

# QUALITY OF LIFE (QOL) OF BALINESE WOMEN WORKING IN SPA TOURISM INDUSTRY

Putu Sucita Yanthy, Luh Gede Leli Kusuma Dewi, W. Citra Juwitasari  
Faculty of Tourism, Udayana University

## *Abstract*

*Bali is one of spa tourist destinations having various categories of spas and spa treatments, and the most important is the spa therapists. Spa development becomes an interesting phenomenon to be studied when it is associated with an involvement of Balinese women as spa therapists in foreign countries. The world's demand for Balinese spa therapists has become the motivation of women to work in this area. The work and life of Balinese spa therapists while they are working in foreign countries serve as parameters to know their quality of life, and these parameters are also the main focus of this study. Through in-depth interviews and questionnaires distributed to 20 therapists it was found out that 85 percent of them have revealed an improvement in their quality of life that is influenced by two factors: the material and intimacy factors. The material factor in question refers to the economic improvement of the family as they could earn enough income to cover their family needs. The intimacy factor in question refers to closeness and a sense of solidarity fostered while they are working abroad and the relationship within the family. This study concludes that the most important part of the development of spa in Bali is its female Balinese spa therapists due to the image that Balinese women working as spa therapists are loyal, hard-working and honest making them in demand among tourists who are seeking spa treatments. Being a spa therapist can improve their quality of life, which means that subjectively both material and intimacy factors are the aspects that affect the quality of life of the Balinese spa therapists.*

*Keywords: spa therapists, Quality of Life (QOL)*

## **Introduction**

In the era of globalization, women and men who have a modern way of thinking no longer question the difference between the sexes in terms of employment. This of course opens vast opportunities for women to compete and engage in various positions in the tourism industry. Previous studies revealed that the involvement and role of women in the field of tourism had not been optimal because employment opportunities derived from the tourism industry were still limited to the informal sector which made women categorized as low skilled employees compared to men.

There are various opportunities available for women in the tourism sector among others, opening accommodation (lodging) services such as homestays in villages of tourist destinations, packaging agricultural products into unique

package souvenirs, cultivating ornamental plants to be used as souvenirs for tourists, presenting agricultural products as distinctive food products, opening food stalls, making souvenirs, opening souvenir kiosks, providing guiding services for tourists, forming performing arts groups involving women, opening catering services, and others. Tourism industry development has broadened the opportunities for women, in that not only it does provide them an opportunity to work in the tourism sector, but it also provides an opportunity for women to become entrepreneurs and to empower other women to work in the tourism sector (Astuti et al., 2008: 2).

Bali as “the best destination in the world” does not only provide tourists with many tour options but also with spa services that are favorites among both domestic and international tourists. Spa has developed into a very promising industry along with the development of tourism business; and spa industry has become part of the lifestyle of the world society. Spa industry has been growing rapidly and supporting the tourism sector, both hotels and tourist destination areas.

The manager of Padmastana Spa Training Center Jeni Widiyah in Antara news revealed that today’s spa business is growing fast in Bali ranging from simple services to luxury resorts that position themselves as spa resorts. Today, spa is not merely a trend, but it has become a daily need due to the increasing demands of work that may raise people’s stress level which is in turn increasing the need for relaxation. Lifestyle and other factors such as more activities at work also trigger an increasing stress level. Spa facilities range from simple wooden facilities to international spa resorts; also, there are spas offering herbal products such as spices and local heritage spa techniques (Meirina in Antara News, 2012).

In addition to the types of spa services and products produced in Bali, Balinese spa therapists also become part of Bali spa excellence. The increasing need for Balinese spa therapists has become a phenomenon. Wayan Pageh from BP3TKI (Agency for Recruitment Services and Protection of Indonesian Workers) stated that every year the demand for Balinese spa therapists is increasing, especially from foreign countries. Balinese people become increasingly enthusiastic about working abroad as Indonesian spa therapists to work at four-star hotels and the above levels, foreign cruise ships and foreign legal entities (LHS in Antara News, 2012).

