

**PENTAHELIX COLLABORATION IN DEVELOPING HEALTHY
TOURISM ATTRACTIONS FOR GENERAL Z TOURISTS IN DIENG,
WONOSOBO REGENCY, CENTRAL JAVA
(CASE STUDY: SIKUNIR HILL, TELAGA WARNA,
SIKARIM WATERFALL)**

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Abstract

This research aims to develop a Pentahelix collaboration model for the development of wellness tourism targeting Generation Z at Bukit Sikunir, Telaga Warna, and Sikarim Waterfall in the Dieng area, which was designated as a National Geopark in May 2025. Employing a descriptive qualitative approach, data were collected through observation, structured interviews, and document studies involving 14 informants purposively selected from the Pentahelix elements (government, academia, business, community, media) as well as Gen Z tourists, and subsequently analyzed using the Miles and Huberman interactive model through data reduction, presentation, and conclusion drawing. The findings indicate that Gen Z dominates visitor numbers, with healing and stress relief as their primary motivations, heavily relying on social media as their information source, and seeking authentic, instagrammable, and sustainable experiences. The implementation of Pentahelix collaboration has been carried out partially: the government acts as regulator and infrastructure facilitator, academia provides scientific research, businesses and communities drive the local economy through souvenir ventures, homestays, and tourism services, while social media effectively builds loyalty and promotes environmental conservation campaigns through the @diengbersih account. However, development faces significant constraints: a lack of cross-sector communication, the absence of a sustainable coordination forum, low local tourism human resource capacity, government dominance in policy-making, limited integrated digital promotion, as well as constrained infrastructure and technology adoption. The recommended optimal model necessitates a shared vision, strengthening of quarterly coordination forums, community empowerment as management subjects, the development of an integrated "Dieng Wellness Escape" package (sunrise trekking, meditation, sound healing), the utilization of Augmented Reality (AR), and collaboration with influencers and content creators, with success indicators comprising increased Gen Z visits, a minimum average length of stay of 3 days, and increased community income. Through cross-sector synergy and an approach aligned with Gen Z characteristics, Dieng has the potential to become a leading wellness tourism destination at both national and international scales.

Keywords: Wellness Tourism, Generation Z, Pentahelix Collaboration, Dieng, Sustainable Tourism

INTRODUCTION

The global tourism industry has undergone a significant transformation over the past several decades, with tourists' preferences shifting from travel experiences focused primarily on entertainment and recreation toward experiences that support physical, mental, and spiritual well-being. This shift has contributed to the emergence of *wellness tourism*, a form of travel aimed at maintaining, enhancing, or restoring an individual's holistic well-being (Global Wellness Institute, 2022). The global *wellness tourism* market reached US\$814.6 billion in 2022, making it one of the fastest-growing segments of the tourism industry, with a strong emphasis on health, fitness, and holistic experiences. The market is also projected to continue expanding significantly between 2023 and 2030 (Global Wellness Institute, 2022). These developments indicate that *wellness tourism* has evolved beyond an alternative form of tourism into an increasingly important segment of the global tourism industry.

In Indonesia, the development of *wellness tourism* has become an important direction in national tourism development. The Ministry of Tourism and Creative Economy has positioned *wellness tourism* as one of the key pillars of tourism diversification through the development of high-quality tourism experiences and the strengthening of national culture (Kementerian Pariwisata dan Ekonomi Kreatif, 2023). The development of *wellness tourism* is expected to generate multiple benefits, including increasing foreign exchange earnings and strengthening Indonesia's position in the global tourism market as a destination that offers healthy, welcoming, high-quality, and world-class experiences (Kementerian Pariwisata dan Ekonomi Kreatif, 2023). Therefore, the development of *wellness tourism* needs to go beyond conventional health and fitness activities by integrating natural resources, cultural heritage, local communities, and authentic experiences into holistic tourism products.

