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Human Resource Development Model for Wellness Products to Support Sustainable Tourism in Sangkan Gunung Village, Karangasem Regency, Bali Province | Gusti Made Wendri\*, Mawati, Ida Ayu Alistyawati, Ni Made Sudarmini Department of Tourism Politeknik Negeri Bali Badung, Indonesia \*gustimadewendri@pnb.ac.id, putusomawati@pnb.ac.id, ayuelistyawatii@pnb.ac.id, makesudarmini@pnb.ac.id

Abstract—The purposes of this study are to identify the competencies the human resources should have for wellness <sup>1</sup> products creation in supporting sustainable tourism, and to determine human resource development model related to wellness products in Sangkan Gunung village, Karangasem Resgency, Bali Province. This study uses a soft system methodological approach to structure the problems identified in the 'Pokdarwis' tourist-concerned group in that village. The conceptual model was built up after the identification of five problems, all pertaining to the 'Pokdarwis' lack of understanding of the current wellness trends. This is known from the data collected through in-depth interviews with selected informants within the group. Following the problem formulation, a comparison is made between the conceptual theoretical model and the factual condition of the group by which to see the possibility to make necessary changes through the application of root definition formula. The comparison revealed the inferior factual condition on the part the local human resource, for which 5 (five) points of solution are needed, namely the following: the need to understand wellness with its various dimensions, to understand tourist motivation, activities related to wellness dimensions, product development, and community involvement. Keywords—wellness, human resources, conceptual model, root definition I. INTRODUCTION The development of human resources is an intellectual investment that has an important meaning for regional development and for improving people's welfare [1]. Associated with tourism, people or human resources that have become developed have the necessary awareness of the behaviour of modern tourists. This is a perspective that reflects the basic requirements for a destination to last. Requirements demand the destination as a system, in which the supply of products must be integrated and well-coordinated, including amenities. This is an appropriate action for a

destination to take to provide comfort for tourists during their visit, which has become their expectation before traveling. The current wellness tourism trend is becoming increasingly lively due to the growing awareness about the meaning of health that requires tourists (as individual) to be responsible for their own personal health condition [2]. A trend that promotes a healthy paradigm has become a business that always promotes optimal maintenance and improvement of fit condition. Achieving this healthy condition is passed through permanent healthy lifestyle choice during the tourists' stays at tourist destinations. In this case, healthy indicators include three-dimensional harmony in one's life, namely the physical, mental and spiritual dimensions. This central orientation to health invests wellness tourism with a leading role with its services mainly oriented to improving health for humanity. Tourists will hunt for services in the direction of rising <sup>13</sup> public awareness of the activities related with the dimensions of wellness, manifested among others, in enjoying the mountain air or activities in the open nature. Being able to reap opportunities open from the phenomenon of the growing needs of tourists, it becomes dutiful for the destinations to facilitate the fulfilment of such needs. Meeting market needs requires that destination managers know what tourism trends are currently developing. Tourism destinations need both the knowledge and skill for human resource management [2] in the field of wellness to be able to prepare the right offer and provide fitness benefits for the tourists. In this case, the destination management through human resource development has an important role because it has an impact in improving services that guarantee a pleasant experience for the tourists. In the preliminary study prior to conducting this research it was found that most tourism studies focus the attention on the impact of tourism development on the destination. Such focus <sup>14</sup> Advances in Social Science, Education and Humanities Research, volume 544 Proceedings of the International Conference on Science and Technology on Social Science (ICAST-SS 2020) Copyright © 2021 The Authors. Published by Atlantis Press SARL. <sup>11</sup> This is an open access article distributed under the CC BY-NC 4.0 license -<http://creativecommons.org/licenses/by-nc/4.0/>. 368

