



The Role of Walking-Walking Tour in the Development Model of Wellness Tourism for Children with Special Needs in Lendah, Kulonprogo from A Human Right Perspective

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Abstract. This research aims to understand the contribution of Walking-Walking Tour, as a non-state actor, to tourism activities related to the development model of wellness tourism for children with special needs in Lendah, Kulon Progo, from a human rights perspective. Tourism is one of the rights for all citizens, including inclusive groups or children with special needs (CSN). The objective of this research is to examine the role of walking tours in the development model of wellness tourism for children with special needs in Lendah, Kulon Progo, from a human rights perspective and to explore the relationship and development of the wellness tourism industry concerning children with special needs (CSN). The method used is descriptive qualitative, utilizing primary data collection through interviews and related documents.

Keywords: Walking-Walking Tour, Wellness Tourism, Children with Special Needs (CSN), Human Rights (HR), Tourism Village

INTRODUCTION

The tourism industry has become one of the significant choices for global industries. Several countries around the world have realized that this industry can drive a nation's economy. Furthermore, the tourism industry is used as a means of national development. This perspective illustrates that the tourism industry can contribute to the society of a country. John Naisbitt, in his book "The World's Largest Industry," states that the largest industry in the world is tourism. This has become proof that the tourism sector can be utilized as capital for a nation. On the other hand, tourism can serve as a source of national income from a capital perspective. The question remains: whether this industry is capable of benefiting society, particularly our fellow citizens who have limitations or children with special needs.

The tourism industry is highly dynamic in its implementation. Beyond its economic capabilities, tourism should enhance the humanity of travelers [1]. This is closely related to human rights, meaning that tourism activities should be seen as a necessity for children with special needs (CSN). This condition is aligned with the United Nations Convention on the Rights of Persons with Disabilities (CRPD), which was adopted by the United Nations. In this context, the primary value is ensuring that the fundamental rights of persons with disabilities are fulfilled. This is the basis for Indonesia's ratification of the CRPD through Law No. 19 of 2011 concerning the Ratification of the Convention on the Rights of Persons with Disabilities. Therefore, the foundation for granting rights to citizens with limitations is the provision of facilities, as outlined in Law No. 10 of 2009 on Tourism. Specifically, Article 21 states that tourists with physical limitations, children,

and the elderly are entitled to special facilities according to their needs.

The development of tourism in Indonesia holds significant potential that still needs to be fully explored. A specific area of the tourism industry related to health is wellness tourism in Indonesia. Wellness tourism is an alternative form of tourism, an extension of health tourism, which integrates recreation and leisure, aiming to help tourists achieve balance in body, mind, and spirit. It contributes to enhancing and maintaining tourists' overall health [2]. This potential can be leveraged by Indonesia as a future opportunity for special interest tourism or alternative tourism, given that Indonesia still has areas rich in natural scenery. These include villages that maintain their cultural and natural values. This has sparked the idea of developing local resources, such as through rural tourism [3]. The implementation of a wellness tourism development model in Lendah, Kulon Progo, is carried out by the Walking-Walking Tour.

METHODS

The method used in this research is qualitative. Bogdan and Taylor [4] describe qualitative research as producing descriptive data in the form of written or spoken words from people and observed behaviors. Qualitative research methods include interviews, observations, and the use of documents. This method is used to describe data for analysis. The approach in this study is divided into three types: data collection methods, data analysis methods, and data presentation methods.

Data Collection Method

The first step in this research is gathering the necessary data. The techniques used include video recording, note-taking, and interviews. The respondents in this study are representatives from the Walking-Walking Tour and the management of the Tourism Village in Lendah, who are the subjects of the research. Through these methods, primary data is obtained related to the tourism facilities and services offered by the Tourism Awareness Group. In addition to direct interviews, data collection is also conducted through literature reviews and articles related to the case being studied.

According to Miles and Huberman, the data analysis technique consists of several stages [5]

- **Data Reduction**

In this first stage, data is selected based on its relevance to the research theme. The data obtained is then summarized and focused on important aspects.

- **Data Presentation**

This stage involves processing the partially complete data into written form, ensuring it has a clear thematic flow.

- **Conclusion**

Miles and Huberman state that the final stage of data analysis is drawing conclusions that lead to answers to the research questions posed earlier.

Data Analysis Presentation Method

The final process is the method of presenting the results of the data analysis. In this case, the presentation of the research findings is conducted descriptively with explanations. The results are narrated to facilitate understanding. The data presentation related to this research will outline the data and analyses performed concerning the case studied, using a descriptive-explanatory approach. The use of descriptive-explanatory methods is expected to make it easier for readers to comprehend the research findings.

