

WELLNESS TOURISM DEVELOPMENT MODEL BASED ON NATURAL ENVIRONMENT TO SUPPORT SUSTAINABLE DEVELOPMENT GOALS

MAWAR JUNITA^{1*}, I PUTU GEDE ADIATMIKA², I NYOMAN SUDIARTA² AND I GUSTI PUTU BAGUS SASRAWAN MANANDA²

¹Doctoral Program Student in Tourism, Faculty of Tourism, Udayana University, Denpasar, 80114 Bali, Indonesia. ²Faculty of Tourism, Udayana University, Denpasar, 80114 Bali, Indonesia.

*Corresponding author: mawarjunitaa@gmail.com

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Abstract: This study investigates a model for developing wellness tourism aimed at improving community well-being and supporting the local economy. It emphasises the role of stakeholders such as government, businesses, and local communities in promoting economic growth while ensuring environmental sustainability and cultural preservation. The initiative aligns with the Sustainable Development Goals (SDGs), focusing on poverty reduction, health, and responsible consumption. A descriptive qualitative method was applied, using structured interviews to collect data. This study used a sample of 10 informants who were selected purposively to represent various stakeholders in the development of wellness tourism in North Lombok Regency. The informants in this study consisted of Tour Guides, Hospitality Business Owners, Government Officials, Tourists, and Investors. The findings show that North Lombok Regency, West Nusa Tenggara holds strong potential as a wellness tourism destination, supported by its natural resources, cultural richness, and rising interest in health and fitness. The proposed model encourages collaboration and effective use of local assets to position North Lombok as a leading wellness tourism hub. This approach promotes community welfare through inclusive economic opportunities while preserving environmental and cultural values. The study offers practical recommendations for sustainable tourism development and highlights its contribution in achieving the SDGs.

Keywords: Wellness tourism, sustainable development goals, preserving the environment, utilisation of natural resources.

Introduction

Wellness tourism has now become an increasingly popular trend in the world (Lee & Kim, 2023). According to Dinkoksung *et al.* (2023), this trend reflects an increasing awareness of the importance of health and well-being in a modern lifestyle. In Indonesia, the purpose of tourists visiting wellness tourism destinations is to obtain holistic well-being, with six dimensions including physical, mental, spiritual, emotional, social, and environmental (Koerniawaty & Sudjana, 2022). According to Bočkus *et al.* (2023), wellness tourism is a development of health tourism by integrating recreation and leisure, which aims for tourists to achieve a balance of body, mind, and spirit/soul, which contributes in improving and maintaining the health of tourists. The concept of wellness

tourism is to prioritise health and fitness while carrying out tourism activities. For this reason, wellness tourism destinations provide activities and supporting facilities for tourists such as yoga, meditation, retreats, sports facilities, cycling, jogging, hiking, trekking, spa services, beauty, body care, and medical wellness facilities (Liu *et al.*, 2023).

Medical wellness and wellness tourism are closely related in the context of health and fitness. In this context, medical wellness can be one of the main attractions in wellness tourism, where tourists can combine vacations with the benefits of medical programs and health services offered (Lopes & Rodríguez-López, 2022). The concept of SDGs aims to maintain a balance of three dimensions of sustainable development,

namely environment, social, and economic (Dinkokung *et al.*, 2023; Lee & Kim, 2023). According to Suban (2023), currently, the most successful wellness tourism centres are those that consider aspects of sustainable development while providing unforgettable services with the best quality and reasonable prices. This aligns with Liu *et al.* (2023), who note that the development of spa and health tourism provides numerous examples of good practices, aligning with sustainable development goals. Wellness tourism can provide economic opportunities for local communities by providing employment and Micro, Small and Medium Enterprises (MSMEs) in the tourism sector (Lopes & Rodríguez-López, 2022; Suban, 2023).

