International Conference on Sustainable Tourism and Entrepreneurship

Vol. 01 No.01 August 2026, ISSN: 3163-2912

# Female Visitor's Perceptions of the Benefits of Wellness Tourism at the Pancuran Pitu Batu Raden Hot Springs

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**ABSTRACT**

*This study aims to describe and analyze the perceptions of female visitors towards the benefits of wellness tourism at Pancuran Pitu Hot Springs, Baturaden, Purwokerto. Pancuran Pitu is a sulfur hot spring destination that has long been known to the public not only for physical health such as treating skin problems (acne, itching, tinea versicolor) and muscle relaxation, but is also believed to provide inner peace for its visitors. As it develops, this place is increasingly popular with various groups, including women who come to seek healing and escape from the routine and pressures of life. This study uses a qualitative approach with a descriptive method. The data collection technique was carried out through in-depth interviews with three female respondens who were selected purposively with the following criteria: having visited Pancuran Pitu at least twice, coming from diverse age and occupational backgrounds, and being willing to share experiences openly. Field observations and documentation were also conducted to enrich the data. Data analysis used the interactive model of Miles and Huberman which includes data reduction, data presentation, and conclusion drawing. The focus of this research is to explore in-depth the subjective experiences of respondens regarding three aspects of the benefits of wellness tourism: physical benefits (healing of health complaints, a feeling of relaxation), psychological benefits (feelings of calm, stress reduction, happiness), and social benefits (interaction with others, moments of togetherness). The results are expected to provide a holistic understanding of the meaning of wellness tourism for women and provide input for managers in developing more women-friendly facilities and services.*

***Keywords:*** *Perception, Female Visitors, Wellness Tourism, Hot Springs, Pancuran Pitu.*

## 1. INTRODUCTION

The global tourism industry has undergone a significant transformation in recent years, with a paradigm shift from conventional tourism to tourism oriented towards health and wellness. This phenomenon is in line with increasing public awareness of the importance of maintaining physical and mental health amidst the increasingly complex pressures of modern life. Indonesia, as a country with abundant natural and cultural wealth, has a strategic position in the development of wellness tourism. This is confirmed by data from the Global Wellness Institute, which places Indonesia at number one in the world in the overall wellness economy category, with a value reaching USD 56.4 billion [6].

The growth of the wellness tourism industry in Indonesia shows a very positive trend. According to the Global Market Insights report, the Indonesian medical and wellness tourism market will reach a value of USD 7 billion in 2025, with a projected growth of 11.3% per year to reach USD 20.6 billion in 2035 [1][5]. Interestingly, the wellness tourism segment itself dominates the market share with a contribution of 89.6% in 2025, reflecting Indonesia's strong appeal as a health and wellness tourism destination [5]. This growth is driven by several key factors, including the rising cost of healthcare in Western countries, government support through various destination promotion initiatives, and the integration of medical and wellness services, which is Indonesia's competitive advantage in the Asian region [1][9].

The Indonesian government, through the Ministry of Tourism, has responded to this trend by launching the Wonderful Indonesia Wellness 2025 program, which

makes Solo the center of national wellness tourism development. This program identifies seven main pillars of wellness tourism: spas and relaxation, traditional and complementary therapies (including herbal medicine), healthy culinary experiences, fitness and lifestyle activities, arts and cultural engagement that supports emotional well-being, nature and outdoor retreats for relaxation, and community programs that connect tourists with local wellness traditions [6]. The diversity of these pillars demonstrates that wellness tourism in Indonesia is not only oriented towards physical health, but also encompasses holistic mental, emotional, and spiritual dimensions.

One interesting phenomenon in the development of wellness tourism is the increasing participation of women as key actors in health and wellness tourism. Data shows that women now account for approximately 84% of solo travelers worldwide, with nearly 40% of female travelers expressing interest in traveling alone by 2025, an eight-point increase from the previous year [2][10]. This trend reflects a significant shift in women's travel behavior, leading to increased independence and awareness of the importance of self-care.

