



14th INSYMA
International Annual Symposium on Management

A Big Push to World-Class Tourism: Strategic Analysis & Opportunities



BIG PUSH TO WORLD-CLASS TOURISM: Strategic Analysis & Opportunities

Department of Management
Faculty of Business and Economics
Universitas Surabaya

EC Building 1st Floor
Jl. Raya Kalirungkut, Surabaya, 60293
Ph: +62 31 2981139 Fax: +62 31 2981231
email: ubayainsyma@gmail.com

ISBN 978-602-73852-1-4



Proceeding 14th International Annual Symposium on Management
Tanjung Pinang, Riau Islands, Indonesia | March 3rd - 4th, 2017

Member of:



Co-host:



HINDU UNIVERSITY
OF AMERICA



PROCEEDING

**The 14th UBAYA International Annual Symposium on
Management**

**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

Proceeding

The 14th UBAYA International Annual Symposium on Management

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

Editors:

Dudi Anandya, Dr.
Arif Herlambang, M.Si.

Layout and Cover Designer:

Edithia Ajeng P, SE.

Reviewers:

Candra S. Chayadi, Ph.D. (School of Business, Eastern Illinois University)
Dudi Anandya, Dr (Universitas Surabaya)
Joniarto Parung, Ph.D, Prof. (Universitas Surabaya)
Ning Gao, Ph.D. (Manchester Business School)
Wahyu Soedarmono, Ph.D. (Research Analyst, The World Bank, Jakarta)
Yuanto Kusnadi, Ph.D. (City of Hongkong University)

Published by:

Department Of Management, Faculty Of Business & Economics
Universitas Surabaya
Jl. Raya Kalirungkut
Surabaya, Indonesia 60293
Phone : +62-31-2981139
Fax : +62-31-2981239

ISBN: 978-602-73852-1-4

Copyright © 2017 Department of Management, Faculty of Business &
Economics, Universitas Surabaya

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

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

CONTENTS

FOREWORD	iii
CONTENTS	v

FINANCE & ACCOUNTING

1. THE INFLUENCE
OF FINANCIAL KNOWLEDGE,
FINANCIAL CONFIDENCE, AND INCOM
E ON FINANCIAL BEHAVIOR AMONG
THE WORKFORCE IN JAKARTA
Agus Zainul Arifin, Kevin, Halim Putera Siswanto 3
2. THE EFFECT OF PROFITABILITY,
TANGIBILITY, SIZE, GROWTH AND
LIQUIDITY TO LEVERAGE OF
BUSINESS ENTITIES LISTED IN
INDONESIA STOCK EXCHANGE ON
PERIOD 2011-2015
Ayrin Corina, Werner RiaMurhadi, Liliana Inggrit Wijaya 4
3. THE EFFECT OF FIRM FUNDAMENTAL
FACTORS ON CAPITAL STRUCTURE
OF CEMENT AND CHEMICAL
INDUSTRIES LISTED IN INDONESIA
STOCK EXCHANGE
D. Agus Harjito, Robert Oktama 5
4. THE INFLUENCE OF CORPORATE
GOVERNANCE, CAPITAL STRUCTURE

65. BUDGETING PARTICIPATION,
ORGANIZATIONAL COMMITMENT
AND QUALITY OF SERVICE
Candra Sinuraya 88
66. MALUKU’S TOURISM DEVELOPMENT:
AN ANALYSIS OF TOURIST
DESTINATION IN AMBON
Charly Hongdiyanto 89
67. STUDENTS’ CHALLENGES IN
MAXIMIZING ENTREPRENEURSHIP
CAPACITY
Rachmasari Devi 90
68. LAMLIFEW: A CULTURAL
COMMUNITY-INITIATED MUSEUM IN
THE SOUTHERN EDGE OF THE
PHILIPPINES
Joan Christi Trocio 91
- 69. HEALTH AND WELLNESS TOURISM : A
STRATEGIC PLAN FOR TOURISM
ENTREPRENEURSHIP
Leonardi Lucky Kurniawan 92**
70. THE NGHINH ONG FESTIVAL IN GO
CONG DISTRICT, TIEN GIANG
PROVINCE
(A PERSPECTIVE OF TOURISM
CULTURE)
Nguyen Thi Le Hang, Tran Thi Kim Anh, Cao Thanh Tam 93
71. SUSTAINABILITY DEVELOPMENT
REPORTING: FIRMS’
CHARACTERISTICS AND