The growth of *wellness tourism* is also closely associated with changes in tourist demographics, particularly the increasing role of Generation Z as an emerging travel market. Generation Z and millennials, as *digital natives*, have contributed to the emergence of new tourism trends, including *eco-tourism*, *wellness tourism*, and *sport tourism* (Ismarizal et al., 2025). Generation Z demonstrates a strong interest in *healing* and experiences that support mental health. Research indicates that 73% of Generation Z travelers plan trips specifically for health-related benefits, such as relaxation and self-care, while 67% of Generation Z and millennials in Indonesia travel to reduce stress, generally through short trips lasting two to four days (Ismarizal et al., 2025). These findings indicate that wellness-oriented travel has become increasingly relevant to the lifestyle and psychological needs of younger tourists.

The motivations of Generation Z toward *wellness tourism* are multidimensional, encompassing physical health, transcendence, escape from routine, concern for others, novelty seeking, and self-esteem development (Ismarizal et al., 2025). For this generation, *wellness tourism* is not merely a form of recreation but can function as a coping mechanism for dealing with the pressures of modern life, a means of self-reflection, and a pathway toward personal growth and emotional recovery (Ismarizal et al., 2025). Nature-based activities, meditation, relaxation, traditional wellness practices, and retreats are therefore increasingly relevant because they provide opportunities for tourists to achieve balance between body and mind. This tendency creates opportunities for destinations with strong natural and cultural resources to develop tourism experiences that correspond to the wellness needs and preferences of Generation Z.

One destination with substantial potential in this context is the Dieng Plateau in Wonosobo Regency, Central Java. Dieng possesses diverse natural and cultural resources, including ancient temples, the *Ruwatan Rambut Gimbal* tradition, volcanic craters, and lakes that can provide aesthetic, educational, cultural, and economic value for local communities (Prabawani et al., 2024). The potential of Dieng is further strengthened by its designation as a National Geopark, which integrates geological diversity, biodiversity, and cultural diversity to support conservation, education, and local economic empowerment through sustainable tourism (Lestari et al., 2023). These characteristics provide a strong foundation for developing Dieng as a destination that offers not only recreational experiences but also nature- and culture-based *wellness* experiences.

Among the various attractions in Dieng, Sikunir Hill, Telaga Warna, and Sikarim Waterfall possess characteristics that are particularly relevant to the development of *wellness tourism*. Sikunir Hill, located in Sembungan Village, the highest village on Java Island, is widely recognized for its sunrise experience and panoramic views of the surrounding mountains and sea of clouds, providing opportunities for relaxation, mindfulness, and personal reflection. Telaga Warna offers a unique natural phenomenon in which the color of the lake changes due to its volcanic characteristics, creating a tranquil environment suitable for contemplation and *healing* experiences. Meanwhile, Sikarim Waterfall, situated at approximately 1,800 meters above sea level between Mount Bisma and Mount Sikunir, provides a cool and peaceful natural environment that supports visitors seeking to escape from urban routines and experience direct contact with nature (Prabawani et al., 2024). The combination of natural resources, ecological characteristics, wellness activities, and adventure experiences in tourism destinations can provide an important foundation for developing community-based wellness tourism. Prakoso and Palupiningsih (2025) emphasize that tourism villages can function as community-based wellness tourism resources by integrating nature, ecology, wellness, and adventure (NEWA) to support well-being across the dimensions of body, mind, and soul. Based on these perspectives, the three destinations in Dieng can be positioned as complementary wellness tourism resources, with Sikunir offering sunrise and mindfulness experiences, Telaga Warna emphasizing tranquility and contemplation, and Sikarim providing nature-based exploration and physical activities.

The characteristics of these three destinations are consistent with the preferences of younger tourists who increasingly seek meaningful, visually appealing, and nature-based travel experiences. The mountainous landscapes, misty atmosphere, sunrise views, lake scenery, and waterfalls of Dieng provide strong visual and experiential attractions that can be particularly appealing to Generation Z. In addition to their aesthetic value, these natural environments can be developed into experiences involving relaxation, contemplation, physical activity, self-reflection, and emotional restoration. However, the development of *wellness tourism* in Dieng, particularly across these three destinations, continues to face several challenges, including limitations in supporting infrastructure, inadequate accessibility, fragmented destination management, and the suboptimal utilization of local potential to create holistic *wellness* experiences (Prabawani et al., 2024).

