

The Opportunity of Eco-Spa Wellness Tourism Development in Surakarta, Indonesia

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Abstract. Tourism and the creative economy are combinations that can become a sustainable source of welfare and boost the economy to increase the country's foreign exchange. Therefore, developing the tourism sector is one of the priorities in President Joko Widodo's leadership framework for the 2019-2024 period. In the pandemic era pandemic, each party is required to be able to implement strict health protocols to slow the rate of SARS-Cov2 infection, or what is known as the coronavirus, but on the other hand, the need to turn the wheels of the economy must continue. Therefore, an effort is needed to develop tourism activities full of experiences that add health benefits. Anticipating this, the Ministry of Tourism and Creative Economy collaborated with the Ministry of Health to offer an innovative development model: wellness tourism. The development of wellness tourism is an alternative that can make a positive contribution to the development of Indonesian tourism during the pandemic. This research seeks to synergize efforts to develop national tourism into the regional sphere; in this case, Baluwarti Tourism Village, which is located within the walls of the Surakarta Sunanate Palace, has the potential to be developed into a wellness tourism destination in Surakarta City. Considering that a village that is near a palace certainly has a variety of potential attractions for royal wellness tourism. The main objectives of this study are 1) to identify the potential for palace-style wellness tourism in Baluwarti Tourism Village and 2) to formulate development in the form of tour packages in Baluwarti Tourism Village. Of course, the development of the wellness tour package is still based on local wisdom, namely a tour package that raises local potential as a palace-style wellness tourism attraction that can improve the economy of the local people through the tourism sector in the post-pandemic era.

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1 INTRODUCTION

The Covid-19 pandemic has changed many things, including trends in travel. The existence of the Covid-19 outbreak has made health and safety a top priority for tourists in carrying out their tourism activities. In this case, the trend of wellness tourism has the opportunity to become one of the main motivations for traveling for most domestic and foreign tourists on the grounds that the tourism concept provides great benefits for the health of tourists.

Travel has become an important part of today's life. Along with the development of the times, the motivation of tourists to travel has shifted no longer to pursue the pleasure of traveling, but to gain experience that adds to the understanding of their tourism activities. Especially in this pandemic era, most people hope to maintain physical contact with other people; therefore, the development of wellness tourism is an alternative that has great opportunities in the national and international tourism market.

SpaFinder Wellness (2015) released the Wellness Travel Report, which stated that the global wellness industry

experienced 74% growth in the 2010 - 2013 range. In 2013, the total income of the global wellness industry reached USD 3.4 trillion, of which contributions from wellness tourism reached USD 494 billion. The Global Wellness Institute estimates that wellness-motivated travelers made 830 million visits in 2017, with an estimated USD 639.4 billion in spending. Wellness tourism makes a sizeable contribution along with other sub-industries related to wellness, namely: (1) mind and body wellness, (2) healthy eating, nutrition, and weight loss, and (3) preventive and personalized medicine. In the future, it is suspected that wellness tourism will grow 9% annually, or it can be said that the growth of wellness tourism will be faster than global tourism growth.

The Asian region has great potential to drive the global wellness tourism market. The World Tourism Organization (UNWTO) reports tourists from Asia Pacific now represent 37% of the world's total, with international travel spending doubling in the last decade. While the Asia Pacific wellness tourism market is growing the fastest, wellness trips (wellness trips) jumped 33% from 2015 to 2017. The estimated growth of the wellness tourism market in Asia Pacific from 2017 to 2022 will grow more than double from USD 137 billion to USD 252 billion, with China, India, Malaysia, Philippines, Vietnam, and Indonesia as potential markets.

On the other hand, Asia is the "homeland" of various healing traditions and techniques with an approach to balancing human energy, such as yoga, acupuncture, ayurveda, taichi, reiki, or meditation. Asia is also the origin of various spice plants which are widely used for medicine, beauty ingredients, cooking spices, fragrances, and also natural coloring agents, such as nutmeg, cloves, pepper, cinnamon, turmeric, fennel, cumin, camphor, aloes to incense. Asia is also the birthplace of many religions, beliefs, and philosophical thoughts, such as Islam, Buddhism, Hinduism, Taoism, Confucianism, and Tantrayana (A Policy Brief of Ministry of Health). The basis for developing wellness tourism, which is the motivation for traveling for most tourists during this pandemic, is the 3W: 1) Wisdom, 2) Wellness, and 3) Wealth. Wisdom is a form of attitude to identify local cultural experiences that are certainly not found in the places where tourists come from. Wellness is a recreational experience that offers comfort in refreshing the body and mind while still being based

on local culture. In comparison, the wealth element is a form of response to the times in adapting to a new adaptation era that prioritizes health elements during a pandemic.

The tourism development map developed by The Ministry of Tourism and Creative Economy in collaboration with the Ministry of Health in this pandemic era is to develop various wellness tourism clusters, one of which is the wellness tourism cluster, which was agreed upon in 3 pilot project locations, namely JOGLOSEMAR (Jogjakarta, Solo, Semarang) (Ministry of Tourism and Creative Economy of Wellness Tourism Concept). Baluwarti Tourism Village, which is located within the walls of Keraton Surakarta Hadiningrat (Surakarta Sunanate Palace), has the potential to become a tourist destination that offers a variety of palace-style wellness tourism potentials that will be favored by tourists, especially in maintaining body wellness.

