

SOCIAL DIMENSION FORCE TOWARDS HEALTH TOURISM INITIATIVE IN TAMANSARI VILLAGE BANYUWANGI

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Abstract. *The tourism industry wields significant influence over the local economy. Yet, mass tourism and overcrowded destinations can have negative effects on the environment, culture, and communities. The World Tourism Organization (WTO) has championed the concept of Sustainable Tourism Development (STD) to champion eco-friendly practices. This approach encompasses bolstering local communities and advocating for top-tier tourism experiences. By delving into on-site research and engaging in extensive discussions with key stakeholders in Tamansari Village, Banyuwangi, Indonesia, this article investigates qualitatively using Driving Force, Pressures, State, Impacts, and Responses (DPSIR) method, especially the Social Force the social dynamics underlying the increasing trend of health tourism in the area. The findings shed light on the discordant interests and divergent viewpoints among various interest groups, emphasizing the imperative need for mutual alignment among tourists, tourism enterprises, local inhabitants, and government entities to pave the way for successful health tourism initiatives.*

Keywords: *Carrying Capacity; Health Tourism; Social Dimension; Sustainable Tourism*

1. INTRODUCTION

Sustainable tourism has emerged as a guiding principle for responsible tourism development, aiming to minimize adverse impacts on the environment and local communities while ensuring the long-term viability of the tourism industry. According to the World Tourism Organization (WTO, 1996), sustainable tourism indicators are crucial for providing decision-makers with clear information to mitigate the risk of poor choices. Research by Boers and Cottrell (2007) and Angelevska-Najdeska and Rakicevik (2012) underscores the importance of integrating sustainability into the planning process. Using geographical information systems (GIS), they advocate for considering factors such as development goals, visitor preferences, carrying capacity, and potential resource impacts. This approach involves judiciously allocating resources over time and space, acknowledging the dynamic interplay between tourism supply and demand, influenced by external factors and managed by protected area authorities.

Continuous monitoring is pivotal in this framework. By tracking resource conditions and visitor satisfaction (Wong & Wan, 2013), authorities can pinpoint areas needing intervention and shape resource utilization on both supply and demand sides. Effective management of tourist behavior also plays a critical role. Research conducted at Hongshan Zoo (Wang et al., 2016), a popular tourist destination in China, identifies key factors for sustainable tourist attraction management, including effective administration,

personalized itineraries, efficient transportation, and ensuring visitor safety. These strategies are implemented while considering nature conservation and accommodating increasing visitor numbers.

The case of Tamansari Village in Banyuwangi exemplifies the imperative of sustainable tourism practices. While focusing on implementing sustainable initiatives, social considerations also play a significant role. Nowacki (2013) underscores the importance of social dimensions in tourism, highlighting that tourists prioritize spending quality time with loved ones and relaxation over educational aspects. Understanding these social motivations is crucial for developing a sustainable tourism plan for Tamansari Village, especially as it moves towards becoming a health tourism destination (Han, Lee, & Ryu, 2017), integrating health treatments with holiday experiences in exotic locales.

Health tourism contributes to sustainable tourism by promoting wellness and preventive healthcare, which benefits individuals and communities in the long term. Mueller and Kaufmann (2001) note that health tourism supports economic sustainability by attracting visitors to spend on wellness programs, accommodations in natural settings, and local experiences. Moreover, integrating health tourism with local heritage attractions enhances environmental sensitivity and promotes sustainable practices (Kempiak et al., 2017). However, bridging the gap between awareness and participation in health tourism, as well as enhancing its social dimensions, remains critical. Through on-site research and extensive stakeholder discussions, this study reveals divergent interests among tourists, tourism enterprises, local residents, and government entities. Aligning these interests is essential for fostering successful and sustainable health tourism initiatives that benefit all stakeholders involved. Therefore, this study seeks to answer the following research questions:

- RQ1. *What are the key social factors and barriers affecting stakeholders' participation and support in the health tourism initiatives of Tamansari Village, Banyuwangi?*
- RQ2. *How do social dynamics and stakeholders' interests influence the development and sustainability of health tourism initiatives in Tamansari Village, Banyuwangi?*

2. LITERATURE REVIEW

2.1 Sustainable Tourism

In 1999, Butler's study on sustainable development in the context of tourism identified several key issues and challenges. These issues revolve around the emphasis on environmental impacts versus human and social impacts, as well as the difficulties in controlling tourism development and mass tourism (Butler, 1999). Butler suggests that an alternative form of tourism activities is necessary. He argues that sustainable tourism should be defined not merely as environmentally friendly tourism, but as tourism that can maintain its viability in an area indefinitely. This perspective highlights a critical issue on the tendency to focus solely on environmental aspects while neglecting the social dimensions of sustainability.

