

The Portrait of Wellness Tourism during the COVID-19 Pandemic in Indonesia. A Case Study of Health Protocol Implementation at Green Kubu Café Bali

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Abstract: Wellness tourism themed is currently a new trend because it aims to maintain the physical, mental, emotional, social, environmental, and spiritual aspects of tourists. This study is qualitative-descriptive research with data collection methods in the form of interviews, observations, and documentation. This study aims to look at the implementation of CHSE-based health protocols on tourist visits at Green Kubu Café, Tegallalang District, Gianyar Regency during the COVID-19 pandemic. The results of this study indicate that the implementation of the CHSE-based health protocol on tourist visits at Green Kubu Café has been going well, although it has not yet reached perfection. The satisfaction and loyalty of tourists who visit Green Kubu Café due to the implementation of the CHSE-based health protocol is also not meaningful or has no major influence, so the purpose of implementing the CHSE certification as stated by the Ministry of Tourism and Creative Economy is to provide guarantees to tourists for cleanliness, health, safety, and safety environmental sustainability has not been maximized.

Keywords: wellness tourism; tourist visits; COVID-19; sustainable tourism; health protocol.

JEL Classification: I15; Q01; L83.

Introduction

The world pandemic due to COVID-19 has destroyed almost all aspects of human life in the world, especially mass tourism. As a result of the spread of the virus, it has had an impact on a high public health threat (Chinazzi *et al.* 2020) and greatly affected the global economy, which includes a reduction in labor, business closures, a decline in production goods (Mofijur *et al.* 2021) and an impact on the occupancy decline of several hotels in Bali due to the low number of foreign tourist visits (Nuruddin, Putu Eka Wirawan and Sri Pujiastuti 2020).

The COVID-19 pandemic has had a wide impact on almost all sectors of life, including the tourism sector (Goyal and Taneja 2023). Even though it had been sluggish for several months, the tourism sector in Indonesia is now starting to bounce back in late 2020 and early 2021. The excitement of the tourism industry is in line with the implementation of strict health protocols in various tourist attractions, including wellness tourism. Basically, wellness tourism is special interest tourism that aims to maintain the body's fitness of tourists. Activities that are usually carried out in wellness tourism are yoga, meditation, as well as traditional spa treatments. Currently, wellness tourism has grown and has many market segments. In fact, tourists who carry out wellness tourism activities also have a higher level of expenditure than general tourists (Okasha *et al.* 2023).

The potential for the development of wellness tourism during the pandemic is very high because its non-mass tourism can avoid direct contact with other tourists. As an illustration, during the pandemic, special interest tourism, which is small in quantity and considered the easiest to condition, namely backpacker tourism, is still ongoing in Bali and tends to be reliable by local people (Nuruddin, Putu Eka Wirawan and Sri Pujiastuti 2020).

According to the latest Global Wellness Economy Monitor report, in 2017, the economic impact of wellness tourism around the world reached US\$ 639.4 billion, an increase of 6.5 percent compared to 2015. In the same year, there were 830 million trips for wellness tourism, or an increase of 139 million, compared to 2015. In the Asia-Pacific region, there were approximately 238 million wellness trips with a total expenditure of US\$ 136.7 billion. One of the wellness tourism destinations in Indonesia that are already worldwide is Bali.

The involvement of elements of Balinese cultural preservation in the development carried out by wellness tourism actors makes Bali considered a wellness destination that is respected in the world. Some wellness tourism destinations in Bali are Ubud, Karanganyar, Kintamani, Sanur, to Canggu. In 2009, Bali won the title of "World's Best Spa Destination," given by "Berlin-based fitness magazine Senses" at the annual International Tourism Bourse (ITB) in Berlin.

In addition to Bali, the Ministry of Tourism and Creative Economy, together with the Ministry of Health (2019), have recommended tourist destinations that will spearhead the development of fitness tourism in Indonesia, namely Joglosemar (Jogjakarta, Solo, Semarang), Jakarta, and its surroundings (Hartono, 2019). Although maintaining fitness through various wellness tourism activities, every tourist must not ignore health protocols, namely wearing masks, maintaining distance, and washing hands. This is because one of the keys to health and fitness during the pandemic is the discipline to apply the 3M (Biniswisata.com 2021).

