

The Emerging of Health Tourism Policy and Practices in Indonesia: *An Integrated Literature Review*

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Abstract: This research aims to describe and analyze tourism policy in the context of alternative tourism, especially health tourism in Indonesia. Although health tourism policy is well known in America and Europe, it is a relatively new thing to do in Indonesia and is one of the priorities in tourism policy. For this reason, research is needed on the current implementation of the health tourism policy in Indonesia. This research uses a qualitative method with an Integrated Literature Review (ILR) approach by analyzing various journals that discuss implementing health tourism policies in Indonesia. The research methods used literature studies from journals in the Google Scholar database and were selected based on the most relevant journal content. One of the findings of this study shows that the implementation of health tourism policies in Indonesia has received important attention since 2012 and began to be developed seriously in 2017 between the Ministry of Health and the Ministry of Tourism and Creative Economy. Yogyakarta is one of the provinces that has potential in the development of health tourism. Another thing that is discussed in the context of health tourism policy in Indonesia is the health tourism destination of oxygen-rich islands. These clean air conditions high oxygen levels and tourism make the Sumenep Regency Government make Gili Iyang Island a health tourism object. In conclusion, implementing the health tourism policy has a positive impact as alternative tourism can generate economic growth and sustainable development in the community.

Keywords: tourism, health, policy, economics

1. INTRODUCTION

Health according to WHO (2010) is a perfect state both physically, mentally, and socially and not only free from disease or weakness. Meanwhile, the meaning of health according to Law 23 of 1992 concerning health states that health is a state of physical, mental, and social well-being that allows for a socially and economically productive life. Mental health (mental health) is a condition that allows optimal physical, intellectual, and emotional development of a person, and that development runs in harmony with the condition of other people. Socially healthy is a person's life in society, which means that a person has sufficient ability to maintain and advance his own life and the life of his family makes it possible to work, rest and enjoy holidays.

Health tourism was first developed in 2000–2001 with the WHO Pacific Regional Office and the WHO Collaborating Center at the University of Western Sydney, Australia, as a component of the Healthy Island strategy. Meanwhile in Indonesia, health tourism started when the President stipulated Presidential Regulation Number 14 of 2018 which is an amendment to Presidential Regulation Number 40 of 2017 and Presidential Regulation Number 64 of 2014 concerning Cross Strategic Coordination The Tourism Management Sector is led by the Vice President with members are 22 Ministers/Heads of State Institutions, one of whom is the Minister Health.

As a follow-up to the Presidential Decree, the Ministry of Health has made efforts to accelerate the development implementation of health tourism as outlined in the

Memorandum of Understanding on Health Tourism Development between Ministers of Health and the Tourism Minister signed on March 30, 2017.

One form of recent global healthcare commercialization is medical tourism, health tourism, or medical travel (Alsharif, et al., 2010), some other terms are wellness tourism, healthcare tourism, and global healthcare. It is possible to distinguish between health and medical tourism, especially in the scope of the targeted subject (supply), the motive/desire of tourists (demands), and how serious the medical intervention is in that context (Cook, 2010).

Health tourism means people are going to visit other countries for affordable and convenient health care that cannot be found in their country. Generally, health tourism is divided to be two parts, namely medical tourism and wellness tourism (Smith & Puczkó, 2008). Health tourism is very common in ASEAN Countries, such as Thailand, Singapore, and Malaysia there have been so many tourists coming to their countries to enjoy both medical and wellness tourism (Pocock & Phua, 2011), meanwhile, Indonesia has not been ready yet to compete those countries (Gunawan, 2016).

This is not Indonesia's first effort to become a healthcare tourism destination. The Ministry of Tourism and Creative Economy and the Ministry of Health previously signed an agreement in 2012 to cooperate concerning developing the country's healthcare tourism industry (Paul, 2014). Indonesia is set to take part in the region's growing healthcare tourism industry. A Memorandum of Understanding (MoU) was signed between the Tourism Ministry and the Health Ministry

for the development of international healthcare tourism at the Tourism National Coordination Meeting held on 26–27 September 2017 (Jakarta Post, 2017).

2. METHOD

This research is a systematic study (Integrated Literature Review) that was carried out systematically by following the correct research stages or protocols. A systematic review is a research method that aims to evaluate, identify, and analyze all previous research results that are related and relevant to a particular topic, particular research, or current phenomenon of concern (Perry & Hammond, 2002); (Wolor, Pratama, Aditya, F, & Purwana, 2020). The facts presented are comprehensive and balanced because a systematic review was used to synthesize relevant research findings.

