

## **BALINESE WOMEN IN SPA TOURISM IN BADUNG REGENCY**

**Rosvita Flaviana Osin, Ni Putu Widhya Pibriari, I Wayan Agus Anggayana**

<sup>1,2,3</sup>Akademi Komunitas Manajemen Perhotelan Indonesia

Email<sup>1</sup>: osinanggal@yahoo.co.id

Email<sup>2</sup>: widhyapibriari@gmail.com

Email<sup>3</sup>: anggayana28@gmail.com

### **ABSTRACT**

This study aims to overview the existence of women in Badung Regency who work in the Spa industry and find out the economic, social and cultural roles and implications who work in the Spa industry. This study uses quantitative and qualitative data. The technique of data collection is done through informant interviews, observations, and questionnaires. The results showed overall of 20 spa therapists 85 percent had revealed that they experienced an increase in quality of life after working in the spa industry. Balinese women in the Spa industry have strength in terms of friendly, smiling, honest attitude and high work skills. Its weaknesses include lower English language skills, low motivation to occupy positions, lack of confidence, lack of competency certification. The job opportunity is very high, Bali's tourism potential, Spa is a promising industry, has high priority. Threats faced are changes in consumer tastes and business competition. The role and implications of Balinese women working in the Spa industry (a) economic implications of Balinese women being able to help families to increase family income. (b) The social implications of Balinese women being able to improve their social status themselves and their families. (c) cultural implications of Balinese women being able to preserve their culture.

Keywords: Balinese Women, Spa Industry, SWOT Analysis

### **INTRODUCTION**

The spa has developed into a very promising industry along with the development of the tourism business and has become part of people's lives. The spa industry is growing rapidly and sustaining tourism, both in star hotels and tourist destination areas. Globalization that occurs in the Spa industry can be seen by the number of Spa promotions on the internet media, transfer of therapy from one country to another and the presence of foreign instructors at a spa company in another country, the establishment of Spa company cooperation with local and foreign stakeholders (Kamata, 2015). Worldwide, health tourism is recognized as one of the oldest forms of tourism, practiced since antiquity and one of subtypes of health tourism. Since this period, the society was concerned with finding some efficient methods for maintaining health. An example of this, it is a series of tourist resorts in Europe, which owes its existence from the exploitation of local resources available to the spa (Gray, 2008).

Bali is one of the international destinations that has diversified various tourism products in an effort to respond to market challenges. Bali is also one of the main tourist destinations of the Spa with various types of Spa centers by promoting herbal products such as spices as well as local spa techniques inherited from ancestral traditions. The need for professional human resources is increasing from the level of therapist, supervisor, and manager.

Nowadays tourism in Bali, especially in Badung Regency, has developed so rapidly that many job opportunities can be utilized by women. The development of Spa tourism opens opportunities for women to occupy various professions and this phenomenon continues to have an impact on efforts to increase the role of women in various sectors. In this regard the establishment of this type of tourism's contribution to the development of local economies is an important element in designing and implementing effective management strategies so that benefits local communities are obvious. Basically, spa tourism, through the efficient management of services coupled with a well thought out marketing strategy can have positive effects in local communities (Mueller, 2001). Lots of foreign tourists who visit in every holiday season and every day, the visit includes tourist curiosity about several aspects, namely: culture,

traditions, customs, habits of Balinese citizens, scenery, culinary, and history of the legacy of the previous kingdom has made tourist attraction to generally (Anggayana, & Sari 2018).

The strategic role of women in the tourism industry cannot be underestimated. Hubeis (2010) said, women play a strategic role as domestic workers (managing the house, raising and caring for children), acting as a transition (working in the family business field), and as a worker outside the household as a career woman. Gender equality is now in the spotlight in the era of the industrial revolution 4.0 where the development of information and communication technology provides broader opportunities to advance and improve the quality of life. Lestari (2011), equality of access and mastery of information and communication technology for women and men has become a global concern, gender issues, and information and communication technology. As Balinese, Bali is divided into two, Bali Aga and Bali Dataran. Bali Aga people used to be called as hill villagers because most of them live in the hills; one thing that makes them different is their language (Anggayana, Budasi, Suarnajaya, 2014). English ability of the local people and their understanding of the culture of Bali is still no satisfactory (Anggayana, Nitiasih, Budasi, 2016).

