



***TOURISTS' POTENTIAL AND INTEREST IN PURA PESIRAMAN DESA AAN AS A DISTINCTIVE HEALING  
TOURISM DESTINATION***  
(POTENSI DAN MINAT WISATAWAN TERHADAP PURA PESIRAMAN DESA AAN SEBAGAI  
DISTINCTIVE HEALING TOURISM DESTINATION)

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**Abstract**

*Healing tourism has become a new trend recently in the global tourism industry. By combining physical health improvement, spiritual enhancement, and mental refreshment, healing tourism offers authentic experiences. Bali, as a well-known global tourism destination, has the potential to practice healing tourism. Therefore, the current study aimed to identify Bali's potential as a healing tourism destination and tourists' interest in visiting it. The current study used Pura Pesiraman Desa Aan as a pilot project for a healing tourism destination and employed a mixed-methods research design. The data were collected through observation, interviews, and questionnaire distribution, with 4 stakeholders and 103 tourists participating. Both quantitative and qualitative data analysis were employed. The result highlighted that Pura Pesiraman Desa Aan has the potential to become a distinctive healing tourism destination. The geographical contour supports the natural view aspect for mind refreshment. The facilities provided in the Pura Pesiraman Desa Aan could fulfill the need for spiritual enhancement. The location of Pura Pesiraman Desa Aan, in the middle of a ricefield, could enable tourists to engage in trekking, which supports physical health improvement. Moreover, the survey results revealed that most participants have a strong interest in visiting Pura Pesiraman Desa Aan and in experiencing the three combined activities. Therefore, it is suggested that the tourism stakeholders in Desa Aan to develop Pura Pesiraman Desa Aan as a distinctive healing tourism destination.*

**Keywords:** *distinctive healing tourism destination, tourist interest, tourist potential*

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## **INTRODUCTION**

Global tourism is currently experiencing a shift in orientation, moving away from travel solely for entertainment toward the pursuit of more meaningful and transformative experiences. This trend is influenced by the growing awareness of the importance of maintaining holistic well-being, encompassing not only physical health but also mental, emotional, and spiritual dimensions (Wulandini, 2025). Consequently, tourists increasingly engage in travel not merely for leisure, but for experiences that promote inner peace, physical recovery, and spiritual renewal. This emerging trend has become widely recognized as healing tourism.

Healing tourism is an alternative form of health tourism development that integrates recreation and leisure activities, enabling tourists to achieve a balance of body, mind, and spirit to enhance overall well-being (Makhibubi, 2023). It offers a combination of activities that provide visitors with a recreational yet restorative experience, promoting physical health, mental refreshment, and emotional tranquility (Hong & Hsu, 2022). Holistically, healing tourism addresses unresolved emotional and psychological barriers through engagement in spiritual and nature-based activities (Subramaniam et al., 2024).

Distinct from wellness tourism, which primarily focuses on relaxation and preventive care, healing tourism uniquely integrates non-clinical and therapeutic experiences that collectively support physical, emotional, and mental healing (Zheng et al., 2025). In other words, healing tourism is not only about recreation but also serves as a medium for therapy, self-reflection, and deeper well-being, offering an alternative solution to stress and fatigue resulting from modern work routines (Hikmah et al., 2022). This concept has become increasingly relevant in today's fast-paced and demanding lifestyles (Wulandini, 2025), where travelers seek destinations that foster tranquility, energy restoration, and connection with nature and local culture.

Healing is a key tool in the transformative economic era in the tourism industry (Yang, et al., 2014). Recently, the term "healing" has become a popular trend in Indonesia (Hikmah et al., 2022). This phenomenon has also drawn the attention of researchers to explore the integration of the healing concept within tourism destinations. In Kalimantan, for instance, healing tourism is associated with the

concept of forest healing, which has been found to reduce levels of depression and anxiety (Putri et al., 2023). A similar study conducted in Lampung revealed that healing-oriented tourism activities have the potential to alleviate stress and enhance both physical and psychological immunity (Wicaksono et al., 2025). In contrast, research in West Java identified healing tourism as a means to overcome trauma, reduce boredom, and calm the mind (Novarlia, 2022).