Research by Kim & Kim [1] provides empirical evidence that various tourism activities, including wellness tourism, have a positive impact on reducing menopausal symptoms and increasing life satisfaction in women. These findings further strengthen the argument that wellness tourism has specific benefits for women's health and well-being.

Another study conducted in Iran by Moradi and colleagues revealed significant differences between men and women in their responses to wellness tourism experiences. The study found that older women benefited more from the mediating effects of life satisfaction, while men were more directly influenced by the quality of the restorative environment [3]. These findings indicate that gender plays a significant role in shaping experiences and perceptions of wellness tourism, making a gender-sensitive approach crucial in developing health tourism destinations.

Locally, Banyumas Regency, with Purwokerto as its center, has significant potential for wellness tourism development. The Pancuran Pitu Hot Springs in the Baturaden area are a prominent asset long recognized by the community. Pancuran Pitu, located on the slopes of Mount Slamet, is unique in its seven hot springs containing sulfur. This sulfur content is believed to have properties that can treat various skin problems such as acne, itching, and tinea versicolor, as well as aid muscle relaxation and blood circulation. Apart from these physical benefits, Pancuran Pitu also holds deep spiritual value, where the local people believe in the power of "pitulungan" (help) which can provide inner peace and cleanse negative energy for anyone who comes with sincere intentions.

The uniqueness of Pancuran Pitu lies in the combination of the physical benefits of the sulfur hot springs and the spiritual dimension passed down through generations. Within the context of wellness tourism development, Pancuran Pitu offers a holistic experience that aligns with the global trend of health tourism, which increasingly emphasizes an integrative approach between body, mind, and spirit. The local government, through the Banyumas Regency Youth, Sports, Culture, and Tourism Office, has undertaken various efforts to develop the Pancuran Pitu area with the "Tsuyura Pitu Onsen" concept, adopting the Japanese hot spring management style while maintaining its distinctive local wisdom.

Despite Pancuran Pitu's immense potential as a wellness tourism destination, research on visitor perceptions, particularly female visitors, regarding the benefits of wellness tourism at this location remains very limited. Yet, a deeper understanding of women's perceptions and experiences in consuming wellness tourism products is crucial for developing destinations that are more responsive to the specific needs of female travelers. Considering the significant increase in female tourists globally, as well as the unique characteristics of Pancuran Pitu which offers a combination of physical therapy and spiritual dimensions, research on female visitors' perceptions of the benefits of wellness tourism in Pancuran Pitu is important to conduct.



**Figur 1.** Pancuran Pitu, Batu Raden Purwokerto

## 2. LITERATURE REVIEW

### 2.1. Wellness Tourism Concept

Wellness tourism, or health tourism, is one of the tourism segments that has experienced the fastest growth in the last two decades. This concept is rooted in a holistic understanding of health, encompassing not only physical aspects but also mental, emotional, and spiritual balance. The definition of wellness formulated by the Global Wellness Institute emphasizes that wellness is the active pursuit of activities, choices, and lifestyles that lead to a state of holistic health, where individuals are not merely free from disease but also possess physical vitality, mental well-being, and overall happiness.

In the context of tourism, wellness tourism is defined as travel undertaken primarily to maintain or improve personal health and well-being. [10] Research conducted at Bali Eling Spirit indicates that push and pull factors play a significant role in tourists' decisions to choose wellness destinations, with scores in the high category [10]. The study also revealed that wellness tourism is predominantly female, comprising 70% of the total respondents [11].

A comprehensive literature review conducted by researchers at Frontiers in Psychology identified four main dimensions of wellness tourism benefits, namely: (1) physical fitness, (2) psychological fitness, (3) quality of life, and (4) environmental health [12]. The physical fitness dimension includes benefits such as improved body function, disease prevention, and muscle relaxation. The psychological fitness dimension includes stress reduction, improved mood, and mental recovery. The quality of life dimension relates to overall life satisfaction, while the environmental health dimension emphasizes the importance of interaction with beautiful nature in the healing process.

