



Putu Eka Wirawan &lt;wirawanputu@gmail.com&gt;

---

## Submission Confirmation

1 pesan

---

02 Oktober 2023 13.58

**Ramona PIRVU** <jemt@aserspublishing.eu>  
Kepada: Putu Eka Wirawan <wirawanputu@gmail.com>

Dear  
Putu Eka Wirawan

Thank you for submitting the manuscript, "**The Portrait of Wellness Tourism during the COVID-19 Pandemic in Indonesia. A Case Study of Health Protocol Implementation at Green Kubu Café Bali**" to Journal of Environmental Management and Tourism. With the online journal management system that we are using, you will be able to track its progress through the editorial process by logging in to the journal web site:.

Manuscript URL: <https://journals.aserspublishing.eu/jemt/authorDashboard/submission/3062>  
Username : putuekawirawan

If you have any questions, please contact me. Thank you for considering this journal as a venue for your work.

Thank you for submitting your work to our journal.

Ramona PIRVU  
The following message is being delivered on behalf of Journal of Environmental Management and Tourism.



Putu Eka Wirawan &lt;wirawanputu@gmail.com&gt;

---

## Revision Request

4 pesan

Ramona PIRVU &lt;jemt@aserspublishing.eu&gt;

13 Oktober 2023 13.34

Kepada: Putu Eka Wirawan &lt;wirawanputu@gmail.com&gt;

Dear  
Putu Eka Wirawan

We have received the reports from our reviewers on your manuscript, "**The Portrait of Wellness Tourism during the COVID-19 Pandemic in Indonesia. A Case Study of Health Protocol Implementation at Green Kubu Café Bali**" which you submitted to Journal of Environmental Management and Tourism

Your article requires minor revision. Find notes on the revision of your article in the attachment to this letter.

Reviewer 1

Update the literature review from introduction and references section up to 2023

There is a considerable relationship with the normative literature. However, the authors are advised here to broaden the focus, using a more recent journals.

The conclusions are too short and do not clearly interpret the content of the study. Authors are advised to rewrite their conclusions.

The author can improve the abstract, especially from the aspect of the findings. In the introduction, the author needs to present appropriate reference notes so that it is interesting to read related findings need to be stated clearly and unambiguously!

The references are appropriately cited following a consistent citation style.

However, there are some missing references, and it's essential to ensure all sources are properly credited.

Reviewer 2

The abstract remains well structured and effectively summarizes the aim, methods and main findings of the article. I hope this article can be used soon even though only English in other parts is so low that it is difficult to read. But the topic is vital.

This article can be published if the Author can work and often asks editors or colleagues fluent in English to clean up inappropriate language and arguments.

The literature review includes some tantalizing references, but the links are not made more to specific studies even after sifting through language issues.

The conclusion maintains its conciseness, but there's an opportunity to enhance it by highlighting practical implications of the study's results and suggesting clear directions for future research.

The references must be current and in the form of a journal article.

Please double check the title, author(s)' name; affiliations, address, country and authors' contact information, and references.

Ramona PIRVU

The following message is being delivered on behalf of Journal of Environmental Management and Tourism.

---

Putu Eka Wirawan &lt;wirawanputu@gmail.com&gt;

19 Oktober 2023 17.10

Kepada: Ramona PIRVU &lt;jemt@aserspublishing.eu&gt;

Editor in Chief of JEMT

Yours faithfully,

I have corrected the article according to the reviewer's suggestion. At the end of this letter, I attach the article and list

responses to reviewer comments that I have revised.

Regards,

Putu Eka Wirawan

[Kutipan teks disembunyikan]

---

## 1 lampiran

 **Putu Eka Wirawan\_Revision1.doc**  
149K

---

**Ramona PIRVU** <jemt@aserspublishing.eu>

03 November 2023 11.19

Kepada: Putu Eka Wirawan <wirawanputu@gmail.com>

Dear

Putu Eka Wirawan

Based on Reviewers' considerations, the article has, at some point, increased. However, you have to improve on a few more points. Hopefully, you are willing to do it.

Please follow the following revision instructions:.

Reviewer 1

Author must show why this research is important or urgent to do in relation to the current literature.

Abstract is too long and wordy, the abstract must be concise and interesting in showing the problems, objectives, methods and novelty of the research results.

The author must map similar studies beforehand to show the novelty of this research.

The conclusion summarizes the main findings concisely. However, it could be strengthened by highlighting the practical implications of the study's results and suggesting directions for future research.

The references are well-cited, and the sources are relevant and up-to-date.

However, it's essential to ensure that all sources cited in the text are included in the reference list

Reviewer 2

Abstract must be made in a solid, consisting of all essential things related to the written topic, not repeating the conclusions of the research you have done.

The discussion section must be deepened, the author must link the topics discussed with previous references. In this section the discussion is still weak because the references cited do not support the research related to the contribution to security studies.

The theoretical aspects have been mentioned sufficiently, however the methodology doesn't depict the Implementation . Need more explanation about of variable used..