Reflecting on the benefits offered by healing tourism, Bali could also provide unique experiences for healing tourism activity. It occurs since Bali has a huge potential of cultural diversity and traditions (Pujiyati et al., 2020) which could be combined with physical and spiritual tourism activities, such as Pura Pesiraman Desa Aan, Kabupaten Klungkung.

Pura Pesiraman Aan, located in Klungkung Regency, offers a distinctive spiritual experience through the melukat purification ritual, uniquely combining physical journeys with the beauty of nature. Based on preliminary observations, the temple provides purification facilities with sacred water fountains, similar to those found at Pura Tirta Empul. Additionally, visitors can enjoy trekking routes that pass through lush rice fields, offering an immersive nature-based adventure experience.

This combination of spiritual activity, trekking paths, and scenic landscapes positions Pura Pesiraman Aan as an alternative tourism destination that integrates experiences promoting spiritual, mental, and physical healing. Such integration reflects the temple's distinctiveness as a potential healing tourism destination. However, to date, no academic study has specifically examined the potential of Pura Pesiraman Aan as a distinctive healing tourism site. Most existing research on spiritual tourism in Bali remains focused on more popular destinations such as Tirta Empul or Gunung Kawi Sebatu (Sharmistha & Yuwanto, 2024; Sukaatmadja et al., 2017).

Therefore, the current study aimed at identifying Pura Pesiraman Desa Aan's tourists' potential as a distinctive healing tourism destination. Moreover, to gain deeper perspective from potential visitors, the current study also investigated the tourists' interest toward Pura Pesiraman Desa Aan as a distinctive healing tourism destination and their expectation of Pura Pesiraman Desa Aan. In line with the stated

objective, there were two research questions proposed on this research, including

1. How is the tourist's potential of Pura Pesiraman Desa Aan as a distinctive healing tourism destination?
2. How is the tourist's interests toward Pura Pesiraman Desa Aan as a distinctive healing tourism destination?

## **METHODS**

The current study employed mixed methods research design. The mixed methods research design allows the study to combine both data collection and data analysis using quantitative and qualitative to gain valid, comprehensive, and reliable data (Creswell, 2014). In collecting data, the current study employed three data collection techniques, including observation, interviews, and questionnaires.

The observation activity was conducted directly to identify supporting aspects owned by Pura Pesiraman Aan in order to enhance its potential as a distinctive healing tourism destination. During the observation process, four indicators were examined: the geographical contour of the area surrounding Pura Pesiraman Desa Aan, the physical condition of Pura Pesiraman Desa Aan, the available melukat facilities and infrastructure, and the uniqueness of the destination. The observation results were recorded in an observation sheet.

Subsequently, data collection continued through the distribution of questionnaires to prospective tourists with the potential to visit the Pura Pesiraman Desa Aan area. The aim of the questionnaire distribution was to measure the interest of prospective tourists in visiting Pura Pesiraman Desa Aan as a distinctive healing tourism destination, as well as to analyze tourist needs to support the tourism potential of Pura Pesiraman Desa Aan. The questionnaires were distributed both online and offline. They employed a Likert scale with five response options (ranging from strongly disagree to strongly agree) and included one open-ended question regarding the analysis of destination needs.

Following this, data collection was further supplemented by conducting interviews with tourism stakeholders concerning the potential, quality, strengths, and weaknesses of Pura Pesiraman Desa Aan as a tourism destination. These interviews also served to validate findings obtained during the

observation phase. Participants in the interviews included the Pokdarwis Desa Aan (Community-Based Tourism Group), the Perbekel (village head) of Desa Aan, the Head of Tourism Destination Division at the Klungkung Regency Tourism Office, and the Head of Institutional Development and Human Resources Division at the Bali Provincial Tourism Office. Additionally, incidental interviews were conducted with two visitors to Pura Pesiraman Desa Aan to obtain justifications related to their experiences during the *melukat* rituals conducted at the site.

