

WELLNESS TOURISM AREA UNIT (WTAU) AND ITS SUSTAINABLE STRATEGY: A LESSON FROM KARO REGENCY, INDONESIA

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Abstract

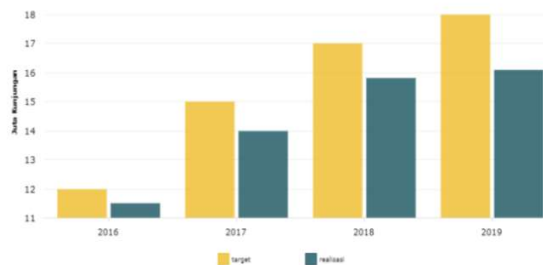
Karo Regency is one of the regencies included in the Lake Toba Super Priority Destination area which has a unit of the wellness tourism area. The tourism potential of Karo Regency is to have a business to attract wellness tourism and use spices, herbs, and plants that live in cool areas in Karo Regency which make it a cooking ingredient and health ingredient so that Karo Regency becomes an exotic place. However, due to the lack of contact with the wellness tourism area in Karo Regency, the interest of tourists to visit is lacking. The purpose of this study is to describe the development of the Wellness Tourism Area Unit (WTAU) in Karo District, to prioritize hierarchical strategies for the development of wellness tourism using qualitative research methods, and using A'WOT analysis in Karo District. The results of the study show that there are 3 sequences of priority areas, namely Tourism Area Unit 1 which offers traditional health activities combined with views of Lake Toba, Tourism Area Unit 2 offers various attractions of traditional health variations, nature, and modern relaxation facilities, Tourism Area Unit 3 tourist areas which can be explored. The results of the A'WOT analysis found several strategies that could be implemented to make Karo Regency more and more visited by domestic and foreign tourists such as conducting intensive promotions on the potential for traditional wellness tourism, supporting tourism products with a widespread promotion, especially for local handicrafts related to tourism. health, and creating integrated tour packages with other districts supporting Lake Toba DSP.

Keywords: *Wellness tourism, A'WOT, Strategy*

Introduction

As one of the pillars of development, the tourism sector can be said to always fail in achieving its performance targets, especially regarding the number of foreign tourist visits. In the following, the tourism performance achievements are presented from the performance indicators of foreign tourist arrivals:

Figure 1. Targets and Realization of Visits by International Tourists



[Source: Central Bureau of Statistics in (Lidwina, 2020)]

One of the reasons put forward in addressing the trend of the government's inability to bring in foreign tourists is due to the non-optimal utilization of niche tourism in Indonesia (Liyushiana et al., 2022b; Zubriyah, 2019). One element of niche tourism that has not been fully explored in Indonesia is wellness tourism (Wayne & Russel, 2020). In global tourism, tourism has experienced various metamorphoses in the expansion and diversification of tourism products (Denny et al., 2021). Many new destinations have emerged that emphasize uniqueness, such as slum tourism, dark tourism, and wellness tourism. For the last concept, wellness tourism, one of the destinations that have successfully developed is Penang, Malaysia.

One of the tourism programs in Indonesia is to focus on developing destinations with Lake Toba Super Priority Destination (DSP) status, where Karo Regency is one of the supporting districts (Liyushiana et al., 2022c). The use of spices, herbs, and tropical plants that live in the cool areas of Karo Regency in various dishes and health ingredients makes Karo an exotic place to visit (Liyushiana et al., 2022a). Karo is also famous for its param (oil healing), hot springs, and massage techniques (Purwoko et al., 2021).

Based on the explanation above, the authors are interested in taking the research title Wellness Tourism and Its Sustainable Strategy: A Lesson from Karo Regency, Indonesia, while the purpose of this study is to describe the development of the Wellness tourism Area Unit (WTAU) in Karo Regency; to prioritize a hierarchical strategy for the development of wellness tourism using A'WOT analysis in Karo District.

