

THE INFLUENCE OF THE WELLNESS TOURISM NATURE ART, EART AND EMOTION PROGRAM ON THE MENTALITY OF GENERATION Z

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Abstract

The background of this study is the increasing psychological pressure, stress, and anxiety among Generation Z due to intense social media exposure, academic and career competition, and rapidly changing social dynamics. The Wellness Tourism program that integrates elements of nature, art, connection with the earth, and emotional management is believed to be an alternative holistic approach to improving the mental resilience and psychological well-being of this generation. The purpose of this study is to determine the extent to which the program is effective in influencing aspects of the mentality of Generation Z, which include self-confidence, emotional stability, self-awareness, and a positive life orientation. This study uses qualitative methods. The results show that this activity invited several generation Z communities in Bandung to take part in wellness tourism art, ear and emotion activities. The concept of wellness tourism at this time is very useful for the sustainability of public health, especially generations. The community service program that focuses on the Z generation aims to increase awareness of the environment related to the state of the natural environment that needs to be preserved, then maintain and relax mental health for the generation from their busy schedule to enjoy the beauty and pleasant natural atmosphere. This program is divided into three stages, namely preparation, implementation, monitoring and evaluation. This wellness tourism program can be implemented well because generation z has better post-test scores than the pretest.

Keywords: *wellness tourism, generation z, health & mentality attractions, community based tourism, tourism*

INTRODUCTION

Tourism is a sector that makes a significant contribution to economic, social, and cultural development. In recent developments, tourism is no longer solely focused on destination exploration but also encompasses aspects of tourists' physical and mental health.(Ramdani, 2025)One form of tourism is wellness tourism, a tourism activity that aims to improve health and well-being through nature-based experiences and relaxation activities. Amidst the stressful dynamics of modern life, people's need for activities that can relieve stress and improve quality of life is increasing. Healing forest activities, art therapy, and mindfulness practices are becoming popular approaches to achieving these goals. Ranca Upas in Ciwidey is one destination that has great potential to support wellness tourism activities, thanks to its pristine natural resources, cool air, and various facilities that support outdoor activities.(Ramadhan & Sentosa, 2023).

Refers to(UNWTO, 2022)Sustainable tourism is the management of all resources to meet the economic, social, and aesthetic needs of visitors without compromising the integrity of local culture, biodiversity, and life systems. Programs like TNE are concrete examples of sustainable tourism practices that prioritize environmental conservation and community well-being.(Puczkó & Smith, 2014)Wellness tourism is a form of travel undertaken by individuals seeking to maintain or improve their physical, mental, and spiritual health through experiential activities. Activities such as meditation, forest healing, and art therapy are part of this approach. The event, titled the Tourism Nature Program, featured the theme "Art, Earth, and Emotion." This activity not only aimed to provide participants with firsthand experience on the importance of health- and environment-based tourism, but also served as a learning platform for managerial practices in organizing high-quality and impactful events. Getz, in(Jazuli et al., 2023)states that community management is the process of planning, organizing, implementing, and evaluating activities to achieve specific goals. In an educational context, the practical activities of this program are an

effective experiential learning method for honing professional skills.(Yasin, 2017). Generation Z desperately needs wellness tourism to reduce digital stress. Generation Z is deeply connected to technology and social media. High levels of digital interaction can lead to anxiety, sleep disturbances, and burnout. Wellness tourism offers an opportunity for a "digital detox" and reconnection with nature.(Nadhiroh, 2021). Improving mental health with the rise in cases of depression and anxiety among adolescents and young adults, activities such as meditation and mindfulness in wellness tourism can help increase focus, calmness, and gratitude. Building Self-Awareness and a Healthy Lifestyle Through wellness programs, Generation Z can learn to know their bodies, understand the importance of nutrition, exercise, and good sleep habits. Encouraging Personal and Social Growth Wellness tourism is often conducted in groups, which can be a place to build healthy social networks, interact without the pressure of social media, and increase empathy and togetherness.

Cultivating a love of nature, many wellness destinations are located in the open air in the mountains, beaches, or countryside. This encourages the younger generation to love the environment more and preserve it. Wellness tourism is the answer to modern humans' need for a healthier, more balanced, and more meaningful life. More than just a trend, wellness tourism has become an essential part of a sustainable lifestyle that balances body, mind, and spirit. Therefore, it is important for individuals from all walks of life, especially the younger generation, to learn about and participate in wellness tourism activities for a better quality of life. Wellness tourism is a type of tourism that focuses on improving and maintaining a person's physical, mental, and spiritual health. In an increasingly fast-paced and stressful world, wellness tourism is not just an alternative vacation, but a vital necessity for many.(Beaumont, 2011)Wellness tourism typically involves activities such as yoga, meditation, spa treatments, water therapy, massage, detoxification, and healthy eating. All of these have a direct positive impact on the body, such as lowering blood pressure, improving metabolism, and boosting the immune system. Mental health is a major concern in the modern era, especially post-pandemic. Wellness tourism provides a space for relaxation and introspection. The tranquil atmosphere, away from the hustle and bustle of the city, helps reduce stress, anxiety, and even mild symptoms of depression.