In this study, data were analyzed using two approaches: qualitative and quantitative. The qualitative approach was employed to analyze the results from observations, interviews, and questionnaires. The qualitative data analysis involved three stages: (1) data condensation, in which the collected data were filtered and selected according to the studied indicators; (2) data display, where the condensed data were presented in the form of tables and/or descriptive narratives related to the studied phenomena; and (3) drawing conclusions, wherein the processed data were interpreted to assess the potential of Pura Pesiraman Desa Aan as a distinctive healing tourism destination (Miles et al., 2014). Meanwhile, the quantitative approach was used to analyze questionnaire data. The questionnaire results were calculated using descriptive statistics, specifically by computing the mean score of the examined data and classifying it based on category intervals using the frequency distribution formula (Mesra, 2017), defined as follows: not interested (1.00–1.80), less interested (1.81–2.60), moderately interested (2.61–3.40), interested (3.41–4.20), and very interested (4.21–5.00).

## **RESULT AND DISCUSSION**

Pura Pesiraman Desa Aan served different experience as spiritual tourism destination. By combining its natural and green scenery with trekking activity, Pura Pesiraman Desa Aan could be developed as a new potential healing tourism destination. Reflecting on the current features provided in Pura Pesiraman Desa Aan, the current study investigated its tourists' potential and tourist's interest to visit Pura Pesiraman Desa Aan as a distinctive healing tourism destination.

## Tourists' Potential

Tourists' potential serves as the fundamental basis for the development of a tourist destination. In this study, the tourism potential of Pura Pesiraman in Aan Village as a distinctive healing tourism destination is examined through four main aspects: geographical contour, physical condition, facilities, and destination uniqueness.

From the perspective of geographical contour, Pura Pesiraman in Aan Village is located in the middle of rice fields and surrounded by hills. In addition, it is adjacent to a river that creates a refreshing and natural atmosphere. The power of nature could help the visitor to escape from the urban life pressure which could recover them physically and emotionally (Oktan, et al., 2025). Thus, the element of mental refreshment through nature-based tourism within healing tourism can be realized by observing the natural scenery during the journey and participating in *melukat* (purification rituals) at Pura Pesiraman.



Figure 1. Pura Pesiraman Desa Aan Sign

Source: Personal Documentation, 2025

From the physical condition, Pura Pesiraman in Aan Village adheres to the concept of *Tri Hita Karana*, which emphasizes harmony among humans, nature, and spirituality. This is reflected in the open design of the purification area without a roof, symbolizing self-cleansing directly integrated with nature. Furthermore, most of the materials used within the temple area remain natural, such as stone platforms under the purification fountains. By providing an open-air space, it could possibly create a comfortable environment which can relieve the visitors from their stress of daily life since it provides sensory engagement (Shen, et al., 2025). Additionally, the trekking path leading to Pura

Pesiraman can serve as both a physical activity and a means of social interaction among visitors. The path, located alongside rice field embankments, offers a unique trekking experience distinct from urban park trails. Therefore, this trekking activity fulfills the physical health improvement aspect of healing tourism. The exposure of physical activity, natural beauty, and spirituality has already represented the core of healing, since the concept of healing is seen as a holistic integration of body, mind, and spirit (Oktan, et al., 2025).



Figure 2. Pancaka Tirta Fountain

Source: Personal Documentation, 2025

In terms of facilities, Pura Pesiraman in Aan Village has met the basic requirements for a *melukat* site. It consists of three purification areas: *Pelukatan Kelau*, *Pelukatan Pancaka Tirta*, and *Pelukatan Upakara*. The features of different purification areas is similar to the concept of traditional healing which use water from spring as a medium to clean the body and soul (Nkwanyana & Xulu, 2020). On the temple's perimeter, there are two bathrooms that may also be used as changing rooms.

Regarding uniqueness, Pura Pesiraman in Aan Village offers an experience different from other purification temples. The temple area is divided into three purification areas. The first, located on the eastern side adjacent to the river, is known as *Pelukatan Kelau*. It consists of three fountains believed to have *niskala* (unseen/spiritual) benefits: curing sorcery (*celetik*), healing skin diseases (*kerek*), and cleansing inner impurities (*leteh*). The second, located on the western side, is *Pelukatan Pancaka Tirta*, a bathing pool featuring five fountains symbolizing the five manifestations of the gods

(panca dewata). The third, located on the northern side near the main temple, is *Pelukatan Upakara*, designated for cleansing Hindu ceremonial equipment in Aan Village. It features three naga fountains: *Pancoran Naga Tatsaka*, *Pancoran Naga Anantaboga*, and *Pancoran Naga Basuki*. With this diversity of purification fountains, the temple supports the potential for spiritual tourism that purifies the soul and fulfills an essential dimension of healing tourism.