The conclusion maintains its conciseness but could be improved by summarizing the key findings and their practical implications. Additionally, it should reiterate the study's significance and offer directions for future research.

Mostly updated references and suitable with the scope of the studies.

**Ramona PIRVU**

The following message is being delivered on behalf of Journal of Environmental Management and Tourism.

---

**Putu Eka Wirawan** <wirawanputu@gmail.com>

07 November 2023 18.21

Kepada: Ramona PIRVU <jemt@aserspublishing.eu>

Editor in Chief of JEMT,

Yours faithfully,

Thank you for the patience of the Journal of Environmental Management and Tourism Editor in Chief in waiting for the submission of my second article revision.

I have made improvements according to the instructions from reviewers. I am ready to wait for the next process.

Attached Revised Article.

Regards,

Putu Eka Wirawan

[Kutipan teks disembunyikan]

---

**1 lampiran**



**Putu Eka Wirawan\_Revision2.doc**

160K



## Acceptance Letter

3 pesan

**Ramona PIRVU** <jemt@aserspublishing.eu>  
Kepada: Putu Eka Wirawan <wirawanputu@gmail.com>

22 November 2023 13.34

Dear Author  
Putu Eka WIRAWAN  
International Institute of Tourism and Business, Indonesia  
Ni Made Ayu Natih WIDHIARINI  
International Institute of Tourism and Business, Indonesia  
I Nyoman SUDIARTA  
International Institute of Tourism and Business, Indonesia  
Ni Wayan Mega Sari Apri YANI  
International Institute of Tourism and Business, Indonesia  
NURUDDIN  
Faculty of Vocational Studies, Airlangga University, Indonesia

Congratulation!!!

Your manuscript "**The Portrait of Wellness Tourism during the COVID-19 Pandemic in Indonesia. A Case Study of Health Protocol Implementation at Green Kubu Café Bali**" is accepted. After evaluation by our external referees, your article submitted to the Journal of Environmental Management and Tourism (ISSN 2068 – 7729) Journal DOI: <https://doi.org/10.14505/jemt> has been ACCEPTED. for publication in Vol 14 No 8 (2023): JEMT Volume XIV, Issue 8(72) Winter 2023, please make a payment for publication fee, please find attached invoice for the publishing of your paper in Journal of Environmental Management and Tourism.

**Ramona PIRVU**  
The following message is being delivered on behalf of Journal of Environmental Management and Tourism.

[Kutipan teks disembunyikan]

---

 **Invoice Putu Eka Wirawan.doc**  
75K

---

**Putu Eka Wirawan** <wirawanputu@gmail.com>  
Kepada: Ramona PIRVU <jemt@aserspublishing.eu>

25 November 2023 12.14

Editor in Chief of JEMT,

Yours faithfully,  
I have paid for the article according to the journal bill. I attach proof of payment for journal publications. I hope the article will be published soon.

Regards,

Putu Eka Wirawan  
[Kutipan teks disembunyikan]

---

 **Proof of payment Putu Eka Wirawan.pdf**  
107K

---

**Ramona PIRVU** <jemt@aserspublishing.eu>  
Kepada: Putu Eka Wirawan <wirawanputu@gmail.com>

29 Desember 2023 16.49

Dear Author,

The Issue Vol 14 No 8 (2023): JEMT Volume XIV, Issue 8(72) Winter 2023 of Journal of Environmental Management and Tourism was released and it is on our site, I Have a attached your paper to this email.

Editor in Chief and Editorial Board of Journal of Environmental Management and Tourism would like to thank you for your contribution and the support to our journal.

10/01/2024, 7:10

Gmail – Acceptance Letter

We are looking forward to future collaboration!

Ramona PIRVU

The following message is being delivered on behalf of Journal of Environmental Management and Tourism.

[Kutipan teks disembunyikan]

# The Portrait of Wellness Tourism During The Covid-19 Pandemic In Indonesia A Case Study of Health Protocol Implementation at Green Kubu Café Bali

Commented [A1]: Reviewer 1

Putu Eka WIRAWAN  
The International Institute of Tourism and Business, Indonesia  
[wirawanputu@gmail.com](mailto:wirawanputu@gmail.com)

Ni Made Ayu Natih WIDHIARINI  
The International Institute of Tourism and Business, Indonesia  
[hellonatih@gmail.com](mailto:hellonatih@gmail.com)

I Nyoman SUDIARTA  
The International Institute of Tourism and Business, Indonesia  
[sudiarta@ipb-intl.ac.id](mailto:sudiarta@ipb-intl.ac.id)

Ni Wayan Mega Sari Apri YANI  
The International Institute of Tourism and Business, Indonesia  
[sari.apriyani@ipb-intl.ac.id](mailto:sari.apriyani@ipb-intl.ac.id)

NURUDDIN  
Faculty of Vocational Studies, Airlangga University, Indonesia  
[nuruddin@vokasi.unair.ac.id](mailto:nuruddin@vokasi.unair.ac.id)

## 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:** Health protocol, Wellness tourism, Tourist visits, Covid-19, Sustainable Tourism

Commented [A2]: The author can improve the abstract, especially from the aspect of the findings. In the introduction, the author needs to present appropriate reference notes so that it is interesting to read related findings need to be stated clearly and unambiguously!