The challenges become more complex because Sikunir Hill, Telaga Warna, and Sikarim Waterfall have different characteristics and management contexts, requiring an integrated and context-sensitive development approach. There is not yet a systematic plan to position the

three destinations as an interconnected *wellness tourism* experience, including the provision of supporting facilities such as meditation areas, health-oriented trekking routes, natural wellness facilities, and tourism packages tailored to Generation Z. Consequently, the development of *wellness tourism* in Dieng requires not only physical infrastructure and tourism product innovation but also effective coordination among stakeholders. Such coordination is necessary to integrate natural resources, cultural assets, local communities, businesses, government policies, academic knowledge, and digital promotion into a coherent tourism ecosystem.

A collaborative approach can be examined through the Pentahelix model, which involves five key stakeholder groups: academics, businesses, communities, government, and media (Dananjaya, 2025; Purwanta et al., 2025). The Pentahelix model provides a strategic framework for understanding how different stakeholders can contribute complementary resources, knowledge, networks, policies, and promotional capacities to tourism development. Collaboration among these five elements is expected to create added value for local communities, stimulate local economic growth, strengthen destination competitiveness, and support sustainable tourism development (Dananjaya, 2025). Studies on Pentahelix collaboration have been conducted in various tourism contexts, including the Nusantara Capital City, Pramuka Island, Sumedang Regency, and Bekasi City. However, research specifically examining Pentahelix collaboration in the development of *wellness tourism* for Generation Z in the Dieng area remains limited (Dananjaya, 2025; Purwanta et al., 2025).

This research gap demonstrates the importance of examining how Pentahelix collaboration can be implemented to develop *wellness tourism* attractions that correspond to the characteristics and preferences of Generation Z tourists at Sikunir Hill, Telaga Warna, and Sikarim Waterfall. The study is important because the three destinations possess different natural characteristics and tourism potentials that require specific yet interconnected development strategies. Therefore, this study aims to analyze Pentahelix collaboration in the development of *wellness tourism* attractions for Generation Z tourists in the three destinations. The findings are expected to contribute academically to the development of *wellness tourism* and Pentahelix collaboration studies while providing practical recommendations for stakeholders in developing Dieng as an integrated, sustainable, competitive, and Generation Z-oriented *wellness tourism* destination.

IMPLEMENTATION METHOD

This study employed a qualitative descriptive approach to explore and provide an in-depth understanding of the potential for *wellness tourism*, the roles of Pentahelix stakeholders, the preferences of Generation Z tourists, and the dynamics of collaboration in the development of tourism in the Dieng area, Wonosobo, Central Java. The qualitative approach was selected because the study seeks to understand phenomena from the perspectives of stakeholders and tourists within their natural contexts. Data were collected through observation, interviews, and document analysis. Interviews involved representatives of the five Pentahelix elements—government, academia, business, community, and media—as well as Generation Z tourists. Document analysis covered tourism policies, government reports, statistical data, destination management documents, scientific publications, and other relevant sources. The use of multiple sources was intended to provide a comprehensive understanding of the challenges and opportunities associated with tourism development in Dieng (Ihalauw et al., 2023).

The research was conducted in the Dieng Plateau tourism area, Wonosobo Regency, Central Java, with the study sites consisting of Sikunir Hill, Telaga Warna, and Sikarim Waterfall. These three destinations were purposively selected because of their distinctive natural characteristics and potential to support *wellness tourism*. Sikunir Hill, located in Sembungan Village, is known for its sunrise panorama, mountainous landscape, and relatively accessible trekking route. Telaga Warna, located in Dieng Wetan Village, offers a unique volcanic lake landscape, tranquil atmosphere, trekking opportunities, and cultural-spiritual narratives. Meanwhile, Sikarim Waterfall, located in Sikarim Village, provides a relatively secluded natural environment characterized by cool temperatures, flowing water, vegetation, and scenic landscapes. The research focused on four major aspects: (1) Pentahelix collaboration, including the roles, contributions, communication, and relationships among government, academia, business, community, and media; (2) the existing conditions and potential of *wellness tourism* at the three destinations; (3) the perceptions, motivations, and preferences of Generation Z tourists, particularly regarding relaxation, authenticity, digital experiences, affordability, and nature-based activities; and (4) the opportunities, constraints, and potential socio-economic and environmental impacts of *wellness tourism* development.