The role of social dimensions and local communities is crucial in tourism, especially when collaborating with governments. Sentanu et al. (2023) support this by suggesting that modern tourism development must consider the needs of all stakeholders in designing and developing destinations. Given today's global climate change concerns, tourism development is increasingly focusing on natural conservation activities.

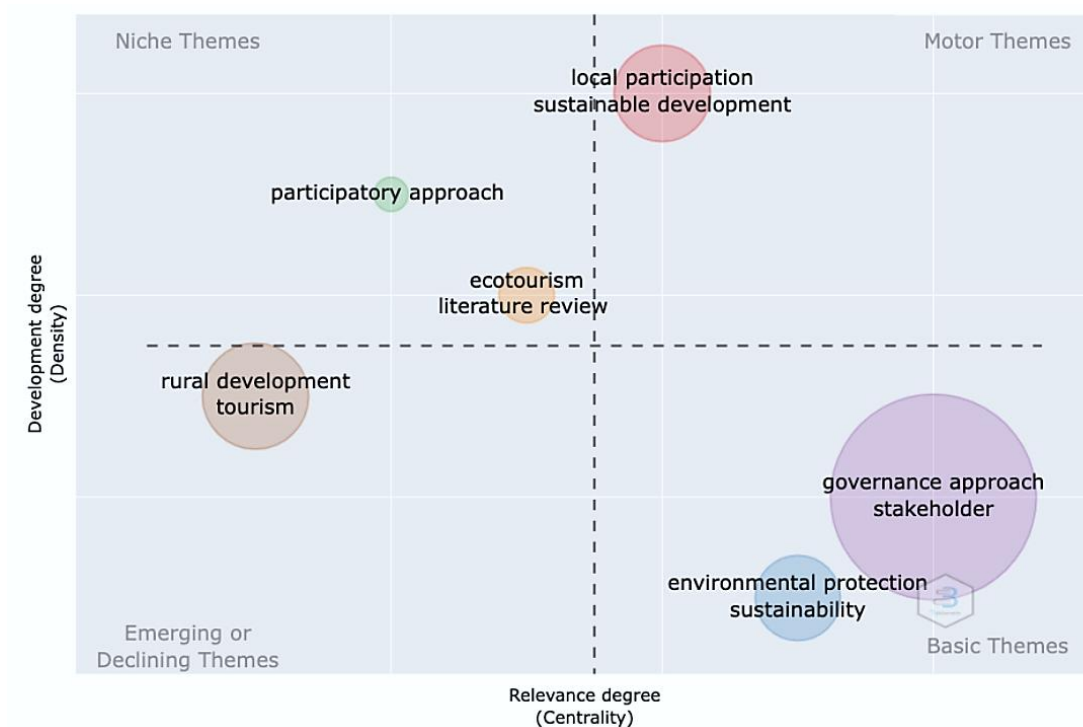


Figure 1. Maps of tourism keyword clusters in research from 2010 – 2021
(Sentanu et al., 2023).

These natural conservation activities align well with the discussions on sustainable development and local participation in tourism research. Within these clusters, topics such as stakeholder analysis, planning methods, sustainable tourism, environmental management, and conservation management are prominent. Additionally, the sustainable development of tourism activities inherently involves discussions about local participation including social values, traditional knowledge, community empowerment, and social innovation (Phelan, Ruhanen, & Mair, 2020).

2.2 Tourism's Social Dimensions Force

In the realm of strengthening tourism capacity, it is essential to involve relevant local stakeholders (Ruhanen in Haribudiman, Berliandaldo, & Holman Fasa, 2023). This includes the active engagement of the local community in the surrounding destination area. Successful development is not solely determined by expensive tourism but also by providing good value for money and positively impacting the local and social environment. Ensuring tourist satisfaction and access for all is crucial for a fulfilling and inclusive visitor experience. An acceptable limit of change must be established to maintain the destination's integrity while accommodating tourist influx. Host capacity is another significant factor, including the residents' profile and their perceptions of tourism. Local participation in tourism planning is vital, enhancing community knowledge about tourism and education. Further, Zelenka & Kacetl (2014) emphasize that determining tourism territory must take into account the research, monitoring, visitor expectations, tourism infrastructure, and residents' activities.