### 2.2 The Benefits of Wellness Tourism: Physical and Psychological Perspectives

Research on the benefits of wellness tourism has shown that this activity has significant positive impacts on physical health. In the context of nature tourism, such as hot springs rich in sulfur minerals, perceived physical benefits include increased blood circulation, muscle relaxation, and improved skin condition. Studies on forest therapy and onsen in Japan have shown that exposure to natural environments and hot springs can lower blood pressure, reduce heart rate, and increase parasympathetic nervous system activity, which plays a role in a state of relaxation [12].

From a psychological perspective, wellness tourism offers an equally important contribution. Research by Gao and Kerstetter revealed that vacations have the potential to provide liberation from cultural constraints, strengthen social bonds, facilitate reflection on life and personal identity, and foster learning and personal growth [13]. These findings align with the concept of travel recovery experiences, which encompass psychological separation from work, experiences of relaxation, challenging experiences, and perceived control during vacation—all of which contribute to positive health perceptions.

Furthermore, a study published in Acta Psychologica found that wellness tourism has a differential impact on men and women, particularly in the elderly population. The study revealed that women benefited more from the mediating effect of life satisfaction on wellness tourism experiences, while men were more directly influenced by the restorative qualities of the environment [14]. These findings underscore the importance of a gender-sensitive approach to understanding wellness tourism experiences.

### 2.3. (Push-Pull Factors) theory in Wellness Tourism

The push-pull theory developed by Dann (1977) and Crompton (1979) has become a widely used framework for understanding tourist motivation. In the context of wellness tourism, push factors refer to internal motivations that drive a person to travel, such as the desire for relaxation, an escape from routine, the search for inner peace, or the need for self-healing. Meanwhile, pull factors relate to the characteristics of the destination that attract tourists, such as natural beauty, available facilities, or unique local cultural values [10].

Research on wellness tourism in Bali Eling Spirit shows that both pull and push factors score high in influencing tourist decisions. Yoga is the most popular type of wellness activity, primarily due to its simple techniques, affordable prices, and the variety of wellness options offered [10]. These results suggest that tourists are not only motivated by internal factors (such as the need for relaxation) but are also strongly influenced by the external attributes of the destination.

In the context of mangrove ecotourism in Indonesia, recent research confirms that both push and pull factors significantly influence tourist experiences, with pull factors showing a stronger effect [15]. This finding is relevant to the context of Pancuran Pitu, which is unique as a natural hot spring destination with strong cultural and spiritual values.

### 2.4. Gender Perspective in Wellness Tourism

The study of gender in wellness tourism has received significant attention in the academic literature. Research conducted by Bosangit and Iyanna on girlfriend getaways (GGA) and mancations indicates significant differences in how men and women express well-being during travel. This exploratory study used content analysis of Instagram posts to identify gender differences in the activities chosen and how they express hedonic and eudaimonic well-being [16].

Research on mangrove ecotourism in Indonesia provides strong empirical evidence of the role of gender as a moderating variable in shaping tourist loyalty. Through a multi-group analysis of 403 domestic tourists, the study found that women prioritized emotional factors and social experiences, while men focused more on functional aspects and well-being values [15]. These findings support social role theory, which explains that behavioral differences between men and women are shaped by social expectations and gender roles imposed by society.

From the perspective of workers in the wellness industry, research conducted in Macau explored the experiences of female spa therapists working in various hotels. Using a feminist theoretical framework, the study

uncovered the complex roles and responsibilities held by female workers, as well as the physical, social, and emotional dimensions that shape their experiences [17]. This research demonstrates that gender issues in wellness tourism are relevant not only from the consumer perspective but also from the perspective of the predominantly female workforce.

**2.5. Pancuran Pitu as a Wellness Tourism Destination**

Pancuran Pitu, located in the Baturaden area of Banyumas Regency, is a unique natural hot spring destination. The name "Pancuran Pitu" refers to seven hot springs that flow from a cliff approximately one meter high, sourced directly from the volcanic activity of Mount Slamet. The water has a temperature of between 70–90°C at its source, although in the bathing area the temperature ranges from 35–55°C depending on the location [18].

