

Exploring The Role of the 4Es (Entertainment, Educational, Aesthetic, Escapist) in Enhancing Wellness Tourism Experiences

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ARTICLE INFO	ABSTRACT
Keywords: wellness tourism, 4Es framework, tourist experience, well-being, sustainability, SDGs	Wellness tourism is an emerging sector within global tourism that emphasizes health awareness, life balance, and holistic well-being. This study explores the intersection of wellness tourism and sustainable practices through the lens of the 4Es framework—entertainment, educational, aesthetic, and escapist experiences. While the demand for transformative travel is increasing, limited research examines how these experiential dimensions contribute to both tourist satisfaction and sustainability goals. This study addresses that gap by analyzing how the 4Es framework can guide the development of wellness tourism experiences that align with environmental and cultural sustainability. Using a qualitative descriptive approach, data were collected through structured interviews and observations at wellness tourism destinations. The analysis reveals that entertainment provides emotional care, education deepens knowledge of health and culture, aesthetic environments promote relaxation through eco-friendly designs, and escapist experiences offer transformative engagement with nature and heritage. These elements collectively support individual well-being while advancing sustainability principles. The findings have practical implications for wellness tourism providers and policymakers. Strategies such as adopting green certifications, applying resource-efficient practices, engaging in community-based tourism, and training empathetic staff are essential for improving service quality and promoting conservation. Moreover, digital marketing and continuous evaluation are key to meeting the evolving expectations of health-conscious travelers. This study contributes to sustainable tourism literature by showing how the 4Es framework can transform wellness tourism into a vehicle for social and environmental responsibility. It offers a roadmap for aligning wellness tourism with <i>Sustainable Development Goals (SDGs)</i> , ensuring both meaningful experiences for tourists and long-term benefits for host communities.

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INTRODUCTION

The tourism industry has made a substantial contribution to the global economy. In 2019, it was valued at approximately US\$4.9 trillion, accounting for 5.1% of global economic activity. Prior to the COVID-19 pandemic, the Global Wellness Institute (*GWI*) estimated that the global wellness tourism market would reach US\$919.4 billion in 2022, reflecting a 7.5% increase from 2017. These statistics highlight the rapid growth and increasing demand for wellness tourism worldwide (Abdo, 2020).

In Indonesia, the tourism sector is strategically developed as an economic driver (Reza, 2020). This sector maximizes the utilization of natural and cultural resources to generate foreign exchange, create employment opportunities, and enhance national

economic growth. The goal of tourism development in Indonesia is to foster national progress (Steiner, Carol J. and Yvette Reisinger. 2015). One of the emerging trends in tourism is wellness tourism, which leverages natural landscapes, cultural heritage, and traditional practices to create unique and sustainable experiences. This approach positions Indonesia as a leading wellness tourism destination while ensuring sustainable tourism development (Adiyati, S. 2010).

Tourism serves as a means for individuals to escape from the monotony and fatigue of daily life, thereby enhancing their physical and mental well-being (Irawati, 2023). Broadly, six primary types of tourism exist: leisure tourism, visiting, transit, short-distance travel, professional tourism, and restful tourism. Additionally, healthcare tourism encompasses two subcategories: medical tourism and wellness tourism (Jabbar & Supriyadi, 2023). Given Indonesia's rich cultural diversity, traditional customs, and natural wealth, the country has great potential to develop wellness tourism as a key attraction for both domestic and international travellers (Sufa, S. A., Subiakto, 2020).

Wellness tourism has emerged as one of the fastest-growing tourism segments, where travellers seek medical care, health improvement, or relaxation (Badi'ah & Kp, 2022). This tourism type includes activities to maintain a healthy lifestyle, reduce stress, prevent illness, and enhance overall well-being (Hikmah, 2022). According to the Global Wellness Institute (2018), wellness tourism aims to sustain or improve personal well-being across multiple dimensions, including physical, mental, emotional, social, spiritual, and environmental aspects. The growth of wellness tourism is driven by increasing awareness of health, life balance, and stress management (Cohen, 2010). Factors such as stress, fatigue, and the search for life's meaning have contributed to the rising demand for wellness tourism (Voigt et al., 2011).