In the context of medical tourism, several gaps need to be identified. First, although many studies have discussed the benefits of medical tourism, there is a lack of in-depth discussion of the social and cultural impacts on local communities (Saputra *et al.*, 2021). Studies often focus on economic aspects while the impact on the social and cultural structures of communities is rarely a primary concern. Second, the existing literature generally does not provide clear guidance on best practices in developing sustainable medical tourism. Although there are some successful case studies, the lack of comparative studies makes it difficult to generalise findings and recommendations across geographic contexts (Lopes & Rodríguez-López, 2022). Third, there is a lack of empirical data supporting the relationship between medical tourism and the Sustainable Development Goals (SDGs). Most studies are descriptive in nature and lack quantitative analysis that can measure the long-term impacts of medical tourism on community well-being (Susihono & Adiatmika, 2021).

According to a report by the Global Wellness Institute, the wellness tourism market is experiencing significant growth, estimated to reach USD 639 billion in 2020 and is expected to continue to grow. Travellers are increasingly seeking retreat experiences that integrate holistic wellness practices such as yoga, meditation, and nature-based therapies. The use of wellness apps

and digital platforms to book wellness tourism services is increasing, allowing for easier access and personalisation of services (Saputra *et al.*, 2021). The increased focus on mental health, especially in the wake of the COVID-19 pandemic is driving demand for programs that offer psychological support and stress management. On the other hand, data from the UNWTO shows that wellness tourists tend to spend 2-3 times more than regular tourists.

North Lombok Regency, West Nusa Tenggara Province represents one of the areas that is very rich in natural, social, and cultural resources as the main assets of regional development. The North Lombok Regency Government, in its development mission has determined the tourism sector as a driver of the regional economy based on local wisdom and creating a conducive investment climate for business development and job availability (Lopes & Rodríguez-López, 2022; Liu *et al.*, 2023). Based on the researcher's observations, North Lombok Regency has a wealth of wellness tourism with local and traditional characteristics.

North Lombok Regency has a natural waterfall bath that is believed to have health benefits. Tourists can bathe and soak their bodies in the waterfall bath while enjoying the natural scenery that remains unspoiled (Susihono & Adiatmika, 2021). In addition, there is a traditional Sasak bathing ritual in a well, which is believed by the local community to have the properties to cure various diseases. There is also trekking to the community's rice fields and customary forests that are guarded by the local community, which can provide an in-depth experience of local nature and culture, to cooking classes to explore local culture through traditional cuisine, and much more (He *et al.*, 2023; Liao *et al.*, 2023).

Although North Lombok Regency has great potential to be developed as a wellness tourism destination, several gaps need to be identified and addressed (Bočkus *et al.*, 2023; Subawa *et al.*, 2023). These gaps include (1): Supporting facilities for wellness tourism such as health centres, accommodation, and

transportation accessibility are still limited, which hinders visitors from enjoying an optimal experience. (2) Local communities do not fully understand the benefits and economic potential of wellness tourism, so, their participation in the development of this sector is still low. (3) Skilled human resources in the field of wellness tourism such as yoga instructors, spa therapists, and nutritionists are still lacking. This reduces the quality of services that can be provided to tourists.

Wellness tourism can be integrated with local cultural and environmental values in North Lombok to create an authentic and sustainable experience for visitors. Wellness tourism can be integrated with local cultural and environmental values through cultural programs that offer experiences combining wellness practices with local cultural elements such as yoga classes in historical sites or meditation guided by community leaders who understand local wisdom. Also, involve local communities in organising wellness programs, provide them with training to become instructors, and promote their handicrafts as part of the tourism experience (Lopes *et al.*, 2022; Mota *et al.*, 2023).

Literature Review

Social Welfare Theory

The Social Well-Being Theory, reviewed by Elizalde (2024), is a combination of theories from the fields of psychology and public health. This theory consists of several main components, including fulfilment and involvement theory, personal orientation theory, appraisal theory, and emotion theory. Fulfilment and Involvement Theory discusses how factors such as personal orientation, goals, needs, activities, appraisals, and emotions affect subjective well-being (Clemons *et al.*, 2022; Monroy-Rodríguez & Caro-Carretero, 2023). Personal Orientation Theory focuses on how individual aspects such as personal needs and goals contribute to subjective well-being. Appraisal Theory discusses how individual evaluations of community/tourist

life, both positive and negative, affect levels of well-being (Wiedemann, 2023; Wang *et al.*, 2024). Finally, Emotion Theory discusses the role of emotions in influencing subjective well-being, including how positive and negative emotions affect perceptions of subjective well-being (Purnomo *et al.*, 2022; Glyptou, 2024).

