

wonderful indonesia 



INDONESIA HOLISTIC WELLNESS.



A Guide for Transformative Travel



Let's Explore
Indonesia Holistic Wellness!

TABLE OF CONTENTS

Chapter 01 Harmony in Diversity .2

I. Geodiversity .4



Mountains and Geoparks .7

Lakes & Rivers .12

Beaches,  Waves, and Seas .19

II. Biodiversity .24

Spices and Medicinal Herbs .27

Forest, National Park, and Mangroves .32

Botanical Gardens and Recreational Forest .36

Tea and Coffee Plantation .40

III. Cultural Diversity .44



Archaeological Sites and Historical Sites .47

Wayang Puppet and Batik .52

Traditional Dance and Music .56

Martial Arts and Physical Activities .62

Body Care and Traditional Cuisine .67

Chapter 02 Holistic .73

I.  The Knowledge .74



The Holistic Knowledge .76

The Sources of Knowledge .80

II. The Tradition .83

The Life Cycle and Purification .86

TABLE OF CONTENTS

Herbs  and Aromatics .89
Body  and Beauty Care .93
Holistic Body-Based Practice and Traditional Medicine .96

III. *Transformation* .100

Scientific Research and Complementary Medicine .102

Industry and Digital Technology .105

Cultural Heritage and Sustainable Agriculture .108

Thematic Tourist Village .111

Chapter 03 *Wellness* .114

I. *Destination* .116

Bali .118

Borobudur and its Surroundings .123

Jakarta .128

II. *Wellness Thematic Journey*  .133

III. *Wellness Economics* .160

Physical Activity and Mental Wellness .161

Spa, Personal Care and Beauty .164

Healthy Eating, Nutrition and Wight Loss .168

Traditional Medicine and Medical Facilities .171

 Wellness Real Estate .174

Wellness Festival .177

IV. *Wellness Stakeholder* .180

CHAPTER 01:

HARMONY IN DIVERSITY

1



As the world's largest archipelagic country, the world's third largest forest area, and the world's fourth most populous country, Indonesia is a rich country in *geodiversity*, *biodiversity*, and cultural *diversity*. The diversity in Indonesia has an important significance internationally, and is even recognized as part of the world heritage. Indonesia becomes an interesting destination for those who have the desire to explore. Exploring the diversity of the earth (geodiversity), biological (biodiversity) and culture (cultural diversity) will increase positive vibrations on your physical, emotional and mental health, and also will have a positive impact on social, environmental and spiritual aspects related to well-being.

*Let's explore the
harmony in diversity!*



CHAPTER 01: HARMONY IN DIVERSITY

GEODIVERSITY.

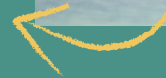
1. Mountains and Geoparks 2. Lakes and Rivers 3. Beaches, Waves and Sea

Indonesia is formed from the movement of the Pacific Plate in the west side, the Indian Ocean Plate in the south side, and the Asian Plate in the north side. The movement of the plates formed an archipelago that reached a total of 17,508 islands which is a very diverse geological landscape, ranging from mountains, lakes, lowland rivers, beaches to the seabed.



Indonesia has a series of volcanoes that are included as parts of the Pacific Fire Ring. There are at least 400 volcanoes in Indonesia and 130 of them are listed as active volcanoes. There are 1,022 natural lakes recorded in Indonesia, spreading across various islands. Indonesia's geological formation also formed at least 5,590 rivers and 65,017 tributaries. Many places in Indonesia have geological landscapes that were formed millions of years ago which then is known as geoparks. Beside having 15 national parks with its national status, Indonesia has 6 geoparks recognized as UNESCO-Global Geoparks. Indonesia's ocean is estimated to reach 3,273,810 km² or 62% of the total area of Indonesia.

"As the largest archipelagic country in the world, Indonesia has a coastline of 99,083 kilometres and is listed as the country with the second longest coastline in the world"



The diversity of the landscape in Indonesia is both an attraction and a challenge for those of you who love both adventure and have the desire for holiday which involves



physical activity outdoors. Arranging a trip from the top of the mountain to the bottom of the ocean will be a fun experience. Exploring Indonesia's diversity is perfect for you who love physical activities and

want high adrenaline experiences on your holiday.

Mountaineering, biking, boating, surfing, and diving are just some of the activities you can choose to gain positive input for your physique. Getting closer to nature also provides a positive

intake for emotional and mental aspects, and raises awareness for the environment and the community. You have time to be alone

or be contemplative at the top of the mountain or be in the middle of the

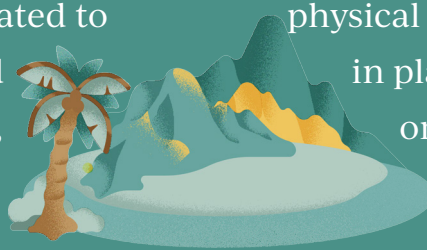
ocean or remove the negative emotions by

surfing on high waves or rafting in fast-flowing rivers. Wellness activities related to

of the earth, tourism

tourism,

sports tourism to



physical and *mindfulness* can be

in places with the diversity

or integrated with natural

activities, adventure

marine tourism,

ecotourism.



also

local

*Let's recognize the diversity of
Indonesia's earth.*

CHAPTER 01: HARMONY IN DIVERSITY

GEODIVERSITY

MOUNTAINS AND GEOPARKS



The Mountain / Geoparks

THE MOUNTAIN.



Mountains or highlands are attractive options for resilience activities enthusiasts **to train your emotions and mental**



Indonesia has a lot of mountains and highlands which can be adventurous destinations. There are at least 20 mountains above 3,000 metres above sea level spread across Java, Sumatra, Sulawesi, Lombok and Papua. Mount Carstensz Pyramid (4,884 metres) in Papua is listed as one of the Seven Highest Summits in the world and is the only mountain with peaks covered in snow in the Southeast Asian region.



Mount Ijen (Jawa Timur Province)

Some of the interesting and unique mountains that worth to be explored are Mount Ijen (East Java Province) with its Blue Fire, Mount Bromo (East Java Province) with a sea of sand, or Mount Rinjani (West Nusa Tenggara Province) with a lake in a mountain crater. While visiting Borobudur Temple in Central Java Province, you have many options to climb mountains to take a break from your routines, such as Mount Merapi, Merbabu, Telomoyo, Andong, Sumbing and Prau. Alternatively, you can head to the Dieng plateau in Central Java which has 21 mountains that are 2,000 metres above sea level. When you reach the highest peak, you have time for your physical recovery while contemplating. Unleash your anxiety and fear, enjoy the beauty of nature's landscape and the expanse of clouds under your eyes.

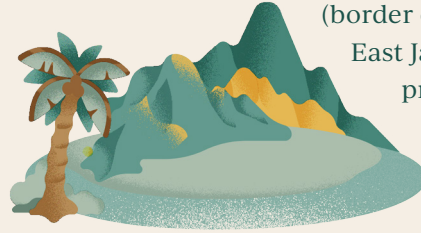


Mount Rinjani
(West Nusa Tenggara Province)



GЕOPARKS.

While going on a vacation in Indonesia, you will have the opportunity to explore the geological heritage that holds histories of earth formation from millions of years ago. **Indonesia has 6 geoparks recognized as UNESCO Global Geoparks** which are Batur Geopark (Bali), Gunung Sewu Geopark



(border of Central Java, East Java and Yogyakarta provinces), Rinjani Geopark (West Nusa Tenggara), Ciletuh Geopark (West Java), Lake

Toba Geopark (North Sumatra),

Belitong Geopark (Bangka Belitung).

Indonesia's national parks that have national status are spread over 15 places.



Mount Merapi (Central Java Province)



Simamora Island, Lake Toba (North Sumatra Province)

Geoparks offer an adventure full of adrenaline which contain many stories and knowledge that is good for emotional and mental health. You can enjoy natural landscapes which will tell you the story of land or ocean formation, to the traces of ancient volcanic eruptions. Walking through caves and underground rivers filled with stalactites and stalagmites in some earth parks in Indonesia will provide an impressionable physical, emotional and mental experience. You also have plenty of time for a moment of nature silence and contemplation. Discover the positive energy stored for millions of years and you will discover a higher quality of life.



health. You can enjoy natural landscapes ocean formation, to the traces of ancient caves and underground rivers filled with earth parks in Indonesia will provide emotional and mental experience. for a moment of nature silence the positive energy stored for

THE MOUNTAIN

TYPE OF TOURS.

Nature tourism • Ecotourism Adventure •

Sports Tourism • Wellness Tourism

WELLNESS ACTIVITIES

Mountain climbing • Cycling • Ultra trail

Running • Breathing Exercise • Meditation

• Self-contemplation • Tree planting

WELLNESS DIMENSIONS.

Physical • Emotional • Mental • Environmental

GEOPARKS

TYPE OF TOURS.

Adventure tourism • Sport tourism • Nature

tourism • Wellness tourism

WELLNESS ACTIVITIES.

River Trekking • Caving • Hiking •

Trekking • Rock Climbing • Breathing

Exercises • Meditation • Self-contemplation

WELLNESS DIMENSIONS.

Physical • Emotional •

Mental • Environmental



CHAPTER 01: HARMONY IN DIVERSITY

GEODIVERSITY

LAKES AND RIVERS

The Lake / The River



THE RIVER.



Kayaking on Lake Toba is a healthy activity for the physical, emotional and mental.

Exploring the lakes would be a different experience when visiting the islands in Indonesia. Many lakes can be included in your list of destinations, including



Lake Singkarak and Lake Maninjau (West Sumatra), Lake Kerinci (Jambi), Telaga Warna (Central Java), Ranu Kumbolo (East Java), Lake Sentarum (West Kalimantan), Lake Batur (Bali), Lake Kelimutu (East Nusa Tenggara) or Segara Anak (West Nusa Tenggara).

You can get a very impressive experience at Lake Toba, located in North Sumatra which has a length of 100 kilometres, a width of 30 kilometres and a depth of 1,666 metres, that is also world's second largest volcanic lake and the world's fifteenth deepest lake. Behind the vastness of this lake lies the story of its formation from the eruption of a large volcano (*super volcano*) 77,000 years ago. The eruption was recorded as one of the largest volcanic eruptions in human history. UNESCO recognizes Lake Toba as the world's geopark. The edge of the lake is dominated by hills and highlands, which makes Lake Toba very challenging for physical activities such as *trekking*, cycling to ultra-trail running both through light to extreme trails. At different heights, you will get a different but beautiful view of Lake Toba.



Glamping, **Toba Lake**

Janji Waterfall, **Toba Lake**



Holbung Hill, **Toba Lake**



Exploring the social and cultural life around Lake Toba.



You can stay in several tourist villages on the shores of Lake Toba to recover your physical, emotional and mental state and also to find out more about the social, cultural, and environmental life of the locals.



THE RIVER.


The torrential and undulating flow of a river becomes a challenge to be physically conquered yet is also an attractive **medium to release negative emotions and strengthen your mental.**

Some of the rivers known for rafting activities are Citarik River in West Java Province, Serayu River in Central Java Province, Progo River in Yogyakarta Special Region, Pekalen River in East Java Province, Ayung River in Bali Province.



One of the rivers in Indonesia which is recognized as an international tourism destination is the **Kampar River in Riau Province** (413 kilometres). This river is unique due to its high waves created by the meeting of tidal currents from the Strait of Malacca with river currents.

Kampar River is listed in the **Top 10 World River Surf Destinations**

An illustration of a woman with black hair, wearing an orange wetsuit with yellow accents, riding a large, curling wave. The wave is depicted with white foam and a teal-green body. The background is a light orange sky with a few birds and a blue cloud. The overall style is flat and modern.

The waves that roll up to
seven layers are known as
"Bono Tujuh Hantu"

In addition to adventure and sports activities, you can also contribute to strengthening the local communities and environmental conservation along the riverbank.

THE RIVER

TYPE OF TOURS.

Adventure Tourism • Sport Tourism •

Nature Tourism • Wellness Tourism

WELLNESS ACTIVITIES.

Rafting • River Canoeing • Surfing

• Trekking • Self-contemplation •

Conservation Program

WELLNESS DIMENSIONS .

Physical • Emotional • Mental •

Environmental

THE LAKE

TYPE OF TOURS.

Nature Tourism • Ecotourism • Adventure

Tourism • Sports Tourism • Wellness Tourism

WELLNESS ACTIVITIES.

Lake cruising • Cycling • Running • Trekking

Breathing exercises • Yoga • Meditation • Self-

contemplation • Conservation Activities

WELLNESS DIMEN

Physical • Emotional •

Mental • Environmental



CHAPTER 01: HARMONY IN DIVERSITY
GEODIVERSITY

BEACHES, WAVES AND SEAS



The Beach and The Waves / The Sea

THE BEACH AND THE WAVES.

Ranoh Island



Vlovio Beach, **Batam**

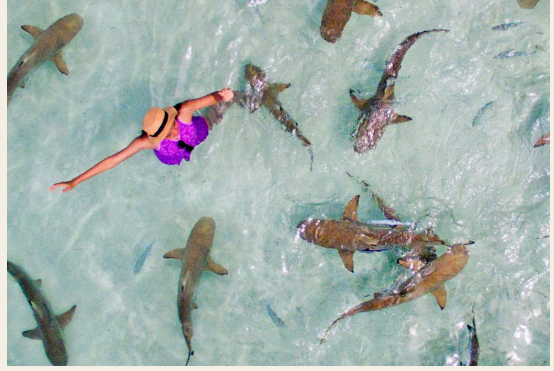


Beach is our favourite place for a holiday. Beaches on Bali Island, Java Island, Lombok Island, Komodo Island, Flores Island to Sulawesi Island are known as tourist destinations offering the beauty of the sandy beaches. Indonesia has many beaches with white sand, and there are even beaches with pink sand such as Tangsi Beach and Lambu Beach (West Nusa Tenggara), as well as Pink Beach, Namong Beach and Serai Lambu Beach (East Nusa Tenggara).



Nias

Raja Ampat



Other than just sunbathing or exploring the sandy beaches, you can do yoga or practice breathing while waiting for the sunset. Planting mangrove trees along the coast or releasing turtle cubs into the vast ocean is a travel activity that not only contributes to environmental sustainability, but is also positive for your emotions and mental. Chasing the waves and surfing is a challenge

on beaches with high waves. Some beaches in Indonesia are known as international surf destinations, spreading along the west coast of Sumatra Island (Mentawai, Nias, Mentawai or



Lampung), as well as beaches in the southern part of Java, Bali and Nusa Tenggara with the best waves from the Indian Ocean. These spots are for those of you who prefer to catch up on adrenaline by surfing on the high, rolling waves.

Selong Belanak



Pasut Beach

THE SEA.

The vastness of the ocean, which reaches 62% of the total area of Indonesia, can be a “hidden gem” for your holiday. There are many interesting seas for diving or snorkelling. Diving spots in Indonesia that are known to international divers such as Lembeh (North Sulawesi), Bunaken (North Sulawesi), Komodo (East Nusa Tenggara), or Wakatobi (Southeast Sulawesi). Other diving destinations include Pemuteran, Lembongan and Telumben (Bali), Lombok (West Nusa Tenggara), Kupang (East Nusa Tenggara), Ambon and Banda (Maluku), or Cendrawasih Bay and Raja Ampat (West Papua).



Not only to enjoy the beauty of the reef, but you can also contribute to the conservation.



Indonesia has also many challenging spots for fishing activities, such as the waters of Weh Island (Aceh Province), Mapur Island (Riau Islands Province), Mentawai Island (Kratau Island Province), Banten (Banten), Port Ratu (West Java), Seribu Island (Special Capital Region of Jakarta), Karimun Jawa (Central Java Province), Tanjung Benoa (Bali Province), to the eastern Indonesia, such as Selayar (South Sulawesi), Halmahera (North Maluku), Biak Island (West Papua Province). You can also take a moment in the evening to enjoy the stars scattered over the vast, dark ocean. This momentum will become a realization that humans are just a little thing in this universe.

CHAPTER 01:

GEODIVERSITY

THE BEACH AND THE WAVES

TYPE OF TOURS.

Adventure Tourism • Sport Tourism •
Nature Tourism • Wellness Tourism

WELLNESS ACTIVITIES.

Sunbathing • Surf • Paddling • Beach
Trekking • Yoga • Self-contemplation
Conservation Program

WELLNESS DIMENSIONS .

Physical • Emotional • Mental •
Environmental

CHAPTER 01:

GEODIVERSITY

THE SEA

TYPE OF TOURS.

Adventure tourism • Sport tourism • Nature
tourism • Wellness tourism

WELLNESS ACTIVITIES.

Diving • Snorkeling • Fishing • Self-
contemplation • Conservation Program

WELLNESS DIMENSIONS.