Based on the data obtained from BP3TKI Denpasar, there were as many as 177 spa therapists recruited from Indonesia in 2010. This number increased in 2011 to 1,697 spa therapists. Meanwhile, up to May 2012 there were as many as 686 Balinese spa therapists recruited to work abroad. The total number of Balinese spa therapists recruited reached 2,560 people spreading across 49 countries and most of them were placed in the United Arab Emirates, Russia, Turkey and France. The demand for Balinese spa therapists increased, which in 2012 there were more than 4,000 requests or job offers making professional Spa therapist recruitment companies in Bali often unable to meet such demand (DWA in Antara News, 2012).

Head of Regional Agency Office of Manpower, Transmigration and Social Affairs (*Kadisnakertransos*) of Denpasar, Made Erwin Suryadarma Sena, in an article in *Bisnis Online Bali* mentioned that the demand for spa therapists from Bali is very high and has not been able to be met. Indonesian workforce from Bali

is considered having competence, honesty and responsibility at work,” and in the development, there are many spa therapists now able to reach higher levels of job positions such as being a spa trainer and even being a spa manager (Aya, 2012). This is also expressed by Eni Cipta (2012), the owner of a spa company in Kuta who said that there were many women who had worked as spa therapists in a foreign country now trying their luck by opening a spa business and empowering other women as employees in the spa business that they founded. This phenomenon is very interesting to study in the development of the tourism industry in which a considerable number of Balinese women are involved in the spa tourism industry either as employees or even as job providers for other women.

From this background, the authors of this study raised two formulated problems to be studied: how is the real condition of the Balinese women working in the spa industry, and how is the quality of life that they have achieved by working as spa therapists in foreign countries. In brief, the purpose of this study is to provide an overview concerning Balinese women working in the spa industry and their quality of life. This research is expected to generate thoughts that may theoretically enhance and deepen the study on women, especially with regard to women in the tourism industry, particularly the spa industry and the quality of life of Balinese women. Domination of women, especially Balinese women in the spa industry today plays an important role whether they work as a manager, owner or spa therapist; thus in practice, this research is expected give benefit to the life of Balinese women involved in the spa tourism industry.

### **Literature Review**

Some previous research studies, concepts and theories will be described clearly and concisely so as to describe the flow of thoughts of the authors in assessing the quality of life of Balinese women working as spa therapists in foreign countries. A previous research study very popular on Balinese women's involvement in the tourism industry entitled “The involvement of women in the tourism industry of Bali, Indonesia” by Judie Cukier, Joanne Norris and Geoffrey Wall in the *Journal of Development Studies* indicates the position gap which exists between women and men in getting a chance to engage in the tourism industry. The study also emphasises the differences in the influence of women and men as labor in the tourism industry. The main issue in studies on gender is that the control of power and justice does not merely lies on genders, but it is also influenced by age, race, class, status and education.

The results of the study showed that tourism as a service sector affects employment growth, especially in Bali. Tourism workforce is people who are moving from traditional sectors such as agriculture and fisheries to the service sector that opens numerous opportunities for men and women to engage in it. However, many women placed in the same position and job as men, are paid lower than men. The study also found that the difference in the types of jobs in the tourism industry is affected by the gender factor.

“Andalusian women and their participation in rural tourist trade”, a study by Maria Jose Pardo Velasco examines gender relations in rural tourism activities in

Andalusia of Spain. In-depth interviews are addressed to women directly involved in rural tourism in that region. There are three main problems analyzed in this study: first, the process of decision making by women in choosing a new activity due to too frequent move in trade; second, alternatives of jobs either in connection with tourism or other sectors such as tour guide and craftsman profession; the third one is on how to create balance between work and their role as a wife and mother in their family.

Seventy (70) percent of women in the world live in poverty and that condition forces them to work. Women work to support their family; they also do gardening, cooking, taking care of their children and parents, keeping the house clean, transporting water, all of which are done by women without getting paid, and such works are considered insignificant. Women only contribute to 10 percent of the world's income. If they work, their work may be limited to a type of job that is considered suitable for women that is low-paid and having a lower position. The number of women in the world, in terms of the ownership of building is less than 1 percent of the overall world population (Bangsal and Kumar, 2011: 1).

