

INTISARI

Pariwisata global saat ini mengalami pertumbuhan yang signifikan dengan adanya tren *wellness tourism* yang semakin populer di kalangan wisatawan. Yogyakarta merupakan salah satu destinasi prioritas pengembangan *wellness tourism* di Indonesia, dengan Desa Wisata Nglinggo sebagai salah satu lokasi potensial yang memiliki kekayaan alam yang mendukung. Akan tetapi, di Desa Wisata Nglinggo masih belum terdapat paket wisata *wellness* yang terstruktur dan terintegrasi dengan baik. Penelitian ini bertujuan untuk mengidentifikasi komponen penyusun paket wisata dan merancang paket wisata *wellness tourism* di Desa Wisata Nglinggo, Kulon Progo, Yogyakarta. Metode yang digunakan adalah deskriptif kualitatif dengan teknik pengumpulan data berupa observasi, wawancara semi-terstruktur, dokumentasi, dan studi literatur. Hasil penelitian berupa rancangan paket wisata *wellness tourism* 2 hari 1 malam yaitu Nirwana Jiwa yang terdiri atas serangkaian aktivitas seperti *art therapy*, yoga, *forest bathing*, *journaling*, edukasi teh sangrai, dan *workshop* pembuatan es krim susu kambing etawa.

Kata Kunci: *spritualitas, kesehatan, yoga, forest bathing, art therapy, journaling*

ABSTRACT

Global tourism is currently experiencing significant growth, with wellness tourism becoming an increasingly popular trend among travelers. Yogyakarta is one of the priority destinations for the development of wellness tourism in Indonesia, with Nglinggo Tourism Village as one of the potential locations that has supporting natural wealth. However, Nglinggo Tourism Village still does not have a well-structured and integrated wellness tourism package. This study aims to identify the components of a tourism package and design a wellness tourism package in Nglinggo Tourism Village, Kulon Progo, Yogyakarta. The method used was descriptive qualitative with data collection techniques in the form of observation, semi-structured interviews, documentation, and literature studies. The result of this study is the design of a 2-day, 1-night wellness tourism package called Nirwana Jiwa, which consists of a series of activities such as art therapy, yoga, forest bathing, journaling, tea roasting education, and a workshop on making Etawa goat milk ice cream.

Keywords: *spirituality, well-being, yoga, forest bathing, art therapy, journaling*