Physical • Emotional •
Mental • Emotional



CHAPTER 01: **HARMONY IN DIVERSITY****BIODIVERSITY.**

1. Spices & Medicinal Herbs 2. Forests, National Parks & Mangroves 3. Botanical Gardens and Recreational Forests 4. Tea and Coffee Plantation

The Indonesian archipelago is located between Asia and Australia and surrounded by 2 vast oceans, the Indian Ocean and the Pacific Ocean which each has its own species, making Indonesia have a very diverse biodiversity.



Indonesia also produces spices, coffee and tea which are commodities of trade and basic ingredients for traditional medicine and cuisine, in addition to being used for body and beauty care. Now, it is estimated that there are about 400-500 types of spices in the world.

Many of these flora and fauna live in forests that are concentrated on Sumatra, Kalimantan, and Papua.

Indonesia has the largest tropical forest in Asia, and **the third largest** in the world after Brazil and Congo.

the 7th largest tea producer in the world

The 4th largest coffee producer in the world

national 51 parks

botanical gardens 43

More than 50% of spice species are in the Southeast Asia region and most are concentrated in Indonesia.

Indonesia are the 2nd largest oxygen producers in the world.

flora in Indonesia = 15,5% flora in the world

The diversity of flora species in Indonesia constitutes 15.5% of the total number of flora in the world. Some fauna groups in Indonesia such as birds, mammals and reptiles have the highest endemism in the world.



Recognizing Indonesia's biodiversity would be the perfect holiday theme for those of you who want moderate physical activity and have a curiosity towards environmental sustainability.

Tropical forests and national parks are an options for those of you who love adventure and want to have new experiences



in natural ecosystems. Mangrove forests, pine forests or botanical gardens, as well as coffee or tea plantations are great



destinations for those of you who just want to get some peace and quiet away from the urban crowds in better quality. Your *wellness* activities can be combined with ecotourism activities, agritourism, sports tourism, and culinary tourism. Breathing fresh air into the natural environment helps to unravel emotional and mental burdens, and increases concern for environmental sustainability.

Walking, cycling, gymnastics or activities such as yoga, breathing or meditation are various activities are healthy for your physical, and mental health. Spices and herbs in addition to coffee or tea food, drinks, and body care will complement your physical, emotional, and mental health.



mindfulness exercises that emotional medicinal in the form of

It is time to recognize the diversity of Indonesia's earth.

CHAPTER 01: HARMONY IN DIVERSITY

BIODIVERSITY

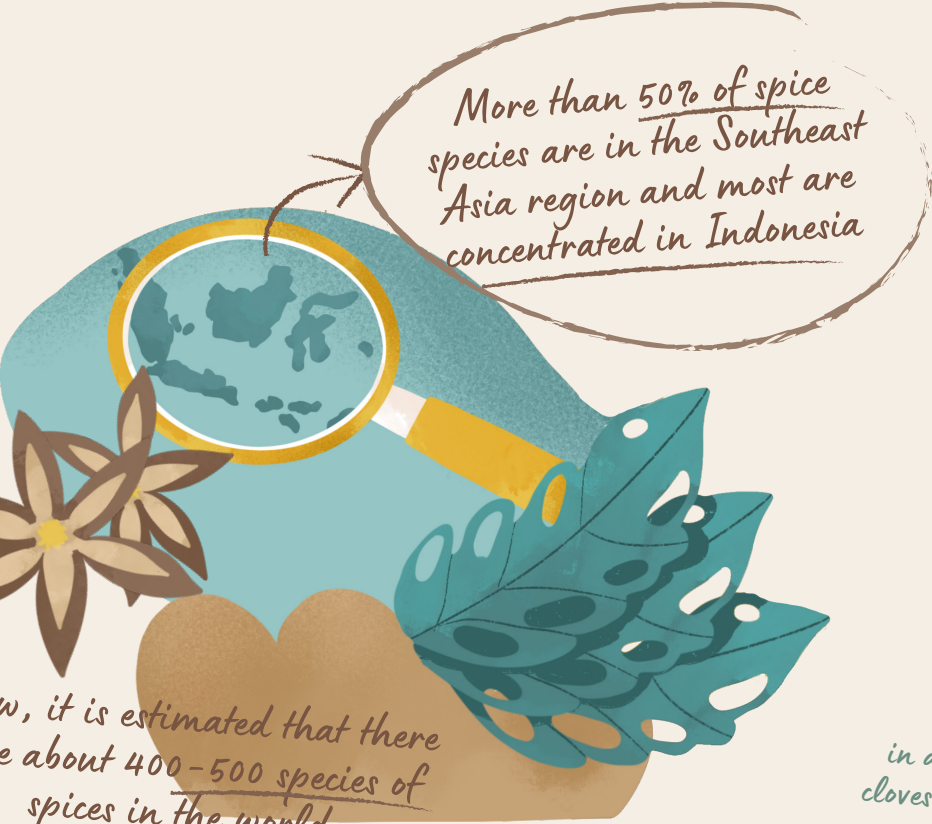
SPICES AND MEDICINAL HERBS




Spices / Medicinal Herbs

SPICES.

For a healthy lifestyle, we can't miss out the healthy food and beverages, supplements to maintain health, the body and beauty treatments, to traditional and aromatic treatments that use ingredients from spices.




More than 50% of spice species are in the Southeast Asia region and most are concentrated in Indonesia




Now, it is estimated that there are about 400-500 species of spices in the world.

Indonesia is the 4th spice-producing country at the world level



in addition to cloves, cinnamon and nutmeg



pepper as the main spice commodity

Spices are also processed into essential oils that are often used to maintain fitness and health. You can explore the spices and gain new knowledge and experience by recognizing, planting, using and enjoying them. Visiting the nutmeg or clove plantations in Maluku and North Maluku is a challenging activity for those of you who love adventure. Learning to make food, beverages with a mixture of traditional ingredients for body and beauty treatments is an exciting experience for those who are interested in Indonesian culture. You can enjoy the best spices in restaurants, cafes, spas and beauty clinics in almost all tourist destinations in Indonesia.



Beberuk Terong



Candirejo Tourism Village, Tempe Maker



Candirejo Tourism Village, Tempe Maker

MEDICINAL HERBS.

An estimated 80% of the world's medicinal herbs grow in Indonesia.

An estimated 80% of the world's medicinal herbs grow in Indonesia



It was identified that 1,845 species of herbaceous plants in Indonesia could be used as medicine, although only 200 species were used as herbal medicine.

Today traditional medicines derived from medicinal herbs have been recognized by the Ministry of Health as part of complementary health services. You will know more about medicinal herbs in the **Tawangmangu** area on the slopes of Mount Lawu (Central Java Province). You can also try treatment from doctors who use herbal-based medications. Tawangmangu is a representative place to recognize the diversity of the earth, biodiversity and culture. Tawangmangu has many interesting spots to accommodate physical, emotional, mental, social, environmental and spiritual activities.



MEDICINAL HERBS

TYPE OF TOURS.

Wellness Tourism • Ecotourism •

Agritourism

WELLNESS ACTIVITIES.

Health Education • Body Care •

Mindfulness Program

WELLNESS DIMENSIONS.

Physical • Emotional • Mental •

Environmental



SPICES

TYPE OF TOURS.

Ecotourism • Agro-tourism • Cultural Tourism

• Culinary Tourism • Wellness Tourism

WELLNESS ACTIVITIES.

Healthy eating • Body care • Beauty

Treatments • Mindfulness Program

WELLNESS DIMENSIONS.

Physical • Emotional • Mental •

Environmental



FORESTS, NATIONAL PARKS AND MANGROVES



Forests and National Parks / The Mangrove Forest

FORESTS AND NATIONAL PARKS.



The forest provides an opportunity for you to adventure more responsibly. Exploring forests on foot or using an environmentally friendly way is a form of our awareness for environmental conservation. Forests not only **provide the best oxygen**, but also provide natural vibrations that calm emotions and mental. You have time to put all your various digital devices away and then immerse yourself in the landscape, the sounds and scents of the forest.

Some national parks in Indonesia have biosphere reserve status and are also recognized as part of the UNESCO-World Network of Biosphere Reserves.

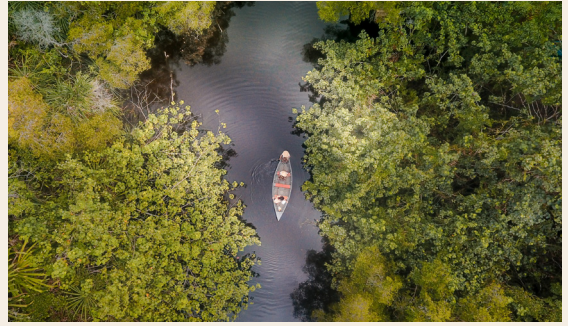


Forests are also **a fun place to learn** about **environmental sustainability and climate change issues**. Natural forests, which are a popular tourist destination, are also mostly national parks. **Indonesia has 51 national parks** spread across Java (12 national parks), Sumatra (12 national parks), Kalimantan (8 national parks), Sulawesi (7 national parks), Bali and Nusa Tenggara (7 national parks), and Maluku and Papua (5 national parks). Several national parks in Indonesia have received world recognition as UNESCO-World Heritage Sites, namely Komodo National Park (East Nusa Tenggara), Ujung Kulon National Park (Banten), Lorentz National Park (Papua), and Gunung Leuser, Kerinci and Seblat National Parks (Sumatra).

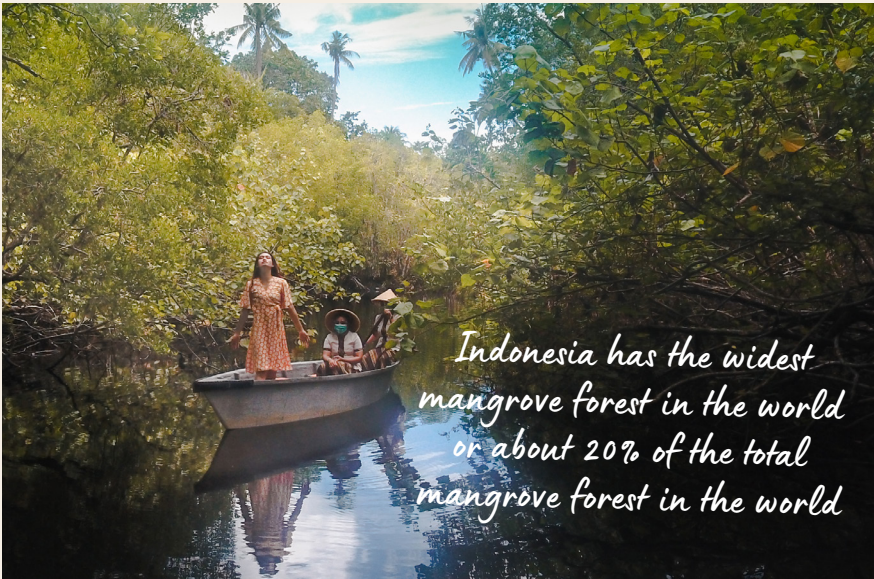
The practice known as **forest bathing** will make you know yourself better and also recharge your physical, emotional and mental qualities.



THE MANGROVE FOREST.



Aroma Spa River, **Bintan**



Mangrove forests on the coast serve to prevent abrasion and intrusion of seawater, in addition to also being a place to live and provide food for various animals. Papua Island has the largest mangrove forest in Indonesia, beside being spread on almost all islands in Indonesia. Mangrove forests in Denpasar (Bali), North Jakarta (Special Capital Region of Jakarta), Karimunjawa Island (Central Java), Kulonprogo (Yogyakarta Special Region) or Tarakan (North Kalimantan) are destinations for tourists with its motivations for environmental sustainability. Exploring mangrove forests on foot or by boat is a simple, fun physical activity as well as an education and conservation program that will encourage your active contribution to preserving coastal areas.

FORESTS AND NATIONAL PARKS

TYPE OF TOURS.

Adventure tourism • Nature tourism •

Ecotourism • Volunteer tourism

WELLNESS ACTIVITIES.

Trekking • Forest exploration • Forest

Bathing • Conservation program •

Mindfulness Program • Self-contemplation

WELLNESS DIMENSIONS.

Environmental • Mental • Physical and

Emotional

CHAPTER 01:

THE MANGROVE FOREST

TYPE OF TOURS.

Volunteer Tourism • Ecotourism

Wellness • Tourism

WELLNESS ACTIVITIES.

Trekking • Boating • Forest bathing

Conservation Program • Mindfulness

Program • Self-contemplation

WELLNESS DIMENS.

Mental • Emotional •

Physical • Environmental



BOTANICAL GARDENS AND RECREATIONAL FORESTS



Botanical Gardens / Recreational Forest

BOTANICAL GARDENS.



Bogor Botanical Gardens

Bogor Botanical Garden is the oldest botanical garden in Southeast Asia and the 3rd oldest in the world with a collection of more than 15,000 plant species on 87 acres of land.



Kebun Raya Ekar, Bali

Botanical gardens that can be a great choice of tourist activities include Bali Botanical Garden (Bali), Samosir Botanical Garden (North Sumatra), Cibodas Botanical Garden (West Java), Kuningan Botanical Garden (West Java), Purwodadi Botanical Garden in Pasuruan (East Java). You can do light physical activities by walking or running lightly inside the botanical garden area or do yoga, breathing exercises or meditation to harmonise body, mind and inner being in the calming environment.

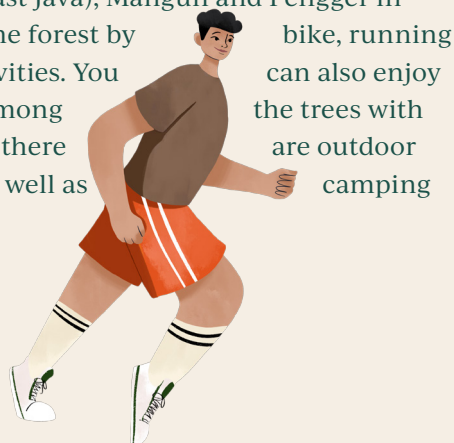


RECREATIONAL FOREST.

Moderate physical activity in a natural environment can be done in recreational forests. Pine forest areas on Java Island are many developed into recreational forests that are not too far from urban areas such as Maribaya in West Bandung or Mount Pancar in Bogor (West Java)



Kragilan in Magelang, Limpakuwus in Banyumas, Kalilo in Purworejo (Central Java); Semeru in Malang and Nongko Ijo in Madiun (East Java); Mangun and Pengger in Bantul (Yogyakarta Special Region). Exploring the forest by bike, running or just walking around the areas can be fun activities. You can also enjoy the fresh air while you do your yoga or just sit among the trees with a hot cup of coffee. In some recreational forests there are outdoor playgrounds that can raise a little adrenaline, as well as camping sites where you can spend the night in a tent.



CHAPTER 01:

BIODIVERSITY

RECREATIONAL FOREST

TYPE OF TOURS.

Ecotourism • Education Tourism •

Wellness Tourism

WELLNESS ACTIVITIES.

Trekking • Gymnastics • Jogging •

Gymnastics • Forest bathing • Yoga • Self-
contemplation • Environmental • Education

WELLNESS DIMENSIONS.

Environmental • Mental • Physical

and Emotional



CHAPTER 01:

BOTANICAL GARDENS.

TYPE OF TOURS.

Ecotourism • Educational Tourism •

Wellness Tourism

WELLNESS ACTIVITIES.

Trekking • Gymnastics • Jogging •

Gymnastics • Forest bathing • Yoga • Self-
contemplation • Environmental Education

WELLNESS DIMENSIONS.

Environmental • Mental • Physical

Emotional



TEA AND COFFEE PLANTATION



Coffee Plantation / Tea

COFFEE PLANTATION.

Coffee is already part of the daily lifestyle of most of the world's population today. For those who care about health, consuming coffee properly and regularly is believed to have a positive impact on the body, especially on the emotional and mental aspects.

You will get a new experience at the Banjar Kopi plantation (Bali) which is at 1,100 metres above sea level on the slopes of Mount Batur, the coffee plantation in Gayo (Aceh) which has a beautiful view to Lake Lut Tawar.



The Malabar coffee plantation in Pengalengan (West Java) will bring you to the taste of famous coffee in Europe in the 18th century, or, you can feel the warmth of Temanggung coffee while enjoying the landscape of Mount Sindoro and Mount Sumbing on the Kledung coffee plantation (Central Java). In the middle of a coffee plantation, you can do moderate physical activities, such as cycling, running, walking, and yoga. In addition to visiting the plantations in the highlands, you can also relax and enjoy the variety of Indonesia's best coffee in various cafes that you can find from big cities to tourist villages throughout Indonesia.

Indonesia is known as the 4th largest coffee producer in the world



TEA.

