

Transformation of Tourist Villages into Wellness Destinations Based on Community Participation and Digital Innovation

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ABSTRACT

Kenderan Village in Gianyar Regency, Bali, has great potential as a wellness tourism destination based on local wisdom. The natural beauty, spiritual culture, and traditional practices such as yoga, meditation, and herbal medicine make this village an ideal location for physical, mental, and spiritual health tourism. However, the management of wellness tourism still faces challenges, such as limited digital marketing, lack of tourism management skills, and minimal supporting infrastructure. This Community Service (PKM) activity aims to increase the capacity of the community to manage wellness tourism professionally and sustainably through a participatory approach and digital innovation. This program includes training in digital marketing, branding strategies, homestay management, and the use of digital technology in tourism promotion. In addition, collaboration with academics, government, and wellness practitioners is strengthened to build a community-based tourism ecosystem in Kenderan Village. The results of the program show an increase in community skills in digital marketing and destination management, which contributes to increasing the village's visibility at the national and international levels. The implementation of digital platforms, such as village websites and social media, has succeeded in attracting more wellness tourists. In addition, community participation has increased with the formation of wellness business groups, such as homestay healing, herbal medicine production, and traditional therapy. However, challenges remain, including improving digital and physical infrastructure, certifying wellness instructors, and strengthening the global wellness community network. Long-term strategies such as continued mentoring, private sector collaboration, and replication of this development model in other tourism villages are needed. With the right approach, Kenderan Village has the potential to become a leading wellness tourism destination in Bali, which not only improves community welfare but also provides an authentic healing experience for global tourists.

Keywords: Wellness Tourism, Digital Innovation, Community Management, Sustainable Tourism.

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INTRODUCTION

Kenderan Village, located in Gianyar Regency, Bali, has extraordinary potential as a local wisdom-based tourism destination. The village is surrounded by beautiful natural landscapes, including terraced rice fields, tropical forests, and rivers that support ecotourism. (Central Statistics Agency of Gianyar Regency. (2022) In addition, the existence of strong cultural traditions, such as Balinese Hindu religious rituals, dance, handicrafts, and traditional herbal medicine, make this village rich in unique tourist attractions. This potential greatly supports the development of the wellness tourism concept that focuses on physical, mental, and spiritual health, in line with the Balinese people's philosophy of life which emphasizes the balance between humans, nature, and spirituality. (Ministry of Tourism and Creative Economy of the Republic of Indonesia. (2021)

Despite its great potential, Kenderan Village faces various challenges in developing sustainable tourism. One of the main challenges is the lack of capacity for managing community-based tourist destinations. Many villagers do not yet have adequate skills in managing wellness tourism professionally, both in terms of service, business management, and marketing. In addition, the lack of use of digital innovation in tourism promotion and management is another obstacle that hinders the competitiveness of Kenderan Village compared to other more advanced tourist destinations in Bali. (Lane, B., & Kastenholz, E. (2015)

In addition to internal factors, there are external challenges that also affect tourism development in this village, such as pressure on environmental sustainability due to the increasing number of tourists, as well as threats to the preservation of local culture due to modernization. Without the right strategy, tourism development can lead to exploitation of natural resources and shifts in cultural values that have the potential to damage the original identity of Kenderan Village. (Purnomo, B., & Rahman, F. (2020)

Therefore, a comprehensive approach is needed to overcome these challenges, one of which is by increasing community participation in wellness tourism management and adopting digital innovation to expand the reach of promotion and operational efficiency. With the right intervention, Kenderan Village can develop into a sustainable wellness destination, empowering local communities, and maintaining the authenticity of its culture and environmental sustainability. (Smith, M., & Puczkó, L. (2014)

Community participation is a major factor in the success of tourism village development. Active community involvement in tourism planning, management, and promotion can improve local sustainability and welfare. With high involvement, the community is not only a beneficiary, but also a major actor in preserving the environment and culture. (Suardana, IW (2019) In addition, digital innovation also has a crucial role in increasing the competitiveness of tourism villages. Digital technology enables broader, more efficient, and more effective promotion, both through social media, websites, and tourism-based applications. With this technology, information about destinations can be easily accessed by tourists, which ultimately increases the number of visits and community income. The application of technology in reservation systems, digital marketing, and application-based tour guides can also improve a more modern and comfortable tourism experience for tourists. (Sutanto, A., & Wicaksono, A. (2021)

Wellness tourism is a concept that prioritizes the physical, mental, and spiritual health of tourists through experiences that focus on nature, culture, and a healthy lifestyle. This concept is very relevant to the potential of Kenderan Village which has a beautiful natural environment, rich culture, and traditional practices that support health, such as yoga, meditation, and natural-based therapies. (UNWTO. (2021) The local wisdom of the Balinese people, such as the use of herbal medicine and traditional healing techniques, can be the main attraction in the development of wellness tourism. In addition, the calm rural atmosphere and far from the hustle and bustle of the city make Kenderan Village an ideal place for tourists who want to find peace and recuperation. By integrating local culture with global health trends, Kenderan Village has the potential to become one of the leading wellness destinations in Bali. (Wikananda, IK, & Sutrisna, M. (2020)

Kenderan Village was chosen as the location for the community service program (PKM) because it has a combination of strong tourism potential but still faces various challenges in its management. This village has natural beauty that supports wellness tourism, but its utilization is still not optimal. In addition, community participation in tourism development still needs to be increased so that they can be more active in maintaining and managing their potential. (World Tourism Organization (2022) The lack of utilization of digital innovation in tourism promotion and operations is also one of the obstacles that need to be overcome. With the PKM program, it is hoped that the capacity of the community can be increased in managing wellness tourism professionally and based on technology, so that it can provide greater economic and social benefits for the local community. (Buhalis, D., & Law, R. (2008)

Kenderan Village faces several challenges in developing wellness tourism. One of the main obstacles is the limitations in managing existing tourism potential, which results in less than optimal attraction for tourists. In addition, the use of digital innovation in tourism promotion and management is still not optimal, so that information about Kenderan Village has not been widely distributed and is difficult to access by prospective tourists. (Cohen, M., & Bodeker, G. (2008) The level of community participation in tourism development also still needs to be improved so that they can play an active role in creating a more authentic and sustainable tourism experience. To overcome this problem, more intensive training and mentoring is needed for the community in developing professional and innovative wellness tourism. (Ministry of Tourism and Creative Economy of the Republic of Indonesia. (2021)

To address these challenges, this activity aims to increase the capacity of the community to manage wellness tourism effectively. One of the steps taken is to implement digital innovation to expand promotion and increase the efficiency of tourism management. In addition, this activity also aims to increase community participation in the development of sustainable tourism, by providing them with the insights and skills needed in this industry. Documentation and evaluation of activity results are also an important part of this program, so that the impact of this activity can be measured and improved in the future. (Kotler, P., Bowen, J.T., Makens, J.C., & Baloglu, S. (2017)

