

THESIS BY PROJECT

**DEVELOPMENT OF AMARTA DETOX HEALTH AND
WELNESS IN CASA AMARTA, CANGGU, BALI**



POLITEKNIK NEGERI BALI

Ira Alfiani Murah

**POLITEKNIK NEGERI BALI
BADUNG
2025**

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APPLIED MASTER PROGRAM
TOURISM DEPARTMENT
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BADUNG
2025**

THESIS BY PROJECT

Prepared as One of the Requirements to Obtain
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at Tourism Department Politeknik Negeri Bali



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PREFACE

The author would like to express his deepest gratitude to the presence of God Almighty for all His blessings and abundance of mercy so that the author can complete the thesis research proposal with the title **“DEVELOPMENT OF AMARTA DETOX HEALTH AND WELNESS IN CASA AMARTA, CANGGU, BALI”**. The purpose of writing this thesis is to fulfil the requirements for achieving a Masters in Management degree at the Postgraduate Study Program at Politeknik Negeri Bali. In the process of writing this thesis, the author received a lot of guidance and support from various parties so that the writing of this thesis could be completed on time. Therefore, the author would like to express his deepest thanks and highest appreciation to:

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Badung, 19 August 2025

(Ira Alfiani Murah)

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DEVELOPMENT OF AMARTA DETOX HEALTH AND WELLNESS IN CASA AMARTA, CANGGU, BALI

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ABSTRACT

This project studies how the Development of Amarta Detox Health and Wellness by Casa Amarta, Canggu, Bali as a strategic business diversification initiative in the hospitality sector. The project aims to analyze and evaluate the development process of Amarta Detox Health and Wellness, and create a replicable development model for the integration of health and wellness in boutique hotels. This study adopts the POAC (Planning, Organizing, Actuating, Controlling) management framework to guide project implementation and applies the SERVQUAL model to measure service quality with five dimensions (Tangibles, Reliability, Responsiveness, Assurance, and Empathy). Using a mixed-method approach that combines quantitative data (monthly revenue reports, customer satisfaction scores) and qualitative insights (guest interviews, Google Reviews, and Focus Group Discussions with operational staff). The triangulation of these various data sources ensures a comprehensive and objective evaluation of project outcomes. The results of this study show that Amarta Detox has succeeded in increasing Casa Amarta's revenue, with wellness services that contribute steadily to the total business revenue and reduce dependence on accommodation sales. Service quality assessments show consistently high levels of guest satisfaction, especially in terms of therapist professionalism, facility standards, and treatment outcomes such as improved circulation, reduced bloating, and increased relaxation. Insights from the FGD inform a development strategy that emphasizes the expansion of the treatment menu, ongoing staff training, and targeted marketing to attract health-oriented travelers. The study concludes with a proposed outcome model for the development of health and wellness services in boutique hotels, which can serve as a reference for similar ventures in Bali's competitive tourism market. These findings contribute both practically, by providing Casa Amarta with an actionable growth strategy and academically, by enriching the literature on the development of health tourism using the integrated POAC and SERVQUAL framework.

Keywords: Development of Health and Wellness, Wellness Tourism, Diversification, POAC, SERVQUAL Framework.

CHAPTER I

INTRODUCTION

1.1 Background

Every part of the world has its uniqueness that attracts tourists to come and visit, ranging from the beauty of nature to the uniqueness of tourist attractions within it. In Bali, in particular, it is known for its diverse attractions and appeals to tourists from all over the world. From stunning natural views to unique cultural and culinary experiences, Bali offers a variety of tourism options that cater to both local and international tourists. Bali's status as a major global tourist destination has been proven over the years, resulting in significant economic benefits, employment opportunities and a thriving tourism industry across a wide range of sectors

The attraction of Bali as a tourist destination comes from its unique combination of natural beauty, spirituality and culinary delights. One of the key factors contributing to Bali's popularity as a tourist destination is its wealth of natural beauty. The island boasts stunning landscapes, including lush rice terraces, picturesque beaches, dense jungles, and towering volcanoes. In addition to its natural beauty, Bali is also known for its deep-rooted spirituality and vibrant culture. Visitors can explore numerous temples, which offer insights into the island's Hindu heritage. Traditional dance performances, ceremonies, and rituals are a common sight, allowing tourists to immerse themselves in the island's spiritual tradition

The increasing influx of tourists is a catalyst for the growth of the tourism industry in Bali. To stay competitive Bali needs to diversify products offered to tourist, Casa Amarta, a boutique hotel located in Canggu, used this opportunity to add product line in the field of health and wellness which is an opportunity to generate revenue from different source.