Considering that cleanliness, health, safety, and environmental sustainability are aspects that are believed to affect the trust and interest of visiting tourists, further research is needed whether the implementation of this CHSE-based health protocol (Cleanliness, Health, Safety, and Environment Sustainability) can run well or not. This study will also answer whether the application of a CHSE-based health protocol can affect the satisfaction and loyalty of tourists visiting Green Kubu Cafe during the COVID-19 period.

1. Literature Review

Several previous researchers have conducted research on the application of health protocol policies to tourists during the COVID-19 period. Nariswari and Putra see that the Large-Scale Social Restriction (LSR) policy has a negative impact on the implementation of tourism. PSBB also resulted in a decrease in tourist visits. However, there is a wider impact on the tourism sector as a whole. This means that the policy of adapting new habits is a policy that has a positive impact on the implementation of tourism, especially in increasing tourist visits (Nariswari and Wyasa 2020).

Pratiwi's study also saw that health services during tourist trips have a security effect on visitors from being scouted by the COVID-19 virus. In addition to providing an economic impact on the community, wellness tourism also has a strong impact on the psychology of tourists. Pratiwi said that creativity in concocting tourism packages and supporting sectoral links with contemporary concepts in accordance with the new normal would be the key to success in gaining public trust to return to travel by implementing health protocols (Pratiwi *et al.* 2021).

Yuwono and Astuti's research explains that the wellness tourism approach is very innovative and economically beneficial for the development of the hospitality industry, especially in the Tawangmangu area as an object of research, which of course must be supported by several recommendations and positive government support for the development of the tourism industry (Astuti 2021).

In developing a strategy for the health tourism industry in Indonesia, Kurniawan recommended the need to strengthen tourism policy instruments and regulatory systems in the utilization and development of the tourism industry. Therefore, strong and intensive cooperation and partnership between the public and private sectors are very important. Government support can be in the form of improving the road infrastructure, transportation that facilitates access to tourist destinations, and information technology. Governments can also help promote it to a

country through visa facilitation, organization and participation in trade fairs and marketing efforts. Government policies that can support tourist health travel are also needed (Kurniawan 2018).

In looking at the strategy for developing health and wellness ²⁴ Bali, Pramono explained the need for ten things that need to be done, namely: understanding the position of health and wellness tourism in Bali in the global market, knowing the position of health and wellness tourism in Bali in the regional market, improving the products or services offered by Bali, identifying the target market, overcoming potential barriers, knowing what competitors are doing, differentiating from competitors, aligning tourism company goals with opportunity strategies, taking partnership opportunities, and implementing promotional strategies (Pramono 2013).

In their research on the typology of wellness tourism, Darmawijaya and colleagues explained that tourist preferences for product health tourism shifted from generic-based care to authentic/local-based care as the first finding. The second finding is that tourists are satisfied with the services provided, both by the health sector providing generic-based care and locally-based care. The third finding is that there are two typologies of health tourism in Bali: health tourism based on generic products and authentic/locally based health products. The implication of Darmawijaya's findings is that healthcare industry operators need to provide more authentic or locally based products or services (Darmawijaya *et al.* 2019)

With the Bali Spirit Festival case study in 2019, Novita and Permatasari in their study wanted to develop special tourism through organizing wellness tourism events in Ubud. The results of his research show that the development of special tourism through organizing fitness events can be carried out through interest-based market segmentation and the development of tourism package clusters (Novita and Permatasari 2021).

The study of Pujiastuti and his colleagues tried to develop Ciburial Springs in the Gunung Mas Agrotourism Area into wellness tourism. The results of their analysis show that there is potential for development, namely Ciburial Springs and paragliding attractions as a strength and weakness factor. Therefore, facilities need to be developed with the help of stakeholders with the aim of generating job opportunities due to the emergence of business potential around Gunung Mas. From the results of interviews and observations made by researchers, it can be seen that Gunung Mas has the potential to become fitness tourism, so the tourism trend has changed from mass tourism to tourism with special interests (Pujiastuti, Sugiarto and Hermantoro 2018).

Nel-lo Andreu *et al.* (2021) saw the challenges and opportunities of wellness tourism for tourism in Salou, especially those faced by the Tourism Board. They concluded that the Tourism Board should continue to promote environmental sustainability and add value to the natural resources on which it depends, including the sea and landscapes, while maintaining the environmental quality of the resource.

