

Exploring hydrotourism: Health and wellbeing

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Abstract – This emic study presents literature research of qualitative study on hydrotourism - health and wellness focusing on the practices and the uniqueness of the product offering around the globe highlighted with hydrotourism - health and wellness offered in Bali Indonesia. The findings show hydrotourism as a generic name represents three types of leisure and tourism products: water for sport, health and wellness, and for panoramic viewing experience. The current well developed and highly innovative products of hydrotourism - health and wellness around the world which could create a strong allegiance to particular destinations, has been known since the nomadic era. Bali offers high quality and variety of spa products that often offered by hotels or independents spa-establishment; it is noted that hydro for spiritual purification of 'melukat-ritual' is highly popular among tourists and become a substantial hydro product offer which is rooted from Hindu practice. Hydrotourism - health and wellness offer high variety and each with unique selling proposition. Hydrotourism - health and wellness could be in the form of bathing, spiritual purification, healing and rejuvenation, medication to relieve pain, detoxification and skin beauty, and a more complex spiritual ceremony of forging the endurance of body and mind; during the process, it could utilize various materials to assist healing, e.g. stone and herbs, or leveraging extreme temperature of warm and cold, often combined with yoga practice and meditation, also consuming healthy and whole food during the program; it could be an exclusive and luxurious for the rich, spa and wellness products for travelers, or simply public bathing where children and people could go to refresh; it could be well facilitated spa establishments with prime service or simply public baths, natural spring and thermal baths managed by local community. Indonesia considers spa services as traditional health services rather than entertainment.

Keywords: Hydrotourism; Health and Wellness; Spa, Melukat-ritual, Water-spring

I. INTRODUCTION

Hydrotourism, a term encompassing tourism activities centred around water, has evolved into a multifaceted sector that integrates recreation, health, wellness, and cultural experiences. It includes a wide array of activities such as white-water rafting, diving, lake tours, spa treatments, and soaking in natural hot springs, all of which utilize water as the primary medium for leisure and therapeutic purposes (Fernández, 2018). Historically, water has been integral to human health and spirituality, with ancient civilizations recognizing its healing properties. The Roman

practice of public bathing, for instance, was not only a means of hygiene but also a social and therapeutic activity (World Spa Organization, n.d.).

The concept of "Salus per Aquam" (SPA), translating to "health through water," underscores the longstanding relationship between water and wellness. This philosophy has been embraced by various cultures, leading to diverse bathing traditions such as the Turkish hammam, Japanese onsen, Korean jimjilbang, and Finnish sauna, each offering unique approaches to purification and relaxation (Sood, 2012; Zytka, 2013). These practices highlight the universal appreciation of water's restorative qualities and its role in promoting physical and mental well-being.

In contemporary times, hydrotourism has gained prominence as a component of wellness tourism, a sector dedicated to enhancing health through travel experiences. The World Health Organization defines health as a state of complete physical, mental, and social well-being, not merely the absence of disease (WHO, 1946; WHO, 2020). Hydrotourism aligns with this holistic view by offering activities that promote relaxation, stress reduction, and physical rejuvenation.

Globally, the wellness tourism industry has witnessed significant growth, valued at \$850.55 billion in 2021 and projected to reach \$2.1 trillion by 2030 (Wikipedia, 2025). This surge reflects a growing public interest in health-conscious travel experiences. Hydrotourism, with its emphasis on water-based therapies and natural settings, caters to this demand by providing opportunities for both preventive health measures and therapeutic interventions.

Moreover, hydrotourism contributes to environmental awareness and conservation efforts. By engaging tourists with natural water resources, it fosters appreciation for aquatic ecosystems and underscores the importance of sustainable practices in tourism development. This dual focus on personal well-being and environmental stewardship positions hydrotourism as a valuable asset in promoting sustainable tourism models.

Research on hydrotourism has explored its various dimensions, including its role in health promotion, cultural significance, and economic impact. In Romania, hydrotourism has been extensively studied, particularly in regions like Constanta and Beiuș, where natural water resources are leveraged for therapeutic and recreational purposes (Secara, 2011; Lazar & Ciupe, 2017). These studies highlight the integration of hydrotourism into local economies and its potential for regional development.

