

Pengelolaan Sumber Daya Berkelanjutan Dalam Wisata Kesehatan

Sustainable Resource Management In Wellness Tourism

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Abstract

Sustainable wellness tourism has become an important sector in the global tourism industry, especially after the COVID-19 pandemic. However, research development and understanding of how sustainability supports resource management and wellness tourism growth remain limited. This study aims to identify global research trends, key contributors, and major themes in sustainable wellness tourism. A systematic literature review combined with bibliometric analysis was conducted using 52 peer-reviewed articles indexed in the Scopus database until early 2025. The analysis examined publication trends, collaboration patterns, and research themes to understand the development of this field. The results show a significant increase in publications during 2023–2025, reflecting growing interest in wellness-oriented travel. Asian countries, particularly China, Thailand, India, and Indonesia, contribute significantly to research development. The findings indicate that sustainable wellness tourism has shifted from a focus on destination and business management toward broader issues involving well-being, quality of life, cultural resources, and environmental responsibility. The study concludes that sustainable wellness tourism requires effective resource management, human resource development, and strategic integration of local assets to support long-term tourism competitiveness. For Indonesia, these findings highlight the need to strengthen research-based policies and standardize traditional wellness practices to improve global recognition

Keywords: Sustainable Resource Management; Wellness Tourism; Well-being; Quality of Life; Tourism Sustainability;

Abstrak

Wisata kesehatan berkelanjutan telah menjadi sektor penting dalam industri pariwisata global, terutama setelah pandemi COVID-19. Namun, pengembangan penelitian dan pemahaman mengenai bagaimana keberlanjutan mendukung pengelolaan sumber daya serta pertumbuhan wisata kesehatan masih terbatas. Studi ini bertujuan untuk mengidentifikasi tren penelitian global, kontributor utama, dan tema-tema pokok dalam wisata kesehatan berkelanjutan. Tinjauan pustaka sistematis yang dikombinasikan dengan analisis bibliometrik dilakukan menggunakan 52 artikel yang telah melalui telaah sejawat (*peer-reviewed*) dan terindeks dalam basis data Scopus hingga awal tahun 2025. Analisis ini mengkaji tren publikasi, pola kolaborasi, dan tema penelitian untuk memahami perkembangan bidang ini. Hasil penelitian menunjukkan peningkatan signifikan dalam jumlah publikasi selama periode 2023–2025, yang mencerminkan meningkatnya minat terhadap perjalanan yang berorientasi pada kesehatan. Negara-negara Asia, khususnya Tiongkok, Thailand, India, dan Indonesia, memberikan kontribusi signifikan terhadap pengembangan penelitian. Temuan ini mengindikasikan bahwa wisata kesehatan berkelanjutan telah beralih dari fokus pada pengelolaan destinasi dan bisnis menuju isu-isu yang lebih luas, yang mencakup kesejahteraan, kualitas hidup, sumber daya budaya, dan tanggung jawab lingkungan. Studi ini menyimpulkan bahwa wisata kesehatan berkelanjutan memerlukan pengelolaan sumber daya yang efektif, pengembangan sumber daya manusia, dan integrasi strategis aset lokal guna mendukung daya saing pariwisata jangka panjang. Bagi Indonesia, temuan ini menyoroti perlunya memperkuat kebijakan berbasis penelitian dan melakukan standarisasi praktik kesehatan tradisional untuk meningkatkan pengakuan global.

Kata kunci: Pengelolaan Sumber Daya Berkelanjutan; Wisata Kesehatan; Kesejahteraan; Kualitas Hidup; Keberlanjutan Pariwisata;

1. Pendahuluan

Health and wellness tourism has emerged as one of the fastest-growing sectors in the global tourism industry, driven by increasing consumer awareness of physical, mental, and spiritual well-being and lifestyle enhancement (Jittamai et al., 2025). The diversification of global tourism over recent decades has encouraged the rise of specialized travel forms, among which wellness tourism has gained prominence by integrating conventional travel experiences with health-oriented and preventive activities. This growth has accelerated further in the post COVID-19 period, as global tourism demand increasingly prioritizes holistic health and quality of life (Kristiana Putri et al., 2022). In economic terms, the global wellness tourism industry reached USD 651 billion in 2022 and is projected to grow at an average annual rate of 16.6%, underscoring its strategic importance within the broader tourism sector (Shen et al., 2025).