Before the COVID-19 pandemic, *GWI* estimated that the global wellness tourism market would reach US\$919.4 billion in 2022, reflecting a 7.5% increase from 2017 (Global Wellness Institute, 2018). Indonesia ranked seventh in the Top Ten Wellness Tourism Markets in the Asia-Pacific region in 2017, with a market value of US\$6.9 billion, positioning itself above Malaysia, Vietnam, and New Zealand, while trailing behind South Korea (Yuwono & Astuti, 2021). This ranking indicates Indonesia's strong potential as a wellness tourism destination.

To sustain the tourism sector sustainably, policymakers must shift their focus from quantity-driven tourism to quality tourism. Sustainable tourism emphasizes holistic and long-term well-being, integrating environmental conservation, cultural preservation, and economic sustainability. This transition encourages the development of wellness tourism, prioritizing high-quality experiences that contribute to travellers' physical and mental well-being while fostering environmental and cultural sustainability.

The 4Es framework (*Entertainment, Educational, Aesthetic, and Escapist Experiences*) emerged as a response to evolving tourist behaviour, wherein travellers increasingly seek meaningful, immersive, and transformative experiences. The 4Es framework plays a crucial role in creating unique and memorable tourist experiences (Pine & Gilmore, 2019).

Empathy refers to understanding and connecting with tourists' emotions and needs, ensuring that they feel valued and engaged during their experiences (Hosany & Witham, 2019). Education represents the process of learning and acquiring knowledge about a destination, enabling tourists to gain insights into a place's cultural, historical, and environmental aspects (Kim & Lee, 2020). Aesthetic experiences encompass the visual and sensory appeal that enhances tourists' appreciation of a destination, including architectural beauty, natural landscapes, and artistic elements (Schmitt, 2010). Entertainment involves engaging and enjoyable activities that enrich tourist experiences, providing relaxation, excitement, and cultural enrichment (Pine & Gilmore, 2019).

The 4Es framework enhances tourist satisfaction, loyalty, and engagement (Kim & Lee, 2020). It also fosters sustainable and responsive tourism practices (Zhang & Ma, 2022), influencing several key aspects of tourist behaviour, including the demand for unique and memorable experiences, emotional engagement, and the desire for a deeper connection with destinations, the necessity for differentiation requiring destinations to offer something distinctive, and the significance of experiential tourism in driving satisfaction and repeat visits. The application of the 4Es framework in wellness tourism aims to improve tourist satisfaction, create transformative and immersive experiences, enhance tourist loyalty, and develop sustainable tourism destinations (Hosany & Witham, 2019).

Tourist experiences encompass interactions, perceptions, and activities visitors engage in while exploring a destination. Scholars define tourist experience as the interpretation of a visitor's overall interaction with a brand or destination, ultimately shaping satisfaction and loyalty (Frow & Payne, 2011). According to *UNWTO* (2011), tourism involves a temporary movement of individuals for non-permanent residence or employment, while a tourist is defined as a person who visits a country without the intention to settle or work permanently and who spends money from income earned elsewhere (Noval, 2004).

Well-being is an integral aspect of wellness tourism, encompassing physical, mental, emotional, spiritual, and social factors. It represents a state of subjective happiness, self-esteem, and life satisfaction (Corsini, 2002; Campbell, 2002). The United Nations World Tourism Organization (*UNWTO*, 2019) defines well-being as a balance between physical, mental, and emotional health achieved through travel experiences. Similarly, the Global Wellness Tourism Congress (2013) describes well-being as holistic health, including physical, mental, and spiritual dimensions.

According to Cohen (2010), the dimensions of well-being in tourism include physical well-being, which encompasses health and fitness enhancement; mental well-being, which relates to stress reduction and anxiety management; emotional well-being, which refers to happiness and life satisfaction; spiritual well-being, which involves connection with oneself and the surrounding environment; and social well-being, which entails building relationships with others.

