



Business planning strategy for etnowellness SPA products in Pinge tourism village, Tabanan regency

Komang Shanty Muni Parwati¹, I Gusti Made Riko Hendrajana², Dewa Putu Kiskenda Erwanda Putra³

^{1,2,3}Institut Pariwisata dan Bisnis Internasional, Bali, Indonesia

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ABSTRACT

The existence of a tourist village should provide benefits that have economic value that can be directly felt by the people in the Pinge tourism village. This study discusses how SPA activities as part of how to care for health and beauty, it offers products in the form of products from the inside and outside, seen from the type of use. And the business potential of the ethno wellness spa must receive attention. The method that will be used in this research is to look for potential and opportunities to develop SPA ethno wellness products by collecting relevant information through a survey of villagers. Then by using qualitative methods, survey results through interviews, distributing questionnaires and research matters will directly discuss the topic of business development strategy for ethno spa products as one of the tourism products of the Pinge tourism village. Selection of respondents in this study will use purposive sampling. In collecting data, the research team will use the method of observation, interviews, and documentation. Observations will be carried out to identify potential, available materials, marketing strategies that can be developed in the Pinge tourism village. Interviews will be carried out together with villagers, pokdarwis and village officials. Documentation will be used to collect documents and archives related to local wisdom content around the Pinge tourism village. The results of data collection will be analyzed through three stages, namely data reduction, data display, and drawing conclusions. The results of the data analysis will be recipes for ethno wellness spa products based on local wisdom.

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Corresponding Author:

Komang Shanty Muni Parwati,
Kewirausahaan,
Institut Pariwisata dan Bisnis Internasional,
Jl. Kecak No.12, Tonja, Kec. Denpasar Utara, Kota Denpasar, Bali 80239, Indonesia
Email: komang.shanty@ipb-intl.ac.id

INTRODUCTION

The existence of the Pinge Tourism Village should be one of the community's efforts to recognize and develop potential that has economic value, preserves the existing culture and is able to increase the spirit of entrepreneurship for the villagers. The development of tourist villages has now become an alternative for local economic development that has been implemented in various

regions (Istiyanti, 2020). A tourist village is a rural area that is a tourist destination, and a village that offers potential for social, economic and cultural life that can be developed in various tourism components. (Suranny, 2020) (Nur et al., 2018) (Adinugraha et al., 2018).

In a tourist village there is a form of integration between attractions, accommodation, and supporting facilities presented in a structure of community life that is integrated with the prevailing procedures and traditions and can become an additional economic source for the local community. (Andajani et al., 2017) (Andi, 2017). Tourism villages make tourism products more valuable in rural culture (Sukmadewi et al., 2019) (Goddess, 2013) (Istiyanti, 2020). If the ethno wellness spa product is developed in the Pingge tourism village, what is the right business development strategy and can be adopted by the villagers. The goal is for villagers to become independent and able to develop businesses related to SPA ethno wellness products. Tourism village product planning is one of the development programs being carried out by the provincial government of Bali. This has also had a significant impact on regencies spread across the province of Bali, in particular the Tabanan district. Pingge Village as one of the pioneers of tourist villages in Tabanan Regency has a very authentic and different tourist attraction compared to other tourist areas.

Pingge Village has a very diverse tourist attraction ranging from natural potential, culture to traditional Balinese community systems. Apart from that, Pingge Village also has the potential for various tourism activities because there are still many areas that can be explored and human resources that can be maximally empowered. One of the developments that has the potential to be carried out in Pingge Village is the development of wellness tourism or health tourism. The development of health tourism is one of the trends currently being developed by the government. This is because there are still issues related to the COVID-19 pandemic virus outbreak, so the government is creating alternative tourist attractions that can attract tourists, namely health tourism.

The development of health tourism in all tourist areas is very common so that most of these tourism activities produce products that are homogeneous in nature and do not have a varied impression on tourists. So that at this time it takes at least a new form of innovation that is able to attract tourists to visit a tourist area to carry out health activities. One of the innovations that is very appropriate to be developed in Pingge Village is to develop Ethnowellness SPA products.

Ethnowellness SPA, commonly known as SPA, is carried out by selling massage products or traditional medicines which are carried out directly by the community based on local ethnicity. Product development like this can give a positive and different impression to tourists. This is because the types of products produced are more diverse and not monotonous. In addition, tourists get different types of products according to the ethnicity that provides services in the field of health tourism activities. Of course the development of tourism potential such as ethnowellness SPA is very large, this is due to the existence of a different product classification and cannot be found in tourist attractions in general. In addition, tourists who enjoy this product can learn local culture and wisdom.