Apsari's (2019) study shows ³⁶ the need for meditation for a better life as potential wellness tourism. The results of his research conclude that wellness tourism is a product in the form of tourism services that can be developed or created in various ways according to the conditions of a destination, both from a social and environmental perspective. Apsari added that Thailand and Bali have their respective advantages. Meditation in Thailand is included in the tour package so that tourists who have never tried meditation before can try it. In Bali, meditation is usually rarely included in tour packages, so meditation places in Bali need better marketing.

2. Research Methods and Theoretical Studies

This study uses a qualitative approach, which implies an emphasis on process and meaning. A qualitative approach is used because the researcher wants to investigate the nature of socially constructed reality, the close relationship between the researcher and the research subject (Noor 2015). In collecting data, researchers used interviews with the intention of asking questions to informants to get answers (Moleong 2021). which were obtained from in-depth interviews with domestic tourists who visited Green Kubu Café. This study is also equipped with observations that emphasize focused attention on events, symptoms, or something (Emzir 2016) by going directly to the field to observe individual behaviour and activities at Green Kubu Café.

Data collection using documents in the form of records of events that have passed is also carried out by researchers (Sugiyono 2017). Sources of data obtained include reports on previous research results, foreign and national journals, mass media and other library sources. Data analysis techniques take place during data collection, both before and after ¹⁵ going into the field. The data obtained were then reduced, presented, and concluded (Sugiyono 2013). The data validity test, which includes credibility test (internal validity), transferability (external validity), dependability (reliability), and confirmability (objectivity) (Sugiyono 2013), was also carried out by researchers ⁴⁰.

This study used a qualitative approach, so that the search for data from informants, which included owners, operational managers, village heads and porkdarwis in Tegallalang Village was carried out intentionally and determined when it was carried out. The number of informants is not limited in quantity, because what is

sought is the quality of the information provided, so there are not many informants in this study. This research was conducted for one year, each for six months to find library data, while three months to go into the field for observation and interviews and another three months to analyze data and write research results.

3. Result and Discussion

3.1. Implementation of the CHSE-Based Health Protocol at Green Kubu Café

This research is located at Green Kubu Café, a restaurant or restaurant located on Jalan Cinta Pejengaji, Tegalalang Village, Gianyar, Bali. Since November 25, 2020, Green Kubu Café officially has a CHSE certificate, so it has been considered to have implemented the health protocol recommended by the Ministry of Health. One of them is providing health protocol rules and facilities, such as an appeal to wear masks, hand washing facilities with soap, social distancing, body temperature checks, and the availability of closed trash cans.

Green Kubu Café was chosen as the research location because it has implemented a CHSE-based health protocol and has been certified CHSE by the Ministry of Tourism and Creative Economy. In addition, Green Kubu Café is a restaurant that is currently popular with tourists, especially domestic tourists. The number of visitors to Green Kubu Café, despite the decline in the number of foreign tourists due to the COVID-19 pandemic, is proof of that. The implementation of the CHSE-based health protocol at Green Kubu Café by tourists is already quite good, although it has not yet reached a perfect level. There are several indicator criteria from CHSE that have not been applied optimally. This possibility is caused by indicators that are not always observed by respondents due to the lack of consistency on the part of the Green Kubu in implementing CHSE. An example is cleaning the guest table periodically. The Cleanliness indicator is not always observed properly. In addition, tourists also view the prohibition of crowding. This is in line with the profile of tourists who visit Green Kubu Café who are mostly in groups so that their purpose of visiting Green Kubu Café is to enjoy togetherness with family, relatives, friends, and other closest people, so it is not possible for tourists to sit far apart from each other.

Based on the explanation above, it can be said that the implementation of a CHSE-based health protocol for tourist visits during the COVID-19 pandemic at Green Kubu Café has been carried out well according to the CHSE guidelines issued by the Ministry of Tourism and Creative Economy (2020) but still requires consistency according to Standard Operating Procedures (SOPs) and applicable guidelines.