Many people are trapped in a relentless work routine. Wellness tourism allows one to pause, calm the mind, and reflect on life, allowing them to return to daily life with renewed energy and perspective. After a wellness program, a person typically feels refreshed and clearer in their thinking. This directly impacts concentration, creativity, and productivity at work or school. Wellness tourism not only offers a short-term experience, but also instills good habits such as healthy eating, regular exercise, stress management, and adequate sleep. This has the potential to transform a person's lifestyle in the long term.(Setiawan, 2016)Wellness destinations are often located in the open air or in places rich in local culture. This provides an opportunity to connect with nature, experience inner peace, and learn from local wisdom about healthy and balanced living. The growth of wellness tourism also has a positive impact on tourist destinations, especially those based on communities and nature. It creates new jobs, encourages the preservation of local culture, and raises environmental awareness.The purpose of this study is to determine the extent to which the program is effective in influencing the mental aspects of Generation Z, which include self-confidence, emotional stability, self-awareness, and positive life orientation.

METHOD

This study uses a descriptive qualitative approach to deeply understand the perceptions, experiences, and motivations of Generation Z from the local community in Bandung City towards wellness tourism that combines elements of nature, art, earth, and emotion. Qualitative research according to(Sugiyono, 2017)is a field-based research with descriptive analysis. Likewise, according to(Mulyana, 2008)Qualitative research relates to the tangible and social. This research aims to explore the subjective meaning and interpretation of holistic and transformative tourism experiences. The research was conducted at several potential natural and arts tourism destinations in Bandung City, or those already implementing wellness tourism principles. The study was conducted over three months, from July to September 2025. Informants in this study were selected using purposive sampling techniques with the following criteria: 1) Aged between 18–27 years (Generation Z category), 2) Domiciled in Bandung City, 3) Active or having participated in wellness tourism-based activities (nature, art, emotion, or ecotourism), and 4) Including members of the local community (arts, environment, mental health, etc.) The planned number of informants is 10–15 people, until the data reaches saturation point. The techniques used in this study include:

- In-depth interviews: to explore the experiences, perceptions, and expectations of Generation Z regarding the concept of wellness tourism.

- Participatory observation: conducted during wellness tourism activities (if possible), to directly observe interactions, emotional expressions, and engagement processes.
- Documentation: in the form of photos, videos, brochures, and social media related to wellness tourism activities.

Data analysis is done through models(Matthew B Miles, A Michael Huberman, 2020)which includes: 1) Data Reduction: Compiling, filtering, and summarizing data from interviews and observations. 2) Data Presentation: Presenting data in narrative form, direct quotations, and thematic matrices. 3) Conclusion Drawing and Verification: Looking for emerging patterns or main themes, and testing the consistency and credibility of the data.To ensure the validity and legitimacy of the data, the following techniques are used:1)Triangulation of sources and techniques: Comparing interview results with observations and documentation.2)Member check: Reconfirming the findings with the informant.3)Peer debriefing: Discussion of analysis results with colleagues or supervisors.Besides thatResearchers uphold ethical principles by requesting informed consent from informants, mmaintain the confidentiality of the informant's identity, and mgive informants the freedom to refuse or stop participation at any time

RESULTS AND DISCUSSION

This research is the result of the Tourism Nature Event (TNE) activities organized by students and Tourism Supervisor Lecturers in the Tourism Study Program at Aisyiyah University, Bandung, demonstrating success in creating a wellness tourism-based tourism experience that combines elements of nature, art, earth, and emotion. The activity, which took place in the Ranca Upas Ciwidey area, involved participants from the local generation Z consisting of first, second, and third-year students of the Local Tourist community.



Figure 1.Ice Breaking Wellness Tourism Activities

Key activities such as forest healing, art therapy (painting nature), and positive affirmations successfully created an atmosphere conducive to mental recovery and strengthening emotional connections with nature. Furthermore, icebreakers and sharing sessions fostered social and emotional well-being among participants.



