

CHARACTERISTIC DISTINGUISHMENTS OF PANCA MAHA BHUTA AS A BALINESE CULTURAL HEALTH SERVICE AT THE FIVELEMENTS RETREAT BALI HOTEL

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Abstract

The purpose of this article is to reveal the distinctive characteristics of Panca Maha Bhuta at Fivelements Retreat Hotel Bali. Panca Maha Bhuta is a local wisdom in Balinese culture that is often practiced by Balinese people in Hindu ritual activities. However, there is a Panca Maha Bhuta service intended for guests of Fivelements Retreat Hotel Bali. The problem formulation centers on: 1) What is the form of Panca Maha Bhuta at Fivelements Retreat Hotel Bali?; 2) Is there a nexus of Balinese cultural elements in Panca Maha Bhuta at Fivelements Retreat Hotel Bali?; 3) What is the distinctive form of Panca Maha Bhuta characteristics at Fivelements Retreat Hotel Bali?. This study uses a qualitative method. Observations and interviews with informants at Fivelements Retreat Hotel Bali have been conducted to collect primary data. Literature studies have been useful in searching for secondary data. The totality of data was analyzed qualitatively using the theory of power relations of knowledge and symbol theory. The results of the research are: 1) Panca Maha Bhuta is a special type of health service for guests of the Fivelements Retreat Bali Hotel; 2) There is a nexus of Balinese cultural elements in Panca Maha Bhuta at the Fivelements Retreat Bali Hotel; 3) The distinctive characteristics of Panca Maha Bhuta at the Fivelements Retreat Bali Hotel lie in the representation of Balinese culture in the name of the service package, the Balinese cultural style in the service package protocol components and the operational sensation.

Keywords: *Distinction, Characteristics, Panca Maha Bhuta, Balinese Cultural Health Services, Hotel Fivelements Retreat Bali*

INTRODUCTION

A hotel is a quality tourist accommodation designed to meet the needs of guests. Facilities and optimal service are essential components of a quality tourist accommodation (Marpaung, 2019). A hotel is a tourist accommodation that provides complete facilities and services for guest comfort. To meet guest needs, hotels provide complete facilities, including cleaning, health care, food and beverage services, room reservations, and entertainment. This ensures a comfortable stay for hotel guests through cleanliness, security, friendly customer service, and responsive personal service tailored to guest preferences. The number of foreign tourists to Bali in 2023 reached 5,273,258 (BPS, 2024). In 2023, the number of domestic tourists in Bali was 9,887,911 (BPS, 2024). As one of Indonesia's tourist destinations, Bali is renowned for its unique culture (Arini et al., 2020). Bali is called the last paradise in Indonesia (Kristanto and Wahyuni, 2019). The dominance of tourists in Indonesia has a positive impact on the country's foreign exchange (Budiyanti, 2020). Tourists choose Bali as a tourist destination, among other things, considering the facilities and service models of star-rated hotels. In Bali, star-rated hotels are a type of accommodation that contributes to Bali's infrastructure development and regional tax revenue. According to the Bali Province BPS (BPS) in Anggarini (2021), there are 4,323 hotel units available to meet tourist accommodation needs in Bali.

Tourists in Bali can choose from a variety of hotels to suit their preferences and budget. Many tourists choose star-rated hotels in Badung Regency. Badung Regency boasts the largest number of star-rated hotels in Bali (Putri and Wirawati, 2022; Hidayanti et al., 2021). Of the 541 star-rated hotels in Bali, 413 are located in Badung Regency (BPS, 2024).

