

# The Implementation of Tourism Wellness in Increasing Guest Satisfaction at The Westin Resort & Spa Ubud , Bali

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**Abstrak:** Penelitian ini dilakukan dengan tujuan untuk mengetahui implementasi *tourism wellness* yang dijalankan serta pengaruhnya terhadap kepuasan tamu yang menginap di The Westin Resort & Spa Ubud, Bali yang menjadi *brand* utama hotel. Landasan teori dalam penelitian ini menggunakan teori yang relevan, yakni mengenai *wellness tourism* serta kepuasan tamu. Pengambilan data yang digunakan yaitu menggunakan metode wawancara, studi pustaka, observasi serta kuisioner yang diolah menggunakan teknik analisis data deskriptif kualitatif menurut Miles and Huberman (1994) serta skala likert yang digunakan untuk mengukur seberapa baik implementasi konsep *wellness* yang telah dijalankan dan untuk mengetahui kepuasan tamu terhadap implementasi konsep *wellness* yang telah dijalankan. Hasil dari penelitian ini menyatakan bahwa penerapan konsep 6 *pillars of wellness* menjadi hal yang sangat penting dan telah dijalankan dengan baik oleh karyawan The Westin Resort & Spa Ubud, Bali. Sejalan dengan hal tersebut, persepsi dari tamu yang menginap juga menyatakan mereka sangat puas terhadap fasilitas dan layanan *wellness* yang diberikan hotel, dimana rata-rata kepuasan tamu mencapai 87,16% (sangat puas).

**Kata Kunci:** implementasi *wellness tourism*, kepuasan tamu.

**Abstract:** This research was conducted with the aim of knowing the implementation of the tourism wellness that is being carried out and its effect on guest satisfaction who stays at The Westin Resort & Spa Ubud, Bali which is the main brand of the hotel. The theoretical basis in this study uses relevant theories, namely about wellness tourism and guest satisfaction. The data collection was using interviews, literature studies, observations and questionnaires which were processed using qualitative descriptive data analysis techniques according to Miles and Huberman (1984) and the Likert scale was used to measure how well the implementation of the wellness concept had been carried out and to determine guest satisfaction on the implementation of the wellness concept that has been carried out. The results of this study indicate that the application of the 6 pillars of wellness concept is very important and has been carried out well by the employees of The Westin Resort & Spa Ubud, Bali. In line with this, the perception of staying guests also stated that they were very satisfied with the facilities and wellness services provided by the hotel, where the average guest satisfaction reached 87,16% (very satisfied).

**Keywords:** implementation of wellness tourism, guest satisfaction

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## Introduction

Indonesia is one of the developing countries in the world which is famous for its natural beauty and unique resources and the friendliness of its people. One of the islands in Indonesia that is visited by many tourists as their tourist destination is the island of Bali. Bali is an island that has a lot of biodiversity and cultural uniqueness that makes it valuable in the eyes of tourists, both domestic and foreign, so Bali is dubbed as The Island of Paradise.

Changes in the tourism business in Bali is one of the interesting things to know. Based on data from the Bali Province Central Statistics Agency (BPS) in 2022, it is known that tourist visits to Bali experienced a significant decline due to the COVID-19 pandemic which began to enter Bali in early 2020.

Table 1 Data on Domestic and International Tourist Visits to Bali in 2019-2021

Tahun Year	Domestik		Internasional	
	Total	Growth (%)	Total	Growth (%)
2019	10 545 039	8,07	6 275 210	3,37
2020	4 596 157	-56,41	1 069 473	-82,96
2021	4 301 592	-6,41	51	-100,00

(Source: Bali Provincial Statistics Center/BPS)

Based on table 1 above, it shows that the number of tourists has de-creased significantly, making tourism stakeholders coordinate to carry out tourism recovery now and in the future. In this case, the concept that can be pre-pared for tourism recovery is the application of the concept of wellness tourism. In addition to having a positive impact on the community's economy, wellness tourism also has a strong positive psychological impact for tourists (Utama, 2021). This makes tourism stakeholders coordinate to carry out tourism recovery now and in the future.