The benefits of this activity are very broad, especially for the welfare of the Kenderan Village community. With the increasing capacity of the community in managing wellness tourism, it is hoped that there will be an increase in income and local

economic welfare. (Lane, B. (2009) In addition, the community-based wellness tourism model and digital innovation developed in this activity can be an example for other tourist villages in Bali and other regions. Contribution to the development of sustainable tourism is also one of the main benefits, where wellness tourism rooted in local culture and traditions can continue to develop without damaging the environmental and social balance in Kenderan Village. (Blackstock, K.L. (2005)

METHOD

1. Approaches and Methods

The approach used in this program is a participatory and collaborative approach, where village communities are not only objects in the development of wellness tourism, but also play an active role as the main subject. (Beeton, S. (2006) Through this approach, the community is involved in every stage of the activity, from planning, implementation, to evaluation. Thus, they have a high sense of ownership of tourism development in their own village. In addition, a collaborative approach is applied by involving various stakeholders, including local governments, academics, and related organizations, in order to create an ecosystem that supports the sustainability of this program. (Buhalis, D., & Law, R. (2008)

The methods applied include training, mentoring, and workshops aimed at increasing community capacity in managing wellness tourism. Training is provided to equip the community with knowledge and skills related to wellness tourism, such as managing herbal-based spas, yoga, meditation, and processing local products that support the wellness concept. (Dredge, D., & Jenkins, J. (2007) Mentoring is carried out continuously to ensure effective implementation of the materials provided in the training. Meanwhile, workshops are held as interactive forums for the community to discuss, share experiences, and explore innovative ideas in managing wellness tourism. (Hall, C.M., & Williams, A.M. (2008)

In addition to conventional methods, the program also utilizes digital technology in the dissemination of information and promotion. Digital platforms such as social media, websites, and tourism applications are used to increase the visibility of Kenderan Village as a wellness destination. (Kotler, P., Bowen, J., & Makens, J. (2014) The community is given training in the use of digital media to promote their tourism products and services more widely. With the use of digital technology, information about wellness tourism in Kenderan Village can reach a wider market, both nationally and internationally, so that it can increase the number of tourist visits and provide a positive economic impact for the local community. (Lane, B., & Kastenholz, E. (2015)

2. Implementation Stages

1) Preparation (January)

At this stage, an initial survey was conducted to identify the existing conditions of Kenderan Village as a tourist destination as well as the potential and challenges in developing the wellness tourism concept. This survey included interviews with the community, tourism managers, and related parties, as well as direct observation of the available infrastructure and tourist attractions. (Lusch, R.F., & Nambisan, S. (2015) In addition, a needs analysis was conducted to understand aspects that need to be

improved, both in terms of human resources, infrastructure, and the use of digital technology in tourism promotion. Based on the results of the survey and needs analysis, the team then prepared an activity plan that included training strategies, mentoring methods, and the use of digital innovation so that program implementation could run effectively and sustainably.

2) Implementation (February)

In the implementation stage, various activities are carried out aimed at increasing the capacity of the community in managing wellness tourism and utilizing digital technology. Training is provided to the community and tourism village managers with materials covering the concept of wellness tourism, digital marketing strategies, and community-based destination management. (Middleton, V. T. C., Fyall, A., Morgan, M., & Ranchhod, A. (2009). In addition, intensive assistance is also provided to help the community implement the knowledge they have gained. Digital innovation has begun to be implemented in the form of creating an online platform for tourism promotion, optimizing social media, and utilizing digital applications in tourism management. This assistance is carried out directly and online to ensure optimal implementation.

3) Evaluation (February - End)

Evaluation was conducted to measure the effectiveness of the program and its impact on the community and the development of wellness tourism in Kenderan Village. Data were collected through observation, interviews, and questionnaires given to training participants and tourists visiting the village. Data analysis was then conducted to assess the success of the program and identify aspects that need to be improved or further developed. (Sigala, M., & Gretzel, U. (2018) The final report is prepared as documentation of all stages of activities, including recommendations for the sustainability of the program and the development of wellness tourism in the future.

3. Participants and Partners

Participants in this activity consist of various elements of the Kenderan Village community who have a direct connection to the development of wellness tourism. The main participants include local people who act as managers of tourist villages, small business actors who provide supporting services such as accommodation, culinary, and traditional therapy, as well as village youth groups who have the potential to utilize digital technology for tourism promotion. (Tosun, C. (2006) Local communities are the main actors in the implementation of wellness tourism, so training and mentoring will focus on improving their skills in managing tourism potential professionally and sustainably.

Partners in this activity include various parties who have strategic roles in supporting the success of the program. The Bali government, both at the village and district levels, plays a role in providing regulations, policy support, and facilitation in developing the infrastructure needed by wellness tourism destinations. In addition, the government also functions as a bridge between the community and other institutions that can provide further support, such as investors and tourism organizations.

Lecturers and students from various universities in Indonesia are also involved as academic partners in this activity. Lecturers contribute in providing research-based

training materials that are in accordance with the needs of the community, especially in the fields of tourism, digital technology, and the creative economy. (Wang, Y., & Fesenmaier, D.R. (2007) Meanwhile, students play a role in implementing programs in the field, providing assistance, and helping the community in implementing digital innovations for tourism promotion and management. Student involvement also provides benefits in the exchange of knowledge and insight, so that there is synergy between academic theory and practice in the field. With the collaboration between the community, government, academics, and students, it is hoped that this activity can create a sustainable and innovative wellness tourism management model in Kenderan Village. The synergy between the various parties will strengthen the competitiveness of tourist villages and improve the welfare of the community as a whole.

4. Schedule and Location

Table. Schedule of Activities (January - February 2025)

No	Implementation Stages	Method	Time
1	Preparation	Survey, needs analysis, and activity planning	January 2025
2	Implementation	Training, mentoring and implementation of digital innovation	February 2025
3	Evaluation	Data collection, analysis and report preparation	February 2025

This activity is designed with a systematic schedule to ensure the effectiveness of implementation and achievement of the goals that have been set. The series of activities begins with a preparation stage that includes an initial survey, analysis of community needs, and planning of implementation strategies. This stage is carried out for the first month to collect accurate data on the actual conditions and challenges faced by the Kenderan Village community.

