

## CHAPTER I

### INTRODUCTION

#### A. Background

Recently, travel activities have become a primary need for many people around the world. Doing this activity has become a mandatory event at least once a year. Some people even make traveling into a job. Such as being a tourism blogger and vlogger, traveling to interesting tourist places that are presented through writing and visual videos so that people who read and watch are interested in visiting the same places. Tourism industry actors are also increasingly challenged to develop and find innovations and potential for tourism activities to accommodate the increasingly diverse needs of tourists. According Barreto and Giantari (2015:53) Development is an attempt to advance or advances tourist objects so that these attractions are improved and more enticing in term of places and objects in them to be competent to fascinate tourists to visit them. Tourist interest in visiting a tourist place is a very important aspect. Not only does it show that tourist site is successful, due to the large number of visitors, it also fulfills the purpose of tourism, namely providing an experience for visitors and the development of to the tourist site itself.

The development of tourism Indonesia is increasing every year. Being the second largest economic sector after oil palm, all stakeholder (government, investor, and society) are interested in discovering the potential and developing tourism in Indonesia. Indonesia has more than 17.000 island, plenty species of floras and faunas which can only be found in Indonesia, illustrates Indonesia's

richness in nature. This feature makes Indonesia has the advantage of natural tourism. According to Suwantoro (1977, in Utami 2017), nature tourism is a pattern of natural tourism activity that apply the potential of natural resources and environmental management. Nature tourism has resources that come directly from nature. In addition, nature tourism is possible and attractive for tourist and its activities after cultivation. Meanwhile, according to Marpaung (2002, in Utami, 2017), nature tourism uses an environmental planning approach. The emphasis of this approach is on environmental conservation but reach into account the needs of visitors for facilities and the needs to carry out their activities. Nature tourism might be the form of coasts, alps, natural scenery and marine tourism or water tourism. Based on those two definition, Indonesia fulfill the requirements by having very strong natural resources, which are the foundation for building and developing natural tourism. So that nature tourism in Indonesia can be a superior tourism and able to compete with the world's natural tourism. Furthermore, Indonesia is also rich in culture, consisting of more than 1.340 tribes spread throughout Indonesia, making every place we visit has a unique characteristic that is different from one another, According to Damardjati in Pambudi (2010:121), cultural tourism is a movement or tourism activity that is stimulated by the existence of tourist objects in the form of local cultural arts, such as customs, ceremonies, religion, local people's way of life, historical heritage, products, arts, folk crafts, and so on. According to Pendit in Sari (2010:38), cultural tourism is a trip that aims to study

objects in the form of folk habits, customs, ways of life, culture and art or activities with historical motives. The potency of culture in Indonesia, which almost covers all of those definitions, makes cultural tourism in Indonesia a strong strategy to attract tourists' attention.

Over time, tourism needs become very diverse and specific. Special interest tourism appears as a tourist activity for certain groups, usually this tour is based on a love of something and then used as a tourist activity. According Fadel (2001:107), special interest tourism is a form of activity with individual tourists, groups or small groups aimed at learning and trying to gain experience about something in the area visited. Meanwhile, according to Wall and Weiler (1992:4, Smith:1992), one of the new forms of tourism is special interest tourism which is described as the special interest traveler wants to experience something new, whether it is history, food, sport, customs or outdoors. Many wish to appreciate the new sights, sound, smell, tastes and to understand the place and its people. In order to be able to compete globally, Indonesia must adapt with this diversity, so that the development of special tourism is starting to be improved. However, there are always challenges in every development of a tourist attraction, which are sometimes unavoidable.