RESEARCH METHOD

Business Planning

Business planning according (Bafadal, 2018) is one of the activities which focuses on business planning based on existing business opportunities. In the tourism business there are at least several components that must be considered including tourism consumers, tourism producers, tourism products and distributors of services and goods in the tourism industry. Paying attention to this aspect can make tourism business planning work well. In doing business, at least you have to pay attention to these four aspects because they are related to the production of services and goods to be marketed. Apart from that according to (Bafadal, 2018) explained that the tourism industry is a unique industry with enormous opportunities. This is supported based on the characteristics of the tourism industry which are bound to each other with other industries in operation. This

phenomenon then makes the tourism industry continue to grow and reach its maximum potential (Bharuna S, 2009).

Ethno Wellness SPA

SPA is an abbreviation from the Latin word which comes from the word Solus Per Aqua (Solus = Treatment or Treatment, Per = With and Aqua = Water) (Oce Wiriawan, Sapto Wibowo, Nur Ahmad Arief, 2022). Based on the meaning of this definition, it can be said that SPA is a system of treatment or treatment with water or in English known as Hydrotherapy. In more detail SPA is defined as a way of managing health by using water in various forms to treat a disease or to maintain individual health. (Noorbaya et al., 2018) (Kusumowidagdo et al., 2015). ISPA (International Spa Association) has 7 Spa categories, including: Club Spa Usually offers more fitness facilities by offering services during the day. Cruiseship Spa on a cruise ship with professional services, available personal training (personal trainer) and beauty services in the salon. Day Spa is a Spa with professionally organized services offered in 1 day, with services from hair styling to foot care. Destination Spa is a Spa that focuses on improving lifestyle and improving health through professionally organized services, providing physical fitness, educational programs and accommodation facilities. This activity is commonly known as ethno wellness SPA (Ayuningtyas et al., 2015)

Ethno wellness spa is one of the tourism developments that is being intensively developed in the tourism industry, because it can provide a different experience from the types of tourism that exist in the tourism industry. In addition, the development of wellness spas is one of the most popular types of tourism developed in the Bali area due to its high presence (DetikNews, 2009). Wellness tourism or the implementation of spa activities is one of the tourism activities that provides good health and wellness for tourists. Good health and Wellness is a center that allows tourists to have a lifestyle that leads to better happiness. The post-recession-oriented consumer lifestyle towards good health and wellness has had a positive impact on the development of wellness and spas, especially wellness and spas in Bali. (Pramono et al., 2013). Wellness can also be described as a process in which individuals make choices and engage in activities in ways that promote healthy lifestyles, which in turn have a positive impact on the health of the individual itself. So that it can be beneficial for him in managing his mentality and physique to be calmer and get more positive energy. (Ayuningtyas et al., 2015)

Tourism Village

The tourist village is one of the tourist destinations that is currently being intensively developed in the tourism industry (Cahyono & Putra, 2017), especially in the area of Bali. The definition of a tourist village itself is a village that is able to provide tourism services for visitors in the tourist village area. This can be in the form of tourist attractions, experiences and goods to impress tourists when visiting a tourist area (Srowolan et al., 2011). Apart from that, developing a tourist village can provide new experiences for the community in developing their local wisdom so that they are not affected by the issue of extinction due to globalization issues. (Wijayanti, 2017). This is because local tourist attractions in the village will always be used as icons and can be displayed in every tourist activity, with the appearance of consistent tourist attractions this will be able to maintain cultural preservation in villages that develop tourism in them.

A developing tourist village must also have tourism products presented to tourists. Tourism products are all services that tourists get and feel since leaving their place of residence to a tourist destination and returning to their place of origin (Suwanto, 2004:75). Tourism products as one of the offering objects in tourism marketing have elements consisting of three parts (Yoety, 1997:21) includes: the attractiveness of tourist objects (including the image imagined by tourists), the facilities owned by tourist destinations, including: accommodation, food processing businesses, parking, and recreation, as well as the ease of reaching tourist objects.

