

Harmony of Nature: Building the Image of Wellness Tourism through Green Product Development

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Abstract

This study aims to analyze Subaya Village, Bangli, Kintamani's condition and potential through a mixed approach that combines field observation and SWOT analysis. This method involves in-depth observation of the Village's strengths and weaknesses and interviews with village officials and the community to identify opportunities and threats. The study results show that Subaya Village has significant strengths, including abundant natural resources and a rich local culture, which can be utilized for tourism development. However, infrastructure weaknesses and limited human resources must be overcome. The study also identifies opportunities for developing eco-tourism and community empowerment programs, while threats such as climate change and competition from other regions must be addressed with appropriate mitigation strategies. This finding is expected to provide a basis for the sustainable development of Subaya Village and improve community welfare through optimal utilization of local potential.

Keywords nature, wellness tourism, green product

1. Introduction

Wellness tourism is a form of travel that aims to improve physical, mental, and emotional health through experiences integrated with nature and local culture. Wellness tourism includes activities and services such as spa treatments, hot springs, and preventive health measures to improve physical health (Milicevic et al., 2013; Quintela et al., 2023; Sahay & Gupta, 2023). It also focuses on reducing stress and improving mental health through meditation, yoga, and other holistic practices (Gkinton et al., 2023; Molina et al., 2023; Quintela et al., 2023). Wellness tourism often combines physical, mental, and spiritual health practices, offering a comprehensive approach to well-being (Gkinton et al., 2023; Li et al., 2023; Quintela et al., 2023). Its main goal is to improve the quality of life by promoting a balanced lifestyle that includes physical fitness, mental clarity, and emotional stability (Li et al., 2023; Sahay & Gupta, 2023). Tourists experience improved physical and psychological health, leading to a better quality of life (Ashqar & Ramos, 2024; Gkinton et al., 2023; Sahay & Gupta, 2023). Health tourism can boost the local economy by attracting investment and promoting tourist destinations' social and cultural vibrancy (Esfandyari et al., 2023; Milicevic et al., 2013; Sahay

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& Gupta, 2023).

The development of green products based on local wisdom can increase tourist attractions, offer authentic experiences, and support environmental sustainability. Building a strong wellness tourism image in Subaya Village requires an effective branding strategy, which integrates ecological and cultural aspects, so as to attract tourists and boost the local economy. Local food and traditional products are considered authentic and can enhance the visitor experience by connecting them to the culture and heritage of the region. This authenticity appeals to tourists looking for an authentic experience (Sims, 2009). Sustainable village development based on local wisdom allows communities to participate in tourism through activities such as agriculture, traditional food production, and art. This involvement not only preserves local culture but also supports economic and social sustainability (Keeping Up with the Kardashians, 2024). Green tourism practices, such as eco-lodging and wildlife conservation tours, promote responsible travel that minimizes environmental impact. These practices are increasingly sought after by travelers who are aware of the environmental implications of their travel choices (Maniktala & Sharma, 2024). Implementing green and sustainable strategies in tourism can drive value creation and reflect tourists' growing environmental concerns. Green initiatives help reshape tourism strategies to reduce environmental impact and manage stakeholder relationships (Satta et al., 2019). The cultural and creative industries (CCIs) can effectively promote green tourism by embedding ecological messages in their products and communications. This synergy can increase the promotion of sustainable tourism practices (Papadaki, 2024).

There is still a lack of understanding among local communities and MSME actors about the concept of wellness tourism and its benefits, which hinders the development of the potential of the village as a tourist destination. There is a lack of comprehensive studies on what constitutes an unforgettable experience in fitness tourism (Kim et al., 2017; Papadaki, 2024). Recent research has identified key dimensions such as professionalism, environmental aesthetics (Mai & Nguyen, 2023), and value for money, but this area still needs further exploration (Palomino, 2021). While motivation and satisfaction are known to be related to customer engagement, the specific mechanisms and long-term impact of these relationships are not fully understood (Dahanayake et al., 2023; Liberato et al., 2024). The term "health" itself is still evolving, with an ongoing debate about its exact definition and scope (Zhu et al., 2023). This conceptual ambiguity challenges academic research and industrial practice (Skoumpi et al., 2021). Health tourism is increasingly seen as part of the broader health and wellness industry, but the integration of these sectors, especially in policymaking and sustainable development, is not well documented (Jedeejit et al., 2018). Research on wellness tourism in specific regions, such as Greece and China, shows that local characteristics and cultural contexts significantly influence the development and perception of wellness tourism, but this variation is not widely studied (Skoumpi et al., 2021; Zhu et al., 2023). The transition to the digital economy and its impact on health tourism, especially in terms of marketing and customer interaction, is another area that has been understudied (Jedeejit et al., 2018). Gaps in facilities and infrastructure, such as yoga facilities, spas, and transportation accessibility, hinder the development of green