	SHAREHOLDERS VALUE, INDONESIA CASE	
	Fr. Ninik Yudianti	95
72.	TRI HITA KARANA AS PHILOSOPHY OF PROPONENT SUSTAINABLE SPIRITUAL TOURISM IN BALI	
	Ni Wayan Novi Budiasni, Ni Luh Eka Ayu Permoni, Ni Made Rianita, I Gusti Made Oka Astana	97
73.	TOURISM INDUSTRY AS ECONOMIC DRIVER IN EAST JAVA	
	nurul istifadah	99
74.	COUNTING CULTURE: FLOWS AND FLAWS OF CULTURAL STATISTICS IN SOCIAL AND NON-MARKET CULTURAL PRODUCTIONS	
	Assoc. Prof. Ricamela S. Palis	100
75.	“WEEKEND TOURISM” - AN ORIENTATION OF TOURIST DEVELOPMENT IN VIETNAM ON THE CONTEXT OF ASEAN COMMUNITY (CASE STUDY OF BINH DUONG PROVINCE)	
	Assoc Prof. Dr Phan Thi Hong Xuan	101
76.	GLOBALIZATION TOURISM PROMOTION, CULTURE, NATURAL TOURISM OBJECTS, HOME INDUSTRY, LOCAL PRODUCTS, INFRASTRUCTURE, AND SERVICES.	
	Seno H Putra	102

77. “CULTURAL TOURISM”
THE RISK INVOLVED, POSSIBLE
CONFLICTS AND CHALLENGES IN A
MULTI-RELIGIOUS -
MULTI CULTURAL COUNTRIES”

Yashwant Pathak, Adi Prasetyo Tedjakusuma

103

HEALTH AND WELLNESS TOURISM : A STRATEGIC PLAN for TOURISM ENTREPRENEURSHIP

Drs. Leonardi Lucky Kurniawan, MBA
Polytechnic of Ubaya, Surabaya
leonardi@staff.ubaya.ac.id

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

Introduction

Travel and Tourism Industry plays an important role in business development and is one of the world's largest industries. 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 states that travel and tourism industry continues to make vital contribution to the economic strength and social development of the world. Tourism industry is always increasing, nowadays it does not touch the leisure sector only but it expands into health industry.

As we travel, whether for business or for pleasure, we are likely to hear a litany of complaints of such things as airport stress, transportation hassles, jet lag and poor sleep, disruption of exercise routines, unhealthy meals or excess in eating. Travel may be bad for our health and leave us more stressed and less unhealthy after a trip. This is ironic since most people look forward to travel as an adventure and as an opportunity to rejuvenate and de-stress. As people are becoming aware of this, there is a growing interest in including healthy activities while traveling. A growing segment of travelers are even taking trips specifically focused on maintaining and improving their personal health and well-being. Many tourists plan their travels specifically for wellness activities – visiting gyms and fitness centers, spas, health resorts, baths and springs, and also yoga retreats. This leads to the growth of wellness tourism.

Wellness tourism is a relatively new niche segment within the global travel and tourism industry and it is a growing market worth paying attention to. When speaking of travel based on some form of health-related activities, the following terms are mostly used and often interchangeably — health tourism, medical tourism, wellness tourism, spa tourism and medical travel. There is still no consensus among scientists and experts regarding this notion to this day. One surprising, significant finding from this SRI study was despite the fact that “wellness” is a relatively young concept/term, the wellness tourism market has already reached \$106 billion globally, more than double the size of the medical tourism market at \$50 billion.