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Region	Number of Hotels in Bali by Class and Region					Total
	5 stars	4 stars	3 stars	2 stars	1 star	
Jembrana	0	1	3	1	0	5
Tabanan	2	1	1	0	0	4
Badung	69	130	153	39	22	413
Gianyar	12	12	7	1	3	35
Klungkung	1	0	7	1	0	9
Bangli	0	2	0	0	0	2
Karangasem	1	2	5	1	4	13
Buleleng	1	4	4	1	2	12
Denpasar	8	15	9	11	5	48
Bali	94	167	189	55	36	541

The table above shows that the intense competition in the Bali hotel business occurs in Badung Regency. Five-star, four-star, three-star, two-star, and one-star hotels in Bali are mostly located in the Badung tourist area. The number of star-rated hotels in Badung Regency is dominated by three-star and four-star hotels. The total dominance of three-star and four-star hotels is directly proportional to the total dominance of three-star and four-star hotels in Bali. In other words, three-star and four-star hotel facilities are the most widely available star-rated hotel facilities for tourism activities. Tourism activities require a variety of services and facilities, such as those provided by star-rated hotels, to meet guest demand. Quality service can motivate consumers to become customers by fulfilling their needs (Atmaja, 2018). According to Annishia et al. (2019), payment decisions are not only influenced by consumers' financial strength based on the quality of facilities, service quality, and service promotions but can also be influenced by culture, politics, technology, physical evidence, people, and processes. Several facilities can impact guest payment decisions.

Customer payment decisions can be influenced by their satisfaction as consumers. Customer satisfaction is crucial for a business to survive in the face of intense competition (Fillayata & Mukaram, 2020). Satisfaction can shape a service business's position in consumer perception (Atmaja, 2018). According to Chusnahan & Indriana (2020), customer satisfaction with the quality of service facilities tends to lead to customer retention. To attract customers while supporting the development of the tourism industry in Bali, star-rated hotels provide high-quality accommodation offerings for guests. Many star-rated hotels have integrated services and accommodation packages for the convenience, satisfaction, and comfort of hotel guests. It is interesting to note that there is a Panca Maha Bhuta service at the Fivelements Retreat Hotel Bali. Many studies have studied the Panca Maha Bhuta in Balinese culture, service innovation, and hotel facilities. However, there has been no research that reveals the characteristics of the Panca Maha Bhuta at the Fivelements Retreat Hotel Bali. Therefore, research on the distinctive characteristics of the Panca Maha Bhuta at the Fivelements Retreat Hotel Bali is urgently needed to review the Influence of Adoption of Technological Innovation on Customers' Perceived Health Risks and Customer Hotel Selection Behavior During the Pandemic in Malaysia, A Mobile Solution for Enhancing Tourist Safety in Warm and Humid Destinations, Strategies for Reaching Niche Markets in the New Normal Era (Case Study at Hotel Santika Pekalongan), Service Standard Updates in Hotels: How COVID-19 Changes Operations and Design of Service for Incremental Innovation Management in SMEs.

Hajan et al (2023) based on The Influence of Adoption of Technological Innovation on Customers' Perceived Health Risks and Customer Hotel Selection Behavior During the Pandemic in Malaysia said that the adoption of technological innovation has a significant effect on customers' perceived health risks and hotel selection behavior. Some hotels adopt technological innovation to minimize guest contact with hotel employees and improve cleanliness. The relevance of The Influence of Adoption of Technological Innovation on Customers' Perceived Health Risks and Customer Hotel Selection Behavior During the Pandemic in Malaysia with Panca Maha Bhuta services lies in the similarity of perspectives regarding innovation in hotels. However, The Influence of Adoption of Technological Innovation on Customers' Perceived Health Risks and Customer Hotel Selection Behavior During the Pandemic in Malaysia does not analyze services based on local wisdom, while the distinction of Panca Maha Bhuta as a Balinese cultural health service analyzes services based on Balinese wisdom.

Dinkoksung et al. (2023) in their paper, A Mobile Solution for Enhancing Tourist Safety in Warm and Humid Destinations, stated that supply chain capacity in the tourism sector is sufficient. However, significant challenges arise given the projected 30% increase in tourist volumes, which will require additional medical facilities without a commensurate increase in hotel capacity and tourist routes. Correcting this imbalance is crucial to effectively accommodate future demands. Applying open innovation principles empowers stakeholders to foster collaboration, knowledge sharing, and collaborative solutions that can optimize these factors, thereby promoting the economic

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viability of the broader ecosystem. The relationship between the Mobile Solution for Enhancing Tourist Safety in Warm and Humid Destinations and Panca Maha Bhuta services is viewed from the perspective of innovation in the hospitality sector. However, the distinction of Panca Maha Bhuta as a Balinese cultural health service analyzes the health services at the Fivelements Hotel, while the Mobile Solution for Enhancing Tourist Safety in Warm and Humid Destinations does not analyze the health services at the Fivelements Hotel.