In terms of health benefits, the water from Pancuran Pitu is rich in sulfur and other minerals such as iron and nickel. This sulfur content is believed to have various health benefits, including treating skin conditions such as acne, itching, and tinea versicolor, as well as aiding muscle relaxation and blood circulation [18]. Visitors can also enjoy sulfur massages offered by local residents at affordable prices, starting from IDR 10,000 depending on the service.

Spirituality is another important aspect of Pancuran Pitu. There is a legend about Sheikh Maulana Maghribi, a saint who spread Islam in Java, also known as Mbah Atas Angin. It is said that Sheikh Maulana suffered from an incurable skin disease. After discovering a hot spring with seven fountains on the slopes of Mount Slamet, he bathed there regularly until he was cured. He named this place Pancuran Pitu, which also means "pitulungan" (help), because of its healing properties. [18] The Mbah Atas Angin shrine near the fountain remains a pilgrimage site for some visitors.

Furthermore, there is a local belief that the waters of Pancuran Pitu possess sacred powers for physical healing and cleansing negative energy. Local people sometimes hold rituals on Friday Kliwon nights, such as prayers or pilgrimages, to pray for health and peace of mind. [18] Another legend links the fountain with Ki Juru Mertani, a spiritual figure who used the waters for healing rituals.

In the latest development, Pancuran Pitu has undergone revitalization by presenting a Japanese-style concept called Tsuyura Pitu Onsen which was inaugurated in 2024. This new facility offers a Japanese onsen-style bathing experience with a private atmosphere and natural views, including separate mass onsen for men and women, as well as private onsen for families [19]. This revitalization is expected to be an additional attraction for tourists seeking a unique experience.

**2.6. Female Visitors' Perceptions**

Qualitative research to understand the experiences of female travelers has flourished in recent years. Gao, Kerstetter, and Wang used a qualitative approach informed by a feminist urbanism perspective to uncover Chinese urban women's cognitive representations of well-being derived from vacations. Their research revealed four key themes: liberation from cultural constraints, strengthening social ties and relationship building, facilitating reflection on life and personal identity, and encouraging learning and personal growth [13].

This research also demonstrated that a qualitative approach allows researchers to explore dimensions of experience that may not be captured through quantitative surveys. In-depth interviews and participant observation allow researchers to capture the subjective nuances of travel experiences, including how respondents interpret their interactions with the natural environment, the services they receive, and the cultural values they encounter during their travels.

In the context of wellness tourism, a qualitative approach also allows researchers to explore how female travelers interpret the concepts of "healing" or "calmness," which are often their primary motivations. Research on the biopsychosocial model of travel experiences suggests that holistic well-being emerges when biological, psychological, and social dimensions are simultaneously nurtured [14]. A qualitative approach allows researchers to capture how these three dimensions interact in tourists' real experiences.

**2.7. Theoretical Framework**

Based on the literature review outlined above, this study will utilize a theoretical framework that integrates several key concepts. First, this study utilizes the concept of wellness tourism, emphasizing holistic benefits encompassing physical, psychological, and social dimensions. Second, push-pull theory is used to understand the motivations underlying female tourists' decisions to visit Pancuran Pitu. Third, a gender perspective is used to explore how wellness tourism experiences are interpreted, specifically by women.

Specifically, this study will focus on three dimensions of wellness tourism benefits as identified in the literature: (1) physical benefits, including relief from health complaints and physical relaxation; (2) psychological benefits, including peace of mind, stress reduction, and increased happiness; and (3) social benefits, including interactions with fellow visitors and experiences of togetherness with family or friends.

**2.8. Research Novelty**

Research on wellness tourism in Indonesia has been conducted in several locations, such as Bali Eling Spirit, which focused on push-pull factors [10], and research on

mangrove ecotourism that highlighted the role of gender in tourist loyalty [15]. However, research specifically examining female visitors' perceptions of wellness tourism in Pancuran Pitu, Baturaden, is still lacking. Pancuran Pitu has unique characteristics as a destination that combines the physical benefits of sulfur hot springs, strong local spiritual values, and the development of new facilities that adopt the Japanese onsen concept.

