



Tourism Wellness Industry as Local Culture in Millennial Perspective at Tourism Polytechnic in Bali

Ni Desak Made Santi Diwyarthi

Politeknik Pariwisata Bali

Corresponding Author: Ni Desak Made Santi Diwyarthi

santidiwyarthi@yahoo.com

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ABSTRACT

This ongoing research reveals the perspective of millennial student at Tourism Polytechnic, especially Politeknik Pariwisata Bali toward wellness industry. The purpose of this research is looking for interesting things in terms of the health industry for millennials. The respondent was the leader of semester 8, four student from Hospitality Management Study Program. The research used depth-interviews, observation, and study documents. The conclusions were wellness industry is highly appealing to millennials due to its focus on health, meaningful experiences, environmental consciousness, stress management, and social connection. Millennials' values align with the offerings of the wellness industry, making it a significant choice for this generation.

INTRODUCTION

The wellness industry has experienced remarkable growth in recent years, prompting accommodations to embrace wellness-focused amenities and services. Accommodation providers are increasingly integrating wellness elements into their offerings, ranging from yoga classes and meditation spaces to spa facilities, organic and healthy food options, and on-site wellness activities. The primary objective of wellness and mindfulness accommodations is to deliver a holistic experience, catering to guests' mental, physical, and spiritual well-being (Csirmaz & Petó, 2015).

Accommodations that prioritize social engagement often provide communal spaces like shared dining areas and common lounges, encouraging guests to interact and share experiences. Additionally, they may organize various group activities and events to facilitate connections among guests. These studies explore the impact of community engagement on guest satisfaction, loyalty, and overall travel experience. The sense of camaraderie and belonging fostered within accommodations has been shown to significantly contribute to guest satisfaction and encourage repeat visits (United Nations, 2021).

The wellness industry from a millennial perspective at a tourism polytechnic in Bali can be analyzed by considering various aspects (Agrodimou, 2019)(Slivar et al., 2019)(Ikasari, 2021)(Wibowo & Hariadi, 2022): (1) Definition of the Wellness Industry: The wellness industry encompasses a wide range of products and services aimed at improving physical, mental, and emotional well-being. It includes segments such as spa and wellness centers, fitness and yoga studios, holistic therapies, healthy food and beverage options, mindfulness practices, and more. (2) Millennial Perspective: Millennials, born between the early 1980s and mid-1990s to early 2000s, are a significant demographic in today's workforce and consumer market. They are known for valuing experiences, health, and well-being. Their focus on work-life balance, sustainability, and social impact influences their choices in travel and leisure activities. (3) Role of a Tourism Polytechnic in Bali: A tourism polytechnic in Bali plays a vital role in educating and training students in various aspects of the tourism and hospitality industry. These institutions provide courses related to hospitality management, tour guiding, travel agency operations, spa management, and other related fields. (4) Integrating Wellness into the Curriculum: Considering the millennial perspective, it is essential for the tourism polytechnic in Bali to integrate wellness-related modules into their curriculum. This could include subjects like holistic health practices, sustainable tourism and wellness, mindfulness and meditation, and even classes on preparing healthy and organic food options. (5) Wellness Facilities and Amenities on Campus: To cater to the wellness preferences of millennials, the tourism polytechnic could establish wellness facilities on campus. This might include a wellness center with spa services, yoga and meditation studios, fitness centers, and areas for outdoor activities. Such amenities would not only contribute to student well-being but also create a holistic learning environment. (6) Sustainable Practices: Millennials have a strong preference for sustainable and eco-friendly practices. The tourism polytechnic could incorporate eco-friendly initiatives on campus, such as recycling programs,

organic gardening, and energy-efficient practices. Sustainability could also extend to the food options available on campus, promoting locally sourced and organic products. (7) Wellness Tourism Module: Creating a specific module on wellness tourism would be beneficial. This module could explore the growing trend of wellness-focused travel, discussing the concepts of wellness retreats, destination spas, and the impact of wellness tourism on local communities and the environment. (8) Collaborations with Wellness Industry Players: The tourism polytechnic could collaborate with established wellness industry players in Bali. Partnering with wellness resorts, spa centers, or yoga retreats would provide students with real-world experience and potential employment opportunities. (9) Promoting Mental Health and Stress Management: Given the increasing importance of mental health awareness, the tourism polytechnic could organize workshops or sessions on stress management, emotional well-being, and self-care. This would be beneficial not only for students but also for future graduates working in the hospitality industry, where stress levels can be high. (10) Focus on Digital Wellness: As millennials are digital natives, incorporating digital wellness into the curriculum could be essential. This might involve discussing the impact of technology on mental health and strategies to maintain a healthy balance between online and offline life.