The application of the wellness concept is one way that can be carried out during the new normal era. Where tourists will be more careful in choosing tourist destination locations and pay attention to the readiness of the area in implementing health protocols and their comfort while on vacation. Wellness tourism is alternative tourism that focuses on the promotion of health and well-being, a balance of body or mind health, environmental, social, healthy life-style, and peace of mind (Smith & Kelly, 2014)

The application of the concept of wellness in the world of tourism, especially hospitality is carried out to attract tourists to stay. where this will also create pleasure and satisfaction from guests which indirectly affects the health and fitness of guests after returning to their home areas, so that after tourists return to their home areas they will be more enthusiastic, fresh and happy in carrying out their activities again (Gunawan, 2014). Where satisfaction itself is an overall assessment process based on the entire transaction of buying and consuming the product at a time (Susepti et al., 2017). This satisfaction occurs because tourists get what they want while on vacation.

One of the areas in Bali that has implemented wellness as the main concept in serving guests is Ubud. Where the location of Ubud which is still beautiful and green is the right location for the implementation, one of which is The Westin Resort & Spa Ubud, Bali which is one of the 5 star hotels located in the Br. Kengetan, Jl. Raya Lod Tunduh, Singakerta Village, Ubud District, Gianyar Regency, Bali. The implementation of the wellness concept is carried out from the arrival to the departure of guests by all departments, one of which is the front office department which is one of the departments in a hotel that is at the front and close to guests, so it can be said that the front office is a picture of a hotel as a whole in dealing with guests (Diasa, 2020).

The wellness implementation is implemented in facilities, hotel activities, services to the food and drinks provided. The concept is contained in the 6 pillars of wellness which is the main brand of Westin, including sleep well, eat well, move well, feel well, work well and play well. It was recorded that during the last 6 months, most of the guests were satisfied with the services and facilities provided by the hotel, especially with the wellness concept that was applied starting from room facilities, hotel facilities, to various fitness activities that guests could paticipate in for free. This statement is proven by the reviews from guests staying at The Westin Resort & Spa Ubud, Bali on online websites, such as Trip Adventure and emails sent after guests check out.

Based on the description of the background, the authors are interested in researching and seeking more in-depth information about **"Implementation of Tourism Wellness in Increasing Guest Satisfaction at The Westin Resort & Spa Ubud, Bali"**.

## Method

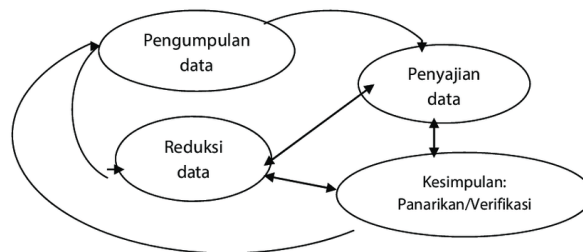
This research is a qualitative research using data collection methods in the form of interviews, literature studies, observations and questionnaires. The key informants in this study were taken from sources who understood and directly handled the implementation, including Front Office Manager, Front Office Supervisor, and SPA & Recreation Manager, with an additional 60 respondents who were taken using the snowball sampling technique which according to Gusti & Anisa (2020) the number of initial respondents required, which is 2-

12 respondents, with a sample size of 10-30 respondents, and data collection within 6 weeks - 6 months. In this study, the respondents used consisted of 30 employees of The Westin Resort & Spa Ubud, Bali and 30 respondents from guests who had stayed at The Westin Resort & Spa Ubud, Bali.

The data obtained was processed using qualitative descriptive data analysis techniques to find answers to what, who, and where the events or research was carried out and to obtain data through the intended informant regarding the phenomenon under study (Kim, 2017), as well as the Likert scale used to measure how well the implementation of the wellness concept has been carried out and to determine guest satisfaction with the implementation of the wellness concept that has been carried out. The results of this study indicate that the application of the 6 pillars of wellness concept is very important and has been carried out well by the employees of The Westin Resort & Spa Ubud, Bali.

Miles and Huberman (1984) suggested that activities in qualitative data analysis were carried out interactively and continued continuously until completion, so that the data was saturated (Miles & Huberman, 1984). Where the activities carried out are divided into 3 things, namely data reduction, data display (data display) and drawing conclusions.