The rapid growth of wellness tourism presents a unique opportunity for Indonesia to position itself as a global leader in sustainable tourism development. By leveraging the

4Es framework, wellness tourism can offer meaningful, transformative, and high-quality experiences while supporting global *Sustainable Development Goals (SDGs)*. Understanding the role of tourist experience, well-being, and sustainability is essential for ensuring the long-term success of wellness tourism in Indonesia and beyond.

Two previous studies provide significant insights into wellness tourism but also leave critical gaps that this research aims to address. First, Voigt et al. (2011) conducted an in-depth qualitative study on the motivations of wellness tourists and identified six key benefits: physical health, stress relief, enhanced appearance, self-confidence, escapism, and transcendence. However, their study did not explore how the experiential dimensions especially through structured frameworks like the 4Es (*Entertainment, Education, Esthetic, and Escapism*) contribute to the realization of these benefits, especially in the context of emerging economies like Indonesia. Second, Hosany and Witham (2019) investigated the emotional responses and satisfaction levels in luxury wellness resorts using the 4Es framework but limited their scope to affluent, Western tourists, thereby overlooking cultural diversity and local contexts such as Indonesia's rich traditional wellness heritage.

This current research fills those gaps by applying the 4Es experience framework in the context of Indonesian wellness tourism, focusing on how tourist experiences influence multi-dimensional well-being physical, emotional, mental, spiritual, and social. Unlike previous studies, it places Indonesia's cultural and natural richness at the core of analysis, thereby adding contextual depth to existing theories. It also integrates the concept of sustainability, linking wellness tourism to the *Sustainable Development Goals (SDGs)*. The aim of this research is to analyze the effect of experiential dimensions (4Es) on tourist well-being and satisfaction in Indonesia's wellness tourism sector. The expected benefits include offering theoretical contributions to experiential tourism literature, providing empirical support for policymakers and tourism practitioners, and reinforcing Indonesia's global position as a sustainable wellness destination.

METHOD

This study employs a qualitative descriptive research approach to explore the role of the 4Es framework (entertainment, educational, aesthetic, and escapist) in enhancing wellness tourism experiences. A qualitative descriptive approach is particularly suitable for this research as it generates rich narrative data, allowing for a deep understanding of tourists' experiences. This approach provides a flexible yet systematic framework for examining complex, subjective phenomena such as emotional engagement, satisfaction, and transformative travel experiences.

Data collection was carried out through two primary methods: structured interviews and direct observations, both aimed at exploring tourists' experiences based on the 4Es framework (*Entertainment, Educational, Esthetic, and Escapist*). Structured interviews were conducted using a set of open-ended questions targeting tourists who participated in wellness tourism activities, focusing on their emotional responses, knowledge acquisition, sensory perceptions, and engagement in immersive activities.

Complementing the interviews, field observations were conducted at various wellness destinations to capture real-time tourist behaviors, service interactions, and physical environments. Observational notes recorded contextual elements such as cultural performances, workshops, scenic design, and recreational experiences, providing additional layers of insight and ensuring a more comprehensive and contextual understanding of wellness tourist behavior.

Thematic analysis was employed to examine the qualitative data collected from interviews and observations, using the 4Es framework as a guiding structure. First, all interview transcripts and observation notes were systematically transcribed and categorized according to the dimensions of the framework. An inductive coding process followed, identifying recurring themes within each category—such as emotional engagement under entertainment, knowledge transfer under education, and aesthetic appreciation in visual design. Themes were refined to highlight the diversity and depth of tourist experiences, and data triangulation between interview and observational sources was conducted to enhance validity. Finally, the emerging themes were interpreted within the context of wellness tourism and sustainability, revealing how each experiential dimension contributed to overall well-being, satisfaction, and support for sustainable tourism practices.

