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**TOURISM DEVELOPMENT MODEL FOR TRADITIONAL SPA IN SURAKARTA CITY, INDONESIA****Oleh****Deria Adi Wijaya<sup>1</sup>, Amad Saeroji<sup>2</sup>**<sup>1,2</sup> Universitas Sebelas Maret**Email: [1DeriaAdiWijaya@gmail.com](mailto:DeriaAdiWijaya@gmail.com)****Abstract**

This article discusses the potential and model to develop the traditional spa packages in Surakarta City, Indonesia. The general purpose is to present a model of tourism development for traditional spa that is relevant to stakeholders such as, spa businesses, local government, tourism business, including tourists. The specific objectives are; (1) to identify potential of traditional spa in Surakarta, (2) to create a map of traditional spa per districts, (3) to design the tour packages model of traditional spa in Surakarta City.

This research used a descriptive - qualitative research methods to find information on tourism development model of traditional spa in Surakarta city. Data were collected using the participatory observation, interviews and literature studies. Data collection with Participatory observation and interviews were conducted in several government agencies and spa businesses, massages, and traditional body care throughout the city. The literature study covered all the concepts and theories associated with traditional spa tourism especially references to traditional spa business in Surakarta city.

The results yielded map of traditional spa tourism for each district, which shows that the potential of traditional spa in Surakarta city is very diverse. Based on that, a decent spa tour package can be designed. The package shall deserves to be a new concept for developing model of spa tour and wellness in Surakarta city. Also, further research on climate change impact on spa tourism business will be necessary.

**Keywords: Tourism Development, Spa Tourism, Traditional Spa, Surakarta City****INTRODUCTION**

Indonesian tourism today is increasing and bring new innovations for unique travel. Tourism activity not only visited natural attractions, culture, and culinary, but creativity and media aspect also facilitate to raise the prestige of Indonesian tourism. One of the considerable travel experience innovation is a special interest tourism. Indonesia rich in natural and cultural heritage and also have more a special interest tourism attractions that always evolving. Special interest tourism is a

form of tourism activities by type of individuals, groups or small groups travelers, which has a goal to learn and strive to get the experience of a thing in the visited areas (Fandeli,2002:107).

Today the tourism sector in Indonesia is developing seven special interest tourism which consists of historical and cultural tourism, nature tourism and ecotourism, culinary, sports and leisure, MICE, cruises, and spa tourism (wellness tourism)<sup>1</sup>. Nowadays in many alternative tourism

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<sup>1</sup> A copy of the Regulation of the Minister of Tourism of the Republic of Indonesia No. 29

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activities, one of which is of special interest spa (wellness tourism). A phenomenon that occurs in the world of today's spa tourism as an alternative for urban communities who wish to enjoy the free time (leisure), to restore wellness after daily routine. According to Cohen (2008) predicts that the spa industry is nothing new spa and a well-developed sector in the world of tourism. In some countries categorized under health tourism spa (health tourism) that are associated with hospitals and dependable technology. But some are found more to do as leisure relaxation, and also contains the values of local cultural traditions on it.

The development of spa travel industry began to find a good point and is already getting attention from the public, especially in the tourism industry in Surakarta city. Surakarta city has a diversity of cultures, traditions, and also the natural wealth. This is used by the Javanese community to be developed into something useful as well as traditional ingredients to be used as beauty products and health. Surakarta city has a variety of traditional techniques or methods are useful in the treatment of the body. Knowledge of the art of caring for traditional Javanese body were scattered in several places the spa business in five districts of Surakarta. Knowledge of the art of traditional body care for a large capital that should be utilized in order to develop the area of the tourism sector. Higher temperature and environment degradation that is promoted by climate change, calls more research on the mechanism of adaptation included in spa tourism sector with high dependency weather condition.

The general objective of this study is to present a model of spa tourism development relevant to *stakeholders* such as municipalities, businesses spa, business travel, including tourists. While the specific objectives of this research namely; (1) identify the potential of the traditional spa in the city of Surakarta, (2) create a mapping potential of

traditional spa per-districts, (3) designing a model of development in the form of a traditional spa travel packages Surakarta.

## METHODS

This research is located in Surakarta, Central Java province of Indonesia, which is divided into five districts namely Banjarsari, Jebres, Serengan, Laweyan, and Pasar Kliwon district. The reason for choosing these five districts because each district has a diverse potentials traditional spa treatment. Consequently, Surakarta city potentially to be developed as a traditional spa tourist destination. This study attempt to identify the traditional spa potentials, afterward arrange a traditional spa tour package in the city of Surakarta.