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products and holistic tourism experiences in Subaya Village. The lack of effective marketing strategies and clear branding for local products means that the potential of green products and the uniqueness of village culture have not been maximized in attracting tourists. The lack of support from the Government and related institutions in the form of policies and training for MSME actors to develop products following wellness tourism standards hindered the growth of this sector in Subaya Village.

Wellness tourism aims to improve physical, mental, and emotional health with experiences integrated with nature (Holistic Health Theory). Holistic health involves an active process in which various dimensions of life, including physical, emotional, social, mental, and spiritual factors, affect an individual's overall well-being (Skoumpi et al., 2021; Zhong et al., 2021). It incorporates the idea that mental and physical health are interconnected and equally important. This contrasts with the traditional view that often separates mental and physical health (Zhu et al., 2023). This theory argues that health is not just the absence of disease but involves the well-being of the person as a whole. This includes subjective experience and personal abilities (Jedeejit et al., 2018). There is a need for clear definitions and philosophical foundations to avoid diluting the usefulness of holistic health in public health and health promotion (Dahanayake et al., 2023; Liberato et al., 2024).

The natural beauty and cultural traditions of Subaya Village make it an ideal destination for wellness tourism (Theory of Tourist Attraction). The agglomeration theory argues that the grouping of tourist attractions can improve the regional tourism economy, as evidenced by the growth of A-class tourist attractions in China, which has a positive impact on regional tourism performance (Kim et al., 2017). In contrast, the theory of industrial organization suggests that such groupings can harm economic performance, although empirical evidence supports the former (Kim et al., 2017). Leiper's model identifies three key elements of a tourist object: the human element, the core (core attraction), and the marker (informative element) (Mai & Nguyen, 2023). This model has become the basis for understanding how attractions function in the tourism system. Tourists' perception of attractions varies greatly based on personal factors such as gender, age, motivation, and region of origin. This variability requires targeted marketing and segmentation strategies to increase destination appeal (Satta et al., 2019). Linking the works of Leiper and Caccomo and Solonandrasana, time was proposed as a common unit of measurement to unify the classification of different tourist attractions, contributing to a more cohesive understanding of the theory (Botti et al., 2008). The concept of SVF, which uses mobile data to analyze tourism movements, highlights the importance of network structure and the relative importance of attractions in the tourism system (Baggio & Scaglione, 2018).

The development of green products based on local wisdom can increase tourism attraction and support sustainability (Sustainable Development Theory). Sustainable development is defined as development that meets current needs without sacrificing the ability of future generations to meet their needs (Meinrath & Kalin, 2005; "Towards Sustainable Development," 2018). It emphasizes two main concepts: the essential needs of the world's poor and the limitations imposed by technology and social organizations on environmental capacity ("Towards

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Sustainable Development,” 2018). Sustainable development requires the integration of environmental protection into social and economic decisions (Meinrath & Kalin, 2005). It aims to achieve social justice, autonomy, and cultural diversity while ensuring equal opportunities for all (Dernbach & Cheever, 2015). Economic development must be pursued in a way that does not harm the environment, often through the use of "green" technologies such as hydropower, wind energy, and solar energy (Darvishi et al., 2022). Managing population growth to reduce environmental degradation (Mantaeva et al., 2021). Promoting the use of renewable energy sources (Mantaeva et al., 2021). Addressing the essential needs of the poor (“Towards Sustainable Development,” 2018). Improving living conditions and ensuring a decent standard of living for all (Darvishi et al., 2022) (Shakir Hanna & Courage, 2019). Critics argue that the term is too vague, too late to discuss global issues, and lacks public engagement (Dernbach & Cheever, 2015). Sustainable development remains an important framework for making better decisions regarding environmental, social, and economic policies (Dernbach & Cheever, 2015)(Bucur & Bucur, 2011).