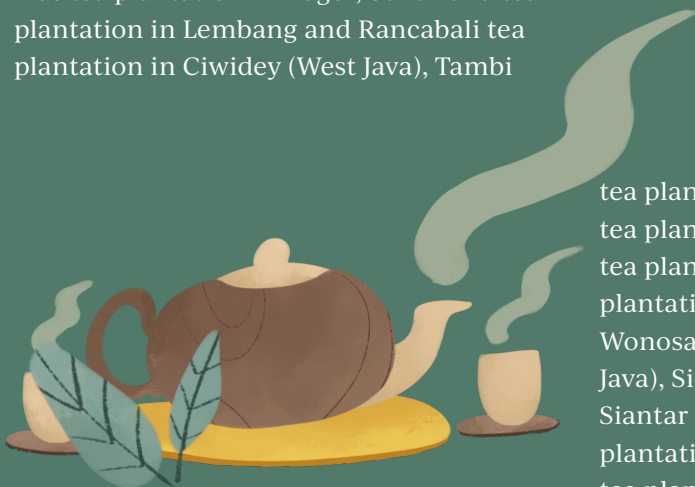
West Java is the largest tea producer in Indonesia which is almost 70% of Indonesian tea production



Tea plantations in Indonesia are an interesting choice for holidays that combine physical, emotional and mental activities with ecotourism and agritourism activities. Some tea plantations that have been developed into tourist destinations are Ciater tea plantation in Subang and Gunung Mas tea plantation in Bogor, Sukawana tea plantation in Lembang and Rancabali tea plantation in Ciwidey (West Java), Tambi

Tea has many advantages which function as an antioxidant and is able to fight free radicals related to heart health and blood circulation. Tea consumed properly and regularly also has a **significant impact for our emotions and minds.**

Indonesia is the 7th largest tea producer in the world with plantations spread across 10 provinces



tea plantation in Wonosobo, Kemuning tea plantation in Tawangmangu, Kaligua tea plantation in Brebes and Pagilaran tea plantation in Pekalongan (Central Java), Wonosari tea plantation in Malang (East Java), Sidamanic tea plantation in Pematang Siantar (North Sumatra), Twin Lake tea plantation (West Sumatra), and Aro Wood tea plantation in Kerinci (Jambi).

TEA

TYPE OF TOURS.

Ecotourism • Agrotourism • Educational Tourism •

Adventure Tourism • Wellness Tourism

WELLNESS ACTIVITIES.

Trekking • Cycling • Exploring plantation •

Mindfulness Program • Self-contemplation

WELLNESS DIMENSIONS.

Environmental • Mental •

Physical • Emotional

COFFEE PLANTATION

TYPE OF TOURS.

Ecotourism • Agrotourism • Wellness

Tourism • Cultural Tourism

WELLNESS ACTIVITIES.

Trekking • Cycling • Plantation Cruising •

Mindfulness Program • Self-Contemplation

WELLNESS DIMENSIONS.

Environmental • Mental •

Physical • Emotional

CHAPTER 01: **HARMONY IN DIVERSITY****CULTURAL
- DIVERSITY**

1. Archaeological Sites and Historical Sites 2. Wayang Puppet & Batik 3. Traditional Dance and Music 4. Martial Arts and Traditional Physical Activities 5. Body Care and Traditional Cuisine

The geographical position between the two continents and the two oceans not only makes Indonesia have a diverse geodiversity and biodiversity, but also cultural diversity. In Indonesia, there are 633 main ethnic groups divided into 1,331 tribes. Javanese ethnic group is the majority of them, which covers about 40.06% of the total population in Indonesia.



The variety of ethnic groups has made Indonesia the country with the 2nd most local languages in the world, which is more than 700 languages or almost 2 times the total number of local languages used in the European region. Ethnic diversity in Indonesia becomes increasingly unique when there is acculturation with Asian nations from China, India, the Middle East and Persia, as well as European nations, especially the Dutch and Portuguese. The acculturation took place from the beginning of the maritime trade in the 7th century AD and many were passed on from generation to generation until the present. The cultural heritage that is the result of the acculturation presented in the form of **architecture, fashion, performing arts, music, martial arts, culinary to wellness and treatment practices.** UNESCO even recognized 3 cultural heritage sites in Indonesia as a World Heritage Site, as well as 7 Indonesian intangible cultural heritage in the Representative List of Humanitarian Intangible Cultural Heritage.



Learning to create works of art and culture will train your emotion, to be calm and patient.

Indonesia is an attractive destination for those of you who want cultural experiences, especially those related to the values and practices of life passed down from generation to generation. Wellness activities can be carried out through a variety of cultural tourism products that are packaged creatively and transformatively. Recognizing Indonesia's cultural diversity is not just merely looking at it and listening to it, but learning and practising the variety of Indonesian cultural heritages. You are invited for a moment to be involved in the contemplation of cultural activities that provide a positive intake for your emotions and mental. Visiting archaeological and historical sites will allow you to let you learn about the past, also to invite you to reflect on historical stories for learning for the future. Cultural tourism becomes part of a fun wellness practice and also heals your body, mind and inner being.

Learning dance, traditional musical instruments to traditional martial arts will exercise the five senses through the balance of motion and taste, while releasing the burden of the mind



Kotagede, Central Java



Wayang Imogiri craftsman, Central Java



It is time to recognize the diversity of Indonesia's earth!

CHAPTER 01: HARMONY IN DIVERSITY
CULTURAL - DIVERSITY

ARCHAEOLOGICAL SITES AND HISTORICAL SITES



Archaeological Sites / Historical Sites

ARCHAEOLOGICAL SITES.

Learning from the past and reflecting into the values of a better life is part of increasing self-capacity especially in the mental or mind aspects. While visiting archaeological sites, we learn about the histories, yet more important is **to learn about the transformation of life.**

Exploring archaeological sites not only strengthens the physical body, but also nourishes your emotion and mind.



Borobudur Temple, Central Java

The most discovered archaeological sites in Indonesia are temples. Hundreds of temples that are mostly from the Hindu-Buddhist period spread across 15 provinces in Java, Sumatra and Kalimantan. **UNESCO recognizes several temples in Indonesia as World Heritage Sites** including Borobudur Temple and Prambanan Temple (in Central Java) also Sangiran Site (in Central Java) which represents prehistoric culture in the world. Your experience will be great by learning about life that has been going around more than 12 centuries first-hand. You can practice it and it will become a quality experience.



Relief panel in Borobudur Temple is a source of knowledge in the longest 3-dimensional format in the world which reach 6 kilometres if installed in rows.



The relief panel at Borobudur Temple is a "book of knowledge" that contains teachings of enlightenment, compassion, character to knowledge of marine technology, agriculture, culinary, music, as well as health and medicine

HISTORICAL SITES.



Kotagede, Central Java

In historical records, Indonesia once had 782 kingdoms and today there are only about 186 kingdoms that still exist as cultural entities.

In addition to archaeological sites, Indonesia also has many historic buildings and areas from various historical periods that represent the civilization in Indonesia.

Yogyakarta and Surakarta palaces are even cultural centres and important cultural tourist destinations, in addition to Mangkunegaran Palace (Central Java), Pakualaman (Yogyakarta), Kasepuhan, Kanoman, Kacirebonan (West Java), or Banten (West Java). These palaces not only store the cultural heritage of objects, but also still preserve a variety of intangible cultural heritage including knowledge and practices of fitness and health. Learn to dance, paint, colour puppets, make medicinal herbs and potions, body care, to practise your body, mind, soul at the “cultural centre” and it will become an important transformative experience in the history of your life.



HISTORICAL SITES

TYPE OF TOURS.

Historical Tours • Cultural Tours •

Spiritual Tours • Wellness Tours

WELLNESS ACTIVITIES.

Mindfulness program • Self-contemplation

WELLNESS DIMENSIONS.

Mental • Social • Spiritual • Emotional

ARCHAEOLOGICAL SITES

TYPE OF TOURS.

Historical Tour • Cultural Tour •

Spiritual Tour • Wellness Tour

WELLNESS ACTIVITIES.

Mindfulness program • Self-contemplation

WELLNESS DIMENSIONS.

Mental • Social • Spiritual • Emotional

WAYANG PUPPET AND BATIK



Wayang Puppets / Batik

WAYANG PUPPETS.

Giriloyo Imogiri, **Yogyakarta**



To recognize the values of life, sometimes we use other media such as art, to gain knowledge from different perspectives. Dolls are learning media that are theatrically packed and have been used by humans since ancient times. Indonesia knows puppets as a form of classical theatre staged in the form of two-dimensional **puppets or known as leather puppets and three-dimensional puppets which are called wayang golek**, even played by many artists directly in the form of theatrical dance (*wayang wong*).

Wayang is not only an entertaining performance medium but also loaded with teachings about the goodness and values of humanity

Philosophically, puppetry is a metaphor of **human life in relation to other humans, the universe and God in balance**. Wayang puppet has become a part of cultural and spiritual life, especially in Java and Bali to this day. UNESCO has chosen puppetry as a Representative List of Intangible Cultural Heritage for Humanity. Learning to make or colour puppets, to practise playing puppets, will condition you to **exercise the balance of the five senses**. Performing wellness practices using the puppet media is part of strengthening your emotional, mental and spiritual aspects.



BATIK.

Batik is a traditional fabric product, becoming one of Indonesia's cultural identities and has even been recognized as a world intangible cultural heritage by UNESCO. Batik represents various cultural backgrounds in the form of a wide **diversity of patterns reflecting various cultural influences**, from Arabic calligraphy, European wreaths and Chinese phoenixes to Japanese cherry blossoms and Indian or Persian peacocks.

Girilojo Batik Village, Central Java

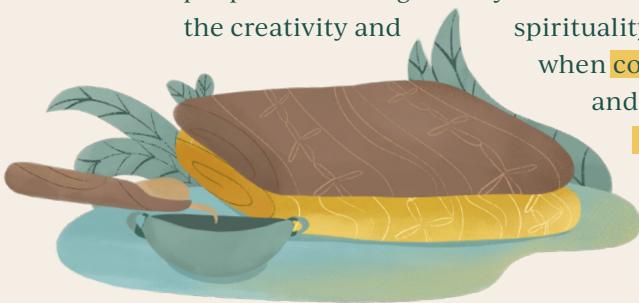


Learning to make batik has a positive impact on your emotions and mentality by exercising calmness and patience

In addition, batik becomes an item that is passed down in the family for several generations. Batik craft is intertwined with the cultural identity of the Indonesian people and through the symbolic meaning of its colours and design, expresses the creativity and spirituality of the Indonesian people. The hand pull

when **colouring batik patterns** on a piece of fabric, and **aligned with slow breaths and meditative**

mind concentration, is a simple mindfulness exercise that has a tremendous impact on your emotional and mental health.



CHAPTER 01:

CULTURAL - DIVERSITY

WAYANG PUPPETS

TYPE OF TOURS.

Cultural Tours • Wellness Tours

WELLNESS ACTIVITIES.

Mindfulness program • Self-contemplation

WELLNESS DIMENSIONS.

Mental • Spiritual • Emotional



CHAPTER 01:

CULTURAL - DIVERSITY

BATIK

TYPE OF TOURS.

Cultural Tours • Wellness Tours

WELLNESS ACTIVITIES.

Cultural education • Mindfulness program

• Self-contemplation

WELLNESS DIMENSIONS.

Mental • Emotional



TRADITIONAL DANCE AND MUSIC



Traditional Dance / Traditional Music

TRADITIONAL DANCE.

The number of ethnic groups in Indonesia results in many and varied traditional dances. Traditional dance is divided into folk dance which is played by ordinary people as part of public expression, spontaneous and entertaining; and semi sacred dances and sacred dances which are played by certain strata of the community for the celebration and importance of ceremonies, customary and religious rituals for limited groups that are contemplative, hold certain messages and meanings, and **require the ability and balance of the body, mind and soul to play them.**

Traditional dance is a cultural activity that not only requires discipline and harmonisation of body movements

respiratory regulation or concentration of emotions and thoughts

also loaded with universal values of goodness and the teachings of goodness





In some traditions, certain communities to play sacred or semi-sacral dances do not only demand motion training, but also mindfulness, practices which include body and beauty care, diet regulation, practising poetry, sacred music or singing, to meditation and spiritual rituals. Beside cultural diversity, Traditional Indonesian dance also **has significance for emotional, mental and spiritual health.** UNESCO's recognition of Saman Dance from the Aceh ethnic group and the Three Genres of Traditional Dance in Bali as intangible cultural heritage shows that Indonesian traditional dance has universal values for everyone.



Kuda Lumping Dance, Ponorogo



Kuda Lumping Dance, Ponorogo

TRADITIONAL MUSIC.

Music is not just an entertaining medium of expression, but can also be a part of emotional and mental balance exercises. Traditional Indonesian music is part of art shows, local customary rituals, media for contemplation, to religious activities both played singularly and in the form of ensembles. Gamelan and angklung are traditional Indonesian musical instruments recognized by UNESCO in the Representative List of Humanitarian Intangible Cultural Heritage.

Gamelan is a

Traditional musical ensemble of Javanese, Sundanese, Madura and Balinese ethnic groups **that teaches the values of harmony, mutual respect and love for each other,** and is recognized as being able to build connections between humans and the universe.

To play gamelan in a complete ensemble, there are, at least, 15-20 musical instruments needed that are often used in various cultural contexts

Angklung is a

Bamboo musical instrument from the Sundanese ethnic group that emphasises concentration, collaboration and cooperation between players, **building imagination and memory, as well as artistic and musical feelings.**



Practising traditional music not only introduces cultural experiences but can be developed into an emotional and mental exercise that is fun and also healthy. This therapy is done by sitting meditation or lying down relaxed while listening to the tone and rhythm played by trained practitioners. Alternatively, you are invited to participate in singing and moving by playing certain traditional musical instruments to achieve a better mood and full of excitement.

Notes and rhythms produced by some traditional musical instruments are able to ease the mind and reduce anxiety



CHAPTER 01:

CULTURAL - DIVERSITY

TRADITIONAL MUSIC

TYPE OF TOURS.

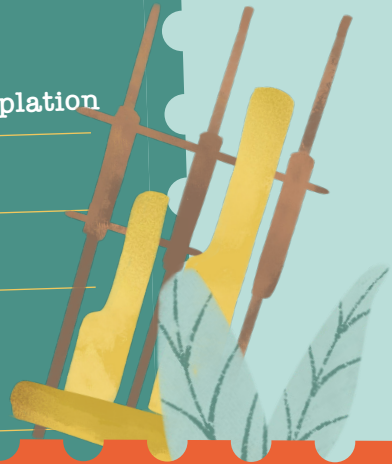
Cultural tours • Wellness Tours

WELLNESS ACTIVITIES.

Mindfulness Program • Self-contemplation

WELLNESS DIMENSIONS.

Mental • Emotional



CHAPTER 01:

CULTURAL - DIVERSITY

TRADITIONAL DANCE

TYPE OF TOURS.

Cultural Tours • Wellness Tours

WELLNESS ACTIVITIES.

Mindfulness Program • Cultural practices • Self-contemplation

WELLNESS DIMENSIONS.

Mental and Physical • Emotional



MARTIAL ARTS AND TRADITIONAL PHYSICAL ACTIVITIES



Martial Arts / Traditional Physical Activity

MARTIAL ARTS.

In addition to being an activity of sports and martial arts, *Pencak Silat* is also part of cultural identity for most ethnic groups in Indonesia. *Pencak silat* is thought to have existed in the 7th century in accordance with the depiction on relief panels in Borobudur Temple. In addition to emphasising the physical aspect, martial arts also includes mental and spiritual aspects, as well as artistic aspects. Some martial arts colleges, in addition to teaching martial arts, also train respiratory and domestic workers who are heavily influenced by Chinese culture, and some teach a contemplative approach that is heavily influenced by Islamic sufism practices.



Pencak silat is a traditional martial art that has been recognized by UNESCO.

UNESCO established the tradition of Indonesian martial arts in the Representative List of the Intangible Cultural Heritage of Humanity because martial arts practitioners are taught to maintain their relationship with God, man, and nature, in addition to practising various techniques to deal with attacks or other dangerous situations based on the principle of protecting themselves and others, avoiding harm to the perpetrator and building friendship. The tradition of martial arts also becomes cultural knowledge and skills which are oral traditions and expressions, philosophical phrases, rhythmic poetry, advice, as well as songs and techniques of playing musical instruments.

The motion and style of martial arts are strongly influenced by various elements of art, including the unity of the body and the movement that corresponds to the accompanying music.



TRADITIONAL PHYSICAL ACTIVITY.



Kabasaran Dance, Minahasa

Ethnic groups in Indonesia have various physical activities that are part of unique local cultural rituals, such as *rock jumping* or this ritual for teenagers in the Nias ethnic group by jumping over stones; cow carriage or *cow racing* in the Madura ethnic group, as well as *pasola* or horse racing in East Sumba. The traditional physical activity that you can do as a part of *mindfulness* practice is *jemparingan*, or Javanese archery, beside *pencak silat*.



Rock Jumping, Nias



Caci Dance, NTT

Hitchhiking will be a cultural experience while also exercising your physical, emotional and mental skills. The *jemparingan* community is mostly located in Yogyakarta and its surroundings (Yogyakarta Special Region), Surakarta and its surroundings (Central Java), besides also spread in Cirebon and Bandung (West Java), as well as Semarang (Central Java). Traditional games in Indonesia can also be developed into light physical activities, including *egrang* or traditional games that use bamboo stems as a footing to stand and regulate body balance.