Social Welfare Theory focuses on improving the quality of life of individuals and communities through economic, social, and environmental development. In the context of wellness tourism in North Lombok, this theory is particularly relevant because the sector offers multidimensional benefits that support community well-being and environmental sustainability (Margaretha *et al.*, 2023). Social Welfare Theory emphasises the importance of community participation in decision-making.

Local communities should be involved in the planning and implementation of wellness tourism programs, ensuring that their needs and aspirations are accommodated. By involving the community, the economic benefits of wellness tourism can be felt widely, reducing social disparities and increasing community satisfaction. Sustainable wellness tourism aligns with the Sustainable Development Goals (SDGs), particularly in environmental conservation. This involves integrating sustainable practices into tourism infrastructure and services, including the use of renewable energy and efficient waste management. Educating tourists and communities about the importance of preserving cultural and natural heritage increases awareness of local values and sustainability (Elizalde, 2024).

Wellness Tourism

Health tourism is categorised into illness prevention tourism and spa/convalescence tourism (Clemons *et al.*, 2022; Xue & Shen, 2022). Health and wellness tourism are included in illness prevention tourism, which is categorised into health services and fitness services. The six aspects of the wellness model that will be used are body (fitness and beauty), relaxation (meditation), health (nutritious food),

mind (mind), social contracts (fitness services), and environmental sensitivity (environment), which form self-responsibility (Rasoolimanesh *et al.*, 2020; Dwyer, 2023; Wiedemann, 2023).

The self-responsibility aspect that impacts tourists' desire for wellness treatment. Included in existing assets for health and wellness tourism are: (1) Natural healing assets, (2) indigenous healing traditions, (3) medical services, (4) nature, and (5) spiritual traditions. Included in the use of existing assets are: (1) Leisure and recreation spas, (2) medical/therapeutic hotel/clinic spas, (3) medical/surgical clinic or hospital, (4) medical wellness centre or spas, (5) holistic retreats, and (6) hotel and resort spa (Rajani & Boluk, 2022; Xue & Shen, 2022; Monroy-Rodríguez & Caro-Carretero, 2023). Wellness tourism is one of the efforts to revive Indonesia's tourism sector during the transition from pandemic to endemic (A. P. Lopes & Rodríguez-López, 2022; Liao *et al.*, 2023; Wiedemann, 2023). People seek health prevention and maintenance by travelling to get a better quality of life.

Sustainable Development Goals (SDGs)

Sustainable Development Goals (SDGs) are basically a global and national agreement that aims to improve people's welfare through 17 different goals, including: (1) No Poverty, (2) Zero Hunger, (3) Good Health and Well-Being, (4) Quality Education, (5) Gender Equality, (6) Clean Water and Sanitation, (7) Affordable and Clean Energy, (8) Economic Growth and Decent Work, (9) Industry, Innovation and Infrastructure, (10) Reducing Inequality, (11) Sustainable Cities and Communities, (12) Responsible Consumption and Production, (13) Climate Action, (14) Life Below Water, (15) Life on Land, (16) Strong Justice and Peace, (17) Partnerships for the Goals. The role of tourism in achieving the 17 Sustainable Development Goals (SDGs) can be significantly strengthened when sustainable development becomes a shared responsibility and moves to the heart of decision-making in the tourism sector (Shen *et al.*, 2020; Tahir, 2020; Silva, 2021).

Materials and Methods

The thought process of this research begins with the problem of developing the potential of wellness tourism in North Lombok Regency, which has not been maximised. In this research, the researcher will specifically address the formulation of interrelated research problems. The formulation of the problems in this research is as follows:

- (1) What are the potentials for wellness tourism that can be developed in North Lombok Regency, West Nusa Tenggara?
- (2) What is the role of stakeholders in the wellness tourism development model in North Lombok Regency, West Nusa Tenggara?
- (3) How does the wellness tourism development model contribute to improve community welfare in North Lombok Regency, West Nusa Tenggara?