Through this research, the program to develop the potential for wellness tourism will promote one of the potential villages, namely *Kampung Baluwarti* (Baluwarti Village), which is located in the authentic and attractive environment of Surakarta Sunanate Palace, as one of the leading destinations for wellness tourism in Surakarta City and the surrounding areas.

2 METHODS

The method used in this research is descriptive-qualitative. SWOT analysis (Strength, Weakness, Opportunity,

Threat) is used to map the potential attractiveness of wellness tourism in Baluwarti Tourism Village so that these potentials are then analyzed for the development of a new wellness tourism product. In-depth interviews were conducted to gather information about various potential wellness tourism products in Baluwarti Tourism Village. Meanwhile, in-depth interviews will be conducted with the managers of the Baluwarti Tourism Village, the people in Baluwarti Tourism Village, village officials, and several tourists visiting Baluwarti Tourism Village.

The FGD (Focus Group Discussion) will be carried out by presenting tourism stakeholders such as the tourism business community, herbal medicine craftsmen, scrubs, souvenir craftsmen, batik craftsmen, dancers, palace cooks, Sunanate Surakarta Palace organizers, and others. Literature study is used as a basic reference in supporting the identification of potential wellness tourism that is competitive and in line with needs during a pandemic without eliminating the elements and characteristics of noble Javanese culture in the people of Baluwarti Village.

3 DISCUSSION

This study's results focus on developing wellness tourism products that can be packaged according to current conditions. By looking at the various potentials and elements that are already owned, of course, it can be a benchmark for future development. Moreover, these potential elements have unique characteristics with high historical and cultural values. The existence of Baluwarti Tourism Village, with its various 'uniqueness' elements, can be used as a 'tourist attraction' in the village. Therefore, a group interested in developing tourism in the Baluwarti Tourism Village area eventually formed a tourism activist community called 'Baluwarti Tourism Village'. The community was formed in order to develop various wellness tourism potentials to become a wellness tourism attraction in their community.

Seeing the current variety of tourism activities, Baluwarti Tourism Village is still running tourism operations using *Ndalem* Praja Pangarsan as the secretariat and cultural and tourism activities. This place also functions as a creative home for local residents who are fostered by the Baluwarti Tourism Village community. The idea for the emergence of the development of the potential for wellness tourism was due to the habits and customs of the Baluwarti people, which can be said to be the 'living culture' of the Surakarta Sunanate Palace, especially the courtiers of the palace who are always loyal in serving every agenda held at the Surakarta Sunanate Palace. Starting from the 'living culture' of the courtiers, this was finally adapted with a little modification so that it could be used as a wellness tourism attraction in the Baluwarti Tourism Village.

Based on the existing potentials, various wellness tourism product programs that have cultural values include 1) a Walking Tour to *Ndalem* (Prince's residence), 2) Dances, 3) *Jejaman* (Traditional Drinks), and 4) *Lulur* (Srcubs).

3.1 Walking Tour to Ndalem of Prince

This tour package is a cultural educational tourism product that is quite popular with tourists because by choosing this type of tour, they feel they have a lot of knowledge about the historical background of the princes' residence

around the walls of Kampung Baluwarti. Exploration on foot to visit the prince's residence (*Ndalem*) around the walls of the Sunanate Surakarta Palace. The tourists will initially be invited to visit *Ndalem* Sasono Mulyo. The building, which was built during the reign of Sunan Pakubuwono IV at that time, served as a venue for major events such as receptions for royal relatives. The next visit was at *Ndalem* Sumohamijayan. This place has a historical story, namely as the first PON (National Sports Week) venue in Surakarta City in 1948 for tennis and archery. Until now, the tennis and archery courts can still be found in the palace.

The next goal is a visit to *Ndalem* Purwodiningratan. The uniqueness of the *Ndalem* is that the age of the building is older than Sunanate Surakarta Palace itself. This is because, at that time, *Ndalem* was used as a temporary residence for Sunan Pakubuwono II after he was *Boyong Kedhaton* (moved the kingdom to a new place) when the center of the Islamic Mataram kingdom moved from Kartasura to Surakarta until the present time. Considering that the walking tour is part of a tourism activity that has educational-cultural value, the activities, if adapted to today's conditions, can be offered online; namely, tourists can visit and learn various uniqueness explained by guides with online applications so that they can become an alternative solution for tourists to travel through virtual without having to go to the location.