The novelty of this research lies in: (1) its focus on the Pancuran Pitu destination, which has not been widely studied in academic literature; (2) its in-depth qualitative approach to explore women's subjective perceptions and experiences; (3) its integration of wellness tourism perspectives, gender, and local values such as the concept of "pitulungan"; and (4) its practical contribution to destination managers in developing facilities and services responsive to the needs of female tourists.

## 3. METHOD

This research uses a descriptive qualitative approach with in-depth interviews to comprehensively explore the subjective experiences of female respondens who have visited Pancuran Pitu. Through this approach, the research is expected to yield a rich and in-depth understanding of how women interpret their wellness experiences, the perceived physical, psychological, and social benefits, and how local values such as "pitulungan" play a role in shaping their spiritual experiences.

Thus, this research not only contributes to the development of scholarship in the fields of tourism communication and gender studies but also provides practical recommendations for destination managers and policymakers in developing more inclusive and gender-sensitive wellness tourism.

## 4. FINDINGS AND DISCUSSION

This study involved three female respondens who were purposively selected based on the following criteria: having visited Pancuran Pitu at least twice, having experience with wellness tourism at the location, and being willing to share their experiences in depth. The three respondens came from diverse ages and occupations, allowing them to offer a variety of perspectives. Below are brief profiles of each responden:

**Table 1.** Respondens Profile

| Respondent | Inisial | Age | Work | Area of Origin | Frequency of Visits |
|---|---|---|---|---|---|
| 1 | N | 28th | Private sector employee | Purwokerto | 4x in the last 2 years. |
| 2 | S | 45th | House wife | Banyumas (out side area purwokerto) | 3X the last 1 year |
| 3 | R | 35th | Entrepreeunuer (UMKM) | Purwokerto | 5X the last 2 yeras |

Based on in-depth interviews, responden's perceptions regarding the benefits of wellness tourism in Pancuran Pitu were revealed. The findings are presented according to indicators established in the theoretical framework: physical benefits, psychological benefits, social benefits, and push and pull factors. The local spiritual dimension associated with the concept of "pitulungan" also emerged as a significant theme in the respondens' experiences. All respondens reported experiencing physical benefits after soaking in the hot springs of Pancuran Pitu. The most frequently cited benefits were improved skin condition and muscle relaxation.

Responden N (28 years old, private employee) shared her experience with skin issues: "I had acne on my back, and it was sometimes itchy. After regularly going to Pancuran Pitu, the acne has reduced, and my skin has become smoother. A friend who goes there often says the sulfur content is good for the skin. I usually soak for 30-40 minutes, and then immediately feel refreshed." (Interview, March 15, 2026). Responden N also added that she experienced the benefits of muscle relaxation after soaking, especially after working all day in front of a computer.

The psychological aspect was an important dimension recognized by all respondens. They mentioned feelings of calm, reduced stress, and an improved mood after visiting. Responden R said that wellness tourism at Pancuran Pitu helped him overcome boredom caused by business routines: "I have a snack business, working almost 24 hours. Sometimes I get bored and stressed because of sales targets. Pancuran Pitu is like a place for me to 'reset' my mind. I used to come alone, but now I sometimes bring my employees too. After going there, my work enthusiasm returns." (Interview, March 16, 2026). Responden S more often

comes with her husband and children. She emphasized the benefits of family togetherness: “On weekends, my husband likes to take the family to Pancuran Pitu. The children are happy because they can play in the water. We can also eat together at the local food stalls. It’s valuable time because my husband is busy working, so the moments together are more quality.” (Interview, March 15, 2026).

