

Exploration of Domestic and Foreign Tourist Preferences toward Newa Concept-Based Tourism Activities in Bali

I Gusti Made Sukaarnawa^{1*}, I Made Darsana², Made Widya Paramitha³

1. Institut Pariwisata dan Bisnis Internasional; made.darsana@ipb-intl.ac.id

2. Institut Pariwisata dan Bisnis Internasional

3. Institut Pariwisata dan Bisnis Internasional

* Corresponding Author: e-mail: widyaparamitha@ipb-intl.ac.id

Abstract: The purpose of this study is to identify tourist preferences for four types of tourism activities that are included in the NEWA concept: Nature, Eco (ecotourism), Wellness (health and fitness), and Adventure (adventure). And to reveal how tourists prioritize these activities during their visits, so that they can provide in-depth insights into what tourists are most interested in. The expected benefits are to help tourism village managers, policy makers, and tourism industry players in designing and developing tourism products and services that are more in line with market preferences. The type of research is quantitative descriptive with a survey data collection method using a questionnaire instrument. Respondents numbered 200 people who were domestic and foreign tourists who visited tourist attractions in Bali, including Kuta Beach, Ubud, Tanah Lot, and Kintamani. The data analysis technique used was descriptive statistical analysis. The results of the study found that the majority of tourists showed a strong interest in tourism villages, especially those based on the NEWA concept, this shows that there is great potential for the development of tourism villages that prioritize elements of nature, sustainability, and health, which is in accordance with the global trend of tourism that is increasingly concerned with the environment and welfare. Nature-based activities rank highest in terms of tourist interest, followed by NEWA activities that are in demand by tourists are Adventure, Wellness, and Eco. This reflects that tourists tend to be more interested in experiences that involve direct interaction with nature, either through environmental exploration, adventure, or activities that support health and well-being in the outdoors.

Keywords: Adventure Tourism; Nature Tourism; NEWA Concept; Tourist Preferences; Wellness Tourism

Received: April 28, 2025

Revised: June 30, 2025

Accepted: August 29, 2025

Published: October 30, 2025

Curr. Ver.: October 30, 2025



Copyright: © 2025 by the authors.

Submitted for possible open

access publication under the

terms and conditions of the

Creative Commons Attribution

(CC BY SA) license

([https://creativecommons.org/li](https://creativecommons.org/licenses/by-sa/4.0/)

[censes/by-sa/4.0/](https://creativecommons.org/licenses/by-sa/4.0/))

1. Introduction

Tourism village has the meaning where a small group of tourists live in or near a traditional atmosphere, usually in remote villages and learn about rural life and the local environment, the meaning of the above understanding is that a tourism village is a place that has certain characteristics and values that can be a special attraction for tourists with a special interest in rural life (Hadiwijoyo, 2018). Tourism villages according to the Tourism Village Guide, 2021 are grouped into 4 types, including: 1) Natural resource-based tourism villages, are tourism villages whose attractions come from nature itself such as hills, mountains, waterfalls, lakes and others; 2) Local culture-based tourism villages, are tourism villages that have attractions from customs and daily life of the community, for example, livelihoods and religion; 3) Creative-based tourism villages, are tourism villages with attractions in the form of creative economic activities from home industries in the village, for example, crafts, and the results of community artistic creativity; and 4) Combination-

based tourism villages, are tourism villages whose attractions from the village are combined with each other.

In developing tourism villages, the principles of developing tourism village products include: 1) Authenticity, the attractions offered are original activities that occur in the community in the village; 2) Local community, is a tradition carried out by the community and becomes a daily activity carried out by the community; 3) Community involvement, the community is actively involved in activities in the tourism village; 4) Attitudes and values, maintain the values adopted by the community and are in accordance with existing daily values and norms; and 5) Conservation and carrying capacity, are not destructive either physically or socially to the community and are in accordance with the village's carrying capacity in accommodating tourists.