Conceptually, wellness tourism refers to travel motivated by the pursuit of holistic well-being through lifestyle-oriented and preventive activities that integrate physical, mental, spiritual, cultural, and social dimensions, emphasizing balance between body, mind, and spirit rather than curative medical treatment (Gulyas & Molnar, 2023). Empirical studies in this domain have largely focused on tourist motivation, consumer behavior, and socio-economic factors, demonstrating that healthy lifestyles, psychological drivers, and intrinsic motivations play a crucial role in shaping wellness travel intentions (Shen et al., 2025). While such demand-oriented perspectives have contributed significantly to understanding traveler behavior, recent scholarship argues that wellness tourism research must move beyond visitor-centric approaches by emphasizing governance structures, equitable benefit distribution, and cultural protection as foundations for sustainable community-based wellness tourism (Hubner et al., 2025).

Indonesia holds substantial potential for wellness tourism development due to its rich natural resources, cultural heritage, and traditional health practices, including herbal medicine (*jamu*), traditional spas, yoga, and nature-based healing activities. Bali, in particular, has gained international recognition as a leading wellness destination in Asia, with its spa and yoga industries attracting high-value tourists willing to pay premium prices for wellness experiences (Kristiana Putri et al., 2022). At the local level, Bilebante Green Tourism Village has been identified as a promising wellness destination through the integration of ecotourism, local wisdom, and nature-based wellness activities, positioning it as a potential model for sustainable rural wellness tourism development (Ekawati et al., 2025).

Despite this potential, the sustainable management of resources remains a critical challenge. Uncontrolled exploitation of natural and cultural assets threatens environmental preservation, diminishes tourism quality, and undermines long-term destination competitiveness. Consequently, wellness tourism development must be grounded in sustainable resource management, defined as the wise, efficient, and long-term utilization of natural and cultural resources (Jiang et al., 2025). At the same time, strengthening human resource capacity is essential, as human resources represent the management and development of the workforce to ensure competencies, skills, and readiness aligned with organizational and environmental change, thereby supporting destination sustainability (da Silva et al., 2022; Ulya1 et al., 2025).

However, existing research reveals a persistent gap. Studies integrating wellness tourism with sustainable resource management, local wisdom, and local economic

development remain limited, particularly within the Indonesian context. While data-driven and big-data approaches have been applied internationally to optimize wellness tourism development and resource efficiency such as Jiang et al.'s (2025) high-accuracy framework for wellness route optimization in China systematic mappings of the intellectual structure connecting wellness tourism, community-based management, and local wisdom are still scarce. Therefore, a comprehensive bibliometric analysis is needed to map global and national research trends and to clarify how wellness tourism is conceptualized and operationalized in relation to sustainability, local wisdom, and community-based resource management.

Although previous studies have examined wellness tourism from multiple perspectives, a comprehensive and systematic review of the development of sustainable wellness tourism research particularly in relation to resource management and governance remains limited (Gulyas & Molnar, 2023). As wellness tourism increasingly emerges as a strategic approach to sustainable tourism development, encompassing cultural preservation, community empowerment, and well-being enhancement, this study seeks to address this gap by providing an integrative review of the sustainable wellness tourism literature (Dryglas & Smith, 2025).

Table 1. Overview of Key Previous Studies on Sustainable Wellness / Wellbeing Tourism and Destination Management

Authors	Time Period	Focus of Research	Context / Scope	Methodology
Andriani, A., Himawan, I., & Sharipudin, M. (2024)	2020–2023	Development of sustainable wellness tourism and health tourism integration	Hanara Wellbeing Center, Bandung, Indonesia	Qualitative case study using constructivist paradigm, participant observation, and in-depth interviews
Johansen, K. M., & Konu, H. (2025)	2018–2023	Design of transformative nature-based wellbeing tourism experiences and human-centered value creation	Finnish Lakeland Region	Qualitative case study with thematic analysis and collaborative co-design
Zhang, X., Dolah, J., & Cao, Z. (2025)	2022–2024	Sustainable nature tourism and forest conservation strategies based on forest wellness tourism demand	Royal Belum State Park, Malaysia	Quantitative survey; KANO model combined with Analytic Hierarchy Process (AHP)
Khunnikom, P., Benjatanawat, S., Kaewtong,	2021–2024	Transformation through wellness tourism and	Phuket, Thailand	Qualitative explanatory study using interviews,