In general, this study aims to apply the SDGs concept in the wellness tourism development model to improve community welfare in North Lombok Regency. This study aims to determine the appropriate development model for North Lombok Regency, particularly in supporting the success of wellness tourism development. Thus, the model found can be used as a development instrument that can improve community welfare and the quality of wellness tourism destinations in North Lombok Regency.

This study uses a qualitative research method. The research method is employed to investigate the natural conditions of objects, with the researcher serving as the primary instrument. Data collection techniques are conducted through triangulation (Byun *et al.*, 2021). In this study, data, material objects, and facts are collected, processed, and analysed using qualitative descriptive analysis tools (Suban, 2023). This analysis aims to address the formulation of research problems related to the wellness tourism development model, with the goal of enhancing community welfare and understanding the role of tourism institutions in North Lombok Regency. This study was

conducted using research instruments that had been prepared, namely interview guidelines and observation guides (Saputra *et al.*, 2021).

Interview and observation guides in the research on the development of wellness tourism in North Lombok Regency have been validated by the Indonesian Hotel Association, West Nusa Tenggara Province representative, and are designed to collect data from various stakeholders, including tour guides, business owners, and tourists. Interviews aim to understand the potential of wellness tourism, the roles of stakeholders, and the challenges faced. Observations are conducted at tourism locations to analyse interactions between tourists and local communities and to assess available facilities. Data obtained from interviews and observations will be processed to identify important patterns and findings (Saputra *et al.*, 2023).

The purpose of sampling in qualitative research is to gain an in-depth understanding of the phenomenon being studied. This research is located in five sub-districts in North Lombok Regency, namely Bayan, Gangga, Kayangan, Pemenang, and Tanjung sub-districts. Data collection techniques involve asking questions and gathering answers from researchers and sources. Interviews can be conducted in a structured, semi-structured, and unstructured manner. The informants used were 10 people, consisting of two tour guides in each tourist attraction, two hospitality business owners, two government officials, two tourists, and two investors.

This study employs an in-depth interview type, which is systematically and organised in its implementation. Data analysis in this study consists of three main components, namely data reduction, data presentation, and drawing conclusions or verification. Qualitative research utilises small samples to achieve a thorough understanding of the research topic. It emphasises depth in case-oriented analysis and delves deeply into the thoughts and feelings of a community (Saputra *et al.*, 2024). However, the implications of using small samples can limit the ability to generalise the results.

Here are some reasons why the research locations were chosen in five sub-districts in North Lombok Regency, namely Bayan, Gangga, Kayangan, Pemenang, and Tanjung: (1) Each sub-district has unique natural beauty such as beaches, mountains, and forests, which can support the development of wellness tourism. These locations also have access to natural resources that are important for health and wellness practices such as hot springs and herbal plants. (2) These sub-districts have active and diverse local communities. Research in these locations allows for exploring community participation in the development of wellness tourism and its impact on social welfare. (3) Each sub-district has a rich local culture and tradition. Integrating local culture into wellness tourism can create an authentic experience for visitors and support the preservation of these cultures.

Here are some steps that can be taken in this interview, namely the preparation stage (determining the purpose of the interview and the questions to be asked), building relationships (explaining the purpose of the interview to the informant), conducting the interview (starting with introductory questions), flexibility (being flexible if the informant opens a new topic), and closing (asking the last question). A thematic analysis approach is used to identify patterns and themes from interviews. This process includes transcribing interviews, coding data, and drawing conclusions based on emerging themes. The following are specific stages: (1) Making transcripts of interview results, (2) carrying out data reduction, namely taking and recording useful information, and (3) carrying out interpretations to give meaning to each sub-aspect and the relationship between one and another.