The Covid-19 pandemic, which has been around for almost two years, has become one of the biggest challenges for the tourism industry. Existence that suppresses community mobility to minimize cases that are contrary to the definition of tourism. According Yoeti (1996) tourism appears from two words, namely *Pari*

and Wisata. Pari might be explained as many times, walk around or complete. While tourism can be explained as a trip or trip which in this case is synonymous with the word “travel”. Based on that, the word “Tourism” can be explained as a travel that is carried out many times or in circles from one place to another or called tour. The definition explain that the Covid-19 pandemic does not support a person to travel, nor does the industry to operate. Various policies have been implemented as a government strategy to keep the number of covid1-9 cases steadily sloping. One of them is limiting the movement of business fields that gather a lot of people such as cinemas, tourist destinations, entertainment venues, and other businesses that are expected to implement social distancing between one human and another with a minimum distance of 1,6 meters and are required to obey the provisions made by the government, the health protocol. If the business ignores the policy, it will be closed immediately. Based on the latest issue of the World Tourism Barometer (UNWTO, 2021), International tourists’ advent saw a decline of 74% in 2020, over the previous year, with advent in June down 93%. Asia and the Pacific hurt the largest declines, reporting drops of 84%. The Middle-East and African Both recorded a 75% drop in advent, while in Europe arrivals declined by 70%. This severe contraction of deracination towards tourist attractions necessitates estimations of the potential brunt that pandemic could have on the tourism economies. This unpredictable situation has become a threat as well as disadvantages, both economically and developmentally.

Yogyakarta is one of the provinces that is determined directly for all policies that restrict movement. Considering DIY is one of the most favorite destinations in Indonesia, especially the island of Java, as well as a mainstay tourist spot after Bali. The high mobility of tourists both during holidays and weekdays has made the Special Region of Yogyakarta as the Implementation of PSBB (*Pembatasan Sosial Berskala Besar*) in which all types of tourism activities are strictly restrained, this is in accordance with the Decree of the Minister of Health Number HK. 01. 07/MENKES/259/2020. The cessation of the tourism industry in The Special Region of Yogyakarta is not only in the types of culinary tourism, cultural tourism, and shopping tourism which are the mainstay of tourism in Yogyakarta. However, all types of tourism such as historical tourism, nature tourism and special interest tourism. The decline in the number of tourists as well as the mobility of tourist attraction has certainly brought multi-effects to the supporting businesses of these tourist attractions, such as hotels, travel agents, and so on. Thus, the losses that The Special Region of Yogyakarta received due to the Covid-19 pandemic were very significant.

Yogyakarta province or known as DIY is one of the provinces located right in the middle of the island of Java. The charm of the classic 80s-style city typical of the former colonial era is an inevitable attraction. Many local and foreign tourists choose to travel to Yogyakarta, spending two or three nights to enjoy the serenity of Yogyakarta. The tourism industry is also very lively because the supporting

business is very complete. Such as various kinds of strategic lodgings, restaurants that provide a variety of Indonesian specialties, entertainment venues scattered throughout the city, of course, are added values so that tourist trips in The Special Region of Yogyakarta province become comfortable and memorable. Not only that, Yogyakarta is also equipped with various kinds of special interest tours such as Saarah Day SPA which can be used as a superior tourist attraction in the city of Yogyakarta.

Saarah Day SPA is the house of natural SPA treatment. Located on Jl. Sidomulyo No. 6, Tiyasan Condongcatur, Sleman D.I Yogyakarta, 55283 Indonesia. The treatment only uses natural and organic ingredient, and professional and experienced therapist. Saarah Day SPA will take us into a mindful place as a little breakout from our exhausting day of sightseeing, wandering the city or our hard day of work. SPA is one of the wellness tourism that has attracted tourism industry's attention during the Covid-19 pandemic. Wellness tourism, which previously did not attract much attention from tourists, has now become a new trend in the pandemic era. In Indonesia, the development of wellness tourism has existed since 2012, but has not been optimal. The concept that prioritizes health and wellness has attracted the attention of tourists, where tourists have long wanted to travel and also want to improve their health and wellness to adapt to current conditions. Explain that the focus of tourism has changed, namely, placing the condition of public health as a top priority in the destination country. The concept

of wellness tourism also does not prioritize the quantity of visits, but rather the quality. So that wellness tourism suitable as an innovation in the covid -19 pandemic, also in line with special interest tourism that does not prioritize quantity. Saarah Day SPA can maximize its development in the era of the Covid-19 pandemic, with the opportunity as well as the concepts and innovations it has.