Literature Review

Wellness tourism

In the various studies referred to as 'wellness tourism in West Java' research (Rogayah, 2009), there are various definitions of wellness tourism given by experts as follows: Recuperation tourism is a moving or tourist activity in which tourists are excited because this place has facilities needed to be healthy (Pessot et al., 2021). Recuperation tourism is a moving or tourist activity that tourists are excited about because this place has the facilities needed to be healthy or to feel the fresh air in a beautiful place (Pratiwi et al., 2021). The same thing was expressed by (Wayne & Russel, 2020) who stated that recuperation tourism represents a journey of a tourist as a means to convert place, environment, and situation where he

remains every day for the benefit of rest for him in spiritual and corporeal meaning by visiting resorts at the same time meditation like at the source of contained hot springs of mineral able to heal to make healthy or at places providing other medication facilities (Suteja et al., 2018). Based on the definitions given by various experts above, it can be assumed that wellness tourism is a tourism activity carried out by people to various places with the aim of obtaining the facilities needed to repair, cure various diseases, or simply relieve boredom from the pressures of daily work.

The World Health Organization (WHO) is also aware of the importance of wellness tourism by starting a long-term project of officially recording plants and medicines in traditional cultures that have been proven to have the efficacy of curing various diseases. This is supported by related entrepreneurs who carry out marathon campaigns in various countries such as Western Europe, Central America, Japan, Saudi Arabia and others countries (Wayne & Russel, 2020). They mainly aimed at wealthy patients who are looking for a place for rest, relaxation, and alternative medicine to treat cancer, or other diseases that cannot be cured by other modern medicine.

Types of Wellness tourism

Types of wellness tourism vary widely, ranging from very simple to very sophisticated, which of course requires very large costs. Wellness tourism itself can actually be divided into two, namely physical and psychological wellness tourism. Physical wellness tourism includes facilities for healing skin diseases, relaxation, and beauty while psychological health consists of healing from drugs, depression, and mental disorders (Pessot et al., 2021).

The latter is usually carried out in rest homes, hospitals, and religious boarding schools and is only limited to visitors who are suffering from illness and cannot be enjoyed by colleagues, family, and relatives, although at present it has begun to be developed so that it can also be enjoyed by the closest family (Smith & Kelly, 2006). One example is the Suryalaya Islamic Boarding School, which is located in Singapore Tasikmalaya, West Java, and is very well known throughout Indonesia, currently provides a program that can be followed by the patient's family while waiting for the healing process in question. This type of wellness tourism is carried out by middle to upper-class families because the costs tend to be very expensive, especially for treatment due to drugs, alcohol, and the like (Andreu et al., 2021; Voigt et al., 2011). Types of physical wellness tourism related to beauty are usually in the form of spas, beauty salons, and hot springs (Voigt et al., 2011). This type of wellness tourism can be enjoyed by all levels of society because it is relatively cheaper, has many choices, and can be done anytime and anywhere according to their respective financial capabilities.

Tourism Development

Wellness tourism is starting to attract the attention of several countries in the world, especially countries that have limited natural resources (Smith & Kelly, 2006). For example, North America, Europe, and the Orient countries are trying to actively seek and introduce natural and traditional healing methods. Dominica as well as South Africa, Israel, Costa Rica, Greece, and countries along the Mediterranean Sea use the uniqueness and attractiveness of their land to develop

wellness tourism and attract tourists from all parts of the world. The government continuously provides modern education to tourism implementers and fosters inter-departmental cooperation to develop various potentials such as natural sources containing medicine (hot water, boiling lakes, waterfalls, tropical forests, medicinal plants, herbs, and even traditional music).

Its programs are planned in such a way that both the rich and those with limited finances can enjoy them. For wealthy tourists, while having treatment they can sleep in star hotels, yachts, or cruise ships, and go on safari, private doctors can easily be contacted via telephone, cell phone, e-mail, internet, satellite, and other Tele-Internet Based Medicine.

The government uses overseas visit missions to advertise anywhere, anytime, and with anyone, offering ways to enjoy fun and healthy holidays, such as enjoying the sunset while taking medicine and health therapy, or enjoying the morning in a waterfall or hot lake. while treating cancer or health check while relaxing.

