

## Tradition-Based Wellness Tourism Development Case Study: Surakarta Tea House

Naufal Hanif Saifuddin<sup>1</sup>,

<sup>1</sup>(Dr. Sudarno, M.A, First Mentor/ SebelasMaret University, Indonesia)

<sup>2</sup>(Dr. Marimin, M.Si, Second Mentor/ SebelasMaret University, Indonesia)

**ABSTRACT:** This aims study to determine the development of "wellness tourism" at the Surakarta Tea House based on the tea drinking tradition as well as the potential and reasons for its establishment in Surakarta City. The descriptive method with a qualitative approach was carried out within the scope of Surakarta City and specifically at the Surakarta tea house. The data obtained is the result of interviews and observations both orally and in writing which are then presented in the form of a description. Data collection techniques use data triangulation, both technical triangulation and source triangulation. Data analysis using the SWOT analysis technique. The results of the study found that the strategy used by Surakarta Tea House in dealing with internal obstacles is to use a turn around strategy. Minimizing internal weaknesses with solutions to internal evaluations to develop external potential. The city of Surakarta has the potential to develop wellness tourism based on the tradition of drinking tea at the Surakarta Tea House due to the vision as a city of culture and tradition which is of great concern because traditions have taken root in the government and its people, one of which is the culture and tradition of drinking tea. Traditional wellness tourism products in Surakarta consist of walking tours, drinking tea and live gamelan music.

**KEYWORDS:** Tea House, Tradition, Wellness Tourism

### I. INTRODUCTION

One of the main locomotives for the movement of the Indonesian economy is from the tourism sector, but the phenomenon of the Covid-19 pandemic at the end of 2019 caused a halt to all tourism activities, in the end the projection of tourism foreign exchange receipts for state revenue which was previously targeted at US\$19-21 billion, has decreased to US\$4-7 billion (BPS, 2020).

The average number of visits by foreign tourists to Indonesia has increased post-pandemic in 2022 compared to when the pandemic took place in 2021. This significant change can be explained through the span of the first eight months in a period of two years. Starting from January to August 2021 and January to August 2022 (BPS, 2022). Through four entrances consisting of: Soekarno Hatta Airport and Ngurah Rai airport as air force routes, as well as sea transportation routes in Batam and TanjungUban. From January to August 2021 Soekarno Hatta Airport received 65,615 visits by foreign tourists, while from January to August 2022 there were 472,897 visits. Experienced an increase of 620.71%. At Ngurah Rai Airport there were 35 visits from January to August 2021 and an increase of 894,392 visits from January to August 2022. The increase was 2,555,305.71%. There were 1,748 sea transport routes in Batam from January to August 2021. The increase in January to August 2022 was 182,450 visits, which was 10,337.64%. TanjungUban from January to August 2021 has 131 visits. January to August 2022 saw an increase of 51,539 visits. The increase amounted to 39,242.75%.

The development of the number of foreign tourists is a reference for how Indonesia can restore tourism to its original state. The advantage that Indonesia will get in this case is in terms of Regional Original Revenue (PAD). The contribution that must be increased to increase state revenue is the socialization of the development of several regions owned by Indonesia through tourism activities. These tourism activities contribute to PAD, especially Surakarta City in the form of entertainment taxes, such as historical sites, culinary tours, shopping tours, educational tours and several accommodations that support other tourist attractions such as hotels, restaurants and so on.

In order to restore Surakarta City's PAD which has decreased due to the Covid 19 pandemic, Surakarta City has begun to increase the recovery of tourism activities by realizing the collaboration that has been signed by the Ministry of Tourism and the Ministry of Health since 2017, namely regarding the development of health tourism in Indonesia. Paradoxically, this pandemic is still ongoing and has not ended, pandemics are nothing new in