A qualitative systematic review includes the following steps: Formulating research questions, conducting a systematic literature review search, screening and selecting appropriate research articles, Conducting analysis and synthesis of qualitative findings, Carrying out quality control, and Preparing a final report (Perry & Hammond, 2002); (Wolor et al., 2020). Article inclusion criteria used:

- a) an article explaining the implementation of the health tourism policy in Indonesia;
- b) articles written in Indonesian and English;
- c) the published article has complete sections;
- d) published since the start of the health tourism policy from 2012 to January 2022.

Article exclusion criteria included: The composition of the article is incomplete.

2.1 Data analysis

The search was carried out using the Google Scholar database using the keywords: "health tourism policy in Indonesia". The articles that appear are then sorted so that no articles with the same title are found. Next, the articles are sorted based on predetermined inclusion and exclusion criteria. Articles that include only an abstract will be eliminated. So that we get the article that will be analyzed. The articles that have been obtained are then extracted. Article extraction is based on the author of the article, the year the article was published, the number of samples used, the measuring instruments used, the results of the research conducted, and the article database.

Search results using the keyword "health tourism policy in Indonesia" using the Google Scholar electronic database. Search results using these keywords produced 330 articles. Then the articles were filtered using inclusion and exclusion criteria, resulting in 43 articles. The next selection of articles is by eliminating duplication of articles with results of 33 articles. Next, 27 articles were eliminated, resulting in a complete composition of 20 articles.

Currently, the 2018 - 2020 health tourism development policy has been prepared with the concept of dividing 4 health tourism development clusters, namely

- 1) Development of Medical Tourism (Medical Tourism)
- 2) Development of Fitness and Herbal Tourism
- 3) Development of Sports Tourism that supports Health
- 4) Health Scientific Tourism Development

3. RESULT AND DISCUSSION

3.1 Result

Opinions from Tritono (2017), and Notoadmojo (2014), said that when someone experiences illness, several responses will arise, namely not taking action, self-medicating, seeking traditional treatment, and seeking treatment at treatment facilities modern. Notoadmojo (2014) added that each element of society has different concepts of health and illness which will influence health-seeking behavior when experiencing illness so that people's perceptions of health and illness have a close relationship to health-seeking behavior.

As stated by Subandi and Utami (1996), there is an evaluation process after using treatment from professionals and non-professionals. This means that it is not uncommon for people to turn to alternative medicine when modern medicine provides unsatisfactory results, and vice versa. The behavior of determining the direction of treatment is known as health-seeking behavior.

Society will determine the direction of treatment or treatment, whether it is traditional or modern medicine, but basically, culture also plays an important role in forming this behavior and belief, as in research conducted by Quah and Bishop (1996). Quah and Bishop (1996) conducted research on native Chinese and Chinese Americans regarding perceptions of health.

Native Chinese people think that disease arises due to imbalances in the body, this is the same as the culture in China which considers that someone is said to be healthy if they have a balance between Yin and Yang, while Chinese-Americans say that a disease arises due to viruses, so native Chinese people will choose to seek treatment from traditional Chinese medicine while Chinese-Americans will prefer to seek treatment from health workers (Matsumoto & Juang, 2008).

Traditional medicine is divided into three parts, namely the first medicine is medicine that comes from vegetable sources which is taken from plant parts such as fruit, leaves, bark, and so on, the second is medicine that comes from animal sources such as glands, bones, as well as the meat and the third is that it comes from mineral sources or salts which can be obtained from spring water that is released from the ground. According to Asimo (1995), traditional medicine is divided into two parts, namely traditional healing which consists of massage, compresses, acupuncture, and so on, and traditional medicine or traditional drugs, namely using ingredients that are available from nature as medicine to heal. disease.

Traditional medicine has the advantage of being cheaper in terms of costs compared to modern medicine, while the weakness is that traditional medicine has never gone through scientific trials so the feasibility of this traditional medicine is still often questioned. In some cases, the use of traditional medicine even results in delays in medical treatment, making the disease worse.

Modern medicine is treatment that is currently developing, namely with medical and medical methods, modern medicine is carried out using scientific methods or has been tested with research, and the results are accounted for, and traditional medicine according to WHO (2000) is the total sum of knowledge, skills and practices -practices based on theories, beliefs and experiences of people who have different customs and cultures, whether explained or not, are used in health maintenance as well as in the prevention, diagnosis, improvement or treatment of physical and mental illnesses.