After the preparation stage, the implementation activities will last for three months, which include training, mentoring, and the application of digital innovation. Training is provided in several sessions to increase the capacity of the community in managing wellness tourism, including materials on tourism management, digital marketing, and the application of technology in tourism promotion. Mentoring is carried out by a team of experts and academics to ensure sustainable implementation. After the implementation stage, an evaluation will be conducted in the last month of the activity. This evaluation includes measuring the impact of the program, interviews with participants, and analyzing the effectiveness of the digital innovations that have been implemented. The results of this evaluation will be the basis for compiling a final report and recommendations for the sustainability of the program in the future.

The location of the activity is in Kenderan Village, a village in Gianyar Regency, Bali, which is famous for its beautiful natural landscape and rich culture. This village has various potentials to be developed into a wellness destination, including the existence of natural healing traditions, yoga, meditation, and herbal-based spas. In addition, support from the local community who still uphold local cultural values is an

important factor in the success of this program. With a strategic location and fairly good access, Kenderan Village is an ideal place to implement a wellness tourism model based on community participation and digital innovation.

RESULTS AND DISCUSSION

The implementation of this program has provided various significant results in an effort to develop Kenderan Village as a sustainable wellness tourism destination. This program not only has an impact on increasing the capacity of the community in managing wellness tourism, but also opens up new economic opportunities and strengthens local cultural identity in the health and spirituality-based tourism sector.

Description of training and mentoring results

The training and mentoring conducted in the community service program in Kenderan Village covers various important aspects in managing wellness tourism based on local wisdom. This activity aims to equip the community with the skills needed to develop and manage a tourism village that focuses on health and spirituality. One of the main focuses of the training is wellness tourism management, where the community is taught about the concept of experience-based services, homestay operations, retreat facility management, and service standards for tourists seeking peace and balance in life. Training participants also learn how to design tour packages that include yoga, meditation, traditional therapies, and detoxification programs that are increasingly in demand by domestic and foreign tourists.

In addition to the managerial aspects, this program also emphasizes digital marketing strategies and wellness tourism branding. The community is trained in the use of social media and websites to promote Kenderan Village as a wellness destination, and is taught how to create attractive digital content for potential tourists. They are also introduced to SEO-based marketing strategies and digital media to make it easier for international tourists to find them. Furthermore, digital-based reservation systems such as Airbnb, TripAdvisor, and Google My Business have begun to be implemented to make the process of booking tourism services easier and more professional.

The uniqueness of Kenderan Village in terms of local wisdom is also part of this training. The community is involved in the introduction and preservation of Balinese healing traditions, such as the use of herbal medicine and traditional massage techniques. In addition, they are also trained to hold yoga and meditation classes guided by local instructors who understand Balinese Hindu spiritual philosophy. Healthy cuisine based on local ingredients is also introduced as an additional attraction for wellness tourists, featuring organic vegetarian food and detox herbs. Other activities include art and cultural workshops as part of the spiritual tourism experience, such as making canang sari and melukat rituals at sacred places in the village.

The implementation of this training is not only theoretical, but also oriented towards real implementation that has a direct impact on the community. One of the real results of this program is the improvement of the quality of wellness tourism services. The community involved in the program experienced changes in the way they provide services to tourists, ranging from providing homestays that are more friendly to wellness tourists, implementing the concept of eco-friendly tourism, to improving skills

in hospitality and communication with international tourists. They are also increasingly aware of the importance of protecting the environment by reducing the use of single-use plastics and using natural materials in building construction.

Another impact of this program is the digitalization and expansion of marketing of Kenderan Village as a wellness tourism destination. With digital marketing training, the village is now starting to be known more widely and attract more tourists. Promotion through social media and travel sites is increasingly effective in increasing the number of tourist visits. In addition, cooperation with travel agents that focus on wellness and spiritual tourism has begun to be established, as well as the launch of a reservation platform that allows tourists to book retreat packages or traditional therapies online.

The program also encourages the formation of community-based business groups, so that people can work together to manage various aspects of wellness tourism. Yoga and meditation instructor groups are now starting to develop, with people with skills in these areas able to work as instructors or spiritual tour guides. In addition, herbal and traditional medicine business groups are starting to sell Balinese herbal products as part of the wellness tourism experience. Healthy culinary groups are also forming, offering local plant-based food as part of the retreat programs that are increasingly popular with tourists.

However, although this program has had a positive impact, there are still several challenges that need to be overcome so that Kenderan Village can continue to develop as a sustainable wellness tourism destination. The lack of supporting infrastructure such as better road access and health facilities that support wellness tourism is one of the obstacles that needs further attention. In addition, more certified instructors in yoga, meditation, and holistic therapy are still needed so that the services offered can meet international tourist standards. Another challenge is expanding the network of cooperation with the global wellness community so that Kenderan Village becomes better known internationally.

As a follow-up, the academic team will continue to monitor and evaluate the implementation of this program and provide additional training as needed. In addition, cooperation will be developed with international wellness certification institutions, so that the services offered by Kenderan Village can have global standards and attract more premium tourists.

Overall, the development program of Kenderan Village as a wellness tourism destination through training and mentoring has had a significant impact on the community. With a better understanding of tourism management, digital marketing, and wellness practices based on local wisdom, the community is now better prepared to manage and develop the potential of their village sustainably. The implementation of the training results can be seen in improving the quality of services, digitalizing marketing, and forming wellness-based business groups.

Although there are still challenges to overcome, the synergy between academics, the community, and other stakeholders is expected to drive Kenderan Village to become a world-class wellness tourism destination that prioritizes health, welfare, and environmental sustainability. With this model, Kenderan Village will not only become an ordinary tourist spot, but also a center for healing, spiritual growth, and community-based ecotourism that can attract tourists from various parts of the world.

Implementation and Evaluation of Digital Innovation in Wellness Tourism in Kenderan Village

In the digital era, the use of technology has become a key factor in increasing the competitiveness of tourist destinations, including in the wellness & spiritual tourism sector. Kenderan Village has great potential in developing retreats, yoga, meditation, and healing tourism based on local culture. However, without the right digital marketing strategy, this potential is difficult to be recognized by global and domestic tourists. Therefore, digital innovation is a strategic solution in supporting promotions, reservations, and improving tourist experiences more effectively and efficiently. To realize digital transformation in wellness tourism in Kenderan Village, several strategic steps are implemented to increase the visibility and attractiveness of the village as a sustainable spiritual tourism destination.

1. Making the Official Website of Kenderan Tourism Village

The website is the digital face of Kenderan Village as a wellness tourism destination. Its functions include providing complete information about the location, facilities, types of services such as yoga, meditation, and herbal therapy, as well as displaying tourist testimonials. In addition, the website is also designed to facilitate the online reservation process for tourists who want to book a homestay, retreat package, or other wellness services. By optimizing SEO (Search Engine Optimization), this website is expected to be more easily found by tourists who search for keywords such as "Bali wellness tourism" or "spiritual retreat in Bali" through the Google search engine.