4. Satisfaction and Loyalty of Tourists Visiting Green Kubu Café

The cleanliness indicator as the first aspect of implementing a CHSE-based health protocol has a positive but not significant effect on tourist satisfaction directly because tourists visiting Green Kubu are more dominated by millennial and generation Z tourists who tend to choose destinations based on their popularity and do not pay too much attention to the implementation of CHSE. However, when viewed from the influence of the cleanliness aspect on tourist loyalty, the results are inversely proportional. That is, cleanliness has a positive and significant effect on tourist loyalty. This shows that although it does not significantly affect tourist satisfaction, the cleanliness aspect in the CHSE health protocol is able to positively and significantly affect tourist loyalty. It can be said that the cleaner the Green Kubu Café, the more loyal tourists, especially the millennial generation and generation Z, will be to visiting Green Kubu Café, so they will tend to come back and recommend Green Kubu Café as a clean and worthy restaurant to visit during the COVID pandemic-19.

The health indicator as the second aspect of implementing the CHSE-based health protocol has a positive and significant impact on the satisfaction of domestic tourists visiting Green Kubu Café. This indicates that tourists will be more satisfied if the implementation of the health aspect at Green Kubu Café continues to be improved. There are other factors that cause tourist loyalty to visit Green Kubu Café, namely the price and good service quality. Better service will make tourists more loyal to visit regardless of whether the restaurant is CHSE certified or not. This is also supported by the majority of tourists visiting Green Kubu Café, who are millennials and Generation Z tourists, who have no income. This means that low and affordable prices will encourage millennials and Generation Z to visit or make repeat purchases. It can be concluded that the loyalty of millennial and generation Z tourists is maintained if the prices and services provided are proportional to the purchasing power and benefit, they get, regardless of whether the health protocol is implemented or not.

The safety indicator as the third aspect of implementing the CHSE-based health protocol has a negative and insignificant effect on the satisfaction and loyalty of tourists visiting Green Kubu Café. This is probably due to the characteristics of the millennial generation and generation Z, who usually want to have a challenging experience in travelling. In addition, the application of safety aspects of Green Kubu Café is not too prominent, such as the signage of the gathering point in the event of a disaster is not easily observed by tourists because it

is located very far from the main restaurant area. If tourists go to Green Kubu just to enjoy lunch or dinner without visiting other spots, then this gathering point will not be observed properly.

The environmental sustainability indicator as the fourth aspect of the implementation of the CHSE-based health protocol has a positive and insignificant effect on tourist satisfaction. However, it has a positive and significant effect on tourist loyalty. It's the same as aspects of cleanliness and health. Other factors such as price, service quality, and spots that can and are worthy of appearing on Instagram social media (instagramable) are thought to significantly affect tourist satisfaction. However, the beautiful atmosphere and beautiful scenery offered by Green Kubu Café can attract tourists, especially millennial and Generation Z tourists, to visit again and again and even recommend it to friends and relatives. If it is related to the respondent's profile based on the area of origin, visitors to Green Kubu Café are dominated by tourists from Badung and Denpasar. The bustling and hot cities of Badung and Denpasar make tourists want to enjoy a calm and beautiful natural atmosphere, so Green Kubu is one of their choices to relax and unwind with a partner or group.

The implementation of health protocols at Green Kubu Café has not been maximized by tourists during the COVID-19 pandemic due to several reasons, namely: most tourists visiting Green Kubu Café are millennials and Generation Z who tend not to care and do not understand the importance of implementing health protocols. CHSE based; the lack of massive socialization about the implementation of CHSE, especially after the start of the COVID-19 vaccination for all Indonesian people; characteristics of millennial and generation Z tourists who tend to pay more attention to service quality, the popularity of instagramable restaurants, affordable prices, and easy access.

Conclusions and Further Research

This study can conclude that the implementation of the CHSE-based health protocol by visitors and tourists during the COVID-19 period at Green Kubu Café has been carried out well according to the CHSE guidelines issued by the Ministry of Tourism and Creative Economy, but still requires consistency according to the applicable SOPs and guidelines. In other words, the implementation of the CHSE protocol as a whole has a positive, but not significant, effect on the satisfaction and loyalty of domestic tourists visiting Green Kubu Café, so that the purpose of implementing the CHSE certification as the Ministry of Tourism and Creative Economy's efforts, namely to provide assurance to tourists about the importance of Cleanliness, Health, Safety, and Environment Sustainability, have not been maximized. Thus, the government or tourism stakeholders must provide massive information about the importance of implementing health protocols in tourist destinations and tourism supporting facilities such as restaurants, hotels, recreation areas, and so on. Continuous monitoring and evaluation need to be carried out on certified tourism facilities.

