

**DEVELOPMENT OF SAARAH DAY SPA AS WELLNESS-BASED SPECIAL
INTEREST TOURISM DURING COVID-19 PANDEMIC IN KABUPATEN
SLEMAN SPECIAL REGION OF YOGYAKARTA**

ABSTRACT

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Saarah Day SPA is wellness-based special interest tourism located in Sleman Regency, Special Region of Yogyakarta. The purpose of the study is to identify the potency of Saarah Day SPA to develop its existence during Covid-19 pandemic. This type of research is using SWOT analysis. As a tourist attraction that is managed by individual, the development is very good and well organized. However, in its application, there are still many deficiencies that need to be addressed by the management of Saarah Day SPA. The result of this study indicate that improvement are needed in the implementation of tourism activities during Covid-19 virus pandemic, so that the tourist is no longer reluctant to visit so that it can increase the visitors and improve its development.

Keywords: Saarah Day SPA, wellness-based special interest tourism, Covid-19 virus pandemic, development.