2. Social Media Optimization for Promotion

Social media such as Instagram, Facebook, TikTok, and YouTube are the main tools to attract tourists through attractive visual content. The promotional strategy involves creating short videos that describe the retreat experience, meditation, and the natural beauty of Kenderan Village. In addition, live streaming sessions and webinars with wellness practitioners are used to increase audience engagement. Collaboration with influencers and travel bloggers is also utilized to introduce Kenderan Village to the global market. To reach more potential tourists, paid advertising features (Instagram Ads, Facebook Ads) are implemented to target users who are interested in wellness tourism.

3. Community Training in Using Online Ordering Platforms

To make wellness tourism services in Kenderan Village more accessible to tourists, the community is given training in utilizing various online booking platforms. Some of these include Airbnb and Booking.com to market spiritual tourism-based homestays, as well as TripAdvisor and Google My Business to improve the village's digital reputation through positive reviews from tourists. In addition, specialized platforms such as BookRetreats and RetreatGuru are utilized to reach the global wellness community looking for an authentic retreat experience in Bali.

4. Use of Virtual Reality (VR) and Augmented Reality (AR)

VR and AR technology was introduced to provide digital experiences to prospective tourists before they visit Kenderan Village. One of the implementations

is a 360° virtual tour of the village that allows tourists to experience the spiritual atmosphere and natural beauty of the village interactively. In addition, AR-based yoga or meditation session simulations were developed as online experiences for tourists who want to try wellness tourism before traveling.

1.1 Evaluation of Digital Innovation Implementation

To measure the effectiveness of digital innovation in increasing the competitiveness of Kenderan Village wellness tourism, several evaluation methods were carried out which focused on marketing aspects, tourist experience, and economic impact on the community.

1. **Increased Website Traffic and Online Reservations:** After the website was implemented, visitor data was analyzed using Google Analytics to see the trend of increasing numbers of tourists searching for information about Kenderan Village. Indicators of success include an increase in the number of website visits from domestic and international markets, as well as an increase in the number of reservations made through the website or online booking platform.
2. **Social Media Performance Analysis:** Through the insight feature available on Instagram, Facebook, and TikTok, the effectiveness of promotional content is evaluated based on the number of engagements (likes, shares, comments) and the increase in the number of followers interested in spiritual tourism in Kenderan Village. In addition, the number of direct inquiries and bookings originating from social media is also analyzed to measure the impact of digital marketing strategies on the number of tourist visits.
3. **Traveler Reviews and Digital Reputation Enhancement:** Traveler reviews on TripAdvisor, Google Reviews, and Airbnb are important indicators in measuring visitor satisfaction with wellness tourism services. Analysis of traveler reviews and comments helps in identifying aspects that need improvement, such as the quality of facilities, services, or the overall tourism experience.
4. **Economic Impact on Communities:** The success of implementing digital innovation is also measured by its impact on community welfare. Increased community income can be seen through the increasing number of tourists using wellness and spiritual services in the village. In addition, the number of local businesses that have developed due to the adoption of digital strategies, such as homestays, healthy stalls, and holistic therapy services, are also important indicators in evaluating the sustainability of this program.

The implementation of digital innovation in the management of wellness tourism in Kenderan Village has proven to have a positive impact in increasing village visibility, attracting more tourists, and expanding the market to an international scale. Websites and social media are the main means of building the image of Kenderan Village as a superior wellness & spiritual tourism destination. In addition, community training in utilizing online booking platforms also contributes to improving the local economy by opening up business opportunities based on wellness tourism.

However, in order for the impact of digital innovation to be maximized, several strategic recommendations that need to be implemented in the future include:

1. Increasing community capacity through ongoing training in digital marketing and tourism e-commerce management so that communities can independently manage wellness tourism marketing.
2. Optimizing collaboration with global wellness platforms, such as RetreatGuru, Yoga Alliance, and Wellbeing Escapes, to reach a wider international wellness community.
3. Development of a special application for Kenderan Village which functions as an information center, digital reservation system, and a medium for interaction between tourists and the local community.
4. Integration of sustainability strategies, such as educating tourists about Balinese culture, eco-based retreat programs, and implementing eco-friendly practices in wellness tourism.

With this approach, Kenderan Village can become a successful example in managing wellness tourism based on digital innovation, which not only increases competitiveness as a spiritual tourism destination, but also has a positive impact on community welfare and environmental sustainability.

Increasing Community Participation in Tourism Development

Community participation is a key element in ensuring the sustainability of community-based wellness tourism in Kenderan Village. Active community involvement not only has an impact on improving the local economy, but also strengthens the sense of ownership and responsibility for the tourist destinations they develop. Through the Community Service (PKM) program, community participation in Kenderan Village has increased significantly in various aspects of tourism management, from planning, implementation, to evaluation and sustainable development.

One of the main indicators of the success of this program is the increasing awareness and involvement of the community in developing the potential of wellness tourism in their village. Various socialization and training activities have built an understanding that they have an important role in supporting, managing, and developing health and spirituality-based ecotourism. Through a participatory approach, the community is invited to discuss openly about the tourism potential of their village, effective marketing strategies, and challenges that may be faced in managing wellness tourism. This awareness grows along with the increasing understanding that wellness tourism not only attracts tourists, but also brings direct economic benefits, such as job creation, increased local business income, and the development of products based on local wisdom.

The success of this program can also be seen from the involvement of the community in every stage of the activity, from planning to evaluation. In the planning stage, the community is invited to identify the potential for wellness tourism that can be developed and given space to convey their ideas and aspirations regarding tourism models that are in accordance with local cultural and environmental values. In the implementation stage, they are actively involved in various programs, such as yoga instructor training, traditional herbal medicine workshops, and wellness-based homestay management. Meanwhile, in the evaluation and continuous development stage, the community participates in assessing the effectiveness of the program that has

been running and providing recommendations for future improvements, so that a more adaptive and sustainable tourism management pattern is created.

The real impact of increasing community participation is seen in various community-based wellness tourism innovations that are starting to develop in Kenderan Village. One of the innovations that has emerged is a traditional herbal medicine workshop, which utilizes natural ingredients from local agricultural products. This workshop not only attracts tourists who want to learn traditional Balinese herbal medicine, but also opens up business opportunities for the community in producing and selling herbal medicine as a typical village product. In addition, local yoga and meditation classes have also been initiated by village youth who have undergone training to become instructors. They develop yoga classes that combine Balinese spiritual elements with breathing and relaxation techniques, providing a unique experience for tourists seeking peace and balance. As tourist interest in wellness tourism increases, the community has also begun to develop wellness-based homestays, which offer a stay experience with a healing and mindfulness concept. Some homestays even provide additional services such as traditional Balinese massage, sound therapy, and herbal-based food to support a more comprehensive wellness experience.