3. RESEARCH METHODS

This study was conducted through field research involving in-depth interviews and group discussions with local stakeholders of Tamansari Village's tourism authorities. These stakeholders included the Head of Tamansari Village, the Chief District Officer, representatives from the village-owned enterprise (In Indonesian Language: Badan Usaha Milik Desa), and other relevant participants. The outcomes of these group discussions were analyzed using the DPSIR (Driving Forces, Pressures, State,

Impacts, and Responses) framework. DPSIR is a tool that elaborates on the reciprocal relationship between tourism enthusiasts and the environment. In this study, the authors specifically focused on the social dimension to identify and analyze the key social factors influencing stakeholders' participation in the health tourism initiatives of Tamansari Village, Banyuwangi. The Priority Actions Programme outlined by Haribudiman, Berliandaldo, & Holman Fasa (2023) emphasizes that among the five dimensions of sustainable tourism development, the social dimension is crucial. This dimension encompasses residents, social structures, and social dynamics, which are vital components for fostering sustainable tourism development.

And then, the study identified the issue of developing relatively new concept of tourism for the Village. During discussion, the stakeholders were given topic of sustainable development of tourism activities on health tourism initiative. Each topic is designed to elicit specific information from the stakeholders, including about the factors supporting tourism, roles of village-owned enterprises (BUMDesa), awareness of health tourism, and attractions and facilities in health tourism planning. Data of the discussion reveals the dynamics of social dimensions in terms of health tourism initiative.

Table 1. Discussion Topic on Health Tourism Activities

Perception about Tourism Activities in Health Tourism Initiative	
1	The activities that are multidimensional and multidisciplinary, driven by the needs of individuals and countries. It involves interactions among tourists, local communities, governments, regional authorities, and businesses.
2	Environmental conservation, waste management, air quality, and clean water.
3	Developing the village economy and informal sector businesses to absorb local labor.
4	Local products, traditional massage, herbal drink, trekking, and fish therapy.

Source: Authors Research Data (2024)



Figure 2. Discussion with each group of tourism stakeholders

4. RESULTS AND DISCUSSION

The study identified the challenges associated with developing a relatively new concept of tourism in Tamansari Village. Through field research involving in-depth interviews and group discussions with local stakeholders, such as the Head of Tamansari Village, the Chief District Officer, representatives from the village-owned enterprise (In Indonesian Language: *Badan Usaha Milik Desa*), and other relevant participants, the study reveal the social dimensions influencing stakeholder participation in health tourism initiatives. The findings highlighted that tourism activities in Tamansari Village are multidimensional, driven by local residents, communities, governments, regional authorities, and business enterprises. Within this context, the village-owned enterprise plays a dominant role in managing activities related to the village's tourism

planning. Other stakeholders in the village expect the village-owned enterprise to focus on developing the local economy and informal sector businesses to absorb local labor.

Data from an in-depth interview with the Head of the Village-Owned Enterprise (BUMDesa) revealed a strong commitment to the welfare of Tamansari Village residents. This driving force was intended to reduce poverty through sustainable tourism development. BUMDesa demonstrates this commitment by distributing nearly 70% of tourism profits to the residents, while allocating only 30% for community management and BUMDesa's operations. This profit-sharing initiative aims to support existing facilities in Tamansari Village, such as homestays, tour guides, and small and medium enterprises (SMEs), facilitating their business expansion. Specifically, these expansions involve enhancing the certification levels of each business. For instance, approximately 76% of homestays and around 200 tour guides have been certified by the National Professional Certification Agency (BNSP). This certifications help them to make job opportunities on informal business, like to provide a human taxi (trolley pushed and pulled by three or four men) to the Ijen Crater and Blue Fires.

The stakeholders involved in this study expressed significant interest in environmental conservation as part of the health tourism initiative. About 43% of the stakeholders, including the Family Welfare and Empowerment Organization (PKK) and heads of regional authorities, emphasized the importance of sustainable practices. Their concerns focus on waste management, air quality, and clean water support, recognizing that these factors influence the attractiveness of the new tourism destination. While the air quality in Tamansari Village has remained relatively stable over the years, stakeholders believe that maintaining this condition is crucial for ensuring the long-term viability of tourism in the village. It proves that community quality of life becomes the pressure in developing sustainable tourism.