RESULTS AND DISCUSSION

Human Rights Perspective in the Tourism Industry

Tourism is an activity that is inseparable from every individual. It has become a need that must be fulfilled. Therefore, entrepreneurs in the tourism industry are one of the alternative choices. The connection between individuals and the tourism industry creates a mutually beneficial relationship. On the other hand, tourism activities aim to be inclusive and not discriminate against anyone. Regulations and codes of ethics in tourism management have been extensively established both internationally and through laws created by the Indonesian government. The existence of codes of ethics and laws regulating tourism provides specific benefits, particularly for individuals with limitations, such as children with special needs (CSN). This condition correlates with the fulfillment of fundamental human rights. The legal basis for this is outlined in Law No. 10 of 2009 concerning tourism, specifically in Article 21, which states that tourists with physical limitations, children, and the elderly are entitled to special facilities according to their needs, as well as in Law No. 19 of 2011 concerning the Ratification of the Convention on the Rights of Persons with Disabilities. Under President Joko Widodo's administration, the tourism industry has become one of the leading sectors after oil and gas exports. This situation needs to be a focus for stakeholders in the tourism industry.

The provision and management of various tourist sites in different regions need to prioritize groups with limitations or children with special needs (CSN). In Yogyakarta, the management of tourism for children with special needs is handled by Walking-Walking Tour. This service is a part of the tourism industry that focuses on a specific segment. This operator plays a crucial role in the development and management of Special Interest Tourism Destinations (ODTW) in the Special Region of Yogyakarta. Currently, Walking-Walking Tour has successfully integrated its tourism business into the special interest tourism sector.

The tourist destinations in Lendah District, Kulon Progo Regency, possess potential and attractions that can be introduced to visitors. One of the compelling aspects is its historical significance, closely linked to the era of the Mataram Kingdom, estimated to be from the 8th to the 10th centuries AD. Additionally, this region is home to various archaeological sites and temples from that period. Thus, it is a fact that this area has been inhabited by ancient communities for a long time. These facts provide significant support regarding the historical and cultural appeal of the region.

New and fresh ideas have emerged for tourism development in Sidorejo. It has been three years since we began focusing on inclusive tourism. We emphasize that tourism is not just about places for photos, but also about human rights. Tourism is a right for everyone, and every individual has equal rights and responsibilities to contribute to creating inclusive tourism in Indonesia (Marianti, Personal Communication, 2024).

The tourist attractions in Lendah District, Kulon Progo Regency, hold significant potential and appeal that can be introduced to visitors. This area is particularly interesting due to its historical value, closely linked to the era of the Ancient Mataram Kingdom, estimated to be from the 8th to the 10th centuries AD. Furthermore, the region boasts various archaeological sites and temples from that period, confirming that it has long been inhabited by ancient communities. These facts provide substantial support for the area's historical and cultural appeal. Fresh and innovative ideas have emerged for tourism development in Sidorejo. It has been three years since we began focusing on inclusive

tourism. We emphasize that tourism is not merely about picturesque locations but also about human rights. Tourism is a right for everyone, and every individual has equal rights and responsibilities to contribute to realizing inclusive tourism in Indonesia (Marianti, Personal Communication, 2024).

Initially, about three or four years ago, they had already implemented some foundational infrastructure, which I observed in the field. Some buildings, such as the joglo and pendopo, were equipped with ramps and handrails. In my opinion, this is the only village in Kulon Progo that has demonstrated such concern for accessibility. Other villages lack these kinds of facilities. At first, as a tourism village judge, I found this very unique because it's rare to see pendopo or joglo structures built by villages with accessibility in mind. The toilets also had accessible features, although the space inside still required further development. However, the fact that there was already a mindset like, "If someone enters this pendopo, there's a wheelchair path here," is a very good starting point. Over the past three years, the development has been quite focused, especially in terms of inclusivity. Inclusivity means that anyone can access it. So, when we talk about people with special needs or disabilities, we shouldn't only think of wheelchairs or hearing impairments but also consider how they can fully participate (Marianti, Personal Communication, 2024).

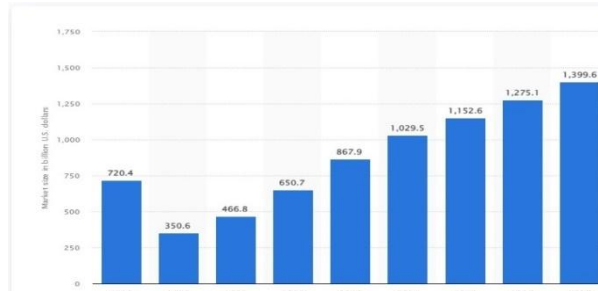
In the past three years, the involvement of children with special needs in Lendah, particularly in Sidorejo, has been observed from two perspectives—as tourists and as tourism participants—where both aspects synergize well. Initially, we only targeted tourists with various disabilities, but over time, local individuals with special needs also began to actively participate in tourism, including as cultural performers in the village, such as visually impaired individuals playing gamelan music (Marianti, Personal Communication, 2024).