Analysis A'WOT

A'WOT analysis is an integration of the AHP-SWOT process (Cahyadi et al., 2018). Strength-Weakness-Opportunities-Threats (SWOT) is “an acronym for the internal Strengths and Weaknesses of a firm, and the environmental Opportunities and Threats facing that firm. SWOT analysis is a technique through which managers create a quick overview of a company’s strategic situation”.

SWOT is an important matching tool that helps managers develop four types of strategies: SO (Strength-Opportunities) Strategies, WO (Weaknesses-Opportunities) Strategies, ST (Strength-Threats) and WT (Weaknesses) -Threats) Strategies (Triyono et al., 2022). It can be concluded that SWOT analysis is a matching tool that can help managers to develop strategies and identify internal and external factors that support and which do not achieve these goals (Dalimunthe et al., 2020).

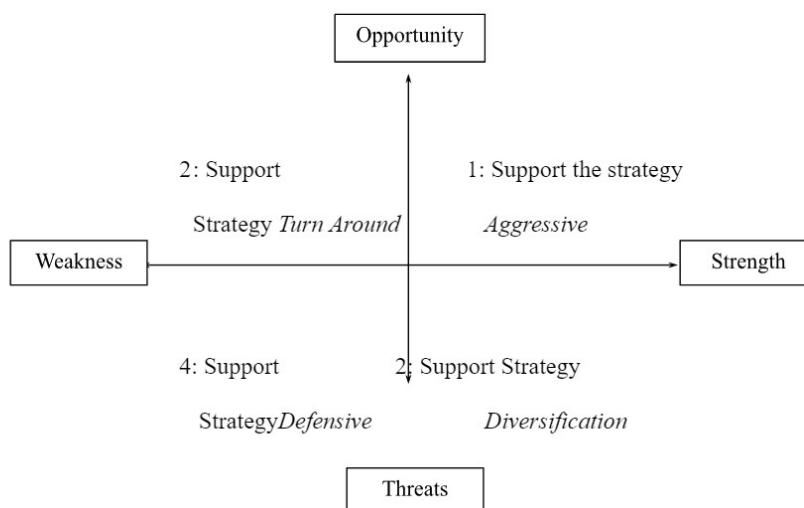


Figure 2. SWOT Analysis Diagram

Meanwhile, the Analytical Hierarchy (AHP) process is used to solve complex or unframed problems where data and statistical information from the problems encountered are very small (Kabassi et al., 2019). The Analytical Hierarchy process incorporates both qualitative and quantitative aspects of the human mind. The qualitative aspect is to define problems and their hierarchies and the quantitative aspect is to express judgments and preferences in a concise and concise manner.

Research Methodology

The research method used in this research uses a qualitative research method approach by collecting various sources of information for mapping wellness tourism and mapping the results (zoning) in a tourist area unit (WTAU). Primary data is information obtained from primary sources, information from first-hand or original respondents. To collect primary data the author chooses the right method to collect the necessary data namely: (1) Interviews using the Focus Group Discussion method, is a data collection technique that is carried out face-to-face between researchers and informants. The FGD was carried out by inviting several experts, such as the wellness tourist attraction manager (for example the manager of the Hot Springs at Spirit Mountain), local guides and a team from the District Tourism Office. Karo, and (2) Interviews with the online method were conducted for clarification and further data collection for the AHP rating for the decision to direct the disaster tourism development strategy in Karo District. Secondary data is information obtained not directly from respondents, but from third parties. Secondary data becomes a support for primary data purposes such as through books and readings related to research.

Results and Discussion

General Overview of Karo Regency

The Karo Plateau is a large plateau in North Sumatra, almost all of this plateau is included in the administrative area of Karo Regency. The Karo plateau is also the largest plateau in Indonesia. Its location close to the east coast of North Sumatra has made this cool highland plateau a tourist destination besides Lake Toba, which is relatively further from Medan.