The Village Consultative Body (BPD) also has its interest in the health tourism initiative in Tamansari village. Their concerns on this relatively new tourism idea are to make tourists become healthier, experience relaxation, and have memorable experiences during and after being involved in tourism activities. The ideas are about conceptualizing forest-bathing through trekking activities, special spots for doing Yoga and traditional meditation, traditional massage, and herbal drink processing experiences. These changes will involve local community participation in the planning, implementation, and evaluation of tourism activities.

Analysis by social dimension of DPSIR framework resulting that the social dimension forces are essential for fostering sustainable tourism. The primary driving force in the social dimension of Tamansari Village's health tourism initiatives is the commitment of the Village-Owned Enterprise (BUMDesa) to the welfare of the local residents. The pressure in the thi dimension is the need of the Family Welfare and Empowerment Organization (PKK) and heads of regional authorities to maintain and improve the quality of life for the community amidst the development of sustainable tourism. The current state of the social dimension in Tamansari Village's health tourism initiatives is characterized by BUMDesa initiatives to empower local labor. The impact of the social dimension on the development and sustainability of health tourism initiatives in Tamansari Village is evident in the increased participation and support from various stakeholders. The commitment of BUMDesa to share tourism profits with the residents has led to the expansion of existing facilities and businesses, enhancing their certification levels and creating job opportunities.



Figure 3. Map Model for Health Tourism Initiative in Tamansari Village by Authors' Research (2024).

In response to the identified driving forces, pressures, and impacts, the stakeholders in Tamansari Village have shown significant interest in promoting sustainable health tourism initiatives. This includes conceptualizing forest-bathing through trekking activities, creating special spots for yoga and traditional meditation, offering traditional massage and herbal drink processing experiences, and involving local community participation in all stages of tourism activities. Thus, the analysis of the social dimension using the DPSIR framework highlights the essential role of social factors in fostering sustainable tourism in Tamansari Village. The strong commitment of BUMDesa to the welfare of local residents, the emphasis on environmental conservation, and the collaborative efforts of various stakeholders are crucial in ensuring the long-term viability of health tourism initiatives. By addressing the driving forces, pressures, and impacts, and implementing appropriate responses, Tamansari Village can successfully develop and sustain health tourism initiatives that benefit the entire community.

CONCLUSION

The study of health tourism in Tamansari Village, Banyuwangi, underscores the crucial role of social dynamics in advancing sustainable tourism. Utilizing the DPSIR (Driving Forces, Pressures, State, Impacts, and Responses) framework, the research highlights the commitment of the Village-Owned Enterprise (BUMDesa) to the welfare of the community. This commitment is demonstrated through profit-sharing schemes that support local businesses and labor. Key stakeholders, including the Family Welfare and Empowerment Organization (PKK) and regional authorities, emphasize sustainable practices such as waste management and air quality maintenance, which are essential in addressing the pressures to enhance the community's quality of life amidst tourism development. The Village Consultative Body (BPD) also plays a pivotal role in conceptualizing tourism activities, ensuring they align with the community's needs and environmental conservation goals.

The initiatives in Tamansari Village illustrate the critical role of social factors in achieving the long-term viability of health tourism. The involvement of various stakeholders and the creation of sustainable tourism activities, such as forest-bathing, yoga, traditional meditation, and herbal drink processing, have positively impacted local businesses and job creation. These activities highlight the importance of community-centered approaches and environmental conservation in sustainable tourism development. The collaborative efforts of BUMDesa, PKK, regional authorities, and the BPD demonstrate how aligning interests and focusing on community welfare can foster sustainable tourism practices that benefit all stakeholders.

For further study, it is recommended to conduct longitudinal studies to monitor the long-term impacts of health tourism initiatives and perform comparative analyses with other regions to gain broader insights. Evaluating the economic and health outcomes of health tourism activities will provide valuable data on their effectiveness. Additionally, assessing the current policies and developing new guidelines will ensure alignment with broader environmental and social sustainability goals. This comprehensive approach will contribute to the well-being of local communities and the environment, ensuring the sustainable development of health tourism in Tamansari Village and beyond.

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