RESULTS AND DISCUSSION

Tourist Experiences in Wellness Tourism

According to Cohen (2010), tourist experiences in wellness tourism can be classified into five dimensions, which align closely with sustainable tourism practices and the Sustainable Development Goals (SDGs). For example, physical health experiences can promote SDG 3 (Good Health and Well-being) by encouraging fitness and active lifestyles. Mental health experiences contribute to stress alleviation and emotional balance, aligning with holistic approaches to well-being. Spiritual health experiences foster connections with nature and oneself, supporting SDG 12 (Responsible Consumption and Production) by encouraging mindfulness and sustainable practices. Emotional health experiences enhance happiness and satisfaction, creating positive memories while promoting SDG 11 (Sustainable Cities and Communities) through culturally sensitive tourism. Lastly, social connections emphasize community building and intercultural understanding, which align with SDG 17 (Partnerships for the Goals). By addressing these dimensions, wellness tourism contributes to a broader sustainable development framework. First, physical health represents tourists' experiences related to fitness and physical activities. Second, mental health refers to experiences that help tourists alleviate stress or anxiety (Nugroho, I. A., Asrin, & Sarwono. 2012). Third, spiritual health involves tourists' connections with themselves and their surroundings. Fourth, emotional health includes experiences that bring happiness and satisfaction. Lastly, social connections represent tourists' opportunities to interact with others (Nordin, M. R., & Jamal, S. A. 2021).

The 4Es framework (entertainment, educational, aesthetic, and escapist) reflects a shift in consumer behaviour, where tourists increasingly seek unique and memorable experiences. This framework can be closely linked to green practices and sustainable tourism planning by encouraging destinations to incorporate eco-friendly measures within each dimension. For instance, entertainment-focused activities could utilize sustainable materials and renewable energy sources, while educational experiences might emphasize raising awareness about environmental conservation and sustainable living. Similarly, aesthetic experiences highlight the preservation of natural beauty and cultural heritage, and escapist activities promote low-impact, nature-based tourism that supports biodiversity and reduces carbon footprints (Fassah, 2014). By aligning the 4Es framework with sustainable practices, tourism destinations can enhance visitor experiences while contributing to long-term environmental and social goals. Tourists are defined by UNWTO (2019) as individuals traveling outside their usual environment for at least 24 hours without settling or working (Guangzhong, D.A.I. 2013). Similarly, Hunziker and Kraf (1942) describe tourists as travellers not seeking permanent residence or livelihood. As tourists wish to connect with destinations, emotional engagement is key, and positive emotions significantly influence their overall satisfaction (Schmitt, 2010). Destinations must differentiate by offering unique experiences as lasting memories (Pine & Gilmore, 2019). Tourist satisfaction and loyalty are influenced by their overall experience, encompassing unique and memorable interactions that meet their needs (Kim & Lee, 2020).

Activities and experiences in wellness tourism vary according to tourists' goals and preferences. Examples include yoga and meditation to enhance flexibility, calmness, and emotional balance, which can be conducted in energy-efficient facilities or natural settings to minimize environmental impact (Cahyadi, A. 2017). Spa and body treatments using natural therapies like massage and aromatherapy can integrate locally sourced, eco-friendly products to promote resource efficiency. Hiking and outdoor sports, which promote fitness while enjoying nature, can be designed to include waste management systems and eco-friendly trails to reduce environmental degradation. Healthy culinary experiences offering nutritious and delicious food could prioritize locally grown, organic ingredients, thus supporting sustainable agriculture. Lastly, cultural immersion through interactions with local traditions and practices can incorporate community-based tourism initiatives that conserve local heritage while ensuring economic benefits for local communities.

Classification of Tourists Using the 4Es Framework in Wellness Tourism

Each activity and experience in wellness tourism is designed to benefit tourists' physical, mental, and spiritual health. These activities contribute significantly to achieving the Sustainable Development Goals (SDGs), particularly SDG 3 (Good Health and Well-being). By promoting physical activities that enhance fitness, mental practices that alleviate stress, and spiritual engagements that foster self-awareness, wellness tourism provides a holistic approach to well-being. Furthermore, these activities support

sustainable tourism practices by encouraging mindfulness, resource conservation, and community engagement, thus bridging individual health benefits with broader environmental and social goals. Factors influencing tourist experiences include destination quality, facilities and services, local interactions, activities and events, and environmental cleanliness (Pine & Gilmore, 2019). The 4Es framework provides a classification of tourists' wellness experiences as follows.