The impact of community-based wellness tourism management is very much felt in the social and economic aspects of the community. From an economic perspective, people who previously only depended on the agricultural sector now have an additional source of income from wellness tourism, either through homestay businesses, herbal medicine production, or the provision of other tourism services. With the increasing number of tourist visits, there is a more dynamic economic cycle, so that community welfare also increases. Meanwhile, from a social perspective, this program strengthens social relations within the community, because the community works together to develop the potential of the village. Interaction with tourists from various backgrounds also provides an opportunity for the community to exchange cultures and broaden their horizons about global wellness trends.

However, although the program has shown positive results, there are still several challenges that need to be overcome to ensure the sustainability of wellness tourism management in Kenderan Village. One of the main challenges is the lack of skills in tourism management, especially in marketing, hospitality, and community-based tourism management. In addition, several initiatives, such as the development of homestays or herbal medicine production, still experience limited access to business capital, which can hinder the growth of local businesses. Another challenge is tourism promotion and branding, where Kenderan Village needs to build a broader and more effective marketing strategy to reach international tourists and introduce the village as a leading wellness destination in Bali.

To overcome these challenges, several sustainability strategies that can be implemented include ongoing training, including workshops on hospitality, digital marketing, and business financial management for village communities. In addition, partnerships with educational institutions and the private sector also need to be strengthened, so that Kenderan Village gets technical and financial support in managing wellness tourism. The use of digital technology is also an important factor in increasing village visibility, through active promotion on social media and tourism platforms such as TripAdvisor and Airbnb. Finally, the implementation of the concept of sustainable

tourism must continue to be maintained, so that every tourism activity continues to consider the balance between economic, social, and environmental aspects.

Overall, increasing community participation in the management of wellness tourism in Kenderan Village has resulted in a significant positive impact in building a sustainable tourism-based local economy. Community awareness of the potential of wellness tourism is increasing, which encourages them to actively contribute to the management and innovation of tourist destinations. With various community-based initiatives, such as herbal medicine workshops, yoga classes, and wellness homestays, Kenderan Village is increasingly developing as a tourist destination that offers authentic health and spiritual experiences. However, to ensure the sustainability of this program, a more targeted strategy is needed in terms of community training, access to capital, and wider promotion. With the right support from academics, government, and the private sector, Kenderan Village has great potential to become a center for wellness and spiritual tourism that not only benefits tourists, but also improves the welfare of the local community.

DISCUSSION

Analysis of the Impact of Activities on the Development of Wellness Tourism in Kenderan Village

Activities that have been implemented in the context of developing wellness tourism in Kenderan Village have had a significant impact in various aspects, ranging from increasing public understanding, infrastructure development, local economic growth, to environmental and cultural sustainability. With increasing public awareness of the concept of wellness tourism and its application in the tourism industry, Kenderan Village now has a stronger appeal for tourists seeking holistic health, fitness and well-being-based experiences.

1. Impact on Community Understanding and Engagement

One of the most tangible impacts of this activity is the increasing understanding of the local community about wellness tourism and its benefits. Before this program was implemented, the people of Kenderan Village generally saw tourism as a conventional economic sector that only focused on providing accommodation and tour guide services. However, through training and socialization conducted by academics and industry practitioners, the community began to understand that wellness tourism is not just about a vacation spot, but also includes spiritual experiences, physical health, and mental and emotional peace.

This increased understanding has encouraged active community involvement in various aspects of wellness tourism management. For example, several local practitioners are now starting to offer services such as yoga, meditation, and traditional herbal therapy. Farmers are also starting to adopt organic farming systems to produce healthier food for tourists, while MSMEs are developing wellness-based products such as essential oils, herbal medicines, and traditional massage therapy. As more and more people adopt the wellness concept, the tourism ecosystem in Kenderan Village is developing more holistically and sustainably.

2. Impact on Local Economy and Employment

The development of wellness tourism has had a positive impact on the economy of Kenderan Village. With the increasing number of tourists seeking spiritual healing experiences, yoga retreats, and traditional therapies, new business opportunities have emerged. In recent years, the number of homestays and eco-lodges offering wellness-based accommodation experiences has continued to increase, creating new jobs for the local community. In addition, many local workers are now receiving training to become yoga instructors, spiritual tour guides, or traditional massage therapists.

Wellness travelers tend to spend longer in a destination than conventional travelers. This means they stay longer, use more local services, and spend more money in the local community. This impact is seen in increased income for local businesses, including homestay owners, therapy providers, and healthy culinary entrepreneurs based on organic and vegetarian food. In addition, the program also contributes to the empowerment of women and youth in the village, providing them with opportunities to get involved in the wellness tourism industry through various fields, such as making herbal products and providing massage services or alternative therapies.

3. Impact on Infrastructure and Supporting Facilities

To support the growth of wellness tourism, various improvements in infrastructure and supporting facilities have been made, both by the community itself and through collaboration with the government and academics. One of the most visible developments is the transformation of residents' homes into wellness-based homestays, which are naturally designed to create a calm atmosphere for tourists. These homestays are now equipped with additional facilities such as meditation rooms and relaxation areas that support the concept of wellness tourism.

In addition, accessibility to retreat locations and spiritual tourism sites has also been improved. Roads to major destinations have been improved to make it easier for tourists to access important places in the village, such as meditation centers, trekking trails, and places of worship. New hiking trails connecting tourists to the natural scenery of Kenderan Village have also begun to be developed, providing a more immersive and healthy tourism experience. Not only that, the community has also begun to build herbal gardens and living pharmacies as part of an effort to introduce tourists to traditional Balinese medicinal plants used in wellness therapy.

4. Impact on Environmental Sustainability and Local Culture

One of the most important aspects in developing wellness tourism is ensuring environmental sustainability and preserving local culture. This program has encouraged people to be more aware of the importance of preserving the surrounding environment, considering that the main attraction of wellness tourism is a natural, clean and healthy atmosphere. Thus, nature conservation initiatives are increasingly strengthened, such as planting trees to improve forest and river ecosystems, and reducing the use of plastic in tourism services.

In addition to conservation efforts, wellness tourism also plays a role in preserving Balinese culture. Many traditional rituals and practices, such as Hindu-based meditation, holy water therapy, and Ayurvedic medicine, are now part of the wellness tourism attraction that attracts international tourists. The local community is also increasingly active in organizing cultural activities involving traditional leaders and

spiritual leaders, ensuring that tourism development remains in line with the original cultural values of Kenderan Village.