In North America, the development of hydroelectric projects such as the Sir Adam Beck Hydroelectric Generating Stations in Niagara Falls has also considered the tourism potential of water resources (Wikipedia, 2025). While primarily focused on energy production, these projects have incorporated elements of hydrotourism by facilitating visitor access and educational opportunities related to water management and conservation.

In the context of wellness tourism, destinations like Baden-Baden in Germany have capitalized on their thermal water resources to offer spa experiences rooted in historical traditions. These practices underscore the enduring appeal of water-based therapies and their adaptability to modern tourism demands (Conde Nast Traveler, 2022).

Bali, Indonesia, presents a unique case study in the integration of hydrotourism and wellness tourism. The island's rich cultural heritage, natural beauty, and spiritual traditions create an ideal environment for water-based wellness experiences. Traditional practices such as the Melukat ritual, a purification ceremony involving water, exemplify the deep-rooted connection between water and spiritual well-being in Balinese culture (Dewi, 2023).

The other selected articles present a compelling and diverse overview of tourism and culinary culture across different regions, yet a critical review reveals both strengths and limitations in their academic contributions. The article on food courts and global fusion cuisine offers a novel intersection of cultural and gastronomic perspectives. While it succeeds in highlighting the cosmopolitan nature of culinary experiences, it leans more towards descriptive narratives than analytical depth, lacking a strong theoretical framework to interrogate the

cultural implications of fusion dining (Pugra et al., 2025). In contrast, the study on local wisdom-based tourism in Meat Village presents a commendable community-centered approach. However, its empirical data is relatively narrow and would benefit from triangulating with visitor perspectives and longitudinal insights to capture sustainable outcomes more holistically (Sitepu et al., 2023).

The paper discussing Tanah Lot temple critically explores the tensions between preservation and tourism, offering a well-balanced argument. Yet, it stops short of offering concrete policy recommendations or frameworks that stakeholders could implement (Sinaga et al., 2025). Similarly, the review of Honeymoon Beach as a tourism object is rich in potential but lacks empirical support, rendering it more of a promotional narrative than a scholarly critique (Wajdi et al., 2023).

The case study on D'Warung's ambiance and service provides strong practical implications for culinary tourism development, although the sample size and qualitative depth could be enhanced to improve reliability and generalizability (Sukartini et al., 2024). Lastly, the exploration of La Brisa Sunday Market effectively bridges tradition, sustainability, and global tourism trends, but would benefit from deeper engagement with socio-economic impacts and critical tourism theories to move beyond surface-level celebration (Arjana et al., 2025).

The Indonesian government has recognized Bali's potential in this sector, with initiatives aimed at positioning the island as a global centre for aesthetics and wellness. Efforts include improving service standards, integrating traditional healing practices with modern medical services, and developing infrastructure to support wellness tourism (ANTARA News, 2025). The establishment of the Bali International Hospital and the promotion of ethnobotanical gardens reflect a commitment to blending traditional knowledge with contemporary health care approaches (Travelers Today, 2023).

Studies have also examined tourist preferences in Bali's wellness sector, revealing a demand for diverse offerings such as yoga retreats, detox programs, and traditional massages (Prilandini et al., 2023). These findings suggest opportunities for expanding hydrotourism products that align with wellness tourism trends, including the development of spa resorts near natural water bodies and the incorporation of water-based rituals into wellness packages.

Despite the promising prospects of hydrotourism in promoting health and wellness, several challenges and research gaps persist:

- (1) Conceptual Clarity: There is a need for a more precise definition of hydrotourism, distinguishing it from related concepts such as spa tourism and wellness tourism. Clarifying these terms will aid in developing targeted policies and marketing strategies.
- (2) Integration of Traditional Practices: Research should explore effective methods for integrating traditional water-based rituals into modern wellness tourism offerings without compromising cultural authenticity or commodifying sacred practices.
- (3) Sustainability and Environmental Impact: As hydrotourism activities often involve natural water resources, studies must assess the environmental impacts and develop sustainable management practices to preserve these ecosystems.
- (4) Community Involvement: Investigating the role of local communities in hydrotourism development is crucial to ensure that tourism benefits are equitably distributed and that cultural practices are respected and preserved.
- (5) Health Outcomes: Empirical research is needed to evaluate the health benefits of hydrotourism activities, providing evidence-based support for their inclusion in wellness tourism programs.

