



HUMAN RESOURCES READINESS IN WELLNESS TOURISM MANAGEMENT IN THE SENIOR TOURIST MARKET SHARE IN INDONESIA

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ABSTRACT

Wellness tourism has now become a trend in the world community, especially after the Covid 19 pandemic. The main goal of wellness tourism is to achieve fitness and health and gain self-satisfaction. Wellness tourism has the potential to be developed in Indonesia, especially for the senior tourist segment. This research was conducted with a qualitative descriptive approach using primary and secondary data. Based on the research results, it can be seen that (1) the readiness of tourism Human Resources (HR) in managing the wellness tourism in the market share of senior tourists is currently not fully ready and the number is fulfilled. Based on survey results at 2 wellness tourism, the HR used is not HR in the tourism sector. The role of education in improving HR capabilities in the development of wellness tourism as well as knowledge related to senior market share is urgently needed. Services and needs for senior tourists are different from tourists in general. Tourism education is one of the keys in developing tourism potential, especially in the field of wellness tourism business.; (2) Development of Wellness Tourism in Indonesia continues to be encouraged by the Minister of Tourism and Creative Economy, to revive the tourism sector and the creative economy in the country; socialization is needed to stakeholders and the general public regarding this matter in order to get the necessary understanding and support (3) The government needs to make references regarding the definition of senior tourists, from the aspects of their age, physical ability, character and special needs in managing the wellness business.

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1. INTRODUCTION

Maslow's theory of needs reveals that human needs are not just basic needs but more than that, humans also need a sense of security, social recognition, longing for an award, wanting an achievement and finally wanting to self-actualize. Fulfillment of psychological needs is the desire of all humans in this world. In this segment of psychological needs, *leisure activities* play an important role (Rai Utama, 2015).

In line with the opinion above, *leisure activities* have been packaged into business opportunities to provide *wellness tourism services*. *Wellness tourism* or fitness tourism is a vacation that focuses on the goal of maintaining, managing, and improving overall health and body condition. *Wellness* can be described as a process in which individuals make choices and engage in activities in a way that promotes directing a healthy lifestyle, which in turn has a positive impact on the individual's own health (Barre, 2015).

According to Mueller and Kaufmann, (2011), *Wellness tourism* in the tourism business concept is a sub-section of *health tourism* and includes *illness prevention tourism* which is categorized into health services and fitness services. *Wellness tourism* is a product in the form of tourism services that can be developed or created in a variety according to the conditions of a destination both from a social and environmental perspective.

In terms of demand or market demand, *wellness tourism* which has become a trend for the world community to

realize fitness and health "*health prevention*" and gain self-satisfaction is enormous. Consumers *health and wellness tourism* are not limited to foreign tourists but also urban "consumers" in Indonesia. (www.tpdco.org).

Senior tourists are elderly tourists aged 55 years or more. The age criteria used refer to the criteria for the term senior or *older tourist* in the United States (Clench, in Petterson, 2006).

The Indonesian government considers senior tourists to be quite an important market share for several reasons, including: Rapidly developing health sciences have made the opportunity for older people to live longer, causing the number of these people to grow. Another reason is that the existence of income benefits from a good pension system will be able to cause this age group to have better purchasing power. This group is commonly known as DINKS (*Double Income No Kids*) and in this age phase, the pattern of traveling is usually carried out for a long time because of the large amount of free time they have (Rai Utama, 2012).

Taking the example of the number of prospects for senior Indonesian tourists who live in Jakarta alone, an estimate of the market potential can be calculated.

For DKI Jakarta Region

Age	Group	Male	Female	Total
1	50-54	7,872	7,874	15,746
2	55-59	6,546	6,574	13,120
3	60-64	5,091	5,117	10,208
4	65-69	3,681	3,772	7,453
7,453	Tourists	No	2,374	4,553
6	75+	2,007	2,617	4,624
Amount/Total		27,376	28,328	55,704

Source: Central Bureau of Statistics, 2020

Based on table 1. above, it can be seen that the potential share of the *wellness* for senior tourists in the DKI Jakarta area in 2020 is 55,704 people. In the context of developing *wellness tourism* as a new tourism destination, it is necessary to prepare human resources from various elements and disciplines, but the most important thing is competent tourism human resources. Preparing for their availability needs to be given more attention, especially related to their knowledge, skills and work attitude. Managing a business to meet tourism needs and services that are *up to date* requires manpower as the main resource capable of applying all tourism concepts that will be carried out.