human history. Today's crisis places emphasis on continued healing and health for future prosperity. (Pratiwi et al., 2021). Termination of employment in the tourism sector occurs globally, and the government is trying to keep the economy safe, people who have been cooped up for almost 6 months at home are starting to want to go on tourist trips again (Hidayatullah et al., 2020) so a work stimulus or program is needed owned by the regional government in restoring or restoring the condition and situation in their respective regions. In tourism development, there are pillars of tourism, namely the government as a provider of policies, the community as recipients of job opportunities and tourists as connoisseurs of tourist destinations, as well as business actors who get opportunities to provide needs. The relationship between the pillars creates mutually beneficial interactions (Luturlean et al, 2019: 30). The government is a state institution that holds the value of executive and legislative power that is able to make and implement legal functions and laws in certain areas (Taufik and Ngatimin, 2021). One of the realizations of the collaboration between the Ministry of Health and the Ministry of Tourism is the appointment of the City of Surakarta by the Ministry of Creative Tourism as one of the City of Fitness (*Wellness City*) and Wellness Tourism (*Wellness Tourism*) on November 19, 2021. As a model for other cities in developing *wellness* which is in accordance with the special characteristics of the culture of each region. Special features of culture on *Wellness City* chosen by the Mayor of Surakarta in accordance with the provisions and approval of the central ministry, namely herbs and herbs. Etymologically, tourism comes from two words, namely "pari" which means a lot/around, while the meaning of tourism means "to go". In general, the notion of creative tourism is a travel experience that provides opportunities for tourists to develop their creative potential. (Luturlean, 2019). An experience from traveling is an important point for tourists in traveling, the creativity of tourism business actors who can provide value experience to tourists will be the main target for domestic and international tourists.

Surakarta *Tea House* is a cafe business that presents tea drinks as the main commodity on the menu it serves. Tea is included in herbal drinks and is considered to have health, cultural and economic prospects that offer preventive measures against disease. From a cultural point of view, the tradition of drinking tea appears as a habit among the people of Surakarta City, such as when an accident occurs, falls ill in a hospital, *wedding*, entertaining guests to friends, even at every meal, tea drinks are definitely provided. This shows that the tradition of drinking tea is ingrained in society. In terms of health, Surakarta *Tea House* presents one of the famous tea drinks with premium health tea containing low levels of chlorophyll and higher polyphenol antioxidants, but the caffeine is very low so it is good for health (Angraini & Nanda, 2016).

A new idea in developing a diversity of wellness tourism by carrying out the tradition of drinking tea as a blend of fitness and culture which is then packaged in the form of a culinary business. One of the groupings of tourism connoisseurs is based on age and is divided into, namely, teenage tourists, medium tourists, elderly tourists (Marpaung, 2002: 48) tourists are an important point in the world of tourism. Through various terms and standards set by the government in carrying out the theme *wellness tourism*, that is maintain multidimensional health and balance (physical, mental, spiritual, social, emotional and natural environment), have Surakarta *Tea House* meet these requirements? Is there any development of other activities in carrying the theme of fitness in Surakarta *Tea House*? Therefore, to find out the development *wellness tourism* to Surakarta *Tea House* based on the tradition of drinking tea as well as the potential and reasons for its establishment in Surakarta City are the aims of this research.

## II. RESEARCH NOVELTY

Pramono (2013) in his research explained that with all the potential on the island of Bali, it has been famous for a long time. In reviewing the concept of tourism *health and wellness* discussed with seven points: *Social Wellness*, *Physical Wellness*, *Emotional Wellness*, *Career Wellness*, *Intellectual Wellness*, *Environmental Wellness*, *Spiritual Wellness*. In tourism development *health and wellness* which refers to a person's travel activities to and staying at tourist destinations for not more than one year in a row. The city of Surakarta has the potential to offer similar things to tourists. *Wellness tourism* What is appointed is based on tradition without reducing the existence of wellness tourism in general. In accordance with the potential of the City of Surakarta which is rich in culture and traditions left by the past. Tanuwijaya (2009) discusses the cultural traditions of drinking tea in China, the types of tea, to the tea banquet ceremony in Chinese wedding ceremonies, the meaning of drinking tea to become a tradition in China. Founded by Emperor Shen Nong of Yunnan province, this emperor is known as the father of traditional Chinese medicinal plants. The culture he has is the habit of drinking water that is only boiled until it boils, the emperor believes that boiling water is very good for health. One day, a tea leaf accidentally fell into a pot of boiling water belonging to Emperor Shen Nong. After drinking it, Emperor Shen Nong found that the water mixed with tea leaves had a taste and aroma and could refresh the body. The city of Surakarta has a tradition of drinking tea that has been carried out. Like during a wedding ceremony, people have accidents, people are sick. This is very interesting if it is continued with research as well as development.