### **Balinese Women**

In Balinese customs, the indigenous women are considered subordinates due to an erroneous understanding of the concept of *purusa* and *pradana*. *Purusa* and *pradana* concepts exist in every man and woman. *Purusa* is the soul and *pradana* is the material body. However, in reality *purusa* is understood as the soul while *pradana* is the material thing. Women in the Hindu theology are equal to men; they are equally strong, equally decisive and having a complete realization as men do. Equality between Balinese women and men serves as a basis for happiness in the family (Puspa, 2012). There are two things that can describe Balinese women: the first one is their great working spirit, while the second one is their weak position in terms of entitlement to inheritance. A Balinese woman is either a pure Balinese woman or a non-Balinese woman who is married to a Hindu Balinese man where their everyday life follows the customs and traditions of Hindu in Bali. Balinese women in this study are Balinese women who are engaged in the tourism industry especially the spa industry particularly those working as spa therapists.

### **SPA Industry**

Spa industry is developing in a very dynamic and changeable pace, and very difficult to categorize. It involves a wide range of professional experts including doctors, therapists, spiritual instructors and fitness trainers. Determining the originality of a spa category is a difficult thing to do considering that each country anywhere in the world has varying methods of relaxation by means of water. The history of spas originally started since the ancient Rome and Greece. Baths were initially created only for kings and queens. At that time, the interest in this water ritual triggered the development of this water ritual in the communities and the emergence of public baths often used by many people especially soldiers after wars (Williams, 2007: 4).

In Europe in the 18th and 19th centuries, the first discovered spa was located in a town called Spa in Belgium. The spa trend in this period was more of

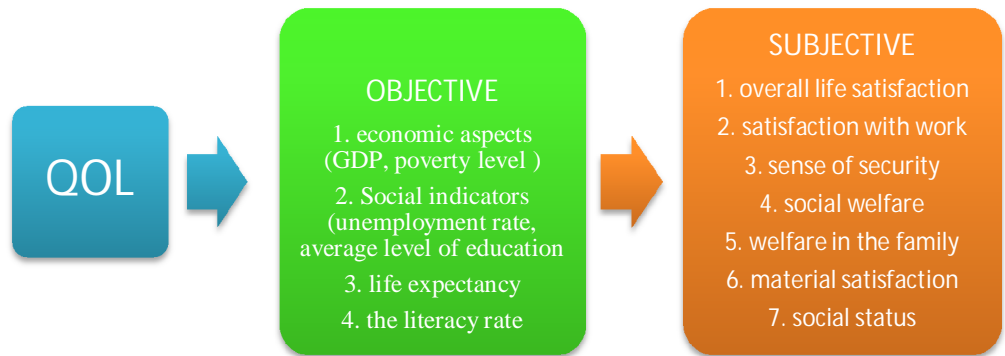
a system of treatment by means of water performed in a professional manner with a support of restaurant, casino, theater facilities and other forms of entertainment. The availability of numerous springs resulted in the increasing development of spas supported by the increasing visits by people who wanted to rest and relax. The word “spa” is often connected to the Latin word “sparsa” or “spagere” meaning scattered and it is commonly claimed that the word is an acronym of Latin phrases “sanus per aqua” or “solus per aqua” meaning health through water (Williams, 2007: 5). Spa industry was first introduced by Jeffrey Joseph in America. He was the first to exclusively sell a program named “spa vacation” in 1987, and since then spa has entered the industry world and continued to grow (Cohen and Bodeker, 2008: 68).

In Bali particularly, the development of spas is of no doubt. Almost every star hotel is equipped with a spa facility; and this Bali spa trend introduces Bali spas with natural products of Bali and the Balinese treatments and massages to tourists. Spas in Bali are mostly found in the southern part of Badung Regency. According to Rahyuda et al., (2014: 110) spas in Bali can be categorized through the definitions and the standard form of spa services. Spas are classified into four types, namely hotel/resort spas, day spas, salon spas and retreat spas.