Particularly in tourism service-based organizations, human resources play a key role in realizing successful performance. In the tourism industry, companies have a direct relationship that is *intangible* (intangible) with consumers who are very dependent on the ability of individual employees to arouse interest and create and comfort for their customers.

HR development in the tourism industry is currently facing global challenges that require solutions by breaking national boundaries. One solution that needs to be taken is to increase the competence of human resources in a country, including Indonesia, through improving the quality of appropriate education and training. Particularly in developing *wellness tourism* with a senior market share, ready-to-use human resources are needed to meet all the demands of tourists. This is confirmed by the existence of regulations governing Tourism HR. One of them is Law Number 10 of 2009 concerning Tourism. This statutory regulation states that human resources in the field of tourism are human resources who are involved in various kinds of tourism activities and are supported by various facilities and services provided by the community, businessmen and the government.

Tourism HR Competency Improvement Tourism

HR is individuals/tourism industry actors who directly or indirectly have interactions/linkages with all components of tourism. Tourism human resources play an important role in moving the wheels of this industry. By having tourism



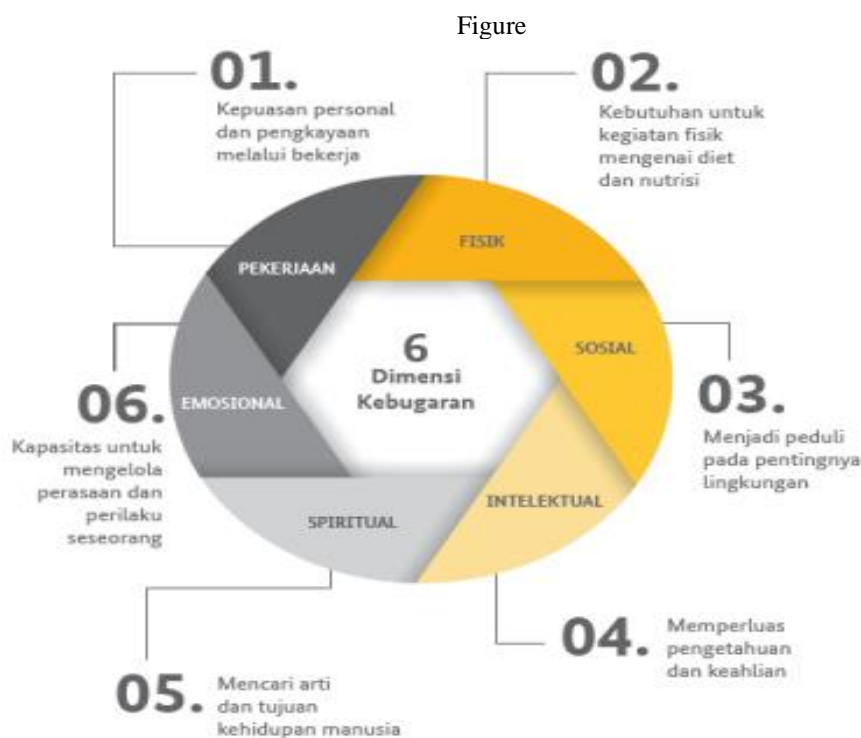
human resources who have good competence, tourism development can be carried out optimally.

In an effort to increase the competency of tourism human resources in Indonesia, tourism certification has a central role. Therefore the preparation and creation of the Indonesian National Work Competency Standards (SKKNI) in the field of tourism, as well as conducting employment training in the field of tourism are very important. Which will then be carried out in several provinces in Indonesia to reach all areas in Indonesia (Adwiyah, 2015).

After the SKKNI is compiled and determined, a certification process is carried out to ensure its application in the field. The tourism professional certification agency (LSP) is responsible for carrying out testing activities and granting expertise professional certification to actors/workforce in the tourism sector. This means that the capabilities possessed will be recognized and obtain an official certificate from the National Professional Certification Agency or better known as the abbreviation BNSP. With certification, it is hoped that the industry will no longer have difficulties in carrying out the process of accepting and screening prospective employees.

