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Perancangan Paket Wellness Tourism di Objek Wisata Alam (OWA) Plunyon Kalikuning, Kapanewon Cangkringan, Kabupaten Sleman, Daerah Istimewa Yogyakarta
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INTISARI

Objek Wisata Alam (OWA) Plunyon Kalikuning merupakan kawasan wisata alam yang memiliki potensi pengembangan *wellness tourism* melalui daya tarik berbasis wisata alam dengan aktivitas yang dapat dilakukan seperti *trekking*, menikmati pemandangan Gunung Merapi, serta menikmati aliran sungai dan sumber mata air melalui kegiatan *mindfulness*. Namun, pengelola setempat belum menawarkan produk paket wisata dan kegiatan wisata yang dilakukan oleh wisatawan belum secara aktif memanfaatkan pemandu lokal sehingga perlu adanya inovasi paket sebagai program pengembangan baru di OWA Plunyon Kalikuning. Penelitian ini bertujuan untuk merancang paket *wellness tourism* di OWA Plunyon Kalikuning melalui identifikasi komponen paket wisata dengan komponen *wellness tourism* didalamnya. Penelitian ini menggunakan metode kualitatif dengan teknik pengumpulan data melalui observasi, wawancara, studi literatur, dan dokumentasi. Hasil penelitian berupa rancangan paket wisata yang terbagi menjadi dua yakni paket *one day tour* "Plunyon Kalikuning *Wellness Track*" dan paket *overnight* "Plunyon Kalikuning *Wellness Camp*". Penelitian ini diharapkan dapat menjadi alternatif bagi wisatawan yang ingin merasakan pengalaman lebih bermakna melalui kegiatan *wellness* dan menjadi alternatif bagi pengelola dalam mengembangkan objek wisata dengan memanfaatkan pemandu lokal dan peran masyarakat sebagai bentuk pemberdayaan sumber daya yang ada.

Kata Kunci: Wisata Alam, *Wellness Tourism*, Taman Nasional, *Trekking*, *Camping*

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ABSTRACT

Objek Wisata Alam (OWA) Plunyon Kalikuning is a nature-based tourism destination with the potential to develop wellness tourism through its natural attractions. Various activities can be undertaken in the area, such as trekking, enjoying the scenery of Mount Merapi, and experiencing the river streams and natural springs through mindfulness activities. However, the destination management has not yet offered tourism package products, and tourist activities have not actively involved local guides. Therefore, the development of innovative tour packages is needed as a new tourism development program at OWA Plunyon Kalikuning. This study aims to design wellness tourism packages at OWA Plunyon Kalikuning by identifying tourism package components integrated with wellness tourism components. This study employed a qualitative method, and data were collected through observation, interviews, literature review, and documentation. The results of the study consist of two tour package designs, it is a one-day tour package entitled "Plunyon Kalikuning Wellness Track" and an overnight package entitled "Plunyon Kalikuning Wellness Camp". The proposed packages are expected to serve as an alternative for tourists seeking more meaningful travel experiences through wellness activities. In addition, they are expected to provide an alternative strategy for destination managers in developing the tourism destination by optimizing the involvement of local guides and community participation as a form of local resource empowerment.

Keywords: *Nature Tourism, Wellness Tourism, National Park, Trekking, Camping*