Nurhayati et al. (2022) based on the Strategy to Reach Market Niches in the New Normal Era (Case Study at Hotel Santika Pekalongan) stated that there is one variable that has a negative influence on purchasing decisions (product innovation). Meanwhile, three other variables (promotion, offering power, and utilization of online media) have a positive influence on purchasing decisions. The relationship between the Strategy to Reach Market Niches in the New Normal Era (Case Study at Hotel Santika Pekalongan) and the Panca Maha Bhuta service lies in the perspective of innovation in hotels. However, the Strategy to Reach Market Niches in the New Normal Era (Case Study at Hotel Santika Pekalongan) does not analyze the Panca Maha Bhuta, while the Panca Maha Bhuta service does.

Chan et al. (2021), through Service Standards Update in Hotels: How COVID-19 Changed Operations, stated that empirical evidence from hotel operators attempting to navigate the crisis during the pandemic provides valuable theoretical contributions to the hospitality service literature as well as managerial implications for hotel operators globally. Hotels experienced phases of outbreak, response, and recovery from crisis management procedures. However, given the severity and scope of the COVID-19 pandemic, implementing specific processes is necessary for each procedure, such as following local guidelines and updating local standard operating procedures (LSOPs). The relationship between Service Standards Update in Hotels: How COVID-19 Changed Operations and Panca Maha Bhuta services is seen from a hotel service perspective. However, the distinction of Panca Maha Bhuta as a Balinese cultural health service analyzes health services based on Balinese local wisdom at Hotel Fivelements, while Service Standards Update in Hotels: How COVID-19 Changed Operations does not analyze health services based on local wisdom at Hotel Fivelements.

Proenca & Jimenez-Saez (2020), based on Design of Service for Incremental Innovation Management in SMEs, stated that small businesses can develop service designs according to their human and financial limitations. There are alternative paths that encourage greater user collaboration, enabling small businesses to explore and exploit user-related processes. The incremental innovation process does not have to be tedious, uncertain, or expensive for small and medium-sized businesses. The relevance of service design for incremental innovation management in SMEs with Panca Maha Bhuta services is seen from the perspective of hotel service innovation. However, the Design of Service for Incremental Innovation Management in SMEs does not analyze health service innovation at the Fivelements Hotel. While the distinction of Panca Maha Bhuta as a Balinese cultural health service analyzes health service innovation at the Fivelements Hotel.

As a four-star hotel, Hotel Fivelements offers the Panca Maha Bhuta package to its guests. However, this Panca Maha Bhuta package service is apparently not offered at four-star class hotels in Badung Regency such as Hotel Daun Bali Seminyak, Kuta Tribe Beach Bali, Solia Legian Bali, Hotel Sunrise Aventus Nusa Dua, Hotel Tijili Benoa and Hotel Sovereign Bali. On the one hand, the totality of the Panca Maha Bhuta form at Hotel Fivelements Retreat Bali seems different from the form of Panca Maha Bhuta practice in Balinese Hindu ritual activities. Therefore, the research problem is focused on: 1) What is the form of Panca Maha Bhuta at Hotel Fivelements Retreat Bali?; 2) Is there a nexus of Balinese cultural elements in Panca Maha Bhuta at Hotel Fivelements Retreat Bali?; 3) What is the distinctive form of Panca Maha Bhuta characteristics at Hotel Fivelements Retreat Bali?.

