

Entrepreneurship-based potential wellness tourism di Bali

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ABSTRACT

As a tourist destination, Bali is widely known as a place that prioritizes health and well-being, especially as a leading spa destination. The health and wellness industry has become an integral part of Bali's tourism sector and needs significant development to compete on regional and global levels. This research outlines the potential for wellness tourism entrepreneurship in Bali as a tourist destination, encompassing ten aspects to consider. These ten aspects include Bali's position in the global health and wellness tourism market, its position in the regional market, the types of products and services offered, identifying target markets, addressing potential obstacles, understanding competitor strategies, differentiating oneself from competitors, aligning company goals with opportunity-based strategies, leveraging partnership opportunities, and implementing promotional strategies

Keywords: Bali's Potency, Wellness Tourism, Entrepreneurship Opportunities

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INTRODUCTION

Over the past six decades, tourism has undergone continuous expansion and diversification, becoming one of the largest and fastest-growing sectors of the economy in the world. Many new destinations have emerged, posing challenges to existing "traditional" destinations such as Europe and North America. 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 figure of 3.3% represents about 43 million more international tourist arrivals each year, reaching a total of 1.8 billion international tourist arrivals by 2030 (UNWTO High Lights, 2012:p.2)

Global SPA summit held in May 2010 (Euromonitor, 2010) states that the recent world financial recession has changed demographics and consumer cultural attitudes towards post-recession consumer cultural attitudes. There are four important keys in this cultural attitude, one of which is the Health & wellbeing compound, the component in question is where Good Wellness becomes a center that allows consumers to have a lifestyle that leads to better happiness. This post-recession consumer lifestyle that is oriented towards good Wellness has a positive impact on the development of wellness and spa, especially wellness and spa in Bali.

As a tourism destination, the name Bali is quite calculated in the world, In 2003 Bali was chosen as "The World Best Island" by the New York-based travel magazine, ahead of The Great Barrier Reef Islands in Australia and Santorini in Greece, which occupy the second and third positions respectively. (The Jakarta Post, 2003). Also in 2005 Bali again got the title as 'Bali again named world's favorite tourist island' based on the results of a survey conducted by New York based travel magazine. (The Jakarta Post, 2003) The use of spices, spices and plants such as rice, coconut, ginger and others to be used as holistic healing and relaxation ingredients (rejuvenate) has been a hereditary habit in Balinese society. This whole natural approach is very closely related to the foundations of Balinese culture whose roots are Hinduism, especially the balance between body and soul (mind and body) which is the main essence of Health, wellness and spa. (Widjaya, 2011).

Next Widjaya (2011) said that the last ten years spa and wellness is developing very fast in Bali, and this industry generates high income, now it has been under the umbrella of Bali tourism, it is necessary to have a development strategy that suits the conditions of Bali. This study attempts to illustrate the potential of wellness-based entrepreneurship in Bali

RESEARCH METHOD

This research will apply qualitative methods that involve collecting data from primary and secondary sources with the aim of providing a comprehensive analysis of the selected aspects. Data collection methods consist of: Conducting surveys among relevant travelers, entrepreneurs, and stakeholders to gather quantitative data on preferences, needs, and perceptions, conducting in-depth interviews with employers and industry experts to gain qualitative insights and collecting secondary data from a variety of sources, including existing reports, academic literature, and official statistics to support the research. In terms of sample selection, take a random sample of tourists visiting Bali to be included in the survey. deliberately selected a number of entrepreneurs operating in the health tourism sector in Bali to be interviewed and consulted key stakeholders, such as government representatives and industry associations, to get their views. The qualitative data obtained from the interview will be analyzed thematically to extract significant meaning. All stages of research will be carried out in accordance with ethical guidelines, including ensuring informed consent, maintaining confidentiality, and protecting data. In the context of constraints, the study may be limited by factors such as time constraints, the level of participant involvement in providing information, and potential bias in the collected data.

RESULTS AND DISCUSSION

Wellness tourism-based entrepreneurial potential in Bali

As a leading destination in the wellness and wellness tourism industry, Bali has gained international recognition for its excellence in the spa world. In 2009, The Jakarta Post reported that Thermes Marins Bali was recognized as "Best Destination SPA in Asia" by Asia SPA and Wellness at the Asia Spa and Wellness Festival Gold Awards in Bangkok. The event recognized 28 of the best Spa and Wellness Centers from 212 nominations across Asia. The assessment is carried out taking into account the atmosphere, equipment and design, qualifications and skills of the therapist, the menu of treatment, as well as the quality of service. In the same year, Bali also won an award as "World's Best Spa Destination" given by Berlin-based fitness magazine, Senses, and received at the annual International Tourism Bourse (ITB) event in Berlin.

