

Wellness Tourism Model in Recovery Sector Tourism in Belitung during the New Normal Period

Devi Valeriani*, Dian Prihardini Wibawa, Revy Safitri, Rion Apriyadi

Universitas Bangka Belitung

**deviyono92@gmail.com*

Abstract

Belitung Regency is the district that determines tourism as the main sector. Development tourist experiences drop in aspect economy, employment, and tax for an area with the Covid-19 pandemic. This research focuses on and aims to analyze how the Wellness Tourism model in the recovery of tourism in Belitung Regency during the new normal period. The results showed that model Wellness Tourism starts from the application of Wellness Tourism indicators, namely (1) High Standard Sanitation; (2) High Standard Security; (3) Staycations; (4) Niche Tourism; (5) Private Travel Tours; (6) Virtual Tourism. Each indicator is related to Transportation, Food, Activities, Healthy, Promotional Services, Rooms, Management, and Environment. Hotels and Destinations must carry out development and revitalization so that they can continue to grow so that Immersion, Spiritual, and Community are built when tourists travel.

Keywords: Wellness Tourism Model, Tourism Industry, New Normal

A. Introduction

Belitung Regency is a regency that is developing tourism as a leading sector. At the end of 2020, the loss of the tourism sector nationally reached 10 trillion and 30 million jobs in the tourism and creative economy sectors affected by the Covid-19 pandemic (Diskominfo, 2022). The COVID-19 pandemic has impacted tourism development, including the economic, employment aspects, and tax and sustainability.

New Normal Enforcement in the fourth quarter of 2020, with an increase in tourist visits but lower than in 2019. The increase in tourist arrivals in December 2020 was 30,203, an increase of 4.51 percent compared to November 2020, with 28,901 people (BPS Bangka Belitung, 2020). Research conducted by (Herdiana, 2020), (Paramita & Arsa, 2020), (Solemede et al., 2020), and (Pratiwi et al., 2020). Tourism in the COVID-19 period and the new normal with the Wellness Tourism model revealed that the tourism recovery model has an economic and psychological impact on regions, tourists, and tourism industry business actors.

(Rodríguez et al., 2020); (Tew et al., 2008); (Kubickova et al., 2008); (Campiranon & Scott, 2014); (Hao et al., 2020); (Nicola et al., 2020); (Gössling et al., 2020); (Gursoy & Chi, 2020); (Hall et al., 2020) and (Hu et al., 2020) in their research conclude that a tourism recovery strategy needs to be carried out as an effort to recover the economy of an area to rebuild tourist social trust through various creativity.

Travelers, when traveling, want existence safety, health, and convenience. Model Wellness Tourism is a very popular travel model right in the New Normal that offers preventive and alternative opportunities, as long as tourists take a strengthened tour with the pattern of high standard sanitation, high standard security, staycation, niche tourism, private travel tours, and virtual tourism (Paramita & Arsa, 2020).

Trends in tourist visits to the Regency Belitung started to show improvement in December 2020. However, tourists still limit themselves to expect guarantees of security, health, cleanliness, and the environment when carrying out travel activities as psychological needs (Utama, 2020). For that needs the effort to restore the level of tourist visits in the district of Belitung and its tourism products with adjusted conditions and the New Normal. The background behind the Becomes base importance study this done.

B. Literature Review

Wellness Tourism Concept

The tourism system can be defined as a complex system that evolves and remains in a state of change, thus requiring proactive and reactive interventions on an ongoing basis. The supply side of tourism within the visited community

includes retail and wholesale travel trade, transportation, accommodation, attractions, travel, a broad range of tourism-related media, and many other commercial and non-commercial agencies (Gursoy & Chi, 2020).

Wellness Tourism can be described as a process in which individuals make choices and engage in activities that promote a healthy lifestyle, which in turn has a positive impact on the individual's health (Barre & et al., 2005). Meanwhile, Kaspar (in Mueller & Kaufmann, 2007) states that Wellness Tourism is a sub-section of Health Tourism and other tourism businesses. The need for Health and Wellness products will continue to grow and become diverse depending on social factors and environmental sensitivity.