centres on the significant implications of destination marketing that leads to affecting the quality of life of the people of the developed area [3]. The important thing that must also be recognized and realized is that the quality of life of the community and its citizens in the destination is greatly influenced by income derived from the developing tourism sector in the area where the local community is involved in the industry [4]. Development of a destination according to Sulyok [5] badly requires the management of the destination HR, which is a business whose role is to improve the employer's (manager's) behaviour and the performance of individuals and organizations. The issue of staff development through education and training relates to competencies and needs about product design, so that the presence of a competent teacher or trainer is badly needed as a prerequisite of an HR development strategy. Through this research the writer shares the knowledge about the trends in wellness tourism [6] to the members of the 'Pokdarwis' of Sangkan Gunung village so that they become aware of strategies for resources development. In wellness tourism, consumers are tourists who visit the destination with orientation to improve their own health through experience with activities related to wellness dimensions. So, it becomes important for the destination to provide facilities, accessibility, and attractions while not ignoring local tradition as cultural authenticity so that the dynamic tourist needs can always be met [7] while they are at the destination. Market developments constantly require changes and growth which must be responded to quickly. However, there are still a lot of obstacles in the form of the lack of skilled human resources in the village of Sangkan Gunung that blocks the possibility to respond to the growing market needs pertaining to current wellness trend. Therefore, it becomes very urgent to conduct a research related to human resource development in that village. This research needs to be conducted considering that there are a lot of potential human and natural resources that can be developed, especially that related to the management of wellness products in the village. To date, the factual condition is that the capability of the local HR is still inferior for exploring the existing potential. Therefore, this research is aimed at formulating a model for the development of human resources for wellness products in this village. Using the soft

system methodology (SSM) approach as the tool for the analysis of the data obtained through observations in the field the aim is to produce conceptual development model [8-9] for the development of human resources in the village of Sangkan Gunung which can be considered as a strategic action to effect necessary competencies towards quality competitive advantages. For winning a competition as a prerequisite for success, destinations should highlight fundamental elements of tourism such as tourist attractions, infrastructure, services, location and the history of the destinations so that they could arouse certain and different positions in the eyes of the market. A place can be a tourist destination, but its sustainability as a loyal place in the perception of the tourists cannot be ascertained and will remain in doubt [10]. So, there is a challenge to banish that doubt. A good destination from a market point of view should present a comprehensive and different offer from one place to another in similar businesses. This phenomenon, according to Campbell and Harald, quoted by Csirmaz, Eva [10] highlights the growth in market demand for new products that are becoming ever more complex. This is the impact of preferences and trends in market needs that change towards cultural and natural resources that are part of their motivation. So, the study of creating memorable experiences that are inherent in tourists' memories is very important to conduct. This idea becomes very urgent to be followed up by destination management by involving various stakeholders in the area. This should also be expected to be applicable to the condition **1** in Sangkan Gunung village. Recognizing destinations as competitive units must be done as initial strategic action in such business units and demonstrated when tourists enjoy services at the destination. The experience of their complex journey begins with enjoying comprehensive tourism products with the will to leave the saturation of the previous massive tourism experience. Creating a new approach to destinations in the implementation of tourism activities stems from brilliant ideas of presenting a comprehensive product for tourists. This can realize the idea of establishing sustainable tourism. This is the perspective of modern life. The creation of varied innovative products **2** is based on the aim that destinations gain competitive positions in targeting the tourist market [11]. Tourism travel with the motivation to improve

health (health tourism) is becoming an ever-increasing trend today, which is in line with the demand for several services in terms of sickness examination by competent doctors and nurses in a hospital or resort, services for diet, acupuncture, trans vital injection, as well as complex vitamins and special handling using herbal products. In the context of wellness tourism, the manifestation of the development of health tourism is then linked to a health paradigm and to the way to improve health, because tourists have the freedom to choose their favourite tourist activities. So, tourists decide for themselves the kinds of activities that have a positive impact. This is reflected in the attitude of responsibility to maintain optimal health needs for themselves through the fulfilment of the dimensions of wellness in their lives. Healthy condition can be achieved by reflecting upon the overall harmonious condition of the physical, mental and the spiritual. Wellness tourism as a business promises a variety of opportunities in the development of specific tourism products of benefit to the improvement of human health. Orientation to this aspect of wellness tourism can help rapid development of niche markets [11]. The market that is predicted to develop 510% each year is triggered by several factors, namely the growth of the global elderly community as well as increasing Advances in Social Science, Education and Humanities Research, volume 544 369