The role of women in development can be maximized by improving the quality of life especially access to education, health, and legal facilities. This shows that the government is serious in protecting and empowering women (Rahmawati, 2017). This will have a clear impact when they are dealing in the real world of work where the ability to write requires someone to be able to coordinate aspects of listening, speaking and reading skills to the maximum (Lindawati, Asriyani & Anggayana, 2018).

Identification of the role of women in the tourism sector, especially in the spa industry is one of the efforts to empower women who will be very useful for the development of Bali tourism in the future. The tourism sector is able to provide economic, social and cultural benefits to all tourism actors (stakeholders) including women. Rappaport (1987) states that empowerment is a process, a mechanism in which individuals, organizations and communities become experts in the problems they face. Efforts to develop the potential of women in social, national and state life are a necessity as a form of empowerment from the powerlessness of women so far (Remiswal, 2013: 2). Women in Spa also have to learn about writing in English. Although, Writing skills are seen as complicated skills to understand (Lindawati, Asriyani, & Anggayana, 2019).

Basically, the progress of a nation is largely determined by the quality of education of its population (Anggayani & Osin, 2018). The tourism sector continues to be encouraged because this sector is a mainstay in generating public income and foreign exchange for the country (Suryawati, & Osin, 2019). With the development of a tourism industry will affect the increasing income of the community around attractions and the creation of employment opportunities (Osin, Kusuma, & Suryawati, 2019).

From this phenomenon, this research is designed to provide an overview of the existence of Balinese women in Badung Regency who work in the Spa industry. More specifically this study aims to examine the existence of Balinese women who work in the spa industry in terms of strengths, weaknesses, opportunities, and threats faced. This research uses quantitative and qualitative data. The number of samples is determined as many as 20 spa therapist from a population of Balinese women who work in the Spa industry by accidental sampling method. Data collection techniques carried out through informant interviews, observations, and questionnaires. Data on strengths, weaknesses, opportunities, and threats faced by Balinese women were analyzed using a SWOT analysis. To find out the existence, role, the economic, social and cultural implications of women in Badung Regency, who work in the Spa Industry on their environment, a qualitative analysis is used.

## **CONCLUSION AND RECOMMENDATIONS**

The involvement of women in the tourism sector is now increasing in all fields of tourism business. The research data shows that there are 164 spa industries that are now registered in the Badung Regency Tourism Office and 45 of them are owned by women. The results showed overall of 20 spa therapists 85 percent had revealed that they experienced an increase in quality of life after working in the spa industry. From in-depth interviews, it is known that the factors that motivate Balinese women to work in the Spa industry consist of economic,

social, and cultural factors. Economic factors where Balinese women can increase family income in meeting household needs. Social implications where Balinese women can improve the social status/prestige of themselves and their families in the community. Cultural implications where Balinese women want to preserve their culture. The strength possessed by Balinese women who work in the Spa industry, such as having a friendly attitude, smiling, high responsibility, obedient and not complaining, have high skills. Weaknesses of Balinese women in the Spa industry are low motivation to occupy positions, lack of self-confidence, lower ability to communicate in English. The opportunities that Balinese women have in the Spa industry, namely the need for a healthy lifestyle and the relaxation of tourists or tourists are increasing, Balinese women have a high priority in recruitment, and the development of the industrial revolution 4.0 which places women as the subject of development. The threat is business competition and changes in consumer tastes.

Women have a very strategic role in development, so they need the support of various parties. In facing the industrial revolution 4.0, Balinese women are expected to further improve their education to a higher level and master foreign languages besides English. The role of the government in providing courses to improve Spa skills for Balinese women needs to be increased to improve women's lives for the better. The government needs to improve the standards and instill of character building for therapists so that they maintain their norms and values.