Y., et al. (2025)		promotion of physical activity in health-oriented destinations		focus group discussions, and content analysis
Brennan, B., & Kessler, D. (2025)	2023– 2024	Cross-cultural model of sustainable wellness tourism through spiritual and cultural immersion (temple stays)	South Korea	Qualitative thematic analysis based on online reviews and grounded theory framework
Present study	2000– 2025	Mapping the evolution of sustainable wellness tourism research, including human- centered approaches, resource management, destination branding, and sustainability themes	Global (Scopus- indexed publications)	Systematic Literature Review (PRISMA Flow) and Bibliometric Analysis using RStudio– Biblioshiny and VOSviewer

In this regard, this study employs bibliometric analysis to systematically review the literature on sustainable wellness tourism, as this method is particularly well suited to mapping the intellectual structure and the evolution of scientific knowledge (Donthu et al., 2021). Accordingly, this study aims to extend the understanding of sustainable wellness tourism by applying bibliometric techniques for science mapping and performance analysis, in order to identify influential publications, key contributors, dominant thematic clusters, and emerging research trends. Specifically, this study seeks to address the following research questions:

RQ1: What are the global publication trends, influential sources, and collaboration patterns in sustainable resource management within wellness tourism research?

RQ2: What are the dominant thematic clusters and emerging research trends related to sustainability, well-being, and resource management in wellness tourism?

RQ3: What knowledge gaps exist in the integration of community-based, human-centered, and local resource-driven approaches in sustainable wellness tourism research?

The structure of this study is organized as follows: The first section introduces the study by outlining the background, objectives, and research questions related to sustainable wellness tourism and resource management. The second section presents a relevant literature review on wellness tourism, sustainability, and bibliometric analysis as the theoretical foundation of the study. The third section explains the research methodology, which includes a Systematic Literature Review (SLR) approach and bibliometric analysis, covering data sources, search strategies, and analytical

techniques applied to the Scopus database. The fourth section presents the results of the bibliometric analysis, including publication trends, the most influential journals, leading countries and institutions, and the intellectual structure of the research field. The fifth section discusses the research findings by interpreting thematic clusters, human-centric dimensions, and sustainability trends, as well as their implications for human resource development and policy formulation. Finally, the concluding section provides conclusions and recommendations for future research directions to support the development of community-based and sustainable wellness tourism.

2. Metode

This study employed a Systematic Literature Review (SLR) integrated with bibliometric analysis to examine the development and thematic structure of research on wellness tourism and sustainable resource management. The combination of these methods enables a systematic synthesis of previous studies while simultaneously mapping intellectual patterns, collaboration networks, and research trends. Systematic reviews carry important ethical implications because they frequently inform policy and managerial practice; therefore, the review process requires transparency, reflexivity, careful attention to bias, and balanced representation of scholarly perspectives (Van Klaveren & De Wolf, 2019). This approach was selected for its ability to provide an objective and comprehensive overview of large-scale scientific literature (Donthu et al., 2021).

The bibliographic data were retrieved from the Scopus database, chosen for its extensive coverage of high-quality peer-reviewed publications in tourism, sustainability, and management studies. The search was conducted using the Title Abstract Keywords (Title-Abs-Key) field with the following query:

Title-Abs-Key (Wellness Tourism Sustainable) AND (LIMIT-TO (Exactkeyword, "Wellness Tourism") OR LIMIT-TO (Exactkeyword, "Sustainable Development") OR LIMIT-TO (Exactkeyword, "Sustainability") OR LIMIT-TO (Exactkeyword, "Sustainable Tourism") OR LIMIT-TO (Exactkeyword, "Wellness")).

The initial search yielded 52 documents. Inclusion criteria limited the dataset to English-language journal articles, review papers, and conference proceedings within the subject areas of Social Sciences, Environmental Science, Business, Management and Accounting, and Economics, Econometrics and Finance, published between 2000 and 2026. Following screening, duplicate removal, and data normalization, the final corpus was established.

The document selection process followed the PRISMA flow framework, ensuring transparency across the identification, screening, eligibility, and inclusion stages, as illustrated in Figure 1. Bibliometric analysis was conducted using RStudio with the Biblioshiny package to examine publication trends, leading sources, author productivity, and international collaboration patterns. Furthermore, VOSviewer was utilized to visualize co-authorship networks, keyword co-occurrence, citation relationships, and thematic clusters. The integration of PRISMA Flow, Biblioshiny, and VOSviewer enabled a structured and reliable mapping of knowledge development, supporting the identification of dominant themes and future research directions in wellness tourism and sustainable resource management.

Figure 1 (or the relevant flowchart) illustrates the step-by-step document selection process, while a summary of the Scopus search parameters is presented in Table 1.