The basis for people's behavior can be determined by values, attitudes, and education or knowledge (Notoadmojo, 2005). People are often reluctant to go to the hospital, which is generally because the cost of treatment at the hospital is quite high for people with a middle to lower economic level. Two types of treatment are often used by people, including modern medicine and traditional medicine.

Currently, various medical facilities are increasingly paying attention to the development of different diseases each year, many health services are provided with various modern tools to support their work. Don't forget that there are professional staff who help doctors in their work, in general, these professionals are included as health workers. The increasingly advanced world of health does not go hand in hand with the healthy behavior of society. Healthy behavior is a person's response to stimuli related to illness and disease, the health care system, food, and the environment (Simons–Morton et al., 1965).

Development of the Indonesian Tourism sector is part of the priority targets in the work program of President and Vice President Jokowi-Ma'ruf for the 2019-2024 period. Infrastructure development, which has been carried out for 5 years and will be continued more quickly, is one of the strategic steps in carrying out interconnections to facilitate land, sea, and air transportation connections with tourism areas, people's industrial areas, and special economic areas in one unit.

Anticipating the global strategic environment which is very dynamic, full of change, full of speed, full of risk, full of complexity, and full of surprises, the Ministry of Health offers a new model, new way, and new values in supporting the priority targets of the president's work program through innovation. in the form of developing the concept of health tourism as a new opportunity to increase the productivity of people's economic efforts which also has the opportunity to double the country's foreign exchange earnings through development of the tourism sector.

Collaborative innovation in the development of health tourism is expected to be able to provide additional strength for the performance of the tourism sector to be more productive and competitive. The tourism sector is currently a priority sector in increasing foreign exchange in Indonesia. Its status as a leading sector has proven to be growing and developed into a mainstay in increasing foreign exchange from 5th place to 2nd place. Apart from its rapid tourism growth, Indonesia is one of the most popular tourist destination countries because of its diverse cultural riches.

Data on the growth of Indonesian foreign tourists in 2017 also showed positive growth of 22%, higher than ASEAN which grew 7%, and global growth of 6%. To maintain and improve Indonesia's tourism performance, various efforts to develop tourism products that can encourage tourists to stay longer and increase tourism expenditure must be carried out in a structured and systematic manner.

For this reason, collaboration between the tourism and health sectors in developing health tourism is the right choice for the Indonesian government to boost tourism performance. The huge opportunity for the health tourism industry that has not been exploited in Indonesia can be achieved by expanding business penetration in developing health tourism potential in 4 ways, namely:

- 1) Increase the number of foreign tourists who travel for health tourism to Indonesia;
- 2) Prevent domestic tourists from undertaking health tourism abroad;
- 3) Increasing the length of stay of foreign tourists visiting Indonesia;
- 4) Increase tourist spending on each health tourism thematic travel pattern.

Apart from that, the development of health tourism is expected to be able to create a multiplier effect to increase investment interest in the field of health tourism services in Indonesia. Thus, the value of economic benefits driven by the health tourism sector will contribute significantly to national development, improving the quality of health services and community welfare.

The President has stipulated Presidential Regulation Number 14 of 2018 which is an amendment to Presidential Regulation Number 40 of 2017 and Presidential Regulation Number 64 of 2014 concerning Strategic Coordination across Sectors for Tourism Implementation led by the Vice President with 22 Ministers/Heads of State Institutions as members, one of whom is the Minister Health.

As a follow-up to the Presidential Decree, the Ministry of Health has made efforts to accelerate the development of health tourism as outlined in the Memorandum of Understanding on Health Tourism Development between the Minister of Health and the Minister of Tourism which was signed on March 30, 2017. This was further followed up technically in the Agreement Cooperation on the Implementation of Health Tourism Development between the

Secretary General of the Ministry of Health and the Secretary of the Ministry of Tourism which was signed on September 26, 2017.

The duties of the Ministry of Health in the Cooperation Agreement are:

- a. Formulate and socialize health tourism policies;
- b. Encouraging the private sector to organize superior hospitals (medical tourism) and superior traditional health facilities (wellness tourism),
- c. Facilitating the availability of service facilities and implementation of health efforts
- d. Others to provide health protection for tourists in 10 (ten) priority tourism destinations;
- e. Determine hospitals (medical tourism) and traditional health facilities (wellness tourism) that have superior services in organizing health tourism;
- f. Provide information to the Ministry of Tourism related to the development of health tourism;
- g. Encourage traditional health services to have excellence which includes, among others: spa, herbal, acupressure, and acupuncture in organizing health tourism; and
- h. Developing scientific tourism potential from the results of research and development in the health sector.