Canggu, Bali, has rapidly evolved from a sleepy surf village into a vibrant hub for health and wellness tourism. This transformation is fueled by an increasing global awareness of health and well-being, attracting a new wave of travelers seeking experiences that rejuvenate the body, mind, and spirit. Bali, in general, has established itself as a premier destination for wellness retreats and holistic health practices, and Canggu is at the forefront of this trend. The area boasts a high concentration of yoga studios, organic cafes, and wellness centers, catering to a discerning clientele that prioritizes self-care and preventative health.

The rising popularity of wellness tourism in Canggu presents both opportunities and challenges. While the influx of wellness-focused travelers provides a significant economic boost, it also necessitates a deeper understanding of how to create sustainable and impactful wellness experiences. There is a need to explore effective strategies for developing wellness centers that not only meet the demands of the market but also contribute to the overall health and well-being of the community.

Information on the market demand for health and wellness services specifically in Canggu is limited within the provided search results. However, the

broader context of wellness tourism in Bali and Indonesia suggests some opportunities growth of Wellness Tourism. Globally, the wellness tourism market is experiencing substantial growth. It reached \$821.75 billion in 2022 and is expected to reach \$2.1 trillion in 2023, with an annual growth rate of 12.42% from 2023 to 2030 (Subawa et al., 2023).

Table 1 1 The Growth Information for The Wellness Tourism Market.

Year	Market Size	Growth Rate
2022	\$821.75 billion	-
2023	\$2.1 trillion (projected)	-
2023-2030	-	12.42% annually

Source: Exploring the hidden potential of Bali's wellness tourism by Subawa, 2023

Bali is recognized as a destination with luxurious and eco-friendly wellness retreats. Wellness tourism is considered a key component of Bali's tourism industry (Bagus et al, 2021). Health and wellness tourism in Bali includes medical tourism, wellness and spas, nursing and elderly care, and research services and diagnostics.

Among the various wellness offerings in Canggu, massage therapies hold a prominent position. Tourists are increasingly seeking out specialized massage techniques that go beyond simple relaxation, focusing instead on detoxification, stress reduction, and overall health enhancement. Lymphatic drainage massage, in particular, has gained significant traction. The appeal of lymphatic massage aligns perfectly with the growing demand for holistic wellness solutions that address both physical and emotional well-being. Travelers are drawn to the promise of a revitalizing experience that leaves them feeling lighter, more energized, and better equipped to handle the stresses of modern life.

To implement the idea of business diversification, Casa Amarta decided to develop a new project in the field of health and wellness. Amarta Detox is a health and wellness center located in Canggu, Bali, offering lymphatic drainage massage and holistic wellness solutions designed to cleanse, rejuvenate, and strengthen the body. Inspired by personal wellness journeys, the center provides treatments such as facial detox, which aim to reduce inflammation, relieve stress, and improve overall well-being. In addition, Amarta Detox integrates Pilates, positioning itself as a comprehensive health and wellness hub in the Canggu area.

Casa Amara's decision to develop Amarta Detox is supported by local and global tourism trends. (BPS Provinsi Bali, 2024) reported that Bali received 5.2 million foreign tourist visits in 2023, an increase of 61% compared to 2022, reflecting the recovery of Bali's strong tourism sector and increasing competition in the hospitality market. The following is a table of the number of foreign tourist visits in 2022 – 2024

Table 1 2 Foreigners Tourist Visit Data

No	Year	Amount
1	2022	2.155,747
2	2023	5.273.258
3	2024	6.333.360

Source : Bali Province Statistics Center, 2024

The data in the table above shows that tourist arrivals to the province of Bali increased significantly from 2022-2024.

Meanwhile, the Global Wellness Institute (Johnston et al., 2023) states that the wellness tourism sector is growing by 9.9% per year, surpassing the growth of

general tourism, and is projected to reach USD 1.3 trillion by 2027. These data confirms that wellness is one of the most promising tourism segments, make the development of Amarta Detox is not only relevant but also timely to meet the demand of health conscious travelers while enhancing Casa Amarta's competitiveness.