**Gambar 1 Miles and Huberman's (1984) Interactive Data Analysis Model**



Likert scale is a scale used to measure the perceptions and opinions of respondents in an event or social phenomenon. In this study, the Likert scale is used to measure how much the employees of The Westin Resort & Spa Ubud Bali have implemented in implementing the wellness concept and to determine guest satisfaction with the implementation of the wellness concept that has been carried out. The interval in this study is 20, where through this interval, the interval is obtained from 0% to 100% with the score interpretation criteria as follows:

- |                     |                                       |
|---------------------|---------------------------------------|
| Number 0% - 19.99%  | = Very unimportant / good / satisfied |
| Number 20% - 39.99% | = Not important / good / satisfied    |
| Number 40% - 59.99% | = Fairly important / good / satisfied |
| Number 60% - 79.99% | = Important / good / satisfied        |
| Number 80% - 100%   | = Very important / good / satisfied   |

## Result and Discussion

### Result

In general, wellness can be defined as an activity or a lifestyle that leads to individual health, both physically and mentally (Yuwono & Astuti, 2021). Wellness has now become a lifestyle of the people, not only for tourists but also for most people. This makes positive activities begin to be carried out by most people in order to obtain health both for the body and mentally. This activity began to be carried out by most people since the pandemic, which requires humans to maintain health, whether it's body, mind and mental health, not only personally, but also the surrounding environment.

Indonesia had experienced a lack of trust of destination from domestic and foreign tourists, so integrated steps had to be taken by all tourism stake-holders in supporting and restoring tourist trust in Indonesian tourism after the COVID-19 pandemic (R. Pratiwi, 2021). This step can be carried out by applying the concept of wellness tourism which has a positive impact not only on the community's economy, but also on the physical and mental health of guests (Utama, 2021). According to Kaspar in (Budi, 2019) wellness tourism is a product in the form of tourism services that can be developed and created in various ways based on the conditions of a

destination, both from an environmental and social perspective. The World Health Organization (WHO, 1958) in the journal Pramono (2013), defines wellness as “a condition that is not only the absence of disease but accompanied by physical, mental, and social well-being”. To find out this, a research was carried out using a questionnaire with several statements including:

**Table 2 Questionnaire for Implementing the Wellness Concept on Guest Satisfaction at The Westin Resort & Spa Ubud, Bali**

No	Statement
1	Comfy bed arrangement by realizing heavenly bed
2	Lavender balm as aromatherapy in providing energy in the room
3	The suitability and comfort of the room facilities provided
4	Health-oriented healthy foods (breakfast, lunch, dinner and in room dining)
5	There is a variety of menus to suit the wishes of guests
6	There are fitness and SPA facilities that add to the comfort of guests
7	<i>Resort activities that add to the enjoyment, health and well-being of guests</i>
8	Westin Run, Cycling and Yoga activities add to the health and wellness of staying guests
9	SPA treatments that are owned according to the concept of wellness (health, comfort and physical and mental fitness of guests)
10	SPA locations add to the tranquility and comfort of guests when doing treatment
11	Various yoga activities provided are oriented towards the health and physical fitness of guests
12	Available work facilities (desk) in the room
13	Suitable resort locations to do work when needed
14	Westin family kids club facilities that are oriented towards the comfort and enjoyment of children
15	A large swimming pool equipped with a pool guard adds to the comfort and pleasure of guests

Based on the questionnaire table above which was distributed to 30 respondents from guests and 30 respondents from hotel employees, the results obtained that the implementations that have been carried out have varied and are not only intended for the physical health of guests, but also for the social and mental health of guests. According to (Pramono, 2013) explains that well-ness is divided into 7 dimensions, including: social wellness, physical well-ness, emotional wellness, career wellness, intellectual wellness, environmental wellness and spiritual wellness. Based on the 7-dimensional theory, it can be seen that wellness is not only about a person personality, but also for the people around him and the environment. The implementation of these dimensions is carried out by The Westin Resort & Spa Ubud, Bali through the implementation of various health activities, hotel facilities, as well as food and services provided to guests, which are divided into 6 pillars of wellness:

**Table 3 Implementation of the Wellness Concept at The Westin Resort & Spa Ubud, Bali**

6 Pillars of Wellness Concept	Implementation
<i>Sleep Well</i>	1. <i>Heavenly bed</i> 2. <i>Lavender Balm (essential oil)</i>
<i>Eat Well</i>	1. <i>eat well menu</i> 2. <i>Westin fresh by the juice</i>
<i>Move Well</i>	1. <i>Gear lending (mattress, cool towel, mineral water)</i> 2. <i>Run Westin (5km)</i> 3. <i>Cycling</i>