METHOD

The Distinctive Characteristics of Panca Maha Bhuta as a Balinese Culturally Inspired Health Service at the Fivelements Retreat Hotel, Bali, were fundamentally researched from a cultural studies perspective using qualitative methods. The theoretical benefits of science are the orientation of basic research (Sinha et al., 2022). The cultural studies perspective emphasizes that the theoretical foundation of cultural studies is a primary consideration in constructing objective truth. Panca Maha Bhuta at the Fivelements Retreat Hotel, Bali, is the material object of this research. The Distinctive Characteristics of Panca Maha Bhuta are the formal focus of this research.

The primary consideration in constructing the objectivity of truth relies on the results of field studies. Field studies are a way of searching for data related to objects in their natural settings (Syukur et al., 2020). This research was conducted in Bali with the following considerations: 1) the five great virtues exist at the Fivelements Retreat Bali Hotel; 2) the five great virtues were not found as a type of service for guests of star-rated hotels; 3) there were guests and actors at the Fivelements Retreat Bali Hotel who were willing to become informants.

According to Denzin (2020), qualitative methods are useful in processing and searching for qualitative data. The primary data type of the study on the Distinction of Panca Maha Bhuta Characteristics as a Balinese Cultural

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Health Service at the Fivelements Retreat Hotel, Bali, is qualitative data. The need for text and visuals implies that the research data type is qualitative (Nuriarta & Ringo, 2022). The data comes from data sources (Syofya, 2023). According to Aryanis & Nugroho (2023), informants are sources of qualitative data. Potential informants for this study include guests and residents of the Fivelements Retreat Hotel, Bali. Informants are qualitative research samples (Nurjannah et al., 2023).

The population is a potential informant (Prasetya et al., 2022). The population of this study includes all people staying at the Fivelements Retreat Hotel Bali. The primary data source for this study was obtained from informants, while secondary data was collected through literature review. All research data were obtained through observation, interviews, and literature review. Observation refers to careful observation. Observations of the five elements at the Fivelements Retreat Hotel Bali were conducted during the hotel's service activities, known as the five elements. Primary data were also obtained through interviews with informants. Interviews can be considered a method of data collection through dialogue with informants. Meanwhile, secondary data were obtained through reading research findings on hotel health services and the meaning of the five elements in Balinese culture. The activity of exploring literacy can be considered a literature review. This research data collection has been analyzed qualitatively and interpretively. Before the images and descriptions are displayed, the research data are analyzed and verified using the theory of power-knowledge relations and symbol theory. The form of the five elements at the Fivelements Retreat Hotel Bali is analyzed using symbol theory with the help of the theory of power-knowledge relations. The theory of the power-knowledge relationship with the help of symbol theory is used to analyze the nexus of Balinese cultural elements and the distinctive forms of the Panca Maha Bhuta characteristics at the Fivelements Retreat Hotel Bali.

RESULTS AND DISCUSSION

1. The Panca Maha Bhuta form at the Fivelements Retreat Hotel Bali

Panca Maha Bhuta is a type of wellness service offered by the Fivelements Retreat Bali Hotel specifically for guests. The Panca Maha Bhuta program at the Fivelements Retreat Bali Hotel offers wellness services to guests. This type of wellness service is considered a premium service offered by the Fivelements Retreat Bali Hotel. As a premium service, Panca Maha Bhuta utilizes energy indicators and the harmonious relationship of the five basic elements of the microcosm and macrocosm for client health. Panca Maha Bhuta operates to reduce negative energy or strengthen the influence of positive energy that is correlated with the fluctuations of the elements of earth (solid), water (liquid), wind (air), ether (empty space) in the microcosm or macrocosm to treat client health conditions. The distinctive characteristics of Panca Maha Bhuta are constructed based on an understanding of Panca Maha Bhuta within the Balinese philosophy of life within a cultural context. Philosophical understanding and context can influence the effectiveness of the practice (Pradana, 2024a; Pradana, 2016; Pradana, 2021). Inspired by the Balinese way of using the five great virtues in a cultural context, Fivelements Retreat Hotel Bali created the five great virtues as a package of energy therapy and integrated wellness services. The following is an explanation of the five great virtues as a type of wellness service for guests at Fivelements Retreat Hotel Bali.