public intelligence on health issues which have shifted the community's attention towards conventional medical practices [12]. Health tourism (wellness tourism) can be developed through the expansion of scope that involves nature tourism, camping tourism, spa tourism as a form of tourism that is part of the development of wellness tourism, a trend involving outdoor activities that are in great demand at present. Wellness (outdoor) activities are not classified as new practices but as activities that have been carried out since 1930, a movement known as "open air movement", a movement in the open, a movement that aims for tourists to enjoy the natural scenery in open spaces, a useful moment for improving their health. The involvement of tourists in the natural environment with a wide green expanse [13] is very relevant for the fulfilment of physical and mental need

dimensions. Based on the opportunities for developing wellness products in the future in connection with the potential of natural resources owned by Sangkan Gunung village, <sup>2</sup> it is necessary to foster human resource management task to create wellness products that have competitive advantages. The approach in <sup>1</sup> this study uses a soft system methodology in structuring the problems that are faced in developing human resources for wellness products in Sangkan Gunung village. The next step following <sup>17</sup> problem identification and formulation is building a conceptual development model, which is an abstract representation of an objective or actual situation representing of a complex reality. Related to this research, the <sup>1</sup> human resource development model for wellness product creation in Sangkan Gunung village is necessarily based on the information gathered from resource persons who are also members of the local 'Pokdarwis'. In the context of this research, the human resource development model can be interpreted as a plan representing or describing the understanding that must be mastered by the 'Pokdarwis' members for designing wellness products in conformity with current wellness tourism trends. The conceptual model is a model that reflects the reality by placing notions or concepts into a working model on how to design wellness products by conforming to current wellness tourism trends. The model serves as a conceptual framework, that is, a system or scheme that specifies a series of general ideas about the involvement of individuals, groups, situations or events viewed in terms of a certain science in its development. In the context of this research, the model construction is done by arranging the notions or concepts into a form that allows understanding about wellness tourism trends as outlined therein in the model. The aim of the researcher in making the model is to determine the kind of information that is considered important to be utilized in human resource development <sup>1</sup> in Sangkan Gunung village, Karangasem regency. Based on the exposition above, the problems in this research are formulated as follows: • What competencies should the human resources master for wellness product creation in supporting sustainable tourism in Sangkan Gunung village? • What HR development model can be designed related to wellness product creation in supporting sustainable tourism in

**Sangkan Gunung village?** The existence of a tourist destination is fundamental to all forms of tourism. Visitors tend to choose a preferred destination identified as being capable of providing facilities and services that enable them to gain meaningful experiences in the destination visited [12]. Understanding the tourist behaviour becomes very essential in product design and development [13]. This task of understanding the tourist behaviour is a necessity on the part of destination managers, so that knowledge of the tourist travel motivation becomes important to create a variety of products for the fulfilment of their needs [14]. The diversity of products based on quality designs is necessary in realizing the offers made to for the tourists. This product designing requires necessary collaboration between stakeholders in the area to be developed [15] so that **2 competitive advantage can be** obtained through the pooling of as many brilliant ideas as possible. Based on the exposition of **18 the role of stakeholders in** relation with the tasks they assume in creating comprehensive offers, account should be made concerning the possible negative impact if not appropriately done, in which the market will turn towards products that can really provide several benefits in the form of experiences of interest to the tourists them. Collaborating with brilliant ideas from various capable resource persons will enable the creation of excellent wellness products. In that way all efforts made are not in vain but confirm the strength of the collaboration. Public and stakeholders' awareness in the impact of tourism on the improvement of its citizens' welfare as well as on the ability to create new opportunities in the wellness industry sector tends to spur the efforts of experts to effect creative ideas. This serves as a tip that must be responded to avoid lagging the mobility of the market dynamics. After observing the importance of community development for the possible progress of the village, the researcher approached the village leaders within Sangkan Gunung 'Pokdarwis' for obtaining necessary information, remembering that it is in their hands that the decision is made. Readiness for potential development in their village is all up to their decision. The researcher's approach is very basic, that involves intervening into their existing condition, but to the maximum avoiding the possible complications likely caused by such intervention. Therefore, agreement **1 to make necessary changes** for