Post-pandemic tourism requires conventional parameters and the development of a transformational paradigm that supports recovery by optimal health and awareness of the health of the wider community, both in the communities visited and those who visit. Covid-19 has given several perspectives on the post-pandemic tourism system by synergizing related sectors to redevelop tourism (Points & Fink, 2020). Tourist destinations must be able to educate and advocate for visiting tourists that following health protocols is not only related to their safety but more to their obligations as social beings (Jennifer & Tilaar, 2020). In line with this idea, people are starting to realize that health is very important for life and prevention and maintenance of health to achieve the welfare of the community.

Wellness Tourism's Position in Tourism

Wellness Tourism is part of Health and Wellness, understood as a scientific concept for studied and developed into new concepts that are more relevant from the demand and the supply side. Besides that, from the supply side, Wellness Tourism is a tourism service product that can be developed by following the conditions of a destination both from a social and environmental perspective. (Utama, 2020).

Wellness and Creativity

The Covid-19 pandemic has provided us with an important opportunity to change our lifestyle habits and, among other things, the way we consume tourism and explore the natural resources of destinations. Sustainable tourism development is important to implement and mandatory for future tourism development plans (Wardani, 2020). Creativity is the only way to do anything and the best surviving capital during a pandemic. Richards (2020), who has reflected on the concept of creative industries, states that industries that survive are those that have intellectual-based capital, based on individuals, their intellectual resources, the capacity to form social networks and knowledge exchange and

foster the creation of industries whose production is based on creativity and talent.

Tourism in the District Belitung

Belitung Regency carries the slogan Let's Go Belitung in the tourism industry. This area has many tourist destinations, especially marine tourism. Empirically, tourism in Belitung Regency is not only limited to the Tanjung Pandan City area, but several places are part of Belitung Regency. Some tourist destinations, such as in picture following:

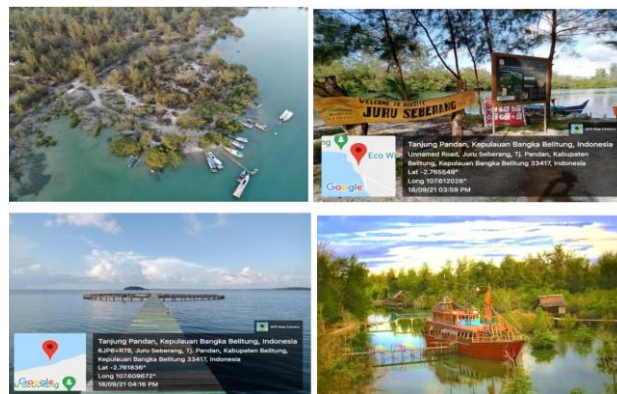


Figure 1. HKM Seberang Bersatu

The Seberang Bersatu HKM tourist destination is a Community Forest-based tourism object (HKM) in the Juru Seberang Village area, Tanjung Pandan Belitung. The site offers white sand beaches with sea pine trees (*Casuarina equisetifolia*), hiking trails through mangroves, and traditional fishing attractions. Visitors can also watch the sunset at dusk..

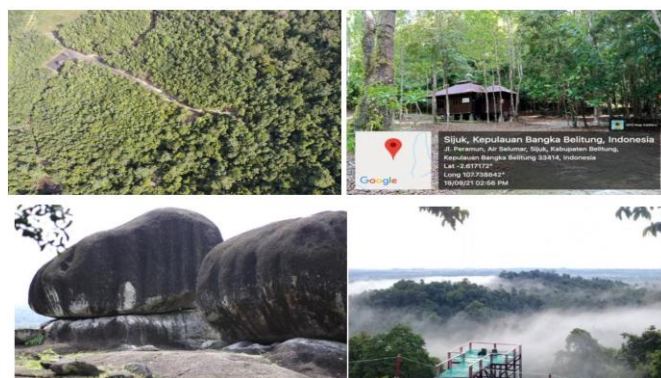


Figure 2. Peramun Hill

Peramun Hill is one of the mainstay ecotourism objects in Belitung Regency, precisely in Selumar Village, Sijuk District. As part of the Belitung Geopark designated by UNESCO, Bukit Peramun HkM has the potential for various attractions and tourism activities based on nature ecotourism..