Archery with a cross-legged sitting position dressed in traditional Javanese clothes in addition to requiring more physical strength, also calmness, concentration and focus.



CHAPTER 01:

CULTURAL - DIVERSITY

MARTIAL ARTS

TYPE OF TOURS.

Cultural Tours • Sports Tours •

Wellness Tours

WELLNESS ACTIVITIES.

Mindfulness Program • Self-contemplation

WELLNESS DIMENSIONS.

Physical • Emotional • Mental

CHAPTER 01:

CULTURAL - DIVERSITY

TRADITIONAL PHYSICAL ACTIVITY

TYPE OF TOURS.

Cultural Tours • Sports Tours •

Wellness Tours

WELLNESS ACTIVITIES.

Mindfulness Program

WELLNESS DIMENSIONS.

Physical • Emotional • Mental



CHAPTER 01: HARMONY IN DIVERSITY
CULTURAL - DIVERSITY

BODY CARE AND TRADITIONAL CUISINE



Body Care / Traditional Cuisine

BODY CARE.

Most ethnic groups in Indonesia have body care practices that represent the diversity of the earth, biodiversity and culture owned by these ethnic groups from generation to generation.

Body and beauty care practices in Indonesia are based on the use of spices in the human life cycle



Spices do not only cleanse your body's skin, but also to make it brighter, fresher and healthier

Cultural diversity is reflected in a variety of ingredients and body care methods in the form of herbal ingredients that are distributed to the body, herbal ingredients that function to be drunk, face masks from natural ingredients, to essential oils for steam therapy, massage or aromatic therapy. At present, the body care traditions of 15 ethnic groups in Indonesia are developed into traditional spas, including: Minang and Batak ethnic groups (Sumatra Island); Javanese, Sunda, Betawi, Semarang-Peranakan and Madura ethnic groups (Java and Madura Island), Balinese ethnic groups (Bali Island), Dayak and Banjar ethnic groups (Kalimantan Island), Bugis and Minahasa ethnic groups (Sulawesi Island), Timorese, Maluku and Papua ethnic groups (islands of eastern Indonesia). You can have many body care options during a healthy holiday in Indonesia.



TRADITIONAL CUISINE.

Indonesian cultural diversity can be seen in the culinary wealth that is part of the traditions of ethnic groups in Indonesia. More than **5,000** traditional culinary recipes that support the tourism business and creative economy are simple parameters of Indonesia's culinary wealth.



Traditional Indonesian cuisine is authentic and unique and also healthy

Beberuk Terong dan Ayam Taliwang, Khas Lombok

Spices are an important and dominant condiment in traditional Indonesian cuisine

Traditional Indonesian cuisine is heavily influenced by cultural crossings between local cultures and Indian, Middle Eastern, Chinese and European cultures. The cultural crossings can be seen in the use of seasonings, ingredients to cooking techniques. The use of spices can be more than 5 types, even some traditional cuisines can require more than 10 types of spices. Spices not only give a taste, aroma and colour to the cuisine, but what is very important is to provide benefits for your body's health.



In addition to spices, many traditional Indonesian cuisines use organic and fresh ingredients. Cultural diversity in culinary is not only enjoyed through eating, but also learning the process of cooking or making traditional cuisine into an interesting cultural experience. Cooking classes maximise the taste buds that affect your emotional and mental health.

Many traditional Indonesian cuisine use raw or semi-cooked vegetables combined with a sauce rich in spices



CHAPTER 01:

CULTURAL - DIVERSITY

BODY CARE

TYPE OF TOURS.

Wellness Tour

WELLNESS ACTIVITIES.

Spa • Massage • Body Treatments •

Beauty Treatments

WELLNESS DIMENSIONS.

Mental • Physical • Emotional



CHAPTER 01:

CULTURAL - DIVERSITY

TRADITIONAL CUISINE

TYPE OF TOURS.

Culinary tourism • Wellness tourism •

Cultural tourism

WELLNESS ACTIVITIES.

Culinary tour • Cooking classes •

Eating healthy food

WELLNESS DIMENSIONS.

Mental • Physical • Emotional

CHAPTER 02:

HOLISTIC

Harmony of Micro-Macro Cosmos

2



India has Ayurveda and China has *Traditional Chinese Medicine* (TCM) as an attraction for wellness tourism, now how about Indonesia? You have recognized Indonesia as an attractive destination which is called the Harmony of Diversity. For centuries, Indonesian society has practised the tradition of “holistic wellness” which is a manifestation of the diversity of the earth, biodiversity and cultures. The philosophy of the holistic wellness tradition is the Harmony of the Microcosm and the Macrocosm. Microcosm is understood as aspects which exist in the human body, including physical, emotional and mental aspects. Macrocosm is defined as all aspects of life that encompasses the human body such as social, environmental and spiritual. In the simple words, the Harmony of the Microcosm and Macrocosm is manifested into a holistic wellness practice “Be Healthy for Yourself, Heal the Earth”

Let's explore the harmony of microcosm and macrocosm!



CHAPTER 02: HOLISTIC

THE KNOWLEDGE.

1. The Holistic Knowledge 2. The Source of Knowledge

Holistic wellness is based on the understanding that human life will always be connected to life or the wider universe. The quality of human life will have an effect on the quality of the environment and vice versa. The ancestors believed that if a man gave goodness to nature, then nature would give the goodness back to him. If man takes the Good in nature, then man must return the Good to nature, therefore there is always a harmonious relationship. The harmony of microcosm and macrocosm underpins holistic wellness practices in Indonesia to date.





Borobudur Temple is the world's longest three-dimensional source of knowledge; with relief panels that reach 6 kilometres in length arranged in rows

Borobudur Temple is a source of knowledge about the harmony of microcosm and macrocosm in its entirety that you can explore. Learning about holistic wellness through the relief panels at the World Heritage Site Borobudur Temple will give your journey a more meaningful experience. Holistic wellness practices are also widely stored in ancient manuscripts in the libraries of Surakarta and Mangkunegaran palaces, as well as Yogyakarta and Pakualaman palaces; or stored in the *form* of throwbacks in Gedong Kirtya, Bali. By recognizing a deeper understanding of the harmony of microcosm and macrocosm, you will gain a unique cultural experience and also get a lot of positive intake for your mind to make your life transformation better.

Now, it is the time to know more about holistic wellness!



CHAPTER 02: HOLISTIC
THE KNOWLEDGE

THE HOLISTIC KNOWLEDGE



The Small Universe / The Large Universe / Harmony

THE SMALL UNIVERSE (MICROCOSM).

Ancestors see that humans are the representation of the universe on a small scale, or “Microcosm”. A human as a little universe is divided into three main aspects that are interrelated which consists of *body* (physical), *taste* (emotional), *soul* (mental). Each of these aspects needs to be optimised so that humans achieve the best conditions as a microcosm.



The practice of the wellness tradition is carried out holistically by balancing the physical, emotional and mental aspects through sports (physical health practices), taste (emotional health practices), and mental health (mental health practices). In the perspective of the microcosm, pain is a manifestation of physical, emotional and mental imbalances. Healing or treatment is understood as an attempt to condition the physical, emotional and mental (or small universe) into balance.

THE LARGE UNIVERSE (MACROCOSM).

Ancestors place humans as one aspect of the universe or the “Macrocosm”. Macrocosm is divided into three main aspects which are interrelated such as human, nature and “the higher universe”. Human as an individual (physical, emotional and mental) and also a social actor; the natural aspect includes elements of water, soil, wood, fire and air; while the “higher universe” relates to the universe beyond man and nature. Humans in this perspective of the Great Universe are positioned as guardians of balance with the higher realms and universes. The unbalanced relationship between man and the higher universe is believed to have adverse effects on human life, such as disease or poor health. In addition to healing or treatment in the physical, emotional and mental aspects, the ancestors believed that humans should also improve relationships with other humans, as well as the higher universe.



HARMONY.

The holistic wellness tradition takes care of, maintains and makes the physical, emotional and inner aspects healthy, and also touches the social, environmental and spiritual aspects.



Holistic wellness is then manifested in two mutually supportive practices, the practice of giving or sharing Goodwill to the “small universe” and to the “large universe”.



Jamu or herbal medicine.

Spices are ingredients often used by ancestors as a symbol of Goodness. The spices are served either in the form of raw materials, or processed into food, drinks, to perfume or incense. Ancestors always say “words of kindness” when giving or sharing kindness as a form of “deep communication” with the physical body, emotions, mental, or even with the higher social environment, or universe. Taking herbal herbs containing “word of kindness” for body care or treatment is one of the practices of giving or sharing kindness to the small universe. Providing offerings with “words of kindness” to care for the sustainability of nature in traditional societies is a form of practice of giving or sharing kindness to the large universe.

CHAPTER 02: HOLISTIC
THE KNOWLEDGE

THE SOURCES OF KNOWLEDGE



Borobudur Reliefs / Ancient Manuscripts

BOROBUDUR RELIEFS.

The temple consists of 6 longitudinal terraces in the shape of a square with 3 circular courts with 2,672 relief panels and 504 Buddhist sculptures, as well as 72 stupas

While visiting Borobudur Temple, you are actually opening a “book of knowledge” made in the 8th century AD. Borobudur Temple is a monument that represents the biggest mandala humans have ever built on earth.



The relief panels in Borobudur Temple contain the teachings and practices of goodness and happiness in life, to then reach the enlightenment. These teachings and practices are holistic knowledge from medicine, food, plants, to sharing compassion with all beings. Some panels specifically describe medicine in ancient Java,

such as messaging and rubbing medicinal herbs into the body in *Karmawibhangga* Relief; or mixing herbs and yoga and meditation attitudes in *Gandavyuha*, *Jataka* and *Avadana* relief. Whereas in *Lalitavistara* relief, we can identify dozens of local plant species as food and medicine in the past. By visiting Borobudur Temple, you have the opportunity to learn more about holistic wellness that has been practised in Indonesia in the past and is still practised as part of a healthy lifestyle today.



ANCIENT MANUSCRIPTS.

In the past, holistic medicine was an empirical experience taught directly orally from generation to generation. When written culture began to be practised, holistic treatment knowledge and practices began to be written on *Lontar*. The tradition of writing on *Lontar* developed in Java, Bali, Lombok, Sulawesi and several places in Sumatra using the local language.

Lontar it's a palm-leaf manuscript made by organic materials and it was used to write or document history or stories, knowledge, religious practices, mystics, medicine to cultural art.



Classical Javanese manuscripts containing holistic medicine were written from the 12th to the 15th century AD. The arrival of the European nations in the 16th century AD had an impact on the use of paper and printing presses. Efforts to rewrite ancient manuscripts on holistic medicine were carried out at the end of the 19th century AD by the Dutch East Indies government by involving the professional writer from Surakarta and Mangkunegaran palaces as well as Yogyakarta and Pakualaman palaces. The manuscripts include: *Serat Centhini* (1814 AD), *Serat Kawruh Bab Jampi-Jawi* (1831 AD) or *Serat Buk Jampi-Jawi* (1927 AD) which can be learned at Surakarta and Mangkunegaran palaces, as well as Yogyakarta and Pakualaman palaces.

You can learn about Balinese holistic medicine at Gedong Kirtya in Bali, which is the only library in the world with a collection of 4,000 manuscripts in the form of lontar

CHAPTER 02: HOLISTIC

THE TRADITION.

1. The Life Cycle and Purification 2. Herbs and Aromatics 3. Body and Beauty Care 4. Holistic Body-Based Practice and Traditional Medicine

Holistic wellness traditions are still part of Indonesian life today. The harmony philosophy of the microcosm and macrocosm is practised in two approaches that are interconnected and reinforced each other.





Water is an important element for purifying mind, body, soul.

First, to balance the physical, emotional and mental aspects with the higher elements of nature and the universe by providing the “words of kindness” given through direct speech or using the media of water and food. These practices include life cycle traditions and refinements that are still carried out by communities that still preserve local culture, in addition to complementary medicine traditions that are still practised in today’s society.



Second, to balance physical, emotional and mental aspects by providing positive intake in the form of spices that are processed into potions that are drunk or eaten as part of treatment or fitness. The potion can also be applied, channelled or scrubbed on some parts of the body as part of body and beauty treatments. These practices include the tradition of herbs and aromatics, the tradition of body and beauty care, as well as the tradition of complementary medicine.



These practices remain preserved until now, although many adaptations and innovations have occurred as an implication of the changes and developments of the times. Healthy lifestyle trends in Indonesian society also encourage new interpretations of holistic wellness values and traditions into current wellness activities. You have a wide selection of wellness activities rooted in holistic wellness traditions during your holiday in Indonesia.



Jamu or herbal drink for holistic treatment.

Food and drink are part of the offering tradition to balance the body and its universe.



CHAPTER 02: HOLISTIC
THE TRADITION

THE LIFE CYCLE AND PURIFICATION



Life Cycle / The Purification Tradition

LIFE CYCLE.

The life cycle consists of 3 important phases of life, including:



then it is divided into 6 stages which are:

pregnancy → birth → children → adolescents → marriage → death

Important phases of life are celebrated by using certain symbols, *slametan* or celebrating life stages in the form of food offerings or by eating together and then interpreted with “words of kindness” which are usually in the form of prayers or spells. Usually this ritual ceremony will use many components of cultural objects and tactics owned by the ethnic group. Almost most ethnic groups in Indonesia still preserve this Life Cycle ritual ceremony with little adaptation following the changing times.

THE PURIFICATION TRADITION.

One of the harmony practices of microcosm and macrocosm is the tradition of purification. Purification is a ritual performed so that the body's elements and energies become positive and in harmony with the surrounding environment and the wider universe.

One of the harmony practices of microcosm and macrocosm is the tradition of purification. Purification rituals derived from Indonesian tradition include 3 types which are purification for oneself, purification for the social environment, as well as purification for the wider universe.

Purification for oneself is principally a negative element or a bad trait in man, as well as protecting him from evil things that would impair the quality of life. The practice of purification in oneself that is still carried out in Java is called *ruwatan*; while in Bali, among others, it is called *melukat*.

Ruwatan is refining by giving "Good Stories" in the form of puppet shows



Purification for the social environment is an effort to take care of human relations with humans in a certain social environment to be more harmonious, such as the *Grebeg Sekaten* tradition carried out by the king of Yogyakarta and Surakarta. Purification for the wider universe is usually in the form of dividing and returning part of the harvest to its environmental sources so that there is always a harmonious relationship, such as Earth Alms (in agrarian society) or Sea Alms (in maritime society).

Melukat is a ritual of cleansing the body, mind and inner being with water elements and being part of tirtayatra (a spiritual journey to obtain holy water so that human life becomes better and harmonious)

CHAPTER 02: HOLISTIC
THE TRADITION

HERBS AND AROMATICS



Tradition of Herbs / Aromatic Tradition

TRADITION OF HERBS.

Jamu in ancient times were understood as part of traditional medicine using herbs, and were accompanied by healing prayers.



Jamu is an original Indonesian herb based on plants, either in the form of rhizomes or roots, leaves, bark and also fruits. In addition to being beverages, the use of *Jamu* is very diverse. It could be smeared on the whole body, on the feet and hands or on other parts of the body in a limited manner, pasting or embossing the results of the herbs on the forehead, sprayed and pasted on the sick side. The recording of *Jamu* recipes as cultural heritage has been carried out since the 18th century AD. The manuscript of *Serat Centhini* (1814 AD) which is considered as the “master book of Javanese civilization” also contains 104 types of plants that are mixed treated into 85 traditional medicines to treat 30 kinds of diseases. Today, it is estimated that more than 50% of the population in Indonesia uses herbal herbs and medicines, especially in liquid form for health and treatment.



Spices are the main ingredients of herbal medicine.



There are 3 categories of herbal herbs and medicines in Indonesia, which are herbal (traditional products based on empirical evidence), standardised herbal products (having evidence based on preclinical studies), and phytopharmaceutical (standard products based on clinical trials). The Indonesian Health Ministry said there are at least 11,000 herbal products, 72 products that are standardised and 24 phytopharmaceutical products.

AROMATIC TRADITION.

Indonesia has a long history and long aromatic tradition. In the era of the spice trade from the 7th century AD, Indonesia was an important producer of aromatic commodities, such as camphor, *gaharu* (*Aquilaria malaccensis*) and sandalwood (*Santalum album*).



Aromatic materials are widely processed into incense or bukhur which is widely used in religious and cultural ritual ceremonies in Indonesia



in addition to being used for aromatherapy and room fragrance



Currently Indonesia produces 40% of essential oils from the total production of essential oils in the world which reaches 150 types. Patchouli, cloves and nutmeg contribute up to 75% of the total value of Indonesia's essential oil exports.