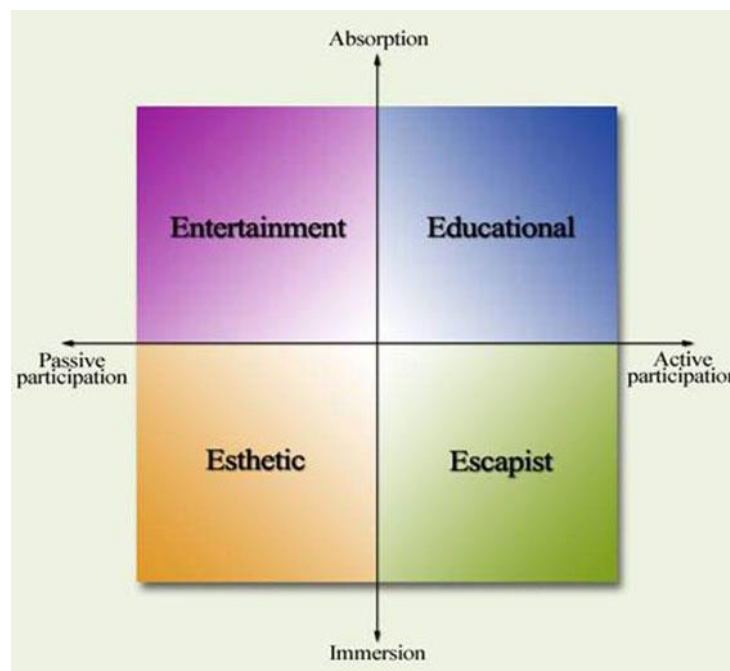


Figure 1. 4Es Framework

Source: Schmitt (2010)

Tourist experiences within the entertainment dimension involve passive participation and absorption. Tourists act as observers or audiences with no direct interaction with the destination. Their focus lies on receiving information and entertainment, with experiences being one-way. Benefits include relaxation, education, cultural experiences, enjoyment, satisfaction, and memory-building.

Tourist experiences in the aesthetic dimension also involve passive participation but focus on immersion. These tourists enjoy natural or artistic beauty visually and aesthetically without direct interaction with the destination. Their experiences are contemplative, offering relaxation, stress reduction, aesthetic appreciation, knowledge, satisfaction, and memory-building.

Educational experiences involve active participation and absorption. Tourists directly engage in learning processes, interact with destinations, and develop new skills and knowledge. These experiences emphasize practical engagement and self-transformation. Benefits include gaining new knowledge and skills, practical experiences, local interactions, satisfaction, self-development, memory-building, and access to local knowledge.

Escapist experiences involve active participation and immersion. Tourists seek enjoyable and engaging experiences that allow them to escape daily life, creating positive emotional changes through direct interaction with the environment. These experiences promote satisfaction and emotional well-being.

The identification of tourists in wellness tourism can be illustrated in the following table.

The study identifies that wellness tourism can enhance facilities and services for tourists in various wellness sectors, such as medical, spiritual, fitness, and eco-wellness. Incorporating green certifications and sustainable practices into these sectors can further align with global sustainability goals. For example, eco-wellness tourism can adopt carbon offset programs or utilize renewable energy for facilities. In contrast, cultural wellness tourism can focus on preserving local traditions through sustainable practices and community engagement. Such measures enhance the quality of tourist experiences and contribute to environmental conservation and the promotion of resource efficiency. The characteristics and experiences of wellness tourists vary depending on their goals:

1. **Wellness Medical:** Focused on prevention (promoting health), treatment (addressing illnesses), and restoration (improving health), such as treatments for cardiology, oncology, orthopaedics, dermatology, and gynaecology (Hamidah,, 2020).
2. **Wellness Fitness:** Combines physical activities with tourism, such as yoga on beaches, jogging on scenic trails, hiking, water sports, and other fitness-oriented activities.
3. **Wellness Spiritual:** This approach emphasizes spiritual balance through activities like meditation, prayer, spiritual retreats, and pilgrimages, promoting cultural respect, environmental conservation, and self-awareness (Hasnah, 2021).
4. **Wellness Ecotourism:** Integrates health and fitness with nature experiences, such as wildlife observation, ecological tours, herbal workshops, and nature-based fitness retreats.
5. **Wellness Cultural:** This program combines health and fitness with cultural immersion, including traditional dance classes, crafts workshops, local culinary experiences, and participation in cultural festivals.