## 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 labour, 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, Sri Pujiastuti, 2020).

The Covid-19 pandemic has had a wide impact on almost all sectors of life, including the tourism sector. 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.

Commented [A3]: There is a considerable relationship with the normative literature. However, the authors are advised here to broaden the focus, using a more recent journals.

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, 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 and 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, & 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 & 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 in 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 & 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, S., Sugiarto & Hermantoro, 2018).

Marta Gemma Nel-lo Andreu, Alba Font-Barnet, and Marc Espasa Roca 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 (Nel-lo Andreu et al., 2021).

Apsari's study shows 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 (Apsar, 2019).

**Commented [A4]:** However, there are some missing references, and it's essential to ensure all sources are properly credited.

## 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 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.

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, Tegallalang 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.

### **3.2 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: the majority of 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.

### Conclusion

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.

### Acknowledgements

This study supported by The International Institute of Tourism and Business, Indonesia and Airlangga University, also supported by Green Kubu Café Bali and management.

### References

- Apsar, P. I. B. (2019). Meditation For A Better life As A Potential Wellness Tourism In Bali. *Faktor Penyebab Stres Pada Tenaga Kesehatan Dan Masyarakat Pada Saat Pandemicovid-19*, 3(2), 71–83.
- Astuti, R. Y. dan D. W. (2021). Potensi Pengembangan Wellness Hospitality Tourism Di Tawangmangu. *Seminar Ilmiah Arsitektur*, 282.
- Biniswisata.com. (2021). *Jaga Kebugaran sambil Berwisata Wellness Tourism Solusinya*. Biniswisata.Com.
- Chinazzi, M., Davis, J. T., Ajelli, M., Gioannini, C., Litvinova, M., Merler, S., Piontti, P., Mu, K., Rossi, L., Sun, K., Viboud, C., Xiong, X., & Yu, H. (2020). *The effect of travel restrictions on the spread of the 2019 novel coronavirus ( COVID-19 ) outbreak*. 9757(March), 1–12.
- Darmawijaya, I. G., Sekarti, N. K., & Tirtawati, N. M. (2019). *The Typology of Wellness Tourism in Bali*. 69(Teams 2018), 205–207. <https://doi.org/10.2991/teams-18.2019.36>
- Emzir. (2016). *Metodologi Penelitian Kualitatif: Analisis Data* (5th ed.). PT. Rajagrafindo Persada.
- Hartono, A. (2019). *Journey For Healthy-Life: Skenario Perjalanan Wisata Kebugaran Di Joglosemar, Bali dan Jakarta*. Deputi Bidang Pengembangan Industri Dan Kelembagaan Kementerian Pariwisata Dan Ekonomi Kreatif.
- Kurniawan, L. L. (2018). Promoting Indonesia as a Wellness Tourism Destination. *International Conference of Organizational Innovation Volume 2018.*, 257.
- Mofijur, M., Fattah, I. M. R., Alam, M. A., Islam, A. B. M. S., Ong, H. C., Rahman, S. M. A., Najafi, G., Ahmed, S. F., Uddin, M. A., & Mahlia, T. M. I. (2021). Impact of COVID-19 on the social, economic, environmental and energy domains: Lessons learnt from a global pandemic. *Sustainable Production and Consumption*, 26, 343–359. <https://doi.org/10.1016/j.spc.2020.10.016>
- Moleong., L. J. (2021). *Metodologi Penelitian Kualitatif. Cet ke-40.* (Revisi). PT. Remaja Rosdakarya.

**Commented [A5]:** The conclusions are too short and do not clearly interpret the content of the study. Authors are advised to rewrite their conclusions