Sector tourist And economy creative (tourism and creative economy) in Indonesia Keep going recovered after the Covid -19 pandemic. Interestingly, the tourism sector created a different travel trend from before, namely by focusing on creating quality tourism, and leading to NEWA, namely the concept traveling Which prioritize *Nature, Eco-tourism, Wellness tourism, And Adventure tourism*. With say other, trend tourist post-pandemic One This leading on draft traveling Which focus guard sustainability environment And natural around (Ministry of Tourism and Creative Economy, 2023). In time post-pandemic, draft tour NEW Lots searching for by tourists. Especially for tourists who want to "take revenge" on vacation after more than two years of having to stay at home. One of the reasons is because trend tourist This classified as safe And own risk Which more small. Considering, the NEWA tourism concept prioritizes low- *quality touch* And *less-crowded* with shape like natural tourism, tour *adventure*, village tour, to tourism rural. Draft tour based NEW own opportunity Which very good at time front. Implementation draft tour NEW in sector tourist And economy creative Indonesia expected can building awareness traveler to help care for the natural beauty and culture of the destination so that it can create prosperity for all over public.

The purpose of this analysis is to identify tourist preferences for four types of tourism activities that fall under the NEWA concept: *Nature, Ecotourism, Wellness, and Adventure*. This analysis aims to reveal how tourists prioritize these activities during their visits, thus providing in-depth insights into what tourists are most interested in.

intended goal is to assist tourism village managers, policymakers, and industry players in designing and developing tourism products and services that better align with market preferences. By understanding tourist preferences, managers can focus resources, promotional strategies, and infrastructure development on the activities that most appeal to tourists, thereby increasing the attractiveness, satisfaction, and number of visitors to their destinations. Furthermore, this analysis aims to create more relevant and personalized tourism experiences for tourists and encourage the growth of sustainable tourism based on the natural, cultural, and local potential of tourism villages.

2. Methodology

The method used in this research is a descriptive exploratory method. Exploratory research aims to explore broadly the causes or factors that influence the occurrence of something (Arikunto, 2013). The variables used are tourist profile variables. destinations visited during their stay in Bali, preferences for tourist villages, and preferences for NEWA activities. To obtain data in this study, a questionnaire survey data collection technique was used. This study used questionnaires distributed to domestic and foreign tourists visiting several tourist attractions in Bali, including: Kuta Beach, Sanur Beach, Ubud, Tanah Lot, and the Kintawami tourist area. Questionnaires were distributed purposively to 100 domestic tourists and 100 foreign tourists. Data analysis conducted in this study used descriptive statistical analysis.

3. Results And Discussion

The results of the analysis based on survey data from tourists visiting Bali, both domestic and international, are as follows:

Traveler Profile

International tourists tend to have longer stays and higher budgets than domestic tourists. International tourists tend to plan longer-term visits, with some planning stays lasting longer than 14 days or even years. This suggests that Bali is attractive to travelers seeking an immersive and comprehensive experience, including those who may want to live and work from Bali long-term.

In terms of budget, international tourists tend to have higher budgets, exceeding 20 million rupiah. Conversely, domestic tourists have lower budgets, below 10 million rupiah. The number of people accommodated within these budgets also varies, with international tourists often traveling alone, while domestic tourists tend to vacation with family or friends. All respondents preferred to organize their trips independently without a travel agent, reflecting a preference for flexibility and personalization in their travels.

Destinations Visited While in Bali

Tourists visiting Bali show a strong preference for popular destinations like Ubud, Kuta, and Canggu, known for their natural attractions, culture, and nightlife. Other frequently visited destinations include GWK, Tanah Lot, and Uluwatu, reinforcing Bali's appeal as a destination offering natural beauty, history, and culture. These destination choices reflect travelers' interest in diverse experiences, from beaches and natural landscapes to cultural and spiritual sites.