Karo Regency is located in the highlands of the Bukit Barisan mountains and is an Upper River Region. The area of Karo Regency is 2,127.25 km² or 212,725 ha or 2.97 percent of the area of North Sumatra Province, and geographically it is located between 2°50'–3°19' North Latitude and 97°55'–98°38' Longitude East. In terms of land use, the largest composition around Sinabung Volcano is for agriculture, both in the form of paddy fields and non-rice fields. Based on data from the Central Statistics Agency for Karo Regency (2014), the population in 2013 was 363,755 people living in an area of 2,127.25 km². The population density is estimated at 171 people/km² and the population growth rate of Karo in 2010-2013 was 1.17 percent per year.

Wellness tourism Area Unit in Karo District

There are 14 wellness tourism objects and attractions in Karo Regency which are presented as follows:

Table 1 List of Wellness tourist attraction in Karo District

No	Health WELLNESS TOURIST ATTRACTION name	Location (district)	Information
1	Hotspring Raja Berneh	Jl. Berneh House, Kec. Sigarang-garang, Kab. Karo	Soak in hot water, about 30 minutes from Medan City. Close to Sibayak Mountain
2	Sidebuk-debuk Nature Tourism Park	Daulu, Kec. Berastagi, Kab. Karo	Being able to soak in hot water and the place is very spacious, there are also several levels of hot water that we can feel for therapy
3	Red Soda Pool	Village. Naman, Munthe, Kab. Karo	Reed district is similar to the soda pool in Venezuela, a country at the northern tip of South America.
4	Oukup or Spice Spa	Jl. Veteran No.114, Kab. Karo	Raya commonly called steam baths with their fresh spices from Karo land and can eliminate several diseases and beautify the skin.
5	Blessings of Bunga Lawang Camps	Aisle. Gurupatimpus, Lau Cimba, Kabanjehe, Karo District	Selling spices and all traditional medicine and already certified
6	Cv. Lau Tin	Lau tin, Kec. Mardinding-Mardinding, Kab. Karo	It is believed to cure skin diseases.
7	Taman Simaleum Resort	Jl. Raya Merek, Kodon-kodon, District. Karo,	It is the largest resort in Karo Regency with a focus on relaxation and nature
8	Mikie Holiday Hotel & Resort	Jl. Letjend Jamin Ginting, Berastagi, Kab. Karo	These are hotels and resorts that offer theme parks for visitor recreation and relaxation

No	Health WELLNESS TOURIST ATTRACTION name	Location (district)	Information
9	Sinabung Hills Berastagi	Jl. Swimming Pool, Gundaling I, Berastagi, Kab. Karo,	It is a famous resort hotel with stunning natural scenery and cool air
10	Sipiso - piso Waterfall	Tongging Village, Kec. Brand, Kab. Karo,	It is a waterfall with a fall height of 120 meters with a panoramic background of Lake Toba
11	Sikulikap Waterfall	Doulu Village, Kec. Sibolangit, Kab. Karo	The height is 30 meters and the distance from the Beratagi monument is only 11 km. The views are beautiful and offer relaxation
12	Mountain Spirit Hot Springs	Spirit Mountain Village, Merdeka District	This tourist object is a natural hot spring bath that is professionally managed in the form of swimming pools whose temperatures vary according to the wishes of the tourists. This spring comes from the bowels of the earth and contains elements of sulfur which can treat itching
13	Bukit Barisan Forest Park	5 Km from Berastagi City	This tourist attraction is a forest area of 7 hectares which is overgrown with various types of tropical forest trees aged over 60 years and in which various rare butterfly species develop.
14	Efi Honey Farm	Puncak Hills 2000, Siosar, Kacinambun Village, Kabanjahe	Offers a variety of attractions regarding how to cultivate honey, plants, and animal husbandry

[Source: Processed by the author, 2023]

Table 2. Wellness tourist attraction Parameter Assessment Indicators

NNo	Indicator (Code)	Parameter Evaluation	Score
1	Number of tourists (JW)	Not yet known < 5000/year 5000 – 10,000/year	1 2 3