The novelty of the research above is evidence of research on wellness tourism and the culture of drinking tea, so this research discusses *Wellness Tourism* in the city of Surakarta and related to tradition. This is a new breakthrough in the discussion of cultured tourism and is a new and unique research. Surakarta Tea House raises the concept of healthy living wrapped in a culinary concept, the menu raised is various types of original tea with different benefits, besides that Surakarta Tea House also offers cultural tours that visitors can enjoy such as Live Gamelan, Live Cultural Dance, Live Keroncong. This tradition-based wellness tourism is very interesting for further research.

### III. METHODS

This research is a field study, descriptive method with a qualitative approach. According to Moleong (2011), the position of researchers in qualitative research is as planners, implementers, data collectors, analyzers, interpreters of data and in the end become reporters of research results. This research was conducted within the scope of Surakarta City and specifically at the Surakarta tea house. These two research sites were chosen because they have strong roots in the tourism and culture sectors so that wellness tourism can enter as a new and warm concept in its development. The data obtained is the result of interviews and observations both orally and in writing which are then presented in the form of a description. Data collection techniques use data triangulation, both technical triangulation and source triangulation. Data analysis used the SWOT analysis technique.

### IV. RESULTS AND DISCUSSION

#### 4.1 Development of Wellness Tourism Based on Tea Drinking Tradition

Based on Surakarta's SWOT analysis *Tea House*, researchers classify the factors into internal strengths and weaknesses, as well as external opportunities and threats in development *wellness tourism* based on the tradition of drinking tea in Surakarta *Tea House*.

Internally there are indicators of management, marketing, finance, human resources. While on the external side there are economic, social, cultural and environmental, government, technological and competitive indicators. Surakarta *Tea House* internally and externally, produce four strategies, namely aggressive strategy, turn around strategy, diversification strategy and defensive strategy.

Through the strategy generated by the results of the SWOT analysis, Surakarta is expected to be able to evaluate internal deficiencies or weaknesses in order to immediately get a solution for improvement. Evaluation and solutions to each of these problems include:

4.1.1 Surakarta *Tea House* just had a business establishment permit from BKPM and did not yet have product certification or tea barista certification as a reference for standardizing fitness values. The solution strategy is to collaborate with various parties to obtain product certification, especially BPOM. If you feel you are not capable, then at least Surakarta needs to have one of the fitness standard reference certificates for tea baristas.

4.1.2 Lack of experience in human resources in Surakarta *Tea House* in the expertise of concocting tea drinks, a solution is needed to suppress these deficiencies. Conduct trainings for experts that must be attended by business employees and business owners in order to obtain self-certification in terms of tea baristas. As well as being able to maintain better tea quality than Surakarta's business competitors *Tea House*.

4.1.3 Surakarta *Tea House* is a business that is still considered new. Surely have a *trial and error* in development. So that the planning is made less mature. So it is necessary to prepare a business plan that is more focused and detailed so that if something unfavorable happens during the realization there is no panic and can be faced more calmly and wisely.

4.1.4. Educate the public in consuming healthy tea by opening booths at bazaars and other malls or supermarkets. However, before carrying out the strategy, certification of self-ability in the case of tea baristas is needed to become a reference for customer trust in the fitness value that will be carried.

4.1.5 Surakarta Tea House uses management for non-perishable raw materials: a) Purchased with sufficient capacity for one day, b) Provision of a refrigerator, as the right place for storing perishable materials, c) Always go to the market or look for first hand suppliers to get good quality materials and be more economical.

4.1.6 Surakarta only carries out promotions on Instagram and WhatsApp social media only. So it is necessary to carry out an intensive promotion strategy at busy tracking points. If you feel the promotion uses *billboard* If you can spend a lot of budget, promotion via radio is easier and more economical. If it's still burdensome, then keep promoting through social media more actively than before.

4.1.7 Surakarta Tea House has quite interesting consumers, namely teenagers, adults, parents, the range of consumers owned by Surakarta is a strength in developing wellness tourism on a tradition basis. It is an interesting matter for new breakthroughs in fitness tourism with the standards and values offered by Surakarta visitors or prospective Indonesian wellness tourism tourists.

Through the strategies and evaluations that have been described, Surakarta can minimize these deficiencies. So that Surakarta's products have the potential to be developed *wellness tourism* tradition-based tea drinking can be realized soon. Of the many activities that have been carried out by Surakarta in order to support tea drinking

activities, the following is an explanation of the activities selected to be developed as support *wellness tourism* based on the tradition of drinking tea in Surakarta *Tea House*.