Strong social capital in the community can strengthen collaboration between MSME actors and improve product development (Social Capital Theory by Putnam). Social capital refers to social networks, norms, and beliefs that facilitate coordination and cooperation for mutual benefit. Putnam argues that societies with high levels of social capital experience many benefits, including lower crime rates, better health, increased happiness, and economic prosperity (Liberato et al., 2024; Zhong et al., 2021). This theory argues that the success of society depends on the bond of horizontal collaboration. Long-term relationships, such as those formed in associations and clubs, generate social cohesion and trust, essential for social well-being (Liberato et al., 2024; Zhong et al., 2021). In his work "Bowling Alone," Putnam discusses the decline in social capital in the United States since the 1960s. He attributes this decline to reduced civic engagement and increased individualism, leading to less trusting and more fragmented societies (Skoumpi et al., 2021; Zhu et al., 2023). The level of trust and civic involvement in a region can measure social capital. Putnam's research in Italy highlights how regions with higher social capital have better socio-economic outcomes (Jedeejit et al., 2018; Zhu et al., 2023). This theory has been applied to a variety of fields, including public relations, where organizations with strong and reciprocal stakeholder networks are seen as having high social capital (Zhong et al., 2021). It also informed the discussion about the role of early childhood education and care (PAUD) in building social capital among families (Luoma-I, 2018). Despite its influence, Putnam's theory has faced criticism for its Western-centric perspective and its application to marginalized groups. Nonetheless, it remains a fundamental concept in understanding social dynamics and community building (Harness & Shabazz, 2014; Jedeejit et al., 2018; Luoma-Aho, 2018; Westlund & Li, 2015) in English.

Subaya Village, located in Kintamani District, Bangli Regency, Bali Province, is one of the old villages with significant tourism potential. Known as a tourist destination, Subaya Village has a wealth of traditions, such as the Sambah Swing Ceremony, the Nyepi Tradition, and agricultural activities that are carried out traditionally. Despite its great potential, communities still face challenges in developing small businesses and agriculture, where most of the day-to-

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day activities take place from morning to evening. The village also implements good awigs, reflecting close social interaction and family spirit. However, the existing ecological potential and natural beauty, including Kutuh Waterfall and Bukit Menda, have not been fully utilized as wellness tourism destinations. Post-pandemic, increasing public awareness of health provides new opportunities to develop sustainable wellness tourism, which is not only beneficial for tourists but also supports local MSMEs. The problems faced include the lack of product packaging and marketing from MSME actors, as well as the limitations of supporting facilities such as yoga and spas. This research aims to explore the role of social capital in creating green products and building green product branding in Subaya Village, as well as developing a model of wellness tourism destinations that can increase community competitiveness in a sustainable manner.

2. Literature Review

2.1 Strengthening human resources

Strengthening human resources (HR) in the context of research is the key to improving the quality and productivity of researchers (Leite, 2023). Previous research findings have shown that continuous training and skill development can improve researchers' competencies (González-Ramos et al., 2022; Partanen et al., 2008), especially in research methodologies, data analysis, and academic writing. This training program designed to improve skills not only assists researchers in producing more quality work, but also increases their confidence in contributing to scientific publications (Adomako et al., 2023; Ismail et al., 2017). In addition, collaboration with other educational and research institutions can provide access to additional resources and practical experience, further strengthening HR capabilities.

In addition, research shows that creating a supportive and collaborative work environment is essential for strengthening human resources (Sumiati et al., 2024). Adequate facilities, support from leaders, and an open culture of innovation contribute to the motivation and productivity of researchers. Previous research has also emphasized the importance of professional networks, where researchers can share knowledge and experience, as well as build mutually beneficial collaborations (Le et al., 2023; Leite, 2023; Sumiati et al., 2024). By developing human resources comprehensively through training, support, and collaboration, institutions can ensure that researchers have the necessary skills and resources to produce high-quality, impactful research (Figueiredo et al., 2021).

2.2 MSME Product Innovation

(Ahmed et al., 2024; Binsar et al., 2024), in Micro, Small, and Medium Enterprises (MSMEs) is a key factor that drives growth and competitiveness in the market. Previous research findings show that MSMEs that are active in innovating tend to have better performance (Leite, 2023; Muawanah et al., 2023), both in terms of sales and market share. Innovation includes not only the development of new products, but also the improvement of production processes and the application of new technologies. Research shows that MSMEs that invest in research and development and collaborate with research institutions or universities can produce more

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innovative products and meet changing market needs (Hermawan et al., 2024; Prados-Castillo et al., 2023; Taylor et al., 2020).