NO	Indicator (Code)	Parameter Evaluation	Score
		10,000-15,000/year	4
		>15,000/year	5
2	Accessibility (AKS)	>5,000 m from district roads	1
		1000-5000 from the district road	2
		500-1000m from regency road	3
		<500m from regency road	4
		<500m from provincial road	5
3	Facilities and Infrastructure (SP)	Number of infrastructure facilities within a 1 km radius:	
		There isn't any	1
		There are 1-2	2
		There are 3-4	3
		There are >5	4
			5
4	Community participation (PM)	The public doesn't know	1
		The public only knows	2
		The community participates in development	3
		Communities participate in development and planning	4
		Communities participate in development, planning and are responsible	5
Maximum Average Score			5
Minimum Average Score			1

[Source: Adapted from (Gesvita, 2017)]

Table 3 Criteria for Health WELLNESS TOURIST ATTRACTION in Karo District

No	Score rate-rate	Rank
1	4.00 – 5.00	Develop
2	2.00 – 3.99	Potentially
3	< 2.00	Less potential

[Source: Adapted from Gesvita (2017)]

From the parameters and criteria assessment indicators above, the following is the weighting and ranking of wellness tourist attraction in Karo District

Table 4. Ranking of Wellness Tourist Attraction in Karo District

No	Name of Health WELLNESS TOURIST ATTRACTION, District	Parameter Assessment Indicator				Rate-rate	Rank
		JW	AKS	SP	PM	Score	
1	2	3	4	5	6	7	8
1	Hotspring Raja Berneh	4	3	4	4	3.75	Potential
2	Sidebuk-debuk Nature Tourism Park	4	4	5	4	4.25	Developed
3	Red Soda Pool	3	4	2	3	3.00	Potential
4	Oukup or Spice Spa	4	4	3	5	4.00	Developed
5	Rahmat Bunga Lawang Camps	4	3	4	5	4.00	Developed
6	Cv. Lau Tin	5	4	4	2	3.75	Potential
7	Taman Simaleum Resort	5	5	5	3	4.50	Developed
8	Mikie Holiday Hotel & Resort	5	5	5	3	4.50	Developed
9	Sinabung Hills Berastagi	5	5	5	3	4.50	Developed
10	Sipiso-piso Waterfall	4	4	4	4	4.00	Developed
11	Sikulikap Waterfall	4	4	4	4	4.00	Developed
12	Mountain Spirit Hot Springs	4	5	4	5	4.50	Developed
13	Bukit Barisan Forest Park	5	5	5	3	4.50	Developed
14	Efi Honey Farm	5	4	5	5	4.75	Developed

[Source: Processed by the author, 2023]

Based on the results of research on zoning and mapping of Wellness tourist attraction in Karo District which was presented in the previous section, then mapping was carried out in the form of a Wellness Tourism Area Unit (WTAU). The preparation of WTAU for wellness tourism in Karo Regency consists of 5 stages, namely:

- a. Wellness tourist attraction linkages in one access or one tourist route;
- b. There is spatial proximity of wellness tourist attraction;
- c. There is a resemblance to wellness tourist attraction;
- d. The proximity of supporting and complementary suggestions;
- e. Local police.

The sequence in priority development of WTAU also needs to be considered because it will have an impact on wellness tourist attraction. The development of wellness tourism areas in Karo Regency can be explained as follows:

- a. WTAU 1 consists of the Kolam Soda Merah, Rahmat Kem - Kem, Oukup/Veteran Spice Spa, Kebun Madu Efi, Sipiso - Piso Waterfall, and Taman Simalem Resort. The main thing that is offered at WTAU 1 is a variety of traditional health activities combined with the dramatic views of Lake Toba and the modernity of the Taman Simalem resort.
- b. WTAU 2 consists of Sikulikap Waterfall, Spirit of the Mountain Hot Spring, Sidebuk-debut Hot Spring, Tahura Bukit Barisan, Sinabung Hills Berastagi, and Mikie Holiday Resort. The main thing offered at WTAU 2 is easy

accessibility from and/or the city of Medan. The various attractions there are also interesting with a variety of traditional health, nature, and modern relaxation facilities.

c. SK 3 consists of Lau Timah and Hotspring Raja Berneh. This third WTAU is an additional tourist area unit that can be explored if the nature of the tour visit is an extended tour because the location is somewhat different from other WTAUs and the types of attractions offered are relatively similar to WTAU 1 and WTAU 2