### **QOL (Quality of Life)**

QOL (Quality of Life) refers to one’s perceived well-being which includes the emotional, social and physical aspects of one’s life. QOL reflects the difference, the gap between one’s hopes and expectations and their perceived experience (Nigade and Bhola, 2014). The history of QOL is a movement of social indicators which began in the late 60s in Europe. QOL can be measured at the level of individual, family, society and specific community. There have been numerous studies on QOL in the field of health, education, but there are not many QOL studies associated with the QOL of a specific community. Lane (1996) in Noll (2002: 10) defines QOL as a process in which there are objective and subjective elements. QOL is a connection between the two elements where the subjective element consists of a perceived good life indicated by the condition in which an individual has developed a good life, while the objective element puts more emphasis on one’s life condition in their environment. QOL can also be defined as one’s life condition both objectively and subjectively perceived to be positive and prosperous.

Schalock (1996) in Li and Yang (2012: 373) defines QOL as a multidimensional and interactive construction of various aspects of human life and the environment which they live in. QOL can be measured subjectively and objectively. Subjective QOL includes happiness, subjective well-being and satisfaction aspects. The subjective focus of QOL is one’s personal experience and the perception on the quality of their lives. Objective QOL includes quality of social life, economy and health factors. The concept of QOL measurements in subjective and objective manners is illustrated in Figure 1 below derived from the summary of experts’ studies.



Source: Genc (2012:151)

**Figure 1**  
**Objective and Subjective Concepts of QOL**

### **Structural Functional Theory**

The main theorist in the structural functional theory is Talcott Parson with his idea that every society only needs to maintain its survivals if the social order can be maintained. Every society is expected to be able to maintain the four functions run by four different subsystems. The first function is to adapt to the environment, and this function is called the adaptation function. This function is carried out by the economy subsystem. The second function is to achieve goals. Society has formulated goals which provide the direction for all of its activities. This function is carried out by the politic sub-system. The third function is to integrate (which is run by the law and religion subsystems), which means that every element in the community must be established, and not contradicting each other. The fourth function is to maintain the pattern. It means that the social relations to be carried out to achieve these goals must be maintained (through rules and values). The subsystems in charge of carrying out this function are family and education (Saptari and Holzer, 1997: 64-65).

### **Bottom -up Spillover Theory**

Andrews and Withey (1976), Campbell et al. (1976) and Diener (1984) in Lee et al. (2005: 2) argued that the *bottom-up spillover* theory is a model that links between the aspect of an individual's life and the quality of their lives. This theory suggests that the quality of life of individuals have an influence on their overall quality of life (Techatassanasoontorn and Tanvisuth, 2008:8). Spillover Theory on the quality of life has two perspectives, namely bottom-up (vertical) and spillover (horizontal). The bottom-up spillover theory shows the relationship between satisfaction in various aspects of life and the overall life satisfaction. In particular, the theory builds two understandings: (1) overall life satisfaction is a result of satisfaction in various aspects of life (e.g., family, health, work, education); and (2) satisfaction in a particular aspect of life is a perceived result of various events and experiences associated with the aspects of life. Basically, the bottom-up

spillover theory is associated with events and experiences that affect each aspect of life and spread vertically to determine the highest life satisfaction which is the overall life satisfaction.

The horizontal spillover theory suggests that one's satisfaction and dissatisfaction with their life will affect the other aspects of their lives. For example, ability in utilizing the spare time properly will affect a person's aspects of working life where their stress levels can be reduced. Maslow's hierarchy (1970) theoretically describes the effects of the horizontal spillover. The structural functional theory and the bottom-up spillover theory are two theories that have an influence on this study because these theories can provide perspectives on the role of women in the spa tourism industry as well as aspects that can affect the quality of life of Balinese women particularly those working in the spa tourism industry.