Hydrotourism represents a dynamic intersection of natural resource utilization, cultural heritage, and health promotion. Its integration into wellness tourism offers opportunities for enhancing tourist experiences, supporting local economies, and fostering environmental stewardship. Bali's unique cultural and natural assets position it as a prime location for developing hydrotourism initiatives that align with global wellness trends. Addressing the

identified research gaps will be essential in realizing the full potential of hydrotourism as a sustainable and culturally sensitive component of the tourism industry.

2. Method

This article presents the results of a qualitative study that investigates the practices, benefits, and unique selling propositions (USP) of hydro-based leisure and health tourism, also referred to as hydrotourism. This form of tourism centers on water as a core element in providing health and wellness experiences, offering a wide range of benefits from relaxation to health treatments. Hydrotourism serves not only as a recreational activity but also as a complementary health practice aimed at both primary prophylaxis (preventing disease before it occurs) and secondary prophylaxis (preventing the worsening of existing conditions). In addition, water-based spiritual purification rituals further highlight the holistic nature of hydrotourism, especially in regions with deep cultural and spiritual ties to natural water sources, such as Bali.

This study is conducted using an emic approach, wherein the researchers immerse themselves as part of the field and phenomenon being studied. The emic perspective allows for deeper contextual understanding and authenticity in interpreting the behaviors, beliefs, and meanings attributed to hydro-based practices by local participants and stakeholders. Rather than relying solely on an outsider or objective viewpoint, the emic approach provides insider insights that are critical in a culturally rich and spiritually nuanced environment like Bali.

The research involved a comprehensive literature review examining both academic and popular publications available through various online platforms, including Google, Google Scholar, and EBSCO. These sources provided a broad scope of knowledge and insights into the intersections of water, health, tourism, and wellness. The literature helped to contextualize the hydrotourism experiences found in Bali within global trends and frameworks. Globally, hydrotourism is gaining momentum as individuals increasingly seek holistic, nature-based alternatives to traditional health care and as the wellness tourism sector continues to grow.

Water has long been associated with healing and spiritual rejuvenation across many cultures. In Bali, natural springs, waterfalls, rivers, and ocean sites are often regarded as sacred and are integrated into both secular and religious practices. Many wellness retreats, spas, and resorts in Bali incorporate hydrotherapy, thermal baths, herbal water treatments, and ritual bathing ceremonies into their offerings. These practices not only promote physical health by improving circulation, skin condition, and stress levels but also contribute to psychological and spiritual well-being. Water purification rituals such as *melukat* in Balinese Hinduism exemplify the deep connection between water and spiritual health.

The unique selling proposition of hydrotourism in Bali lies in its ability to combine natural beauty, cultural richness, spiritual depth, and wellness services into an integrated experience. This holistic approach sets Bali apart from other global hydrotourism destinations, offering visitors an immersive and meaningful engagement with water beyond its utilitarian or recreational value.

This study highlights the potential of hydro-based leisure and tourism to address modern health and wellness needs while preserving and promoting cultural heritage. The emic methodology provided a nuanced understanding of how water is perceived, utilized, and ritualized in Balinese tourism, offering valuable insights for tourism developers, wellness practitioners, and policy makers interested in sustainable and culturally respectful health tourism initiatives.

3. Results and Discussion

1. Hydrotourism – Health and Wellness Around the Globe

Hydrotourism, a distinct segment of health and wellness tourism, focuses on the therapeutic and recreational utilization of water resources, including thermal springs, spas, mineral baths, and coastal waters. Over the past two decades, this form of tourism has gained prominence as academic interest has grown around the intersection of public health, sustainable tourism, and wellness economies. Hydrotourism, encompassing travel experiences centered around water-based therapies such as hot springs, thermal baths, and hydrotherapy, has long been integral to wellness tourism. Historically rooted in ancient practices like Roman baths and Japanese onsens, hydrotourism has evolved to meet modern demands for holistic health experiences that combine relaxation, therapy, and cultural immersion. This evolution reflects a broader shift towards preventive healthcare and sustainable travel.