Regarding push and pull factors, respondens revealed various internal factors that encouraged them to come, as well as external factors from the destination that attracted them back. The dominant push factors were the need for relaxation, an escape from routine, and the search for tranquility. Responden N stated: “I feel like I need some time alone, away from the computer screen and the demands of work.” Responden S said: “I want to refresh my mind and find peace.” Responden R said: “Stressed from work, I need a place to unwind.” Meanwhile, the pull factors mentioned included the uniqueness of the sulfur hot springs, increasingly better facilities, accessibility, and the cool natural atmosphere.

Regarding the spiritual dimension and the concept of "pitulungan," one interesting finding was the existence of a spiritual perception associated with the concept of "pitulungan" (help) inherent in Pancuran Pitu. All respondens acknowledged the existence of this dimension, although with varying intensities.

Responden N, who is young and not particularly spiritual, still feels a sacred atmosphere: "I don't really understand the myths, but every time I come, I feel a sense of calm that I can't explain. This place seems to provide 'help' for health and tranquility. I now believe why it's called Pancuran Pitu, which means help." (Interview, March 15, 2026).



**Figure 2**. Respondents who are enjoying wellness tourism around the Pancuran Pitu (source: Responden Documentation)

It can be summarized that their perception of the benefits of wellness tourism at Pancuran Pitu encompasses three main dimensions of varying intensity, as well as a spiritual dimension that enriches the experience.

**Table 2.** Summary of Findings

| Indicator | Responden (N) | Responden (S) | Responden (R) |
|---|---|---|---|
| Physical Benefits | Acne reduction and smooth skin, muscle relaxation | Rheumatic pain is reduced, body feels light after massage | Increased stamina, sound sleep and body freshness. |
| Psychological benefits | Reduce stress, clear mind | Calm heart, not easily angry | Eliminate boredom, get back your work spirit |
| Social Benefits | Quality time with friends | Family togetherness | Interaction with local residents, support for MSMEs |
| Push Factors | Work stress, need me-time | Household burdens are gone, need peace | Business saturation, need a mind reset |
| Pull Factor | Easy access, affordable prices | Traditional properties, clean location, spacious parking. | Cool nature, there are photo spots, a variety of activities. |
| Spiritual Dimension/ Helping Hand | Feel calm, believe in the meaning of pitulungan | Pray before lace, believe water cleanses negative energy. | Feel close to nature and God. |

The findings above demonstrate that all female respondens experienced the holistic benefits of wellness tourism at Pancuran Pitu. While physical benefits such as skin healing and muscle relaxation were the primary focus, psychological benefits such as stress reduction and inner peace were equally important. This aligns with previous research findings that women tend to prioritize the emotional and relaxation aspects of travel.

Wellness tourism holds special significance for women, extending beyond mere recreational activities.

Based on research findings in Pancuran Pitu, Baturaden, and various academic studies, here are several reasons why wellness tourism is important for women: 1) Addressing the burden of dual roles, 2) Specific physical health benefits, 3) Mental health recovery, 4) Safe space and privacy, 5) Strengthening social bonds, 6) Spiritual dimensions and self-realization, 7) Economic empowerment of local women.

Wellness tourism is highly urgent for women because it addresses the multidimensional needs they face: physical health, mental recovery, safe spaces, strengthening social bonds, fulfilling spiritual needs, and economic empowerment. Destinations like Pancuran Pitu, which combine the benefits of natural therapy, local spiritual values, and gender-responsive facilities, are examples of how wellness tourism can be designed to meet women's specific needs.

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**Figure 3.** Women Visitor

The spiritual aspect, represented by the concept of "pitulungan," also emerged as a unique value that distinguishes Pancuran Pitu from other wellness destinations. Although the intensity of spirituality varied among respondens, all acknowledged the dimension of inner peace that transcends purely physical benefits. This reinforces the findings on the importance of local and spiritual values in the wellness tourism experience.

Destination pull factors, such as the revitalization of Japanese-style onsen facilities and good accessibility, also play a significant role in attracting female tourists. Respondens appreciated the separate pools for women, which provided a sense of security and comfort—a finding relevant to the specific needs of female travelers when choosing a wellness destination.