5. Collaboration with Strategic Partners for Sustainability

The success of wellness tourism development in Kenderan Village cannot be separated from collaboration with various strategic partners, including academics, government, the private sector, and local communities. Academics from various universities have contributed in providing training to the community on wellness tourism management, digital marketing, and spiritual-based hospitality. In addition, academic research on the impact of wellness tourism on the mental and physical health of tourists has also been conducted, which can be the basis for further development.

Support from the government also plays a major role in supporting the growth of this sector, especially in terms of improving infrastructure and promoting Kenderan Village's wellness tourism to national and international levels. In addition, cooperation with travel agents and digital platforms has helped the village expand its market reach and attract more tourists interested in the concept of wellness tourism.

Wellness tourism development activities in Kenderan Village have had a significant positive impact in various aspects, including community understanding, economic growth, infrastructure, and environmental and cultural sustainability. Increasing community involvement in the wellness tourism industry not only creates new economic opportunities, but also helps maintain and strengthen the distinctive local cultural identity. However, to ensure long-term sustainability, further strategies are still needed, such as improving service quality, wellness product innovation, and strengthening digital marketing. With continued support from various parties, Kenderan Village has great potential to become one of the best wellness tourism icons in Bali that is not only economically beneficial, but also contributes to the health and well-being of visiting tourists.

Evaluation of the Effectiveness of Digital Innovation in Supporting Tourism in Kenderan Village

1. The Role of Digital Innovation in Increasing the Competitiveness of Kenderan Village Tourism

Kenderan Village, known as one of the wellness and spiritual tourism destinations in Bali, has experienced rapid development thanks to the implementation of digital innovation. The use of technology in tourism promotion and management has opened up great opportunities for this village to reach tourists, both domestic and international. Through platforms such as the official website, social media, and online booking systems, tourists can now easily find information related to tourist attractions, accommodations, and wellness activities offered.

In addition, digital innovation has created a more interactive and personalized travel experience. With features such as virtual tours, online reviews, and app-based reservation systems, tourists can plan their trips more flexibly and conveniently. The existence of digital platforms also helps build the image of Kenderan Village as an exclusive destination that offers authentic and sustainable wellness and spiritual experiences.

2. Benefits of Digital Innovation in Tourism Management

The implementation of digital innovation in the tourism sector of Kenderan Village has brought various significant benefits:

- 1) **Increasing Information Accessibility:** With websites and social media, information about tourist destinations, wellness programs, and retreat packages can be easily accessed by tourists. Digital content such as photos, videos, and tourist testimonials also help attract more visitors.
- 2) **Increasing Interaction with Tourists:** Through platforms such as Instagram, Facebook, and TikTok, tourism managers and village communities can interact directly with potential tourists. Features such as chat, comments, and live streaming allow for more personal communication and increase tourist engagement.
- 3) **Increasing Marketing Effectiveness:** Digital marketing strategies such as paid advertising, SEO, and influencer marketing enable Kenderan Village to reach more tourists from all over the world. This also accelerates the promotion of tour packages and increases the visitor reservation rate.
- 4) **Increasing Efficiency in Tourism Management:** Online reservation systems for accommodation, yoga classes, spas, and retreat programs make it easier for travelers to plan their visits. In addition, tourism managers can better manage capacity and optimize available resources.
- 5) **Helps in Data-Driven Decision Making:** Digital technology enables tourism managers to track tourism trends, understand tourist preferences, and analyze the effectiveness of marketing strategies through analytical data obtained from websites and social media. With this information, marketing strategies and services can be adjusted to be more targeted.

3. Challenges in Implementing Digital Innovation

Although digital innovation provides many benefits, there are several challenges that need to be overcome to make its implementation more effective and sustainable:

- 1) **Lack of Digital Literacy in Local Communities:** Some communities, especially the older generation, still face difficulties in adopting digital technology for tourism promotion and management. Intensive training on digital marketing, e-commerce, and social media management is needed to improve their capacity.
- 2) **Limited Technology Infrastructure:** In some rural areas, the availability of stable and fast internet is still a major obstacle. Increasing public WiFi access and strengthening cellular networks are needed to support the optimization of digital innovation in the tourism industry.
- 3) **Competition with Other Tourist Destinations:** Bali has many other wellness tourist destinations, such as Ubud, Canggu, and Nusa Dua, which also utilize digital technology in their marketing strategies. Therefore, Kenderan Village needs to build a unique image and branding to attract tourists with its distinctive advantages.
- 4) **Data Security and Privacy:** In managing online transactions and tourist information, cybersecurity must be considered. Tourism managers need to

implement a good security system to protect customer data from potential risks of leakage or misuse.

4. Strategies to Increase the Effectiveness of Digital Innovation

To ensure that digital innovation can continue to support tourism growth in Kenderan Village, various strategies are needed to help the community utilize technology optimally. One of the main steps that can be implemented is digital training for the community. This training program includes digital marketing, social media management, and website management for tourism actors and village communities. With these skills, the community can be more independent in promoting the potential for wellness tourism in Kenderan Village. In addition, education on the use of online booking platforms and digital reservation systems is also very important so that the community can better understand how to manage tourist reservations professionally and efficiently.

In addition to training, optimizing digital platforms is also a key factor in strengthening the image of Kenderan Village as an attractive wellness tourism destination. The official website of the tourism village must always be updated with the latest information, attractive visual content, and navigation that is easily accessible to tourists. In addition, the implementation of SEO (Search Engine Optimization) needs to be done so that the website is easier to find on search engines such as Google, thereby increasing the number of visits to the website and making it easier for potential tourists to get information related to the tourism village.

In order to promote wellness tourism more widely, collaboration with influencers and travel bloggers can also be an effective strategy. Inviting influencers, travel bloggers, and travel journalists to visit and share their experiences through social media and blogs will help increase the exposure of Kenderan Village on the international stage. To support this strategy, a familiarization trip (FamTrip) program can be held, where content creators are invited to experience wellness tourism in the village firsthand and share their stories with a wider audience. In addition to digital promotion strategies, the use of artificial intelligence (AI) and chatbot-based technology can also be applied to improve the tourist experience. By developing an AI-based chatbot that is integrated into the website or WhatsApp Business, tourists can easily get information regarding retreat schedules, homestay availability, and recommendations for activities in the village quickly and responsively.

To reach the international tourist market, integration with global booking platforms such as Airbnb, Booking.com, Agoda, and TripAdvisor is essential. By partnering with these platforms, tourists from various countries can easily find and book tourism services in Kenderan Village, thereby increasing the potential for visits and income of the village community. Finally, efforts to improve digital tourism in Kenderan Village will not be optimal without adequate digital infrastructure improvements. The village government needs to work with the local government and internet service providers to ensure that internet access in the village is of good quality and stable. Good connectivity will allow the community and tourists to be more comfortable in using digital technology while in the village. By implementing these strategies, Kenderan Village can develop as a digital-based wellness tourism destination that not only relies on natural

beauty and local wisdom, but also utilizes modern technology to improve competitiveness and tourist experience.