Medical tourism the definition is a trip out of town or from abroad to obtain examination services, medical procedures, and/or other health examinations at a hospital. Medical tourism is developed for health purposes, both for treatment and maintenance purposes and equipped with facilities and services that support the realization of a quality tourism experience. These services are carried out at superior hospitals and/or with superior doctors. A superior hospital is a hospital that provides health services with the main characteristic of providing high-quality services by relying on service quality that comes from a combination of human resource competence, technology, and commitment to make it the best service. The best health care methods and facilities for certain types of diseases (modern and/or traditional) and/or tourist attractions that provide peace of mind and relaxation. Featured doctors are doctors or medical personnel who have certain competencies, abilities, and expertise and have high selling value at home and abroad.

Wellness tourism developed for health purposes, whether for prevention, treatment, or maintenance purposes, is equipped with facilities and services that support the realization of a quality tourism experience. The methods/methods/materials used to maintain body fitness have certain characteristics (traditional and/or modern), health facilities (hospitals/clinics/therapy places/therapists/other health workers), and/or tourist attractions that provide peace of mind and relaxation. The spa offered is a special traditional spa and only exists in Indonesia.

Health Scientific Tourism, Tourism developed for educational purposes in the health sector is equipped with facilities and services that support the realization of a quality travel experience. The aims are: 1) to get to know history in the field of health education in the form of stories/storytelling and the legacy of historical methods and buildings in the health sector (the oldest hospitals, the history of the discovery and manufacture of medicines/devices/health methods, the history of medical/nursing science, the history of health education, figures in health sector, etc.) has high significance value for the world; 2) Collaborate international medical and health seminar/workshop events with wellness, herbal, antiaging and aesthetic tourism destinations and other thematic tours in Indonesia.

Health Sports Tourism was developed for health purposes, both for medical purposes and health maintenance through recreational sports activities utilizing annual sports events at sports facilities owned by Indonesia as well as sports health services that support the realization of a quality sports health tourism experience. According to Law No. 10 of 2009 concerning Tourism, Tourism is a variety of tourist activities and is supported by facilities and services provided by local communities, fellow tourists, government, local authorities, and entrepreneurs. The role of tourism itself is a sector that can support the progress of a region, especially with the existence of regulations regarding regional autonomy. This policy is implemented based on regional communities having reliable capital for the progress of their region, one of which is through tourism activities.

3.2 Discussion

The Ministry of Tourism has a strategic plan for tourism development in Indonesia. The Ministry of Tourism's strategic plan for 2015-2019 was prepared referring to the proposed medium-term plan prepared by the Ministry of Tourism and Creative Economy, as well as the National medium-term plan, as stated in *NAWA CITA*. As a service industry, the tourism sector has contributed and played a strategic role in national economic development, regional development, and improving community welfare through contributing to foreign exchange, contributing to Gross Domestic Product (GDP), and creating jobs, in addition to its social, cultural and environmental roles. in preserving natural and cultural resources. It is hoped that Indonesian tourism can continue to be strengthened and developed into a strategic sector and pillar of national economic development and will be able to achieve the target of 20 million foreign tourist visits and 275 million domestic tourist movements in 2019. In the 2020 APBN, the amount allocated for additional funds to accelerate development is IDR 6.9 trillion. It is hoped that this amount of funds will be able to accelerate work on basic utility and infrastructure projects in five super-priority destinations.

Meanwhile, data on foreign tourist visits to Indonesia, citing the opinion of Rahma (2020), through all entry points in October 2019, amounted to 1,354,396 visits or an increase of 4.86% compared to the same period in October 2018, which

amounted to 1,291,605 visits. Based on nationality, the highest number of foreign tourist visits in October 2019 was recorded, namely: Malaysia with 241,056 visits, China with 160,446 visits, Singapore with 145,246 visits, Australia with 131,861 visits, and Timor Leste with 91,761 visits. According to data taken from the pegipegi.com site, there are still many hidden tourist attractions or what could also be called hidden paradises that are not widely known by the domestic and foreign public.

In tourism, there is a close connection between tourism activities in the social aspect which concerns the relationship between humans, namely tourists and local communities in tourist destination areas. In addition, tourism activities do not rule out the possibility of having an impact on the physical environment in the destination area.