Figure 2. Art Earth and Emotion Activities in the Forest

Some of the results obtained include:

- Increased mental awareness: Most participants reported feeling more relaxed, happier, and inspired after participating in this activity.
- Exploring the potential of sustainable tourism: Ranca Upas is seen as a strategic location for the development of wellness tourism because it has a strong natural element.
- Learning experience in event management: Students gain real-world experience in planning and implementing activities, understanding the roles of each division, and facing technical and non-technical challenges in the field.

The results of this research and activities are in line with the theory of wellness tourism according to (Puczkó & Smith, 2014). This is tourism that focuses on improving physical, mental, and spiritual well-being through interaction with the environment. Generation Z participants expressed a preference for tourism activities with emotional meaning, minimal environmental impact, and opportunities for self-expression, as demonstrated through painting and affirmation sessions.



Figure 3. Research and Activity Support from External Parties
PT Fasade Kobetama Internasional

Through a descriptive qualitative approach, it appears that this generation pursues not only entertainment but also inner balance, personal identity, and social connectivity. Activities such as nature therapy, animal interactions (deer), and self-reflection are crucial elements in addressing Generation Z's post-pandemic mental

health needs. Art therapy activities in the middle of the forest add unique value to wellness tourism practices. Painting is not only a creative activity, but also an expressive therapy that integrates feelings with the natural landscape. Nature serves as a passive therapy, while art becomes an active therapy that raises awareness and strengthens participants' spiritual bond with the earth. In this activity, the element of Earth is evident in the direct exploration of natural elements, such as soil, trees, fresh air, and natural sounds. Affirmation and mindfulness activities strengthen the value of emotion, where participants are invited to voice hopes and reflect individually and in groups. This aligns with (Cobb & Negash, 2010) who explains that visual art in a therapeutic context can help individuals process emotions that are difficult to express verbally, especially when done in a supportive environment such as the outdoors. She emphasizes that the combination of artistic expression and connection with nature can improve psychological well-being, reduce stress levels, and foster self-awareness and spirituality. Institutionally, this activity supports the development of students' soft skills in teamwork, leadership, time management, communication, and organizational responsibility. Socially, interactions between participants strengthen the solidarity network among Generation Z, who are becoming more environmentally conscious and mentally well-being-conscious agents of future tourism.

- Positive emotions dominated participants' narratives after the activity.
- Participants stated that activities in nature had a greater impact on inner peace than conventional tourism.
- Art as a means of expression provides space for emotional processing and self-healing.
- Involvement in activity organizations provides professional and reflective experiences that are academically and personally beneficial.

The above findings are relevant to research conducted by (Ohly et al., 2016) in the Attention Restoration Theory (ART), which explains that the natural environment is able to restore mental and emotional saturation by creating a reflective and stress-free atmosphere and research by (Ayu Dekawaty & Inne Yelisni, 2025). Studies have shown that engaging in arts activities can improve mental health, reduce stress, and strengthen social connections. Both studies support the idea that combining nature and art in a participatory context like this provides holistic psychological, social, and academic benefits.

CONCLUSION

From the explanation above, it can be concluded that the Tourism Nature Event (TNE) activity with the theme "Art, Earth, and Emotion" held in Ranca Upas, Ciwidey, has successfully provided a wellness tourism-based tourism experience that touches the physical, emotional, and social aspects for the local community Z of Bandung City. Through activities such as healing forest, art therapy, caraka alam, and positive affirmations, participants not only gained inner peace and environmental awareness, but also gained an understanding of the importance of mental health in modern life.

In general, this activity makes a positive contribution to:

1. Raising awareness of the importance of health-based tourism and emotional balance.
2. Developing event management skills for students as event implementers.
3. Cultivating the younger generation's concern for environmental conservation and local tourism potential.
4. Showing that a tourism approach that combines elements of nature, art, and emotion is very relevant and needed by Generation Z.

Thus, this activity can be used as an initial model for the development of holistic and transformative tourism that is not only recreational, but also educational, therapeutic, and sustainable for current and future generations.

Recommendations for future research include expanding the focus to include demographic variations and participant backgrounds, such as comparing the impact of Wellness Tourism programs on Generation Z in urban and rural areas, or between college students and young workers. Furthermore, future research is recommended to integrate a longitudinal approach to examine the program's long-term impact on mental health and psychological well-being. The use of mixed methods is also recommended to gain a more comprehensive understanding, both quantitatively and qualitatively. Researchers can also explore the role of specific program elements, such as art or connectedness to nature, to determine which components most influence specific mental aspects of Generation Z. Thus, further research is expected to enrich scientific studies and support the development of more targeted and impactful wellness tourism programs.

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