that offers recovery and fitness so that heavy no matter what activities of a person with a spa, they will be back in shape and ready to return to those busy activities (Sugianto, 2010).

For modern society, these are things that are faced every day. At such times, health therapy and also means to pamper oneself have become a necessity and have even become a trend currently, including subscriptions to come to the Spa to recover from fatigue and gradually have become a lifestyle for the world community (Fraoli, 2010).

3.5 The Growth of Health and wellness tourism in Bali

As a tourist destination, the existence of health and wellness tourism in Bali is recognized worldwide as one of the best spa destinations. The Jakarta Post (2009) reported that Bali, Indonesia was named the "Best Destination SPA in Asia" by Asia Spa and Wellness at the Gold Awards of the Asia Spa and Wellness Festival at the Landmark Hotel in Bangkok. In this event, there were 28 spas and wellness centers that received awards from 212 nominations in Asia, with assessments based on indicators of the atmosphere (ambiance), equipment and design, qualifications and skills of therapists, treatment menu, and quality of service. Bali was also named the "World's Best Spa Destination" in 2009. This award is given by the wellness magazine Berlin Senses and accepted at the annual International Tourism Exchange (ITB) in Berlin (Mahadewi, 2016).

In Bali in particular, the health and wellness tourism market can be divided into four segments: (1) medical tourism, (2) health and spas, (3) elderly care and care, and (4) research services. and diagnostics. Health and wellness services are ideal services in many countries to promote the export role of tourism services as a share of GDP. In Bali, the number of spas has increased to more than 160% since 2003. It is said that around 390 spas are currently operating and the remaining 21 are under construction. 26. This high development has provided a boost to the health and wellness business in Bali, although these businesses will be competitive. externally with a highly competitive international trading environment. This health and fitness business still has a real opportunity to be exploited to create prospects for sustainable economic growth. This will be an opportunity for Bali as a future health and wellness destination (Kharisma, 2017).

Foreign direct investment and foreign business creation in Bali related to the health and wellness tourism industry in recent years, particularly spa development, increased by 160% compared to 2003. Of that 160%, 52% were in hotels, resorts, and retreats (destination spas). , the remaining 42% are day spas [26]. The high interest in investing in the spa sector shows that the health and welfare of the tourism industry in Bali is considered promising for the economy (Widjaya, 2011).

4. Reviews Conclusions

Travel is driven by a sense of happiness that is being felt by someone. Only a happy person would plan to go on a sightseeing trip. Likewise, with recreation and entertainment, everything is driven by a sense of happiness. A person's desire to travel, recreation, and seek entertainment is only to maintain the happiness he is feeling. Can you prove it, is there someone sad planning a travel trip? Is there someone who is having problems with their partner planning for recreation or seeking entertainment?

The above statement becomes relevant to Maslow's theory of motivational needs, where he says that all human needs are very difficult to distinguish from their desires and in the end, needs can only be limited by a person. Traveling, recreation and entertainment have now become basic needs of the upper-middle class. The fulfillment of these needs is pursued through several motives that exist in a person, such as the motive of maintaining happiness by enjoying cultural differences, differences in the physical environment, differences in food, differences in service, and other differences.

The need for health and wellness is not new but has existed since humans have known the world of traditional medicine. Ancient people might wander to get medicinal ingredients in the form of plants or herbs to increase fitness and maybe also to treat certain diseases. Spices and the like are one type of commodity that has always been a necessity to meet health and wellness needs.

At present, all of these have been packaged into health and wellness products and services that are traded in a modern and worldwide manner, and have become an inseparable part of the modern tourism products and services section.

For a developed destination such as Bali, the addition of a variety of health and wellness products and services is a must to create extra services for tourists traveling in Bali. In addition to tourists, health and wellness products and services can also be enjoyed by local people to maintain health and fitness, and of course to maintain their happiness. So far, health and wellness tourism assets include (1) natural medicines, (2) traditional healing traditions, (3) medical services, (4) nature, and (5) spiritual traditions. It is becoming a part of tourism in today's modern industry.

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