The Caribbean Export Development Agency in 2008 proposed a strategy for developing health tourism and wellness tourism in the Caribbean. Since the Caribbean and Bali have some similarities in relying on beaches and sunshine, adoption of a similar concept for the development of health tourism and wellness tourism in Bali is also a viable idea. There are ten strategic aspects that need to be considered in this development, which will be explained next.

First, it is necessary to understand where Bali's health and wellness tourism position is in the global market. According to a 2005 World Bank definition, the industry includes products and services accessed by people traveling from their place of residence for health reasons. It involves health & wellness tourism as well as spas. More specifically, spa and wellness tourism is categorized as a spa and medical spa destination, where health and wellness tourism locations are ideal for access to medical services and fitness programs.

Based on market size data, in 2006, foreign tourist arrivals worldwide reached 846 million, and only half of them were related to leisure and leisure. 16% are business trips, and 27% are trips for other purposes such as visits by friends and relatives, religious/pilgrimage reasons, medical treatment, and others. Health services and wellness tourism are mainly provided through the tourism industry. The World Bank estimates that worldwide health and wellness tourism is worth more than US\$40 billion annually, with annual growth reaching 30%, while the overall tourism industry is only growing at a rate of 4-5% per year. This huge market potential requires wise management by tourism players and the Balinese government.

Wellness tourism is a journey that aims to promote health and wellness tourism through physical, psychological, or spiritual activities. It is one of the main sectors in the tourism industry and according to the Global Wellness Institute (GWI), is the second largest sector after Cultural Tourism. The concept of tourism wellness tourism includes aspects such as healthy food, exercise, spa treatments, as well as opportunities to experience or develop personal spirituality and creativity, as well as learn how to take care of yourself physically, psychologically, and spiritually. Wellness tourism is usually run in a 'destination spa' presented as a Spa Resort or Luxury Wellness Resort, and the entire environment is designed to support wellness tourism. Even so, this concept has developed along with the emergence of the pandemic.

Statistical data on the value of the global healthcare industry and its comparison with global health spending show the huge economic impact of the wellness tourism sector. Here is the detailed information presented:

Global Health Industry Value in 2018: According to the Global Wellness Institute (GWI), the global healthcare industry was valued at around US\$4.5 trillion in 2018. It covers diverse sectors related to wellness tourism, such as spa services, fitness, healthy food, wellness tourism, and others.

Comparison with Global Health Spending: This data shows that global health spending exceeds half of total global health spending, reaching US\$7.8 trillion specifically. This shows the importance of wellness tourism-related economics in the global economy.

Wellness as a Percentage of Global Economic Production: With a value of US\$4.5 trillion, the wellness tourism industry contributes about 5.3% of total global economic production. These figures highlight the significant role of wellness tourism-related businesses and activities in the global economy as a whole.

This data shows that wellness tourism is not just a lifestyle choice, but also an important economic sector. With more and more individuals placing wellness tourism as a priority and looking for products and services that support it, the industry is expected to continue to grow and expand in the next few years. Individual wellness tourism is also increasingly becoming an economic consideration, making it an important component in the global economy. In addition, these data also show that wellness tourism is one of the largest segments in the wellness tourism industry with a value of US \$ 639 billion, third after Beauty & Anti-Aging (US \$ 1,083 billion) and Healthy Eating, Nutrition and Weight Loss (US \$ 702 billion). This indicates the potential for growth and significant economic impact of tourism wellness tourism.

Key Sectors Include • Personal Care, Beauty and Anti-Aging (\$1.083 billion) • Healthy Eating, Nutrition, and Weight Loss (\$702 billion) • Pariwellness tourism (\$639 billion) • Fitness and Body Awareness (\$595 billion) • Personalized Prevention and Medicine and Public Health (\$575 billion) • Traditional and Alternative Medicine (\$360 billion) • Lifestyle Properties Wellness tourism (\$134 billion) • Spa Economy (\$119 billion) • Hot Springs/Minerals (\$56 billion) • Wellness tourism at Work (\$48 billion)

Wellness tourism is a form of travel used by high-income travelers who generally spend 130% more than regular travelers. As a result, wellness tourism has a greater economic impact on destinations visited, especially since international wellness tourism tends to spend around 65% more per trip compared to domestic wellness tourism. This type of travel also contributes positively directly or indirectly at the local level. This includes support for the preservation of traditional culture and natural assets, as well as encouragement for entrepreneurial activity in these destinations. In addition, wellness tourism also creates new sources of income and job opportunities, which in turn helps increase the wellness tourism of locals. In 2012, the sector was estimated to provide or contribute to the creation of 11.7 million direct jobs, equivalent to 1.8% of global Gross Domestic Product (GDP).

According to the latest report on wellness tourism data and trends published by the Global Wellness Institute (GWI) in 2018, there are several key points that reflect the sector's significance in the global tourism industry: Wellness tourism had a market value of approximately \$639 billion in 2017, with projections to increase to \$919 billion by 2022.