The study utilized both primary and secondary data. Primary data were obtained directly from informants through interviews and observations, allowing the researcher to capture their experiences, perceptions, practices, and perspectives regarding *wellness tourism* and Pentahelix collaboration (Ihalauw et al., 2023). Secondary data were obtained from previously available sources, including tourism policies and regulations, reports from the Wonosobo Regency Tourism Office, regional tourism development plans, tourist arrival statistics, scientific publications, news reports, archival materials, photographs, and other relevant documents (Ihalauw et al., 2023). Informants were selected using purposive sampling based on their knowledge, involvement, and relevance to tourism development in Dieng. The informants consisted of representatives of the government, academics, tourism businesses, local communities, media practitioners or digital content creators, and Generation Z visitors. Data collection involved direct observation of destination conditions, tourism activities, supporting facilities, visitor behavior, stakeholder interactions, and potential *wellness tourism* attributes. Interviews were conducted using a structured or semi-structured interview guide to explore stakeholder roles, perceptions, experiences, preferences, opportunities, and

constraints. Documentation was used to complement the findings obtained through observations and interviews (Creswell, 2013; Ihalaauw et al., 2023; Monday, 2020; Muzari et al., 2022; Chatra et al., 2023).

Data analysis followed the interactive model proposed by Miles et al. (2014), consisting of data collection, data reduction, data display, and conclusion drawing. During data reduction, information was selected, simplified, coded, and categorized according to the research focus. The analysis emphasized four emerging themes: (1) the shift in Generation Z tourism values toward holistic wellness and digital existence; (2) the potential of Dieng's natural and cultural resources as a living and regenerative system; (3) the dynamics of Pentahelix collaboration between procedural rationality and recognition of the contributions of different stakeholders; and (4) the importance of achieving a *net positive impact* through environmental restoration, local economic development, and social cohesion. The analysis then examined patterns of relationships among these themes, including collaborative causality, interactions between Generation Z demand and destination supply, and regenerative cycles between tourism activities and environmental and community recovery. These patterns were synthesized into a conceptual-operational model of regenerative *wellness tourism* based on three interconnected pillars: communicative dialogue, mutual recognition, and regeneration. The proposed model integrates Pentahelix collaboration with Generation Z preferences and operational strategies such as short-duration 3E (*Education, Exploration, and Aesthetics*) wellness packages, circular resource management, and positive-impact indicators.

The credibility of the findings was ensured through triangulation of sources, methods, and, where necessary, time of data collection. Source triangulation involved comparing information obtained from different Pentahelix stakeholders and Generation Z tourists, while methodological triangulation involved comparing findings from interviews, observations, and document analysis. This strategy was applied to reduce potential bias and strengthen the credibility and consistency of the findings (Donkoh, 2023; Santos et al., 2020). The research process consisted of five stages: planning and literature review, preparation of research instruments, field data collection, integrated data analysis and model formulation, and preparation of the final research report and dissemination of findings. The study was planned to be conducted from June to August 2026, with the schedule adjusted according to field conditions and the availability of informants. The final analysis was directed toward producing an empirically grounded Pentahelix collaboration model for developing sustainable and regenerative *wellness tourism* that responds to the needs and preferences of Generation Z in Sikunir Hill, Telaga Warna, and Sikarim Waterfall, Dieng, Wonosobo.