In addition to the role of the government and stakeholders, the Green Kubu managers also play an important role. They should implement more strict and consistent health protocols and install CHSE certification certificates that are easy for tourists to see, such as in front of entrances, cashiers, and other strategic places, to foster tourist confidence that Green Kubu Café is a safe restaurant to visit in the midst of a pandemic. COVID-19 because it has been certified CHSE. No less important is the awareness of tourists towards the application of CHSE-based health protocols during activities outside the home, especially when visiting tourist attractions during this COVID-19 period.

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Credit Authorship Contribution Statement

Each author has contributed significantly to different aspects of the research, ensuring a comprehensive and collaborative approach to the study.

Putu Eka Wirawan: conceptualization, methodology, investigation, writing – original draft, formal analysis;

Ni Made Ayu Natih Widhiarini: investigation, data curation, writing – review and editing, validation;

I Nyoman Sudiarta: supervision, writing – review and editing, validation;

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Nuruddin: conceptualization, methodology, project administration, writing – original draft, formal analysis.

Declaration of Competing Interest

The authors declare that it has no known competing financial interests or personal relationships that could have appeared to influence the work reported in this paper.

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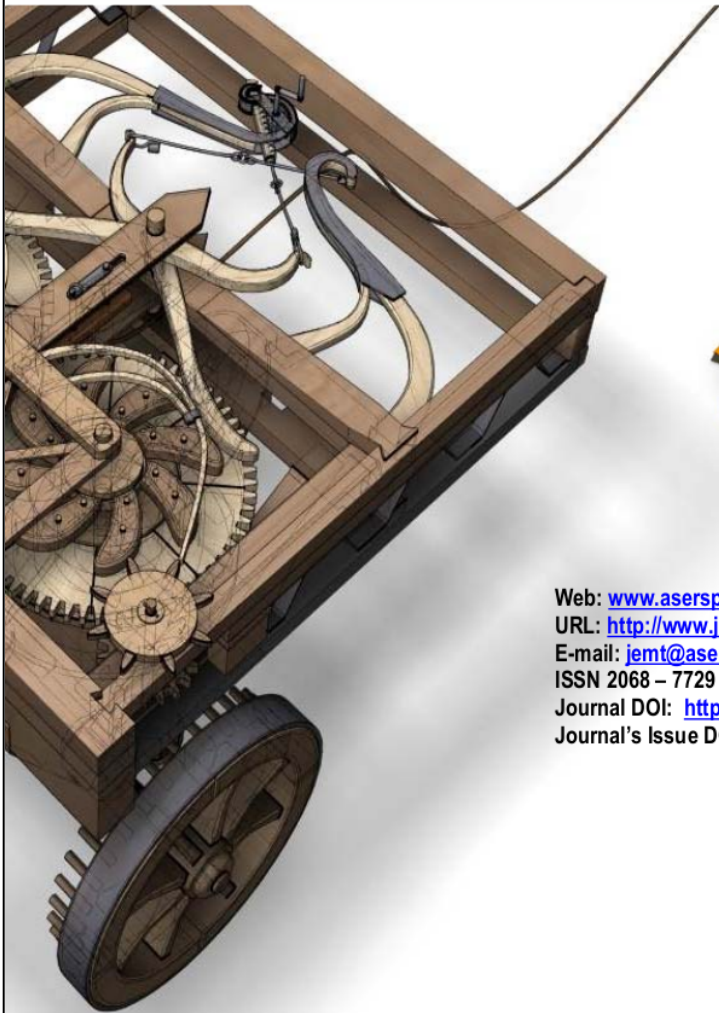
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List of Informants:

- I Nyoman Darma, Owner of Green Kubu Café Bali, interview was conducted in person on March 4, 2021.
- Made Arya Gunawan, Operational Manager of Green Kubu Café, interview was conducted in person on March 8, 2021.
- Made Gunawan, Head of Tegallalang Village, interview was conducted online on March 10, 2021.
- I Wayan Pasek Adiputra, Head of Porkdarwis Tegallalang, interview conducted online on March 12, 2021.

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