Between 2015 and 2017, wellness tourism grew by 6.5% annually, which is more than double the overall tourism growth (3.2% annually, according to data from Euromonitor). While these figures reflect the potential of the sector, keep in mind that this situation may have changed after the Covid-19 pandemic.

In 2017, both international and domestic travelers made a total of 830 million wellness tourism trips, which accounted for about 17% of all spending in the tourism industry.

In terms of spending, the average international wellness tourism spends around \$1,528 per trip, which is an increase of 53% compared to the average international traveler. Meanwhile, domestic wellness tourism spends around \$609 per trip, reflecting an increase of 178% compared to the average domestic traveler.

In North America, secondary wellness tourism dominates. In 2012, North America ranked first in terms of spending (approximately \$181 billion) and second in number of trips (163 million; 31.1%), after Europe. The domestic market plays an important role in North America, as Americans tend to have fewer days off compared to citizens of other countries. Therefore, the most attractive wellness tourism destinations are short domestic trips, weekend getaways, and city trips. A week-long trip is generally more common among more financially well-off travelers.

Europe, at the same time, recorded the highest number of wellness tourism trips in 2012, at around 202.7 million trips, with an expenditure of about \$158.4 billion, which is the second highest after the United States. Countries such as Germany, France, and the United Kingdom are the most active in this sector.

Latin America, although in the early stages of its development, also has a significant contribution to the wellness tourism sector, with spending of around \$22.4 billion and accounting for about 6.1% of total travel. Several countries in Latin America such as Brazil, Colombia, Venezuela, and Argentina are experiencing rapid growth in the cosmetic surgery market, which has the potential to develop the wellness tourism sector further. In the Caribbean, the wellness tourism sector is dominated by relaxation and leisure, catering to major tourists from North America. Puerto Rico is the leading destination for wellness tourism in the Caribbean region, with 49.3 million trips.

All of this data reflects how important the wellness tourism sector is in the global tourism industry and its positive impact on local economies and employment.

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Wellness tourism has become an extension of the values and lifestyles of tourists, involving elements such as health, prevention, experience, and awareness. This consumer group continues to grow, and the wellness tourism industry has great potential to follow this trend. Interestingly, the wellness tourism market is not only limited to leisure tourists, but also includes various types of travelers, including those who travel for business, medical, or other reasons related to their health.

In recent years, new business models and variations have emerged to meet the increasing demands of wellness tourism rather than traditional lodgings such as wellness tourism resort hotels with standard spa and gym facilities. Offerings within the wellness tourism sector have grown to provide more diverse options in this market. These include an emphasis on healthy culinary, creating an environment that supports health by providing natural or hypoallergenic products, provision of rooms with health and wellness themes, as well as package offerings focused on wellness tourism. In fact, some airports such as Dubai, Singapore, and Hong Kong have introduced spa facilities along with buffet facilities, bathing areas, practice rooms, and rest areas specifically designed for passengers who have a short time during transit.

The government is also increasingly aware of the broad benefits of the wellness tourism sector, both in supporting the local economy and community wellness tourism. In the tourism industry, wellness tourism carries the potential to reach existing niche markets. With the importance of authentic local experiences to a large consumer segment such as millennials, and with a growing interest in "active" experiences, the wellness tourism sector is well positioned to appeal to a growing segment of the market.

Leading wellness tourism travel expert, Paul Joseph, who is also the co-founder of specialist tour operator Health and Fitness Travel, has identified some important trends in wellness tourism travel in 2017.

- Healthy Mind and Emotion Healing Vacation
- Stop Smoking Retreat
- Optimal Health for Modern Men
- Post-Cancer Recovery Retreat
- MOT Full-Body Vacation
- Healthy Eating Detox Holiday
- Zen Adrenaline Junkie
- Physical Therapy Holiday
- Family Wellness tourism Holiday
- New Wave in Wellness tourism
- Preventive Health to Lower Biological Age
- Social Group Fitness Holiday
- Wellness tourism at Work
- Eco-Friendly Wellness tourism Retreat

In addition, the identification of the target market becomes key in this business. Well understanding who the target market is will help in achieving goals such as increased sales, market share, and brand awareness. The demand for healthcare and wellness tourism comes mainly from developed countries such as the United States, Canada, and Europe, which are becoming large and rapidly growing markets. Therefore, it is important to focus promotional and marketing efforts to reach a target market like this.

The development of global trends also has a significant effect on health services and wellness tourism in Bali. According to SPAFINDER (2008), trends in the spa industry include "Feng Shui" Gyms, a more valued role of therapists, increased awareness of wellness tourism, the rise of Luxury Detox and Luxury Bootcamps, interest in weight loss without exercise, fertility treatments, exceptional Hydro and Thermal experiences, exploration of Urban Spa, as well as Balinese products requested by international guests. The development of spa products from local ingredients is important to maintain its uniqueness as a spa destination.