The Six Dimensions of the Wellness Model The

Definition 3 as a person's way of getting healthy body and mind is based on six dimensions of fitness that are independent of one another as shown in Figure 1 below (Hettler, 1976) with the following explanation:



1. Six Dimensions of the Wellness Model .

Source: Hettler, 1976 in RIP Kemenparekraf 2020

1. The work dimension explains personal satisfaction and *self-enrichment* through work;
2. The physical dimension describes the need for physical activity, diet and nutrition as a combination of exercise and a good diet;
3. The social dimension explains the emphasis on the relationship between humans and nature and the importance of the role of humans as part of the natural life system;
4. The intellectual dimension describes the recognition of one's creativity by stimulating mental activity through the development of knowledge and expertise;
5. The spiritual dimension describes the search for meaning and purpose in one's life, and finding harmony between one's internal and emotional feelings;
6. The emotional dimension describes acknowledging one's awareness and feelings, and increasing the capacity to accept one's feelings and behavior such as the ability to deal with stress.

Wellness Tourism in the World

According to Rai Utama, (2015) the increasing trend for the growth and development of *Health and Wellness Tourism* is unquestionable. At the global and regional levels, *health and wellness tourism (medical services, leisure and recreation, spas, medical surgical clinics, medical wellness centers or spas)* has spread evenly in several regions, such as Europe, America, Asia, and Australia and New Zealand.

According to Smith and Puczk, (2009) *health and wellness tourism* can be developed based on materials or assets that are already available at a destination (*Existing assets for health and wellness tourism*) and or held based on needs or requests (*Use of existing assets*). Included *Existing assets for health and wellness tourism* are (1) *Natural healing assets*, (2) *Indigenous healing traditions*, (3) *medical services*, (4) *nature*, and (5) *spiritual traditions*. While those included in the *use of existing assets* are (1) *leisure and recreation spas*, (2) *medical/therapeutic hotel/clinic spas*, (3) *medical/surgical clinics or hospitals*, (4) *medical wellness centers or spas*, (5) *holistic retreats*, and (6) *Hotel and resort spa*.

Wellness Tourism in Indonesia

The development of *wellness tourism* has not been widely recognized as a very capable business opportunity in Indonesia, even though Indonesia has enormous potential for its development. Therefore the existence of fitness tourism can be considered by business people in the future. So far there are five *wellness tourism* in Indonesia, including (www.mind-rakyat.com):

1. Mangkunegaran
Temple This destination is in Solo, Central Java. Some things to do at Mangkunegaraan Temple:
 - a. Enjoy the beauty of historical heritage buildings in Javanese and European styles - Learn the Gambyong Retno Kusumo traditional dance
 - b. Workshop on making herbal medicine
2. The Yoga Barn
This destination is located in Ubud, Bali. Some things to do at The Yoga Barn:
 - a. Yoga and meditation
 - b. therapy *Aquatic bodywork* or the sensation of massage in warm water
 - c. Painting therapy
3. Essential Houses
This destination is located in Karang, in Anyar, Central Java. Some things that Rumah Essential can do:
 - a. Learning about aromatic plants
 - b. Educational recreation and essential oil production
4. Sido Muncul Herbal Medicine Factory
This destination is quite famous, and is located in Semarang, Central Java. Some things you can do at the Sido Muncul Herbal Medicine Factory:
 - a. Learn how to make modern herbal medicine
 - b. See the long history of Sido Muncul herbal medicine
5. Nurkadhatyan Spa Ambarukmo
This destination is in Yogyakarta. At Nurkadhatyan Spa Ambarukmo, visitors can enjoy a traditional spa typical of the Yogyakarta palace.

2. RESEARCH METHOD

The method used in this research is descriptive qualitative, carried out in *a natural setting* and the data collected is generally qualitative in nature. The data used consists of primary data and secondary data. Primary data was obtained through interviews with various experts in the field of tourism and human resources related to wellness tourism. While secondary data obtained through various publications and documentation data. This study *uses an interactive model of analysis* developed by Miles and Huberman. This interactive model focuses on three components, namely data reduction, data display, and conclusion drawing.