### **Methodology**

This study uses a qualitative method and the data were collected using direct observations. The data from this study are analyzed using descriptive and interpretative methods. In order to obtain accurate data, first, the authors used the interview guideline with questions that would reveal the quality of life of female Balinese spa therapists, and such quality is confirmed by the results of the questionnaires which indicate the percentage of the indicators of the therapists' quality of life. Harding (1987) in Saptari and Holzer (1997: 63) argues that the approach or analysis of studies on women is said to have three elements that constitute a major contribution to the study on women, namely: empirical and theoretical sources particularly with regard to women's experiences, a new goal in the social sciences namely to be beneficial for women, and the relationship between the authors and the subject under the study both must be aligned and be part of the analysis target.

### **Results and Discussion**

#### **Balinese Women Working in the Spa Industry**

The word "perempuan" (an Indonesian word meaning "woman") comes from Sanskrit words namely "pu" or "empu". Given the prefix "pe" and the suffix "an" to become "perempuan", this word means being loved, honored and bringing prosperity. "Perempuan" also has a similar meaning to "wanita" which comes from a Sanskrit root verb "wan" meaning "to respect", and is added with the suffix "hita" or "ita" meaning good, noble, and prosperous. Based on the meaning of that word "perempuan" (woman) means a loved person due to their traits of being good, noble and prosperous (Mirvianti, 2008).

Playing the two roles as an employee at work and a mother at home truly requires great sacrifices. Luckily they are still able to run both in a balanced manner. Jobs in the tourism industry involving women quite vary ranging from a tour guide to hotel staff and even a hotel manager. In line with the topic examined

in this study, the women used as the research subjects are those who work as spa therapists in foreign countries.

*The Golden rule for spa employees: "Treat the spa and each of its guests exactly as if you were the owner. This is the most accelerated way to move forward in your spa career. No exceptions. No Excuses."*

According to Capellini (2010) a spa therapist must provide the best possible treatment in the world, understand different spa techniques and equipment, and have a certification as a spa therapist. Seven traits in providing services that must be possessed by a therapist are being sensitive, flexible, positive, compassionate, responsible, and mature.

Female Balinese spa therapists generally and mostly prefer to work as a spa therapist abroad. Spa therapists in Bali spread across the regencies of Bali. However, the regencies being the top sources of spa therapists are Gianyar, Buleleng, and Badung. There were 1,526 and 1,499 Balinese spa therapists recruited respectively in 2014 and 2013 with the destination countries, among others Turkey, Russia, Maldives, India, Sri Lanka, Western Australia and New Zealand (data source: PT Alqurny Bagas Pratama, 2015). The average base salary ranges from US \$ 500 to US \$ 800 with facilities such as meal, accommodation and transport. Tips that they get is also considerably good starting from US\$ 2 per treatment and bonuses from the company for which they work is around 4% per month of the total costumers who come for treatment. They also receive health insurance.

According to Mr. Wayan Wiratha, Bali Branch Office Head of PT. Alqurny Bagas Pratama located in Sanur, one of the recruitment companies for Balinese spa therapists said that:

*"... spa therapists get health insurance from the company where they are placed to work... This insurance is quite high. We have been informed that in Turkey they receive 4 million Rupiah insurance per month, while in another case in Russia the other day, a therapist suffered from a stroke and the medical expense was up to 2 billion Rupiah. The total cost she spent was up to 2 billion Rupiah, and then when arriving in Bali she got an insurance of 50 million Rupiah." (Wayan Wiratha, 1 July 2015)*

Even though they receive such a facility, there are many spa therapists abroad who violated the rules and as a result they became in trouble. They often moved to another spa company without permission from the agency or did not return to Bali when their contract period expired, and chose to get married or to continue looking for work again.

*"Such act by the spa therapists made them in trouble with their employer. Those are the examples of cases. Sometimes, they moved to another spa company without permission from the agency." (Wayan Wiratha, 1 July 2015).*



The examples of incidence revealed by Mr. Wayan also tarnished the reputation of the spa industry and have become the butt of media comments which affects the spa business due to the image created by such spa therapists. Actually, the image of spa in Bali could be very good if the misconducts committed by the spa therapists both within and outside the country can be handled with some efforts such as by giving an outreach program for the public so that the image of spa therapists and the spa industry is not as bad as what they see in the media in the hope that the public can know that spa is not prostitution. The advantage of the real Bali spa lies on its services and products.