2. Panca Maha Bhuta as Prime Health Services at Hotel Fivelements Retreat Bali

Panca Maha Bhuta is the flagship wellness service at Hotel Fivelements Retreat Bali. Guests can book the Panca Maha Bhuta service through the spa & wellness center menu at Hotel Fivelements Retreat Bali. After booking, the receptionist then contacts a dedicated therapist. According to Jayendra and Suarmana (2022), this therapist's role is iconic in the wellness services at Hotel Fivelements Retreat Bali. These therapists are required to be well-groomed and free from tattoos. Once ready, the therapist, dressed in traditional Balinese attire, immediately treats clients with the Panca Maha Bhuta service in the designated therapy room. The dedicated therapist begins the therapy with prayer, then continues with the Panca Maha Bhuta energy balancing phase based on the following matrix.

The Five Elements of Maha Bhuta	<i>Great Bhuvana</i>	<i>Bhuvana Alit</i>
<i>Bayu</i>	Air, Wind	Breath
<i>Teja</i>	Sunlight, Fire	Body Temperature
<i>What</i>	Water	Blood, Sweat
<i>Mother Earth</i>	Land, Stone	Meat, Bones, Fat, Muscles
<i>Akasa</i>	Empty Space, Ether	Body Cavities

Matrix 1. Panca Maha Bhuta Elements in the Practice of Panca Maha Bhuta Energy Therapy.

Based on the matrix above, it can be seen that the healing energy indicators of a specialized therapist are based on the composition of the elements of bhuvana agung and bhuvana alit. Specialized Panca Maha Bhuta

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therapists focus on energy correlated with body temperature, breath, blood, bones, and body cavities to restore the client's health. Healing services using Panca Maha Bhuta energy last less than two hours. Specialized therapists, who always greet the Om Swastiastu while dressed in traditional Balinese attire, handle Panca Maha Bhuta energy healing services without the use of special equipment. The implementation of the Panca Maha Bhuta concept in healing energy therapy is an indicator of the therapist's considerations in purifying energy to improve the client's health. In addition to the alignment of the five basic elements of universal energy that are strongly pursued for client healing, specialized therapists use spiritual energy to stimulate cell regeneration and awareness for the client's health. As a form of health therapy, Panca Maha Bhuta energy healing does not cure disease but rather helps raise the client's awareness of health, improves physical recovery, and calms the client's emotions.

3. Panca Maha Bhuta Retreat as an Integrated Health Service at Fivelements Retreat Hotel Bali

The Panca Maha Bhuta Retreat, an integrated wellness service at Fivelements Retreat Hotel Bali, includes Panca Maha Bhuta energy therapy. The Panca Maha Bhuta retreat is managed by several tattoo-free, wellness-attired personnel, including wellness leaders and professional therapists, including specialist therapists dressed in traditional Balinese attire. As stated by Kadek Parwati, HRD of Fivelements Retreat Hotel Bali in 2024:

"...all therapists, such as special therapists, wear traditional Balinese clothing...The Panca Maha Bhuta retreat consists of Panca Maha Bhuta healing energy treatment supported by healthy food packages and other health services...".

The informant's statement above reveals that guests who choose the Panca Maha Bhuta retreat service will automatically receive the Panca Maha Bhuta healing energy therapy service. Guests can book the Panca Maha Bhuta retreat by providing a 50% deposit via a payment link or transfer. The wellness leader of the Panca Maha Bhuta retreat then prepares the facilities and infrastructure for the activity after being contacted by the Fivelements Retreat Bali Hotel. The Panca Maha Bhuta retreat can be carried out according to the order after guests pay in full 30 days before the event date. In connection with the Panca Maha Bhuta retreat day, check-in can start at 2:00 PM WITA and the last check-out is at 12:00 PM WITA.