3. RESULTS AND ANALYSIS

Readiness of HR in Wellness Tourism Management in Senior Tourist Market Share

The focus of developing wellness tourism in this study is the market share of senior tourists. Law No. 13 of 1998 defines a senior/elderly person as someone who, because of their age, experiences biological, physical, psychological and social changes. These changes will have an impact on aspects of life including health. The definition of senior/elderly is still being debated by some groups in society, especially those related to the age of a person who is called senior/elderly. The age limit for the elderly starting from the age of 60 years was put forward by the World Health Organization (WHO) and the National Family Planning Coordinating Board (BKKBN). From the various definitions above, it can be concluded that the elderly is someone who has reached the age of 60 years or more, where biological, physical and mental changes



have occurred and are prone to various diseases. In this study the criteria for senior tourists are elderly tourists aged 55 years or more. The age criteria used refer to the criteria for the term senior or *older tourist* in the United States (Clench, in Petterson, 2006).

The growth of senior tourists from the United States, Canada and Australia has increased, especially from the pensioner group. In the United States, the growth of senior tourists has experienced the highest increase, where tourists aged 55 years have reached 41% of the total population of the United States, of these 41%, 28% of them travel abroad. Meanwhile Canadian citizens aged 55 years and over have traveled overseas for 25% of the total population. Meanwhile in Japan, 12 million people are aged 65 years and over, and it is estimated that 7.6% will travel abroad. Another fact, senior tourists in Australia are estimated to account for 22% of the total domestic tourists in Australia. Senior Australian tourists spend an estimated \$895 million per year and they usually take an average of 5.5 days off. It was also found that senior Australian tourists prefer areas that are still natural and that still have historical significance. If you look at other regions, in Northern Europe the number of seniors, namely those aged 65 years and over, has increased by 16.2%. German and British senior tourists make up the largest share of the domestic and international tourist market. Meanwhile, senior tourists in Scandinavia and Spain showed the highest tendency to travel compared to senior tourists in other European regions. Meanwhile, in the UK, the number of residents who are in the senior group between 55 and 59 years reaches 31% and of these 31% of seniors, 17.4% to 18.1% travel overseas.

The United Nations world body notes and estimates that the senior generation has increased significantly and it is estimated that there are two billion people in this world who will be aged 60 or more in 2050. This figure is 22% of the total world population, and this figure is reinforced by European population records, Japan and China. For Australians it is estimated that there will be a greater increase in seniors, namely between 24% and 26% of Australians who are in the senior group in 2051. In detail, the potential for growth in senior tourists internationally can be shown in table 2. below:

Table 2. Potential Trends for International Senior Tourists

Negara	Jumlah Wisatawan Senior	Prediksi Berwisata ke Luar Negeri
China (RRC)	101.238.124	20%
Amerika Serikat (USA)	37.305.527	41%
Jepang	25.551.282	23%
Rusia	20.576.670	16,2%
Jerman	16.044.262	16,2%
Belanda	2.341.787	16,2%
Australia	2.654.595	22%

Source: Indra, Angelina, and Sienny (2020)

According to Nirwandar (2010) the number of Japanese citizens in the elderly group or 65 years and over has reached 29 million people and 10% or three million people traveling abroad. In 2008, this elderly Japanese citizen received a pension fund of 25 million rupiah per month. Several operators in Bali have packaged tour packages for the elderly, but sales are still on and off. Whereas for long stay tourists it is also not optimal because the facilities and infrastructure are not yet available to meet their needs, so sales are only at a very early stage. According to their nationality, senior tourists coming from China, Japan and Australia are quite an important market segment because their numbers are large compared to the others.

Based on the data above, it can be seen that the potential for developing *wellness tourism* is not only targeting the local senior tourist market but can also reach a wider international market with the availability of a very large market. The senior tourist segment is experiencing quite dynamic growth, where almost all countries estimate that senior tourists will experience rapid growth compared to other tourist market segments. Some senior tourists even feel they are younger than their age due to improved health, and they are more active. They even want to find new, challenging experiences, such as wanting to see other nations' cultures before they get older and before their health declines.