Figure 3. Tanjung Tinggi Beach

Tanjung Tinggi Beach in Belitung became famous since it was used as a shooting location for the film *Laskar Pelangi*. Unique, beautiful beach with lots of giant granite rocks. Not only enjoy the charm of the beach panorama, but tourists can also do various activities, including sunbathing, swimming, fishing, snorkeling, diving, and renting a jet ski. In addition, there are also facilities for exploring by canoe or inflatable boat.

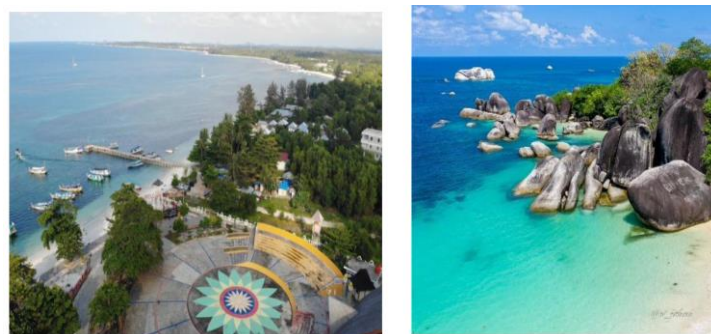


Figure 4. Tanjung Kelayang

Tanjung Kelayang Beach is one of the marine tourist objects located in the Sijuk district, Belitung. There are beautiful small islands around this beach, namely Lengkuas Island, Pasir Island, Kelayang Island, Batu Berlayar Island, and Bird Island.



Figure 5. The Lengkuas Island Lighthouse

The Lengkuas Island Lighthouse is one of the tourist icons of Belitung Island, whose charm of beauty has been recognized by tourists, both domestic and foreign tourists. The waters around the lighthouse can be used as a snorkeling location because the coral around the lighthouse is no less interesting than the coral around the lighthouse on Lengkuas Island.

C. Research Methodology

The selection of respondents was based on a purposive sampling technique, a respondent selection technique to obtain data sources based on people who know what the researcher expects. Interviews were conducted with key tourism stakeholders such as BUMS, BUMN, Local Government, Academics/Researchers, Pokdarwis, Tourism Business Actors, Community, and Tourists. Sources of data used in this study include primary data and secondary data. Study with taking samples in Belitung Regency.

The population in this study is unknown in number. To determine the number of samples in an unknown population, Akdon & Riduwan (2013):

$$n = \left(\frac{Z_{\alpha/2} \cdot \sigma}{e} \right)^2$$
$$n = \left(\frac{1,96 \cdot 25\%}{5\%} \right)^2$$
$$n = \left(\frac{1,96 \cdot 0,25}{0,05} \right)^2$$
$$n = 96,04 = 100$$

n = Number of samples; $Z_{\alpha/2}$ = Value from normal distribution table with 95% confidence level = 1.96; σ = Standard deviation 25% = 0.25; e = Error rate

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5% = 0.05; then the sample of this study were 100 respondents. The following is the framework of thought in this research, namely:

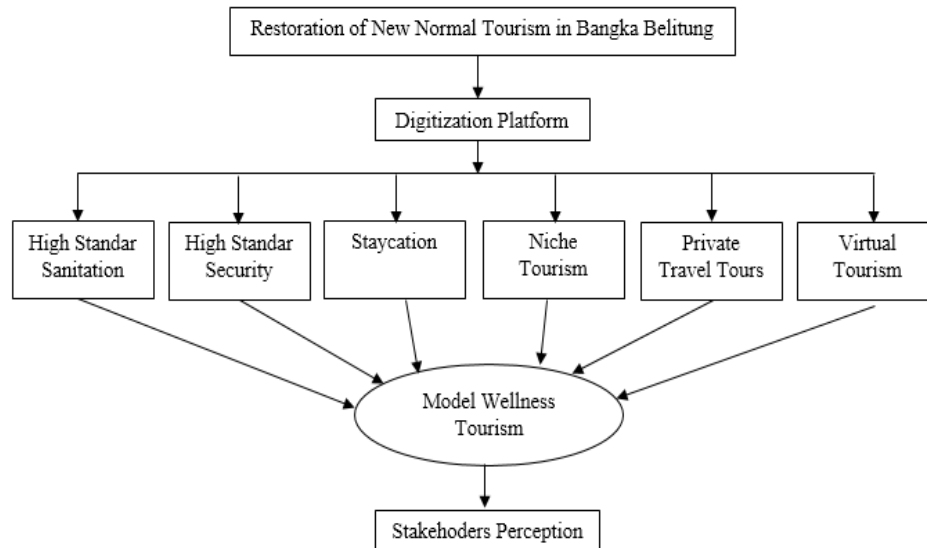


Figure 6. Framework
Source: Muller 2007 (dalam Utama 2020)

Indicators used by the respondent in a questionnaire with use indicators in wellness tourism proposed by (Mueller & Kaufmann, 2007 in Utama, 2020), which is strengthened back to research (Paramita & Arsa Putra I Gede Gita, 2020) in the title of the research New Normal Share Bali Tourism During the Covid 19 Pandemic.

D. Result and Discussion

Based on the results of the interview about 6 (six) indicators of Wellness Tourism in Belitung Regency, namely:

High Standard Sanitation

High standard sanitation is the application of standard health with make adequate sanitation, where the perpetrators tourist will create standards must have sanitation owned something object tour like toilet cleanliness, facilities wash hands, availability of masks, gauges, body temperature check letter description health and vaccination (Mueller & Kaufmann, 2007 in Utama, 2020). The first indicator is High Standard Sanitation implemented based on good sanitation standards in hotels, restaurants, and destinations.

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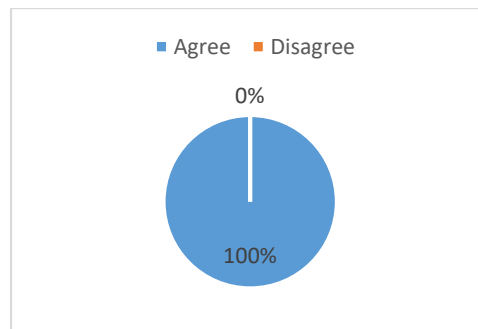


Figure 7. High Standard Sanitation
Source: Processed (2021)

Based on the survey results, all respondents, including the private sector, government, BUMN, Tourism Business Actors, Pokdarwis, Academics/ Researchers, Tourists, and the Community, agree with the existence of High Sanitation Standards. High Sanitation Standards must be applied in tourism development to increase visits and restore tourism activities in the New Normal period.

High Standard Security

The second indicator is High Standard Security, which is a mandatory and important condition because security travelers will impact increasing visit travel. Enhancement of standard security such as: checking goods default, installing CCTV on every side of object tours, and adding power security like security guards all over object travel (Mueller & Kaufmann, 2007 in Utama, 2020). Implemented in the form of good safety standards in hotels, restaurants, and destinations where tourists are active.

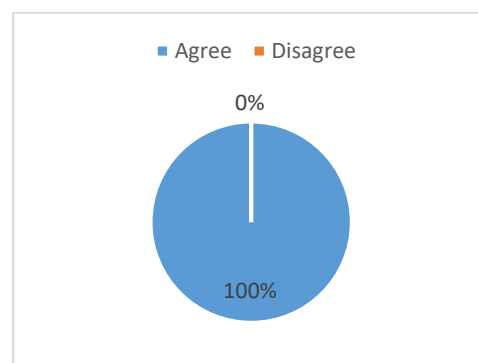


Figure 8. High Standard Security
Source: Processed (2021)

Based on the survey results, all respondents who were interviewed, consisting of the private sector, government, BUMN, Tourism Business Actors, Pokdarwis, Academics/Researchers, Tourists, and the Community, agree with the existence of High-Security Standards. This means that High-Security Standards must be applied in tourism development to increase visits and restore tourism activities in the New Normal period.