**Commented [A6]:** Update the literature review from introduction and references section up to 2023

**Commented [A7]:** The references are appropriately cited following a consistent citation style

- Nariswari, N. M. A. S., & Wyasa, P. ida B. (2020). Implikasi Kebijakan PSBB Dan Protokol Kesehatan Covid-19 Terhadap Minat Wisatawan Berkunjung Ke Bali. *Jurnal Kertha Desa*, 9(5), 45–57.
- Nel-lo Andreu, M. G., Font-Barnet, A., & Espasa Roca, M. (2021). Wellness tourism-new challenges and opportunities for tourism in Salou. *Sustainability (Switzerland)*, 13(15), 1–13.  
<https://doi.org/10.3390/su13158246>
- Noor, J. (2015). *Metodologi Penelitian*. (5th ed.). Prenadamedia Group.
- Novita, D., & Permatasari, C. (2021). PENGEMBANGAN PARIWISATA KHUSUS ( NICHE TOURISM ) MELALUI PENYELENGGARAAN EVENT KEBUGARAN ( WELLNESS TOURISM ) DI UBUD Studi Kasus Bali Spirit Festival 2019. 4(01), 1–13.
- Nuruddin, Putu Eka Wirawan, Sri Pujiastuti, N. N. S. A. (2020). Strategi Bertahan Hotel di Bali Saat Pandemi Covid-19. *Jurnal Kajian Bali (Journal of Bali Studies)*, 10(2), 579.  
<https://doi.org/10.24843/jkb.2020.v10.i02.p11>
- Pramono, J. (2013). Strategi Pengembangan Health and Wellness Di Bali. *Jurnal Manajemen, Strategi Bisnis, Dan Kewirausahaan*, 7(1), 66.
- Pratiwi, R., Rama, R., Sulistiyanti, N., Wahid Hasyim Jalan Menoreh Tengah, U. X., & Mungkur, G. (2021). Building the Trust for The Tourism Destination Resiliency in New Normal Society (The Role Of Wellness Tourism System). *Jurnal IKRA-ITH Humaniora*, 5(1), 140–148.
- Pujiastuti, S., Sugiarto & Hermantoro, H. (2018). Pengembangan Mata Air Ciburial Di Kawasan Agrowisata the Development of Ciburial Springs in Gunung Mas Agro-Tourism. *Kajian Bahasa Dan Pariwisata*, 203–214.
- Sugiyono. (2013). *Memahami Penelitian Kualitatif* (8th ed.). Alfabeta Bandung.
- Sugiyono. (2017). *Metodologi Penelitian Kombinasi (Mixed Methods)* (9th ed.). CV. Alvabeta.

#### 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.

# The Portrait of Wellness Tourism During The Covid-19 Pandemic In Indonesia A Case Study of Health Protocol Implementation at Green Kubu Café Bali

Putu Eka WIRAWAN

The International Institute of Tourism and Business, Indonesia  
[wirawanputu@gmail.com](mailto:wirawanputu@gmail.com)

Ni Made Ayu Natih WIDHIARINI

The International Institute of Tourism and Business, Indonesia  
[hellonatih@gmail.com](mailto:hellonatih@gmail.com)

I Nyoman SUDIARTA

The International Institute of Tourism and Business, Indonesia  
[sudiarta@ipb-intl.ac.id](mailto:sudiarta@ipb-intl.ac.id)

Ni Wayan Mega Sari Apri YANI

The International Institute of Tourism and Business, Indonesia  
[sari.apriyani@ipb-intl.ac.id](mailto:sari.apriyani@ipb-intl.ac.id)

NURUDDIN

Faculty of Vocational Studies, Airlangga University, Indonesia  
[nuruddin@vokasi.unair.ac.id](mailto:nuruddin@vokasi.unair.ac.id)

## 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:** Health protocol, Wellness tourism, Tourist visits, Covid-19, Sustainable Tourism

## 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 labour, 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, Sri Pujiastuti, 2020).

The Covid-19 pandemic has had a wide impact on almost all sectors of life, including the tourism sector. 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.

**Commented [A1]:** Reviewer 2

**Commented [A2]:** This article can be published if the Author can work and often asks editors or colleagues fluent in English to clean up inappropriate language and arguments

**Commented [A3]:** Please double check the title, author(s) name; affiliations, address, country and authors' contact information, and references.

**Commented [A4]:** The abstract remains well structured and effectively summarizes the aim, methods and main findings of the article. I hope this article can be used soon even though only English in other parts is so low that it is difficult to read. But the topic is vital

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, 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 and 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, & 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 & 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 in 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-

**Commented [A5]:** The literature review includes some tantalizing references, but the links are not made more to specific studies even after sifting through language issues.

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 & 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, S., Sugiarto & Hermantoro, 2018).

Marta Gemma Nel-lo Andreu, Alba Font-Barnet, and Marc Espasa Roca 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 (Nel-lo Andreu et al., 2021).

Apsari's study shows 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 (Apsar, 2019).

## **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 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.

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, Tegallalang 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.

### **3.2 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: the majority of 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.

### Conclusion

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.

### Acknowledgements

This study supported by The International Institute of Tourism and Business, Indonesia and Airlangga University, also supported by Green Kubu Café Bali and management.