The spa therapists in Bali are classified into two, namely the therapists who are specifically looking for a job because they come from the lower economic class while the other category is the therapists who have other motivations such as going around the world and wanting to get a new experience. Often, the spa therapists in the second category do not have competence required in spa. Spa therapists must pass through several tests before they leave for working abroad for example a medical examination. Some countries apply the general medical examinations such as HIV and Hepatitis B tests. It happened that some spa therapists sent abroad were suddenly ill and after going through a medical check up it was found out that they had a disease.

Balinese women are in fact capable of running two roles at once both in the family and in the society. Once they have decided to work in the spa industry, they have to accept all the consequences because they have to be away from their family as they are the backbone of the family. The role of husband to support them serves as a source of strength for Balinese women. In this case gender equality seems to exist where the husband is willing to replace the wife's role in taking care of the children, and do domestic activities usually done by women in his family. Women cannot do many things without the support of their husband because their husband's support is a source of strength for women to achieve their self actualization without lowering the husband's position in the family.

Balinese women in particular have also contributed to shaping the image of the spa industry. Good Balinese spa therapists who work either in the home country or abroad have made a certain impression in the eyes of the costumers from various parts of the world. As revealed by Antara news agency that this information came from the head of the Bali Spa Training Center who said that the spa therapists from Bali are in great demand in the Middle East like Oman, Bahrain, Dubai and Saudi Arabia. The Middle-East societies are looking for spa therapists all the way to Indonesia, especially Bali for believing that they can provide the best spa service with sincerity and skills<sup>1</sup>.

In order to meet the needs for spa therapists as quoted by the Bali Post, the government and related agencies are doing the efforts to formulate the standards for spa therapists by testing the competence of Balinese spa therapists. Spa therapists must have the skills, attitudes and knowledge as the standard that must be met before plunging into the world of the spa industry. The reputation owned

---

by Balinese spa therapists provides opportunities and challenges for Bali as the world's best spa destination<sup>2</sup>.

The challenge faced by Balinese spa therapists also arise due to Balinese women image which is a special image of Balinese women being cultured, responsible, sincere and loyal at work. Unfortunately, in the current development when there is insufficient number of Balinese spa therapists to be sent to work abroad, many spa therapists from Java and Kupang are sent abroad. This information was revealed in the following interviews.

*“Actually, there are chances for female Balinese to become a spa therapist because they carry the image of Bali, but the significant number of requests for spa therapists is used as an opportunity to send Javanese and Kupang girls who do not meet criteria of Balinese women, and this may affect the reputation of Balinese spa therapists in an unfavourable way.”*  
(Wayan Wiratha, 1 July 2015).

It will be unfortunate that later it may reduce the popularity of Balinese spa therapists. In addition to the problems that arose from the therapists themselves, the issue that many non-Balinese therapists are sent abroad instead of Balinese therapists also becomes a threat to the development of the Balinese spa industry and therapists.

### **The Quality of life of Balinese Women Working in the Spa Industry**

The quality of one's life can be seen from the achievement of all of their hopes and by the attitude of being satisfied with what they have achieved in their every aspect of life. Aspects of life also vary and influence each other. In this study, the authors intend to subjectively assess the quality of life perceived by Balinese women, especially the spa therapists who work abroad. These spa therapists are classified as the therapists who have experience working abroad for 2 to 5 years and some have already become a manager armed with an experience as a spa therapist abroad.

Questionnaires filled out by the spa therapists contain seven aspects of life: material, health, productivity, intimacy, security, status in the society, and emotional aspects of an individual. The seven aspects are assessed with answer options namely, “very true”, “somewhat untrue”, “somewhat true”, and “all untrue”. These answer options are based on the purpose to analyze whether working as a spa therapist enables them to achieve a good quality of life. Questionnaires were distributed to 20 spa therapists and their answers are tabulated simply by showing the percentage on the selected answer items.