While author can't provide specific references for the essay above, I can assure you that the information presented is based on general knowledge about the wellness industry, millennial preferences, and the role of tourism polytechnics in Bali. The essay aims to offer a plausible perspective on how a tourism polytechnic could embrace the wellness industry to cater to millennial students' preferences and interests. If you need specific references for any particular point, I recommend conducting further research on reputable sources related to wellness industry trends and millennial perspectives in the tourism and hospitality sector.

By embracing the wellness industry from a millennial perspective, a tourism polytechnic in Bali can better equip its students to meet the evolving demands of the tourism and hospitality sector while nurturing their personal well-being and values. This approach is likely to attract more students and foster a positive and forward-thinking learning environment.

The wellness industry, as a local culture in Bali, refers to the integration of traditional Balinese healing practices, spiritual beliefs, and holistic well-being principles into the modern wellness offerings. Bali, Indonesia, is renowned for its vibrant wellness culture that has evolved from its unique blend of Hindu-Balinese traditions, nature-centric lifestyle, and the influence of global wellness trends. The local culture of wellness in Bali embraces physical, mental, and spiritual well-being, making it a popular destination for travelers seeking rejuvenation, relaxation, and self-discovery.

LITERATURE REVIEW

The relevance between millennials and the wellness travel industry is highly significant. Millennials, born between 1981 and 1996, have distinct characteristics and preferences compared to previous generations. Several factors make millennials highly relevant to the wellness travel industry: Health and

Well-being Prioritization, Experiences and Meaningful Pursuits, Interest in Local Culture and Traditions, Environmental Awareness, Coping with Stress and Work-Life Balance (Agrodimou, 2019).

Health and Well-being Prioritization millennials are known for being deeply concerned about their health and well-being. They actively seek ways to improve their quality of life and maintain a balance between mind, body, and soul. The wellness travel industry offers experiences aligned with these values by providing a range of facilities and services focused on health, such as yoga, meditation, spas, healthy cuisine, and outdoor activities (Mouratidis, 2021).

Experiences and Meaningful Pursuits refers to Conservation of Resources (COR) Theory: COR theory, developed by (Hobfoll, 2020). Millennials tend to seek meaningful experiences over material possessions. They prefer investing their money in travel that adds value to their lives, including wellness trips that allow them to seek rejuvenation, self-reflection, and personal growth.

Interest in Local Culture and Traditions: Millennials often seek authentic experiences that connect them with local culture and traditions during their travels. The wellness travel industry, especially those focusing on ecology and sustainability, often offers experiences that blend local wisdom with health and well-being practices.

Environmental Awareness refers to Environmental Concern Theory (Riley E. Dunlap and Kent D. Van Liere, 2017) Sustainability and environmental consciousness are major concerns for millennials. They are more likely to choose companies and destinations committed to eco-friendly practices. The wellness travel industry that prioritizes sustainability and environmental aspects becomes highly attractive to millennials who wish to travel with a smaller carbon footprint.

Coping with Stress and Work-Life Balance: Millennials are frequently exposed to high levels of stress due to the pressures of modern life and competitive work environments. The wellness travel industry offers opportunities to combat stress and seek work-life balance through retreats, meditation programs, and other activities that rejuvenate the soul and mind.

With such characteristics and preferences, millennials represent a crucial market segment for the wellness travel industry. The industry continues to adapt and innovate to meet the needs and expectations of millennials, who play a pivotal role in driving the growth and development of the wellness travel sector.

Depth interview is a qualitative research method commonly used to gather in-depth information and insights from participants about their experiences, attitudes, opinions, and beliefs. It involves one-on-one interactions between a trained interviewer and a participant, allowing the interviewer to explore the participant's responses in detail and probe further into specific topics. Depth interviews aim to understand the underlying reasons and motivations behind the participants' thoughts and behaviors. Here's an explanation of the depth interview method (Candra et al., 2023):

- (1) Purpose: The primary purpose of depth interviews is to gain a comprehensive understanding of a participant's perspective on a specific

topic. Researchers use this method to explore complex issues and delve into the depth of the participant's thoughts, emotions, and experiences.