Tourism activity is essentially a trip that is arranged for a temporary period, which is held from one place to another, with the intention not to try or earn a living but simply to enjoy the trip to see the beauty of nature, feel the coolness of the mountains, see attractions. -cultural attractions, historical places, or places that are considered holy or sacred. The forms of travel motivation that can be undertaken include sightseeing, health, study, religion, vacation, and so on. In this research, the author will focus on tourism which is still relatively new, and developed well in the world, namely only appearing in 2001 in Australia, by looking at how tourism is implemented based on health motivation commonly known as health tourism, especially in Indonesia.

Ministry of Tourism and Ministry of Health. Efforts to develop health tourism have been made since 2012 as follows (Andriani, 2017),

- 1) The launch of the Indonesia Wellness and Healthcare Tourism (IWHT) Team was carried out
- 2) by the Minister of Tourism and Creative Economy with the Minister of Health on 12 October 2012 in Bali.
- 3) Signing of a Memorandum of Understanding on Health Tourism between the Ministry of Tourism and Creative Economy and the Ministry of Health on 29 November 2012
- 4) Signing of the Cooperation Agreement (PKS) by the Secretaries General of both ministries on 20 September 2013
- 5) Establishment of a Health Tourism Development Working Group within the Ministry of Tourism and Creative Economy and the Ministry of Health as determined by the respective decrees of the Secretaries General of the two ministries.
- 6) Signing of a Memorandum of Understanding on Health Tourism between the Ministry of Tourism and Creative Economy and the Ministry of Health on March 30, 2017. The concept of a hospital with a health tourism program, especially medical tourism, includes, among other things, being able to organize the journey of a sick patient lying down from home to the destination hospital to return home. Usually, patients are accompanied by relatives or family.

If traveling by plane, the hospital has collaborated with airlines or helicopter services that allow transporting patients lying down. Hospitals that are aware of medical tourism are also capable. help arrange visas for patients and their families who come from abroad, so that consumers are comfortable because all their formalities for traveling can be facilitated. For immigration matters, Indonesia does not yet provide appropriate visas that can meet the needs of foreign patients and their families.

Hospitals with health tourism programs are also able to arrange accommodation such as hotels and lodgings, as well as arrangements for visits to tourist destinations. For example, for patients undergoing general health checks, patients giving birth, or patient families who wish to travel, the hospital is able to facilitate this. For example, a hospital in Malaysia provides a general check-up package complete with visits to tourist destinations with prices written on the website.

The Yogyakarta Special Region is rich in tourism diversity, be it cultural tourism, natural tourism, culinary tourism, and others. There are various public facilities in Yogyakarta, including hospital health facilities with various levels of accreditation. Hospitals in Yogyakarta are aware of the importance of medical tourism, but it is not easy to make it happen, among other things, because of limited human resources, the burden of hospital administration which takes up attention, and the lack of integration with tourism actors such as travel agents and hotels.

In the midst of various challenges and obstacles, the hospital that has carried out a medical tourism program in Yogyakarta and is included as a health tourism priority hospital in this area is the Prof. Central General Hospital: Dr. Sardjito and An-Nur Special Surgical Hospital (Adriani, 2017). Dr. Central General Hospital Sardjito is a government-owned hospital and has been appointed as the National Referral Hospital in the Yogyakarta and southern Central Java regions. This hospital has a variety of specialist doctors and good and complete medical equipment. RS. Sardjito as a large hospital has long been aware of the potential of health tourism and has outlined it in a strategic plan to realize it and start developing it.

The number of experts possessed by RSUP Dr. Sardjito ensures that complete health tourism services can be provided to customers with the best service quality. The medical services offered in medical tourism are all medical services available at Dr. Sardjito Hospital. However, the mainstay as stated on the website is the Infertility Clinic and Skin Center. Nationally, the success rate for the IVF program at RSUP Dr. Sardjito is quite high, namely being included in the top five for hospitals overall and ranked second for government hospitals. RSUP Dr. Sardjito was the first hospital in Indonesia to successfully carry out an IVF program in the 1990s.

Several advantages of health tourism services at RSUP Dr. Sardjito namely:

- a) Guaranteed availability of expert doctors as well as medical and non-medical personnel.
- b) Improvement of the latest medical equipment which allows for improving the quality of service.
- c) Experience that can be an added value in communicating with potential customers.
- d) Health tourism services are carried out as a one-stop service. Travel arrangement services starting from departure, airport pick-up, and visits to selected tourist attractions are carried out by trusted travel agents.