Hydrotourism has historical roots in ancient Roman, Greek, and Asian cultures, where natural hot springs and mineral baths were believed to have healing properties. As noted by Smith and Puczkó (2009:53), the origins of modern hydrotourism are deeply embedded in traditional health practices and the historical value placed on water-based healing. The rise in lifestyle-related illnesses and increasing global awareness of preventive healthcare have driven demand for wellness travel. Hydrotourism is now seen not just as a leisure activity, but as part of a health maintenance regimen. According to Cohen and Cohen (2015: 155), wellness tourism - including hydrotourism represents a shift from curative to preventive health models in tourism. This aligns with the research finding of the Global Wellness Institute that stated, hydrotourism is a key growth sector within the \$800+ billion global wellness tourism economy (GWI, 2021).

Research substantiates the physiological and psychological advantages of hydrotourism. Water-based tourist activities improve One's quality of life, contentment, and create a strong allegiance to destinations. Activities like thermal spas, aquatic exercises, and natural water settings improve physical and psychological well-being, according to Campón-Cerro et al. (2020). Hydrotherapy and related water-based treatments offer numerous health benefits, including improved blood circulation, stress reduction, pain relief, and enhanced mobility. Balneo-therapy and Thalasso-therapy have been associated with improvements in skin disorders, arthritis, cardiovascular health, and mental well-being. Therapies such as balneotherapy (bathing in mineral-rich waters), thalassotherapy (use of seawater and marine products), and Watsu (water-based shiatsu) are increasingly popular among wellness tourists seeking both physical and mental rejuvenation (Nasermoaddeli & Kagamimori, 2005). In Europe, countries like Hungary, Germany, and Austria have developed structured hydrotourism industries based on mineral springs. In Asia, Japan's onsen tourism and South Korea's jjimjilbang culture represent local variations. In developing countries like Indonesia, regions such as Garut and Papua are beginning to integrate hydrotherapy into ecotourism development (Sari, et al., 2021:92)6.

Academic perspectives highlight how health and wellness tourism must integrate service quality, sustainability, and local culture to thrive. The concept of "holisticscape" proposed by Valente-Pedro, et al. (2023) emphasizes the importance of creating immersive health-supportive environments in hydro-based destinations. Despite its growth, hydrotourism faces challenges related to environmental sustainability, overtourism, and the commercialization of traditional practices. There is a need for further empirical research on long-term health outcomes and local community impacts, particularly in Global contexts.

The Global Wellness Institute (GWI, 2021) acknowledges the importance of hydrotourism within the larger framework of wellness tourism, which includes activities that preserve or improve individual well-being while traveling. The hydrothermal sector is aligned with global wellness aspirations, emphasizing water sustainability, mild cooling therapies, social wellness environments, and immersive health experiences. The sector, with an annual valuation of \$651 billion, contributes to the world economy and provides health advantages such as cleansing and detoxification, immune system development, and stress alleviation. Nonetheless, obstacles are alleged encompassing environmental issues and accessibility. As the industry

expands, prioritizing sustainability, inclusion, and innovation is essential to address the changing demands of wellness travelers and maintain the sector's relevance.

The unique selling point of Hydro in Stellenbosch demonstrates this principle by providing a variety of treatments and activities focused on water and holistic wellness techniques. The Hydro in Stellenbosch provides a variety of treatments and activities focused on water and holistic wellness methods. The holistic wellness approach underscores the interrelation between environmental health and individual well-being, incorporating sustainable agricultural methods such as soil regeneration and syntropic farming. The Hydro provides transformative health and healing programs, spa and body treatments, physical wellness activities, and detoxification programs. The retreat's amenities, comprising hydrobath therapy zones, tranquil lounges, fitness centers, and rejuvenating pools, are intended to elevate the wellness experience. The Hydro offers a 10-night Health and Detox Programs designed to eradicate toxins from the body, rejuvenate metabolism, and cultivate sustainable wellness habits. Mindfulness techniques are essential to the Hydro's methodology, as studies demonstrate that even brief daily meditation or heightened awareness integrated in routine activities can result in significant brain alterations that advantageous for optimal body functioning, well-being, and overall health.