In addition, research shows that the success of product innovation is also greatly influenced by market understanding and customer engagement (Setini et al., 2020). MSMEs that actively listen to customer feedback and conduct market surveys can identify relevant trends and preferences, thereby creating products that are more in line with consumer expectations (Sukaatmadja et al., 2021). Training and skill development initiatives for MSME owners and employees have also been proven to improve their ability to implement innovations. Thus, the combination of investment in innovation, good market understanding, and human resource development can increase the competitiveness of MSMEs and contribute to sustainable economic growth.

2.3 Wellness Tourism Design

Wellness tourism design, which focuses on health and wellness, has become a growing trend in the tourism industry (Palomino, 2021). Research shows that visitors are increasingly looking for experiences that are not only physically pleasing, but also provide mental and emotional benefits (Gkinton et al., 2023). The concept of wellness includes a variety of elements, such as spas, yoga, meditation, and wellness retreats designed to help individuals reduce stress, improve physical health, and achieve a balance in life (Dahanayake et al., 2023; Kim et al., 2017).

Destinations that offer natural beauty, tranquil atmospheres, and access to natural resources, such as beaches, mountains, or forests, can enhance the wellness experience (Ashqar & Ramos, 2024; Quintela et al., 2023). In addition, the integration of holistic health services, such as nutrition consultations and fitness programs, provides added value for visitors. Research shows that personalized experiences, where guests can choose from a variety of programs according to their needs and preferences, are highly preferred (Li et al., 2023). As such, effective wellness tourism design must consider environmental, healthcare, and personalization aspects to meet visitors' increasingly high expectations for experiences that support their well-being.

2.4 Digital Promotion Strategy

Digital promotion is a very effective tool to increase the visibility and sales of products or services in today's digital era (Pardiman et al., 2022). One key strategy is search engine optimization (SEO), where companies can improve their Website's ranking in search results (Hoang et al., 2023; Ziakis & Vlachopoulou, 2023). Using relevant keywords and optimizing content makes websites easier for potential customers to find (Pardiman et al., 2022; Zhezha et al., 2023). In addition, site speed and good user experience also contribute to improved SEO rankings, thus attracting more visitors to the web page (Gontur et al., 2023).

Social media also plays an essential role in digital promotion strategies (Gana et al., 2024; Zheng et al., 2023). Platforms like Facebook, Instagram, and Twitter allow companies to interact directly with audiences (Abdullah & Ampauleng, 2024; Key, 2017). By creating engaging content, such as images, videos, and stories, businesses can increase engagement and capture the attention of potential customers. Additionally, paid advertising on social media can

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reach more specific target demographics, expanding the reach of promotions and increasing conversion chances (Khargharia et al., 2023).

No less important is the use of data analytics to track the performance of digital campaigns (Gontur et al., 2023; Shama et al., 2024). By leveraging analytics tools, companies can understand user behavior and the effectiveness of implemented strategies (Sabiaini et al., 2024). This data allows for necessary adjustments to improve results, such as changing the content approach or targeting different audiences (Jara-Amézaga, 2023). By harmoniously integrating all of these strategies, digital promotion can be a key driver in attracting new customers, building loyalty, and boosting overall business growth (Al-Dwairi & Alawneh, 2024; Papadaki, 2024).

3. Research Method

The research method used in this study is a qualitative approach, which combines field observations with SWOT analysis. The location of the study is focused on Subaya Village, Bangli, Kintamani, which is the object of the study. Experienced researchers and practitioners conduct in-depth observations to identify the strengths and weaknesses of the village. The results of this observation aim to examine the opportunities and threats faced by Subaya Village. The data collection technique included interviews with village officials and local communities, which provided insight into the potential that exists in the village. The information obtained from this interview serves to strengthen the analysis related to the strengths and opportunities that the village has, as well as highlight the weaknesses and threats that need to be overcome. Thus, this research is expected to provide a comprehensive overview of the condition and potential of Subaya Village in the context of sustainable development.