### References

- Apsar, P. I. B. (2019). Meditation For A Better life As A Potential Wellness Tourism In Bali. *Faktor Penyebab Stres Pada Tenaga Kesehatan Dan Masyarakat Pada Saat Pandemicovid-19*, 3(2), 71–83.
- Astuti, R. Y. dan D. W. (2021). Potensi Pengembangan Wellness Hospitality Tourism Di Tawangmangu. *Seminar Ilmiah Arsitektur*, 282.
- Biniswisata.com. (2021). *Jaga Kebugaran sambil Berwisata Wellness Tourism Solusinya*. Biniswisata.Com.
- Chinazzi, M., Davis, J. T., Ajelli, M., Gioannini, C., Litvinova, M., Merler, S., Piontti, P., Mu, K., Rossi, L., Sun, K., Viboud, C., Xiong, X., & Yu, H. (2020). *The effect of travel restrictions on the spread of the 2019 novel coronavirus ( COVID-19 ) outbreak*. 9757(March), 1–12.
- Darmawijaya, I. G., Sekarti, N. K., & Tirtawati, N. M. (2019). *The Typology of Wellness Tourism in Bali*. 69(Teams 2018), 205–207. <https://doi.org/10.2991/teams-18.2019.36>
- Emzir. (2016). *Metodologi Penelitian Kualitatif: Analisis Data* (5th ed.). PT. Rajagrafindo Persada.
- Hartono, A. (2019). *Journey For Healthy-Life: Skenario Perjalanan Wisata Kebugaran Di Joglosemar, Bali dan Jakarta*. Deputi Bidang Pengembangan Industri Dan Kelembagaan Kementerian Pariwisata Dan Ekonomi Kreatif.
- Kurniawan, L. L. (2018). Promoting Indonesia as a Wellness Tourism Destination. *International Conference of Organizational Innovation Volume 2018.*, 257.
- Mofijur, M., Fattah, I. M. R., Alam, M. A., Islam, A. B. M. S., Ong, H. C., Rahman, S. M. A., Najafi, G., Ahmed, S. F., Uddin, M. A., & Mahlia, T. M. I. (2021). Impact of COVID-19 on the social, economic, environmental and energy domains: Lessons learnt from a global pandemic. *Sustainable Production and Consumption*, 26, 343–359. <https://doi.org/10.1016/j.spc.2020.10.016>
- Moleong, L. J. (2021). *Metodologi Penelitian Kualitatif. Cet ke-40. (Revisi)*. PT. Remaja Rosdakarya.

**Commented [A6]:** The conclusion maintains its conciseness, but there's an opportunity to enhance it by highlighting practical implications of the study's results and suggesting clear directions for future research

**Commented [A7]:** The references must be current and in the form of a journal article

- Nariswari, N. M. A. S., & Wyasa, P. ida B. (2020). Implikasi Kebijakan PSBB Dan Protokol Kesehatan Covid-19 Terhadap Minat Wisatawan Berkunjung Ke Bali. *Jurnal Kertha Desa*, 9(5), 45–57.
- Nel-lo Andreu, M. G., Font-Barnet, A., & Espasa Roca, M. (2021). Wellness tourism-new challenges and opportunities for tourism in Salou. *Sustainability (Switzerland)*, 13(15), 1–13.  
<https://doi.org/10.3390/su13158246>
- Noor, J. (2015). *Metodologi Penelitian*. (5th ed.). Prenadamedia Group.
- Novita, D., & Permatasari, C. (2021). PENGEMBANGAN PARIWISATA KHUSUS ( NICHE TOURISM ) MELALUI PENYELENGGARAAN EVENT KEBUGARAN ( WELLNESS TOURISM ) DI UBUD Studi Kasus Bali Spirit Festival 2019. 4(01), 1–13.
- Nuruddin, Putu Eka Wirawan, Sri Pujiastuti, N. N. S. A. (2020). Strategi Bertahan Hotel di Bali Saat Pandemi Covid-19. *Jurnal Kajian Bali (Journal of Bali Studies)*, 10(2), 579.  
<https://doi.org/10.24843/jkb.2020.v10.i02.p11>
- Pramono, J. (2013). Strategi Pengembangan Health and Wellness Di Bali. *Jurnal Manajemen, Strategi Bisnis, Dan Kewirausahaan*, 7(1), 66.
- Pratiwi, R., Rama, R., Sulistiyanti, N., Wahid Hasyim Jalan Menoreh Tengah, U. X., & Mungkur, G. (2021). Building the Trust for The Tourism Destination Resiliency in New Normal Society (The Role Of Wellness Tourism System). *Jurnal IKRA-ITH Humaniora*, 5(1), 140–148.
- Pujiastuti, S., Sugiarto & Hermantoro, H. (2018). Pengembangan Mata Air Ciburial Di Kawasan Agrowisata the Development of Ciburial Springs in Gunung Mas Agro-Tourism. *Kajian Bahasa Dan Pariwisata*, 203–214.
- Sugiyono. (2013). *Memahami Penelitian Kualitatif* (8th ed.). Alfabeta Bandung.
- Sugiyono. (2017). *Metodologi Penelitian Kombinasi (Mixed Methods)* (9th ed.). CV. Alvabeta.