Even incense is an important tool in everyday religious and cultural life for Balinese ethnic groups. Aromatic materials can also be in the form of essential oils, the result of plant extraction through a distillation or steam distillation process that produces certain aroma oils. *Essential oils* that are solidified into wax or evaporated using a *diffuser* are products that are often used for aromatherapy

Therapy using aromas is a popular wellness practice today because it can be used for body and mind relaxation, lower negative emotions, arouse enthusiasm, stimulating/making the mind more focused and as a medium of contemplation.



CHAPTER 02: HOLISTIC
THE TRADITION

BODY AND BEAUTY CARE



Body Care Tradition / Beauty Treatment Tradition

BODY CARE TRADITION.

Ethnic groups in Indonesia have a variety of recipes, procedures and ingredients for body and beauty care that have been passed down from generation to generation and become part of cultural identity.

Body and beauty treatments that are widely found in many ethnic groups in Indonesia include the tradition of body treatment with *lulur*, evaporation or fumigation, soaking, and massage.

The basic ingredient for lulur is rice flour combined with a variety of spices and aromatic plants in each region



The tradition of *lulur* or body scrub is to apply herbal ingredients to the whole body combined with massage to open up the pores of the skin therefore the dirt, oil or dead skin is lifted. Steam treatment or fumigation using a variety of local spices and aromatic plants. The tradition of soaking for body care uses local plant leaf extracts, or herbs based on essential oils.

The tradition of massage mostly starts with massage in the foot or back area. The tradition in Batak ethnic group starts from the head area as a form of respect for the person being massaged



BEAUTY TREATMENT TRADITION.

Beside body care, ethnic groups in Indonesia have a variety of beauty care traditions, especially for the face. Cold powder is a traditional product for facial skin care in the form of a dough based on rice flour or jicama which is applied evenly or distributed on the face or skin. Indonesia is a country with a tropical climate therefore the main benefit of this cold powder is to prevent skin damage due to the adverse effects of ultraviolet light from the sun, brighten the skin, and help to moisturise the skin and reduce the production of oil on the face.



The use of turmeric in cold powder has an influence on the process of skin brightening and at the same time reducing acne, while the use of fruit essence in cold powder is useful for softening facial skin



In addition to facial care, Indonesian people recognize the tradition of hair care using natural ingredients. Ethnic groups in Indonesia often use merang or dry rice stems for hair washing beside aloe vera (*Aloe vera*). For hair rinsing or conditioner they often use coconut milk or celery. Moderate pecan oil (*Aleurites moluccana*), aring urang oil (*Eclipta alba*), waru leaf extract (*Hibiscus tiliaceus*), lime extract (*Citrus aurantiifolia*) are often used as a hair tonic.

CHAPTER 02: HOLISTIC
THE TRADITION

HOLISTIC BODY- BASED PRACTICE AND TRADITIONAL MEDICINE



Holistic Body Tradition / Tradisi Pengobatan

HOLISTIC BODY-BASED TRADITIONS.

The holistic body-based traditions is commonly carried out in the palaces and is still practised today in Surakarta and Mangkunegaran palaces, as well as Yogyakarta and Pakualaman palaces. The dance used as a holistic body-based practice is usually a traditional Javanese dance that is semi sacred and sacred that is only played in certain groups.



Dance practice becomes the main activity which in essence is training the balance between the physical, emotional and mental bodies

This bodily practice is called holistic because it must be followed or supported by other practices that aim to strengthen the *body* (i.e.: by routinely drinking herbs and body care), strengthen the *taste* (i.e.: by practising vocal or musical arts, musical arts or *gamelan* to the art of *kriya* or *batik*), and strengthening the *soul* (i.e.: by meditation, to perform certain spiritual practices or practices). It is also a practice to train



Batak Tandok Dance, **Lake Toba**

the small universe (or the body) to align with the large universe (or the higher environment and universe). Dancers must always be aligned with *gamelan* players (as a representation of the social environment), also aligned with *pendopo* or a place to dance (as a representation of the natural environment), as well as aligned with the king, officials or relatives of the palace who witness it (as a representation of the higher universe).

TRADITION OF MEDICINE.

In the past, “sickness” was understood as a process where a human body experiences an imbalance of elements or energy that exist in the body (or small universe) and also outside the body (or large universe). The evolving treatment approaches are certain physical actions such as massage and the use of herbs such as *Jamu* for internal handling; as well as the use of “words of Kindness”, affirmations, *spells* or prayers to lucky objects or figures of the body for external handling.

Traditional medicine or empirical traditional health services are divided into 3 (three) ways of service.



1. Skills-based traditional medicine consists of:

Manual Techniques using manipulation and movement of one or several parts of the body, such as massage, bone repositioning or reflection massage



Mind Techniques using treatment techniques that utilise the abilities of the mind, such as hypnotherapy, aromatherapy or *sound healing*

Energy Techniques

Using energy either from inside or outside the body, such as inner energy, prana or meditation



2. Traditional medicine based on herbs is treatment :

Using herbs that can come from plants, animals, minerals, sarian (*gelanic*) preparations or mixtures of ingredients (such as *Jamu*, balsamic or aromatherapy herbs).



Jamu or herbal medicine has been standardized with measurable doses.

3. Traditional medicine is a combination of skills and potions :

Using a combination or combining skill and potions methods based on theory and practice thoroughly and completely rooted in one particular cultural tradition (such as *usada Bali* or holistic healing).



CHAPTER 02: HOLISTIC

TRANSFORMATION.

1. Scientific Research and Complementary Medicine 2. Industry and Digital Technology 3. Cultural Heritage and Sustainable Agriculture 4. Thematic Tourist Village

When there are changes and developments, holistic wellness in Indonesia transforms by maintaining traditional values. Holistic wellness in Indonesia, which was previously based on empirical experience passed down from generation to generation, was then studied academically and became a subject of scientific research.



Jamu and medicinal plants have now been scientifically accepted and several universities in Indonesia have special education majors related to traditional medicinal herbs and medicinal plants.

You can now get traditional medicine to support medical care in some of the leading hospitals in Indonesia. Even the *herb* and herbal medicine industry in Indonesia has used modern and computerised equipment to improve the quality and quantity of production.

In the tourism sector, holistic wellness gives new values to various tourism activities. The philosophy of Harmony from Microcosm and Macrocosm changes the view of Indonesian wellness tourism to global issues in sustainable and responsible tourism. Holistic wellness is a new attraction, especially during the COVID-19 pandemic where everyone is concerned about health and immunity. Wellness tourism also becomes a “red thread” for various types of tourism that you can enjoy in Indonesia, ranging from nature tourism, adventure, sports, culture, history, cuisine, ecotourism and agritourism, to medical tourism. Holistic wellness not only offers physical, emotional and mental activities in luxury hotels and resorts with classy facilities, but also provides a choice of wellness activities in tourist villages by offering unique and authentic cultural experiences.

It's time to recognize the knowledge of holistic wellness!



CHAPTER 02: **HOLISTIC**
TRANSFORMATION

SCIENTIFIC RESEARCH AND COMPLEMENTARY MEDICINE



Scientific Research / Complementary Treatment

SCIENTIFIC RESEARCH.

The book *Indische Planten en Haar Geneeskraft* or “Indigenous Indian Plants and their Healing Power” written by Jans Kloppenburg-Verstegh (1907) marks a deeper effort to connect local wisdom with science, especially that related to traditional medicine in Indonesia. This book contains a brief description of the area, plant origin along with its Latin name, morphology and commonly used plant parts along with their properties, as well as prescriptions for treatment and maintenance in accordance with the habits among Javanese ethnic groups at that time.



After Indonesia’s independence, a Javanese nobleman named RM Santosa Soerjokoesoemo pioneered the Medicinal Plant Garden known as *Hortus Medicus* (1948). The Medicinal Plant Garden located in the Tawangmangu plateau (Central Java) is the initial initiative of various research and scientific studies related to traditional medicine and medicinal plants. Scientific research is also carried out by universities from various scientific disciplines and many bring up new innovations to the development of traditional medicines and medicinal plants. Similar efforts are also made by industries, either independently or in the form of cooperation with the government and universities.

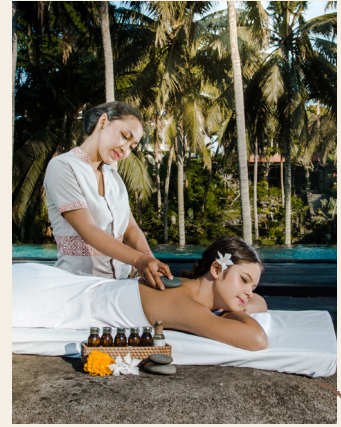
COMPLEMENTARY TREATMENT.

The development of traditional Indonesian medicine is carried out through product development, practice development through scientific building (*body of*



knowledge), as well as the creation of professional and competent practitioners.

The scientific building of traditional medicine complements conventional medicine on the side of strengthening the individual as an authentic person in the context of biology and psychology, interaction with the social and cultural environment, as well as transcendent interaction with God. The healing process through traditional Indonesian medicine is then translated into 6 health approaches that are interrelated and supportive into a holistic unity which are physical, mental, emotional, social, cultural and spiritual. Indonesia has developed higher education that supports the creation of practitioners, encourages scientific study and research, and technology development. At present, formal education in traditional medicine has been carried out in Bali, Surabaya and Surakarta.



Tradisi wellness sudah menjadi bagian penting dari industri pariwisata dan kesehatan di Indonesia.



Several hospitals in Indonesia have also provided traditional medicine-based health services, such as in Yogyakarta, Surakarta and Bali

CHAPTER 02: **HOLISTIC**
TRANSFORMATION

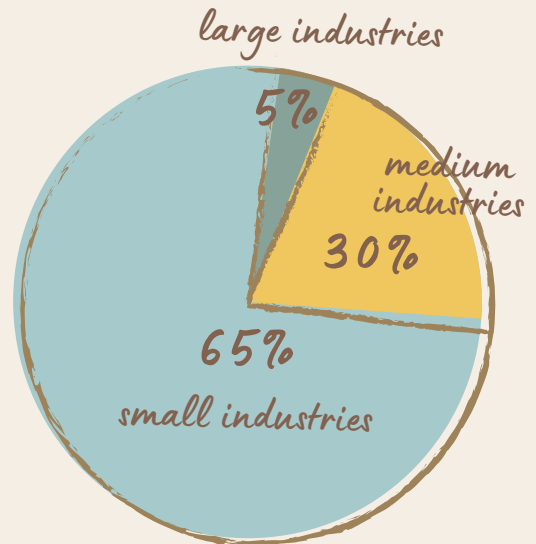
INDUSTRY AND DIGITAL TECHNOLOGY



Jamu Industry / Digital Technology

JAMU INDUSTRY.

Jamu is experiencing the development of industrialization, especially in Java. The herb recipe that many people have learned slowly develops into a home industry. Chinese ethnic groups who have lived for generations in Java have contributed a lot by initiating the herb industry in Indonesia. Surakarta and Yogyakarta were the starting point for the emergence of the herb industry on a home scale in the early 20th century, in addition to Surabaya (East Java) and several other cities in Java. Semarang, which is a trading centre in Central Java, is a growing *Jamu* industry on a larger scale. The *Jamu* industry contributes significantly to the Indonesian economy by absorbing 3 million workers. *Jamu* has also become a new business for millennials and is an important part of the creative economy sector in Indonesia.



There are currently estimated to be 900 herbal and Jamu industry actors in Indonesia



Business parties which consist of young people make many innovations to herbal products so that they become more easily accepted by young consumers. Many

Jamu cafes pop up in major cities on Java Island offering herbal dishes that are more in line with market trends and demand. The brewing technique is no longer done conventionally, but adapts to the brewing process. Apart from beverages, *Jamu* is processed into ice cream.

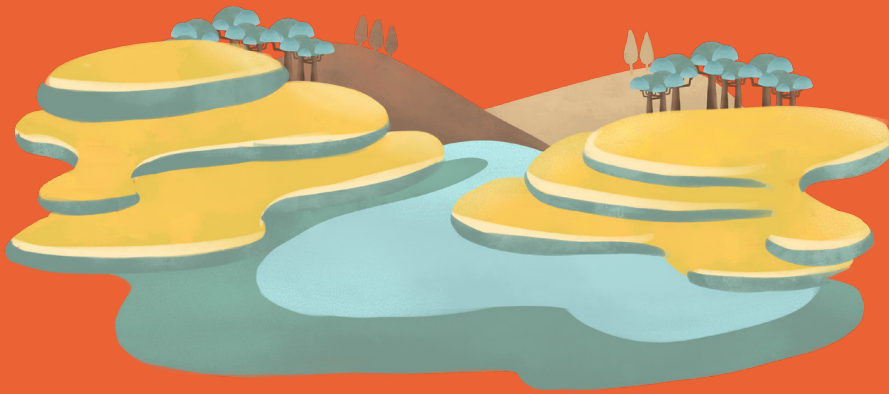
DIGITAL TECHNOLOGY.

In 2018, the *Jamu* industry entered the implementation of 4.0 standards to improve production quality and increase production capacity to meet market demands. The application of the 4.0 standard in the *Jamu* industry today makes it possible, among other things, to produce *Jamu* packaged in the form of medicinal liquids as well as in soft capsules.



The *Jamu* industry in Semarang first pioneered the application of the 4.0 standard in the form of automated production processes and programmed with computer systems, in addition to being supported by modern equipment, production with multi-tiered processes and environmentally friendly cleaning systems. The resulting efficiency is able to increase production up to 3 times more than before. The interest of young people to develop the wellness business makes *Jamu* not only conventionally marketed with the lower class market segment. The use of digital marketing makes *Jamu* have a wider market segment, especially for young consumers and practitioners of healthy lifestyles from the middle to upper class.

CULTURAL HERITAGE AND SUSTAINABLE AGRICULTURE



CULTURAL HERITAGE.

Indonesia has had local wisdom over holistic sustainable environmental management since the 9th century AD known as *subak* or water management and irrigation systems for rice fields managed by farmers' organisations in Bali as a manifestation of the *Tri Hita Karana* Philosophy. The meaning of *Tri Hita Karana* is “Three Causes of The Creation of Happiness and Well-being” with implementation in the form of love or harmonious relationship between man and God; joy or harmonious relationship between man and man; and weakness or harmonious relationship between man and nature.

The agricultural tradition in Indonesia is rooted in the balance between humans and the environment and universe in which they live.



In addition to obtaining water for agriculture, farmers who are members of *subak* can also carry out cultural and religious rituals in an integrated manner. UNESCO recognizes “Cultural Landscape of Bali Province: *Subak* System as a Realisation of *Tri Hita Karana* Philosophy” as a Cultural Heritage Site. The authenticity of multi-tiered landscapes, forests, water management structures, temples and places of worship that clearly reflect the *subak* system is an Outstanding Universal Value that is an important consideration for UNESCO. Balinese cultural landscape covers 19,500 acres consisting of five rice fields and the 18th-century Royal Water Temple known as Taman Ayun Temple. The *subak* system is a democratic and egalitarian agricultural practice that has allowed Balinese to become the most productive and sustainable rice farmer in Indonesia despite the challenges of supporting a dense population.

SUSTAINABLE AGRICULTURE.

Pre-historic sites in Sangiran (Central Java) show that ancient people in Indonesia had known primitive agriculture

Holistic agriculture has been known by people in Indonesia for a long time. Javanese people in the 5th century AD already had a civilization based on agriculture, ploughing the land using ploughs pulled by cows, harvesting rice, and post-harvest traditions such as mashing dried rice. In the next era, people in Java and Bali have long known water management to increase rice production through land management, the determination of prohibitive forests and dating systems. The dating system that blends cosmography with bioclimatology has been known to farmers in Java for a long time and then standardised at the end of the 19th century AD which is known as *pranata mangsa*.



In the era of agricultural modernization in Indonesia, local knowledge and wisdom was displaced by a mass agricultural model with the use of chemical fertilisers and pesticides, and prioritising rice as a single product. Nowadays, the awareness to revive the diversity of local agriculture and encourage the development of organic farming is raised. Local knowledge and wisdom about agriculture is revived by being combined with modern knowledge that is environmentally friendly. The *permaculture* approach began to be widely carried out in Java and Bali by designing agricultural ecosystems that pay attention to patterns and interactions in nature, while providing food, fiber and energy to meet the needs of local communities.

CHAPTER 02: HOLISTIC
TRANSFORMATION

THEMATIC TOURIST VILLAGE



Indonesia has about 80,000 villages and as a tourist destination there are 1,831 tourist villages

Tourist villages have unique and diverse local characteristics, uniqueness and values that provide different experiences for tourists. The local cultural and natural landscape combined with the service of the villagers who still hold traditions, as well as local knowledge and wisdom is a holistic attraction that is not found anywhere else. The theme of *wellness* is one of the attractions offered by several tourist villages in Indonesia.

Jamu and herbs as specific themes were raised in several tourist villages, including Rejowinangun Tourism Village (Yogyakarta) or Kiringan Tourism Village (Yogyakarta)



Candirejo Tourism Village, **Magelang**

Travellers can get an experience of medicinal plants and the process of making herbal herbs and drinks combined with a trip to explore the village. There are also several tourist villages around the **Borobudur Temple Complex (Central Java)** that offer a traditional herb and spa cooking experience after touring.