Indonesia is not a popular destination for healthcare tourism, but a source of patients for its neighboring countries. Major destinations for medical tourism include Thailand, South Korea, India, Japan, Malaysia, Singapore, Hong Kong, Iran, Turkey, South Africa, France, Germany, and the UK among others. Currently a major flow of patients is towards Asia especially Thailand, South Korea, India, and Malaysia since these countries offer good quality medical services at relatively affordable prices. Medical tourism is being supported by the respective governments of popular medical tourists destinations, such as Malaysia, Thailand, India and South Korea, through subsidies on infrastructure development, relaxed visa regulations for patients and their travel partners, and supportive legal issues resolution.

Literature Review

Definitions of Health Tourism and its Segmentation

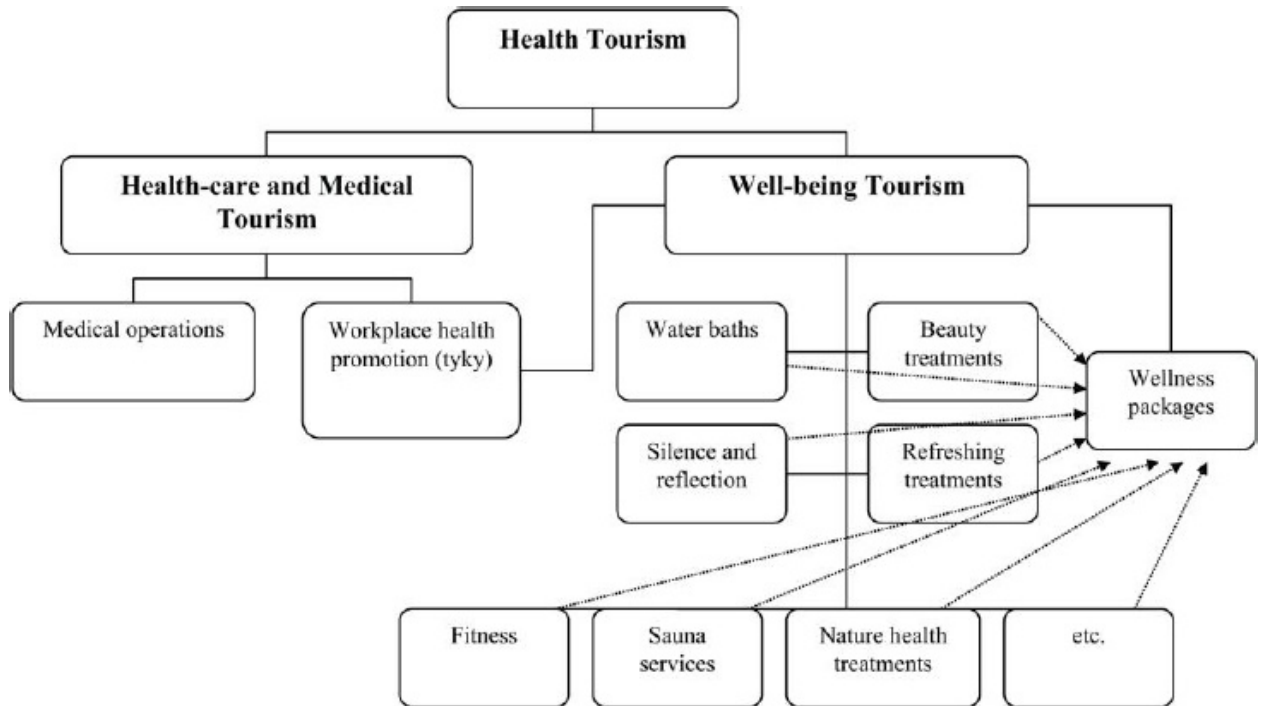
Consistent with the World Health Organization's definition of 'health', this study defines wellness as a state of complete physical, mental, and social well-being. It goes beyond mere freedom from disease or infirmity and emphasizes the proactive maintenance and improvement of health and well-being. Wellness should not be confused by health. It is supposed to create harmony in mental, physical, spiritual or biological health in general and has stronger ties with changing lifestyle or doing something healthy than with curing a specific disease. As stated above, the concept of wellness is the co-product of the awareness of sound health, well-being and happiness. The three elements differ in understanding.