### 4.1. Push Factors and Pull Factor

Respondens revealed various internal factors that drove them to visit, as well as external factors from the destination that drew them back. The most dominant push factors for respondens were the need for relaxation, an escape from stress, and the search for inner peace. Meanwhile, the pull factors that led respondens to return to Pancuran Pitu were the unique sulfur hot springs with their traditional healing properties, easy accessibility from the city center, improved facilities (including a Japanese-style onsen with separate pools for men and women), and the cool, beautiful natural atmosphere. The revitalization of the facilities by the management received positive appreciation from respondens for improving comfort, especially for female tourists.

The push factors were the need for relaxation, an escape from routine, and a search for tranquility. Responden N stated: "I feel like I need some alone time, away from the computer screen and the demands of work." Responden S stated: "I want to refresh my mind and find peace." Responden R said: "Stressed from work, I need a place to unwind."The pull factors mentioned include the unique sulfur hot springs, improved facilities, accessibility, and the cool natural atmosphere.

**Spiritual Dimension and the Concept of "Pitulungan"**

One interesting finding is the spiritual perception associated with the concept of "pitulungan" (help) inherent in Pancuran Pitu. All respondens acknowledged the existence of this dimension, albeit at varying intensities.

There is a unique spiritual dimension to Pancuran Pitu, reflected in the concept of "pitulungan" (help). Although at varying intensities, all three respondens acknowledged the aura of calm and positive energy they felt at the location. The older responden had a deeper understanding of spiritual traditions, including pre-bathing prayer rituals and pilgrimages to the shrine of Mbah Atas Angin. Meanwhile, the younger responden experienced the spiritual dimension as "something inexplicable but calming." This concept of pitulungan is the main distinguishing feature of Pancuran Pitu from other, more secular wellness tourism destinations.

Future wellness tourism development needs to increasingly consider gender perspectives, not only in terms of physical facilities but also in terms of promotion, management, and empowerment of local communities. With the right approach, wellness tourism can be a vital tool in holistically improving women's quality of life.

## 5. CONCLUSIONS

1. Wellness tourism at Pancuran Pitu provides tangible health benefits for female visitors. These physical benefits are a strong initial motivation for respondens to visit Pancuran Pitu repeatedly. This finding aligns with the characteristics of the sulfur

hot springs, which are scientifically known to have benefits for skin health and muscle relaxation.
2. The psychological benefits experienced by respondens are just as significant as the physical ones. All respondens reported reduced stress levels, feelings of calm, and improved mood after their visit. The relaxation experience is not only temporary but also has a lasting impact on psychological well-being.
3. Social benefits are also part of the respondens' wellness tourism experience. Pancuran Pitu provides a space for respondens to bond with family, strengthen friendships, and interact with local residents.
4. There is a unique spiritual dimension to Pancuran Pitu, reflected in the concept of "pitulungan" (help). Although the intensity varies, respondens acknowledge the aura of calm and positive energy they feel at the location.
5. The most dominant push factors for respondens were the need for relaxation, stress relief, and the search for inner peace. Meanwhile, the pull factors that made respondens return to Pancuran Pitu were the unique sulfur hot springs with their traditional properties, easy accessibility from the city center, increasingly better facilities (including a Japanese-style onsen with separate pools for men and women), and the cool and beautiful natural atmosphere.

This study has several limitations that should be acknowledged. First, the study only involved three respondens, so the findings cannot be generalized to a wider population. Second, the study used a descriptive qualitative approach, so it did not quantitatively measure levels of satisfaction or the magnitude of the influence of specific variables. Third, the study was conducted over a limited timeframe, so it did not capture the dynamics of changes in respondens' perceptions over the long term. Fourth, the respondens interviewed were primarily from Banyumas and the surrounding area, so they do not represent the perspectives of tourists from outside the region, who may have different cultural backgrounds and expectations.

## ACKNOWLEDGMENTS

Thank you to the Rector and Head of LPPM Sahid University for facilitating the publication of this journal and proceedings. Thank you to the sources who provided information and were willing to be interviewed.

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