	4. <i>Westin Workout Fitness Studio</i>
<i>Feel Well</i>	1. <i>Heavenly Spa by Westin</i> 2. <i>Sensory welcome</i>
<i>Work Well</i>	1. <i>Meeting room</i> 2. <i>Working desk on the room</i>
<i>Play Well</i>	1. <i>Westin family (kids club)</i> 2. <i>Westin family activity</i>

Source: Interview Results of Resource Persons, 2022

Based on the table above, it can be seen that the implementation carried out by The Westin Resort & Spa Ubud, Bali is carried out on every hotel activity, be it health while resting, doing activities, to food and drinks consumed by guests during their stay at the hotel. This has a positive influence on the health, fitness and tranquility of guests, so that it will indirectly create guest satisfaction with the services, facilities and food that you get while staying at The Westin Resort & Spa Ubud, Bali.

### Discussion

Guest satisfaction is the result of a positive evaluation after comparing expectations with guest consumption experiences, which means that guest satisfaction is the result of guests' perceptions of the value or reality they receive (Pratiwi, 2017). The implementation of the well-ness concept has a direct and indirect influence on guests, both physically and mentally. This will also create satisfaction from guests where there is a match between expectations and perceived product performance (Kotler, 2012).

This can be explained from the respondents who were distributed to 30 hotel employees and 30 respondents from guests who stayed at The Westin Resort & Spa Ubud, Bali. The selection of respondents was carried out by the snowball sampling method, which was taken with a small number first and then it grew larger with the spread made by previous respondents (Sugiyono, 2013).

**Table 4 Accumulation Index Percentage and Category Result Assessment Questionnaire**

State- ment	Employee				Visitor			
	Expectation		Implementation		Expectation		Perception	
	Index %	Note:	Index %	Note:	Index %	Note:	Index %	Note:
Q1	87.33	Very Important	88.67	Very Good	90	Very Important	92.67	Very Satisfied
Q2	80.67	Very Important	79.33	Good	81.33	Very Important	84	Very Satisfied
Q3	84	Very Important	80.67	Very Good	88	Very Important	88.67	Very Satisfied
Q4	95.33	Very Important	90	Very Good	91.33	Very Important	94	Very Satisfied
Q5	80.67	Very Important	79.33	Good	90.67	Very Important	85.33	Very Satisfied
Q6	86.67	Very Important	85.33	Very Good	87.33	Very Important	86	Very Satisfied
Q7	92.67	Very Important	93.33	Very Good	89.33	Very Important	90	Very Satisfied

Q8	93.33	Very Important	94	Very Good	88	Very Important	92.67	Very Satisfied
Q9	84.67	Very Important	84	Very Good	86.67	Very Important	89.33	Very Satisfied
Q10	82.67	Very Important	80.67	Very Good	85.33	Very Important	84.67	Very Satisfied
Q11	84	Very Important	81.33	Very Good	85.33	Very Important	86	Very Satisfied
Q12	76.67	Important	69.33	Good	77.33	Important	80	Very Satisfied
Q13	86	Very Important	88.67	Very Good	79.33	Important	80	Very Satisfied
Q14	84.67	Very Important	82.67	Very Good	82.67	Very Important	80.67	Very Satisfied
Q15	82	Very Important	80.67	Very Good	90	Very Important	93.33	Very Satisfied

Source: Ms. data processing. Excel, 2022

Based on the table above, it can be seen that the application of the concept of wellness to guest satisfaction carried out by The Westin Resort & Spa Ubud, Bali was carried out well. This can be seen from the accumulation of the percentage index that has been carried out by researchers, where each wellness concept implemented has a percentage value above 80, this means that the implementation carried out by hotel employees is proportional to the perception obtained by guests.

1. *Sleep Well*

The rating obtained is 88.67% (very good) on the implementation carried out by hotel staff and gets a percentage index of 92.67 % (very satisfied) on the perception of guests in the use of heavenly beds, and the use of lavender balm by 79, 33% (good) from the implementation of employees and 84% (very satisfied) with the perception obtained by guests. The use of room facilities in order to create comfort and satisfaction of guests staying at the hotel is implemented at 80.67% (very good) with a perception index from guests of 88.67% (very satisfied).