The term *health tourism* has been defined in various ways (Smith & Puczko, 2008). Goodrich and Goodrich (1987) defined *health tourism* as tourism facilities or destinations attracting tourists by planned promotion with health-related services or facilities. This definition seems to be incomplete because it focuses only on tourism rather than on health and tourism together. Later, the term was defined as a category of special interest tourism : traveling with a health-related motivation (Hall, 1992). Laws (1996) defined *health tourism* as travel from home to another destination to improve one's health condition as one type of leisure. Finally, Carrera and Bridges (2006) defined *health tourism* as travel that is systematically planned to maintain one's physical and mental health condition.

There seems to be no consistent definition of the term health tourism. Considering the widely divergent stakeholder views on what health tourism is, this paper will not attempt to provide a standardized definition of this term at the present time. From a research/ analysis-based perspective, the term health tourism is used to capture both the medical and wellness tourism markets. All three terms, however, - *medical tourism*, *wellness tourism*, and *health tourism* – are sometimes used interchangeably, further muddling their meanings. The Medical Tourism Association's definition of the term medical tourism is as follows. Medical tourism is where people who live in one country travel to another country to receive medical, dental and surgical care while at the same time receiving equal to or greater care than they would have in their own country, and are traveling for medical care because of affordability, better access to care at a higher level of quality of care. *Travel to Wellness* magazine, monthly online magazine focusing on the wellness-related travel market, states that wellness travel is about traveling for the primary purpose of achieving, promoting or maintaining maximum health and a sense of well-being. It's about being proactive in discovering new ways to promote a healthier, less stressful lifestyle. It's about finding balance in one's life. It may include spa treatments, outdoor fitness activities (cycling, hiking, mindful walking, yoga), inspirational outings and adventures that clear or expand the mind and educational programs that teach us how to incorporate healthy habits into our everyday lives. Wellness Tourism is travel for the purpose of promoting health and wellbeing through physical, psychological, or spiritual activities. Wellness tourists are proactive in seeking to improve or maintain health and quality of life, often focusing on prevention while medical tourists generally travel reactively to receive treatment for a diagnosed disease or condition.

The following figure presents the concept of Health Tourism which includes Healthcare & Medical Tourism and Wellness or Wellbeing Tourism. The chart points out how multidimensional wellbeing is as it combines several services and treatments related to health

and nature. It bundles up the concepts of silence, fitness, nature health treatments and beauty treatments into one wellness package. Wellness tourism is seen more as a preventative method, whereas health tourism is presented as curative . In fact, health tourism is targeted for people suffering from an illness of some kind and are seeking for cure and treatment. However, both concepts of tourism are considered to have a common goal, which is promoting overall health. (Tiainen 2013.)



Source: Matkailun edistämiskeskus (2005, p. 55) translated by Konu (2008)

Overview of Health Tourism and Its Cases in Other Countries

Health tourism began when people travelled from one place to another to cure the body mentally and physically. Traveling to the Nile, the Ganges, the Yangtze, and the River Jordan, which were famous travel destinations, was one of the most common types of health tourism (Goodrich, 1993). Meanwhile, although the superstitious belief of being cleaned spiritually has decreased, the desire to cure physical disease through bathing and dipping in the river or spring has increased even faster after several scientific studies proved its effectiveness. With many advantages (e.g., economic impact, green industry, and synergistic effects), health tourism has received special attention in a number of countries, especially in Asia (Henderson, 2003). The growth of health tourism has been accelerated by the increased cost of healthcare in developed countries, along with the increased number of highly equipped and specialized hospitals in countries such as Thailand, Singapore, and India (Galloway, 2008). These countries

have promoted their medical industry as a national strategy for establishing their country as a medical hub. The projects are being implemented with huge budget allocations, along with governmental policy and active support. These countries have been able to offer high quality medical service by experienced medical doctors in well-equipped medical facilities. Finally, these strengths have been combined with tourism activities, such as recreation, culture, and leisure, in order to establish health tourism as a national strategic industry.