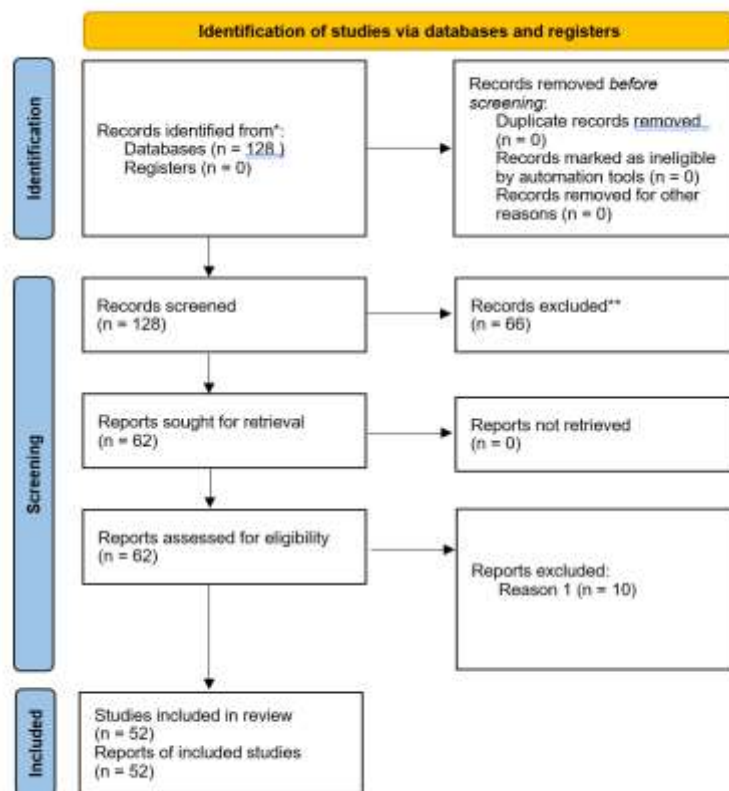


Figure 1. PRISMA Flow Diagram of the Study Selection Process

Table 2. Scopus Search Details

Field Tag	Inclusion/Exclusion Criteria	Results (n)
Search String (Title, Abstract, and Keywords)	Title-Abs-Key (Wellness Tourism Sustainable) And (Limit-To (Exactkeyword, "Wellness Tourism") Or Limit-To (Exactkeyword, "Sustainable Development") Or Limit-To (Exactkeyword, "Sustainability") Or Limit-To (Exactkeyword, "Sustainable Tourism") Or Limit-To (Exactkeyword, "Wellness"))	128
Document Type	Include: Original articles, conference papers, and reviews. (LIMIT-TO (DOCTYPE, "ar") OR LIMIT-TO (DOCTYPE, "re") OR LIMIT-TO (DOCTYPE, "cp"))	62
Language	Include: Only English-language published documents. (LIMIT-TO (LANGUAGE, "English"))	62

Subject Area	Include: Business, Management and Accounting; Social Sciences; Psychology; Multidisciplinary.	52
Duplicates	Removal of duplicate entries across the database.	N = 52 (0 duplicates removed)

3. Hasil Dan Pembahasan

Data Analysis-Research Results, Impact Results, and Collaboration Results

3.1 Publication Trends

The publication trends in the field of sustainable wellness tourism, as analyzed through source growth from 2019 to 2025, reveal a dynamic and accelerating academic interest that has intensified significantly in recent years. While initial research activity was relatively modest between 2019 and 2020, the field experienced a notable shift starting in 2021, eventually reaching a critical mass of productivity between 2023 and 2024, as evidenced by the sharp upward trajectory of leading journals. A prominent example of this surge is the journal *Sustainability (Switzerland)*, which emerged as the most prolific source by peaking at 7 documents in 2024, followed closely by the *International Journal of Spa and Wellness*, which showed a steep climb to 4 documents by 2025. This concentration of research output within the last three years suggests that the nexus of wellness tourism and resource sustainability has become an extremely prominent and high-impact area of study, shifting from niche exploration to a central theme in global tourism discourse. The steady involvement of other sources, such as *Worldwide Hospitality and Tourism Themes* and various conference series, further implies a persistent and multidisciplinary commitment among scholars to address the challenges of sustainable resource management in the post-pandemic era.