Staycation

The third indicator is that staycation is a condition of hotels, restaurants, and tourist destinations, where tourists choose to do more activities by not mingling with other tourists. A staycation is a condition when traveler travel prioritizes health and safety, like permanent carry out self-distancing, and implementation of Covid-19 protocol, so that availability means cleanliness will become the main focus of the perpetrator's tourism. This staycation is a choice tour for tourists who are still not yet brave for blend in with traveler another (Mueller & Kaufmann, 2007 in Utama, 2020).

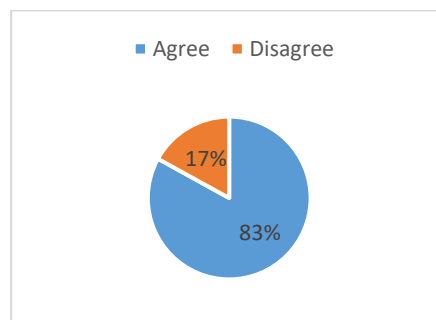


Figure 9. Staycation
Source: Processed (2021)

Based on the survey results, 17 percent of respondents disagree with the Staycation, namely the private sector, community, pokdarwis, and tourism business actors. In contrast, respondents who agree with the Staycation are the government, SOEs, academics/researchers, and tourists. This means that on the Staycation indicator there is 83 percent of respondents agree with this condition. This is more due to economic considerations, such as business actors feeling that economic activity and income from the activity will decrease with the implementation of Staycation.

Niche Tourism

The fourth indicator is Niche Tourism, a condition of hotels, restaurants, and tourist destinations where tourists choose to travel in small groups and do not

mingle with other tourists. Niche Tourism is defined as a group small in the travel where tourists with similar hobbies, interests, or similar visions, like a visit to places used my lead or tour island in Belitung, tourism culinary as well as enjoy crossing between an island dotted with rocks and mangrove forest (Mueller & Kaufmann, 2007 in Utama, 2020).

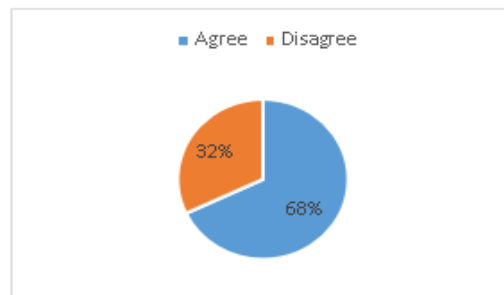


Figure 10. Niche Tourism
Source: Processed (2021)

Based on the survey results, 68 percent of respondents agree with the existence of Niche Tourism, namely the private sector, community, pokdarwis, and tourism business actors. In contrast, stakeholders who agree with the existence of Niche Tourism are the government, BUMN, academics/ researchers, and tourists.

Private Travel Tours

The fifth indicator is Private Travel Tours which is a condition of tourists traveling not to mix with other groups. The price charged to this group is certainly more expensive than tourists who are mass. Moreover, it can be defined that Private Tour Travel is the use of individual transportation with paying attention to physical distancing where the traveler permanently is in the group alone and does not blend in with the traveler other (Mueller & Kaufmann, 2007 in Utama, 2020).

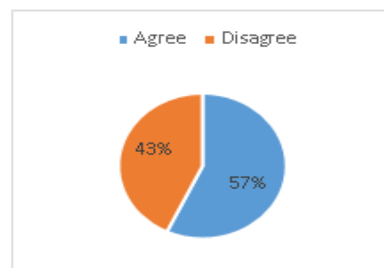


Figure 11. Private Travel Tours
Source: Processed (2021)

Based on the survey results, 57 percent of respondents agree with Private Travel Tours, namely private, community, pokdarwis, and tourism business actors. In contrast, respondents who agree are the government, SOEs, academics/researchers, and tourists. This shows that the private sector, the community, pokdarwis, and tourism business actors hope that there will be economic activities that have an impact on the welfare of the community around them. Applied Private Travel Tours, not to give economic impact for perpetrator effort.