Thailand is one of the best examples among those countries. Its medical industry has been developed and promoted in combination with tourism since the 1980s. The goal of the Thai government was to maximize the use of its facilities and labors right after the late 1990s monetary crisis in Southeast Asia (Swain & Sahu, 2008). More than 100 spas and 1,000 massage clinics have been operating in Thailand since then. The main reason for successful health tourism in Thailand is the development of health tourism markets with differentiated strategies supported by the government and the national tourism board. Those entities have added tourism to the formula and developed the industry for superior competitiveness. In addition, costs for food and lodging are less expensive in Thailand than in other countries, and this had made Thailand all the more more competitive (Swain & Sahu, 2008). However, some segments are less competitive in Thailand than in other countries, e.g., healthcare costs are usually not as low as in other countries. Also, medical costs in Thailand are not fixed, and this factor can generate distrust (National Center for Policy Analysis, 2007).

Another successful case, Singapore, established Singapore Medicine as a complex agency to promote advanced medical systems and services. It was established by the Singapore Tourism Board (STB), the Economic Development Committee (EDC), and the Trade Development Association (TDA), for foreign investors (Galloway, 2008; "Medical Tourism," 2008). The STB's operation is unique: it has a separate healthcare department and has developed a number of health and tourism products, such as health-travel packages linked with medical systems and travel agencies. It is also providing special medical products, such as special rooms for royal families from the Middle East and Europe. To promote medical tourism and provide convenient services to foreign patients, Singapore Medicine is planning to provide one-stop service, including a consulting process, the introduction of medical service, international medical service by public and private medical institutions in Singapore, an information service in multiple languages, and an online network service system to link all hospitals in Singapore. One of the great strengths for health tourism in Singapore is that English is widely spoken.

India is one of the leading destinations well known for health tourism. It offers the lowest cost and highest quality services among medical tourism destinations, and English is widely spoken (National Center for Policy Analysis, 2007). In addition, hospital staff are composed of highly trained physicians, and many hospitals are accredited by the Joint Commission International (JCI, 2002). In particular, the Indian government has made great efforts to promote its health tourism to the world, cooperating with public and private organizations. The Ayurveda Yoga travel package, which is very popular as a health tourism product, combines Ayurveda Yoga and Tajmahal visiting. The India Tourism Board encourages tourists to participate directly in selecting a desired medical treatment/meditation program and tourism products via the Website of Ayurveda Yoga Center. Additionally, the Indian government has organized a medical

tourism promotion team in charge of the tourism, transportation, and visa processes for foreign patients.

For every success in medical tourism there have been many failures because of a lack of critical investigation and research in the earlier stage (Henderson, 2003). Understanding and segmenting health tourism and its tourists must be considered before deciding on a plan and considering its feasibility. There are also other factors that contribute to failure in developing health tourism: investment, facility, language, and location. A careful investigation and analysis will help to decide which model or type of health tourism would fit a destination. It is also obvious that health tourism is a high value-added tourism industry generating revenue for a destination, as well as a high-risk industry because of its scale in both finance and operation. Therefore, it is most essential to differentiate between potential resources and to decide how to combine them for maximum unique competitiveness (Crick, 2002).

Discussion

Health Tourism : Entrepreneurial Opportunity

Health 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). This is projected to grow on average 9.9% annually over the next five years, nearly twice the rate of global tourism overall, reaching \$678.5 billion by 2017, or 16% of total tourism revenues. Wellness tourism is directly responsible for \$11.7 million global jobs, which delivers \$1.3 trillion in global economic impact — or 1.8% of the world's GDP in 2012.