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IFAS EFAS	Strengths (S) Hasil Pertanian 1. Menghasilkan Cengkeh (Tahun) 2. Singkong Selalu Ada 3. Pisang Selalu ada 4. Kunyit Lengkuas 5. Kelapa 6. Markisa 7. Bambu 8. Kopi 9. Madu Objek Wisata 1. Bukit Mendehe 2. Air Terjun Sambongan 3. Tradisi Ayunan 1 tahun Sasi Kaulu 4. Pura Bale Agung 5. Pura Dalem	Weaknesses (W) 1. Infrastruktur : Jalan Rusak 2. SDM Masih Kurang Pengetahuannya 3. Sumber air banyak dari bawah saat turunan, ada sungai2 besar
Opportunities (O) Pengembangan Produk 1. Cengkeh menjadi produk lulur (Doraa Boreh Subaya) 2. Singkong (Doraa Kripik Sele Subaya dengan berbagai varian rasa) 3. Madu (Desain dengan kemasan menarik dan ramah lingkungan) 4. Markisa (Menjadi Wine Markisa, Manisan) 5. Rempah kunyit, Jahe. Kencur (Lulur) 6. Kelapa (Minyak, Lilin Spa, Produk Makanan)	Strategi SO Membentuk 2 : Kelompok UMKM dan PokDarwis 1. Mendesain paket wisata wellness	Strategi WO Melatih Kelompok Usaha (UMKM) 1. Menciptakan produk untuk mendorong paket wisa
Pariwisata 1. Bukit Mendehe		
Treaths (T) Sarana prasarana belum memadai	Strategi ST Perbedayaan kepada SDM terkait dengan lingkungan, produk dan desain model paket wisata	Strategi WT Perbedayaan kepada SDM terkait dengan lingkungan, produk dan desain model paket wisata

4. Finding and Discussion

Strengthening human resources in Subaya Village is a strategic step to improve the quality and productivity of the community when facing challenges in the tourism and agriculture sectors. Research shows that continuous training and skill development can improve individual competencies, contributing to better performance in micro, small, and medium enterprises (MSMEs) (González-Ramos et al., 2022; Partanen et al., 2008). In this context, training designed to improve skills in the management of tourism products and agricultural products is essential to create an engaging experience for tourists.

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in Subaya Village shows collaborative efforts that can strengthen social capital in the community. Social capital, which includes social networks, norms, and trusts, plays an important role in facilitating cooperation and collaboration between MSME actors (Putnam, 2000). With these groups, communities can support each other and share knowledge, which will increase innovation and competitiveness of local products (Liberato et al., 2024; Zhong et al., 2021).

In addition, creating a supportive and collaborative work environment is essential for strengthening human resources. Adequate facilities, support from leaders, and an open culture of innovation can increase individual motivation and productivity (Sumiati et al., 2024). Thus, strengthening human resources through training, group formation, and positive environmental support is expected to have a significant impact on the development of tourism and agriculture in Subaya Village, as well as improve the welfare of the community as a whole.

Figure 2. Strengthening Human Resources



Writer's Results in the Field (2024)

4.2 MSME Product Innovation

Innovation in green products and packaging is essential in the sustainable development of Micro, Small, and Medium Enterprises (MSMEs). Green product innovation refers to the development of new ideas or product improvements designed to reduce negative impacts on the environment by utilizing environmentally friendly and easily available materials (Zhong et al., 2021). This is in line with the principle of sustainable development, which emphasizes the importance of maintaining a balance between economic needs and environmental protection (Meinrath & Kalin, 2005). By adopting green product innovations, MSMEs can not only meet

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the demand of a market that is increasingly concerned about environmental issues but also increase their competitiveness in an increasingly competitive market.

Meanwhile, green packaging innovation focuses on environmentally friendly packaging design, which aims to minimize adverse impacts on the environment (Dahanayake et al., 2023). Sustainable packaging is not only attractive to environmentally conscious consumers but can also reduce production costs and waste, thereby providing economic benefits for MSMEs. Research shows that companies that implement green packaging innovations can improve their brand image and attract more customers (Liberato et al., 2024).

The success of MSMEs in implementing green innovation is greatly influenced by the social capital they have. Social capital, which includes networks, norms, and trust in the community, can strengthen collaboration between MSME actors and increase their ability to innovate (Putnam, 2000). With the support of the community and good collaboration, MSMEs can more easily access the resources, knowledge, and technology needed to develop environmentally friendly products and packaging. Therefore, strengthening social capital in the community is key to encouraging innovation in green products and green packaging among MSMEs, which in turn can contribute to sustainable economic growth and environmental protection.