their future should always be obtained from them [16]. II. METHODOLOGY A. Location and Time of Research Sangkan Gunung village is the location of the research in which the activities of the 'Pokdarwis' members were observed Advances in Social Science, Education and Humanities Research, volume 544 370

to determine those activities that can support the development of wellness products. The available natural resources that have the potential to be developed into products are still much beyond the awareness of the 'Pokdarwis' members. The research was conducted from April to August 2020. B. Research Population and Sample The population of this study were all members of the 'Porkdarwis' concerned with developing tourist attraction who held activities at Pondok Taman Sari attraction centre. The structure of their organization comprises a coordinator, a manager, a deputy manager, and leaders for riding, tubing, swing, trekking and cycling activities. C. Research Instrument The main instrument used in this research is a structured interview checklist tailored to the research priorities. The content of the check list covers wellness travel trends, which include various dimensions of wellness such as tourist motivation, product development, activities for wellness dimension, and community involvement. D. Type of Data The type of data in this research is qualitative data in the form of information obtained through in-depth interviews with informants and in the form of feedback obtained from group discussion concerning the conceptual model being designed. E. Collecting Data There are several ways of collecting the data in this study, namely: 1) Observation: The focus of this soft system methodology aims to create a system of activities and human relations in an organization. In the context of this research, the aim of using this SSM is 1 to structure the problems identified in the 'Pokdarwis' (tourist- concerned group) of Sangkan Gunung village, Karangasem regency. The researcher assisted by the research team members visited Sangkan Gunung village periodically to identify problems being faced in the village and then conducted interviews with Pokdarwis members in that village. It is this group that would explore the problems they faced. Recording was also done concerning the available resources as potential

assets in the village which can be developed into products for wellness tourism. In this village the researchers always communicate with the head of the 'Pokdarwis', Mr. Kadek SujanaYasa, as well as with its members consisting of Nyoman Martha, I Wayan Suder, Putu Tedi Arsa, Parnata, Suadnyana, and Eko. Mr. Kadek Sujana yasa serves as the driving force for the establishment of 'Pokdarwis Amerta Giri'. And it was from this source that the necessary information was obtained concerning their lack of understanding in managing the potential natural resources in their village into wellness products. 2) Literature study: The theoretical information was obtained from the last few years' publication utilized for the necessary well-informed status of the study. The literatures under concern were mostly those related to tourism and resource management. In addition to the information derived from literature study, there is also some secondary data in the form of assessments by previous researchers about the condition of Sangkan Gunung village. 3) In-depth interview: The researchers already had some fairly clear picture concerning Sangkan Gunung village based on the information obtained through direct contact with the 'Pokdarwis' members as described above. However, some more detailed information is still needed concerning their understanding of wellness tourism. Structured interviews were conducted based on theoretical concepts. The resource persons are selected based on their possession of sufficient capability and capacity. Those interviewed are members of the 'Pokdarwis' who belong to the initiating and development team for existing attraction facilities, as well as those who become tour leaders, leaders for Trekking, Swing, Tubing, those who know the tourists' needs best. The fundamental questions asked to the informants concerned the current trends in wellness tourism, Given the existing potential that allows it to be developed. This is based on the research objective, which is **1 to identify the competencies** that the 'Pokdarwis' members must have regarding wellness tourism trends. As for the nature of the existing problems, which was learned from the information so far obtained, particularly from the interviews, the researcher became able to form a picture of the condition of the 'Pokdarwis' members who as a whole can be considered as having no sufficient **1 understanding of the current**