Health tourism is a relatively new concept in Indonesia. However, the image and reputation for spa tourism has grown and developed in Bali. Thermes Marins Spa in Bali was awarded the Best Spa in Asia in 2013; Spa Asia Crystal Awards in 2005 as the Best Signature Treatment & Most Scenic Spa; Asia Spa Gold Awards in 2009 as the Best Spa Destination in Indonesia; and in 2010, Conde Nast Traveller Readers' Spa Awards as #1 Spa in the World. Health tourism is big business but the government does not seem to recognize the value of health tourism as an innovative new business which can attract new foreign capital as a high value product and has been slow to respond to the opportunity. In fact, Indonesia has the potential to become a health tourism destination as Indonesia is a rich source of indigenous wellness and healing traditions, spiritual traditions, herbal therapy, medical wellness centers or spas, and healing resorts. The country is also rich for its unique culture and scenic beauty; besides it also has good image for the hospitality.

SWOT Analysis for the Growth and Development of Health Tourism in Indonesia

According to World Bank estimates from 2012 Indonesia spent a remarkably low 2.7% of GDP on total public and private health care; compared to an ASEAN average of 3.9%. By contrast

Malaysia, Thailand, Singapore and the Philippines are all spending around 4% - and rising- of GDP. These countries have benefited much from Indonesian 'health tourists'. For example, using 2011 data we know that over 330,000 Indonesians sought medical treatment in Malaysia spending over \$150 million in direct medical costs. Sixty nine percent of all medical tourists in Malaysia are from Indonesia, according to Rhenu Bhuller, vice president of healthcare for Frost & Sullivan Asia Pacific. The number of Indonesians seeking medical treatment overseas in 2012 saw a significant increase. In 2006 around 350,000 people traveled overseas and spent \$500 million on medical treatment while in 2012 the number nearly doubled and they spent \$1.4 billion. Former Tourism minister Mari Elka Pangestu claimed that Indonesia can become an international health destination because of its abundant natural beauty, with a huge potential to attract tourists looking for low-cost health and medical care. Indonesia has the potential to become a health tourism destination since the country has geographical proximity to many wealthy countries, such as Australia, Japan, and China. Medical tourism is a high-growth industry driven by globalization and rising healthcare costs in developed countries. People prefer traveling to developing countries for treatments in order to save cost. There is much local and traditional wisdom on healing all measure of ailments. Indonesia has been named as the best spa destination in the world.

The following SWO analysis is based on the writer's observation and preliminary investigation of the internal and external environments for the health tourism industry in Indonesia.

Strengths

Indonesia has an inherent capacity which it can utilize for gaining strategic advantage to further strengthen its health tourism sector. Indonesia is a rich source of indigenous wellness and healing traditions, spiritual traditions, herbal therapy, medical wellness centers or spas, and healing resorts. The country is also rich for its unique culture, healthy cuisines and scenic beauty; besides it also has good image for the hospitality. Indonesia also has a lot of well-trained and highly qualified doctors and modern hospitals. It is a country with low cost of living, cheap accommodation. A large number of hotel rooms are available in most big cities.

Weakness

There are certain weaknesses which incapacitate the growth or the development of this industry. For example, problems of antiquated or obsolete equipment, lack of necessary modern medical equipment and supplies place the healthcare rating of Indonesia at the bottom of its ASEAN peers. Indonesia is still a long way from having the infrastructure needed to host foreign medical tourists. Of the 2300 hospitals in Indonesia, only 17 have been accredited by the Joint Commission International (JCI), which is considered the benchmark accreditation for global healthcare. There are also problems of communication and promotion. English is not widely spoken in the country and so far there has been no tourism website which specifically promotes the health tourism in the country.

Opportunities

Statistic shows that the number of people traveling overseas to seek medical treatment has been growing in recent years. This could be a global trend. The fact is more and more people are becoming aware of the importance of maintaining good health and quality of life. Indonesia is a big source of outbound medical tourists to other Asian countries. Outside of Bali, wellness tourism in Indonesia is still negligible. The opportunities, if optimally developed, can without doubt make the health tourism a cash cow for the Indonesian economy.