Candirejo Tourism Village, **Magelang**

Nglanggeran village in Yogyakarta

offers a traditional spa, a variety of culinary delights from goat's milk and chocolate, helping the tourist to get back in shape after doing physical activities and **exploring the ancient volcanic area** in the Gunungsewu Earth Park.

Thematic Tourist Village



Bilibante village in Central Lombok (West Nusa Tenggara)

combines rice paddy exploration with **traditional medicinal plant education and massage** managed by local young groups.

Taro Village in Ubud (Bali)

offers tourists a more holistic experience, as for getting to know **organic farming and subak irrigation systems, enjoying healthy meals from organic ingredients,** as well as a variety of mindfulness activities based on the *Tri Hita Karana* tradition.

CHAPTER 03:

WELLNESS

Harmony of Healthy Journey



3

For a fulfilling holiday, Indonesia is the right destination for you to gain the balance of your body, mind, and soul. Indonesia has many choices of attractions presented in geodiversity, biodiversity and cultural diversity. Also in the wellness products, facilities and services that will be part of a transformative journey during the trip. On this transformative journey, beside getting plenty of options to improve yourself, you will also contribute a lot to a better social and environmental change. This journey also has significance for the preservation of the values and practices of the traditions that make your life healthier.

There are 3 values in Indonesia's wellness which are "Wisdom, Luxurious, Modernity". *Wisdom* is a wellness experience based on the noble values of knowledge and cultural traditions in Indonesia. *Luxurious* is gained from the best and classy products, facilities and services. *Modernity* is a wellness experience that is aligned with modern medical approaches and follows the latest health technology developments. You will get all these values while exploring Indonesia through wellness tourism.

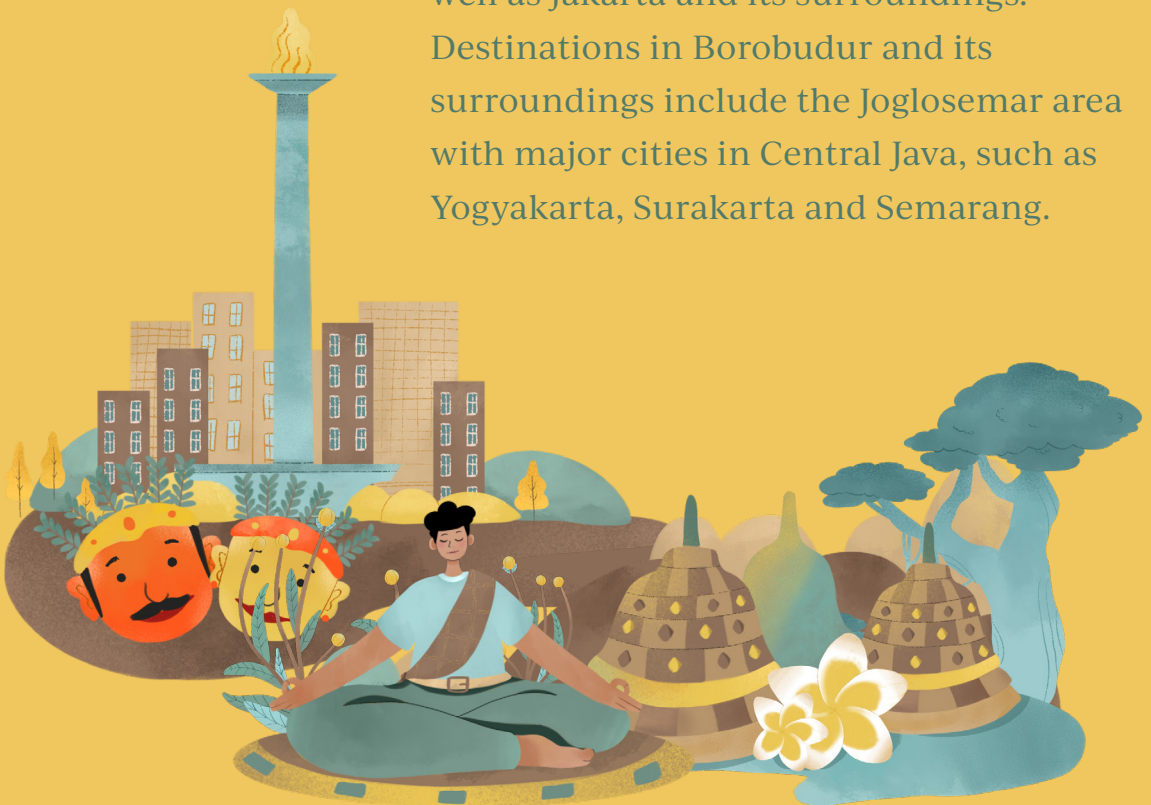


CHAPTER 03: WELLNESS

DESTINATION.

1. Bali 2. Borobudur and its surroundings 3. Jakarta

In 2019, Indonesia had 3 (three) wellness tourism destinations facilitated by the Ministry of Tourism and the Ministry of Health. These destinations are Bali, Borobudur and its surroundings, as well as Jakarta and its surroundings. Destinations in Borobudur and its surroundings include the Joglosemar area with major cities in Central Java, such as Yogyakarta, Surakarta and Semarang.



Each destination has the uniqueness and attractiveness of the values of “Wisdom, Luxurious, Modernity” according to the geodiversity, biodiversity and cultural diversity. Bali is a wellness tourism destination with geodiversity, biodiversity and local culture presented nicely and supported by a variety of international class tourism facilities. Borobudur and its surroundings are wellness tourism destinations offering you a deeper cultural and historical experience of historic sites and traditions to scientific research and industrialization of local wellness products. Jakarta and its surroundings are the right choice as a wellness tourist destination that provides the best opportunity to relax, as well as get high-end body care and medical services in the midst of busy business.



Wellness Destination #1: **Bali**



Wellness Destination #2: **Borobudur and Its Surroundings**



Wellness Destination #3: **Jakarta and Its Surroundings**

CHAPTER 03: WELLNESS

DESTINATION

BALI

Bali, as an important tourism destination in Indonesia, is a province consisting of 1 city (Denpasar) and 8 districts (Badung, Bangli, Buleleng, Gianyar, Jembrana, Karangasem, Klungkung, Tabanan). In 2020, Bali is estimated to have 4.32 million people with the most population in Buleleng Regency, Denpasar City and Badung Regency. “Island of the Gods” is the name for Bali as the majority of the population is Hindu and still preserves local traditions and culture in the form of architecture, monuments, sculptures, building ornaments, paintings, dance and music. Bali, in addition to being known as a haven with warm sunsets, beautiful beaches and challenging waves, also offers a tradition and culture experience packed in a variety of tourism products and become an attraction for international tourists. Bali has made an enormous contribution to Indonesian tourism.

*Tourism Attractions / Airport / Seaport / Connectivity /
Accommodations / Health Facilities / Wellness Facilities / Healthy
Food Restaurant*

TOURISM ATTRACTIONS.

The culture, nature and spirituality are the main attractions in Bali and are strongly related to wellness activities and tourism programs to achieve a better transformation of life. Bali has a complete natural landscape for tourism, from the deep ocean, beaches, rice paddies, tropical forests to mountains. Beside attractive beaches for physical activity and mindfulness, Bali also has beaches with challenging waves for surfing, as well as seas that offer underwater beauty.



Ubud, **Bali**

Spa and wellness facilities and services at various hotels and resorts in Bali have even been widely recognized and awarded globally



Cultural traditions are still held strong and become part of the daily life of the local community

Tegalalang, **Bali**

Intangible cultural heritage is still well preserved including local knowledge and wisdom related to wellness. Spiritual traditions are another attraction of Bali, the religious life and spirituality practices of the local community blend with the universal spiritual approach of the settlers making Bali the right place to explore the awareness of spirituality. In addition to cultural, natural and spiritual uniqueness, Bali also offers classy and luxurious vacation spots. It is well known for its best, luxurious resorts on an international level.



TRANSPORTATION.

Airport.

Ngurah Rai International Airport is the main gateway to Bali, serving various domestic and international flights. Prior to the COVID-19 pandemic, almost 63% of international travellers using planes to Indonesia entered through Ngurah Rai International Airport.



Pandawa Beach, **Bali**

Connectivity.

Commuting within destinations in Bali is more effective by renting a vehicle, either in the form of a bus, car or motorcycle.

Seaport.

Bali has 6 seaports which are Benoa Port (for passenger, freight ship and cruise ships), Gilimanuk Port (to cross the Java Island), Padang Bai Port (to cross the Lombok Island), Celukan Bawang Port (for passenger, freight ship and cruise ships), Amuk Port (for international cruise ships), Tribuana Port (to cross Nusa Penida).



Balangan View Point, **Bali**

ACCOMMODATIONS.



Ubud, **Bali**

Bali has many good quality accommodation options, ranging from luxury hotels or resorts with international networks to homestays or tourist village accommodation with strong local architecture. Some hotels and resorts in Bali have been awarded the best accommodations at the international level. The accommodation provides many wellness facilities and services, such as spa, massage, herbal therapy, aromatherapy, yoga or fitness place, healthy food and retreat place.



Ubud, **Bali**

HEALTH FACILITIES.



Traditional medicine has been developed at Sanglah Hospital in the form of herbs and prana

Bali has complete medical facilities to support health and treatment services for domestic and international tourists, either it is state-owned or private facilities. Some of these medical facilities include Sanglah Hospital, Bali Mandara Hospital, Mata Bali Hospital, Badung Mangusada Hospital, Nusa Dua BIMC Hospital, Kuta BIMC Hospital, Siloam Kuta Hospital, Bali Royal Hospital. Some of those medical facilities support international health insurance.

WELLNESS FACILITIES.

Bali has complete wellness facilities in Indonesia which are related to physical aspects, such as health, traditional medicine, spa and beauty, healthy food and fitness; mental aspects such as martial arts studio, mindfulness studio; emotional aspects such as lifestyle retreat, mindfulness retreat; environmental aspects such as adventure activities; environmental activities and spiritual aspects such as ashram, spiritual retreat for various segments of tourists and wellness practitioners. Many wellness facilities in Bali are internationally acclaimed and globally recognized.



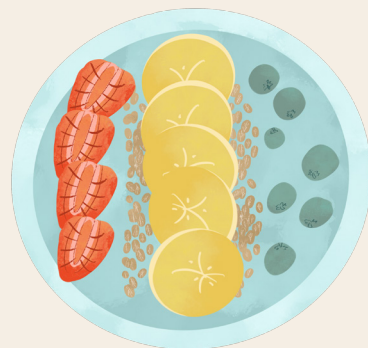
Ubud, **Bali**



Healthy traditional
food in Bali.

HEALTHY FOOD RESTAURANT.

Restaurants providing healthy foods are accessible in Bali especially in places that are visited by international tourists. Traditional Balinese cuisine that uses organic ingredients is also an option for healthy food. Bali is a friendly destination for vegans and vegetarians. The Ubud area in Gianyar is known as a *paradise for gourmets and gastronomy connoisseurs* and it has received an assessment from the UNWTO to become a World Gastronomic Destination.



CHAPTER 03: WELLNESS
DESTINATION

BOROBUDUR AND ITS SURROUNDINGS



Borobudur is a Mahayana Buddhist temple built by the Syailendra dynasty in Central Java in the 9th century AD. This temple is the largest mandala building as a representation of the universe that humans have ever built. Borobudur and its surrounding tourist destinations are also known as the area called “Joglosemar” consisting of 6 cities (Yogyakarta, Solo, Semarang, Magelang, Klaten, Salatiga) and 15 regencies (Sleman, Bantul, Kulonprogo, Gunungkidul, Klaten, Boyolali, Karanganyar, Sukoharjo, Sragen, Magelang, Semarang, Temanggung, Wonosobo, Purbalingga, Banjarnegara) which include Central Java Province and Yogyakarta Special Region. The population in Central Java (2020) was recorded as 36.52 million, and the population in Yogyakarta Special Region (2020) was 3.67 million. Residents in Borobudur and its surrounding destinations are mostly Muslim with a very strong Javanese cultural tradition, especially in rural areas.

*Tourism Attractions / Airport / Seaport / Connectivity /
Accommodations / Health Facilities / Wellness Facilities / Healthy
Food Restaurant*

TOURISM ATTRACTIONS.

Borobudur and its surroundings have a very strong historical attraction related to the concept of balance of body, mind, soul and its relationship with the environment and God. Borobudur is the **root of holistic knowledge of wellness practices in Java** which is described in the reliefs of the temple. Knowledge about medicine, body care and beauty, up to inner contemplation is passed on over generations and implemented in accordance with the times.



Borobudur and its surrounding has local wisdom recognized by the World Health Organization which is also a part of traditional medicine in the Southeast Asian region, known as Jamu



All intangible cultural heritage still exists and is a cultural identity in the digital era today. Currently, *Jamu* as a product of local wisdom can be accepted as part of science and industry. Research on traditional medicines and medicinal plants is largely carried out by the government, educational institutions and also industries especially in Central Java and the Special Region of Yogyakarta.

TRANSPORTATIONS.

Airport.

The airports for domestic and international flights to Borobudur and its surrounding areas are Yogyakarta International Airport (in Kulonprogo Regency), Adi Sormarmo International Airport (in Boyolali Regency) and General Ahmad Yani International Airport (in Semarang City). In addition, domestic flight options can be through Jenderal Besar Soedirman Airport (in Purbalingga Regency).

Train Stations.

The entrance to Borobudur and its surrounding area using train transportation modes are through Yogyakarta Station (Yogyakarta), Tawang Station (Semarang), Balapan Station (Solo) and Purwokerto Station (Banyumas) which serve economy, business and executive class passenger trains, as well as special trains for tourism.



Kotagede, **Yogyakarta**

Seaport.

The entrance to Borobudur and its surrounding areas by sea route is Tanjung Mas Sea Port located in Semarang City. The port serves inter-island passenger and freight vessels in Indonesia, as well as international cruise ships.



Plengkung Gading, **Yogyakarta**

Connectivity.

Commuting around Borobudur and its surrounding areas is supported by toll roads and railways that connect to the 3 main cities Yogyakarta, Solo and Semarang. Travel will be more effective by renting vehicles in the form of buses or cars, as well as motorcycles for trips close to or within the city.

ACCOMMODATIONS.

Borobudur and its surroundings offer a number of good quality accommodation in Magelang, or Yogyakarta, Solo and Semarang. Ranging from luxury hotels or resorts with international networks to homestays or tourist **village accommodation with strong local architecture.** The accommodation provides many wellness facilities and services, such as spa, massage, herbal therapy, aromatherapy, yoga or fitness place, healthy food and retreat place.

Terapi wellness tradisional Jawa.



Keraton Yogyakarta sebagai pusat kebudayaan Jawa, termasuk tradisi wellness.



HEALTH FACILITIES.

Health facilities with the best services exist in the Borobudur and its surrounding areas, both managed by the government or private sector such as Dr. Sardjito Hospital, Bethesda Hospital, Panti Rapih Hospital, JIH Hospital (Yogyakarta), Dr Moewardi Hospital, Bung Karno Hospital, Dr Oen Hospital, JIH Solo Hospital (Surakarta), Dr Kariadi Hospital, St. Elisabeth Hospital, Telogorejo Hospital, dr. Soerojo Hospital, Tidar Hospital (Magelang). dr. Sardjito Hospital has traditional medicine services using *Jamu*, herbs or acupuncture that are integrated with medical treatment.

WELLNESS FACILITIES.

Wellness facilities are more centralised in Yogyakarta, Solo and Semarang, especially those related to body and beauty treatments, fitness centres, mindfulness studios, and traditional medicine. In addition to that, the wellness program is widely developed as an attractive tourist package with a community-based tourism approach in tourist villages scattered in Borobudur and its surrounding destinations.



HEALTHY FOOD RESTAURANT.

Borobudur and its surrounding destinations, especially in the cities of Yogyakarta, Solo, Semarang and Magelang, are still limited to vegan and vegetarian restaurant facilities; but traditional Javanese cuisine has a large selection of healthy foods made from organic vegetables and vegetables. .



Serving traditional Javanese food in a contemporary restaurant.



JAKARTA AND ITS SURROUNDINGS



Jakarta is the capital of Indonesia with a provincial administrative status the Special Capital Region (DKI). In addition to being a central government, Jakarta is a centre of business activities in Indonesia and the Asia Pacific region. DKI Jakarta consists of 5 cities (Central Jakarta, North Jakarta, West Jakarta, South Jakarta and East Jakarta) and 1 district (Seribu Islands). DKI Jakarta is the centre of the megapolitan area of Jabodetabek alongside Bogor, Depok, Bekasi (West Java) and Tangerang (Banten). The megapolitan population of Jabodetabek reaches 34.5 million and is one of the 2nd largest population cities in the world. In addition to being a government centre, Jakarta is a centre of business activities in Indonesia and the Asia Pacific region. National companies and banks have their headquarters in Jakarta, in addition to international companies and banking. Jakarta is the city that hosts the largest mice (Meeting, Incentive, Conference, Exhibition) activities in Indonesia and is able to organise activities on an international scale because it has many hotels and places for meetings and exhibitions with global standards.