trends in wellness tourism. This is particularly true when the question about a spa was asked to them about which they had a serious misperception because they thought that spa is actually facilitated only at five-star hotels. The researchers adopt <sup>19</sup> the soft system methodology (SSM) proposed by Checkland and Schole 1990 [17-18]. SSM is a research system using a system model in its implementation. All-system thinking is a new paradigm in which is always present a learning process definable as a process of change that diverts old ways of thinking into new ways of thinking. The root definition required for operating the system is formulated in a short sentence comprising the elements 'change' (P), 'the way' (Q), and 'result' ®. Expressed in a formula, the sentence will read: The system will change (P) in a way (Q) to achieve ®. This formula is then applied to a CATWOE representation of <sup>1</sup> the problems identified in the field. The items in the CATWOE are used as a guide in operating the system through root definition. (P) is defined as a strategy which constitutes an overall approach related to the implementation of ideas, planning and execution of an activity within a certain period. Human resource development (HRD) strategy can be described as a planned management effort Advances in Social Science, Education and Humanities Research, volume 544 371

carried out on an ongoing basis to improve work competence through training, education, career development or opinion sharing. Based on the root definition embodied in each defined element the problems identified are then entered into the model. In this approach, the researcher's role involves intervening in the identified problem to determine the kind of the would-be customers (tourists and society). The researcher in this case acts as a facilitator in a problem-solving process. Choosing informants who truly feel the problems can help with a better handling towards their solution mainly <sup>1</sup> through the application of the conceptual model of human resources development designed with the aim to identify human activity system based on the problem description. TABLE I. ELEMENTS OF CATWOE AND DESCRIPTION [18]

Elements	Descriptions
Costumer	(who are influential or influenced by the the system)
Who benefit from these activities	Actor (people who play a

role in the system) Who does the activity Transformation, process and changes What must change for the input to become output ? World View (impact of system implementation) What kind of perspective make the system meaningful? Owner Who can stop the activity ? Environment What obstacles exist in the system environment? F. Data Analysis The data analysis in **1 this study uses a soft system** methodology, which is an approach to solving complex and unstructured problem situations with a holistic analysis using system thinking. The focus of this soft system methodology is on the aim to create a system of activities and human relations in an organization. In the context of this research, the aim of using this SSM is **1 to structure the problems** found in the 'Pokdarwis' (tourist-concerned group) of Sangkan Gunung village, Karangasem regency. The researchers, as already mentioned before, visited Sangkan Gunung village periodically to identify problems in the village and then conducted interviews with the 'Pokdarwis' members in that village. It happened that they found difficulties in understanding and coping with the problems they faced so that they became eager people to provide necessary information. A record was also made concerning the existence of local resources as local assets that could be developed into products for wellness tourism. And it was from this source that the necessary information was obtained concerning the lack of understanding on the part of the 'Pokdarwis' about managing the potential natural resources available in their village into wellness products. Based on the root definition embodied in each defined element the problems already identified were then entered into the model. In this approach, the researcher necessarily intervened in the problem situation to determine the kind of customer (tourists and society) to be targeted. The researcher here acts as a facilitator in the problem-solving process. By choosing the informants who are the true owners of the problems, then the problems could be better handled for solution **1 through the application of** the conceptual model of human resources development of which the aim is to identify human activity system based on the problem description. Fig. 1.