Virtual Tourism

The sixth indicator analyzed is Virtual Tourism is a condition for tourists traveling not to be at the destination location. Alternatively, defined as Technology for field tourists with a platform or capable app that gives the experience of real travel to objects travel. They travel by enjoying the view from home alone. The price charged for this group is certainly cheaper because there are no transportation, accommodation, and culinary costs (Mueller & Kaufmann, 2007 in Utama, 2020).

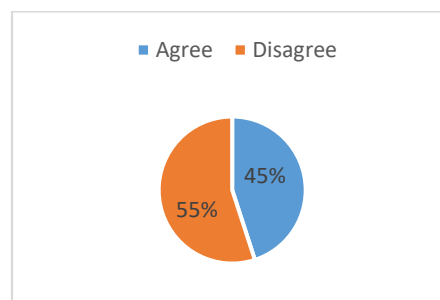


Figure 12. Virtual Tourism
Source: Processed (2021)

Based on the survey results, 45 percent of respondents agree with the existence of Virtual Tourism, namely the private sector, the community, Pokdarwis, tourism business actors, tourists, and academics. At the same time, the respondents who agree are the government and SOEs. Respondent's disapproval did Virtual Tourism is considered not to have an economic impact on the private sector, community, pokdarwis, and tourism business actors. However, it is hoped that the next Virtual Tourism tourists will be able to visit the destinations offered by real after being informed about the destinations they have enjoyed virtually.

Wellness Tourism Analysis Belitung Regency

Based on the results of the Belitung Regency Wellness Tourism survey, it can be seen as follows:

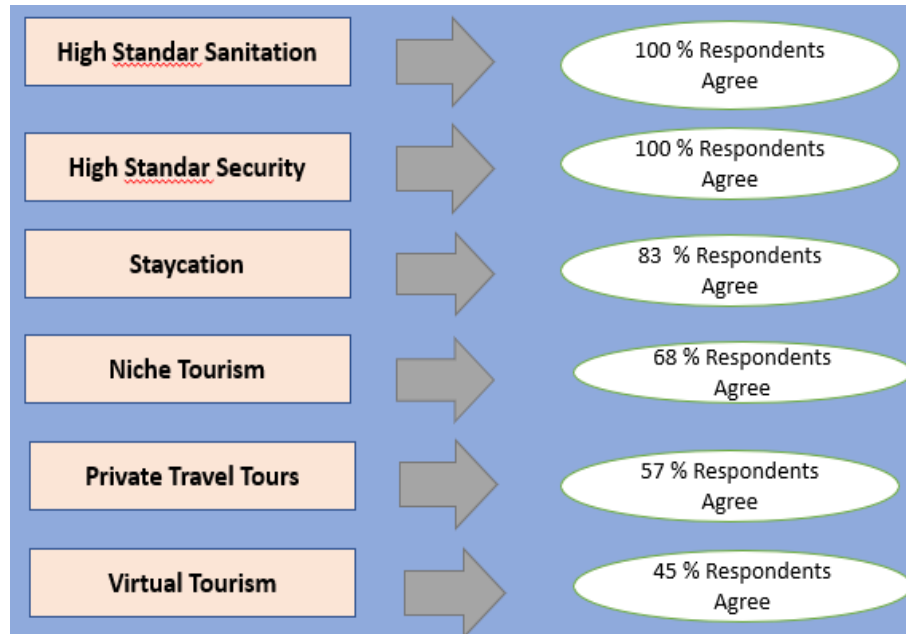


Figure 13. Results Analysis Wellness Tourism Belitung Regency
Source: Survey Results (2021)

Based on Figure 13. it can be seen that in Belitung Regency, there are 2 (two) indicators with a value of 100 percent, namely the indicator of a high standard of sanitation and a high standard of security. Every hotel, restaurant, and destination must apply maximum High Sanitation and Security Standards. While the indicator Staycation, Niche Tourism, Private Travel Tours, and Virtual Tourism is still above 50 percent, meaning that these conditions can be applied, 100 percent of respondents do not agree for economic reasons. Virtual Tourism is one valuable indicator under 50 percent; if implemented, it will have a slight economic impact on the perpetrator's efforts, tourists, and society.