Currently, improvements in education, health, and income have driven changes to prefer leisure activities or travel compared to the previous generation. Some of these seniors even hope that if they retire they will go on tourist trips abroad. To be able to seize the growth opportunities for this senior market segment, creation and innovation are needed in managing business and product packaging that suit the preferences of senior tourists, management of destinations that are directed towards senior age groups by providing infrastructure and facilities that can be enjoyed by senior tourists. To carry out the right creations and innovations, it is considered important to conduct research related to the behavior of senior tourists in choosing tourism activities.

Seeing the phenomenon and market potential for the development of wellness tourism in the market share of senior tourists, it is necessary to continuously prepare human resources in various sectors. The existence of human resources plays an important role in tourism development. Tourism HR includes tourists/tourists (tourist) or as workers (employment). The role of HR as workers can be in the form of HR in government institutions, HR who act as entrepreneurs (entrepreneurs) who play a role in determining the satisfaction and quality of workers, experts and professionals who play a role in observing, controlling and improving the quality of tourism as well as the community around tourist areas that are not included in the above categories, but also determine the comfort and satisfaction of tourists visiting wellness tourism destinations.

Referring to Law Number 10 of 2009 concerning Tourism, the notion of HR related to Tourism is "various kinds of tourism activities and supported by various facilities and services provided by the community, businessmen, government and local government." Meanwhile, what is meant by tourism is "all activities related to tourism and are multidimensional and multi-disciplinary in nature that emerge as a manifestation of the needs of each person and country as well as interactions between tourists and the local community, fellow tourists, the Government, regional governments and entrepreneurs". While the Tourism Industry is "a collection of tourism businesses that are interrelated in order to produce goods and/or services to meet the needs of tourists in the implementation of tourism."

Based on the three definitions of tourism above, what is meant by Tourism HR is all human aspects that support tourism activities both tangible and intangible which aim to meet needs and create tourist satisfaction and have a positive impact on the economy, welfare, and environmental and cultural sustainability in a tourist area.

Tourism as an industry is highly dependent on human existence. The realization of tourism is the interaction of humans who travel who act as consumers, namely parties who travel tours/tourists and humans as producers, namely parties who offer tourism products and services. So that one of the human aspects acts as a driving force for the continuity of the tourism industry in a country.

HR is one of the factors that play an important role in advancing the tourism sector. The importance of HR in the tourism sector is that humans (people) are a very important resource in most organizations. Particularly in service-based organizations, human resources play a key role in realizing successful performance (Evans, Campbell, & Stonehouse, 2013).

The Role of Education in Improving HR Capacity in Wellness Tourism for the Needs of Senior Tourists

The role of Education in improving HR capabilities in the development of wellness tourism is the most important element in the success of an organization. The most important organizational asset and must be considered by management is human (HR "human resources"). This boils down to the fact that humans are an element that always exists in every organization. Humans set goals for innovation and achievement of organizational goals. Humans are the only resource that can make other organizational resources work and have a direct impact on the company's welfare.

Tourism education is one of the keys to developing tourism potential, especially in the field of wellness tourism business, because this field requires a skilled workforce that must be continuously developed. According to Spillane James. J (1994): "One of the problems in developing tourism is the unavailability of sufficient facilities to support tourism education. A workforce that is capable, skilled, has high skills and dedication to their field (professional) is an absolute necessity in competing in the global market. The product of the tourism industry is a "service", therefore the emphasis must be on the aspect of service that is tailored to the needs of tourists. In the tourism industry, service quality is the main indicator that shows the level of professionalism.

In maintaining the quality of tourism, of course, the best quality HR is needed. These human resources will not only be needed for this period, but are also projected to advance tourism in the long term. Responding to this opportunity, the State University of Tourism (PTNP) is ready to contribute to producing the best tourism graduates. The Ministry of Tourism and Creative Economy (Kemenparekraf) oversees the State University of Tourism (PTNP) which focuses on producing quality human resources in the tourism sector. There are six PTNP under the auspices of the Ministry of Tourism and Creative Economy, including the NHI Bandung Polytechnic, Bali Tourism Polytechnic, Medan Tourism Polytechnic, Makassar Tourism Polytechnic, Palembang Tourism Polytechnic and Lombok/PPL Tourism Polytechnic, with their own advantages in each institution.