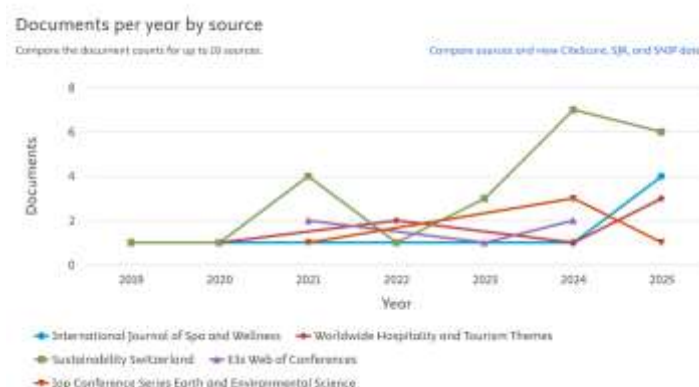


Figure 2. Scientific output.
(Source: Scopus Analyze)

3.2 Most Productive and Influential Countries

The distribution of scientific productivity by country reveals that China, Thailand, and India are the leading contributors to the field of sustainable wellness tourism research. China holds the top position with 27 documents, followed closely by Thailand with 24 documents and India with 23 documents. European nations such as Portugal and the United Kingdom also demonstrate significant involvement, contributing 20 and 16 documents, respectively. Notably, Indonesia ranks fifth

globally with 17 documents, indicating a strong domestic academic interest in leveraging local wellness assets for sustainable growth. While countries like Italy, Malaysia, and Spain have lower publication volumes ranging between 13 and 14 documents, their presence in the top ten highlights a diverse international research landscape. This geographical spread suggests that while Asian countries are currently the most productive hubs, there is a balanced global participation that offers ample opportunities for cross-country collaborations to enhance the quality and impact of future research output in this area.

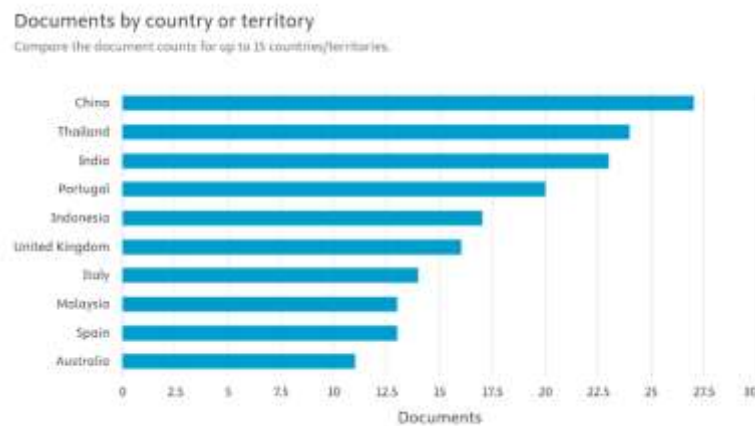


Figure 3. Most productive and influential countries.
(Source: Scopus Analyze)

3.4 Most Prolific Contributing Institutions

The distribution of research output by affiliation highlights the leading roles of Asian and European institutions in the study of sustainable wellness tourism. As illustrated in Figure 5, the most significant contributions come from Chiang Mai University in Thailand and Instituto Politécnico do Porto in Portugal, with each contributing 5 articles. These are followed by several institutions that have contributed 4 articles each, including Universidade de Vigo, Ubon Ratchathani University, Amity University, and the Centro de Estudos de Geografia e Ordenamento do Território.

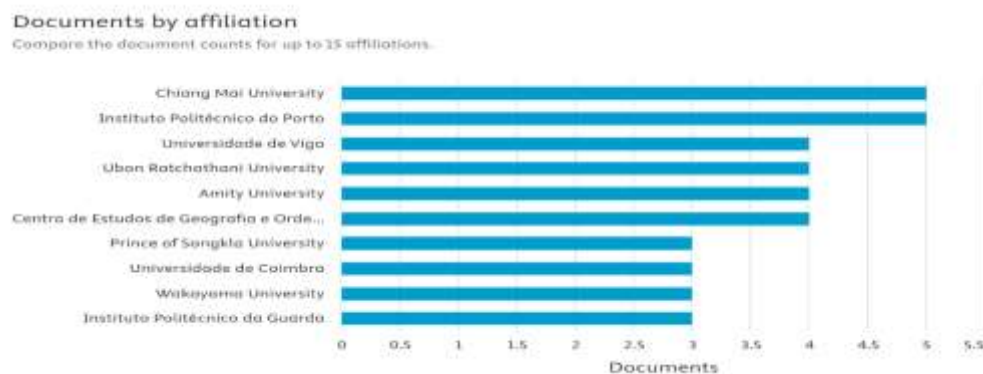


Figure 5. Most contributing institutions.
(Source: Scopus Analyze)

Furthermore, institutions such as the Prince of Songkla University, Universidade de Coimbra, Wakayama University, and Instituto Politécnico da Guarda also show notable activity with 3 articles each. The majority of these top-performing institutions are located in Thailand and Portugal, emphasizing the strategic research focus of these regions on integrating wellness tourism with regional and sustainable development. This institutional landscape signifies a concentrated effort by specific academic hubs to advance the intellectual framework of the field.