In analysing data, a systematic approach needs to be applied. The following are the steps of analysis: (1) Data Collection: Collect interview transcripts and field notes. (2) Initial Coding: Mark important parts in the transcript that are relevant to the research question. (3) Category Creation: Group codes into larger

categories based on emerging themes. (4) Thematic Analysis: Identify major themes from the categories created and relate them to the research objectives. (5) Presentation of Findings: Present the results of the analysis in a clear form, using narrative, tables, or diagrams. (6) Verification of Findings: Discuss with colleagues or triangulate with other data sources to ensure the accuracy and validity of the findings.

Results and Discussion

Wellness Tourism Potential that Can be Developed

North Lombok Regency, West Nusa Tenggara has great potential for the development of wellness tourism. This area is already known as a popular tourist destination with its natural beauty and these factors can be utilised to develop a wellness tourism concept that combines nature, health, and local culture. Based on the results of interviews with tour guides, it was stated that:

“With its peaceful and cool natural beauty, North Lombok is an ideal place for yoga and meditation retreats. Several Gilis already have yoga centres, and this could be expanded to other areas by offering more varied programs, including beginner to advanced yoga, meditation, and mindfulness retreats”

Trips that combine yoga activities with sightseeing. Yoga tourism can be done to experience various forms of yoga, both spiritual and postural (Mohan, 2022; Glyptou, 2024). Yoga tourists often visit ashrams to learn yoga or to train and be certified as yoga teachers. Specialised vacations that combine elements (spiritual and postural) of relaxation, self-discovery, and physical well-being through the practice of yoga. Meditation is an important part of yoga retreats (Clemons et al., 2022; Wang et al., 2024). Yoga and meditation are two forms of physical and mental exercise that have been around for thousands of years. Mindfulness

practices improve cognitive function and reduce anxiety (Ilmi & Ambariyanto, 2024). One tour guide also mentioned that they need to improve their foreign language skills to develop wellness tourism.

“With the increasing development of tourism in the North Lombok area, especially with a focus on wellness tourism, English communication skills are very important to provide a quality experience for foreign tourists”

From the results of interviews with tour guides, the majority admitted that their English skills were still very limited. This was especially felt when having to explain aspects of history, culture, and the origins of traditional food and traditional clothing of North Lombok. Most guides rely on applications such as Google Translate when they have difficulty with vocabulary. However, several guides admitted that translations from Google Translate are often inaccurate, which can confuse tourists. English language skills are crucial in tourism, including wellness tourism, as English is an international language widely used by almost everyone.

English is a medium of communication between tourism actors and tourists, both between tourists and with tourism actors (Wiedemann, 2023). English language skills help in understanding the needs of tourists so that they can provide better service. In addition to mastering foreign languages, tourism actors also need to understand the culture of various foreign countries. By mastering foreign languages and cultures, tourism actors can provide maximum service and create a good impression or image (Lee & Kim, 2023). The use of English can motivate international tourists to visit. In addition to the foreign language skills that are complained about, tourists also expect some development of tourism models.

“West Nusa Tenggara has a cultural heritage of traditional medicine from the Sasak people. The practice of herbal medicine, traditional massage,

and nature-based body treatments can be an interesting attraction for tourists who want to experience natural and traditional treatments. The use of natural ingredients such as coconut oil, spices, and medicinal plants that grow in West Nusa Tenggara can be a unique characteristic of local spas”

West Nusa Tenggara has a wealth of culinary delights based on natural ingredients such as organic vegetables and fresh seafood. Wellness tourists typically seek healthy food options, restaurants in Lombok and Sumbawa can provide menus featuring local ingredients, including vegetarian, organic, and detox diet dishes. The agricultural potential in West Nusa Tenggara can also be developed into herbal plant-based agrotourism. Visitors can learn about traditional medicinal plants and how to use them for health, as well as enjoy local herbal products. Wellness tourism in West Nusa Tenggara can be combined with cultural tourism. Local cultural experiences such as learning traditional *Sasak* dance can be part of a fitness activity that creates a balance between mind and body. In West Nusa Tenggara, there are several natural hot springs such as those in North Lombok and Sumbawa. This hot water can be developed into a natural spa centre that utilises the properties of hot water minerals for health therapy and relaxation (Dinkoksung *et al.*, 2023).