Hydrotourism, a wellness tourism niche also focuses on water-based therapies to promote health and relaxation. Hydro Health & Wellness Med Spa in Dawsonville, Georgia offers a range of treatments that harness the therapeutic properties of water, aiming to rejuvenate both body and mind. Hydration therapy is central to the spa's offerings, delivering essential fluids, vitamins, and minerals directly into the bloodstream. NAD⁺ (Nicotinamide adenine dinucleotide) therapy is another prominent service, known for its potential in anti-aging effects, energy production, metabolism, cognitive function, and detoxification processes. The spa also offers integrated wellness approaches, such as a 'Medical Breakthrough Massage Therapy Chair' which, offers zero gravity positioning for spinal relief, 4D deep tissue massage targeting muscle tension, heat therapy, and reflexology foot massage. The spa also offers mobile wellness services, ensuring convenience without compromising on quality. Personalized care and expertise are also emphasized under the leadership of Wendy Skinner.

Hoogland Health Hydro offers a holistic wellness approach, integrating various therapies and activities to address physical, emotional, and mental well-being. The retreat provides hydrotherapy facilities, such as swimming pools, water jet pools, and saunas, to enhance health and relaxation. The Lifestyle Health Core package includes accommodation, hydrotherapy facilities, guided nature walks, exercise classes, meditation sessions, and health workshops. Personalized wellness programs are available to cater to individual needs, with additional consultations, tests, and treatments available. The retreat is situated on a private 400-hectare game reserve, promoting relaxation and mental clarity. Guests have praised the tranquil setting, comprehensive wellness programs, and professional staff for their effectiveness in promoting relaxation, stress reduction, and overall well-being.

Hydrotourism, a travel experience focused on water-based therapies, has markedly advanced within the worldwide wellness tourism sector, with forecasts indicating growth from \$850.55 billion in 2021 to \$2.1 trillion by 2030. This expansion is propelled by variables including increased health awareness, an older demographic pursuing therapeutic experiences, and an escalating inclination towards natural and holistic remedies. The spa sector, intrinsically associated with hydrotourism, is anticipated to rebound swiftly following the pandemic, with revenues forecasted to exceed \$150.5 billion by 2025. Hydrotherapy and associated aquatic therapies provide several health advantages, such as better circulation, stress alleviation, pain mitigation, and improved mobility. Current developments in wellness tourism indicate a transition towards individualized and technologically sophisticated experiences, with luxury wellness retreats providing extensive wellness programs. Regional development, including the Estrela UNESCO Global Geopark in Portugal, the Papandayan Region in Indonesia, and Bad

Gastein in Austria, have integrated wellness components into their offerings to address the increasing demand.

2. Hydrotourism – Health and Wellness in Bali

Bali tourism is cultural tourism, based on Balinese culture and Hinduism. The latest Bali Tourism Regulation (Bali Province, 2020) emphasizes the importance of Sad Kerthi Loka Bali, which includes Danu Kerthi (freshwater conservation) and Segara Kerthi (marine conservation). Water plays a vital role in Balinese culture, including irrigation, rituals, and agriculture. Balinese Hinduism, also known as Agama Tirtha emphasizes the importance of holy water (Tirtha) in spiritual practices. Tirtha is used in rituals and ceremonies to purify the mind and body. The concept of Tirtha also refers to sacred places and spiritual paths. In Balinese Hinduism, water is revered, and rituals like Nyepi Segara (Sea Silence Day) demonstrate respect for the ocean. In Hinduism, Dewa Wisnu (Vishnu) is associated with water and also through his avatar Kurma (tortoise) and Matsya (fish). Water symbolizes life, fertility, and preservation, reflecting Wisnu's role as a preserver of the universe. In modern Bali, water is contextualised into: "sekala" (clean, hygienic water for daily use) and "niskala" (holy water, Tirtha, for spiritual purposes). Interestingly, commercial bottled water (e.g., AQUA) is considered hygienic but not sacred, yet it's sometimes used as a base of Thirta.