Bali has become a global destination for wellness tourism, attracting visitors who seek not only relaxation but also holistic approaches to health enhancement. Within this context, Amarta Detox Health and Wellness positions itself as a premium service provider offering specialized treatments that combine therapeutic benefits with a luxury guest experience with indulgent spa services tailored to holistic rejuvenation. Amarta Detox Health and Wellness offers : lymphatic drainage massage, a passive detoxification method designed to enhance lymphatic flow and immune function, Amarta Relief, a Balinese style therapeutic massage aimed at alleviating muscle tension and stress, facial treatments, such as detoxifying and skin-brightening sessions, and Pilates rehabilitation, which complements passive therapies by fortifying musculature and improving movement, a combination that underscores their holistic philosophy of “passive treatment” and “active movement” for comprehensive health improvement.

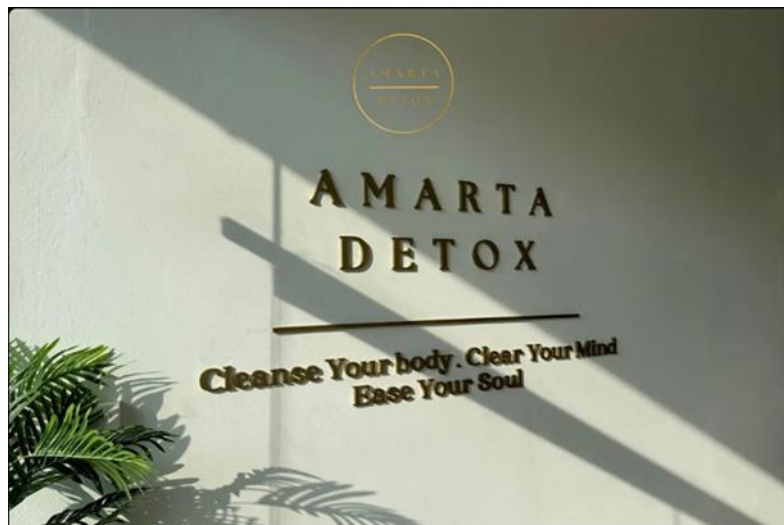


Figure 1 1 Amarta Detox

The main signature treatment offered by Amarta Detox is the Brazilian lymphatic massage, a specialized therapeutic method renowned for its ability to stimulate the lymphatic system while simultaneously sculpting and contouring the body. The Brazilian lymphatic massage technique employs a combination of gentle, rhythmic, and targeted strokes, with occasional firm, sweeping motions to encourage lymphatic drainage, facilitate detoxification, and enhance overall circulation. The massage technique approach places particular emphasis on reducing bloating, improving body definition, and promoting an immediate sense of lightness and vitality. Physiologically, it supports immune function, reduces water retention, alleviates inflammation, and optimizes the body's natural cleansing processes (Crisóstomo et al., 2015).



Figure 1 2 Lymphatic Drainage Massase

The incorporation of lymphatic drainage massage within Amarta Detox's service portfolio aligns with the broader concept of health and wellness, as defined by the Global Wellness Institute (GWI). Wellness is regarded as the active pursuit of activities, choices, and lifestyles that lead to holistic health, extending beyond the mere absence of disease to encompass physical, mental, social, emotional, spiritual, and environmental well-being. This multidimensional approach recognizes that optimal health is a continuous, proactive process rather than a static condition.

According to the Global Wellness Institute (GWI), there are six dimension models of wellness that form the foundation for a balance life :



Figure 1 3 Six Dimension Models of Wellness

Source: GWI, 2021

- a. Physical Health, maintaining the health of the body through exercise, nutrition, adequate rest, and preventive health care.
- b. Mental Health, fostering emotional stability, cognitive function, and stress resilience through attention and psychological support.
- c. Emotional Health, managing emotions effectively, maintaining positive thinking, and fostering self-awareness and self-management in a better direction.
- d. Spiritual Health, develops a sense of purpose, inner peace, and alignment with personal values, whether religious or not.
- e. Social Welfare, creating and maintaining good relationships, engaging in community life, establishing and strengthening social support.

- f. Environmental Health, living in harmony with the environment, creating a place that promotes health, and implementing sustainable use of resources.