So far, patient families who come from outside the city of Yogyakarta still encounter problems finding affordable accommodation. The hospital is now also planning to provide representative accommodation. The challenges faced by RSUP Dr. Sardjito is partly due to Sardjito's status as a government hospital and he cannot be free in its management because it is limited by various government regulations. Apart from that, implementing health tourism still requires various improvements and preparations in various fields, both technically, management and human resources. As we know, tourism in Indonesia plays an important role in supporting the country's development. Therefore, tourism continues to be developed because it is the largest foreign exchange earner in Indonesia. The World Travel and Tourism Council (WTTC) in 2018 said that Indonesia is the country with the ninth highest tourism growth in the world (Tempo. co, 2018).

This tourism growth was shown in January – December 2017, growth reached 22%. This growth figure is above the average, where world tourist growth was 6.4% and tourist growth in Asia was 7%. Various types of tourism are developed in Indonesia, one of which is Health Tourism. Health tourism is a tourist travel activity to obtain health services. This health tourism activity is also one of the drivers of tourism in Indonesia. According to Kaspar (in Muller and Kaufmann, 2007) the need for health tourism products continues to grow and varies depending on social factors and environmental sensitivity.

Currently, health tourism has become a trend for the world community to achieve health and fitness. Yogyakarta is one of the provinces that has the potential to develop health tourism. This was conveyed by the Expert Staff of the Minister of Health in the field of Financing and Empowerment (Tempo. co, 2018). It can be seen that Yogyakarta has many types of tourism, hotels, spas, and even type A hospitals. Therefore, Yogyakarta can be developed towards health tourism.

One hospital that can develop health tourism is RSUP. Dr. Sardjito. Sutarjo (Tempo. co, 2018) stated that health tourism in Yogyakarta will be a supporting force for Yogyakarta's creative economy because it is supported by cooperation between the Ministry of Health and the Ministry of Tourism and Creative Economy. Head of the Tourism Service, Sigih Raharjo (in Visitingjogja.com) said that Yogyakarta has four large hospitals that can help in developing health tourism, including RSUP Dr. Sardjito, Jogja International Hospital (JIH), Dr. Eye Hospital. Yep, and Wates Regional Hospital.

This makes Yogyakarta have great potential in developing health tourism. However, currently, health tourism is not widely recognized as a development potential in Indonesia. According to Rogayah, (2007) almost in every region of Indonesia, you can find developed health tourism; This is understandable considering that Indonesia is an archipelago that is rich and mountains spread across both the five largest islands in Indonesia and thousands of other small islands. However, it is a shame that data about the existence of health tourism has not been developed and is still lacking nature cannot yet be known with certainty.

Health Tourism or special interest tourism that focuses on health and wellness is commonly known as health tourism. The term health tourism was first introduced by the International Union of Tourist Organization (IUTO) to identify tourism that provides health facilities by utilizing mineral springs and the local climate (IUTO, 1973). According to Rogayah (2007), health tourism is travel with health motivation (health tourism) which is essentially done in connection with health, such as Health checks (medical check-ups), steam baths, mud baths, hot water baths, reflexology massages, fitness massages and spas are popular in Indonesia.

According to Discover Medical Tourism (2020), health tourism, the concept of health tourism, is more closely related to the concept of a resort designed for relaxation, seeking tranquility, and improving body fitness. According to Tooman (2013), health tourism is a tourist activity with the main motivation for health in a relaxed and enjoyable atmosphere. Health tourism is a commercial phenomenon from the industrial community that involves a person's travel outside their daily area of residence to maintain and improve health, as well as facilities and destinations that meet these needs (Hall, 2003).

Meanwhile, according to Romulo (2007), Health and Wellness Tourism refers to the activities of a person traveling to and staying in places outside their usual environment for no more than one consecutive year for health and wellness purposes and not related to work. Health tourism is associated with trips to spas, resorts, and hospitals, the main purpose of which is to improve physical fitness, therapy, medical check-ups, and medical services relevant to physical maintenance. These things are an illustration of the marketing mix that needs to be considered in tourism-related businesses (Yunita and Widayati, 2019). According to Smith and Puczko (2009: 253), health and wellness tourism can be developed based on materials or assets that are already available at a destination (Existing assets for health and wellness tourism) and/or organized based on needs or requests (Use of existing assets) Yogyakarta has great potential in developing health tourism. According to the Sardjito Hospital Business Strategy Plan, it has central power service objectives, health services that are nationally accredited, specialist and sub-specialist medical personnel, a large number of patients, competent human resources, and developed information technology.