Furthermore, some respondents expressed interest in more niche destinations, such as the hot springs in Batur and the agro-tourism area in Jatiluwih. This demonstrates that while the main attractions remain the main draw, tourists are also open to exploring other parts of Bali that offer more exclusive and unique experiences. This diversity of destinations underscores the importance of targeted promotion to attract tourists to lesser-known destinations that offer unique features.

Preferences in Tourism Villages

The majority of tourists expressed strong interest in tourism villages, particularly those based on the NEWA concept. While some respondents expressed only mild interest, the majority expressed positive interest, with some expressing strong interest. This demonstrates the significant potential for developing tourism villages that prioritize nature, sustainability, and health, in line with the global trend toward increasingly environmentally and well-being-conscious tourism.

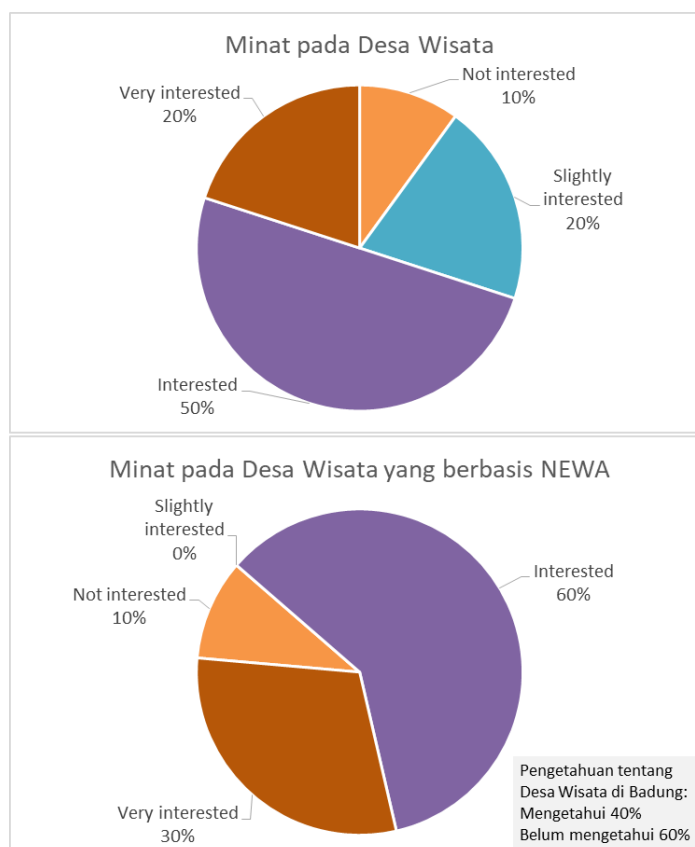


Figure 1. Tourist Interest in NEWA-Based Tourism Villages.

However, tourists' knowledge of the tourist villages in Badung Regency remains limited, with only a small percentage knowing about or having heard of them. This indicates the need for increased promotion and education about tourist villages in the region, especially those promoting the popular NEWA concept. Tourist villages that can offer experiences tailored to tourists' interests in nature and adventure have a significant opportunity to attract more visitors if supported by effective and sustainable promotional strategies.

Preferences on NEWA Activities



Figure 2. Tourist Preferences for NEWA Activities.

According to the graph, nature-based activities rank highest among travelers, with 34% of respondents indicating a preference for nature-related activities. Adventure comes in second with 26%, followed by wellness with 21%, and eco-activities with 19%. This reflects that travelers tend to be more interested in experiences that involve direct interaction with nature, whether through environmental exploration, adventure, or activities that promote health and well-being in the outdoors.

The implication for village tourism development in Badung, Bali, is the importance of focusing on attractions and activities that maximize the village's natural potential. The management and promotion of unique natural tourism destinations can be optimized to attract more tourists. Tourism villages in Badung must capitalize on their natural wealth by creating authentic and environmentally friendly tourism experiences. Furthermore, adventure activities can be expanded to meet the demands of tourists seeking challenges and unique experiences in nature.