Evaluation of the implementation of digital innovation in Kenderan Village shows that technology plays a crucial role in increasing the competitiveness of wellness & spiritual tourism. The use of social media, websites, and online reservation systems has helped attract more tourists and strengthen interactions with customers. However, there are still challenges that need to be overcome, such as limited digital literacy in the community, suboptimal technological infrastructure, and competition with other destinations. To overcome these challenges, strategies such as digital training, optimization of online platforms, and collaboration with influencers and global marketplaces need to be implemented so that digital innovation can run more effectively. With a systematic and collaborative approach between academics, government, and local communities, Kenderan Village has the potential to become a successful wellness & spiritual tourism destination model in utilizing digital technology for sustainable tourism development.

Discussion of challenges and solutions in implementing activities.

The implementation of a community-based wellness tourism management program in Kenderan Village, Bali, faces various challenges that need to be overcome so that the program can run effectively and sustainably. Some of the main obstacles that arise include the lack of community understanding of digital technology, limited human resources in managing wellness tourism, and infrastructure constraints in supporting the implementation of tourism digitalization. To overcome these challenges, various solutions are implemented through a practical training-based approach, the formation of community working groups, and collaboration with external parties in developing tourism infrastructure.

One of the main challenges in this program is the lack of public understanding of digital technology as a supporting tool for managing and marketing wellness tourism. Most of the people of Kenderan Village are not yet accustomed to using social media, online booking platforms, and digital marketing strategies, which means that the potential for wellness tourism has not been able to reach a wider market. To overcome this, practice-based digital training was conducted, where the community was given an understanding and skills in using Instagram, Facebook, websites, and reservation platforms such as Airbnb and Booking.com. In addition, the academic team also assisted the community in managing digital content, such as techniques for taking interesting photos and videos to promote wellness tourism. This effort was strengthened by the creation of a special digital platform for Kenderan Village, in the form of a website containing complete information about retreat packages, yoga, meditation, and traditional medicine available, so that it can increase the exposure of village tourism globally.

In addition to the challenges of digitalization, limited human resources in managing wellness tourism are also obstacles that need to be overcome. Most of the people of Kenderan Village do not yet have skills in hospitality (service friendliness), homestay management, and organizing wellness programs such as yoga, meditation, and healing retreats. This causes the competitiveness of village wellness tourism to be still limited compared to other wellness destinations in Bali. To answer this challenge,

hospitality and homestay management training was provided to the community, which includes providing comfortable facilities, guest service standards, and serving healthy food based on local ingredients. In addition, workshops were held on wellness tourism and traditional therapy techniques, where the community was trained to become wellness practitioners through training in Balinese massage therapy, herbal medicine, yoga, and meditation. As a follow-up step, a Community-Based Wellness Tourism Group was formed which is responsible for managing the retreat program, arranging activity schedules, and ensuring the quality of the tourist experience.

In addition to human resources, infrastructure constraints are also a significant challenge in supporting the digitalization and convenience of wellness tourism. Some of the obstacles found include limited internet access, inadequate transportation facilities, and suboptimal supporting facilities, such as pedestrian paths to spiritual tourist attractions and retreat centers. To overcome this, collaboration was carried out with external parties, including local governments, internet service providers, and telecommunications companies, to improve internet access in the village. In addition, a proposal was submitted to the government for road repairs and improvements to public facilities that support wellness tourism. Another step taken was the construction of supporting facilities, such as comfortable pedestrian paths to temples, meditation places, and retreat centers, so that tourists can feel safer and more comfortable during their visit. To support tourists' digital experiences, each homestay and wellness center is also equipped with Wi-Fi access and facilities that support digital detox retreat and remote working activities.

Through a series of systematic solutions based on community empowerment, the challenges in managing wellness tourism in Kenderan Village can be overcome gradually. Assistance in the use of digital technology, increasing human resource capacity, and developing infrastructure are the keys to realizing Kenderan Village as a superior and sustainable wellness tourism destination. This program also strengthens the role of academics in helping local communities manage their tourism resources professionally, so that it can improve the economic welfare of the community while attracting more tourists looking for quality wellness experiences in Bali.

SWOT Analysis of PKM Activities in Kenderan Village for Wellness & Spiritual Tourism Development

The development of wellness & spiritual tourism in Kenderan Village has great potential in improving community welfare and attracting global tourists seeking tranquility and holistic health experiences. Through the SWOT analysis method, strengths, weaknesses, opportunities, and threats that affect the sustainability of tourism in this village can be identified. By understanding these aspects, wellness tourism management strategies can be designed more effectively to increase the competitiveness and sustainability of the village as a tourism destination based on local wisdom.

Kenderan Village has a number of strengths that can be advantages in developing wellness & spiritual tourism. The natural potential that is still pristine with views of terraced rice fields, natural rivers, and a calm rural atmosphere are the main attractions for tourists looking for a retreat and healing experience. In addition, this village is also rich in traditional spiritual practices, such as meditation, yoga, traditional Balinese medicine (Usadha), and Hindu religious rituals that have been passed down from

generation to generation. This cultural uniqueness is an added value that is not possessed by other destinations. In addition to natural and cultural factors, the people of Kenderan Village also show high enthusiasm in developing their village as a wellness tourism destination. Active participation in various training and empowerment shows that they are ready to build a sustainable tourism ecosystem. Not only that, support from academics and the village government is the main driving factor for the success of PKM activities. Academics play a role in providing training on tourism management, digital marketing, and innovation in managing homestays and retreat centers, while the village government supports in terms of regulations and infrastructure development needed to support wellness tourism.

Despite having many advantages, there are several weaknesses that are still a challenge for Kenderan Village in developing wellness tourism. One of the main obstacles is limited access to digital technology among the community. Many villagers are not yet familiar with the use of technology in marketing, reservation management, or tourist data management, which causes the village's potential to not be fully recognized by global tourists. In addition, the lack of experience in tourism marketing is also an obstacle in attracting more tourists. Until now, most promotions are still carried out through conventional methods, such as word of mouth recommendations or through local travel agents, without utilizing digital marketing strategies such as SEO, social media, and online booking platforms (Airbnb, Booking.com).