#### 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.

# The Portrait of Wellness Tourism During The Covid-19 Pandemic In Indonesia A Case Study of Health Protocol Implementation at Green Kubu Café Bali

Commented [A1]: Reviewer 1

Putu Eka WIRAWAN  
The International Institute of Tourism and Business, Indonesia  
[wirawanputu@gmail.com](mailto:wirawanputu@gmail.com)

Ni Made Ayu Natih WIDHIARINI  
The International Institute of Tourism and Business, Indonesia  
[hellonatih@gmail.com](mailto:hellonatih@gmail.com)

I Nyoman SUDIARTA  
The International Institute of Tourism and Business, Indonesia  
[sudiarta@ipb-intl.ac.id](mailto:sudiarta@ipb-intl.ac.id)

Ni Wayan Mega Sari Apri YANI  
The International Institute of Tourism and Business, Indonesia  
[sari.apriyani@ipb-intl.ac.id](mailto:sari.apriyani@ipb-intl.ac.id)

NURUDDIN  
Faculty of Vocational Studies, Airlangga University, Indonesia  
[nuruddin@vokasi.unair.ac.id](mailto:nuruddin@vokasi.unair.ac.id)

## 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:** Health protocol, Wellness tourism, Tourist visits, Covid-19, Sustainable Tourism

## 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 labour, 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, Sri Pujiastuti, 2020).

The Covid-19 pandemic has had a wide impact on almost all sectors of life, including the tourism sector. 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.

Commented [A2]: Abstract is too long and wordy, the abstract must be concise and interesting in showing the problems, objectives, methods and novelty of the research results

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, 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 and 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, & 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.

**Commented [A3]:** The author must map similar studies beforehand to show the novelty of this research.

## 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 & 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 in 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-

**Commented [A4]:** Author must show why this research is important or urgent to do in relation to the current literature.

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 & 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, S., Sugiarto & Hermantoro, 2018).

Marta Gemma Nel-lo Andreu, Alba Font-Barnet, and Marc Espasa Roca 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 (Nel-lo Andreu et al., 2021).

Apsari's study shows 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 (Apsar, 2019).

## **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 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.

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, Tegallalang 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.

### **3.2 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: the majority of 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.

### Conclusion

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.

### Acknowledgements

This study supported by The International Institute of Tourism and Business, Indonesia and Airlangga University, also supported by Green Kubu Café Bali and management.

### References

- Apsar, P. I. B. (2019). Meditation For A Better life As A Potential Wellness Tourism In Bali. *Faktor Penyebab Stres Pada Tenaga Kesehatan Dan Masyarakat Pada Saat Pandemicovid-19*, 3(2), 71–83.
- Astuti, R. Y. dan D. W. (2021). Potensi Pengembangan Wellness Hospitality Tourism Di Tawangmangu. *Seminar Ilmiah Arsitektur*, 282.
- Biniswisata.com. (2021). *Jaga Kebugaran sambil Berwisata Wellness Tourism Solusinya*. Biniswisata.Com.
- Chinazzi, M., Davis, J. T., Ajelli, M., Gioannini, C., Litvinova, M., Merler, S., Piontti, P., Mu, K., Rossi, L., Sun, K., Viboud, C., Xiong, X., & Yu, H. (2020). *The effect of travel restrictions on the spread of the 2019 novel coronavirus ( COVID-19 ) outbreak*. 9757(March), 1–12.
- Darmawijaya, I. G., Sekarti, N. K., & Tirtawati, N. M. (2019). *The Typology of Wellness Tourism in Bali*. 69(Teams 2018), 205–207. <https://doi.org/10.2991/teams-18.2019.36>
- Emzir. (2016). *Metodologi Penelitian Kualitatif: Analisis Data* (5th ed.). PT. Rajagrafindo Persada.
- Hartono, A. (2019). *Journey For Healthy-Life: Skenario Perjalanan Wisata Kebugaran Di Joglosemar, Bali dan Jakarta*. Deputi Bidang Pengembangan Industri Dan Kelembagaan Kementerian Pariwisata Dan Ekonomi Kreatif.
- Kurniawan, L. L. (2018). Promoting Indonesia as a Wellness Tourism Destination. *International Conference of Organizational Innovation Volume 2018.*, 257.
- Mofijur, M., Fattah, I. M. R., Alam, M. A., Islam, A. B. M. S., Ong, H. C., Rahman, S. M. A., Najafi, G., Ahmed, S. F., Uddin, M. A., & Mahlia, T. M. I. (2021). Impact of COVID-19 on the social, economic, environmental and energy domains: Lessons learnt from a global pandemic. *Sustainable Production and Consumption*, 26, 343–359. <https://doi.org/10.1016/j.spc.2020.10.016>
- Moleong., L. J. (2021). *Metodologi Penelitian Kualitatif. Cet ke-40.* (Revisi). PT. Remaja Rosdakarya.

**Commented [A5]:** The conclusion summarizes the main findings concisely. However, it could be strengthened by highlighting the practical implications of the study's results and suggesting directions for future research.