The development of workforce knowledge is emphasized on 3 main points (Warsitaningsih, 2012): (1). Development of knowledge about service procedures related to various tourism activities, for example services in hotels, different from services in recreation areas or on tour trips. (2). Development of knowledge about the tools and equipment needed in the field of service. (3). Development of human resources related to the development of attitudes, behavior, manners, and so on. These three things are always changing and leading to progress, so that all three must always be improved, especially through education, which will also affect industry absorption. The absorption capacity of the tourism industry is the ability of the tourism industry to absorb and accept employees from general education and vocational education institutions to work within the scope of tourism work.



Development of Wellness Tourism in Indonesia

The Minister of Tourism and Creative Economy, Sandiaga Uno encourages the development of wellness tourism in Indonesia to revive the tourism sector and the creative economy in the country. His party has made wellness tourism a flagship program targeting the empowerment of domestic tourists (wisnus). Health Tourism is a tourism activity that emphasizes improving physical health and fitness as well as restoring the spiritual and mental health of tourists. Indonesia has a diversity of traditions and cultures with a wealth of herbs that can be used as therapy/medicine or herbal remedies that have the potential to bring great economic value. One of the traditional health service efforts is *wellness tourism* which has the potential to develop health tourism. According to data released by primary traveler sites such as Yovada, Queen of Retreats, and Book of Yoga Retreats in 2018, it was stated that the *wellness tourism* in Indonesia was able to earn as much as US\$44 million (equivalent to Rp. 626 billion) due to having the wellness spots needed by tourism (foreign tourists). And these tourists spend an average of US\$1500-1600 for one treatment. In 2017 the number of fitness tourist trips in Indonesia was recorded at 8.3 million with spending of USD 6.9 million (GWI, 2018b). This prospect is also not limited to consumers of foreign tourists (foreign tourists) but also domestic tourists (archipelagic tourists) as shown in Table 2 below.

Table 3. Main Fitness Markets in Asia Pacific in 2017

Negara	Jumlah kunjungan/perjalanan (juta)			Belanja (USD juta)
	Internasional	Domestik	Jumlah	
Tiongkok	7,7	62,4	70,1	31,7
Jepang	1,6	38,9	40,5	22,5
India	4,5	51,4	55,9	16,3
Thailand	5,7	6,8	12,5	12,0
Australia	0,9	9,1	10,0	10,5
Korea Selatan	1,7	17,9	19,6	7,2
Indonesia	5,2	3,1	8,3	6,9
Malaysia	3,3	4,9	8,2	5,0
Vietnam	3,1	6,5	9,6	4,0
Selandia Baru	0,3	2,7	3,0	3,0

Source: GWI, 2018b in RIP Kemenparekraf, 2020

Wellness tourism is quality tourism seen from the *length of stay*. Because in the program you are required to stay for at least a week. In the opinion of Dr. Andry Edwin Dahlan as a Wellness Tourism Expert, *wellness tourism* started to become a trend at the end of 2020 in society, that is, they not only want to live well but also *well* or die in a quality condition. "So, we do *n't* have to suffer sickly in the hospital until we die." *Wellness tourism* is the concept of healthy people going somewhere in order to improve the quality of their health, disease prevention, and post-illness rehabilitation. "Wellness tourism is defined as health activities without using a (surgical) knife,"

Indonesia has great potential to develop *wellness tourism*. Among them, Indonesia has 127 volcanoes which contain geothermal or geothermal springs. "Geothermal has health effects. In several onsens or hot spring baths in Japan, there has been research that soaking in hot springs can improve the smoothness of blood flow," continued dr. Andry explained that *wellness tourism* has a *multiplier effect* that reaches all aspects because it can also revive local empowerment, such as providing *healthy food* provided by the local community. "*Wellness tourism* is not like general tourists who have to go to several places at one time, place to achieve wellness the initial overall health (physical and mental) and individual (Global Wellness Institute). Individual facilities/services are implemented from a non-physical perspective, including; sleep experience, space comfort, a feeling that supports lifestyle, to the habits that are formed.