#### 4.2 Potential & Reasons for Wellness Tourism

The city of Surakarta has a slogan that is always echoed to attract tourists to visit, namely *Solo The Spirit of Java*. This means identifying that Solo is a city of culture, where the culture has been rooted in its people. And it has become the principle and responsibility of the community in preserving this culture by actively developing arts and cultural tourism in Surakarta City as an attraction for Surakarta City. The city of Surakarta often gets the nickname as the City of Solo. Solo or Solo Raya are the nicknames of several areas that were previously the Surakarta Residential area. The Surakarta Karisidenan area is a combined form of the Kasunanan Palace and the Mangkunegaran Palace. The Kasunanan Palace area includes: Sukoharjo Regency and Surakarta City. The Mangkunegaran Palace has an area which includes: Sragen Regency, Wonogiri Regency, Klaten Regency and Boyolali Regency (Bambang, Personal Communication, August 20, 2022).

The activities that took place at the Surakarta Tea House were created as an attraction for customers to accompany tea drinking activities. The influence of the layout of the Surakarta Tea House which is located in the Keraton Kasunan village makes this activity have considerations, such as the Baluwarti village being a village that upholds the values of manners and has strong customs. Through consideration, Surakarta started to realize activities (such as: live acoustic music events, live gamelan music events, variant Mangkunegaran traditional dance events, one suro night cultural carnival, walking tours and others) after going through planning and deliberations from various parties.

The development of Wellness Tourism at the tradition-based Surakarta Tea House is a new breakthrough, the reason why Surakarta uses the concept of wellness tourism is that one of the new products in the world of tourism is wellness tourism and is currently being hotly discussed in Indonesia (Rochiryadi, 2021). Selection of one formulation of the right strategy for product development *wellness Tradition-based* in Surakarta falls on the 'Turn Around Strategy Formulation', in which the reasons for choosing this strategy are:

4.2.1 Surakarta has a great opportunity in developing the concept *wellness tourism*. Look at the location of the location of Surakarta which is in the city of Solo. Meanwhile, the City of Solo is one of the pioneers of the City of Fitness and Wellness Tourism. It is hoped that Surakarta will be able to support this concept so that it is more developed among the public and tourists.

4.2.2 Surakarta also has a main tea menu that is able to create physical fitness, because the tea blends offered by Surakarta are made from fresh tea leaves as herbal drinks. Texture has a role as a support for the senses of taste and touch, including the mouth and sight (Midyanto and Yuwono, 2014). Menus that have *Uniq Value Propotation* so it can be adjusted accordingly *wellness tourism* which developed in the city of Surakarta, namely herbs and herbal drinks.

4.2.3 Surakarta has a great opportunity to develop a series of tea drinking activities accompanied by gamelan and dance performances, followed by historical and cultural tour activities, along with cultural carnivals as a tour package menu with a tradition concept that has fitness value. Due to the location of the location of Surakarta which is in the village of the Kasunanan Palace and

4.2.4 The owners of the Surakarta business who are activists in the field of arts and culture are also experienced in organizing communities as well as students and students, so the concept of tradition being developed feels very strong. Human Resources is the process of managing the relationships and roles of the workforce effectively and efficiently (Bintoro and Daryanto, 2017). Through the potential of the workforce which is then able to improve the organization (Hmali, 2016)

4.2.5 Surakarta Tea House carries out promotions that keep up with the times. Promotion in introducing or communicating the products and services produced is one of the company's marketing efforts to increase sales (Sutojo and Kleinturber, 2002) in Journals (Semuel 2007)

4.2.5 Surakarta has several internal weaknesses including: the absence of product certification or barista certification in serving tea drinks as a standard reference for fitness menus, lack of experience in Surakarta's human resources *Tea House* in terms of fitness so that it affects the lack of careful planning in realizing the concept *wellness tourism* based on traditions that are incorporated in the Surakarta package *wellness tourism* that has been provided, the lack of the Surakarta movement in educating the public about tea drinking activities that can improve fitness, the lack of management in terms of raw materials, and the lack of intensive promotion at busy tracking points.

4.2.6 Results of deliberations between researchers and owners of Surakarta *Tea House* after carrying out written observations and evaluations adapted to the vision, mission, objectives and strategic issues.

