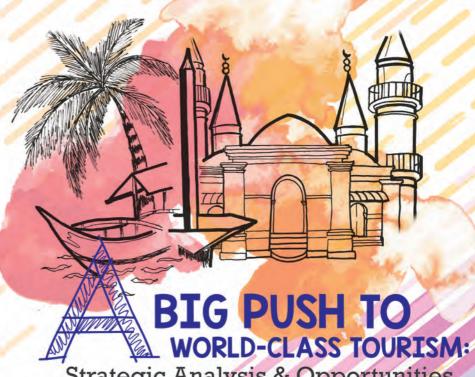
UBAYA UNIVERSITAS SURABAYA







Strategic Analysis & Opportunities

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PROCEEDING

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A BIG PUSH TO A WORLD-CLASS TOURISM: STRATEGIC ANALYSIS & OPPORTUNITIES

Tanjung Pinang, Riau Islands, Indonesia 3rd-4th March 2017

Department on Management Faculty of Business and Economics, Universitas Surabaya, Surabaya, Indonesia

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FOREWORD

We are delighted to welcome you to 14th International Symposium on Management (INSYMA) Tanjung Pinang, Riau, Indonesia. The high quality of the papers and the discussion represent the thinking and experience of researchers, academics and practitioners in the particular fields. Their contributions helped to make the conference as outstanding as it has been.

This proceeding is a compilation of papers submitted for the 14th International Symposium on Management (INSYMA) conducted by the Department of Management, the Faculty of Business and Economics, University of Surabaya (UBAYA) themed "A BIG PUSH TO WORLD-CLASS TOURISM: STRATEGIC ANALYSIS AND OPPORTUNITIES". The conference organizers have put together both the latest research and provide an opportunity to make friendship and new acquaintances.

The 14th INSYMA is a means for participants consisting of researchers, academics and practitioners to have a discussion forum. The event is expected to enable participants in sharing initiatives, ideas and efforts from the results of research and discussion concerning how to create a Big Push in a strategy to deal with all the challenges and find opportunities in the tourism industry of each country to be a world-class tourism.

In this opportunity, we would like to say that we are greatly honored by all presenters and participants' presence both from Indonesia and from other country. We would like to share our grateful to the Sponsorship and partnership in this 14th INSYMA. This theme represents strategic analysis and opportunities of implementation that will extend far beyond the sector, as tourism enhances province's reputation as a premier destination to visit, invest, work–live, and integration with the global community. The strength of tourism destination product will be counted and will continue to find ways how economic integration in tourism

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sector can achieve the sustainability of: growth of economic, prosperity and welfare to all countries.

Finally, we would like to thank the researchers for their willingness to share their research and ideas. Without their efforts, this proceeding would not possible. The committees and editors deserve special thanks for their outstanding effort in reviewing and preparing the event and manuscripts for publication. We hope that this compilation of papers can enrich our perspective in Tourism strategic analysis and opportunities.

Tanjung Pinang, March 3rd, 2017 Prita Ayu Kusumawardhany Chairwoman of 14th INSYMA

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HEALTH AND WELLNESS TOURISM : A STRATEGIC PLAN FOR TOURISM ENTREPRENEURSHIP

Leonardi Lucky Kurniawan

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Abstract

Travel and tourism industry plays an important role in business development. The 2012 statistics from World Travel and Tourism Council reports that tourism generated 9.8 % of global GDP (Global Domestic Product) and supported 284 million jobs, equal to 4 in 11 jobs in global economy. The report also states that travel and tourism industry continues to make vital contribution to the economic strength and social development of the world.

In Indonesia tourism industry is growing and has recently attracted more and more people - not only business people but also tourists. People travel for various objectives and reasons, one of which is for health. In many other countries, health and wellness tourism is one of the fastest growing segments of the global tourism market. According to the Global Wellness Tourism Congress (GWTC), health tourism is a near half-trillion dollar market, representing 14% of total global tourism revenues (\$3.2 trillion) overall (New Study Reveals Wellness Tourism, 2013). Malaysia, Thailand, Singapore and India are the most popular destinations for health and wellness tourism in Asia. Surprisingly, many of the tourists visiting those countries come from Indonesia. Health and wellness tourism is a potential opportunity for developing tourism entrepreneurship in Indonesia. It is ironical that, despite the fabulous nature, Indonesia is not ready for developing the health and wellness tourism. Apart from that, very limited research has been done in this area.

This paper focuses on identifying factors which suppress the development of health and wellness tourism in Indonesia and seeks to suggest opportunities for improvement. The paper aims to raise the awareness of the power of health and wellness tourism for economic growth or of the potential opportunities it offers and to elaborate strategic plan for nurturing tourism entrepreneurship in Indonesia through health and wellness tourism.

Keywords: health and tourism industry, potential opportunities, strategic plan for nurturing tourism entrepreneurship

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