The treatments offered by Amarta Detox Health and wellness actively contribute to these pillars. It directly supports physical wellness by improving circulation, enhancing detoxification, and promoting body contouring benefits. The treatment experience also enhances mental wellness through deep relaxation, stress reduction, and improved sleep quality, while supporting emotional wellness by helping guests feel rejuvenated, confident, and balanced. Personalized therapist attention fosters social wellness, strengthening the client-therapist relationship and creating a welcoming, trust-based atmosphere. The calming spa environment and holistic philosophy support spiritual wellness, encouraging mindfulness and deeper self-awareness. Finally, the use of eco-friendly oils and sustainable materials reflects a commitment to environmental wellness, aligning with global sustainability principles.

Through this integrative approach, Amarta Detox not only delivers a distinctive and results-oriented signature treatment but also embodies a holistic wellness philosophy that aligns with international best practices, thereby strengthening its competitive positioning within Bali's health and wellness tourism market.

Despite the growing interest in wellness tourism, there's a lack of specific knowledge regarding effective strategies for developing sustainable wellness centers in Canggu, integrating traditional Balinese practices, measuring the impact

on client well-being, and using effective marketing techniques. This thesis aims to address these knowledge gaps through a comprehensive analysis of Amarta Detox Health and Wellness.

This thesis undertakes a comprehensive evaluation of the Amarta Detox Health and Wellness project, situated within the broader context of Casa Amarta's strategic initiatives. Through rigorous analysis, it seeks to assess the project's efficacy in achieving its intended outcomes, encompassing both quantitative metrics, such as revenue generation and market share, and qualitative dimensions, including client satisfaction and contribution to the overall brand image. The evaluation will consider the project's alignment with Casa Amarta's strategic objectives, its operational efficiency, and its impact on the local tourism ecosystem. Ultimately, this thesis aims to provide evidence-based insights that will inform future development efforts and contribute to a deeper understanding of successful project implementation within the health and wellness tourism sector.

1.2 Formulation of Problems

Based on the background presented earlier, this research will conduct a study on the execution of the project. The research question that will be raised in this research include:

1. How does Casa Amarta develop Amarta Detox Health and Wellness of Casa Amarta, Canggu, Bali?
2. What is the model of developing Amarta Detox Health and Wellness of Casa Amarta Canggu, Bali?

1.3 Objectives of The Study

The development of Amarta Detox Health and Wellness as a business diversification project under Casa Amarta aims to enhance Casa Amarta revenue streams. The objectives of this project development are :

1. To analyse and evaluate development of Amarta Detox Health and Wellness of Casa Amarta, Canggu, Bali.
2. To established the model of developing Amarta Detox Health and Wellness of Casa Amarta, Canggu, Bali.

1.4 Significances of the Study

The benefits of the research project can be categorized into academic and practical benefits for various stakeholders, including the Politeknik Negeri Bali, Amarta Detox Health and Wellness of Casa Amarta Canggu, Bali, and students.

1. Academic Benefits:

a. Contribution to Tourism Knowledge.

This research will contribute to the existing knowledge in the field of wellness tourism in the face of increasing sales.

b. Reference for Future Studies.

The recommendations and findings of the research can serve as a reference for future studies in the wellness tourism field.

2. Practical Benefits:

a. Increase of revenue for Casa Amarta Canggu, Bali.

The research will provide valuable insights and recommendations for Amarta Detox Health and Wellness of Casa Amarta Canggu, Bali, leading to enhanced business profitability and competitiveness in the market.

b. Development of Strategies.

It will contribute to the development of new strategies for maintaining and upgrading the revenue for Casa Amarta Canggu, Bali.

c. Educational Application

Students at Politeknik Negeri Bali will benefit from the practical application of the research findings, enhancing the understanding of real-world tourism business challenges and solutions.