RESULTS AND DISCUSSION

1. Potential of Wellness Tourism at Sikunir Hill, Telaga Warna, and Sikarim Waterfall

The findings indicate that Sikunir Hill, Telaga Warna, and Sikarim Waterfall have strong but differentiated potential for the development of *wellness tourism* in the Dieng area. The three destinations are perceived as suitable for wellness-oriented experiences, although each destination offers a different experiential character. Sikunir Hill is primarily associated with sunrise experiences, visual landscapes, and light trekking; Telaga Warna is more strongly associated with tranquility, contemplation, and the natural landscape; while Sikarim Waterfall is characterized by trekking, adventure, and direct interaction with nature. These differences indicate that the three destinations should not be developed through an identical tourism product but rather as complementary components within an integrated *wellness tourism* destination.



Figure 1. Research location at Bukit Sikunir

Source: Dieng tourist map – Bing Maps

Sikunir Hill has considerable potential for *mindfulness*-oriented tourism because the sunrise experience, mountain panorama, cool temperature, and relatively accessible trekking route provide opportunities for physical activity combined with psychological relaxation. The experience of observing sunrise can be further developed through activities such as *sunrise meditation*, *mindful walking*, breathing exercises, and reflective activities. This potential is particularly relevant to Generation Z, whose travel motivations increasingly involve relaxation, emotional recovery, and experiences that can be shared through digital platforms (Corbisiero, 2022). In contrast, Telaga Warna offers a different form of wellness experience through its calm natural environment, lake landscape, surrounding vegetation, and spiritual-cultural narratives. These characteristics provide opportunities for *nature-based relaxation*, contemplation, and environmental interpretation. Sikarim Waterfall, meanwhile, has potential as a destination for *nature healing* and active wellness because trekking, cool mountain air, flowing water, and relatively quiet surroundings create opportunities for visitors to disconnect from everyday routines and engage directly with nature.

The differentiation among the three destinations is important because wellness tourists do not necessarily seek a single type of activity. Rather, wellness experiences may involve a combination of physical activity, psychological relaxation, interaction with nature, cultural experience, and personal reflection (Dillette et al., 2019). This multidimensional character of

wellness tourism also highlights the importance of integrating diverse local resources into a coherent tourism experience. Prakoso and Palupiningsih (2025) emphasize that tourism villages can serve as community-based wellness tourism resources by integrating nature, ecology, wellness, and adventure, allowing different local resources to contribute to holistic well-being. Therefore, Sikunir Hill, Telaga Warna, and Sikarim Waterfall can potentially be connected into a sequential wellness experience. Sikunir Hill could function as a space for sunrise and mindfulness, Telaga Warna as a space for contemplation and relaxation, and Sikarim Waterfall as a space for exploration and nature-based recovery. Such integration would transform the three attractions from separate tourism sites into a complementary *wellness tourism* circuit, while also creating opportunities for local communities to participate in the provision of wellness-related services and experiences.

However, the findings also reveal a gap between the existing potential and the availability of specific wellness tourism products. Although tourism facilities are generally available, there is currently no integrated wellness package incorporating activities such as meditation, *sound healing*, yoga retreats, health-oriented trekking, or other structured wellness activities. This finding suggests that the challenge is not primarily the absence of natural resources but the limited capacity to transform existing resources into structured, marketable, and experience-based wellness products.

2. Generation Z Preferences and the Transformation of Wellness Tourism Experiences

The findings show that Generation Z represents a promising market for the development of wellness tourism in Dieng. Visitors from this generation perceive the three destinations positively as places for healing, although their preferences vary according to the characteristics of each destination. Sikunir Hill is particularly attractive because of its sunrise, visual appeal, and viral potential on social media. Telaga Warna is more strongly associated with tranquility and meditation, while Sikarim Waterfall attracts visitors seeking trekking and adventure experiences. The findings therefore demonstrate that Generation Z's wellness preferences involve a combination of relaxation, authenticity, aesthetic value, physical activity, and digital engagement (Hartig et al, 2010).

