

Designing Development Model of Healing Tourism in the Pakembinangun

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doi: <https://doi.org/10.21467/proceedings.151.14>

ABSTRACT

Based on the 2020 Community Service Program (KKN) team analysis, Pakembinangun Village has been planning tourism village development. Pakembinangun Village has yet to be visited by tourists visiting Kaliurang, even though it has natural resources suitable for tourism. The village also has complete health facilities and has long been known as a place of healing. Based on this analysis, healing tourism was chosen as the focus program. Healing tourism utilizes the potential of natural, artificial, and human resources to treat and improve physical, mental, spiritual, and social health. At present, truly holistic healing tourism has yet to be founded in Indonesia. This healing tourism development program aims to increase economic growth, improve people's welfare, increase business opportunities for the community, increase community involvement, build financial independence, and utilize natural and cultural resources. To achieve this goal, several methods used were observation, interviews, literature study, Focus Group Discussion, socialization, and student involvement through KKN. A growth center strategy model was used to realize this idea. The initial development strategy centered on one location (growth center) will spread growth to secondary and tertiary areas (production centers). Integrating governance for developing growth and production centers will produce a multiplier effect regarding quality, quantity, and sustainability. In addition, this strategic model will also encourage the emergence of superior product innovations in growth and production centers. The community involvement model is used to develop the services in Wijayakusuma Healing Park. The existence of these services opens up community business opportunities. It increases village incomes through visitor fees, healthy drinks, and food production by Farmer's Women Group or *Kelompok Wanita Tani*, tour guides, administrative officers, health checkers, gymnastics instructors, masseurs, accommodation provision, dance, etc.

Keywords: Community Development, Community Services, Healing Tourism, Healing Tourism Product.

1 Introduction

Based on the 2020 Community Service Program (KKN) team analysis, Pakembinangun Village (Desa Pakembinangun) already has a plan for tourism village development. Pakembinangun Village has yet to be visited by tourists visiting Kaliurang, even though it has natural resources suitable for tourism. Pakembinangun, located 500 m above sea level and close to Mount Merapi, causes its ambient to be excellent, which could attract urban residents to enjoy pollution-free air. Pakembinangun village is also traversed by Kuning River, and Trasi River [1].

The village also has complete health facilities and has long been known as a place of healing. The Pakembinangun is the only village in the Special Region of Yogyakarta with complete health facilities, such



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Proceedings DOI: [10.21467/proceedings.151](https://doi.org/10.21467/proceedings.151); Series: AIJR Proceedings; ISSN: 2582-3922; ISBN: 978-81-961472-6-6

as health centers, public hospitals (Panti Nugraha Hospital and PKU Hospital), and drug prisons. Based on this analysis, healing tourism was chosen as the focus program. Healing tourism utilizes the potential of natural, artificial, and human resources to treat and improve physical, mental, spiritual, and social health. Besides being healthy, healing tourism teaches a healthy lifestyle to avoid various diseases [2]. Healing tourism is part of the adaptation to the dynamics of tourism in the new normal era [3]. It is hoped that a healing park can be created by integrating natural conditions and cycles using a healing environments approach, such as the senses, nature, and psychology. A healing environment that synergizes with natural conditions is essential in designing a healing park in the Pakembinangun area.

At present, truly holistic healing tourism has yet to be founded in Indonesia. This healing tourism development program aims to increase economic growth, improve people's welfare, increase business opportunities for the community, increase community involvement, build financial independence, and utilize natural and cultural resources. Therefore, the healing tourism development model must be directed according to local potential and societal wisdom. It is essential because its implementation will involve the local community and put forward the principles of sustainable tourism.

2 Research Methodology

Several methods were used to achieve this goal: observation, interviews, literature study, Focus Group Discussion (FGD), socialization, and student involvement through KKN. The KKN PPM UGM team observed the potency mapping of the village under the guidance of a group of experts from Kagama Gelanggang and the village administration. The FGD, as shown in Figure 1, was held twice, involving academics and practitioners, to design suitable models. Figure 2 shows when the design was socialized to officials of the Pakembinangun Village and some of the community.



Figure 1: *Focus Group Discussion.*



Figure 2. *Design explanation to officials of the Pakembinangun Village.*

3 Result and Discussion

There are 2 (two) models developed to realize the development of the healing tourism idea. The first model is a growth center strategy centered on one location (growth center) named Wijayakusuma Healing Park. The success story in developing the center is believed to trigger the growth spread to secondary and tertiary areas (production centers). The integration of governance for generating growth and production centers will produce a multiplier effect regarding quality, quantity, and sustainability. In addition, this strategic model will also encourage the emergence of superior product innovations in growth centers and production centers. The village head decided on the location of the growth center shown in Fig. 3 based on his desire to balance economic growth in all the village parts.



Figure 3: The location of Wijaya Kusuma Healing Park.

The community involvement model is used to develop the services in Wijayakusuma Healing Park. To serve visitors whose need to improve their health conditions, prevention, and cure products were designed as shown in Figure 4. The community, especially Farmer's Women Group or Kelompok Wanita Tani, was involved in producing healthy food and beverages that were trained by KKN PPM UGM teams from 2020 until 2022 (Fig. 5). The ingredients of healthy foods and beverages were developed based on the availability of local plants, such as butterfly pea flower, chili, and moringa leaves. The community also compiled stories of tourist spots around the center to increase tourist attractiveness.



Figure 4: Products at Wijayakusuma Healing Park.



Figure 5: *Community-made healthy drinks*

Community involvement in the center's operation is a must to achieve increased economic growth and improve people's welfare growth. The existence of these services opens up community business opportunities. It will increase village incomes through visitor fees, healthy drinks and food production, tour guides, administrative officers, health checkers, gymnastics instructors, masseurs, accommodation provision, dance, etc. Consequently, the community's knowledge and skills need to be improved to meet the need of running the center. The team has discussed the UGM Hospital (RSA UGM) for that purpose. Hence, the core of Wijayakusuma Healing Park become the only one in Indonesia, the community involvement, the network of Kagama Gelanggang, and the support from UGM Hospital (Fig. 6).



Figure 6: *The core of Wijayakusuma Healing Park*

4 Conclusions

The team has designed 2 (two) development models of healing tourism in the Pakembinangun village. The first model is a growth center strategy to trigger the spread of growth to secondary and tertiary areas. The center was named Wijayakusuma Healing Park. The second model is the community involvement model to support the center. This model is used to develop the services in Wijayakusuma Healing Park to improve the participation of the community.

5 Declarations

5.1 Acknowledgments

We thank The Directorate of Community Service Universitas Gadjah Mada and its KKN PPM UGM team for supporting us. The excellent relationship between the village head and the officials of Pakembinangun

Village is acknowledged. We are also grateful for the invaluable thoughtful support from the Keluarga Alumni Mahasiswa Gadjah Mada (KAGAMA) Gelanggang team.

5.2 Funding Source

This program was funded by the Directorate of Community Service Universitas Gadjah Mada and Keluarga Alumni Mahasiswa Gadjah Mada (KAGAMA) Gelanggang.

5.3 Publisher's Note

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How to Cite

Pradana *et al.* (2023). Designing Development Model of Healing Tourism in the Pakembinangun. *AIJR Proceedings*, 96-100. <https://doi.org/10.21467/proceedings.151.14>

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