Consumer class segmentation has a positive effect on the economic development of the tourism sector, the Global Wellness Institute in 2018 estimates the global market is 4.5 trillion dollars, with wellness tourism of 639 billion

dollars and the largest is physical activity of 828 billion dollars. Indonesia, with natural and cultural wealth and supported by tourist areas with natural qualities that support wellness hospitality, can take advantage of the momentum of growth in the global tourism economy in a sustainable manner.

According to Mueller and Lanz Kaufman (2011), wellness tourism is a combination of the phenomenon of healthy living with a relationship about the expectations of each individual to maintain and develop their health, they stay/travel for a certain period of time with comprehensive (comprehensive) individual services consisting of: physical fitness, mental peace, relaxation, healthy diet, as well as all individual-oriented activities that affect physical and mental well-being. Meanwhile, the Global Wellness Institute defines wellness as an activity/activities, as well as a lifestyle that leads to overall health (physical and mental) and is individual in nature.

According to Yuwono and Astuti (2021) physical health in wellness tourism is usually handled with sports supported by healthy food and services that fulfill aspects of wellness, including such as spas and several service actions that have elements of therapy. Then on the mental and spiritual aspects, it is handled through tourism activities such as yoga or others with a personal nature with the aim of mental and soul goodness, such as psychological counseling sessions. Spirituality can be encouraged through meditation activities in general or individual religious rituals. These services are provided and facilitated in a professional manner.

According to Voigt (2011), wellness tourism services and activities can have an impact on individual well-being, psychological balance and improvement of lifestyle, as well as the search for meaning in transcendental (spiritual) traits. In essence, wellness tourism has an impact on physical, mental and mental well-being based on activities that are personal in tourism activities. The main thrust of tourists is to relieve stress and to facilitate psychological relaxation.

CONCLUSION

Based on the results of research and discussion, it can be concluded as follows:

1. The readiness of human resources in the management of wellness tourism in the market share of senior tourists is currently not fully ready and the number is fulfilled. Based on survey results at 2 wellness tourism business locations, the human resources used in strategic positions in the management organizational structure are not yet competent human resources in the tourism sector. The role of education in improving HR capabilities in the development of wellness tourism in the senior market share is very much needed, the service needs for senior tourists are different from tourists in general. Tourism education, both academic and vocational, is one of the keys to developing tourism potential, especially in the field of wellness tourism business for the senior market share. With tourism education and training, there will be a workforce that is capable, skilled, highly skilled and professional in their field which is currently an absolute necessity in competing in the global market.
2. Development of Wellness Tourism continues to be encouraged by the Minister of Tourism and Creative Economy, to revive the tourism sector and the creative economy in the country. Indonesia has a diversity of traditions and cultures with a wealth of herbs that can be used as therapy/medicine or herbal remedies that have the potential to bring great economic value. One of the traditional health service efforts is wellness tourism which has the potential to develop fitness and health tourism.
3. There is no clear reference regarding the definition of senior tourists making prospective wellness tourism managers not optimal in designing designs or business concepts related to wellness tourism. The current definition of senior is only found in Law no. 13 of 1998 which defines a senior/elderly person as someone who, because of their age, experiences biological, physical, psychological and social changes. While the senior age limit put forward by WHO and BKKBN starts at the age of 60 years.

Recommendation

Based on the conclusions outlined, in this study the following recommendations were put forward:

1. With the increasing trend of wellness tourism, it is better if the supply of tourism human resources who have the competence to manage the wellness business must be prepared to meet the demand for these business needs, especially to meet the needs of the senior tourist market share. The potential for senior tourists is very large because they have free time
 - a. so much that it allows them to stay in a destination longer. It is hoped that the State University of Tourism (PTNP) as the driving force can develop competence-based human resources in the management of wellness tourism both in the curriculum and learning materials.
2. There needs to be widespread socialization regarding wellness tourism, so as to increase public understanding of the wellness tourism business
3. The government needs to make references regarding the definition of senior tourists, from the aspects of their age, physical ability, character and special needs in managing the wellness business.



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