Wellness tourism is closely linked to several Sustainable Development Goals (SDGs) adopted by the United Nations (UN) (Mananda *et al.*, 2024). Wellness tourism, as a form of tourism that focuses on health and well-being contributes to several important aspects of this global development agenda, namely (1) Wellness tourism directly supports SDG 3 (Good Health and Well-being) because its main focus is physical, mental and emotional health. By promoting healthy lifestyles through yoga, meditation, natural medicine and spa, wellness tourism helps improve global health and individual well-being. (2) SDG 8 (Decent Work and Economic Growth), wellness tourism creates

significant economic opportunities, especially in developing countries. It encourages the creation of new jobs in the tourism, health and wellness sectors, and supports small businesses such as providers of healthy food, accommodation, and local health products. This helps support inclusive and sustainable economic growth. (3) SDG 12 (Responsible Consumption and Production), many wellness tourism destinations promote the concept of sustainability and environmental responsibility, including the use of organic products, sustainable agricultural practices, and renewable energy (Rasoolimanesh *et al.*, 2020; Sumarmi *et al.*, 2022; Glyptou, 2024). Visitors who engage in wellness tourism are often encouraged to be more conscious of their consumption and environmental impact (Ilmi & Ambariyanto, 2024).

Wellness tourism is often closely linked to environmental sustainability, especially since many wellness destinations are located in natural settings such as forests, mountains, or beaches (Xue & Shen, 2022). This concept encourages the protection of ecosystems, forests, and biodiversity, in line with the goal of sustaining life on land (SDG 15). Wellness tourism also contributes to education about health and well-being. Many wellness tourism programs offer training and education on mental, physical, and nutritional health, which benefits not only visitors but also local communities (SDG 4).

Wellness tourism often creates opportunities for women, both as practitioners (such as yoga instructors, spa therapists) and as small business owners in the sector. As such, wellness tourism can play a role in women's empowerment and gender equality in communities (SDG 5). The development of wellness tourism often requires sustainable and community-based urban planning, which supports the development of environmentally friendly and durable infrastructure. In addition, wellness tourism that is centred in rural or natural areas contributes to environmental conservation and sustainability (SDG 11) (Rajani & Boluk, 2022; Sumarmi *et al.*, 2022; Ilmi & Ambariyanto, 2024).

The Role of Stakeholders in the Wellness Tourism Development Model

The development of wellness tourism in North Lombok Regency, West Nusa Tenggara highlights the crucial role of stakeholders in ensuring the success and sustainability of the health-based tourism model. The following are the results of interviews with various key stakeholders in this development model:

“Local governments, both at the district and provincial levels play a central role in formulating policies, regulations, and strategic plans for the development of wellness tourism. We are responsible for providing a legal framework that supports the development of this sector, including policies on business permits, zoning areas, and environmental protection” (West Nusa Tenggara Regional Government)

“Business actors such as hotels, resorts, spas, and yoga centres play an important role in offering tour packages that suit the needs of wellness tourists. They must be creative in developing services such as health retreats, detox programs, yoga, meditation, and body treatments based on local natural ingredients” (Hospitality Business Actor)

The government must improve accessibility to potential wellness tourism locations by building and maintaining infrastructure such as roads, transportation, electricity, and telecommunications. Easier access will attract more tourists. The local government has a role in promoting North Lombok Regency as a wellness tourism destination through various campaigns, tourism exhibitions, and cooperation with international tourism industry players (Mohan, 2022; Permana et al., 2022; Glyptou, 2024).

Small and Medium Enterprises (SMEs) and large tourism industries must ensure the quality of services offered is in accordance with international standards to attract wellness

tourists who generally prioritise quality and comfort (He et al., 2023; Liao et al., 2023). This article aims to explore the antecedents and consequences of tourist inspiration in the context of wellness tourism. Survey data (N = 494). The synergy between business actors such as tour operators, spas, healthy restaurants, and fitness activity providers is essential to create comprehensive and attractive tour packages.