**Commented [A6]:** The references are well-cited, and the sources are relevant and up-to-date.



- Nariswari, N. M. A. S., & Wyasa, P. ida B. (2020). Implikasi Kebijakan PSBB Dan Protokol Kesehatan Covid-19 Terhadap Minat Wisatawan Berkunjung Ke Bali. *Jurnal Kertha Desa*, 9(5), 45–57.
- Nel-lo Andreu, M. G., Font-Barnet, A., & Espasa Roca, M. (2021). Wellness tourism-new challenges and opportunities for tourism in Salou. *Sustainability (Switzerland)*, 13(15), 1–13.  
<https://doi.org/10.3390/su13158246>
- Noor, J. (2015). *Metodologi Penelitian*. (5th ed.). Prenadamedia Group.
- Novita, D., & Permatasari, C. (2021). PENGEMBANGAN PARIWISATA KHUSUS ( NICHE TOURISM ) MELALUI PENYELENGGARAAN EVENT KEBUGARAN ( WELLNESS TOURISM ) DI UBUD Studi Kasus Bali Spirit Festival 2019. 4(01), 1–13.
- Nuruddin, Putu Eka Wirawan, Sri Pujiastuti, N. N. S. A. (2020). Strategi Bertahan Hotel di Bali Saat Pandemi Covid-19. *Jurnal Kajian Bali (Journal of Bali Studies)*, 10(2), 579.  
<https://doi.org/10.24843/jkb.2020.v10.i02.p11>
- Pramono, J. (2013). Strategi Pengembangan Health and Wellness Di Bali. *Jurnal Manajemen, Strategi Bisnis, Dan Kewirausahaan*, 7(1), 66.
- Pratiwi, R., Rama, R., Sulistiyanti, N., Wahid Hasyim Jalan Menoreh Tengah, U. X., & Mungkur, G. (2021). Building the Trust for The Tourism Destination Resiliency in New Normal Society (The Role Of Wellness Tourism System). *Jurnal IKRA-ITH Humaniora*, 5(1), 140–148.
- Pujiastuti, S., Sugiarto & Hermantoro, H. (2018). Pengembangan Mata Air Ciburial Di Kawasan Agrowisata the Development of Ciburial Springs in Gunung Mas Agro-Tourism. *Kajian Bahasa Dan Pariwisata*, 203–214.
- Sugiyono. (2013). *Memahami Penelitian Kualitatif* (8th ed.). Alfabeta Bandung.
- Sugiyono. (2017). *Metodologi Penelitian Kombinasi (Mixed Methods)* (9th ed.). CV. Alfabeta.

**Commented [A7]:** However, it's essential to ensure that all sources cited in the text are included in the reference list

#### 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.



# The Portrait of Wellness Tourism During The Covid-19 Pandemic In Indonesia A Case Study of Health Protocol Implementation at Green Kubu Café Bali

Commented [A1]: Reviewer 2

Putu Eka WIRAWAN  
The International Institute of Tourism and Business, Indonesia  
[wirawanputu@gmail.com](mailto:wirawanputu@gmail.com)

Ni Made Ayu Natih WIDHIARINI  
The International Institute of Tourism and Business, Indonesia  
[hellonatih@gmail.com](mailto:hellonatih@gmail.com)

I Nyoman SUDIARTA  
The International Institute of Tourism and Business, Indonesia  
[sudiarta@ipb-intl.ac.id](mailto:sudiarta@ipb-intl.ac.id)

Ni Wayan Mega Sari Apri YANI  
The International Institute of Tourism and Business, Indonesia  
[sari.apriyani@ipb-intl.ac.id](mailto:sari.apriyani@ipb-intl.ac.id)

NURUDDIN  
Faculty of Vocational Studies, Airlangga University, Indonesia  
[nuruddin@vokasi.unair.ac.id](mailto:nuruddin@vokasi.unair.ac.id)

## 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:** Health protocol, Wellness tourism, Tourist visits, Covid-19, Sustainable Tourism

## 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 labour, 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, Sri Pujiastuti, 2020).

The Covid-19 pandemic has had a wide impact on almost all sectors of life, including the tourism sector. 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.

Commented [A2]: Abstract must be made in a solid, consisting of all essential things related to the written topic, not repeating the conclusions of the research you have done.

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, 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 and 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, & 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 & 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 in 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 & 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, S., Sugiarto & Hermantoro, 2018).

Marta Gemma Nel-lo Andreu, Alba Font-Barnet, and Marc Espasa Roca 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 (Nel-lo Andreu et al., 2021).

Apsari's study shows 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 (Apsar, 2019).

## 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 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.

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, Tegallalang 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

**Commented [A3]:** The theoretical aspects have been mentioned sufficiently, however the methodology doesn't depict the Implementation . Need more explanation about of variable used.

**Commented [A4]:** The discussion section must be deepened, the author must link the topics discussed with previous references. In this section the discussion is still weak because the references cited do not support the research related to the contribution to security studies

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.

### **3.2 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: the majority of 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.

### Conclusion

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.

### Acknowledgements

This study supported by The International Institute of Tourism and Business, Indonesia and Airlangga University, also supported by Green Kubu Café Bali and management.