The strong influence of social media is particularly important in understanding Generation Z's travel behavior. Tourism experiences are increasingly evaluated not only according to what tourists experience physically but also according to their potential to be documented, narrated, and shared digitally. Sikunir Hill, for example, has a competitive advantage because its sunrise landscape provides a highly visual experience that can easily be transformed into social media content. Similarly, the relatively secluded character of Sikarim Waterfall can be positioned as a hidden gem experience, while Telaga Warna can be promoted through narratives emphasizing tranquility, natural uniqueness, and local cultural meaning (Situngkit, 2025). Thus, digital attractiveness does not necessarily have to contradict wellness values; instead, digital storytelling can become a mechanism for communicating and extending the wellness experience (Fiddian et al, 2019).

Nevertheless, the findings indicate that existing tourism products have not yet been sufficiently designed around the specific characteristics of Generation Z. There is still limited availability of integrated wellness packages, while technology-based innovations remain relatively weak. Sikunir Hill is relatively more advanced in developing Instagrammable

content, whereas Telaga Warna and Sikarim still require stronger research-based branding and digital promotion. This situation creates an opportunity to develop wellness products based on the 3E concept—Education, Exploration, and Aesthetics. Education can be provided through environmental and cultural interpretation; exploration through trekking and nature-based activities; and aesthetics through carefully designed visual experiences and digital storytelling (Sinsup & Phumsathan, 2025).

The development of wellness products for Generation Z should also consider affordability and trip duration. Rather than developing highly exclusive wellness tourism products, Dieng can develop short-duration, accessible, and flexible packages that combine several wellness activities across the three destinations. Such an approach would allow wellness tourism to become more inclusive while simultaneously responding to the characteristics of younger tourists who tend to favor experiential, flexible, and digitally mediated travel.

3. Pentahelix Collaboration in the Development of Wellness Tourism

The findings demonstrate that the five Pentahelix actors—government, academia, business, community, and media—are already involved in tourism development in Dieng, but their collaboration has not yet reached an integrated level specifically oriented toward wellness tourism. The government primarily functions as regulator and facilitator through tourism policies, infrastructure provision, destination management, and promotional programs. Existing infrastructure such as roads, toilets, parking areas, and other visitor facilities provides an important foundation for destination development. Nevertheless, existing policies have not specifically established an integrated wellness tourism development framework connecting Sikunir Hill, Telaga Warna, and Sikarim Waterfall.

Academics contribute through research, knowledge production, training, community assistance, and the development of tourism concepts (Jamal et al, 2011). However, the distribution of academic contributions remains uneven. Sikunir Hill has received relatively greater attention in terms of research, assistance, and training, whereas Telaga Warna and Sikarim still lack research specifically addressing wellness tourism and Generation Z-oriented destination branding. This finding highlights the importance of strengthening academia's role not merely as a producer of scientific publications but also as a knowledge intermediary capable of translating research findings into practical tourism innovations.

The business sector contributes through accommodation, food and beverage services, guiding services, transportation, tourism packages, and investment. Local communities simultaneously play an important role as tourism service providers, guides, traders, homestay operators, and UMKM actors. The findings show that community participation is already relatively high across the three destinations. However, training related specifically to wellness concepts, service quality, and Generation Z preferences remains insufficiently structured, particularly in Telaga Warna and Sikarim. Consequently, community participation needs to move beyond economic participation toward greater involvement in tourism planning, product development, and destination decision-making (Giampiccoli & Saayman, 2018).

The media represents another strategic actor because Generation Z relies heavily on digital platforms when searching for travel inspiration and information. The media and digital creators can contribute to destination branding, storytelling, and dissemination of wellness

tourism products. However, promotional activities have not yet fully positioned Sikunir Hill, Telaga Warna, and Sikarim Waterfall as an integrated wellness destination. The findings therefore suggest that Pentahelix collaboration in Dieng currently exists more as parallel stakeholder involvement than as a fully integrated collaborative system. The challenge is consequently not simply to increase the number of stakeholders involved but to establish mechanisms through which their knowledge, resources, networks, and responsibilities can be connected toward a common wellness tourism agenda.