3.5 Most Prolific Journals

The landscape of academic sources publishing research on sustainable wellness tourism is characterized by a specialized group of journals that focus on sustainability and tourism management, as visualized in the source productivity data. The most noteworthy contribution comes from the journal *Sustainability* (Switzerland), which stands out as the most prolific source, particularly showing a peak in productivity with 7 papers published in 2024. This is followed by the *International Journal of Spa and Wellness*, which has shown a significant rising trend, reaching 4 publications by 2025, and *Worldwide Hospitality and Tourism Themes*, which contributed 3 papers in the same year. Furthermore, the thematic distribution across these journals highlights a strong focus on core concepts such as sustainable tourism, wellness, and quality of life, which form the primary clusters of discussion. Other consistent contributors include the *IOP Conference Series: Earth and Environmental Science* and *E3S Web of Conferences*, which provide important platforms for multidisciplinary research and conference proceedings in the field. This concentration of reputable publications in high-ranking journals underscores the growing academic rigor and the significant impact of studies dedicated to integrating health and wellness within a sustainable tourism framework.

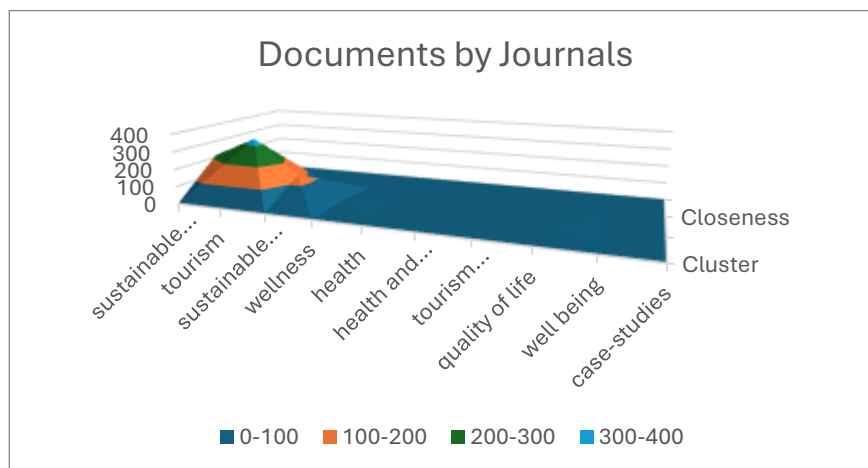


Figure 6. Most prolific journals.
(Source: Created by authors)

3.6 Intellectual Structure of Sustainable Wellness Tourism

Intellectual structure analysis aims to map the theoretical foundations and interactions between concepts within the scientific literature. Through keyword co-occurrence techniques, this study identifies how key themes interrelate to form the overarching narrative of sustainable wellness tourism. This structure reflects not only publication volume but also the evolutionary shift in paradigms from mere physical

health services toward an integration of psychological aspects, environmental conservation, and subjective well-being. By understanding the density and centrality of the network, researchers can distinguish between well-established "motor themes" and future research opportunities. Figure 7 presents the visualization of this intellectual structure using Scopus metadata processed through RStudio Bibliometrix, providing an objective basis for the subsequent cluster discussion.