Furthermore, although eco- and wellness-based activities are ranked lower, these aspects remain important and can be integrated into the development of nature- and adventure-based tourism. Therefore, the development of tourism villages in Badung should prioritize a holistic approach that combines aspects of nature, adventure, health, and sustainability to create a comprehensive and engaging tourism experience for various tourist segments.

4. Conclusion And Suggestions

The results of the study found that the majority of tourists showed a strong interest in tourist villages, especially those based on the NEWA concept, this indicates a great potential for the development of tourist villages that prioritize elements of nature, sustainability, and health, which is in accordance with the global trend of tourism that is increasingly concerned with the environment and well-being. *Nature-* based activities ranked highest in tourist interest, followed by NEWA activities that are in demand by tourists are Adventure, Wellness, and Eco. This reflects that tourists tend to be more interested in experiences that involve direct interaction with nature, whether through environmental exploration, adventure, or activities that support health and well-being in the outdoors.

Developing tourism villages that focuses on collaboration, appreciation, and community participation can positively impact tourist perceptions. Tourists tend to have a more positive view of destinations that demonstrate synergy between local communities and the government, as well as transparency in tourism management. Awards such as the Badung Sustainable Tourism Award (ADLB) will enhance the destination's image as a place committed to sustainability and quality. The establishment of an Inter-Village Alliance Forum, which enables collaborative tourism product development, will also enrich the tourist experience through a variety of unique and complementary products. Furthermore, the presence of a professional tourism management team and consistent service SOPs will increase tourist confidence in the services and experiences they receive. The integration of digital technology for promotion and a comprehensive information system makes it easier for tourists to find information and plan their visits, thus increasing their positive perception of the ease of access and professionalism of destination management. Thus, integrated, community-based, and technology-enabled management can build a strong tourist perception of tourism villages as innovative, high-quality, and sustainable destinations.

References

- Antara, M., & Arida, I. N. S. (2015). *Village management guide tour based local*. Perpustakaan Larasan.
- Beoang, D. D., & Suryasih, I. A. (2018). Identification of potential tourism villages Sangeh, Regency Badung. *Journal Destination Tourist*, 5(2), 206. <https://doi.org/10.24843/JDEPAR.2017.v05.i02.p04>
- Cooper, C., Fletcher, J., Fyall, A., Gilbert, D., & Wanhill, S. (2005). *Tourism: Principles and practice* (3rd ed.). Pearson Education Limited.
- Creswell, J. W. (2019). *Research design: Qualitative approach*. Pustaka Pelajar.
- Eubanks, T., & Stoll, J. (1999). *Avitourism in Texas: Two studies of birders in Texas and their potential support for the proposed World Birding Center* (Contract No. 44467). Texas Parks and Wildlife.
- Rangkuti, F. (2004). *Analisis SWOT: Teknik membedah kasus bisnis*. PT Gramedia Pustaka Utama.
- Ginting, N., Lathersia, R., Putri, R. A., Yazib, P. A. D., & Salsabilla, A. (2020). Theoretical study: Sustainable tourism based on distinctiveness. *Talenta Conference Series: Energy and Engineering (EE)*, 3(1).