This research used a descriptive - qualitative research methods to find information on tourism development model of traditional spa in Surakarta city. Data were collected using the participatory observation, interviews and literature studies. Data collection with Participatory observation and interviews were conducted in several government agencies and spa businesses, massages, and traditional body care throughout the city. The literature study covered all the concepts and theories associated with traditional spa tourism especially references to traditional spa business in Surakarta city.

## DISCUSSION

Surakarta has an area of 4404.06 hectares, is administratively divided into five districts. The area of each district as follows:

- District Laweyan consists of 11 villages with an area of 863.83 ha (19.62%)
- Serengan subdistrict consists of 7 villages with an area of 319.5 ha (7.25%)
- Pasar Kliwon consists of 9 villages with an area of 481.52 ha (28.57%)
- Jebres sub-district consists of 11 villages with an area of 1258.18 ha (28.57%)

- Banjarsari sub-district consists of 13 villages with an area of 1481.1 hectares (33.63%)

Existence position Surakarta strategic, namely at the meeting of the northern coast line (Semarang) and the coastal strip south of Java (Yogyakarta), allowing the city became a transit point and destination for tourists from outside the city of Surakarta. In addition Surakarta is also supported by the diversity of the tourism potential is quite interesting, among others: tourism *heritage* (cultural heritage and traditional values), historical tours, shopping tours and culinary tours.

Surakarta or commonly called Solo has a wide range of tourism potential, ranging from culture, history, shopping, and culinary tours. The tourist potentials to be developed to the maximum in order to become a "magnet" tourist puller, so they want to visit the city of Surakarta. One of the potential contained in Surakarta is the existence of a traditional spa services business. The business of traditional spa services which is located around Surakarta city i.e., Taman Sari Royal Heritage Spa, Royal Kedaton Beauty and Spa, and Nest Family Reflexology.

### 1. Taman Sari Royal Heritage Spa

Philosophy of Taman Sari Royal Heritage Spa is taken from the name of a site bathhouse garden king named Taman Sari. The park was built that by Sultan Hamengkubuwono I in 1757 is located in the southwest of the palace of Yogyakarta Sultanate. The meaning of "Taman Sari" itself is a beautiful water garden, and has a philosophy as a place to balance the body and mind. BRA Mooryati Soedibyo as the owner of PT. Mustika Ratu creating Taman Sari Royal Heritage Spa that first opened at the Sheraton Mustika Hotel Yogyakarta in 1997, then followed by opening other branches in several cities in Indonesia and in several countries around the world.

Taman Sari Royal Heritage Spa is a kind of franchise spa service business that is established by BRA. Mooryati Soedibyo, with

more than twenty branches in several cities in Indonesia, Malaysia, Japan, Canada, the Czech Republic and Macedonia. As for some of the branches are in Indonesia, including Bali, Jakarta, Tangerang, Kendari, Makassar, Palembang, Papua, Pekanbaru, Samarinda, Yogyakarta and Surakarta. Taman Sari Royal Heritage Spa Surakarta branch was located in 17th Adi Sucipto street Manahan, Surakarta, Central Java, Indonesia.

When observed from the outside of the building of Taman Sari Royal Heritage Surakarta look very exclusive and charming. Similarly, visible when entering the room *receptionist* designed with shades of Javanese court, ranging from room fragrance fragrant aroma of spices, interior, furniture, uniforms worn by the staff and therapists. The atmosphere like living in Javanese patrician houses. By entering the reception area in the middle of the building, has a classic impression of Java and some therapist are nine rooms in both the first and second floors. In addition there is also a fish pond complete with gurgling sound of water flowing so that further adds to the impression of relaxation. While waiting for the therapist to prepare materials that will be used for the treatment and care of the body, so visitors can enjoy the view of some of the paintings as well as enjoying the fragrances of various types of spices typical of Java were deliberately placed in several tables.

Taman Sari Royal Heritage Spa is a provider of spa services are holistic and authentic Javanese culture. The concept of authentic Javanese culture appears in various forms of techniques and materials used in body treatments exclusively on the basis of ancient techniques and noble values of Javanese culture. Of course, a variety of treatments offered at varying prices as well. This type of care and use product variants can be selected according to the needs and conditions of each other's skin.