It is from this strength that RSUP Sardjito can target the health tourism segment. Apart from existing hospitals, Yogyakarta has many hotels that provide fitness facilities such as spas and fitness like a 5-star hotel in Yogyakarta. The synergy of various parties is important to create a comprehensive tourism strategy (Herawati and Winarno, 2020). To understand the process of planning a health tourism development strategy, a SWOT analysis was carried out. SWOT analysis is a method for analyzing various company strategy factors, where this analysis is based on logic that can be maximized on strengths and opportunities but can also give rise to weaknesses and threats. Based on the SWOT results above, the opportunity to develop health tourism is very large, where Yogyakarta has a type A hospital, 5-star hotels, and supporting facilities, and Yogyakarta is a target tourist destination. However, Yogyakarta still has not fully developed health tourism as seen by the lack of competent human resources in serving health tourism, and the lack of facilities/rooms in hospitals and hotels that comply with health tourism standards.

From here we can see that the strategies carried out are as follows.

- a. Yogyakarta can promote health tourism through mass media and print media.
- b. Providing training for human resources serving health tourism, both in knowledge and language skills.
- c. Create attractive packages (health tourism packages) to offer through mass and print media.
- d. Provide special prices for certain products
- e. Health tourism is covered by Health Security (*BPJS*).
- f. Complete health tourism support facilities.
- g. Build attractive and enjoyable facilities so that they attract tourists to use health tourism services.

Another thing that is discussed in the context of health tourism policy in Indonesia is the health tourism destinations of islands rich in oxygen around Madura, including the islands of Gili Labak and Gili Iyang. Rapid industrial development in urban areas has led to increased human activity which is followed by the development of transportation which is the main means of activity in urban areas and the development of other facilities such as hotels, markets, schools, hospitals, entertainment venues, factories and other public facilities is increasing. This increase in users of transportation and other facilities creates waste that can cause air pollution.

Polluted air can cause health problems. One alternative to overcome health problems caused by air pollution as previously explained is oxygen therapy. Oxygen therapy is the introduction of additional oxygen from outside into the lungs through the respiratory tract using tools as needed. (Dep.Kes. RI, 2005).

In current developments, it is quite difficult to find places with good oxygen levels, especially in large urban areas. Decreased oxygen levels in big cities are caused by a lack of greenery which results in decreased health levels. The lack of places for therapy and relaxation in big cities has led to the start of looking at tourist locations on small islands located near urban areas.

The more natural and beautiful tourist locations on small islands make many people interested in relaxing and getting away from the busy routine of life in cities. An example is the development of tourist facilities in the Seribu Islands (Jakarta), Karimun Jawa Island (Semarang), and Sempuh Island (Malang). One of the small islands that is starting to become known to the public is Gili Iyang Island, which is located near Madura Island, precisely in Sumenep district. This island is famous for its fishing area and oxygen levels which are quite high compared to other areas.

Based on the latest research conducted by the Technical Center for Environmental Health and Disease Control (BBTKL-PP), according to the Team Leader and Head of BBTKL PP, Zainal Ilyas Nampir, the results of the interim study, oxygen (O₂) conditions reached 20.9 to 21.5 percent or is above the normal threshold of 20 percent. The condition of carbon dioxide (CO₂) levels on this island is also good, ranging between 302-313 ppm, still below the normal limit permitted in the air of 387 ppm. Meanwhile, the air noise level is 36.5 - 37.8 dBA, below the noise quality standard for residential areas, namely 55 dbA. (BBTKLPP Surabaya, 2013)

The condition of the clean air and high levels of oxygen as well as the natural tourism found there is what causes the Sumenep Regency Government to plan to make Gili Iyang Island a health tourism attraction. Considering the potential of Gili Iyang Island and the fact that low oxygen levels in urban areas cause many health problems, it feels important to create this health tourism facility. This health tourism facility is intended to be a tourist location that can also be healthy from a physical and mental perspective. Apart from that, this facility was built to accommodate the Sumenep Regency Government's plans for making Gili Iyang Island a health tourism icon.

The design begins by looking for facilities that can support health tourism and then looking for the main problem in design, namely how to design a building that is healthy and does not damage nature. The design begins by using a "Green Architecture" approach which consists of 6 aspects, namely saving energy, utilizing natural conditions and resources, responding to the condition of the building site, paying attention to building users, minimizing new resources, and holistic with the Healthy with Nature concept. The building is designed to have sufficient openings (passive design) uses healthy and natural local materials and follows the existing contours. Building orientation and wind direction were also considered in the design to minimize energy use.