Figure 3. Knowledge Sharing related to Product Innovation



Writer's Results in the Field (2024)

Figure 4. Product Innovation Results in Attractive Packaging



Source: Writer's Results in the Field (2024)

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4.3 Wellness Tourism Design

The design of the wellness tourism model should consider various elements that contribute to a holistic experience for visitors. According to Dahanayake et al. (2023), the wellness experience includes not only physical aspects, such as spas and wellness therapies, but also mental and emotional elements, such as meditation and yoga. Therefore, wellness tourism destinations need to integrate services that support overall well-being, including programs that promote relaxation and stress reduction. Additionally, a supportive natural environment, such as a beach, mountains, or forest, can enhance the wellness experience by providing a calm and calming atmosphere (Kim et al., 2017). As such, the design of the wellness tourism model must combine quality facilities, friendly service, and accessibility to nature to create an unforgettable experience for tourists.

In addition, the importance of collaboration between various stakeholders in the development of wellness tourism models cannot be ignored. According to Palomino (2021), business inclusion in wellness tourism can create better sustainability by involving local communities in the economic value chain. This can be done by empowering communities to provide local products and services, as well as engaging academics in research to improve the quality of tourism offerings. By creating strong partnerships between the government, the private sector, and the community, wellness tourism models can be designed to not only meet the needs of tourists, but also provide economic and social benefits to local communities. Therefore, the design of an effective wellness tourism model must prioritize collaboration and sustainability as the basic principles in its development.

Table 1. Subaya Wellness Tour Package Design Model *Calendar Of Event* Subaya Village (Ngusaba Sambah) Purnama Kapitu

1 Night 2 Days Stay Package

No.	Object	Activity	Time
1.	Arrival of tourists (village office)	Welcome <i>drink</i> Sweet tuak	09.00-09.30 WITA
		Tour package explanation	
		Preparation Ceremony	
2.	Benefits Ghusava Samba	Getting to the ceremony venue (temple) Bale agung)	09.30-12.00 WITA
		Brief explanation of the ceremony	
		Follow the ceremony process	
3.	Lunch	Subaya-style menu	12.00-13.30 WITA

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4.	Craftsman	Learn to make a stumble	14.00-15.30 WITA
5.	Mendaha Hill	Heading to the hill	15.45-18.00 WITA
		Coffee break	
		Enjoy the view	
		Viewing the sunset	
6.	Dinner	Subaya-style menu	18.30-19.30 WITA
7.	Rest	Homestay	19.30-07.00 WITA
8.	Breakfast	Subaya-style menu	07.00-08.30 WITA
9.	Swing procession	Towards place Meswingan Procession (Bale Agung Temple)	09.00-12.00 WITA
		Explanation of the swing	
		Brief Procession	
10.	CHECK-OUT	Participating in the swing procession	12.30 WELCOME
		TOURISTS CONTINUE THE TOUR	

Source: Agus Muriawan Putra

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Stay Package Fee: per person (min. 2 people)

- Guide 50.000
- Meals 50.000
- Objek... 30.000
- Welcome Drink..... 10.000
- Souvenir..... 25.000
- Coffee Break..... 25.000
- Fee Pokdarwis (15%) 39.750
- Fee Agent (20%)..... 53.000
- Pick up Guest..... Customize
- Homestay..... 50.000
- Breakfast..... 25.000

Total..... 357,750 (rounded to 360,000)

Calendar Of Event Subaya Village (Naur Klaci Tradition) Purnama Kasa

Paket One Day Tour

No.	Objek	Activity	Time
1.	Tourist Arrivals (Village Office)	Welcome <i>Drink</i>	09.00-09.30 Wita
		Sweet Tuak	
		Tour Package Explanation Preparation for Naur Place Klaci	
2.	Tradition Naur Klaci	Getting to Naur Klaci Place (Pura Bale Agung)	09.30-12.00 Wita
		Brief Explanation of Naur Klaci	
		Follow the Naur Klaci Process	
3.	<i>Lunch</i>	Subaya-style menu	12.00-13.30 Wita
4.	Craftsman of the Banner	Learn to Make a Banner	13.45-15.00 Wita
5.	Mendaha Hill	Getting to Mendaha Hill	15.15-17.15 Wita
		<i>Coffee Break</i>	
		Enjoying the Scenery	
		Viewing <i>the Sunset</i>	
6.	Check-Out	Tourists Continue the Tour	17.30 Welcome