- (2) **Data Collection:** Depth interviews typically involve open-ended questions that encourage participants to provide detailed responses. The interviewer uses a semi-structured or unstructured interview guide that outlines key topics to cover but allows for flexibility and adaptation during the interview.
- (3) **Participant Selection:** Participants are selected based on specific criteria relevant to the research objectives. The sample size is often relatively small, as the focus is on quality and depth of information rather than generalizability.
- (4) **Interview Setting:** The interviews are usually conducted in a private and comfortable setting to encourage participants to express themselves openly and honestly. In some cases, interviews may be conducted over the phone or through video conferencing if in-person interviews are not feasible.
- (5) **Building Rapport:** Building rapport with the participant is essential to create a comfortable and trusting environment. The interviewer establishes a friendly and non-judgmental demeanor to encourage the participant to share their thoughts openly.
- (6) **Probing and Follow-up Questions:** During the interview, the interviewer uses probing and follow-up questions to explore topics in more detail and to clarify ambiguous responses. This allows the researcher to gain a deeper understanding of the participant's perspectives and to uncover underlying emotions or motivations.
- (7) **Flexibility:** Depth interviews offer flexibility, allowing the interviewer to adapt the questions based on the participant's responses. The interviewer may pursue unexpected leads or emerging themes that arise during the interview.
- (8) **Recording and Transcription:** With the participant's consent, depth interviews are typically audio or video-recorded to ensure accuracy during transcription. The transcription process converts the spoken responses into a written format for analysis.
- (9) **Data Analysis:** The data collected from depth interviews are analyzed thematically or through content analysis. Themes and patterns are identified, and the researcher draws insights and conclusions from the participants' responses.
- (10) **Ethical Considerations:** Researchers must follow ethical guidelines, including informed consent, participant anonymity, and confidentiality, to protect the participants' rights and well-being.

Depth interviews are valuable in gaining rich and nuanced data, especially when exploring sensitive or complex topics. Researchers often use this method in social sciences, psychology, market research, and other fields where in-depth understanding is essential to uncovering the intricacies of human behavior and experiences.

The wellness industry, as a local culture in Bali, refers to the integration of traditional Balinese healing practices, spiritual beliefs, and holistic well-being principles into the modern wellness offerings. Bali, Indonesia, is renowned for its vibrant wellness culture that has evolved from its unique blend of Hindu-Balinese traditions, nature-centric lifestyle, and the influence of global wellness trends. The local culture of wellness in Bali embraces physical, mental, and spiritual well-being, making it a popular destination for travelers seeking rejuvenation, relaxation, and self-discovery. Key elements of the wellness industry as local culture in Bali include (Gurtner, 2016)(Slivar et al., 2019): (1) Balinese Healing Traditions: Balinese healing practices, often referred to as "Usada Bali," are deeply rooted in local culture. These practices involve traditional healers (Balians) who use natural remedies, herbs, massages, and rituals to treat physical and spiritual ailments. The Balinese believe in the concept of balancing energies and maintaining harmony between the physical and spiritual realms. (2) Holistic Wellness Retreats: Bali is home to numerous wellness retreat centers that offer a holistic approach to well-being. These retreats combine yoga, meditation, healthy cuisine, spa treatments, and Balinese healing sessions to provide a comprehensive wellness experience for visitors. (3) Yoga and Meditation: Bali has become a hub for yoga enthusiasts and spiritual seekers from around the world. The island offers a wide range of yoga studios, ashrams, and meditation centers where visitors can deepen their practice and connect with their inner selves. (4) Spa and Wellness Services: Balinese spa treatments, such as Balinese massages, traditional body scrubs, and herbal baths, are an integral part of the local wellness culture. The island's spas often incorporate natural and locally sourced ingredients to enhance the therapeutic experience. (5) Mindful Living: Balinese culture emphasizes living in harmony with nature and the surrounding environment. Practices like "Tri Hita Karana" guide individuals to maintain balance and harmony between humans, nature, and the spiritual world. (6) Organic and Plant-Based Cuisine: Many wellness establishments in Bali promote healthy eating through organic and plant-based food options. The island's abundance of fresh fruits, vegetables, and locally sourced ingredients contribute to a vibrant wellness dining scene. (7) Nature-based Activities: Bali's natural beauty, from lush rice terraces to pristine beaches and sacred forests, provides ample opportunities for nature-based activities like hiking, surfing, and outdoor yoga sessions. (8) Spirituality and Rituals: Bali's strong Hindu-Balinese spiritual beliefs and rituals are intertwined with wellness practices. Visitors can participate in purification ceremonies, temple visits, and full moon rituals for spiritual growth and self-awareness. (9) Sustainable and Eco-Friendly Practices: As part of the wellness culture, many businesses in Bali embrace sustainability and eco-friendly practices to preserve the island's natural beauty and support the local community.

Overall, the wellness industry as local culture in Bali is a reflection of the island's rich traditions, spiritual beliefs, and commitment to nurturing the mind, body, and soul. Visitors to Bali can immerse themselves in these offerings and experience a transformative journey of self-discovery and well-being in the island's serene and nurturing environment.

METHODOLOGY

The respondents were the leader of semester 8, four student from Hospitality Management Study Program. The research used depth-interviews, observation and study documents. The research conducted from May 2023, and still ongoing research. That in-depth interview is the process of obtaining information for research purposes through face-to-face questioning between the interviewer and the respondents or individuals being interviewed, with or without using an interview guide, where the interviewer and informant are involved in relatively long-term social interaction as Figure 1.