- Global Wellness Institute. (2018). *Wellness tourism*. <https://globalwellnessinstitute.org/what-is-wellness/what-is-wellness-tourism/>
- Hadiwijowo, S. S. (2018). *Planning for community-based tourism village development*. Suluh Media.
- Junaid, I., Dewi, W. O., Said, A., & Hanafi, H. (2022). Village development for sustainable tourism: Case study in Paccekke Village, Barru Regency, Indonesia. *Journal of Regional and Rural Development Planning*, 6(3), 287–301. <https://doi.org/10.29244/jp2wd.2022.6.3.287-301>
- Kazakov, S., & Oyner, O. (2021). Wellness tourism: A perspective article. *Tourism Review*, 76(1), 58–63. <https://doi.org/10.1108/TR-05-2019-0154>
- Kementerian Pariwisata dan Ekonomi Kreatif Republik Indonesia. (2023a). *Desa wisata Bongkasa Pertini*. https://jadesta.kemenparekraf.go.id/desa/bongkasa_pertiwi
- Kementerian Pariwisata dan Ekonomi Kreatif Republik Indonesia. (2023b). *Desa wisata Carangsari*. <https://jadesta.kemenparekraf.go.id/desa/carangsari>
- Kitzinger, J. (1994). The methodology of focus groups: The importance of interaction between research participants. *Sociology of Health & Illness*, 16, 103–121.
- Kurniawan, A. S. (2022). *Development of the Srambang Park waterfall tourist destination in Ngawi Regency* (Doctoral dissertation, Universitas Muhammadiyah Malang).
- Liao, C., Zuo, Y., Xu, S., Law, R., & Zhang, M. (2023). Dimensions of the health benefits of wellness tourism: A review. *Frontiers in Psychology*, 13. <https://doi.org/10.3389/fpsyg.2022.1071578>
- Machmud, M., Amirullah, A., Aini, W., Wahim, I., Djabbar, A., & Rinda, R. (2023). Marine tourism package planning based on NEWA (Nature, Eco, Wellness, Adventure) in South Sulawesi. *Journal of Science Culture*, 11(2), 216–230.
- Mahagangga, I. G. A. O., Anom, I. P., Suryasih, I. A., Suryawan, I. G., & Mertha, I. W. (2015). Study of tourism village development in Badung Regency. *Seminar Nasional Sains dan Teknologi (Senastek)*, Denpasar, Bali.
- Majeed, S., & Kim, W. G. (2023). Emerging trends in wellness tourism: A scoping review. *Journal of Hospitality and Tourism Insights*, 6(2), 853–873. <https://doi.org/10.1108/JHTI-02-2022-0046>
- Nalayani, N. N. A. H. (2016). Evaluation and development strategy of tourism village in Badung, Bali. *Jurnal Master Pariwisata*, 2(2), 189–198.
- Pemerintah Kabupaten Badung. (2021). *Peraturan Bupati Badung Nomor 22 Tahun 2021 tentang Pembentukan Kawasan Desa Wisata*.
- Peraturan Menteri Pariwisata dan Ekonomi Kreatif. (2016). *Peraturan Menteri Pariwisata No. 14 Tahun 2016 tentang Pedoman Destinasi Pariwisata Berkelanjutan*.
- Prasiasa, D. P. O., Udiyana, I. B. G., Mahanavami, G. A., & Karwini, N. K. (2021). *Tour packages of Baba Tourism Village*. Chakra Media Utama.
- Prismawati, A. K. Y., & Suryawan, I. B. (2022). Effort to increase visits for wellness tourism in Bindu Traditional Village, Badung Regency, Bali. *Journal Destination Tourist*, 10(2), 232. <https://doi.org/10.24843/jdepar.2022.v10.i02.p09>
- Setiawan, H. (2014). *Material teaching culture and tourism*. Politeknik Negeri Sriwijaya.
- Sudjana, A. A., Aini, S. N., & Nizar, H. K. (2021). Revenge tourism: Analysis of tourist interest post-pandemic COVID-19. *Pringgitan*, 2(1), 1–10.
- Sugiyono. (2013). *Metode penelitian kuantitatif, kualitatif dan R&D*. Alfabeta.
- Suwena, I. K., & Widyatmaja, I. L. N. (2017). *Knowledge base of tourism*. Perpustakaan Larasan.
- Hero, I. M. A. (2016). The role of the health profession in developing health tourism. *Seminar Nasional Peran SKM dalam Upaya Health Tourism dan Regional Conference ISMKMI Wilayah 3*.