“Local communities can be involved as service providers such as spa therapists, tour guides, healthy food providers, and even workers in the tourism sector. This provides economic opportunities for the community and integrates them into the wellness tourism value chain” (Tourists/Local Community)

Local communities are an integral part of the wellness tourism development model because they can be the guardians of the culture and environment that support this sector (Subawa et al., 2023). The development of health-based tourism must prioritise environmental sustainability and respect traditional culture, empowering local communities to maintain the sustainability of nature. Local communities need to support wellness tourism initiatives and actively participate in this development. That way, they will feel involved and motivated to maintain the local environment and culture that are the main attractions (Li & Chen, 2022). Tourism organisations and Non-Governmental Organisations (NGOs) can play a role in campaigning for the benefits of wellness tourism, both to tourists and residents. They can help promote North Lombok as a wellness destination and disseminate information about health and fitness. Many NGOs focus on environmental conservation and empowering local communities (Lopes et al., 2022).

Private developers and investors, both local and international play a role in funding the development of infrastructure and wellness tourism facilities such as resorts, spas, fitness

centres, and other supporting facilities. This investment is crucial for maintaining high-quality facilities. Investors must ensure that their projects are run sustainably, taking into account the environmental and social impacts of North Lombok Regency. Investments that pay attention to environmental sustainability will have a positive long-term impact (Esfandyari *et al.*, 2023).

The relationship between wellness tourism and stakeholders is evident in how various parties involved in this industry influence and benefit from each other's development. Stakeholder states that an organisation or project must consider the interests of all parties involved or affected by its activities, not just focusing on shareholders (Koerniawaty & Sudjana, 2022). In the context of wellness tourism, here is how stakeholders can be applied: (1) The government as one of the main stakeholders needs to ensure that the development of wellness tourism is in line with national development goals involves local communities and pays attention to environmental sustainability. (2) Local communities must be involved in the process of developing wellness tourism so that their needs and aspirations can be accommodated. They must also receive fair economic and social benefits from this activity (Mota *et al.*, 2023). The active involvement of local communities is a form of respect for their rights as stakeholders. (3) Business actors are expected to not only think about financial gain but also pay attention to the interests of other stakeholders such as workers, local communities, and the environment. They need to ensure the welfare of employees and have a positive impact on the surrounding environment. (4) As stakeholders, tourists need to be made aware of the importance of responsible tourism. Their involvement in selecting services and destinations that support sustainability and pay attention to the well-being of local communities can influence the industry towards more sustainable practices. (5) According to stakeholder theory, the environment is considered an entity that needs to be protected and respected. Stakeholders in wellness tourism must be responsible for

protecting the natural environment and using natural resources sustainably. This includes ensuring that tourism does not damage the local ecosystem (Liao *et al.*, 2023).

Model Wellness Tourism Development

The development of wellness tourism in North Lombok Regency, West Nusa Tenggara can be an effective strategy to improve community welfare. The following is a development model that can be applied based on the results of interviews with informants:

“North Lombok has many natural potentials such as beaches, mountains, and hot springs that can be developed as places for retreats, meditation, yoga, spas, and natural therapies. The development of nature-based tourism areas that support the mental and physical health of visitors will be the main attraction in wellness tourism” (Tourism Investor)

“Collaboration with travel agents, tour operators, and hotels can help promote North Lombok as a wellness tourism destination. Promotions that are integrated with global trends in health, spirituality, and ecotourism will attract domestic and international tourists” (Hospitality Business Owner)

“It is important for North Lombok to build branding as a wellness tourism destination. The local government, together with industry players, can promote through digital platforms, tourism exhibitions, and collaboration with influencers or bloggers who focus on a healthy lifestyle” (Tourist)

By combining all these elements, the development of wellness tourism in North Lombok Regency will not only attract tourists but also have a direct impact on community welfare by improving the local economy, preserving the environment, and strengthening cultural identity. Local communities can be involved as key actors in the management of

wellness tourism such as becoming traditional spa service providers, yoga instructors, and nature tour guides (Sumarmi *et al.*, 2022). Continuous training and education need to be carried out to improve community skills in the fields of wellness and hospitality (Monroy-Rodríguez & Caro-Carretero, 2023).