Wellness Tourism Model

Based on several studies previously conducted by (Paramita & Arsa Putra I Gede Gita, 2020); (Irma et al., 2021); (Esfandiari & Choobchian, 2020), The development of wellness tourism in hotels and destinations with permanent notice growth and how to turn on return second object tour that. (Smith & Puczko,

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2009) Who explained that the spectrum of health tourism consists of a series of health tourism products and facilities. They classify health tourism into two, namely medical tourism and wellness tourism. Wellness Tourism models that can be applied to the recovery of tourist Belitung Regency during the New Normal period are as follows:

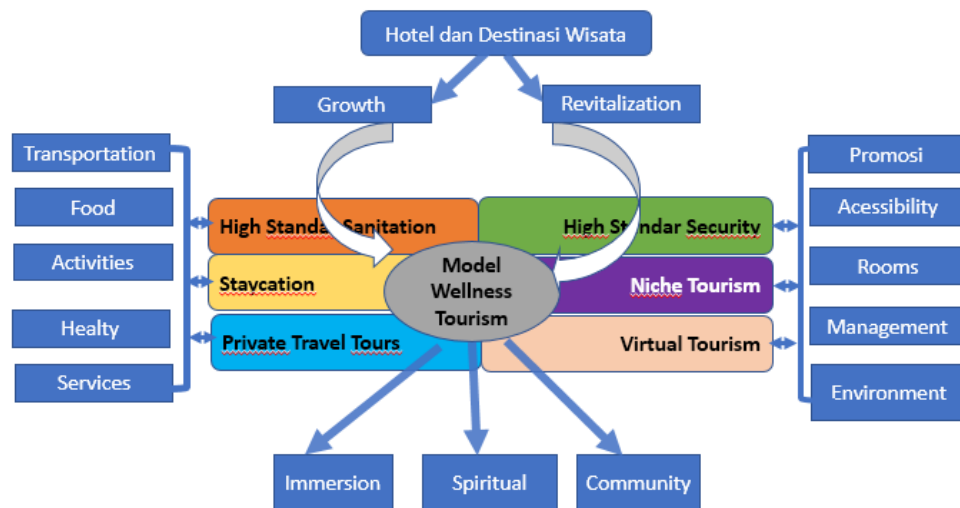


Figure 14. Model Wellness Tourism Belitung Regency
in the New Normal
Source: Process (2021)

Based on Figure 14. Wellness Tourism Model Belitung Regency in The New Normal period, starting from the application of the Wellness Tourism indicators, namely (1) High Standard Sanitation; (2) High Standard Security; (3) Staycations; (4) Niche Tourism; (5) Private Travel Tours; (6) Virtual Tourism, with each indicator having a relationship with Transportation, Food, Activities. Healthy, Promotion Servicer, Rooms, Management and Environment. Hotels and destinations must carry out development and revitalization so that they can continue to grow and be rebuilt, Immersion, Spiritual, and Community when tourists travel. This model is expected to be developed using a digital platform.

E. Conclusion

The results showed that in the Wellness Tourism Model Belitung Regency in the New Normal Period, there are 2 (two) indicators of stakeholder perceptions of Wellness Tourism which have 100 percent confidence that is the Hight Sanitation Standard and High Standard Security. Whereas in the formation of Wellness Tourism models, namely (1) High Sanitation Standards; (2) High

Standard Security; (3) Staycation; (4) Niche Tourism; (5) Private Travel Tours; (6) Virtual Tourism, by implementing related indicators with Wellness Tourism that is Transportation, Food, Activities, Health, Service, Promotion, Hotel Rooms, Management, and Environment.

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