Wellness tourism Development Policy Strategy with A'WOT Analysis Approach in Karo District

The preparation of the policy direction for the development of wellness tourism in Karo Regency based on developing, potential and less potential categories is then determined by internal factors in the form of strengths and weaknesses and external factors in the form of opportunities and threats in wellness tourism as follows:

Table 5. Internal and External Factors SWOT Analysis of Wellness tourism in Karo District

Internal factors	
Strength	Weakness
The cool and fresh mountain air is the main key to health	Community participation in the tourism development sector is generally still low
Karo's location is close to the provincial capital	Public awareness of law and the rule of law is still weak
Karo is a buffer district of Lake Toba DSP	Bureaucratically, there is no good management information system
There are traditional wellness tourism products that have been sold nationally	Management and development of Wellness tourist attraction is still low
Tourism products are sold at affordable prices	Cleanliness and hygiene factors are still lacking
Residents are friendly and easy to interact with tourists	
External Factors	
Opportunity	Threat
There is a development trend of traditional wellness tourism at the global level	The development of fast-changing tourism trends
Tourism promotion has been carried out intensively	Competition for wellness tourism products with other regions that are already well-known, for example wellness tourism in Bali and Penang
	The feeling of security is lacking because the area is prone to disasters

[Source: Processed by the author, 2020]

In the next step, the SWOT components are compared with the assessment factors reviewed by experts consisting of: local guides, regional tourism office teams, and local tourism observers. SWOT weighting is carried out using the AHP

analysis technique which is then called A'WOT. The A'WOT hierarchical structure and its weighting are explained in the following table:

Table 6 Weighting of the Wellness tourism A'WOT Components in Karo Regency

SWOT	Weight	Factor	Score	Priority Factor
Strength	.43	The cool and fresh mountain air is the main key to health	.31	.1333
		Karo's location is close to the provincial capital	.10	.043
		Karo is a buffer district of Lake Toba DSP	.11	.0473
		There are traditional wellness tourism products that have been sold nationally	.30	.129
		Tourism products are sold at affordable prices	.08	.0344
		Residents are friendly and easy to interact with tourists	.10	.043
Weakness	0.13	Community participation in the tourism development sector is generally still low	.22	.0286
		Community legal awareness and legal supremacy are still weak	.10	.013
		Bureaucratically, there is no good management information system	.13	.0169
		Management and development of Wellness tourist attraction is still low	.20	.026
		Cleanliness and hygiene factors are still lacking	.35	.0455
Opportunity	0.25	There is a development trend of traditional wellness tourism at the global level	.45	.1125
		Tourism promotion has been carried out intensively	.55	.1375
Threat	0.19	The development of fast-changing tourism trends	.23	.0437
		Competition for wellness tourism products with other regions that are already well-known, for example wellness tourism in Bali and Penang	.43	.0817
		The feeling of security is lacking because the area is prone to disasters	.34	.0646
Total	1.00	Total Weight	4.00	1.00

[Source: processed by the author, 2023]

From the results of the A'WOT weighting above, it is obtained that the highest weight is strength with a weight of .43. While the sub-factor that gets the highest weight is the natural conditions in Karo Regency with cool and fresh mountain air with a priority factor of: .1333.

The next step is to create an IFAS and EFAS matrix to analyze internal and external strategic factors in the development of wellness tourism in Karo District. With the AHP approach, weighting is carried out again, where each factor is ranked to determine its effect by being given a rating of 1-5 where a rating value of 1 means less influence than a rating value of 5 which means very influential (Marimin in Gesvita, 2017).