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Source: Agus Muriawan Putra

One Day Tour Package Fee: per person (min. 2 people)

- Guide 50.000
- Meals 50.000
- Objek... 30.000
- Welcome Drink..... 10.000
- Souvenir..... 25.000
- Coffee Break..... 25.000
- Fee Pokdarwis (15%) 28.500
- Fee Agent (20%)..... 38.000
- Pick up Guest..... Customize

Total..... 256,500 (rounded to 260,000)

4.4 Digital Promotion Strategy

Digital promotion strategies are crucial in developing the wellness tourism segment, especially in attracting the attention of travelers increasingly relying on technology to plan their trips. Some approaches that can be applied to maximize the effectiveness of digital promotion in wellness tourism include: 1) Social media is a very effective platform to promote wellness products and services. By leveraging platforms like Instagram and Facebook, service providers can share engaging visual content, such as photos of spa facilities, outdoor yoga, and customer testimonials. This is in line with research that shows that promotion through social media can increase tourist engagement and interest in wellness destinations (Al-Dwairi & Alawneh, 2024; Papadaki, 2024; Skoumpi et al., 2021). 2) Ensuring that the wellness destination website is optimized for search engines (SEO) is essential. This includes the use of relevant keywords, high-quality content, and responsive design.

Thus, when prospective tourists are looking for information about wellness tourism, they can easily find available offers. Research shows that the right digital marketing techniques can increase the visibility and interaction of visitors on a website (Prayoga et al., 2024). 3) Email marketing strategies can also be used to reach existing and potential customers. By sending newsletters with information about promotions, wellness packages, and educational content about health and wellness, service providers can maintain relationships with customers and encourage them to place orders. This approach has proven to be effective in increasing customer loyalty and encouraging repeat visits (Gana et al., 2024). 4) Partnering with influencers in the health and fitness sector to promote wellness services is also an effective strategy. Influencers can help reach a wider audience and give credibility to the products offered. Recommendations

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from influencers often influence consumer purchasing decisions, so this collaboration can increase the attractiveness of wellness destinations <https://subayaberdaya.com/> (Freihat, 2023; Hermawan et al., 2024).

5. Conclusion

This research aims to analyze the condition and potential of Subaya Village, Bangli, Kintamani, through a mixed approach that combines field observation and SWOT analysis. The results obtained provide deep insights into the strengths, weaknesses, opportunities, and threats facing villages while also providing a basis for sustainable development efforts. (1) Strengths of Subaya Village: The observation results show that Subaya Village has several significant strengths, including abundant natural resources and a rich local culture. Natural resources, such as farmland and charming natural landscapes, offer potential for the development of agro-tourism and ecology. In addition, community involvement in village activities, such as local traditions and ceremonies, creates its own attraction for tourists. This power can be used to increase village income and strengthen cultural identity. (2) Weaknesses Found: However, the study also identifies weaknesses that need attention. Inadequate infrastructure, such as access roads and public facilities, limits the accessibility of villages and reduces attraction for visitors. In addition, the limitations of human resources, especially in terms of skills and education, hinder the ability of the community to manage and market the existing potential. These weaknesses must be overcome through focused development policies and training for the community. (3) Opportunities for Development: The results of interviews with village officials and the community identified several opportunities that can be used for development. Tourism potential, especially in the form of eco-tourism and cultural tourism, offers a way to improve the local economy. Community empowerment programs, such as entrepreneurship training, can also help communities utilize their skills and create sustainable ventures. In addition, collaboration with external institutions can open up access to greater resources and knowledge. (4) Threats Faced: On the other hand, the threats faced by villages, such as climate change and competition from other regions, can interfere with desired development. Climate change can affect agricultural yields and the availability of natural resources, while competition from other destinations can affect the number of visitors. Therefore, it is important for villages to develop effective mitigation strategies, including sustainable resource management and diversification of tourism products

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and interviews. The cooperation and support from all parties is very meaningful for the success of the research and is expected to provide benefits for village development in the future.

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