Traditions and culture are embodied in each fitness program of the package *wellness tourism* tradition based in Surakarta it is located at: a) *Walking Tour*, studying the culture contained in the History of the Surakarta City Kasunanan Palace, there is a value of physical and social relaxation; b) Drinking tea originated from the Keraton culture and then has developed among the people of Surakarta City to have a fitness value in physical, emotional and social relaxation; c) Gamelan music and traditional dance which are forms of cultural art in the City of



Surakarta which were originally developed among the palace aristocrats as accompaniment to activities being carried out at the Palace, have a fitness value in emotional, spiritual and mental relaxation.

It was through these programs that Surakarta produced two products *Tea House*. The two products are tea drinks and tour packages *wellness tourism* tradition-based. Tea drinks are the main product. As for tour packages *wellness tourism* tradition-based is a combination of tea drinking activities, *live music* gamelan and *walking tour*.

## V. CONCLUSION

Development *wellness tourism* based on tea drinking tradition in Surakarta *Tea House* has several internal obstacles in the form of immature planning, business implementation has started with rudimentary planning, the product supervision process does not currently use experts, in terms of marketing it has not used TV, radio or billboard media (*Billboard*) on *pointtracking* are busy, there is no certification of Tea Barista/Tea Brewer, Fresh Product, short term raw materials for durability, no product certification such as BPOM. The strategy used by Surakarta *Tea House* in dealing with internal constraints is to use a strategy *turnaround*. Minimizing internal weaknesses with solutions to internal evaluations to develop external potential.

Surakarta City has the potential to develop *wellness tourism* based on tea drinking tradition in Surakarta *Tea House* caused by: First, the vision of Surakarta City as a city of culture, everything related to culture and tradition is of utmost concern because tradition has taken root in the government and its people, one of which is the culture and tradition of drinking tea. Second, Surakarta City has also been appointed as one of the Fitness Cities in developing Wellness Tourism. Third, the prospects for tea in terms of health, culture and the economy of Surakarta City are very large. The content of tea compounds that have health benefits, tea drinking as a tradition that has been rooted in the community and tea leaves as a basic ingredient for tea are commodities that are cheap and easy to find, one of which is the Kemuning tea plantation located in Karanganyar Regency which is the area around Surakarta City. Referring to this reason, Surakarta developed tea drinking activities into products *wellness tourism* tradition based. The tradition developed is related to the tradition of Surakarta City. Product *wellness tourism* Tradition-based activities in Surakarta consist of several activities, including: *walking tour*, drink tea and *live* gamelan music.

## REFERENCES

- [1]. Agus Rochiryadi. (2021). *Inspirational Ideas and Thoughts for Indonesian Tourism*, Jakarta: PT Gramedia Pustaka
- [2]. Ahmad Taufik dan Ngatimin. (2021). *Government Management*. Surabaya: Global Aksara Pres
- [3]. Angraini, dkk. (2016). *The Effect of White Extract Against Obesity*. Lampung: Lampung University
- [4]. Arif Yusuf Hamali. (2016).. Yogyakarta: Center for Academic Publishing Service (CAPS)
- [5]. Bintoro dan Daryanto. (2017). *First Print. Understanding of Human Resource Management*. Yogyakarta: Gava Media
- [6]. Luturlean B.S.(2019). *First Print. Tourism Business Strategy*. Bandung: National Library. In-Publish Catalog.
- [7]. Marpaung. (2002). *Tourism Knowledge*. Bandung: Alfabeta
- [8]. Midyanto, dan Yuwono. (2014). Determination of Tofu Texture Quality Attributes to be Recommended as Additional Requirements in the Indonesian National Standard. *Journal of Food and Agroindustry*. Vol 2. No 4
- [9]. Hidayatullah, D.R., Darmawan, A., & Kallidumban, S. (2020). *Finding the strategy after corona crisis: the new normal and resilient economy growth in indonesia 3(1)*, 64-79
- [10]. PratiwiRatih, Rizky Rama, NofitaSulistiyanti (2021). *Building the Trust for The Tourism Destination Resiliency in New Normal Society*. Semarang: IKRA-ITHHumanioraJournal Vol 5 No. 1. Wahid Hasyim University.
- [11]. [Semuel, Hatane](#). (2007). *Journal of Marketing Management*, Surabaya: Kristen Petra University.
- [12]. Website:
- [13]. [BPS](#), “*Indonesian Tourism in the Middle of a Pandemic*” Deputy for Development of Destinations and Infrastructure of the Ministry of Tourism and Creative Economy accessed from <http://egsa.geo.ugm.ac.id> 6th October 2022 at 23.00 WIB