Methodology

The method in this study uses analysis related to existing developments in Pinge Village, especially in the development of Ethnowellness Tourism products. The approach will be carried out using a qualitative method, namely an approach based on community opinion related to the phenomenon that is currently happening, especially in the field of SPA ethnowellness development in Pinge Village. The advantage of this method lies in the results related to the views of the community in this study that can be implemented naturally and in accordance with existing conditions.

The data in this study uses primary data and secondary data. For primary data obtained from the community directly. Meanwhile, secondary data is data in the form of numbers and can be obtained through a literature study owned by Pinge Village. In obtaining primary data, an individual interview system was used which aims to obtain more in-depth community experience. In addition, the use of this method also makes it easier for researchers to recognize the cultural system and the development that will be carried out by Pinge Village through the results of the views of the experiences produced by the community. An interview guide is used to ensure that the interview goes according to the research flow that has been designed by the researcher.

Interviews conducted in this study were carried out by selecting informants in accordance with the problem areas to be studied. The selection of informants was carried out by purposive sampling by considering the degree of flexibility of this method to the public. The informants taken in this study are related to tourism development, starting from owners, managers, to village heads.

RESULTS AND DISCUSSIONS

Community participation in the development of health tourism in Pinge Village was very massive. Most of the community takes a role in developing Pinge Village tourist destinations so that they become leading tourist village destinations in Tabanan Regency. The impression of developing ethnowellness is felt in the Pinge Village area, from planning, management to decision making, all carried out by the village community. Community participation in developing Ethnowellness is very diverse, product planning to offers related to tourism activities can be carried out in Pinge Village. The factors that support ethnowellness activities that can be developed in Pinge Village include: (1) Pinge Village is a tourist village that is legally established under the auspices of the government of Tabanan Regency. (2) Every community in Pinge Village is involved in every activity related to the development of the tourist area. (3) The majority of the people of Pinge Village have joined the tourism industry. (4) The potential of Pinge Village which still needs to be developed optimally. So based on the conditions of Pinge Village which is very suitable for product development, several tourism product plans related to Ethnowellness are carried out as follows.

SPA

SPA is explicitly defined as a way of managing health by using water in various forms to treat a disease or to maintain individual health. (Kusumowidagdo et al., 2015). This definition may rarely be heard by ordinary people. Most people are familiar with SPA activities in the form of relaxing massages and beauty treatments. However, in the current era, the classification of SPA products is very diverse, one of which is the development of SPA products by demonstrating the uniqueness of each ethnic group in Indonesia, known as Ethnowellness SPA. Ethnowellness SPA is a SPA product that combines a variety of local ethnic products packaged into massage products. Starting from the use of scrubs to oil for SPA comes from local products. By using different ethnic products - different classifications of Ethnowellness products look very different and do not seem monotonous. The development of ethnic products in Pinge Village is very appropriate. This is because the community has full rights and opportunities in developing tourism in their own village.

In addition, Pinge Village also has regulations that can support the development of tourism activities around the Pinge Village area.

Yoga

Yoga activities or commonly known as meditation to balance emotions and thoughts, yoga is included in the classification of ethnowellness products because it is related to health. Yoga is one of the ethnowellness programs that is very suitable to be developed in Pinge Village. This is seen from several aspects including the location. The Pinge Village area is mostly surrounded by green vegetation. Conditions like this are usually sought by tourists to get peace and away from the hustle and bustle of the city. Then yoga is also very related to the health of an individual, the development of health tourism during the COVID 19 pandemic has a great opportunity to attract tourists to visit so that the implementation of this yoga is one of the right recommendations that needs to be carried out by Pinge Village.

Herbal tea

The development of herbal teas in Pinge Village can be an alternative that can be done. Pinge Village has a variety of traditional plants that can be developed to become tea drinks. One of the most well-known flower tea products is roselle. Roselle plants besides being easy to cultivate also have a variety of health benefits for humans. Rosella is known as a flower plant that has anti-aging properties, making it suitable for treating beauty. Based on the benefits and easy cultivation system, Rosella is a plant that has the potential to be developed in Pinge Village as a tourist attraction for tourists.

CONCLUSION

The development of SPA ethnowellness tourism has the potential to be carried out in all areas of the Pinge tourism village. This is because Pinge Village has potential for traditional products that can be developed for health and beauty products. Tourism development in Pinge Village is also highly supported by the community because some of the village community are workers in the tourism sector. The majority of the community as workers in the tourism industry can facilitate the development of SPA ethnowellness products because some people are used to changing and developing various products in the tourism industry.

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