In the spa industry, prices and services vary depending on the packages and facilities provided. Luxury spas in Bali usually offer higher prices and are usually managed by star hotels, privately owned spas, and spa resorts. On the other hand, more affordable health and wellness tourism services can be found in day spas, mini spas, and others. The price of massage at a luxury spa in Bali reaches US \$ 125, while at a day spa or mini spa, the price is around US \$ 5 per hour. In

terms of segmentation, the luxury spa segment experienced higher growth compared to the day spa or mini spa segment (Widjaya, 2011).

Fifth, overcoming potential obstacles is important. Regarding access to financial resources, the development of wellness business in Bali requires special assistance schemes from both the government and international financial institutions. Providing this kind of assistance to companies like this can accelerate their capacity building, new product development, regional market access, and ultimately increase the company's competitiveness and form partnerships at national and regional levels. It also helps in forming regional cooperation to increase productivity and gain economic benefits.

Furthermore, the costs associated with work permits and related processes in the wellness tourism industry need to be considered. In this regard, the need for protection of sectors that have a significant impact on society becomes important. It is recommended that the cost of work permits for foreign workers varies based on profession or length of work, without additional levies.

Regulations issued by the Ministry of Law and Human Rights Department, especially the immigration sub-section, need to focus more on facilitating trade services than simply regulating the entry and exit of tourists. Regulations governing trade service procedures for the wellness tourism industry are required.

In this section, the quality of services and products provided to tourists is a key element in the development of wellness tourism in Bali. The Indonesian National Standard (SNI) has established this quality standard, and it should be developed by stakeholders in the wellness tourism industry, not just by the government. Thus, this quality standard can be a major driver for the development of the health and wellness tourism industry in Bali.

Sixth, it's important to understand what your competitors are doing. The growing private sector of health and tourism offers top-tier healthcare to travelers at more affordable prices than if they received similar care in their home countries. Direct competition in the global tourism market is fierce, but Asia has advantages in factors such as lower costs, skilled labor, advanced medical technology, investment in healthcare facilities, as well as natural beauty such as sun, sea, mountains, and beaches.

In this context, wellness companies in Bali should be able to compare their competitiveness with similar companies in ASEAN. Advances in telecommunications, computers, and internet technology facilitate this competitive analysis. The main factors influencing the market are the identification of featured companies, strong brands, and strategic analysis that includes the development of new products as well as the influence of lifestyle trends.

Seventh, to differentiate yourself from competitors, several steps can be taken, including:

1. Accreditation: Improving service quality through accreditation is a wise move. International accreditation programs with standards based on international consensus can be adopted.
2. Workforce Certification: Graduates from various fields need to obtain skills certificates to work in national companies or in ASEAN member countries participating in certification programs.
3. Excellent Service: Ensuring superior service to travellers is an important strategy. Customer satisfaction will encourage travellers to come back and recommend the place to others.
4. International Best Practices: Improving tourism management capabilities in Bali is important, and adopting simple and effective best practices is a wise way to achieve this.

Eighth, it is necessary to integrate the company's goals with the existing opportunity strategy. The utilization of economic trade agreements that have been signed by the government in the context of opening and increasing trade between Indonesia and the established trade area needs to be considered. Industry incentives were introduced by the government to attract foreign investment to Bali, especially in the wellness tourism industry.

Foreign direct investment and the establishment of foreign companies in Bali are very important in the context of this industry. Companies should look for opportunities to forge partnerships with foreign companies in order to compete better.

Ninth, the establishment of a health cluster program can be a solution for wellness tourism companies that face challenges competing with foreign companies. These programs can increase productivity, encourage innovation, and help create new businesses that contribute to the development of the industry.

Finally, tenth, there needs to be an institution responsible for managing the product and service promotion strategy of all wellness tourism businesses in Bali. In addition, national business organizations focused on business development formed by the government can also play an important role in promoting the sector.

CONCLUSIONS AND SUGGESTIONS

Bali is known to have a mature tourism infrastructure, and wellness tourism has emerged as a result of infrastructure development, tourist demand, a strong hospitality industry, and an orderly business environment. However, Bali must be prepared to face global competition that is largely determined by tourist preferences.

In developing wellness tourism in Bali, it is necessary to conduct a thorough evaluation of the management of this sector, involving the government and all stakeholders. Ten strategies have been outlined in this paper, including identifying Bali's position in the global market, within the regional market, products and services offered, identifying target markets, overcoming potential barriers, understanding competitors, differentiating themselves from competitors, integrating goals with opportunities, partnering, and implementing promotional strategies. All these steps will help Bali make better use of the potential of the wellness tourism industry.

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