Conceptual Model of Human Resources for wellness product Fig. 1 is a model of the human resource development process for wellness products which includes 3 (three)

dimensions, namely the dimensions of input, process and output. These three dimensions are closely interrelated. The data collected in this research, including the information obtained from the interviews, shows that Sangkan Gunung village is very rich in potential **2 resources that can be** developed into wellness products. Among the prominent resources it is important to mention here the Sudamala Spring which has the potential to be developed for Spa (Solum per Aqua) products such as health therapy utilizing water as its basic component. **16 At the same time,** the existence of this spring is potential to be developed into a bathing attraction with the mineral springs constituting the focus of the attraction as mentioned in the study [19]. Next after the Sudamala Spring is the Telaga Waja River, which is quite potential for attractive tubing activities, capable of providing ample opportunities for adrenaline testing and enjoying the wounds of water waves. Swing attraction is of no less occasion for enjoyment, it being equally beneficial in offering wellness experience. Through all these activities' visitors can **16 at the same time** enjoy the verdant scenery present against the terraced field as the background with the farmersowners intensifying the attractiveness of the overall situation. Therefore, all these natural resources **1 in Sangkan Gunung village** are quite potential to contribute to the establishment of wellness **tourism in Sangkan Gunung village** with wellness products created out of local resources. **3 Advances in Social Science, Education and Humanities Research,** volume 544 372

Blatuk Waterfall is also of high value for wellness products, which can be beneficial for soothing the soul as mentioned in the research conducted by Kelly [20] which presents tourist comments (as informants) as follows: "magical garden and stunning landscape with such sense of freedom. I loved the beach and the sacred place around the retreat". This empirical data from Kelly's study is good to be used as an example of an appreciation given by a wellness tourist concerning the allpositive effect of a visit for a retreat at a rural place that offers so beautiful a landscape that the tourist cannot help being charmed in the freedom to enjoy it. Learning this kind of appreciation would quite likely encourage the

'Pokdarwis' members to change their attitude from just fancying to thinking in real terms in the real world, an attitude potential to be later manifested in the field into real actions following the world view as the central element of CATWOE as the basis for system operation through root definition as shown in Table 1. The "Durian Party" event, held in March and April, based on the harvest season of Durian fruit <sup>1</sup> in Sangkan Gunung village is also potential to enrich and enliven attractions available in that village. This event is quite potential to be developed into wellness product because this event can be held for tourist consumption, especially for those visitors with a motive to meet many people. To provide insight about the possibility to promote this local event a world party event, <sup>2</sup> it is necessary to inform the 'Pokdarwis' members through a study conducted by Indra [16] concerning the benefit derivable from event organization. This study can be used as a reference by the 'Pokdarwis' for organizing durian party event for tourist consumption <sup>1</sup> in Sangkan Gunung village. From this reference that 'Pokdarwis' can learn how a local (durian party) event is potential to be promoted into an international event periodically held for tourist consumption.

### III. RESULTS AND DISCUSSION

This research comes up with 5 results corresponding to the five obstacles faced by the 'Pokdarwis' of Sangkan Gunung village as the subjects under concern in this research. The obstacles are due to lack of understanding on the part of the 'Pokdarwis' members concerning <sup>1</sup> the current wellness trends which include: 1) Dimensions of Wellness, 2) motivation of wellness tourists, 3) Product Development, 4) tourism activities with wellness dimensions, and 5) community Involvement while in fact these are the essential things to know if wellness tourism is to be established. The information about this lack of understanding is obtained from group discussion with the 'Pokdarwis' members. This study realizes that such lack of understanding as mentioned above represents the weakness inherent within the 'Pokdarwis' members themselves. Based on this realization the researcher through this study attempts some necessary solution by introducing a <sup>1</sup> human resource development model designed based on ideas proposed by Peter Checkland in [17]. The handling of the obstacles that constitute the problems faced by the 'Pokdarwis' is done through the

introduction of **human resource development model** whereby to make certain necessary changes on the attitude of the 'Pokdarwis' members. This raises a necessary discussion towards imparting necessary understanding on the part of the 'Pokdarwis' members. The discussion presented below is concerned with the five aspects **1 of the current wellness trends** of which the 'Pokdarwis' members, as mentioned before, are still in need of exposition towards their understanding of the problems they are facing.

