

INTISARI

Penyusunan *wellness tourism package* di Kota Sukabumi merupakan upaya pengembangan Hutan Kota Kibitay melalui pendekatan pariwisata. Pengembangan pariwisata ini bertujuan untuk mengoptimalkan salah fungsi hutan kota sebagai objek pariwisata alam. Selain itu, konsep paket wisata ini juga bertujuan untuk meningkatkan keberagaman aktivitas wisata di Kota Sukabumi. Melalui metode penelitian kualitatif deskriptif dengan pengumpulan data yang bersumber dari hasil observasi, wawancara, dokumentasi dan studi literatur menghasilkan produk-produk *wellness tourism package*. Penelitian ini juga menganalisis hasil temuan melalui metode *SWOT* untuk dapat diketahui aspek-aspek penting dalam perencanaan penyusunan paket wisata. Analisis data penelitian menghasilkan sepuluh produk *wellness tourism packages* Hutan Kota Kibitay yang terdiri dari *half day package* dan *overnight package*. Paket-paket wisata tersebut terdiri dari serangkaian aktivitas *wellness* yang meliputi kegiatan yoga, meditasi, refleksi, spa, *sensory workshop* serta dilengkapi dengan makanan dan minuman sehat. Berdasarkan tujuan, metode dan hasil penelitian ini dapat diketahui bahwa Hutan Kota Kibitay berpotensi sebagai objek *wellness tourism package* di Kota Sukabumi.

Kata kunci: *Wellness Tourism*, Hutan Kota Kibitay, Paket Wisata, Kota Sukabumi

ABSTRACT

The development of the Kibitay Urban Forest with a wellness tourism package in Sukabumi City is a tourism initiative. The purpose of this activation is to maximize the function of the urban forest as an eco-tourism object. Additionally, the concept of this tour package aims to increase the diversity of tourism activities in Sukabumi City. The research of wellness tourism packages is based on descriptive qualitative research methods based on observations, interviews, documentation, and literature studies. As part of this study, the findings are also analysed using the SWOT method in order to identify key aspects of the preparation of tour packages. As a result of the analysis of research data, ten wellness tourism packages were developed for the Forest City of Kibitay, including a half-day package and an overnight package. The tour packages provide a series of wellness activities that include yoga, meditation, reflection, spa treatments, sensory workshops, as well as healthy foods and beverages. According to this study's objectives, methods, and results, Kibitay Urban Forest has the potential to be a destination for wellness package tourism in Sukabumi City.

Keywords: *Wellness Tourism, Urban Forest of Kibitay, Tourism Package*