Taman Sari Royal Heritage Spa further highlight the traditional elements in terms of

body treatments. Traditional elements that appear here in the form of care ingredients used in treatment. Its These materials include the use of seaweed to treat cellulite on the skin, papaya fruit which is used as a *mask body* believed to improve elasticity of the skin, or the use of Mangir as a face mask to reduce wrinkles on the skin. The insights will choose traditional materials has been done by the Javanese royal family since time immemorial<sup>2</sup>.

Other traditional concept that became the hallmark of this place is a Java implementation of massage techniques for body fitness. Traditional Javanese massage without the use of tools, usually directly with “*pijitan*” the fingers of the hands of the therapist. Interest Javanese massage is useful to eliminate muscle fatigue caused by your blood circulation is not smooth anymore. Early before massaging technique is a technique of straching or heating for 30 minutes without the use of aromatherapy oils, to relax the tense muscles that’s makes the massage is not pain. After straching, the Java-style massage can do that begun in advance of the soles of the feet, the fingers are new to the whole body except the abdomen. Besides meaning traditionality also evident in the decor in every room, including the use of ornamentation typical of Java, from the reception room, waiting room until the therapy spaces decorated with ornaments typical of the variety of Java.

## 2. Royal Kedaton Beauty & Spa

The provider of other traditional spa services are Royal Kedaton Beauty & Spa. The initial impression of visiting this place seem ordinary for less strategic location in the complex of ordinary housing, but upon entering the room after room and tried to feel the various types of care offered in this place, mediocre impression was gone just like that.

When taste a wide range of therapies in this place as princess style reminiscent of the treatment of the palace. Especially when the smell aromatherapy fragrance in every room, the body and the mind seems to be more relaxed. All the materials used to make good treatment ranging from massage oils, body masks, face masks, and others use natural ingredients such as herbs and flowers.

The order of treatment is almost the same as that given in Taman Sari Royal Heritage Spa, first therapist to massage the feet using aromatherapy oils. Then after a full body massage, the therapist began to clean up the oil in a warm towel to relax all the muscles after massaged. The next stage is done scrubs across the surface of the skin. The dough used in the scrub there is usually a yellow tracks are made of saffron or white made from yam or Mangir. Texture of this scrub rough taste like herbal powder in general. Once the entire body dilulur, then left a few minutes while waiting to dry. The function of this scrub is as a *body scrub* usefulto dislodge dirt and dead skin cells.

The next process is to do a 'hundred'. Hundred have functions such as body steam, the whole body covered with a thick cloth and placed underneath the hot water basin where the steam comes from water that has been mixed with herbs and flowers so that the fragrance is very typical and relaxing. Helpful hundred make a fragrant and fresh body. Hundred also serves to open the pores of the skin, so that the nutrition of the masking process will be absorbed by the skin optimally.

Once the process is complete hundred, skin smeared mask. Mask serves to soften and nourish the skin. Masks used almost the same as scrubs, masks batter's just more subtle. This mask has a fragrance tends more to the

<sup>2</sup> Interview with a therapist when doing traditional Javanese spa therapy session at the

Taman Sari Royal Heritage Spa Surakarta (July 17th 2017).



flowers, so that the body will be fragrant flowers. After smeared, silenced the mask to dry. The next stage is to soak with warm water. After that, the body will be smeared body lotion. Uniquely, traditional spa at Royal Kedaton Spa is inspired by princess-style treatment of the palace, so after doing the whole process of “*parawatan*” it will be served traditional beverage such as “*wedhang*” made by ginger or herbs called ‘*kunir asem*’. The address of Royal Kedaton Beauty & Spa at 12th Parangkesit street, Sondakan, Laweyan Surakarta.

### 3. Nest Family Reflexology & Spa

Nest Family Traditional Spa is a traditional spa services provider that is perfect for a family visit. The main facilities provided include a spa room both personal (individual), pair (couple), family and also special treatments as manicure and pedicure. The traditional approach chosen by Nest Family Spa is Javanese culture, with consideration of cultural backgrounds that exist in the selected site locations are in the city of Surakarta. The Javanese traditional concept of Nest Family Spa is “*laras*” that means that methods and the materials used in spa treatments is in harmony with nature.

Entering the Nest Family Spa will be greeted by friendly smiles of the staff coupled with the smell scent of tropical flowers and aromatic herbs will pamper guests feeling thus providing unique and different atmosphere. Not only the concept of space that shade but also a holistic body care, especially for women. The female body care needs of women against the backdrop of philosophy. Start of lactation, infants and young children, puberty, before the wedding, marriage, pregnancy, childbirth, until menopause.