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CHAPTER VI

CLOSING

6.1 Conclusion

The evaluation of service quality was conducted using the SERVQUAL framework, supported by three complementary data sources: customer satisfaction surveys and Google Reviews (external customer perspective), guest interviews (in-depth experience perspective), and Focus Group Discussions (internal operational perspective). Triangulation of these data sources reveals that Amarta Detox consistently meets or exceeds guest expectations in all five dimensions of SERVQUAL. Guests praise cleanliness, soothing ambience, and eco-friendly products (Tangibles), report consistent and effective treatment results such as better circulation and reduced bloating (Reliability), highlight the punctuality and attention of the staff (Responsiveness), acknowledge the professionalism and competence of the therapist (Assurance), and appreciate the personalized care provided (Empathy). This confirms the purpose of the first study, showing that Amarta Detox provides high-quality, reliable, and focused services on guest satisfaction.

Analysis of the quantitative data of the monthly revenue report shows that Amarta Detox Health and Wellness services makes a stable and measurable contribution to Casa Amarta's revenue. After being triangulated with the qualitative insights from the FGD, which confirmed operational efficiency and the increasing demand for treatment services, the results showed that Amarta Detox has become a viable profit center. These additional revenue streams have strengthened Casa

Amarta's financial resilience, reduced reliance on accommodation sales, and supported the overall sustainability of the business, which fulfils the second research objective.

Using triangulation from SERVQUAL's assessment, guest feedback, and internal team discussions, a development strategy was formulated to maintain and improve Amarta Detox's market position. The recommended strategy focuses on diversifying the treatment menu with complementary health programs (meditation, Pilates, nutrition consultations), regular training of therapists to maintain consistency of services, and intensification of marketing efforts to capture the emerging segment of the health tourism market. This integrative approach provides a clear roadmap for long-term competitiveness and growth.

This study successfully answered the objectives of the research with a triangulation methodology that combines quantitative revenue data, qualitative guest feedback, and internal operational perspectives. The results show that Amarta Detox provides excellent service quality, contributes positively to Casa Amarta's revenue performance, and has a clear and actionable strategy for future development. The use of various data sources and methods ensures strong, balanced, and objectively reflective conclusions that reflect the performance and potential of Amarta Detox Health and Wellness as a model for diversifying wellness tourism products in Bali.

6.2 Recommendations

Based on the findings, analysis, and conclusions of this research, several recommendations are proposed to strengthen the operational performance,

sustainability, and replicability of Amarta Detox Health and Wellness at Casa Amarta:

1. Service Quality Enhancement

Improve the quality of service by maintaining regular staff training programs that focus on technical skills and personal interaction with clients. Regularly review and update the service menu to align with evolving health trends and evolving customer preferences.

2. Marketing and Branding Strategy

- a. Expand marketing by leveraging digital platforms, wellness influencers, and advertising, to attract domestic and international health and wellness tourists.
- b. Developing an integrated service package, working with Casa Amarta's accommodation offering to increase cross-selling and customer retention opportunities.
- c. Monitor financial performance.
- d. Implementing a system to monitor finances in detail where not only monitors income and expenses, but also measures the profitability of each type of service. This can be used as a reference in setting prices, promotions, and resource allocation.
- e. Engage with Communities and Suppliers.
- f. Strengthen cooperation with local suppliers who produce natural materials and health materials to support the regional economy and improve

sustainability. It offers public health workshops, Pilates classes, and health education programs to position the center as a valuable community resource.

- g. Maintain and improve eco-friendly practices, such as reducing plastic use, using energy-efficient appliances, and using locally produced organic spa products. Pursue this sustainability effort in marketing communications to attract guests who care about the environment.
- h. All operational procedures, training modules, and marketing strategies are stored into standard operational procedures to be replicated in other Casa Amarta properties or similar boutique hospitality businesses.
- i. Regular guest reviews or feedback are still carried out by integrating real-time review monitoring with periodic satisfaction surveys. Using this data as a basis for reviewing operational activities on a quarterly basis, ensure adjustments are evidence-based and aligned with market demand and service quality goals.

The recommendations provided by Amarta Detox Health and Wellness focus on maintaining operational excellence, strengthening competitiveness in the market, and ensuring business continuity for the long term. Key strategies include continuously improving service quality through staff development through ongoing evaluation and training, expanding marketing to attract a wider audience of fitness tourism, rigorous financial performance monitoring, and deeper engagement with suppliers and local communities. Emphasis is also placed on maintaining ongoing operational practices and documenting standard procedures to enable replication at other locations. Collectively, these recommendations provide a strategic path that

not only supports Casa Amarta's revenue growth but also strengthens its role as a leading community-oriented health and wellness destination in Bali.



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