Some people call Gili Iyang or Gili Elang a small island located at the eastern tip of the island of Madura. Administratively, Gili Iyang is included in the Sumenep Regency, Dungkek District. The island, with an area of around 9 km², consists of two villages, namely Banraas and Bancamara villages. This small island is interesting because it is believed by the public to be an area with high oxygen (O₂) levels, even the second highest after the Dead Sea.

This belief is supported by the fact that many Gili Iyang residents have reached a high age and are healthy and strong, so the belief emerged that Gili Iyang makes them stay young and it is no wonder that Gili Iyang has also received the nickname the island of youth. Many mass media have reported on the condition of Gili Iyang (Tempo, 2012; Tribunnews, 2013; Kompas, 2013; Koran Suara Rakyat, 2014; Detik, 2013).

The construction and development of Gili Iyang are also based on the belief in high oxygen levels. The issue of high oxygen levels has prompted the local government to want to make Gili Iyang a health tourism area. Various efforts have been made. Designing Gili Iyang as a health tourism site has been contested and technically studied by the Ministry of Public Works. The Directorate General of Ciptakarya (2014) in collaboration with the Indonesian Architects Association has held a design competition for the Gili Iyang island area based on conditions of high oxygen levels.

Gili Iyang Island itself has earned the nickname as the island that has the best oxygen levels in the world. This name cannot be separated from the existence of research from LAPAN which at that time carried out oxygen measurements at several points on Gili Iyang Island. So it is from the results of this research that Gili Iyang Island is currently said to be the island with the best oxygen levels in the world.

To develop the Giliyang Island area as a health tourism destination, Pokdarwis Sora Laksana has carried out several activities. This is done to protect the preservation of the environment and local culture, contribute to the local economy, and empower local communities, including:

a) Mangrove Ecosystem Conservation

Mangrove forests play a major role in mitigating the impacts of global climate change and are effective in reducing carbon gas emissions. Because of their great functions and benefits, mangroves need to be preserved. Through mangrove conservation, mangrove seedlings, especially in the mangrove forest area of Banraas village.

b) Coastal Forest Conservation

Coastal forests provide protection against storms, wind, and salt exposure, increase the biodiversity of the coastal environment, and provide protection against tsunamis. Currently, land use in coastal areas is mainly used for sand extraction. This is because beach sand provides more short-term benefits.

The stages include: (1) Preparation and survey, (2) Rehabilitation and conservation, and (3) Maintenance and monitoring. Types of coastal vegetation planted: Mangrove trees (*Rhizophora mucronata*), Ketepeng (*Terminalia catapa*), Waru (*Hibiscus tiliaceus*), pandan (*Pandanus tectorius*), Keben (*Barringtonia sp*), and coconut

c) Revitalization of Tourism Infrastructure

Tourist areas should have several important elements, namely: attraction, tourist infrastructure, community, environment, and culture. Infrastructure is a situation that supports the function of health tourism facilities and infrastructure, for example, the physical building of a homestay. Adequate infrastructure will help improve the function of tourist areas, as well as help people improve their quality of life through tourism activities.

d) Strengthening *Mina*-business Enterprises

Most of the people of Giliyang Island work as capture fishers. This profession is a source of livelihood, especially for fishermen, fishery product processors, and fish traders. Apart from that, it also functions as a source of fish protein for the community. As one of the potential marine product-producing areas in Kab. Sumenep, making fisheries an important sector of regional development on Giliyang Island. Maritime potential is synergized with tourism activities.

4. CONCLUSION

The implementation of health tourism policy in Indonesia has received important attention since 2012 and began to be seriously developed in 2017 between the Ministry of Health and the Ministry of Tourism and Creative Economy. Its implementation has a positive impact as an alternative tourism that is able to generate economic growth and sustainable development in society. Limitations in this research are due to the sample data collection not being comprehensive and holistic from a theoretical and systematic point of view regarding health tourism policy in Indonesia where the sample was only taken from the perspective of medical tourism and health tourism destinations.

All of these things can be summarized including the following: firstly, medical tourism has been developed, one of which is at Sardjito Hospital, Jogjakarta. secondly one of the health tourism destinations being developed is Gili Iyang Island, Madura. Finally, the Implementation of the health tourism policy in Indonesia needs to be carried out in two clusters that are still rarely discussed, namely: the development of fitness and herbal tourism and the development of health scientific tourism.

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