**Tourists’ Interest**

As the basis for developing a tourist destination, the current study also measured the interest of potential visitors in visiting Pura Pesiraman in Aan Village as a distinctive healing tourism destination. In this regard, tourist interest was obtained through a survey conducted with 103 respondents.

Table 1. Tourists’ Interest on Pura Pesiraman Desa Aan

Apects	Mean Score	Category
Needs of spiritual tourism for soul by <i>melukat</i>	4.18	Interested
Interest on combination of spiritual activity ( <i>melukat</i> ) and nature tourism (hills and rice field)	4.36	Very Interested
Desire to try spiritual tourism activity ( <i>melukat</i> )	4.26	Very Interested
Interest on unique location (rice field)	4.33	Very Interested
Needs of physical health improvement	4.27	Very Interested
Interest on combination of physical activity (trekking) with natural view (hills and rice field)	4.33	Very Interested
Interest on combination of spiritual ( <i>melukat</i> ) activity with physical activity (trekking)	4.23	Very Interested
Desire to try combination of spiritual activity ( <i>melukat</i> ) with physical activity (trekking)	4.14	Interested
Interest on non-frequent tourist destination/new tourist destination	4.38	Very Interested
Opportunity to visit Pura Pesiraman Desa Aan	4.40	Very Interested

Source: Researcher’s Data (2025)

From the result of the questionnaires, it can be concluded that the majority of tourists expressed a strong interest in visiting *Pura Pesiraman* in Aan Village. 8 out of 10 aspects are scored above 4.20,

which can be categorized as “very interested”. The two aspects below 4.20, i.e. statement 1 and statement 8, are still under the “interested” category. Such findings may be attributed to the fact that *Pura Pesiraman* in Aan Village remains relatively unexplored by the public and has not yet experienced overtourism. The preserved natural beauty and serene atmosphere also serve as unique attractions that appeal to respondents.

The tourists’ interest in combining various activities within a single integrated tour package reflects a tendency to seek new experiences. This inclination aligns with the concept of healing tourism, which integrates travel and nature-based activities aimed at recovery, rejuvenation, and relaxation (Wulandini, 2025). Moreover, the preference for destinations that are less frequently visited indicates a desire to avoid crowded places, corresponding to a form of simple healing activity that allows individuals to pause and create personal space for self-reflection (Hikmah et al., 2022). These tendencies further reinforce the potential of Pura Pesiraman in Aan Village as a healing tourism destination offering novel experiences within a tranquil and natural environment.

On the other hand, the current study also conducted a deeper analysis of tourists’ expectations for the development of *Pura Pesiraman* in Aan Village. Based on the qualitative findings, four key expectations of potential visitors were identified, including (1) the preservation of green and natural environments, (2) greater awareness in waste management, both in terms of reduction and sustainable processing, (3) conservation of local cultural wisdom, and (4) the provision of adequate public facilities, such as proper bathrooms and changing rooms. These expectations raised from the tourists were in line with the aims of forest healing concept which also focuses on ecosystem conservation and preservation (Wicaksono, et al., 2025).

**CONCLUSION**

The current study had already identified the tourists’ potential and interest toward the development of Pura Pesiraman Desa Aan as a distinctive healing tourism destination. The study indicated that Pura Pesiraman in Aan Village possesses strong potential

as a healing tourism destination, supported by its natural setting, cultural values, and visitor interest. Surrounded by rice fields, hills, and a river, the temple offers a serene environment that enhances both spiritual and physical well-being through the traditional *melukat* purification ritual and nature-based trekking activities. Its design, reflecting the *Tri Hita Karana* philosophy, promotes harmony among humans, nature, and spirituality. Moreover, survey results show that most tourists are highly interested in visiting, with eight of ten indicators categorized as “very interested.” Visitors are especially attracted to the combination of spiritual and natural experiences in an unexplored, tranquil location. However, they also expect improvements in environmental preservation, waste management, and public facilities. Overall, Pura Pesiraman demonstrates significant potential for sustainable development as a unique healing and spiritual tourism destination in Bali.

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