Wellness Industry

The Lendah area in Kulon Progo has become one of the chosen destinations for Walking-Walking Tour in the development of wellness tourism. The development of this tourist village by Walking-Walking Tour serves as a place for activities for children with special needs. This is in line with Law No. 6 of 2014, which states that villages have the right to their origins and traditional rights to manage and administer the interests of their communities, and function to realize the ideals of independence according to the 1945 Constitution of the Republic of Indonesia. Based on this definition, a strong foundation is provided, emphasizing that villages hold a strategic role. The strength of villages, particularly in terms of culture, history, and nature, supports the development of the village tourism industry. This becomes one of the strengths of developing countries as a driving force in the development of the tourism industry.

Tourism has the potential to engage and transform the economic, political, social, and ecological dimensions of future lifestyles [6]. From a structural perspective, it can influence the conditions of national tourism development. The hope for the future is that tourism can contribute to improving the lives of people, particularly at the grassroots level. Therefore, government intervention to collaborate and support actors in the tourism industry is highly strategic. Globally, the wellness tourism industry has seen significant growth.

Tabel 1. Market Size of the Wellness Tourism Industry Worldwide from 2019 to 2022, with a Forecast to 2027 (in billion U.S. dollars)



Source : <https://www.statista.com/statistics/491362/health-wellness-market-value/>

The data above shows a significant figure regarding the growth of the global wellness tourism industry. This presents an opportunity for every country to become part of wellness tourism development. Such data is especially helpful for developing countries, indicating that this industry can significantly impact tourism development. Indonesia is one of the countries currently developing and rebuilding its tourism industry post-COVID-19. The latest data shows that Indonesia ranks 18th out of 145 countries [7]. The potential for attracting international tourists to Indonesia, especially in the niche tourism market, is immense. In recent years, tourism-related foreign exchange revenue has positively impacted the national economy. The global economic impact of the tourism industry, particularly the wellness economy, has yielded substantial benefits. This is evident in periodic reports released by the Global Wellness Institute.

Figure 1. Global Wellness Industry



Source : Global Wellness Economy Monitor 2023

The report from the Global Wellness Economy shows a rise in revenue. The wellness economy grew rapidly by 16.5% in 2021 during the early recovery phase from the pandemic, followed by a slower growth rate of 8.1% in 2022 [8]. Globally, the revenue from the wellness industry continues to increase, although the percentage growth in 2022 was not as high as in 2021.

Lendah Tourism Village

Walking-Walking Tour engages in activities in a village in Lendah to facilitate experiences for children with special needs (Anak Berkebutuhan Khusus or ABK). One of these activities involves introducing the children to ancient manuscripts. Initially, the concept of wellness was unfamiliar, particularly in the context of developing village

tourism. The term "wellness" itself is relatively new in terms of implementation in Indonesia. When we observed the unique potential in Lendah, especially in Sidorejo, compared to other areas in Kulonprogo, where each village has its own distinct identity, I saw a specific opportunity in Lendah. Historically, Lendah is one of the earliest regions of settlement and civilization in Kulonprogo. This is evident from the many ancient manuscripts or books owned by the local people, passed down through generations, often to the third or fourth generation. This unique potential became the primary opportunity for developing tourism in Sidorejo, ensuring that the tourism there is developed in a more distinctive manner. Typically, tourism development focuses on mass tourism, where success is measured by the number of visitors, but I believe that tourism development should be more specific and tailored to the unique characteristics of each village (Marianti, Personal Communication, 2024).

Ancient manuscripts are cultural legacies that document and reflect the intellectual wealth of our nation's ancestors. The tradition of writing and illustrating in books can be found in several ancient Javanese manuscripts, highlighting the intellectual and aesthetic achievements of Javanese society at the time. Preserving these ancient manuscripts is a vital cultural conservation effort, and it is an experience that can be shared and appreciated [9]. On the other hand, children with special needs are assisted using Braille. This is very helpful in providing insights into history. Handwriting is an interesting relaxation technique that can calm emotions, slow down breathing, lower heart rate, reduce blood pressure, and relieve muscle tension. This course is an introduction to aksara (letters), sandhangan (diacritics), wilangan (numbers), and pada (punctuation marks) [9]. For a manuscript course for the visually impaired or those with dual sensory impairments, you will introduce Javanese script using special tools. We do not copy the entire manuscript onto Lontar (due to safety procedures) [9].

Figure 2. Activities For Children with Special Needs In Lendah, Kulon Progo



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CONCLUSIONS

The development of wellness tourism in Sidorejo Village, Lendah, Kulonprogo, has shown great potential in integrating the concepts of inclusivity and local traditions into tourism. By utilizing cultural heritage such as ancient manuscripts and involving individuals with special needs, both as tourists and participants in tourism activities, the village has created a tourism model that focuses not only on visitor numbers but also on the quality of experience and inclusivity. The main challenges in this process include budget limitations, preparation of disability-friendly infrastructure, and the need for specialized training to cater to the diverse needs of visitors. However, with strong commitment from the local community and support from village policies, Sidorejo has successfully built a tourism sector that respects human rights and prioritizes the well-being of all, including people with disabilities.

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