3.2 Dances

It is a traditional Javanese dance because these dances originate from cultural traditions within the Surakarta Sunanate Palace. All movements of the hands, feet, body, and head have their own meaning and philosophy. The movement in this traditional Javanese dance is full of cultural messages, so it does not just symbolize a mere physical activity but also contains elements of sports, taste, and rhythm. What's more, the clothes worn and danced to the harmonious accompaniment of *gamelan* music make tourists move to learn about these various classical Javanese traditional

arts. These elements are part of the wellness tour package in the form of traditional dance. On this occasion, the tourists will first be given an understanding of Javanese dance. Henceforth, tourists are given the opportunity to directly practice the procedures and techniques in dancing this Javanese classical dance. Besides that, other tourists are also given the opportunity to try playing a traditional Javanese musical instrument called 'gamelan'. This set of gamelan instruments is played to accompany Javanese dances. Various types of dances include Bedhaya, Srimpi, Gambyong, Beksan Wireng, Golek Dance, and various other classical Javanese dances.

3.3 Jejamuan (Traditional Drinks)

Jamu is the name of the Javanese for medicines made from original plant ingredients from nature that do not use chemicals as additives. Jamu has been known since ancient times before modern pharmacology entered Indonesia. Therefore, many herbal concoction recipes are hundreds of years old and have been used for generations to this day. According to Old Javanese linguists, the term "jamu" comes from the Old Javanese *jump* or *usodo*, which means healing using medicinal herbs as well as prayers and spells. In the Middle Ages (15-16 AD), the term *usodo* was rarely used. On the other hand, the term spell is increasingly popular among the palace circles. Then the term "jamu" was introduced to the public by "traditional healers" or traditional healers, at that time, a limited circle of people still used herbal medicine. Until finally, many botanists published writings about the variety and benefits of plants for treatment. Thus, all levels of society can enjoy herbal medicine, which previously belonged to a limited circle. Then, herbal medicine made by households began to develop into herbal medicine industries in the early 1900s. The herbal medicine tradition in other countries is basically similar to the herbal medicine tradition in Indonesia, which is a historical heritage from our ancestors. However, Indonesia has its own privileges because Indonesia is a fertile place that is rich in various types of medicinal plants. The types of herbal medicine that can be found among the people of Baluwarti Tourism Village, including Jamu Beras Kencur, Jamu Kunir Asem, and Jamu Cabe Puyang.

3.4 Lulur (Scrub)

Scrub is a type of traditional cosmetics made from fruit and spices, which are very useful for maintaining the beauty and smoothness of the skin. The benefits of using scrubs are that the body becomes fresh, and the skin is tight, clean, smooth, and radiant. According to [1] Surtiningsih (2005), scrubbing is the oldest and proven beauty method for treating our bodies. Not only is it good for the skin, but if we diligently exfoliate, our skin will stay young and not smell bad. Scrub as a cleansing agent will not only cleanse the skin but, with the addition of natural ingredients, will make your skin smoother, softer, and brighter. According to [2] Wasitaatmaja (1997), the ingredients for scrubs are made by utilizing several types of plants that are efficacious and have long been proven to be used by older adults in ancient times for skin care, such as turmeric, kencur, which can clean and make skin healthy and radiant.

Meanwhile, according to [3] Wirakusuma (1994), regular use of scrubs can prevent wrinkles, and the skin becomes tighter, more fragrant, and cleaner. Scrubs are intended to accelerate dead skin release by removing dull, dead skin; after using the scrub, the skin will look brighter. Traditional scrubs are scrubs with natural ingredients. According to [4] Darwati (2003), traditional scrubs are extracts of natural ingredients from plants that are made in the form of scrubs that are used for beauty, applied and rubbed slowly throughout the body to cleanse the body of dirt and remove dead skin cells on the body so that the skin looks clean and smooth. Smooth, but because of the high market demand, scrub producers continue to innovate to make scrubs into a multi-functional product apart from its main function. With various innovations, *lulur* is not only able to smooth the skin but can also make the skin look brighter. The types of scrubs that can be found in the royal scrub tradition in Baluwarti Tourism Village are Bengkoang Scrub, Kemuning Scrub, and Jebuk Sari Scrub.

4 CONCLUSION

Baluwarti Tourism Village has various attractions that tourists can enjoy; one of these attractions is wellness tourism. Attractions and wellness tourism activities in Baluwarti Tourism Village include the *Ndalem* Prince Walking Tour, Dance, banquet, and Lulu. The *Ndalem* (Prince's residence) Walking Tour activity provides education to tourists to enjoy various historical buildings in the palace environment and feel the atmosphere of life during the royal period through *storytelling* from the guide. The next wellness tourism attraction and activity is dance where the various movements have a philosophy. *Roso*, *rogo*, and *iromo* sports become one unit in creating a dynamic movement so that tourists will be immersed in the musical accompaniment and feel the meaning of each movement. *Jejaman* is one of the interesting activities for wellness tourism where tourists are invited to make the jamu traditionally and then enjoy it (feeling the benefits for the body). In contrast to herbal medicine, the attractions and activities of scrubs that are served to tourists are one of the ingredients preserved from recipes passed down from generation to generation. It has distinctive ingredients and a technique of wiping on the body that is still traditional so that tourists feel traditional body care. Wellness tourism in Baluwarti Tourism Village is an alternative tour with cultural value, so these tourism activities help preserve the ancestral heritage and mobilize community participation in Baluwarti Tourism Village from an economic, social, and cultural perspective.

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