Each therapist assesses their quality of life differently: some feel being healthy is enough for them and some feel happy enough if they have money to buy food. The respondents have different perspectives and thus assessment

---

parameters are required to assess whether the respondents have reached their quality of life. From the results of the questionnaire, it is revealed that on the average, the income of the Balinese spa therapists who work abroad for more than six months as a spa therapist is US \$ 6,500 to US \$ 10,000 or when converted into Rupiah, it amounts to Rp 85,000,000 to Rp 130,000,000. Such amount of income is big for those who are still single and adequate for those who are married.

Most of the answers reveal that by working as a spa therapist, they can achieve their life satisfaction by having improvement in some aspects of life, especially the material aspect. They are happy because the quality of their life improves; no pressure at work; they see that working as a spa therapist is a good job despite the existing negative image the solution to which has not been found. Also, they are satisfied as they can support the family economy; they have a good relationship among fellow therapists; their relationship in the family becomes better; and they feel satisfied with their work as spa therapists.

Results of the questionnaire showed that 85 percent of the respondents say that by working as a spa therapist they really have an improved quality of life. They choose a job as a spa therapist in the hope to establish their family economy like what has been told by the spa therapist who worked in Turkey for 1 year, Ni Wayan Urip Kusuma Yanti, who said that:

..... the salary is used to pay debts and to fulfill her children's needs....

(Yanti, 13 July 2015)

Not only in terms of the material aspect of life, it turns out that the Balinese women who work as spa therapists also look forward to having experience and a good relationship among fellow therapists while at their work abroad. They take care of each other and share experience even though competition is still perceived to be present among fellow therapists. The Balinese proverb *sagalak saguluk salanglang salunglung sabayantaka, paras poros sarpanaya* also works for the Balinese therapists. This proverb means to work together in achieving goals and help others and demonstrate the value of solidarity. Improvement in quality of life in terms of material and non-material aspects is perceived when their salary for working for months or even every year with regular departures is enough for the whole family.

The family economy also improves the relationship among the family members because they were given the responsibility to look after each other while their mother or sister is working as a spa therapist abroad.

For Balinese women, a job as a spa therapist is a noble work, because the purpose is to give satisfaction to consumers by providing spa treatments. However, the negative image that exists on spa therapists remains a threat for the spa therapists working abroad. A negative image that spa therapists also provide sex services to customers is the worst one. That was disclosed by a spa therapist who claimed to have been seduced by her customer to have sex. It is indeed an irony that if there is a spa therapist who violates regulations, such act will have an impact on the overall image of the existing spa therapists.

The spa world which is identical with relaxation can also cause stress to the spa therapists. This happens because of the pressure at work where spa therapists have to work beyond the working hours or the number of consumers increases. Grievance about having to work extra is also coupled with the need to learn new types of spa therapy for example in Russia, the spa centers tend to offer Thai spa treatments which requires the spa therapists to learn and improve their skills to learn different types of spa therapies. Another example is Hammam or Turkish bath which is a variation of Roman bath, steam bath, sauna, or Russian banya (sauna). Hammam is distinguished by its focus on water and the conditions as well as the different steam conditions.

The overall results of the research reveal that objectively one's quality of life is affected by many factors. These factors also affect someone's life or someone else in the environment. Subjectively the answers from interviews and questionnaires indicate that the therapists perceive an improvement in their life quality that is strongly associated with a sense of satisfaction that is perceived because they have reached the well-being level. Similarly, the objective perspective is formed due to the environment such as a sense of comfort working with other spa therapists. Despite being in a foreign country, they can cooperate and foster their sense of sisterhood.

The spa therapists as the subject of this research (respondents) have revealed that in their environment there has been a major adaptation process. Leaving their family in the home country also requires adaptation especially for women who have to leave their children to be taken care of by their husband and family. This proves the existence of flexibility in the relationship between the husband and wife where the wife is supposed to take care of the internal affairs of the household and fulfil their function as a mother now switches to the life in which they have to work while their husband is willing to accept this condition to take a full responsibility to care of the children in the family.