This study conceptualizes the tourist experience in wellness tourism using the 4Es framework. It concludes that each classified tourist characteristic aligns with their unique needs and contributes to improved well-being. By applying well-being principles, wellness tourism destinations can offer experiences tailored to tourists' aspirations for better living. The conceptual framework for tourist experiences in wellness tourism, based on the 4Es framework, is illustrated in Figure 2.

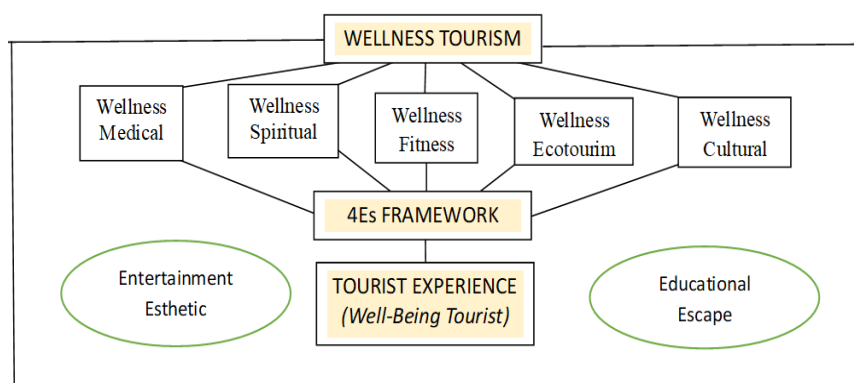


Figure 2. Conceptual framework of tourist experience based on the 4Es in wellness tourism

Discussion

Tourist experiences within the entertainment dimension involve passive participation and emotional absorption. Tourists often act as observers or audiences, engaging with destinations through performances, storytelling, or curated activities that foster relaxation and enjoyment (Lamopia, 2023). Empathy from destination staff plays a crucial role in enhancing the emotional engagement of tourists. For instance, personalized care and attention to individual needs create a welcoming and memorable environment. These experiences promote relaxation and happiness and build emotional connections with the destination, enhancing satisfaction and loyalty (Hunt, C. A., & Harbor, L. C. 2019). Furthermore, entertainment-focused activities can incorporate sustainable practices, such as using renewable energy for performances or offering cultural showcases that preserve local traditions (Heung, 2012).

Educational experiences involve active participation and intellectual engagement, where tourists directly interact with the destination to acquire knowledge and skills. Activities such as workshops on local health practices, meditation techniques, and sustainability initiatives enable tourists to deepen their understanding of wellness and environmental conservation (Hunt, C. A., & Harbor, L. C. 2019). These experiences often lead to self-transformation as tourists gain insights into their well-being while learning about the destination's culture and heritage (Julianto, E. K., & Ardianti, I. 2022). For example, guided tours emphasizing the sustainable use of local resources can raise awareness about responsible consumption and production, aligning with SDG 12 (Responsible Consumption and Production) (Majeed, S. and Gon Kim, W. 2023).

Tourist experiences in the aesthetic dimension focus on passive immersion in visually and emotionally appealing environments. Wellness tourism destinations often capitalize on natural beauty and eco-friendly architectural designs to create a tranquil and rejuvenating atmosphere (Marhaeni, 2023). Examples include spas located in lush natural settings or retreats featuring sustainable design elements such as green roofs and renewable energy systems. These aesthetic experiences contribute to stress reduction, relaxation, and mental well-being. The emphasis on preserving natural beauty also aligns

with SDG 11 (Sustainable Cities and Communities), ensuring that destinations maintain their appeal while promoting environmental stewardship.