*Tourism Attractions / Airport / Seaport / Connectivity /
Accommodations / Health Facilities / Wellness Facilities / Healthy
Food Restaurant*

TOURISM ATTRACTIONS.

Doing physical activity or mindfulness in a city park or gym, relaxing while taking care of your body and beauty in a luxury spa, or enjoying the best taste of coffee while enjoying the beauty of the night from the hang-out on the rooftop of skyscrapers is an urban leisure experience which is one of the attractions in Jakarta. Jakarta is also a great destination for having medical examinations and treatments, or getting body and beauty treatments after a business trip or routine work.



Nightscape of **Jakarta**



GBK, **Jakarta**

Many of the best hospital options with maximum service and have the most advanced medical technology in Jakarta and its surroundings. The same goes for the best beauty and body care clinics scattered in many places. A luxury spa centre that combines modern and traditional treatments holistically becomes another attraction in Jakarta and its surroundings. Jakarta also has the best place to host various exhibitions and cultural art shows that are on the national or international agenda. For young people, Jakarta and its surrounding can be a good choice for exploring and learning many things related to creative economic opportunities and digital-based entrepreneurship.

TRANSPORTATIONS.

Airport.

The airport for domestic and international flights to Jakarta and its surrounding is Soekarno Hatta International Airport located in Tangerang, Banten Province. The airport has 3 main terminals to serve domestic and international flights. Soekarno-Hatta International Airport is the broadest airport in Indonesia which is 2,173 hectares and the busiest in Indonesia serving up to 45 million passengers per year. Another airport that is the supporting entrance is Halim Perdanakusuma International Airport located in East Jakarta City.

Seaport.

Tanjung Priok Sea Port located in North Jakarta City is the main entrance for domestic passenger ships and international cruise ships. This seaport is also the largest freight and container port in Indonesia.

Train Stations Train.

Jakarta and its surrounding has 3 train stations that serve inter-city travel which are Gambir Station in Central Jakarta City (20 routes), Senen Market Station in Central Jakarta City (19 routes), and Jakarta Kota Station in West Jakarta City (2 routes).



City Park, **Jakarta**

Connectivity.

Jakarta and its surroundings are supported by various modes of public transportation, which are commuter line, mass rapid transportation and busway. Connectivity using the commuter line not only serves Jakarta, but also reaches Bogor, Depok, Bekasi (West Java) and Tangerang (Banten).



ACCOMMODATIONS.

Jakarta and its surroundings have the second most star and non-star rated hotels Indonesia. As with Bali, the international hotel network is abundant in Jakarta and its surroundings. Most star and non-star hotels are concentrated in DKI Jakarta, especially in the City of Central Jakarta. Tourist villages can be an alternative to accommodation in the Thousand Islands located in the Gulf of Jakarta and become part of DKI Jakarta, and the rest are located in highland areas in Bogor.



Pari Island, **Kepulauan Seribu**



Pari Island, **Kepulauan Seribu**

HEALTH FACILITIES.

As a government and business centre, Jakarta and its surrounding have very complete medical facilities and with the support of advanced technology and the best hospitality services. Cipto Mangunkusumo Hospital which was established in 1919, is one of the oldest hospitals in Indonesia and is also a national reference hospital. RSPAD Gatot Soebroto Presidential Hospital (in Central Jakarta City) has health service standards for the President and Vice President of the Republic of Indonesia, as well as state guests from the Indonesian government. In Jakarta and its surrounding, there are many representative health facilities with the support of the best technologies and services.

WELLNESS FACILITIES.

Jakarta and its surrounding have complete wellness facilities, especially those related to physical, emotional and mental aspects. International beauty and anti-aging clinics are widely found in Jakarta and its surrounding beside the wellness facilities that offer Indonesian traditions of body and beauty treatments.



Spa, Jakarta



Indonesian food in urban restaurant

HEALTHY FOOD RESTAURANT.

Healthy and vegetarian-friendly restaurants are widely available in Jakarta and its surrounding, especially in North Jakarta City. In addition to offering western and Indonesian cuisine, there is a large selection of restaurants offering vegetarian-friendly Chinese, Japanese or Indian cuisine. There are also cafes that pack *Jamu* and herbal drinks which follow the urban lifestyle, keeping the trend with the young people.



CHAPTER 03: **WELLNESS**

WELLNESS THEMATIC JOURNEY.

Thematic wellness trips are one of the ways to learn more and get the experience about Indonesia. Wellness thematic travel is a planned tourism program to gain intake for the body, mind, soul and to achieve a healthy life and balance from physical, mental, emotional, social, environmental and spiritual aspects.



Even more, this thematic journey of wellness becomes part of recognizing wellness more holistically with more ease. The harmony between microcosm and macrocosm in the wellness tradition in Java or Bali will be understood more easily and practised more pleasantly in this thematic wellness trip. On the other hand, you will have many options to get a wellness experience with different and classy facilities and services. Besides exploring wellness tourism destinations in Bali, Borobudur and its surrounding, as well as Jakarta and its surrounding with various time duration options, you can also take more exciting adventures by visiting Yogyakarta and Solo (Java) and Ubud (Bali) for a more complete holistic wellness experience.

This is a series of trips to several places with specific themes and storylines to recognize the cultural values of local wellness and wellness practices in Bali, Borobudur and its surroundings, as well as Jakarta and its surroundings



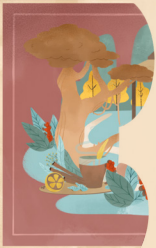


BOROBUDUR AND ITS SURROUNDINGS

THEME #1

JOURNEY FOR HEALTHY LIFE

A transformative journey to recognize holistic wellness traditions in Java and Bali. This journey is divided into 3 (three) story rounds which are an initial search to recognize the physical dimension of man (Discovering the Body), self-exploration to develop knowledge and strengthening mental wellness (Discovering the Mind), as well as balancing the body, mind, soul (Discovering the Spirit).





Day 1-2

*Yogyakarta and Sleman,
Special Region of Yogyakarta*

Experience traditional medicine and self-healing workshops, get to know more about *Jamu* and herbs, experience body care treatment according to Yogyakarta Palace tradition.

Day 3-4

*Tawangmangu, Karanganyar Regency,
Central Java*

Learn more about aromatherapy, explore ecotourism on the slopes of Mount Lawu, visit traditional medicinal plant



Day 5-6

Surakarta, Central Java

Join dance workshops and holistic wellness based on Javanese tradition, visit museums, explore heritage cities.

Day 6-9

*Ubud, Kabupaten Gianyar
Provinsi Bali*

Experience *Ayurvedic relaxation* and Balinese wellness tradition, take a tour around *Puri* (palaces), *Pura* (temples) and markets while exploring the healthy food, learn about organic farming, explore *subak* (authentic Balinese sustainable farming), take a time to contemplate in the captivity of fireflies, purifying water elements, and also learn more about local wellness products.



BOROBUDUR AND ITS
SURROUNDINGS – BALI

THEME #2

INDONESIAN WELLNESS TRADITION

Tracing the traces of Indonesian health traditions in four unique destinations, Yogyakarta, Magelang, Tawangmangu, and Bali. Immerse yourself in a multi-dimensional wellness program and in a dynamic culture and traditional Javanese and Balinese wisdom. Relax in a stunning nature setting.

Day 1-3

Tawangmangu, Karanganyar
Regency, Central Java

Take bike tours, village tours, visit museums, have Javanese cosmology rituals



Day 3-4

Losari and Borobudur, Magelang Regency,
Central Java

Explore coffee plantation, experience body treatments in spa resorts, and explore Borobudur temple.



Day 4-6

Yogyakarta, Sleman and Bantul
Special Region of Yogyakarta

Visit *Jamu* workshops, experience Javanese spa, join yoga classes, have lunches, experience dinners with locals.

Day 6-11

Gianyar and Karangasem Bali

Experience *Ayurvedic* spa and Balinese wellness traditions, try plant-based cooking demonstrations and full day wellness retreats, visit plantations and wineries, experience Balinese dance and gamelan workshops, purification of water elements.



BOROBUDUR AND ITS SURROUNDINGS

THEME #3

BODY, MIND, SOUL OF JAVA

This is a transformative journey that elevates the holistic medicine, *Jamu*, in Java. The journey is designed linearly from the traces of cultural heritage from the 9th century AD in the form of relief panels in Borobudur temple, then practices of managing the Javanese ecosystem and traditions in self-development (self-development). *Jamu* is becoming part of a modern society that has gained medical recognition, scientific study and the development of a digital-based industry.



Day 1

*Borobudur Temple, Magelang
Regency, Central Java*

Study Borobudur Temple's relief and take tours in tourist villages

Day 2-4

*Yogyakarta City, Sleman, Bantul, Special
Region of Yogyakarta*

Join traditional medicine and self-healing workshops, learn more about permaculture, learn to make herbal herbs and drinks



Day 4-5

Surakarta Central Java

Explore the village traditions of the city around Surakarta palace, visit museums and explore Javanese wellness literacy



Day 7-8

*Semarang Regency and Semarang City,
Central Java*

Explore the herb industry, explore
heritage cities, enjoy *Jamu* ice cream



Day 5-7

*Tawangmangu, Karanganyar Regency,
Central Java*

Explore of the experiences of aromatherapy,
visits to medicinal plant research and
traditional medicine





BOROBUDUR AND ITS
SURROUNDINGS

THEME #4

CONTEMPLATION ON ANCIENT ROUTE OF JAVA

“Contemplation on Ancient Route of Java” is a qualified tourism trip that combines cultural heritage products with Javanese ancestral health and fitness traditions. This journey reclaims the traces of Javanese ancestral civilization in the classical era and at the same time assembles the tourist attractiveness of cultural heritage that has been recognized by the world which are Sangiran Prambanan Temple and Borobudur Temple as UNESCO- World Heritage Site, as well as Kris as UNESCO-Intangible Cultural Heritage and also Jamu as WHO-Traditional Medicine of Southeast Asia Region





Day 1
Sragen and Karanganyar,
Central Java

Getting to know ancient human civilization in Java, visit the place where the *Kris* was made

Day 2-4

Tawangmangu.
Karanganyar Regency, Central Java

Explore the medicinal plants, traditional medicine; aromatic wellness program



Day 4-6

Klaten and Magelang
Central Java

Visit Prambanan temple, explore Borobudur temple's reliefs, spiritual wellness practices, and join tourist villages tour

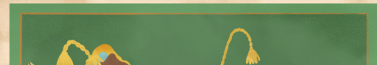


BOROBUDUR AND ITS SURROUNDINGS

THEME #5

AROMATIC WELLNESS RETREAT IN TAWANGMANGU

Experience aromatic wellness in the highlands of Tawangmangu, a region blessed with the majestic Mount Lawu. Being an important historical site, several ancient monuments are scattered around its fertile lands, especially Ceto Temple and Suku Temple. The journey was centred in a former essential oil factory in the 1960s, while staying in glamping combined with an aromatherapy program and also to tour around the Essential Oil Museum, and the Aromatic Garden. Selected indoor and outdoor wellness treatments and activities are designed to improve your overall wellbeing.



Day 1

Tawangmangu, Karanganyar Regency, Central Java

Join Batik making workshop and aromatherapy program near bedtime



Day 2

Tawangmangu, Karanganyar Regency, Central Java

Explore morning cruises on tea plantations, Have a full day of aromatic wellness retreats, and join aromatherapy programs near bedtime



Day 3

Tawangmangu, Karanganyar Regency, Central Java

Explore temples, visit essential oil museums, join Javanese cosmology rituals and aromatherapy programs near bedtime

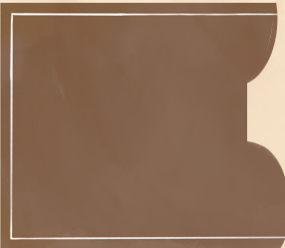


Day 4

Tawangmangu, Karanganyar Regency, Central Java Province

Explore the countryside on pony rides





BOROBUDUR AND ITS
SURROUNDINGS

THEME #6

**ONE DAY PROGRAM:
SURAKARTA
HERITAGE TOUR**

Ride an authentic local transportation known as Becak through the city's narrow alleys and bustling streets to Kampung Baluwarti. Discover the royal cultural heritage of Surakarta which greatly influences various aspects of Javanese tradition, and daily life.



Day 1

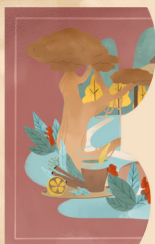
Surakarta, Central Java

Explore heritage cities, visit Baluwarti Village, join Jamu making workshops, practice dance and learn the art of carving authentic Javanese leather puppets



BOROBUDUR AND ITS
SURROUNDINGS
THEME #7
**ONE DAY PROGRAM:
JAVANESE HOLISTIC
PURIFICATION**

A unique transformative experience in Yogyakarta which follows the Ruwatan or Javanese refining tradition carried out in a village on the edge of Yogyakarta City. The body, mind, and soul will be comprehensively purified with the culmination of the event being the changing of holy clothes and continued to watch puppet shows with stories of Javanese self-purification. Then, do Larung or dispose of objects that represent negative energy in human life.





Day 1

Bantul, Special Region of Yogyakarta

Have a holistic health consultation, body-balancing therapy, body and mind relaxation, sitting and walking meditation, purification with water and haircut elements, puppet shows, eating rituals, releasing negative objects



BALI AND ITS SURROUNDINGS

THEME #8

BALI WELLNESS JOURNEY

A 9 days holistic wellness trip covering three different regions of the island of Bali, the central, northern and southern regions.

Beginning in Ubud, the birthplace of traditional Balinese medicine consciousness more than a thousand years ago, and following with exploring an area that offers mountain landscapes in the northern region of Bali. The final part is to relax in Sanur, a relaxing southern coastal village to reflect on your transformative journey.





Day 1-5
Ubud, Gianyar
Regency, Bali

Join *Ayurvedic* spas, plant-based cooking demonstrations, full day wellness retreats, visit to plantations and wineries, Balinese dance and gamelan workshops

Day 5-7

Munduk, Buleleng
Regency, Bali

Join wellness retreat one full day, enjoy the waterfalls, visit temples



Day 7-9

Sanur,
Denpasar City, Bali

Visit the purification with water elements site and relax



BALI AND ITS SURROUNDINGS

THEME #9

EAT, BEAUTY, LOVE

This journey offers a series of cultural experiences that combine traditional values with healthy lifestyles and beauty care approaches with advanced technology. A transformative journey by adapting the famous Eat, Pray and Love to a healthy food experience from eco-friendly food sources, while doing both modern and traditional body and beauty treatments. After this trip, you will be inspired to transform into a loving figure.





Day 1
Ubud

Gianyar Regency, Bali

Explore markets and healthy food spots, relax in the rice paddies

Day 2

*Nusa Dua
Badung Regency, Bali*

Health check-ups and body aesthetic treatments in the best hospitals, relaxation outdoors



Day 3

*Tanah Lot,
Tabanan Regency, Bali*

Explore the beach and visit to Tanah Lot sea temple





BALI AND ITS SURROUNDINGS
THEME #10
**ONE DAY PROGRAM:
WATER PURIFICATION
IN KARANGASEM**

The Balinese tradition of Melukat or water purification has been practised for over a thousand years on the island. Believing that every human being will inevitably be exposed to negative influences throughout his or her life course, this ritual aims to restore the purity of one's body, mind, and soul. Following this ritual to get to know more about Balinese culture and become an unforgettable experience in the landscape of nature and culture in a remote area on the slopes of Bali's most sacred volcano.





Day 1

*Jungutan, Karangasem
Regency, Bali*

Prepare offerings, meditation,
purification with water elements



BALI AND ITS SURROUNDINGS
THEME #11
**ONE DAY PROGRAM:
BALI TEMPLE AND
UNESCO WORLD
HERITAGE OF SUBAK**

Explore Bali in a day, from the seaside to the mountains. Exploring the sea temple in Tanah Lot, a 16th-century temple perched on an ancient lava rock just a few hundred metres from the beach in the Indian Ocean. The next trip is to the Jatiluwih mountain valley with its multi-tiered rice fields, the original “Subak” water irrigation system classified as a UNESCO World Heritage since 2012. The journey becomes complete by visiting the attractions of the local creative economy that represent Balinese traditions and culture in an up-to-date context.