### References

- Apsar, P. I. B. (2019). Meditation For A Better life As A Potential Wellness Tourism In Bali. *Faktor Penyebab Stres Pada Tenaga Kesehatan Dan Masyarakat Pada Saat Pandemicovid-19*, 3(2), 71–83.
- Astuti, R. Y. dan D. W. (2021). Potensi Pengembangan Wellness Hospitality Tourism Di Tawangmangu. *Seminar Ilmiah Arsitektur*, 282.
- Biniswisata.com. (2021). *Jaga Kebugaran sambil Berwisata Wellness Tourism Solusinya*. Biniswisata.Com.
- Chinazzi, M., Davis, J. T., Ajelli, M., Gioannini, C., Litvinova, M., Merler, S., Piontti, P., Mu, K., Rossi, L., Sun, K., Viboud, C., Xiong, X., & Yu, H. (2020). *The effect of travel restrictions on the spread of the 2019 novel coronavirus ( COVID-19 ) outbreak*. 9757(March), 1–12.
- Darmawijaya, I. G., Sekarti, N. K., & Tirtawati, N. M. (2019). *The Typology of Wellness Tourism in Bali*. 69(Teams 2018), 205–207. <https://doi.org/10.2991/teams-18.2019.36>
- Emzir. (2016). *Metodologi Penelitian Kualitatif: Analisis Data* (5th ed.). PT. Rajagrafindo Persada.
- Hartono, A. (2019). *Journey For Healthy-Life: Skenario Perjalanan Wisata Kebugaran Di Joglosemar, Bali dan Jakarta*. Deputi Bidang Pengembangan Industri Dan Kelembagaan Kementerian Pariwisata Dan Ekonomi Kreatif.
- Kurniawan, L. L. (2018). Promoting Indonesia as a Wellness Tourism Destination. *International Conference of Organizational Innovation Volume 2018.*, 257.
- Mofijur, M., Fattah, I. M. R., Alam, M. A., Islam, A. B. M. S., Ong, H. C., Rahman, S. M. A., Najafi, G., Ahmed, S. F., Uddin, M. A., & Mahlia, T. M. I. (2021). Impact of COVID-19 on the social, economic, environmental and energy domains: Lessons learnt from a global pandemic. *Sustainable Production and Consumption*, 26, 343–359. <https://doi.org/10.1016/j.spc.2020.10.016>
- Moleong, L. J. (2021). *Metodologi Penelitian Kualitatif. Cet ke-40. (Revisi)*. PT. Remaja Rosdakarya.

**Commented [A5]:** The conclusion maintains its conciseness but could be improved by summarizing the key findings and their practical implications. Additionally, it should reiterate the study's significance and offer directions for future research

**Commented [A6]:** Mostly updated references and suitable with the scope of the studies.

- Nariswari, N. M. A. S., & Wyasa, P. ida B. (2020). Implikasi Kebijakan PSBB Dan Protokol Kesehatan Covid-19 Terhadap Minat Wisatawan Berkunjung Ke Bali. *Jurnal Kertha Desa*, 9(5), 45–57.
- Nel-lo Andreu, M. G., Font-Barnet, A., & Espasa Roca, M. (2021). Wellness tourism-new challenges and opportunities for tourism in Salou. *Sustainability (Switzerland)*, 13(15), 1–13.  
<https://doi.org/10.3390/su13158246>
- Noor, J. (2015). *Metodologi Penelitian*. (5th ed.). Prenadamedia Group.
- Novita, D., & Permatasari, C. (2021). PENGEMBANGAN PARIWISATA KHUSUS ( NICHE TOURISM ) MELALUI PENYELENGGARAAN EVENT KEBUGARAN ( WELLNESS TOURISM ) DI UBUD Studi Kasus Bali Spirit Festival 2019. 4(01), 1–13.
- Nuruddin, Putu Eka Wirawan, Sri Pujiastuti, N. N. S. A. (2020). Strategi Bertahan Hotel di Bali Saat Pandemi Covid-19. *Jurnal Kajian Bali (Journal of Bali Studies)*, 10(2), 579.  
<https://doi.org/10.24843/jkb.2020.v10.i02.p11>
- Pramono, J. (2013). Strategi Pengembangan Health and Wellness Di Bali. *Jurnal Manajemen, Strategi Bisnis, Dan Kewirausahaan*, 7(1), 66.
- Pratiwi, R., Rama, R., Sulistiyanti, N., Wahid Hasyim Jalan Menoreh Tengah, U. X., & Mungkur, G. (2021). Building the Trust for The Tourism Destination Resiliency in New Normal Society (The Role Of Wellness Tourism System). *Jurnal IKRA-ITH Humaniora*, 5(1), 140–148.
- Pujiastuti, S., Sugiarto & Hermantoro, H. (2018). Pengembangan Mata Air Ciburial Di Kawasan Agrowisata the Development of Ciburial Springs in Gunung Mas Agro-Tourism. *Kajian Bahasa Dan Pariwisata*, 203–214.
- Sugiyono. (2013). *Memahami Penelitian Kualitatif* (8th ed.). Alfabeta Bandung.
- Sugiyono. (2017). *Metodologi Penelitian Kombinasi (Mixed Methods)* (9th ed.). CV. Alvabeta.

#### 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.