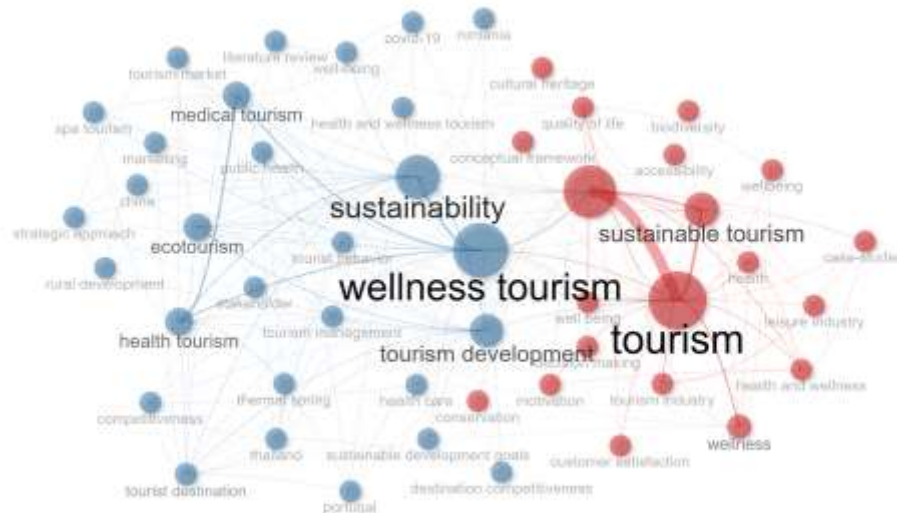


Figure 7. Intellectual structure.

(Source: Generated using Rstudio Bibliometrik)

Based on the visualization in Figure 7, the intellectual structure of wellness tourism is divided into two complementary axes of influence. The blue cluster shows a dominance of management and resource issues, where "sustainability" and "wellness tourism" act as primary bridges for concepts such as "ecotourism" and "health tourism". This confirms that current research trends strongly emphasize the development of competitive nature-based destinations. The close connection between these nodes implies that sustainability is no longer just an add-on but a core element in modern health tourism operations.

On the other hand, the red cluster in Figure 7 represents the human-centric behavioral dimension. The focus on "satisfaction," "motivation," and "well-being" indicates that the primary value of wellness tourism lies in the emotional and psychological experiences of the tourists. Interestingly, recent findings suggest that behavioral variables such as "attitude" play a crucial moderating role; tourists with clear positive attitudes tend to be more independent in decision-making without relying heavily on the destination's perceived value. Conversely, for those with unstable attitudes, the perceived value of the destination becomes the main determinant of their intention to revisit. Overall, Figure 7 reaffirms that the future of wellness tourism depends on the synergy between the conservation of natural resources and the fulfillment of intrinsic human motivations.

3.7 Human-Centric Science Mapping of Wellness Tourism Research

A more granular analysis of the thematic clusters reveals distinct research streams within the field. As illustrated in Figure 8, the dominant cluster is centered on *wellness tourism* and is strongly connected to human-centric variables such as *satisfaction*, *motivation*, *behavioral intention*, and *travel behavior*. This cluster

emphasizes the psychological and behavioral dimensions of wellness travel, indicating that wellness tourism research is primarily grounded in subjective well-being, emotional engagement, and experiential value creation rather than solely in physical health services. The centrality and density of these interconnected nodes demonstrate a strong scholarly consensus that the human experience constitutes the core foundation of wellness tourism development. Furthermore, the prominence of this human-centric cluster implies that sustainable resource management in wellness tourism must prioritize long-term human well-being, as the degradation of environmental or cultural resources directly diminishes tourist satisfaction, motivation, and behavioral loyalty.



Figure 8. Keyword co-occurrence network illustrating the human-centric thematic cluster in wellness tourism research
(Source: VOSviewer analysis based on Scopus data).

3.8 Overlay Visualization and Temporal Trends The evolution of research topics over time provides insights into the field's future direction. The overlay visualization in Figure 6 highlights a clear temporal transition in keyword prominence. The data indicates that Sustainable practices only began to be extensively discussed and integrated into the wellness discourse during the 2022–2024 period. Following this shift, the most recent academic frontier identified in the 2025–2026 range focuses on the fusion of Health and Wellness.

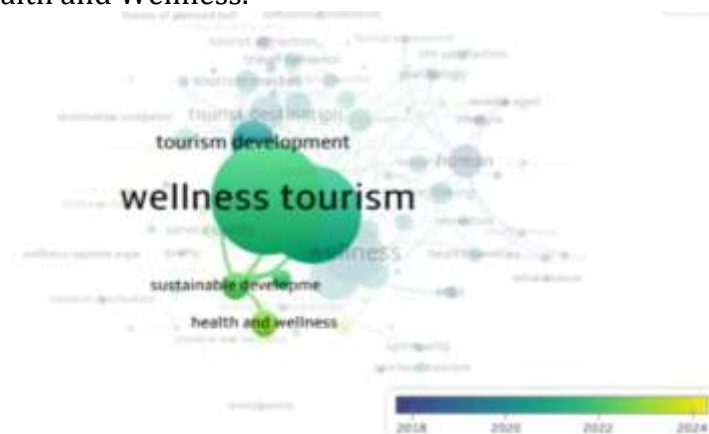


Figure 9. Overlay visualization illustrating the temporal evolution of research themes (2022–2026)
(Source: Generated using VOSviewer)