## REFERENCES

- Anggayana, I. W. A., & Sari, N. L. K. J. P. (2018). Kemampuan Berbicara Bahasa Inggris Mahasiswa Akomodasi Perhotelan: sebuah Kajian Fonologi. *Jurnal Manajemen Pelayanan Hotel*, 1(1), 8-14.
- Anggayana, I. W. A., Budasi, I. G., Lin, D. A., & Suarnajaya, I. W. (2014). Affixation of bugbug dialect: A Descriptive Study. *Jurnal Pendidikan Bahasa Inggris undiksha*, 1(1).
- ANGGAYANA, I. W. A., Nitiasih, D. P. K., Budasi, D. I. G., & Applin, M. E. D. (2016). Developing English For Specific Purposes Course Materials for Art Shop Attendants and Street Vendors. *Jurnal Pendidikan Bahasa Inggris Indonesia*, 4(1).
- Anggayani, N. W., & Osin, R. F. (2018). Pengaruh Service Performance Terhadap Nilai Sekolah Kepuasan Dan Loyalitas Pelajar Pada Smk Pariwisata Triatma Jaya Tabanan. *Jurnal Manajemen Pelayanan Hotel*, 1(1), 28-35.
- Gray HH, Poland, SC. Medical Tourism: Crossing Borders to Access Health Care. *Kennedy Institute of Ethics Journal*, 2008; 18(2): 193-201.
- Hubeis, AVS. 2010. Pemberdayaan Perempuan dari Masa ke Masa. Bogor. IPB press
- Kamata & Misui. 2015. Why do they choose a Spa destination? The Case of Japanese Tourist. 1150-1 Fujikubo, Miyoshimachi, Iruma-gun, Saitama 354-8510, Japan: Faculty of Business Administration, Shukutoku University.
- Lestari. 2011. Teknologi Informasi dan Pemberdayaan Perempuan. *Jurnal Teknologi dan Informatika* Vol. 1 No 1, 2011.
- Lindawati, N. P., Asriyani, R., & Anggayana, I. W. A. (2018). Kemampuan Menulis Karangan Dialog Melalui Model Pembelajaran Kooperatif Tipe Think-Pair-Share Pada Mahasiswa Jurusan Tata Hidangan Di Akademi Komunitas Manajemen Perhotelan Indonesia. Sintesa.
- Lindawati, N. P., Asriyani, R., & Anggayana, I. W. A. (2019). Model Kooperatif Think-Pair-Share Dalam Meningkatkan Kemampuan Menulis Karangan Dialog Bahasa Inggris Mahasiswa Akademi Komunitas Manajemen Perhotelan Indonesia. *Litera: Jurnal Litera Bahasa Dan Sastra*, 4(1).
- Mueller H, Kaufmann EL. Wellness tourism: Market analysis of a special health tourism segment and implications for the hotel industry. *Journal of Vacation Marketing*, 2001; 7:15-17.
- Osin, R. F., Kusuma, I. R. W., & Suryawati, D. A. (2019). Strategi Pengembangan Objek Wisata Kampung Tradisional Bena Kabupaten Ngada-Flores Nusa Tenggara Timur (NTT). *Jurnal Ekonomi dan Pariwisata*, 14(1).

- Rahmawati, D.Nu. 2017. *Pembangunan Manusia Berbasis Gender*. (S. B. Widoyono & Dkk, Eds). Jakarta: KP3A
- Rappaport. 1987. *Studies in Empoer-ment: Introduction to he issue Prevention In Human Issue*, USA.
- Remiswal. 2013. *Menggugah Partisipasi Gender di Lingkungan Komunitas*, Yogyakarta: Graha Ilmu.
- Suryawati, D. A., & Osin, R. F. (2019). Analisis Menu untuk Menentukan Strategi Bauran Pemasaran pada Bunut Café di Hotel White Rose Legian Kuta. *Jurnal Manajemen Pelayanan Hotel*, 3(1), 29-35.