Escapist experiences involve active participation and emotional immersion, where tourists engage in activities that provide a sense of escape and renewal. Examples include hiking through pristine landscapes, participating in spiritual retreats, or exploring cultural festivals (Wardani, 2012). These activities enable tourists to disconnect from their daily routines and immerse themselves in transformative experiences that promote emotional well-being. Escapist activities can also be designed to minimize environmental impact, such as offering guided eco-hikes or promoting zero-waste policies at cultural events. By integrating these sustainable practices, destinations can enhance the quality of escapist experiences while supporting biodiversity and reducing carbon footprints.

Analysis of the findings reveals that the 4Es framework offers a comprehensive approach to understanding tourist experiences in wellness tourism. Each dimension contributes uniquely to tourists' overall well-being and satisfaction (Evawati, 2020). Entertainment fosters emotional connections; education promotes self-awareness and cultural understanding; aesthetics provide relaxation through natural beauty, and escapist activities offer transformative journeys. Collectively, these dimensions create holistic travel experiences that align with sustainability principles and contribute to achieving global SDGs.

The 4Es framework integrates seamlessly with sustainable tourism planning and management (Arini, I. A. D., & Lestari, M. N. D. 2021). Destinations can align their offerings with sustainability principles by incorporating green certifications, eco-friendly practices, and community-based tourism models. For instance, entertainment-focused activities can prioritize cultural preservation, while educational initiatives can emphasize environmental awareness and sustainable living. Aesthetic experiences can promote eco-friendly designs, and escapist activities can minimize their environmental footprint through resource-efficient practices.

The findings underscore the potential of the 4Es framework to contribute to multiple SDGs. Entertainment and escapist experiences enhance mental and emotional well-being, aligning with SDG 3 (Good Health and Well-being). Aesthetic experiences promote preserving natural and built environments, contributing to SDG 11 (Sustainable Cities and Communities). Educational experiences foster responsible consumption and production, addressing SDG 12. By aligning wellness tourism with these SDGs, destinations can balance tourist satisfaction and long-term sustainability.

Wellness tourism destinations can adopt several practical strategies to integrate sustainability into their offerings. Green certifications, such as EarthCheck or Green Globe, can validate the sustainability of operations. Community-based tourism models can involve local communities in the planning and delivering wellness experiences, ensuring economic benefits and cultural preservation. Additionally, resource-efficient practices, such as using locally sourced materials and renewable energy, can enhance the sustainability of wellness tourism activities (Trisnawati, E. A., 2021).

The findings provide actionable insights for stakeholders in the wellness tourism sector. Destination managers can prioritize staff training to emphasize empathy and cultural sensitivity, enhancing the quality of tourist interactions (Yi Luo, 2018). Policymakers can develop guidelines and incentives for sustainable tourism practices, while practitioners can leverage digital marketing strategies to promote eco-friendly wellness tourism experiences (Widyaningsih, 2023). Regular evaluations of tourist satisfaction and environmental impact can ensure the continuous improvement of wellness offerings (Yudhiasta, 2023).

This study addresses gaps in the existing literature by exploring the intersection of the 4Es framework and sustainable tourism practices. The proposed model integrates emotional engagement, cultural appreciation, environmental stewardship, and transformative experiences to create a sustainable approach to wellness tourism. By adopting this model, destinations can cater to the growing demand for responsible travel experiences while contributing to broader environmental and social goals.

CONCLUSION

This study demonstrates the complex and dynamic nature of wellness tourism in Indonesia by applying the 4Es framework—*entertainment, educational, aesthetic, and escapist* experiences—across five main categories: Wellness Fitness, Spiritual, Cultural, Ecotourism, and Medical tourism. Each category contributes unique benefits, ranging from improved physical health and spiritual growth to cultural enrichment and environmental stewardship. The research underscores the importance of sustainability strategies such as green certification, resource-efficient management, and active community participation, as well as the value of empathetic staff training and community-based tourism to preserve authenticity and local culture. Looking ahead, future research should explore the integration of digital technology, the role of government incentives, and the impact of wellness tourism on lesser-studied *Sustainable Development Goals (SDGs)*. By aligning wellness tourism with principles of holistic well-being and sustainability, Indonesia can position itself as a global leader in responsible, transformative travel, offering meaningful experiences for visitors and lasting advantages for local communities.

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