3.9 Discussion of Bibliometric Findings

The bibliometric findings indicate that sustainable wellness tourism research has increasingly emphasized the strategic role of human resources in delivering high-quality and sustainable wellness experiences. The rapid growth of publications between 2023 and 2025 reflects a post-pandemic shift in which wellness tourism relies not only on natural resources but also on skilled, knowledgeable, and culturally sensitive human capital. Asian countries particularly China, Thailand, India, and Indonesia lead this research domain, highlighting the importance of local human resources in transforming indigenous knowledge, traditional healing practices, and cultural values into competitive wellness tourism products. The intellectual structure of the literature positions sustainability and human-centered management as interconnected pillars of wellness tourism development. Recent studies focus strongly on human resource-related constructs such as service quality, tourist satisfaction, behavioral intention, and well-being, indicating that the competencies, attitudes, and professionalism of wellness practitioners directly shape visitor experiences. Effective human resource management therefore requires strategic capacity building, continuous training, and the professionalization of local wellness workers to ensure long-term economic and environmental sustainability (Karagianni et al., 2025). Emerging frameworks, such as the Stimulus Organism Response (SOR) model, further demonstrate how employee service delivery acts as a critical stimulus influencing tourists' perceptions and behavioral responses in wellness settings (Zhao et al., 2025).

In addition, sustainability-oriented branding and eco-certification depend heavily on the awareness and commitment of human resources responsible for daily operations and service interactions (Aman et al., 2024). In highly competitive markets, the active involvement of local communities as human capital is essential to balance commercial objectives with cultural authenticity and to strengthen unique destination identities (Aman et al., 2024). Long-term competitiveness is also supported by human resource adaptability to digital innovation, where skills in data-driven decision-making and technology adoption enhance service efficiency while preserving cultural integrity (Mammadova, 2024). Methodological advances, including immersive choice experiments and big data-driven itinerary planning, further underline the need for competent human resources capable of translating analytical insights into practical service improvements and demand-responsive wellness tourism management (Jiang et al., 2025). In Indonesia, the development of wellness destinations such as Bali, Jakarta, and the Joglosemar corridor underscores the urgency of collaborative governance models that empower local human resources to manage indigenous healing traditions sustainably and inclusively (Kawuryan et al., 2022). This research demonstrates that tourist satisfaction serves as a crucial mediating variable bridging the influence of motivation and destination image on revisit intention, with the highest mediation contributions found in learning and entertainment motivation (32.2%) and the cultural environment (30.0%), while the social environment emerges as the most significant direct influence factor necessitating a synergy between interactive service quality and physical infrastructure (Tang et al., 2022). Overall, the findings systematically address the three research questions by mapping publication trends and collaborations (RQ1), identifying dominant human-centric and sustainability-oriented thematic clusters (RQ2), and revealing critical knowledge gaps that inform future research directions and policy development (RQ3).

4. Kesimpulan

This study concludes that research on sustainable wellness tourism has experienced rapid growth, particularly between 2023 and 2025, reflecting a global shift toward health-centered and sustainability-oriented tourism models. The bibliometric findings confirm that sustainability and human resource management are central pillars in the development of wellness tourism. The intellectual structure of the literature has evolved from a predominantly business-oriented perspective toward a more human-centered approach that emphasizes well-being, service quality, and long-term value creation. The dominance of Asian countries especially China, Thailand, India, and Indonesia highlights the strategic role of local human resources in transforming indigenous knowledge, traditional healing practices, and cultural assets into competitive and sustainable wellness tourism products.

From a policy perspective, the findings underline the critical importance of strengthening human resource capacity to support sustainable wellness tourism development. Policymakers are encouraged to establish mandatory sustainability and competency certification schemes for wellness tourism practitioners, including spa therapists, herbal product developers, and wellness guides, to ensure service quality and environmental responsibility. Government institutions should also promote continuous training programs that integrate sustainability principles, digital skills, and cultural preservation to enhance workforce adaptability in an increasingly competitive market. Furthermore, fostering collaborative governance among government agencies, academic institutions, industry stakeholders, and local communities is essential to ensure that wellness tourism development remains inclusive, culturally authentic, and economically beneficial. For Indonesia, aligning national tourism policies with global sustainability standards while empowering local human resources offers a strategic pathway to strengthen international competitiveness and position the country as a leading wellness tourism destination grounded in sustainable resource management.

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