A. Dimensions of Wellness Creating wellness products for running wellness tourism on the part of the Pokdarwis of Sangkan Gunung village should become the primary concern under consideration that, as already mentioned, this village is rich in resources quite promising for that purpose. In this case various dimensions of wellness should be considered toward providing holistic wellness products so that when wellness tourists come to visit sufficiently varied wellness products become available for their consumption. According to wellness wheel concept [21-22], the following wellness dimensions should be accounted for to achieve the ideal wellness condition in one's life: 1) social wellness, 2) physical wellness, 3) emotional wellness, 4) intellectual wellness, 5) spiritual wellness. The main aim of the research is to make the 'Pokdarwis' members of Sangkan Gunung village well informed about these wellness dimensions and about how to cope with these dimensions related **2 to the creation of** corresponding wellness products by utilizing the natural resources richly available but still idle in their village.

B. Tourist Motivation to Visit Motivation is explained as a boost of strength that grows in a person because there are needs in him that have not yet been fulfilled for which traveling is most capable of fulfilling them. Mehmetoglu [23] in the study of the motivation of tourists to visit Annapurna in Nepal include the need to come into close contact with natural environment, because such environment can provide the chance for relaxation, thrills, excitement, social interaction, self-esteem and self-development. The study [24] states that with recreational wellness the tourists can enjoy more activities than do the tourists in conventional tourism which provides less involvement for the tourists. Chen in [14] says that people travel abroad with the main purpose to gain wellness experience and wellness achievement. So, based on the input (of information)

obtained from the interviews with the 'Pokdarwis' members <sup>1</sup> in Sangkan Gunung village, they are still far from solid understanding of such tourists' motivation. This is targeted in the implementation of this research, that is, to make the 'Pokdarwis' members aware of such tourist motivation because this awareness becomes a prerequisite to design wellness products using the available local resources that can really match the wellness tourist needs, that is, the need to improve their health while enjoying their travelling. The possession of the right capability and skill for creating attractive wellness products in the destination can become a strong pull factor in the tourist motivation to visit [25] because this capability on the part the tourism actors will constitute a real attribute off the destination capable of making <sup>3</sup> *Advances in Social Science, Education and Humanities Research*, volume 544 373

the tourist curious about the process by which the tourism actors (the 'Pokdarwis' members of Sangkan Gunung village) transform their local natural resources into wellness consumption products. C. Wellness Product Development The discussion in points A and B above already contains a hint about the attitude, knowledge and skill required of the 'Pokdarwis' members in creating wellness products. The development of wellness products can be done by processing the available local resources in the destination (of Sangkan Gunung village). To products creation, [26] illustrates that the uniqueness of an area needs to be highlighted and explored, for example, the uniqueness of nature, the climate related to local plantation harvest and the local sacred places, the last mentioned being also potential for a place of pilgrimage with unique local culture and rituals. Through this research the Pokdarwis of Sangkan Gunung village can be informed about how to develop the available local resources into such products as needed and enjoyed in wellness tourism toward establishing wellness tourism in their village. D. Dimensional Wellness Activities To achieve a wellness condition there should be made available relevant activities for wellness tourists to do. Activities with the wellness dimension refer to engaging activities for both physical and mental benefits on the part of wellness tourists. In