Threats

Competition exists within the country and also comes from other countries which are specializing in the health tourism or other tourism forms. Competitors from developing countries are likely to highlight their sophisticated medical technology. Besides, political instability in the country is another thing which may hamper the growth or development of this industry.

Conclusion

Health tourism is an upward trend in the global tourism industry. Health tourism is about travel associated with the goal of maintaining or enhancing one's personal wellbeing and includes pursuit of physical, mental, spiritual wellness. The term *health tourism* is used to capture both the medical and wellness tourism markets. There is still no general consensus on the definition and all three terms, *-medical tourism*, *wellness tourism* and *health tourism*- are sometimes used interchangeably. Through globalization, health tourism is becoming big business that is gradually increasing in importance. It is projected to grow by 9% annually through 2019. Along with this development comes entrepreneurial opportunities to on the growth of this industry. Indonesia is a potential health destination in Asia. The Indonesian government is supposed to recognize the value of health tourism as an innovative business that can attract foreign capital as a high value product and support this industry by providing assistance for the growth, development and infrastructure for the business. Understanding and segmenting health tourism and its tourists must be considered before deciding on a plan and considering its feasibility. A careful investigation and analysis will help to decide which model or type of health tourism would fit Indonesia. Unfortunately very limited research in this area has been done to this day and as a result, there is a grave lack of necessary data concerning this industry. Strategic alliances with academics, private sector, media and community are obviously essential for this purpose. In general, the more successful countries in health tourism seem to be those where the national government has taken an active role in supporting this industry and has actively promoted this form of tourism. Accordingly, good public policies are required to help make this opportunity happen and to reap the full benefits from inherent advantages and enhanced capabilities. It is also obvious that health tourism is a high value-added tourism industry generating revenue for a destination, as well as a high-risk industry because of its scale in both finance and operation. Accordingly, it is most essential to differentiate between potential resources and to decide how to integrate them for maximum unique competitiveness.

References

- Goodrich, J. N. & Goodrich, G. E. (1987). Health-care Tourism: An exploratory study. *Tourism Management*, 8(3), 217-222.
- I Aniza , M Aidalina, R Nirmalini, MCH Inggit, TE Ajeng. Health Tourism In Malaysia: The Strength And Weaknesses. *Jurnal of Community Health* 2009: Vol 15 Number 1
- Kee Mun Wong, Medical Tourism Destination SWOT Analysis: A Case Study of Malaysia, Thailand, Singapore and India, retrieved from <https://www.researchgate.net/publication/268467937>
- L.L. Gan, H. Song, A SWOT Analysis of Medical Tourism: India and South Korea, retrieved from http://papers.ssrn.com/sol3/papers.cfm?abstract_id=2194856 (2012)
- Omay , Esmá Gültüvin Gür, Emrah Cengiz. Health Tourism in Turkey: Opportunities and Threats. *Mediterranean Journal of Social Sciences*, Vol 4 No 10, October 2013
- Phua, Kai Hong & Nicola S Pocock. Transforming the ASEAN Economic Community (AEC) into A Global Services Hub: Enhancing the Competitiveness of the Health Services Sectors in Singapore', *Developing ASEAN Economic Community (AEC) into A Global Services Hub*, ERIA Research Project Report 2011-1, Jakarta: ERIA, pp.111-146.
- Romanova, Galina; Alexandr Vetitnev & Frédéric Dimanche. Health and Wellness Tourism retrieved from <https://www.researchgate.net/publication/302140629>
- Young, Hoon Kim, Changsan Boo, Ilhan Demirer & Mincheol Kim. A Case Study of Health Tourism in the Jeju Province, South Korea *Hospitality Review* Volume 29 Issue 1 *Hospitality Review* Volume 29/Issue 1 2011