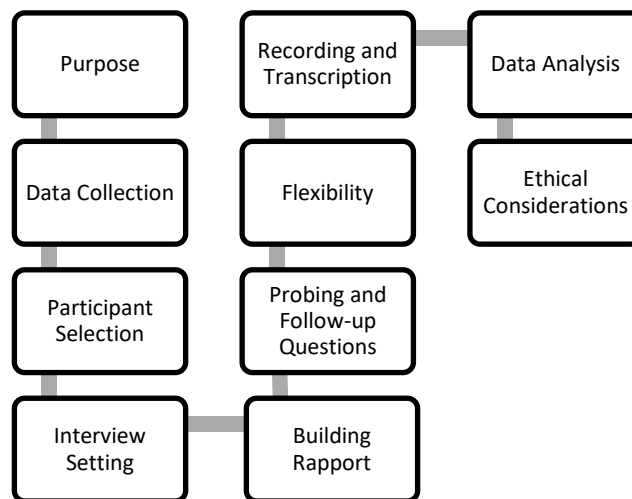


Figure 1. Depth interview process (Candra et al., 2023)

RESEARCH RESULT AND DISCUSSION

The wellness industry is highly sought after by millennials due to several interconnected factors that make it relevant and appealing to this generation. The leaders of the classes acknowledge the benefits of wellness accommodation for them.

In terms of Health and Well-being Prioritization: Millennials often prioritize their health and well-being as essential aspects of their lives. They tend to embrace healthy and active lifestyles, including healthy eating habits, regular exercise, and holistic self-care. The wellness industry offers various services and facilities that align with these values, such as yoga classes, meditation sessions, spa treatments, healthy food options, and outdoor activities.

In terms of Interest in Meaningful Experiences: Millennials tend to seek meaningful experiences over material possessions. They prefer investing their money in travel and activities that add value to their lives, including wellness trips that provide opportunities for tranquility, self-reflection, and personal growth.

In terms of Environmental Awareness: Millennials have a strong concern for environmental issues and sustainability. They are more likely to choose companies and destinations that prioritize eco-friendly practices. The wellness industry that emphasizes sustainability and eco-consciousness becomes

particularly attractive to millennials who seek to travel with a smaller carbon footprint.

In terms of Coping with Stress and Work-Life Balance: Millennials often face high levels of stress due to the demands of modern life and competitive work environments. The wellness industry offers opportunities to manage stress and seek work-life balance through retreats, meditation programs, and other activities that rejuvenate the mind and soul.

In terms of Social Connection and Community: The wellness industry often provides communal spaces and opportunities for social interactions in a relaxed and positive atmosphere. Millennials, who value social connections, are drawn to these experiences as they can connect and share with like-minded individuals who share similar interests in health and well-being.

Overall, the leaders of the semester 8, Hospitality Management Study Program at Politeknik Pariwisata Bali acknowledge, the wellness industry holds significant appeal for millennials because it embodies values that are meaningful to this generation, such as health, well-being, environmental consciousness, social connection, and life balance. The industry continues to adapt and innovate to meet the needs and expectations of millennials, who play a crucial role in driving the growth and development of the wellness sector.

CONCLUSIONS AND RECOMMENDATIONS

Millenials are well-known for valuing their mental and physical well-being, and this has led to a strong appeal for wellness accommodations among this generation. These types of accommodations offer a wide range of amenities and services, including yoga and meditation classes, spa facilities, healthy dining options, fitness centers, and outdoor activity opportunities. The wellness industry is highly attractive to millennials student Politeknik Pariwisata Bali, due to Health and Well-being Priority, Meaningful Experiences, Environmental Consciousness, Coping with Stress and Work-Life Balance, and Social Connection and Community. Millenials perspective at Politeknik Pariwisata Bali values of health, well-being, environmental consciousness, and social connection align with the offerings of the wellness industry, making it a significant choice for this generation. The focus of wellness accommodations is to create an environment that supports relaxation, rejuvenation, and self-care, which aligns perfectly with millenials desire for comprehensive wellness experiences. Furthermore, given millenials heightened interest in sustainability and environmental consciousness, they are likely to be particularly attracted to wellness accommodations that emphasize eco-friendly practices and prioritize natural surroundings. These aspects resonate deeply with their values and preferences, making wellness accommodations a favored choice among this generation of travelers.

ADVANCED RESEARCH

In writing this article the researcher realizes that there are still many shortcomings in terms of language, writing, and form of presentation considering the limited knowledge and abilities of the researchers themselves. Therefore, for the perfection of the article, the researcher expects constructive criticism and suggestions from various parties.

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