

ABSTRAKSI

Indonesia adalah negara yang kaya akan alam dan budayanya. Pariwisata menjadi salah satu sektor ekonomi yang paling penting di Indonesia. Untuk itu, potensi pariwisata di Indonesia harus dimaksimalkan.

Pandemi sempat mengancam pariwisata Indonesia. Segala upaya dilakukan untuk menjaga kestabilan ekonomi di tengah masa sulit. Setelah pandemi, kondisi pariwisata Indonesia tidak seketika kembali ke kondisi semula. Pemerintah terus berupaya membangkitkan sektor pariwisata dengan promosi, pembangunan, dan lain sebagainya. Saat ini, kondisi pariwisata perlahan pulih tetapi belum mencapai statistik pada tahun-tahun sebelum pandemi.

Berlibur tentu hal yang dinantikan setiap orang. Setiap orang ingin berlibur dengan bahagia dan hidup tanpa tekanan. Tubuh yang sehat dan bugar adalah kunci kebahagiaan dan ketenangan saat berlibur. Namun, sering kali wisatawan kurang peduli dengan kesehatan dan kondisi tubuhnya sehingga tubuh rentan terpapar virus ketika berlibur karena imun tubuh menurun. Healthy Resort Villa dapat menjadi solusi bagi wisatawan yang ingin berlibur sembari menikmati sensasi terapi untuk menjaga tubuh tetap rileks dan tenang.

Kata Kunci : Pariwisata, Ekonomi, Resort Villa

ABSTRACT

Indonesia is a country which rich in nature and culture. Tourism is one of the most important economic sectors in Indonesia. For this reason, tourism potential in Indonesia must be maximized.

The pandemic has threatened Indonesian tourism. Every effort has made to maintain economic stability amidst difficult times. After the pandemic, Indonesia's tourism conditions did not immediately return to their past conditions. The government continues striving to revive the tourism sector with promotion, development, and so on. Currently, tourism conditions are slowly recovering but it have not reached the statistics of the years before the pandemic yet.

Vacationing is certainly something that everyone looks forward to. Everyone wants to have a happy holiday and live without stress. A healthy and fit body is the key to happiness and calm while on vacation. However, sometimes, tourists don't care about their health and body condition, so their bodies are vulnerable of being exposed to viruses while on holiday because their immune system is reduced. Healthy Resort Villa can be a solution for tourists who want to go on vacation while enjoying a therapeutic sensation to keep the body relaxed and calm.

Key words : Tourism, Economy, Resort Villa