The perspective about working women seems to have begun to change due to various demands of life that must be met primarily to achieve the quality of life as a parameter for one's well-being condition. By becoming a spa therapist and is being able to meet their family needs, the women in their families can receive recognition and can have their self-actualization. However, it should not be forgotten that one's satisfaction in life does not merely come from one's self but also from their family support, and the limits of such satisfaction can be determined only by the therapist themselves or only by one single aspect of life only. The tendency that does happen is that the opposite in which a dominant aspect of life that does not improve may affect other life satisfactions.

## References

- Astuti, Ismi Dwi, et al., (2008). Model Pemberdayaan Perempuan Pedesaan di Bidang Pembangunan Pariwisata. *Spirit Publik*, Vol 4, Number 1 p 51-68
- Bansal. S. P and Jaswinder Kumar. (2011). Women empowerment and self sustainability through tourism: case study of self employed women in

- handicraft sector in Kullu Valley of Himachal Pradesh. *Himachal Pradesh University Journal*.
- Cohen, Marc and Gerard Bodeker. (2008). *Understanding the Global Spa Industry: Spa management*. Elsevier
- Cukier, Judie et al. (1996). The involvement of women in the tourism industry of Bali, Indonesia. *The Journal of Development Studies*, 33 (2): proquest pg 248
- Cummins, Robert. (1997). *Comprehensive Quality of Life Scale*. Deakin University: School of Psychology
- Genc, Ruhet. (2012). Subjective aspect of tourist quality of life in the Handbook of tourism and quality of life. Springer
- Lee, et al. (2005). Contributing to Quality of Life: A New Outcome Variable for Information Technology in Ubiquitous Computing Environments
- Moleong, Lexy. (2013). *Metodologi Penelitian Kualitatif*. Bandung: PT Remaja Rosdakarya
- Nigade, Jyoti J. and Bhola Sarang S. (2014). *Impact of quality of work life (QWL) on QOL of working women*. Indian Streams Research Journal Vol 4- Issue 1
- Noll, Herbert Heinz. 2002. Social indicator and quality of life research: background, achievement and current trends, Nicolai Ed: Genov Perempuan Bali. URL: [madebayu.blogspot.com/2012/02/perempuan-nali.html](http://madebayu.blogspot.com/2012/02/perempuan-nali.html)
- Puspa, I.A. Tary. 2012. Ardanareswari dalam Hindu. Hindu Raditya Magazine. Thursday 26 April 2012.
- Putra, I Nyoman Darma. (2014). "Empat Srikandi Kuliner Bali: Peran Perempuan Dalam Pembangunan Pariwisata berkelanjutan". *JUMPA*; Vol. 1, No. 1, pp. 65-94.
- Rahyuda, Irma et al. (2014). Klasifikasi Industri Pariwisata SPA di kawasan Badung selatan. Proceedings of National Seminar on Tourism and Research Dissemination. 2014.
- Saptari, Ratna and Brigitte Holzner. (1997). *Perempuan Kerja dan Perubahan Sosial: sebuah pengantar studi perempuan*. Jakarta: Pustaka Utama Grafiti
- Suardana, I Wayan. *Pemberdayaan Perempuan di Kawasan Kuta Sebagai Upaya Peningkatan Kualitas Pariwisata Bali*. Faculty of Tourism of Udayana University
- Techatassanasoontorn, A. and Tanvisuth, A. (2008). "The Bottom-up and Horizontal Spillovers of Quality of Life from ICT Use: The Case of Community Technology Centers," Proceedings of JAIS Theory Development Workshop. *Sprouts: Working Papers on Information Systems*, 8(18). <http://sprouts.aisnet.org/8-18>
- Velasco, Maria. (1999). Andalusian women and their participation in rural tourist trade, *Geojournal* 48 (3): Proquest pg 253
- Williams, Anne, (2007). *Spa Body Work: A Guide for Massage Therapists*. Lippincott Williams and Wilkins
- Yang, Li dan Xiang Li. (2012). Ethnic Tourism and resident Quality of Life in Handbook of tourism and quality of life. Springer