Following the explanation, the author is encouraged to discuss and carry out research on scientific article under the title **“Development of Saarah Day SPA as Wellness-Based Special Interest Tourism During Covid-19 pandemic in Kabupaten Sleman Special Region of Yogyakarta”**

#### **B. Problem Identification**

Following the background above, the authors get several problem formulations, including:

1. What is the government’s role in the development of Wellness-Based Special Interest tourism specifically SPA in Sleman Regency, Special Region of Yogyakarta?
2. How is the development of Saarah Day SPA The Ritual of SPA during the Covid-19 pandemic?

#### **C. Research Purposes**

The aim of this research is to follow the formulation of that has been designed, including:

1. To identify the government's role of Saarah Day SPA as wellness-based special interest tourism in Yogyakarta.
2. To analyze the development of Saarah Day SPA during the covid-19 pandemic.

#### **D. Research Advantages**

Writing a scientific article proposal that is desired can provide benefits to several parties, including:

- For the Author
- a. The author is able to use the concept of learning that has been found while studying at the Sekolah Tinggi Pariwisata Ambarrukmo
  - b. May provide new ideas so that the author may operate all the potential of tourist destination.
  - c. Able to understand the procedures for managing and developing the ability of tourist destination of Saarah Day SPA Yogyakarta.
1. For STiPRAM
- a. May pass on knowledge and insight, also may provide literature that can improve scientific books in the field of tourism.
  - b. May establish students so that they have a proportional attitude and may work well to develop tourism sector.
2. For Tourist
- a. To find out and recognize tourism potential in tourist attraction locations.
  - b. To give visitors better understand the concept of wellness-based special interest tourism.

3. For the Government

- a. It is expected to be able to manage and promote wellness tourism in Indonesia, especially in the province of The Special Region of Yogyakarta.
- b. Local officials may achieve targets for tourists visiting Sleman Regency, Yogyakarta.
- c. It may ease the government's work in marketing superior tourist destinations in the local area which may increase regional income.

**E. Research Scopes**

In order to make the author focus on conducting research on this scientific proposal. The author uses the scope of the problem which is certainly linear from the existing problem formulation. From this research proposal, the author determines to what extent the problems are in accordance with the title of the scientific article proposal **“Development of Saarah Day SPA as Wellness-Based Special Interest Tourism During Covid-19 pandemic in Special Region of Yogyakarta”**

**F. Research Themes Linearity**

The theme that the author takes in writing this scientific article proposal is destination, with the title **“Development of Saarah Day SPA as Wellness-Based Special Interest Tourism During Covid-19 pandemic in Special Region of Yogyakarta”**. This is linear with the author's previous research in making Domestic Case Study and Foreign Case Study journals, by taking the theme of

destination to draw linear line with this scientific article proposal. Domestic Case Study journal entitled “The Exoticism of Muaro Jambi Temple as a Potential Tourist Destination in Muaro Jambi” and Foreign Case Study journal entitled “The enchantment of DMZ Museum as Historical Witness in South Korea”. So there is a linearity between scientific article proposals and scientific journals Domestic Case Study and Foreign Case Study.

#### **G. Research Systematics**

Systematics in writing scientific article that author has compiled includes several arrangements, including:

1. Title page
2. CHAPTER I (Introduction)
  - a. Background
  - b. Problem identification
  - c. Research purpose
  - d. Research advantages
  - e. Research scope
  - f. Research theme linearity
  - g. Writing systematics.
3. CHAPTER II (Review of Literature and Study of Theory)
4. CHAPTER III (Methodology and Data)
5. CHAPTER IV (Result and Discussion)

6. CHAPTER V (Conclusion and Suggestion)

7. ATTACHMENT