4. Challenges, Opportunities, and an Integrated Model for Generation Z Wellness Tourism

The findings identify several challenges that may constrain the development of wellness tourism in Dieng, including fragmented stakeholder communication, unequal participation in decision-making, limited supporting infrastructure, insufficient human resource capacity, and the absence of integrated wellness tourism products. The government remains a dominant actor in several aspects of tourism governance, while the roles of communities, academics, businesses, and media have not always been incorporated into strategic decision-making. This condition may limit innovation because wellness tourism requires knowledge and resources from multiple sectors rather than relying solely on government intervention. In addition, the limited development of wellness-specific facilities and products represents a gap between the natural potential of Dieng and the experience expected by the emerging Generation Z market.

Despite these challenges, Dieng possesses substantial opportunities for developing an integrated wellness tourism model. The strong natural characteristics of the three destinations, the growing interest of Generation Z in healing experiences, and the increasing influence of digital media provide complementary advantages. The different experiential characteristics of Sikunir Hill, Telaga Warna, and Sikarim Waterfall can be transformed into a single tourism circuit rather than being marketed independently. Such integration would allow tourists to experience different dimensions of wellness within one destination system: mindfulness at Sikunir, contemplation at Telaga Warna, and exploration and nature-based recovery at Sikarim.

Based on the synthesis of the findings, an integrated model can be proposed through three interconnected mechanisms: collaborative dialogue, mutual recognition, and regenerative tourism development. Collaborative dialogue requires a multi-stakeholder forum in which government, academia, business, community, and media jointly determine the direction, standards, and priorities of wellness tourism development (Auliya et al, 2026). Mutual recognition requires each stakeholder's contribution to be acknowledged, particularly the community's position as a destination host rather than merely a tourism service provider. The third mechanism is regenerative development, in which tourism activities are designed not only to minimize negative impacts but also to generate positive contributions to environmental conservation, local economic welfare, and community cohesion.

Operationally, this model can be translated into 3E Wellness Tourism for Generation Z: Education, Exploration, and Aesthetics. Education can involve interpretation of Dieng's geological, ecological, and cultural resources; exploration can involve trekking, nature observation, and other physical activities; while aesthetics can involve sunrise experiences, landscape appreciation, photography, and digital storytelling (Wang et al, 2025). The

economic benefits generated through these activities can subsequently support environmental conservation and community capacity building, creating a feedback mechanism between tourism quality and destination sustainability. In this sense, the development of wellness tourism should not be measured solely through visitor numbers but also through the quality of visitor experiences, community benefits, environmental conditions, and the strength of stakeholder collaboration.

Overall, the results demonstrate that the principal challenge in developing Generation Z-oriented wellness tourism in Dieng is not the lack of tourism potential but the absence of an integrated mechanism that connects destination resources, tourist preferences, and stakeholder capabilities. Pentahelix collaboration therefore needs to evolve from individual contributions toward coordinated and mutually reinforcing action. Through this approach, Sikunir Hill, Telaga Warna, and Sikarim Waterfall can be positioned as complementary wellness attractions that combine natural healing, physical activity, cultural and environmental education, aesthetic experiences, and digital engagement while simultaneously strengthening local economic benefits and environmental sustainability.

CONCLUSION

The findings indicate that Generation Z is increasingly shifting away from consumption-oriented tourism toward nature-based *healing* and existential experiences as a means of escaping burnout and seeking psychological restoration. Dieng possesses the natural and experiential characteristics sought by this generation, including natural hot springs, aesthetic landscapes, cool mountain environments, and opportunities for relaxation, self-reflection, and visual content creation, making it highly relevant as a natural *wellness tourism* destination for short-duration travel of approximately 2–4 days. The transformation of these potentials into *wellness tourism* attractions is supported by Pentahelix collaboration, as demonstrated by the successful organization of the Dieng Culture Festival; however, collaboration remains constrained by weak cross-sector coordination, the absence of a shared vision, limited human resource capacity, and inadequate supporting regulations, resulting in partial rather than structural synergy. Therefore, an effective Pentahelix model requires an organic and integrated approach that places Community-Based Tourism (CBT) at its core and digitalization as an enabler for reaching Generation Z, supported by a shared vision, clearly defined stakeholder roles, and affordable 2–4-day wellness packages integrating nature, culture, and relaxation.

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