fact, the tourists have realized their own needs for their wellness condition. The overall wellness dimensions as already mentioned in point A above, comprise five items (See point A above). This makes wellness tourism different from conventional mass tourism. In mass tourism, the tourists only enjoy the 3 S readily served in the destination without necessarily involving and engaging the tourists with active participation, namely enjoying the beauty and effects of sun, sea and sand, making the tourists only passive enjoyers. In line with the growing awareness of <sup>15</sup> the importance of wellness the world over, the meaning of involvement in wellness activities has come to one's recognition, and so, it is explored more and more intensively. Philosophical speculation has explored since time immemorial the five WH-questions relating to the efforts done for the fulfilment of their needs such as the following: • What do I get after having certain activities? • Where should I go to fulfil my needs? • How can I get there? • How much should I pay? • What is the benefit I get? Through the implementation of this research involving the Pokdarwis' members of Sangkan Gunung village as the research subjects and informants in the interviews as well as group discussion during the research period, the 'Pokdarwis' members can be made to understand and aware of what wellness activities to create to fulfil the wellness tourists' needs when visiting a destination with wellness orientation. In this way, their dream of establishing a destination with wellness products in the forefront can be made ever closer to its manifestation. In this case, the 'Pokdarwis' members should also hold to the guiding questions presented above which have been asked since ancient time in philosophical speculation. And as suggested by Roque [27] enjoying green nature is quite relevant to fulfil the wellness dimensions, both physical and mental, which in the case of the richness of Sangkan Gunung village with such natural resources, the location of the implementation of this research, can <sup>13</sup> be understood as a real blessing. E.

Community Involvement In developing wellness products, community involvement is very important to take into consideration. In this case togetherness in thinking and in acting among people of a community is a must, though it does not necessarily mean neglecting personal individual contribution to be shared with and supported by other members of the

society if really of importance for wider community positive involvement in any benefit-deriving effort. This awareness of the importance of togetherness has really been a characteristic of the community of Sangkan Gunung village. Through this research they can be made more and more aware of its importance, especially related to the idea of establishing the village as wellness tourism destination. Togetherness in exploring the richly available but still idle natural resources <sup>1</sup> in Sangkan Gunung village will help accelerate the manifestation of the dream to make the village a wellness tourist destination. What is more is that togetherness since the beginning of planning an organized activity can be taken as a way of avoiding or minimizing the possible conflicts to occur in the future [28]. Based on the research results and their elaboration through the discussion so far done (above) it remains for the researcher to recommend those results for potential application by the 'Pokdarwis' members of Sangkan Gunung village whenever they start making activities towards establishing their village as wellness tourism destination, which is an innovative form of tourism to supplement the more conventional mass tourism which has become monotonous due to its reliance only on serving things to enjoy (the 3-S) but without the necessary opportunities for the tourists' active participation and involvement which with wellness tourism proves so engaging and exciting to the wellness tourists. With this recommendation really adopted it means that <sup>2</sup> the application of the conceptual model for human resource development also becomes well adopted for countering the weaknesses and obstacles so far identified with the 'Pokdarwis' members in Sangkan Gunung village toward possessing the necessary knowledge and skill that allows for the transforming the village potential into prosperity-generating destination, into wellness tourism destination. <sup>3</sup> *Advances in Social Science, Education and Humanities Research*, volume 544 374

IV. CONCLUSIONS <sup>12</sup> Based on the analysis, the results and the discussion of this research it can be concluded that there are 5 aspects or dimensions of wellness tourism that the 'Pokdarwis' members of Sangkan Gunung village must know in order that they can

make their dream of establishing wellness tourism destination come true. When they achieve this understanding, it means that they already obtain a solution for their lack of understand of <sup>15</sup> the dimensions of wellness as the current trends in wellness tourism. In a more explicit statement it can be said that through the implementation of this research the members of the 'Pokdarwis' (the tourism-concerned group) <sup>1</sup> in Sangkan Gunung village have been made more knowledgeable about wellness because of their understanding <sup>12</sup> in terms of the following: 1) Understanding the dimension of wellness, 2) understanding tourist motivation, 3) understanding wellness activities, 4) understanding wellness product development, and 5) understanding the community involvement. Based on such understanding they are relatively more ready to start the business enterprise they have so far imagined in their life. ACKNOWLEDGMENT The authors are very grateful to some parties who have given contributions and encouragements in completing this article.

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