The catalog of spa treatments has different types of traditional treatment, which is in directly has relation of woman's life cycle. Women are known with accuracy, detail, tenderness and attention. Opening the catalog pages one by one, as representing the female

characters, but more important than that the character of a woman who was also concerned with the family.

### 4. Mapping of Traditional Spa Potential in Surakarta City

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Based on observations and interview process for the field so he found a number of data used as a basis to create a map of a traditional spa tourism potential in Surakarta. Here is a map of a traditional spa tourism potential that exists around the city of Surakarta.



Fig. 1: Map of Potential Traditional Spa in Surakarta City

Taman Sari Royal Heritage Spa is located at Manahan region precisely at the 17th Adi Sucipto street, Manahan, Banjarsari Surakarta. While Nest Family Spa and Royal Kedaton Beauty Spa is located adjacent they both are in the districts of Laweyan. Nest Family Spa have an address at 35th Perintis Kemerdekaan street, Purwosari, Laweyan, Surakarta. Furthermore, Royal Kedaton Beauty Spa is located at 12th Parikesit street, Sondakan, Laweyan, Surakarta.

### 5. Development Model of Traditional Spa Tour Package of Surakarta City

One of the efforts to be made for the development of tourism in a region is the preparation of a tour package. When viewed from the standpoint of tourism marketing,

travel packages can be interpreted as a form of packaging for the travel product promotion strategy an object of tourist destinations. Package tours can be regarded as a product which is a merger or packaging of objects and tourist attractions, accommodation, transport, food and others. Thus the important task of a tour planner is to plan, select, sort and pack the components of travel with the aim to meet the satisfaction rating. Therefore, Surakarta is considered to have a traditional spa tourism potential to develop the tourism sector through the development of a traditional spa travel packages.

Based on observations during the field study have some culinary potential that can be used as an object of tourist visits in the traditional spa travel packages Surakarta: Taman Sari Royal Heritage Spa, Nest Family Spa and Royal Kedaton Beauty Spa. In the subsequent discussion will be structured *itinerary* culinary travel packages in Surakarta.

#### **Day 1: Surakarta Refreshing Day Tour**

Arrival in Surakarta, you will be picked up at the airport and meet and greet with our staff and transfer to Mangkunegaran Palace one of priceless heritage site of Javanese cultural traditions, include the knowledge of caring for the body. We will invite you to share with mBok Mban (the royal servant) about the tips for caring for the body. Also you can buy a wide range of materials and traditional herbs body treatments. Furthermore, we will invite you to hunt for treasure in heaven collection - antiques and heirlooms in Triwindu Antique Market. Lunch will be served to enjoy a unique culinary city of Surakarta in Gudeg Adem Ayam Restaurant. After lunch it's time to indulge in spa therapy session at the Taman Sari Royal Heritage Spa. After a spa treatments the tour program will end and you will be back to hotel Lor-In Surakarta to take rest.

#### **Day 2: Surakarta Relaxing Day Tour - Transfer to Airport**

In the morning we pick you from the hotel escorted to Kampung Batik Laweyan known as batik craft center in Surakarta. At the session of this tour we will guide you to learn batik with traditional techniques that use materials and tools evening he wrote in the form of *a* canting, for the future of your work can be taken home. Done batik, we invite showing along the road in the village of batik Laweyan. On the trip you can see the works of Laweyan original batik or batik cloth shopping also. When entering the lunch break we will invite you to indulge tongue enjoy a variety of dishes typical of the city of Surakarta in Roemahko Resto. After lunch we will invite you to relax your muscles after a day of activities to perform traditional spa at Royal Kedaton Beauty Spa. After doing spa treatments, the tour will end and you will we transfer to the airport.

#### **CONCLUSION**

The potentials of traditional spa tourism in Surakarta is considered to have great opportunities to be developed into a traditional spa tour package that is able to attract tourists to visit in Surakarta city. Some spas that have the concept of a traditional body treatments, among others such as Taman Sari Royal Heritage Spa that located at Manahan region precisely at 17 th Adi Sucipto street Manahan, Banjarsari Surakarta. The Nest Family Spa is located 35th Perintis Kemerdekaan, Purwosari, Laweyan. *Third*, Royal Kedaton Beauty Spa is located at 12th Parangkesit Road Sondakan, Laweyan District of Surakarta.

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HALAMAN INI SENGAJA DIKOSONGKAN