Table 7. IFAS and EFAS Factor Weighting with the AHP Approach

Factor	Bobot (FP)	Rating	Score
The cool and fresh mountain air is the main key to health	.1333	4	.5332
Karo's location is close to the provincial capital	.043	4	.172
Karo is a buffer district of Lake Toba DSP	.0473	4	.1892
There are traditional wellness tourism products that have been sold nationally	.129	4	.516
Tourism products are sold at affordable prices	.0344	3	.1032
Residents are friendly and easy to interact with tourists	.043	3	.129
Community participation in the tourism development sector is generally still low	.0286	4	.1144
Community legal awareness and legal supremacy are still weak	.013	1	.013
Bureaucratically, there is no good management information system	.0169	1	.0169
Management and development of Wellness tourist attraction is still low	.026	2	.052
Cleanliness and hygiene factors are still lacking	.0455	4	.182
There is a development trend of traditional wellness tourism at the global level	.1125	2	.225
Tourism promotion has been carried out intensively	.1375	3	.4125
The development of fast-changing tourism trends	.0437	3	.1311
Competition for wellness tourism products with other regions that are already well-known, for example wellness tourism in Bali and Penang	.0817	4	.3268

Factor	Bobot (FP)	Rating	Score
The feeling of security is lacking because the area is prone to disasters	.0646	4	.2584

[Source: Processed by the author, 2020]

The next step is to carry out strategic combination interactions by combining the factors of using strengths to deal with threats (ST), reducing existing weaknesses by taking advantage of opportunities (WO) and reducing weaknesses to deal with future threats (WT).

Table 8. SWOT Matrix of Wellness tourism Development Strategy in Karo District

Internal	STRENGTH (Strength-S)	WEAKNESS (Weakness-W)
Eksternal	<ol style="list-style-type: none"> 1. The cool and fresh mountain air is the main key to health 2. Karo's location is close to the provincial capital 3. Karo is a buffer district of Lake Toba DSP 4. There are traditional wellness tourism products that have been sold nationally 5. Tourism products are sold at affordable prices 6. Residents are friendly and easy to interact with tourists 	<ol style="list-style-type: none"> 1. Community participation in the tourism development sector is generally still low 2. Community legal awareness and legal supremacy are still weak 3. Bureaucratically, there is no good management information system 4. Management and development of Wellness tourist attraction are still low 5. Cleanliness and hygiene factors are still lacking
<p>OPPORTUNITY (OPPORTUNIES-O)</p> <ol style="list-style-type: none"> 1. There is a development trend of traditional wellness tourism at the global level 2. Tourism promotion has been carried out intensively 	<p>SO STRATEGY</p> <ol style="list-style-type: none"> (1) S1, O1, O2: carry out the intensive promotion of the potential for traditional wellness tourism in Kab. Karo (2) S2, O1, O2: collaboration with BPW in Medan City to integrate Wellness tourist attraction in Karo (3) S3, O1, O2: utilizing the existence of DSP Dantob for the promotion of Karo wellness tourism (4) S4, O1, O2: Support for tourism products (local handicrafts) with widespread promotion (5) S5, O1, O2: Community technical guidance for product development and diversification (6) S6, O1, O2: Invite community participation through Pokdarwis and training 	<p>WO STRATEGY</p> <ol style="list-style-type: none"> (1) W1, O1, O2: Increasing community participation through BUMD, tourist villages and Pokdarwis (2) W2, O1, O2: Pentahelix synergy in improving the law-abiding environment (3) W3, O1, O2: Development of a wellness tourism information management system (4) W4, O1, O2: Consider private investment and management (5) W5, O1, O2: Socialization of <i>sapta</i> charms and strengthening of community institutions