The local government needs to improve supporting infrastructure such as road access, transportation, accommodation facilities, and adequate health services. The development of environmentally friendly facilities is also important to maintain the sustainability of nature in North Lombok. To make health tourism more attractive, diversification of the tourism products offered is needed (Dinkoksung *et al.*, 2023). A combination of physical health activities such as yoga, hiking, and traditional massage therapy and mental health activities such as meditation or spiritual retreats can be an attractive option for tourists. The principle of wellness tourism also emphasises environmental preservation. Sustainability-based policies need to be implemented such as greening programs, good waste management, and preservation of marine and terrestrial ecosystems (Bočkus *et al.*, 2023). This not only maintains the natural attractions but also improves the quality of life of local communities (He *et al.*, 2023; Liao *et al.*, 2023).

Wellness tourism encourages healthy lifestyles, which in turn can have a positive impact on the overall health of the community. The programs offered often focus on disease prevention through healthy eating, exercise, and stress management. With the presence of wellness tourism facilities, local communities can be inspired to adopt these healthy habits (Koerniawaty & Sudjana, 2022; Dinkoksung *et al.*, 2023). This wellness tourism sector can create economic opportunities for local communities, both through job creation in hotels, spas, and health centres, as well as through small businesses such as organic food or health product providers (Yanthi *et al.*, 2015). This helps improve the economic well-being of the community.

Many wellness tourism destinations focus on sustainability and ecological balance. As such, local communities involved in the management of these destinations tend to support environmental conservation efforts, which ultimately also contribute to the long-term well-being of the community (Bočkus *et al.*, 2023; Liu *et al.*, 2023). The development of wellness tourism facilities is often accompanied by improvements in local infrastructure such as roads, electricity, and health services, which in turn also increases local people's access to these facilities and services. Overall, wellness tourism has great potential to improve community well-being, both in terms of health, economy, and environment (He *et al.*, 2023; Liao *et al.*, 2023; Suban, 2023).

Conclusions

The results of this study provide in-depth insights into the wellness tourism development model in North Lombok Regency, West Nusa Tenggara, with a focus on the great potential for wellness tourism, including natural beauty, local culture, and traditional health practices that can attract tourists. Accommodations such as yoga and meditation, as well as nature-based spas are the main attractions that can be developed. The involvement of various stakeholders, including local government, communities, and business actors is essential in ensuring the success of the wellness tourism model. Supportive policies, effective promotion, and active participation of local communities in the tourism industry are key to creating positive impacts for the community. The proposed development model focuses on collaboration between stakeholders by utilising local and sustainable assets. This includes improving infrastructure, training for local communities, and offering diverse tourism products to attract tourists.

The results of this study indicate that the role of stakeholders such as government, local communities, and business actors is crucial in addressing the infrastructure gap that hinders the development of wellness tourism. By formulating a model that integrates collaboration

between various parties and improving facilities, this study successfully answers the question of how wellness tourism can be maximised to improve community welfare and overcome existing challenges. The limitations of this study also lie in the small sample size and regional specificity. In addition, this study has not fully explored external factors that may influence the success of health tourism development such as policy changes and global trends. Practical recommendations for stakeholders are stronger cross-sectoral collaboration, improved infrastructure, language training, and services for local communities.

The development of wellness tourism in North Lombok Regency not only contributes to the welfare of the community by creating jobs and economic opportunities but also supports environmental sustainability through environmentally friendly practices. Thus, this initiative effectively aligns with the objectives of the Sustainable Development Goals (SDGs), which emphasise the balance between economic growth and environmental preservation. For future research, it is important to conduct broader studies with a comparative approach, including quantitative analysis that can measure long-term impacts. Research should also explore the involvement of local communities in the planning and implementation of health tourism programs to ensure more sustainable and inclusive benefits.

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Conflict of Interest Statement

The authors declare that they have no conflict of interest.

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