In context of Hydrotourism – Health and Wellness, one of the most well-known practices in Bali that reflects the concept of hydrotourism is the melukat ritual, a sacred cleansing ritual that uses holy water to purify negative energy and refresh the mind and body. This ritual is typically performed at temples or natural water sources and has now become a major attraction for tourists seeking spiritual and holistic healing experiences. According to Harianja, Antika, and Dewi (2024), *melukat* is a spiritual purification tradition involving sacred water and mantras, serving as a unique attraction for travelers seeking experiences that harmonize the body, mind, and soul. This ritual aligns closely with the World Health Organization's definition of health, not merely the absence of illness, but a state of complete physical, mental, and social well-being (WHO, 2020). In this context, melukat serves not only as a form of spiritual healing but also as an integrative wellness practice rooted in Bali's cultural heritage.

Melukat exemplifies the integration of physical, mental, and spiritual health benefits with Bali's rich cultural heritage. As a purification ritual rooted in Balinese Hindu traditions, it has gained recognition not only for its therapeutic effects on mental well-being but also as a distinctive form of interfaith tourism (Dewi, 2025). Some of the known sites for melukat rituals, popular among locals and tourists alike, include Tirta Empul in Tampak Siring, Gianyar; Tirta Gangga in Karangasem; Gunung Kawi in Gianyar; and Pura Luhur Tamba Waras in Tabanan.

In addition to the *melukat* ritual, Bali features various natural water sources utilized in hydrotourism, such as: Banjar Hot Springs, a well-known natural hot spring rich in minerals believed to have healing properties. Located in Northern Bali and easily accessible from Singaraja City, it is a favorite destination for tourists seeking natural relaxation and therapeutic benefits (Bandarhusin & Amanah, 2014). Some other regencies in Bali also have natural hot bath utilising natural hot spring, these for example: Batur Kintamani is wellknown for its natural hot spring, Banyuwedang Hotspring in Jembrana, Penatahan Hotspring in Tabanan.

In addition to the sacred rituals of *melukat*, popular hot spring destinations and rivers, Bali also offers a diverse array of hydrotourism experiences that cater to both wellness and recreation. One example is Yeh Pikat Waterfall, a natural attraction surrounded by rocky cliffs and known for its clear, gently flowing water. Its safe and accessible environment makes it an ideal spot for visitors seeking to bathe or enjoy light water play (Rero & Prayogi, 2023).

In line with the global rise of wellness tourism, Bali has effectively leveraged its rich natural water resources and cultural heritage through hydrotourism initiatives. As noted by Pyke et al. (2016), destinations that integrate wellness elements such as natural water bodies and therapeutic rituals significantly enhance tourists' well-being experiences. Moreover, research by Harahap and Purba (2021) highlights Bali's strategic use of local wisdom and hydro-based

tourism activities as a sustainable economic and cultural development tool. These trends align with Smith and Puczkó's (2017) assertion that water-based health tourism, particularly involving spas and rituals, has become a core component of global wellness tourism.

Man-made wellness centers have significant growth potential in Bali (Darmawijaya, Tirtawati, Sekarti, 2018), they usually one of the product-lines offer by hotels, and some are independent businesses. Furthermore, a survey discovered that about 62% of respondents said that spas play 'Important' or 'Very Important' role in wellness product (Global Spa Summit, 2011). Further, the respondents scored top 5 service components which include: Massage (76%), Body treatments (50%), Meditation/spiritual/mind-body programs (45%), Facial treatments (38%), and Exercise facilities & programs (35%). Bali is home to numerous well-established spa centers, these include notable establishments like Ayana Spa Bali, Avisha Spa Jimbaran, COMO Shambhala Estate in Ubud, and The Yoga Barn in Ubud. In Indonesia, the Constitutional Court Decree stipulates that spa services are considered traditional health services, rather than entertainment (Mahkamah Institusi, 2024). This decision may impact businesses, regulations, and taxation in the spa industry.