<p style="text-align: center;">Internal</p> <p style="text-align: center;">Eksternal</p>	<p>STRENGTH <i>(Strength-S)</i></p> <ol style="list-style-type: none"> 1. The cool and fresh mountain air is the main key to health 2. Karo's location is close to the provincial capital 3. Karo is a buffer district of Lake Toba DSP 4. There are traditional wellness tourism products that have been sold nationally 5. Tourism products are sold at affordable prices 6. Residents are friendly and easy to interact with tourists 	<p>WEAKNESS <i>(Weakness-W)</i></p> <ol style="list-style-type: none"> 1. Community participation in the tourism development sector is generally still low 2. Community legal awareness and legal supremacy are still weak 3. Bureaucratically, there is no good management information system 4. Management and development of Wellness tourist attraction are still low 5. Cleanliness and hygiene factors are still lacking
<p>THREAT <i>(THREATS-T)</i></p> <ol style="list-style-type: none"> 1. The development of fast-changing tourism trends 2. Competition for wellness tourism products with other regions that are already well-known, for example, wellness tourism in Bali and Penang 3. The feeling of security is lacking because the area is prone to disasters 	<p style="text-align: center;">STRATEGY ST</p> <ol style="list-style-type: none"> (1) S1, T1, T2, T3: Tourism promotion that it is safe to visit Karo (2) S2, T1, T2, T3: Making tour packages integrated with Medan City (3) S3, T1, T2, T3: Making tour packages integrated with other Dantob DSP support districts (4) S4, T1, T2, T3: Promote more massive Karo wellness tourism products (5) S5, O1, O2: Utilizing post-Sinabung cold mud/larvae for beauty tourism products (6) S6, O1, O2: Invite community participation to participate in disaster mitigation 	<p style="text-align: center;">STRATEGY WT</p> <ol style="list-style-type: none"> (1) W1, T1, T2, T3: Disaster awareness movement for the community (2) W2, T1, T2, T3: Cross-sectoral cooperation for law enforcement (3) W3, T1, T2, T3: Development of a disaster information system (4) W4, T1, T2, T3: Better destination management (5) W5, T1, T2, T3: Construction of supporting facilities for health, cleanliness and hygiene for the community and visitors

[Source: Author Processed, 2023]

**Table 9. Ranking of Wellness Tourism Development Strategies
in Karo Regency**

Strategy	Elements of SWOT	Total Weight	Rank
SO	S1 O	1.1707	3
	S2 O	.8095	13
	S3O	.8267	10
	S4 O	1.1535	4
	S5O	.7407	17
	S6 O	.7665	15
WHERE	W1 O	.7519	16
	W2 O	.6505	22
	W3 Oh	.6544	21
	W4 O	.6895	20
	W5 O	.8195	11
ST	S1 T	1.2495	1
	S2 T	.8883	7
	S3T	.9055	5
	S4 T	1.2323	2
	S5 T	.8195	12
	S6 T	.8453	8
WT	W1 T	.8307	9
	W2 T	.7293	19
	W3 T	.7332	18
	W4 T	.7683	14
	W5 T	.8983	6
Total Strategies: 22 strategies			

[Source: Author Processed, 2023]

Based on the position of the directions suggested in the A'WOT matrix, the strategies that are the center of attention are SO and ST, namely: (1) S1T: tourism promotion that Karo Regency is safe to visit, (2) S4T: Promotion of Karo wellness tourism products with more massive, (3) S1O: carry out intensive promotion of the potential for traditional wellness tourism in Karo Regency, (4) S4O: Support tourism products with widespread promotion, especially for local handicrafts related to wellness tourism, (5) S3T: Make packages integrated tourism with other districts supporting Lake Toba DSP.

Conclusions

From the description that has been presented in the previous chapters, conclusions can be drawn regarding the A'WOT analysis of wellness tourism in Karo Regency as follows:

1. There are 3 wellness tourism area units (WTAU) that can be worked on in Karo Regency, of which 14 health WELLNESS TOURIST ATTRACTIONS are declared to be developing and have potential. These 3 health WTAUs are prepared in accordance with the guidelines for preparing tourist sites/nodes by considering access and panoramic beauty of the Lake Toba Super Priority Destinations as the first WTAU, accessibility to Medan City as the second WTAU, and extended tour options for the last WTAU;
2. For the direction of the wellness tourism development strategy, there are 5 recommendations resulting from the A'WOT analysis, namely: (1) S1T: tourism promotion that Karo Regency is safe to visit, (2) S4T: More massive promotion of Karo wellness tourism products, (3) S1O: carry out the intensive promotion of the potential for traditional wellness tourism in Karo Regency, (4) S4O: Support tourism products with a widespread promotion, especially for local handicrafts related to wellness tourism, (5) S3T: Create integrated tour packages with other supporting districts Lake Toba DSP.

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