Day 1

*Tanah Lot and Jatiluwih,
Tabanan Regency, Bali*

Visit to Tanah Lot sea temple, explore *Subak* world cultural heritage, visit to chocolate factory, enjoy local cuisine

JAKARTA AND ITS SURROUNDINGS

THEME #12

URBAN EXPERIENCE OF HEALTHY LIFESTYLE

Explore one of the most populous metropolis cities in the world with the aim of wellness and body care by visiting various attractions in the city and coupled with wellness and body care activities. Make city travel experiences throughout the day a part of a healthy lifestyle to balance body, mind and soul. A visit to a hospital with state-of-the-art medical technology, or getting body and beauty treatments, as well as a break at a cosy bar or cafe are the best activities in the hustle and bustle of the metropolitan city.



Day 1

Central Jakarta

Special Capital Region Jakarta

Do physical activities in the city park,
health check in the best hospitals,
enjoy an art show, relax with the best
coffee or tea



Day 2

Central Jakarta

Special Capital Region Jakarta

Visit museums and historical places
in Medan Merdeka area, best spa
treatments, visit Sarinah



Day 3

West Jakarta

Explore heritage cities, explore
local cuisine, enjoy healthy drinks
in herb cafes

CHAPTER 03: WELLNESS

WELLNESS ECONOMICS

1. Physical Activity and Mental Wellness 2. Spa, Personal Care and Beauty 3. Healthy Eating, Nutrition and Wight Loss 4. Traditional Medicine and Medical Facilities 5. Wellness Real Estate 6. Wellness Festival

Wellness tourism in Bali, Borobudur and its surrounding, as well as Jakarta and its surrounding also encourages the development of the local wellness economy

The wellness economy includes: (i) physical and mental wellness activities; (ii) spa, personal and beauty treatments; (iii) healthy food, nutrition and weight loss; (iv) traditional medicine and medical facilities; (v) real estate wellness; and (vi) festival wellness. These three wellness tourism destinations elevate the wellness economy by supporting local cultural values that are synergized with the development of modern technology, as well as with high-end facilities and services. Each wellness tourism destination has its own excellence and uniqueness in the development of the wellness economy which provides many choices of wellness experiences for tourists who want a qualified holiday

CHAPTER 03: WELLNESS
WELLNESS ECONOMICS

PHYSICAL ACTIVITY AND MENTAL WELLNESS



Physical Activity / Mental Wellness

PHYSICAL ACTIVITY.

In the wellness economy, physical activity is an activity designed specifically to maintain physical fitness during holidays. This physical activity can be separated from tourist activities, but nowadays many physical activities are an important part of tourist activities. The most important dimension of wellness explored is the physical dimension, which will also relate to mental and emotional dimensions in different scales and scopes.

These physical activities include sports and fitness carried out indoors or outdoors, including adventure activities that require physical strength and endurance, such as

ultra-run, downhill mountain biking, to rock climbing



Active recreational activities such as

going around the village, exploring tea plantations, exploring geoparks, or heritage walks in urban cultural heritage areas



Candirejo Tourism Villages, **Central Java**



Candirejo Tourism Villages, **Central Java**

are some forms of physical activities that become part of tourism activities. Practices related to mindfulness, especially those that emphasise the physical dimension such as martial arts, breathing processes, or body movements can also be part of physical activities that are specially packaged as part of the wellness economy.

MENTAL WELLNESS.



Activities, products and services related to mental wellness are currently one of the important parts sought and needed by tourists in wellness tourism. The wellness economy related to mental wellness is basically to provide a positive intake of body, mind and inner, including rest and rejuvenation activities.

The wellness dimension is focusing on mental and emotional dimension, aside of being related to the physical and even spiritual dimension.



Pangroso Waterfall

In practice, mental wellness activities include self-improvement, meditation and either specially designed programs (such as meditation and mindfulness), or packaged in cultural tourism programs (such as practising dancing, playing gamelan or traditional music) and also in ecotourism and fun nature adventures. Mental wellness activities will also be related to wellness products such as

aromatic, healthy food, herbs to herbs

Currently, holistic **programs related to senses, spaces, and sleep** begin to develop especially in retreat format.



CHAPTER 03: WELLNESS
WELLNESS ECONOMICS

SPA, PERSONAL CARE AND BEAUTY



Spa / Personal Care & Beauty

SPA.

Spa is one of the best known forms of wellness economy, even before wellness tourism was developed. The various spa industries that have developed in Indonesia include:

Spa, Likupang



Day Spa

which is a standard spa facility and service and offers a variety of personal and beauty treatment packages in short duration.

Destination Spa

which integrates with various other wellness activities in one place specially designed as a luxury holiday destination and in more than a day.

Resort/Hotel Spa

which integrates in a premium holiday package in a classy hotel or resort.



Spa, Jakarta

Mineral Springs Spa

which uses natural mineral ingredients for hydrotherapy treatments.

Montigo Spa, Seminyak



Medical Spa

which is handled by medical doctors and supported by medical equipment with the latest technology for personal and beauty treatments.

Spa Club

which is located in a wellness and fitness centre, and is usually part of a wellness program.



The ethnowellness-based spa is now even a distinct attraction for wellness tourists who want authentic body and beauty treatments during their visit in Indonesia

The Indonesian spa industry offers many spas based on the tradition of personal and beauty treatments from various ethnicities in Indonesia. Even traditional spas in a simple format have been widely developed as a local attraction in tourist villages in Indonesia.

PERSONAL CARE & BEAUTY.

Personal care and beauty in general consists of full-body treatment or facial treatment in the form of skin cleansing and exfoliation, steam, massage, to masks; hair treatment and part of the body such as nails, cellulite to breasts (spot treatment). Personal and beauty care in Indonesia, in addition to offering a modern and medical approach, also provides other options based on local wisdom.



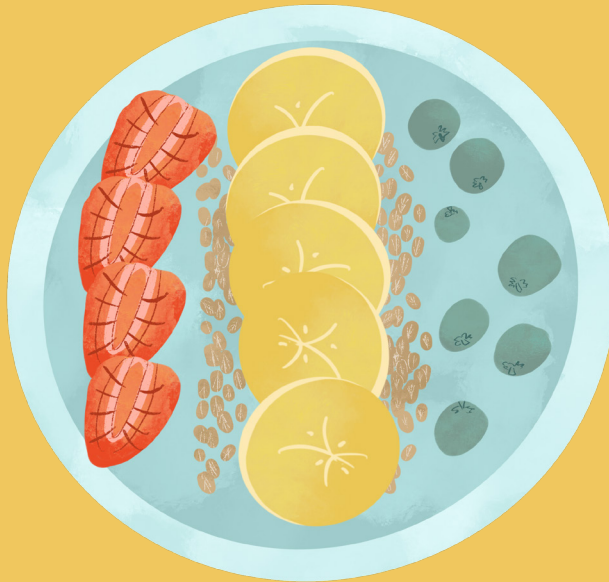
Indonesia's spa industry has gained many local spices, herbs or aromatic plants that are rarely encountered in other countries.

Traditional personal and beauty care is also a power that provides different values and experiences for travelers. Most ethnic groups in Indonesia have local body and beauty care practices that are passed down from generation to generation. The wealth of personal and beauty care traditions makes the spa industry one of the important parts of the wellness economy in Indonesia

Personal and beauty care products based on the Indonesian wellness tradition that are packaged in the form of

cosmetics, supplements, aromatics or herbs are also growing and have positive implications.

HEALTHY EATING, NUTRITION AND WEIGHT LOSS



HEALTHY EATING.

Healthy eating is one part of the fast-growing wellness economy in Indonesia, including the tourism. This cannot be separated from changes in lifestyle, especially the diet. Healthy eating encourages the consumption of various foods that provide the nutrients needed to provide energy, strengthen immunity, maintain health and protect the body from disease.



The nutrients needed by the body include proteins, carbohydrates, fats, water, vitamins, and minerals in a balanced manner derived from natural and organic ingredients associated with organic farming and farming. On the other hand, healthy eating reduces the habit of consuming weak, saturated, excessive sugars and salt. One of the important aspects of healthy food is the freshness factor of ingredients—especially vegetables— that bring up new trends in healthy eating, namely

“from the garden to the dining table”

A vegan and vegetarian lifestyle that continues to develop in various countries, bringing up many restaurants serving plant-based cuisine. Traditional Indonesian recipes that use organic ingredients and are adapted.

NUTRITION & WEIGHT LOSS.

Traditional herbs based on Indonesian spices, herbs and natural aromatic ingredients are widely used in healthy diet and weight loss programs



Awareness to maintain the health and increase body immunity results in the development of a healthy lifestyle of Indonesian wellness economy. Being overweight provides a negative impact on body, emotional and mental health. Nowadays there are many programs or retreats that offer a balanced lifestyle and diet, including to lose weight to be ideal. In addition to medical-based health and beauty clinics, these programs began to be initiated by wellness practitioners through a holistic approach through spa and wellness centres.

The program is not only focusing on losing weight, building or maintaining a healthy lifestyle, but also targets and tightens certain areas of the body through a combination of healthy diet, spa therapy, meditation, healthy cuisine, fitness classes and also physical activities. The healthy diet balances nutrients in the form of certain consumption patterns and is often accompanied by detox or fasting cleansing.



CHAPTER 03: WELLNESS
WELLNESS ECONOMICS

TRADITIONAL MEDICINE AND MEDICAL FACILITIES



Traditional Health Services / Health Care Facilities

TRADITIONAL HEALTH SERVICES.

Traditional medicine becomes its own attraction in wellness tourism and makes a significant contribution to the economy, including in Indonesia. You will also get a unique experience of wellness culture in Indonesia.

TRADITIONAL MEDICINE IN INDONESIA IS REGULATED UNDER REGULATION FROM THE MINISTRY OF HEALTH DIVIDED INTO 3 (THREE) CATEGORIES

Empirical traditional health services whose benefits and safety are empirically proven;

Complementary traditional health services that utilise scientifically proven biomedical and biocultural sciences;

And integration traditional health services that combine conventional health services with complementary traditional health services, either complementary or in place.



Traditional forms of health care are carried out using skills which are manual techniques, energy therapy and therapy by mind, potion therapy (traditional medicine or herbs) or a combination of skills and potions. In the context of wellness tourism, tourists can get empirical traditional health services in “Healthy Orphanage”, while complementary traditional health services are in “Griya Sehat”. Both traditional health care facilities can stand on their own or be integrated in a wellness centre or spa. Even some luxury hotels or resorts have special programs of traditional medicine for customers or those who stay overnight.



HEALTH CARE FACILITIES .

Jamu, acupuncture or prana therapy are already part of preventive care that supports conventional medical treatment



Health care facilities related to the wellness economy are developing very rapidly in Indonesia, both those related to integrated conventional and traditional medicine, to personal and beauty care. Even in Indonesia today there are already many hospitals, public health centres or clinics, either managed by the government or the private and community sectors, which integrate traditional health services with conventional medical services.

Health care facilities specifically for personal and beauty care such as Beauty Clinics, Dermatologists, Skin Clinics or Aesthetic Clinics are developing very rapidly in Indonesia. Anti-aging treatments with a modern treatment approach or combined with traditional treatments have become part of the lifestyle in major cities in Indonesia. Anti-aging treatments using lasers or other modern technologies are often combined with traditional treatments using herbs to maintain physical, emotional and mental fitness in a holistic and sustainable manner.

CHAPTER 03: WELLNESS
WELLNESS ECONOMICS

WELLNESS REAL ESTATE



Wellness Center / Wellness Hotel/Resort

WELLNESS CENTER.

Wellness centre or a place that comprehensively provides wellness facilities and services for people who want to improve body, mind, and soul health holistically and sustainably is the latest trend in the wellness economy in Indonesia. Wellness centres are often integrated with hotel or resort functions, high-end settlements, business areas or tourism destinations on a wider scale.



Wellness economic activities carried out in the space are often combined with garden landscaping, organic plantations or permaculture, even with tea or coffee plantations. Some tourist villages even have a wellness centre which is an important part of the attractiveness of tourism in the village. Spa, personal and beauty treatments, or complementary treatments are usually the main wellness economic activities, and are further supported by other wellness economic activities, such as

physical activity, mental wellness, or healthy eating



WELLNESS HOTEL / RESORT.

Another recent trend in the wellness economy in Indonesia is hotels or resorts that no longer offer accommodation alone, but rather sustainable wellness programs. Besides being supported by the best wellness facilities and services, the main attraction of this wellness hotel/resort is to facilitate tourists who want to improve health and wellness status more focused in a certain period of time.

The Annon Resort, **Bintan**



Likupang Resort, **Sulawesi Utara**



Wellness retreats such as **yoga or meditation training, healthy diet and weight loss programs, stress relief programs, or sleep retreats** are examples of vacation programs offered to tourists at wellness hotels/resorts. Another attraction offered by wellness hotels/resorts is to present masters or wellness experts to create special and limited programs.



Likupang Resort, **Sulawesi Utara**

CHAPTER 03: WELLNESS
WELLNESS ECONOMICS

WELLNESS FESTIVAL



Wellness Festival / Culture Event

WELLNESS FESTIVAL.

The promotion of the wellness economy is carried out in many tourism destinations in Indonesia which are often packed into wellness festivals. Activities that promote a healthy lifestyle based on body, mind, and soul balance such as :

physical activity, mental wellness, healthy eating, traditional medicine to the wider public become a distinct attraction for domestic or international travellers

This wellness festival involves a community that is concerned with wellness activities and has practised it, in addition to wellness economic actors more specifically promoting wellness programs and products. The wellness festival is also a medium to bring together and at the same time build a network of wellness practitioners, communities and the economic actors. The wellness festival is also a venue to introduce Indonesian wellness products, especially those based on local traditions and practices, such as *jamu* or ethno-wellness, to the community or international economic actors.



CULTURE EVENT.

Cultural activities that are widely held in various places in Indonesia are also a place to introduce the values, practices and wellness traditions of various ethnic groups in Indonesia. In addition to promoting Indonesian cultural products, cultural activities are also often used to promote wellness economic products based on tradition.

Some of the wellness economic products that are often exhibited in cultural activities in Indonesia:



In addition to cultural activities held in Indonesia, tradition-based wellness economic products are also used as a medium of cultural diplomacy to build and strengthen friendship ties in several countries.

CHAPTER 03: **WELLNESS****WELLNESS
STAKEHOLDER**

Wellness tourism in Indonesia developed initially from cooperation between the Ministry of Tourism and Creative Economy/Tourism Agency and Creative Economy with the Ministry of Health focusing on developing health tourism. Furthermore, the Ministry of Tourism and Creative Economy/Agency for Tourism and Creative Economy encourages the development of wellness tourism by involving various stakeholders namely ministries or bodies directly related to and supporting the development of wellness tourism, provincial governments related to the main destinations of wellness tourism, professional associations related to wellness and tourism.

MINISTRY AND PROVINCIAL GOVERNMENT.

MINISTRIES.

MINISTRIES OR INSTITUTIONS RELATED TO THE DEVELOPMENT OF WELLNESS TOURISM IN INDONESIA CONSIST OF:

- Coordinating Ministry for Maritime and Investment Affairs
- Ministry of Tourism and Creative Economy/Tourism and Creative Economy Agency
- Ministry of Health
- National Agency of Drug and Food Control
- National Agency for Profession Certification

MINISTRIES/INSTITUTIONS THAT SUPPORT THE DEVELOPMENT OF WELLNESS TOURISM IN INDONESIA CONSIST OF:

- Ministry of National Development Planning Indonesia/ National Development Planning Agency
- Ministry of Education, Culture, Research, and Technology
- Ministry of Industry
- Ministry of Cooperatives and Small-Medium Enterprises
- Ministry of Trade
- Ministry of Investment / Indonesia Investment Coordinating Board (BKPM)
- Ministry of Villages, Development of Disadvantaged Regions, and Transmigration
- Ministry of Forestry
- Ministry of Marine Affairs and Fisheries

PROVINCIAL GOVERNMENT.

PROVINCIAL GOVERNMENTS RELATED TO THE DEVELOPMENT OF WELLNESS TOURISM IN INDONESIA CONSIST OF:

- Bali Provincial Government
- Jakarta Provincial Government
- Central Java Provincial Government
- Yogyakarta Provincial Government

ASSOCIATIONS.

WELLNESS ASSOCIATION.

WELLNESS ASSOCIATIONS RELATED TO THE DEVELOPMENT OF WELLNESS TOURISM IN INDONESIA INCLUDE:

- Indonesia Wellness Institute (IWI)
- Indonesia Wellness Spa Professional Association (IWSPA)
- Wellness & Healthcare Entrepreneur Association (WHEA)
- Indonesia Wellness Master Association (IWMA)
- Asosiasi Spa Indonesia Wellness (ASPI Wellness & Spa)
- Asosiasi Meditasi Ausadh Yoga Indonesia (AMAYI)

TOURISM ASSOCIATION.

TOURISM ASSOCIATIONS RELATED TO THE DEVELOPMENT OF WELLNESS TOURISM IN INDONESIA INCLUDE:

- Association of The Indonesian Tours and Travel Agencies (ASITA)
- Indonesia Travel Agent Association (ASTINDO)
- Indonesian Hotel & Restaurant Association (PHRI)
- Indonesia Tour Guide Association (HPI)