It is observed during the field study, for best quality wellness experience and differentiated wellness impact, these wellness centers often offer a combination of the components of Spa treatment, massage therapy, yoga and meditation, as well as healthy whole food for the programs. Typically, a customized program is created based on the guest's specific interests and areas for healing and improvement, combining relevant product components to suit the customers' needs. Some places focus on health of detoxification, others concentrate on weight loss and body shaping, facial treatment, spiritual and yoga, or simply for relaxation and enjoyment. The Ayung River, initially known for white-water rafting, has evolved into a space for holistic retreats. These wellness center leverage the tranquil environment of riverbanks to offer yoga, meditation, and traditional healing practices, which echoes with the study findings by Smith & Puczkó (2014), who argue that wellness tourism thrives when integrated with nature-based experiences and local healing traditions.

Water has become a valuable commodity in Bali's tourism industry, particularly in spa and wellness. This commodification transforms water from a basic human need to a luxury good, often blended with spirituality and local culture. Bali's spa and wellness industry tends to follow global trends, rather than utilizing local potential like traditional herbal remedies. Apart from utilizing traditional materials and local products, the spa and wellness industry in Bali could also benefit from incorporating local stories, myths, and beliefs about water, which could attract repeat visitors. The later has been developed and offered for tourists, which, known as *melukat* or purification. Incorporating traditional and local elements supports sustainability as it could prevent the loss of cultural uniqueness, amid the tendency of using modern elements in operating spa businesses which could cause erosion of locals and lead to globalization and uniformity.

4. Conclusion

Hydrotourism, a type of wellness tourism, emphasizes water-based therapies and activities that enhance health and relaxation. According to The Science of Wellness Tourism, wellness tourism offers science-proven benefits that nurture both body and soul. Wellness tourism offers benefits for both body and soul, including stress reduction, rejuvenation, mental well-being, and personal growth. Water-based tourism experiences, such as thermal spas and aquatic exercises, contribute to individuals' quality of life, satisfaction, and loyalty to destinations. These activities also have positive economic and social impacts on the regions where they are developed, promoting sustainable water resource use and environmental conservation. Hydrotourism is an integral part of the wellness tourism industry, aligning with the Global Wellness Institute's definition of wellness tourism. It is interesting to assess hydrotourism - health and wellness especially on the practices and the uniqueness of the product offering around the globe highlighted with

hydrotourism - health and wellness offered in Bali Indonesia.

Hydrotourism as a generic name represents three types of leisure and tourism products namely water for sport, health and wellness, and for panoramic viewing experience. The current well developed and highly innovative products of hydrotourism - health and wellness around the world which could create a strong allegiance to particular destinations, has been known since the nomadic era. Bali offers high quality and variety of spa products that often offered by hotels or independents spa-establishment; it is interesting to note that hydro for spiritual purification of 'melukat-ritual' is highly popular among tourists and become a substantial hydro product offer which is rooted from Hindu practice. Hydrotourism - health and wellness offer high variety and each with unique selling proposition.

Hydrotourism - health and wellness could be in the form of spa and bathing, spiritual purification, healing and rejuvenation, medication to relieve pain, detoxification and skin beauty, and a more complex spiritual ceremony of forging strength and endurance of body and mind. During the process, it could utilize various materials to assist healing, e.g. stone and herbs, or leveraging extreme temperature of warm and cold water, often combined with yoga and meditation practices, also healthy and whole food could be served as an integrated part of the program. Spa and bath could be an exclusive and luxurious for the rich, health and wellness products for travelers, or simply public bathing where children and people could go to after a long working week; it could also be well facilitated spa establishments with prime service or simply public baths, natural spring and thermal baths managed by local community. In Indonesia, the Constitutional Court Decree stipulates that spa services are considered traditional health services, rather than entertainment. This decision may impact the manner the businesses are operated and administrated.

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