However, Kenderan Village has great opportunities to develop into a leading wellness tourism destination. The global trend towards wellness tourism continues to increase, especially after the COVID-19 pandemic which has made many people more aware of the importance of mental and physical health. Tourists from various countries are now looking for destinations that offer healing and spiritual experiences, which are the main advantages of Kenderan Village. In addition, the development of increasingly accessible digital technology is also an opportunity that can be utilized to promote village wellness tourism more widely and efficiently. With training in digital marketing, the community can use platforms such as Instagram, YouTube, TripAdvisor, and the village's official website to attract more international tourists and increase the village's competitiveness in the tourism sector.

On the other hand, there are several threats that need to be anticipated so that the sustainability of wellness tourism in Kenderan Village is maintained. Competition with other wellness tourism destinations in Bali, such as Ubud, Canggu, and Nusa Dua, is a challenge in itself because these areas are already better known globally and have more complete facilities. Therefore, Kenderan Village must be able to build a unique identity and strong differentiation to attract tourists looking for a more authentic and personal experience. In addition, regulatory changes in the tourism sector can also be an obstacle for village communities in developing their businesses. Policies related to village tourism management, tourism taxes, and business permits can change at any time, so a good adaptation strategy is needed so that the village can continue to compete and develop in the wellness tourism industry.

Based on this SWOT analysis, there is great potential in developing Kenderan Village as a wellness & spiritual tourism destination, but the existing challenges also need to be overcome so that the village can develop sustainably. To optimize existing opportunities and overcome weaknesses and threats faced, several strategies that can be

applied in this PKM activity include increasing community capacity through digital marketing training and wellness tourism storytelling, assistance in using online reservation platforms and social media, as well as branding workshops and differentiation strategies for spiritual tourism typical of Kenderan Village. In addition, strengthening infrastructure and supporting facilities is also important, such as improving road access and transportation to wellness tourism locations, building community-based retreat centers and homestays, and providing supporting facilities such as meditation rooms, nature trekking trails, and natural therapy areas.

Collaboration and partnerships are also important strategies in developing wellness tourism in this village. Collaboration with influencers, travel bloggers, and international travel agents can help increase the village's visibility on the global stage. In addition, inviting yoga, meditation, and holistic healing practitioners to hold retreats in the village can be a special attraction for tourists looking for an authentic experience. Collaboration with academics also needs to be continuously strengthened to conduct research and development of scientific-based wellness tourism.

Diversification of tourism products is also a strategic step to increase the competitiveness of Kenderan Village in the wellness tourism industry. The development of yoga & meditation retreat packages combined with Balinese cultural experiences, the launch of wellness programs based on nature therapy and sound therapy (sound healing), and the integration of wellness tourism with healthy culinary tourism based on natural ingredients from the village can be an attractive added value for tourists.

With the implementation of this strategy, it is expected that Kenderan Village can develop as a leading wellness & spiritual tourism destination based on local wisdom and sustainability. Strengthening community resource management in managing wellness tourism will provide benefits not only for tourists, but also for the economic welfare of the village community. With synergy between academics, government, and local communities, Kenderan Village has a great opportunity to become a successful and competitive wellness tourism village model at the global level.

CONCLUSION

Community Service Activities (PKM) in Kenderan Village have had a positive impact on the management and development of wellness & spiritual tourism based on local wisdom. Through training and mentoring, the local community has gained increased capacity in various aspects, such as digital marketing, homestay management, retreat center management, and the use of technology for tourism promotion. With this program, the community is better prepared to manage and develop wellness tourism independently and professionally.

The results of the activity show that wellness tourism in Kenderan Village has a strong appeal for domestic and international tourists, especially those seeking healing, mindfulness, yoga, meditation, and nature-based therapy and Balinese spirituality experiences. In addition, the involvement of academics and the village government in supporting the development of this tourism is also a key factor in its success. With the collaboration between various parties, Kenderan Village is increasingly known as a wellness tourism destination that has authentic and sustainable values.

Overall, this PKM activity has succeeded in achieving its main objectives, namely increasing community understanding and skills in managing community-based wellness tourism, increasing the competitiveness of Kenderan Village in the tourism industry, and opening up new economic opportunities for local communities. However, there are still several challenges that need to be continuously addressed, such as strengthening tourism infrastructure, optimizing marketing strategies, and increasing human resource capacity to be more competitive at the global level.

Recommendation

To ensure the sustainability of the results of this activity and support the development of wellness tourism in Kenderan Village, there are several strategic recommendations that can be implemented. First, the sustainability of the activity can be maintained by continuing the mentoring program for the community, especially in the aspects of digital marketing, tourism management, and wellness service innovation. In addition, it is necessary to develop a periodic monitoring and evaluation system to ensure that the community can continue to apply the skills they have acquired during the PKM activities. The village government also has an important role in supporting the sustainability of this wellness tourism, both through providing policies that facilitate business permits, providing incentives for homestay and retreat center managers, and investing in the development of supporting infrastructure for wellness tourism.

In addition to the sustainability of activities, the development of wellness tourism in Kenderan Village must also be strengthened with a broader and more effective promotional strategy. Promotion through social media, official websites, and travel platforms such as TripAdvisor, Airbnb, and Booking.com needs to be utilized to attract more international tourists. Collaboration with wellness practitioners, such as yoga instructors, meditation therapists, and holistic medicine experts, can also help in designing retreat programs that are more attractive and in accordance with the needs of tourists. In addition, there needs to be development of supporting facilities for wellness tourism, such as natural trekking trails, open meditation rooms, spas based on traditional Balinese therapy, and restaurants that serve healthy food based on local ingredients. The uniqueness of Kenderan Village as a wellness destination can also be strengthened by creating innovative wellness tourism products, for example through a combination of spiritual retreats with Balinese cultural experiences. This differentiation will make Kenderan Village more competitive compared to other wellness tourism destinations in Bali.

Furthermore, in order for this PKM model to have a wider impact, there needs to be replication and development of similar PKM in other tourist villages that have similar potential in the wellness and spiritual fields. This program can be expanded by developing more in-depth research related to the impact of wellness tourism on the mental and physical health of tourists, so that it becomes a scientific basis in designing a more effective wellness tourism program. In addition, the involvement of academics from various disciplines, such as tourism management, health, psychology, and creative economy, must also be increased in order to enrich the approach applied in the development of interdisciplinary-based wellness tourism. The use of technology and data analytics is also an important strategy in measuring the impact of wellness tourism

on community welfare and environmental sustainability. With a data-based approach, wellness tourism management policies and strategies can be more focused and effective.

By implementing these recommendations, it is hoped that Kenderan Village can develop as a globally competitive wellness & spiritual tourism destination, as well as become a model for other tourism villages that want to develop sustainable health and spirituality-based tourism potential. Through synergy between the community, academics, government, and the private sector, wellness tourism in Kenderan Village can become one of the leading attractions that not only improves the local economy but also provides a meaningful tourism experience for tourists.

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