2. *Eat Well*

The application of the eat well concept by The Westin Resort & Spa Ubud, Bali is implemented into a healthy and varied food menu with quality ingredients. The implementation carried out by employees gets a percentage index of 90% (very important) with the percentage of guest perceptions of 94% (very satisfied). On the other hand, the variation of the menu that is owned is a concern, where the implementation is carried out, which is 79.33% (good) and the perception received by guests is 85.33% (very satisfied). There is a gap between guest expectations and guest perceptions of 5.34%, which is a gap for the hotel to re-develop a variety of menus for breakfast, lunch and dinner.

3. *Move Well*

The implementation of the move well concept is carried out by running westin activities, cycling, yoga, and other activities which are also supported by the yoga pavilion and GYM facilities that increase the comfort and interest of guests to participate in hotel activities. The implementation of the move well concept is carried out with resort activities, where the implementation provided by hotel staff is in very good

criteria, and is comparable to the perception received by guests who are very satisfied with the activities carried out and equipped with trainers in each of these activities. guest rating.

4. *Feel Well*

The implementation of this concept is implemented in statements 9, 10, and 11 with a percentage index stating that they are very satisfied. However, in statement 10, regarding the location of the SPA which adds to the tranquility and comfort of guests when doing treatment, there is a gap of 0.66% of guest expectations and perceptions. This is a concern that must be improved by the hotel, especially the SPA team so that it can further improve the quality of service and guest satisfaction.

5. *Work Well*

The implementation carried out by The Westin Resort & Spa Ubud, Bali is the existence of working facilities in the room that can be used at any time if required by guests. This statement gets a rating index of very satisfied for guests. However, there are things that need to be improved by the hotel in this case, where based on the table above, it is known that the implementation and perceptions of employees get a good rating index and there is a need for improvement and re-evaluation, with the aim of further increasing satisfaction. guests in terms of work well owned by The Westin Resort & Spa Ubud, Bali.

6. *Play Well*

The implementation of play well run by the hotel, namely by providing kids club facilities for guest children equipped with learning activities and games that educate children. The implementation of the statement received a very good and very satisfied rating index from guests. The implementation of statement 14 is of concern, where there is a difference between expectations and perceptions obtained by guests by 2%, which is about kids club facilities that are oriented to the comfort and enjoyment of children.

Through the translation of these values, it can be seen that there are several things that still need to be improved by The Westin Resort & Spa Ubud, Bali in terms of services and facilities owned to further increase guest satisfaction related to the implementation of the concept of wellness which is the main brand of Westin.

## Conclusion

The implementation of the wellness concept carried out by The Westin Resort & Spa Ubud, Bali is divided into 6 pillars of wellness which are applied to facilities, food, drinks, and services provided from arrival to departure of guests. Based on the results of data analysis and research conducted, it was concluded that the implementation of the wellness concept that was carried out was divided into 6 pillars of wellness, which consisted of:

a. *Sleep Well*

The implementation of the concept of sleep well by The Westin Resort & Spa Ubud, Bali is carried out with the use of lavender balm and heavenly bed as the concept of a comfortable bed with 8 layer sheets, complemented by the aroma of lavender which adds to the comfort and tranquility of guests while resting.

b. *Eat Well*

The implementation of the eat well concept is carried out by serving healthy food with an eat well menu made with quality ingredients and without using MSG. The use of fresh juice and herbs which are the hallmarks of wellness owned by The Westin Resort & Spa Ubud, Bali.

c. *Move Well*

The implementation is carried out by implementing various resort activities equipped by trainers, such as run westin, cycling, stretching, pilates and other activities that enhance the physical and mental health and well-being of guests.

d. *Feel Well*

The implementation is carried out with various treatments owned by Heavenly SPA by Westin as well as the sensory welcome given at the beginning of the guest's arrival (sight, hearing, smell, taste and touch).

e. *Work Well*

Meeting room and working desk facilities provided in each room are an added value for guests who want to do work at any time.

f. *Play Well*

The kids club facility is one of the facilities provided by The Westin Resort & Spa Ubud, Bali which is equipped with a schedule that educates and adds fun for children.

The implementation of the 6 pillars of wellness was carried out well by all staff of The Westin Resort & Spa Ubud, Bali and received positive responses from tourists. Where most of the guests were satisfied and very satisfied with the implementation of the wellness concept being carried out.

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