The Panca Maha Bhuta Retreat utilizes a holistic physical, emotional, and spiritual approach to treating patients' mental and physical health. This type of retreat can be beneficial for cultivating energy harmony for regeneration and health. The application of the Panca Maha Bhuta concept in this retreat serves not only as an indicator of treatment considerations but also as a medium. The implementation of the concept can be influenced by the practitioner's considerations and the availability of facilities (Pradana, 2023; Pradana, 2023a). Therefore, the provision of health services is supported by facilities and other media for health purposes. The goal of this health therapy is supported by the availability of nutritious food, panoramic views, and environmentally friendly media that are good for revitalizing clients' overall health awareness. During the Panca Maha Bhuta retreat, patient privacy is strictly protected by the therapists. The duration of this integrated health service varies between 3 and 14 days. Based on the retreat duration, several variants of health services in the Panca Maha Bhuta retreat package can be described as follows.

Services Term	3 days	5 days	7 days	10 days	14 days
<i>Riverfront suite room/hillside pool suite room</i>	1 room				
<i>Gourmet healing cuisine meals</i>	1 package				
<i>Welcome meeting</i>	1 session				
<i>Five elements retreat morning Yoga</i>	1 session				
<i>Healing massages</i>	2 sessions	3 sessions	3 sessions	4 sessions	6 sessions
<i>Panca Maha Bhuta Healing energy</i>	1 session	1 session	2 sessions	2 sessions	3 sessions
<i>Water Healing/Ida Pinggala Healing Massage</i>	1 session	1 session	1 session	3 sessions	3 sessions
<i>Balinese Fire Blessing Ritual</i>	1 session				
<i>Heaven Scen Aroma Massage/Body Care Ritual</i>	-	1 session	1 session	1 session	3 sessions

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<i>Embracing Change Session/Mindfulness</i>	-	1 session	1 session	2 sessions	3 sessions
<i>Sacred Art</i>	-	-	1 session	2 sessions	2 sessions
<i>Fivelements Balinese Boreh Massage</i>	-	-	1 session	1 session	-
<i>Jungle River Walk/Rice Field Village Walk</i>	-	-	1 session	1 session	1 session
<i>Holy Water Spring Healing Journey</i>	-	-	-	1 session	1 session
<i>Healing Journey</i>	-	-	-	-	1 session

Table 1. Health Services at the Panca Maha Bhuta Retreat at the Fivelements Retreat Hotel Bali

The table above shows the implementation of the Panca Maha Bhuta concept as a medium and means of health treatment, as seen in the water healing session, Balinese fire blessing ritual, and healing journey. At a minimum, health therapies at the Panca Maha Bhuta retreat include healing massage, water healing, Balinese fire blessing ritual, five elements retreat morning yoga, gourmet healing cuisine meals, a welcome meeting, and riverfront suite service. Optimally, the Panca Maha Bhuta retreat can consist of a healing journey, holy water spring healing journey, jungle river walk, five elements Balinese boreh massage, sacred arts, embracing change session, body care ritual, Balinese fireblessing ritual, water healing, Panca Maha Bhuta energy therapy, healing massage, five elements retreat morning yoga, gourmet healing cuisine meals, and suite room service complete with a swimming pool near the hill.



Figure 1. Balinese Fire Blessing Ritual (Doc. Belinda, 2017)

The image above shows the Balinese Fire Blessing ritual session as part of the Panca Maha Bhuta retreat. This fire blessing ritual is an energy therapy session using fire as a medium that is always included in the Panca Maha Bhuta retreat package variants. Clients at the Panca Maha Bhuta retreat have the right to choose the Panca Maha Bhuta retreat package variants such as the type of optional room service, healing journey type, meditation type, body care ritual type and energy therapy service type. Clients also have the right to negotiate the type of health services in the Panca Maha Bhuta retreat package as long as it is consistent with the practitioner. As stated by Kadek Parwati, HRD Fivelements Retreat Bali Hotel in 2024:

"...guests can also consult about health issues, negotiate, and choose the type of health care services within the available health care packages. As a result, there is a change in the proportion of types of health care services received based on the available service packages..."

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Based on the informant's statement above, it appears that the Fivelements Retreat Bali Hotel, through its Panca Maha Bhuta retreat, accommodates guests' requests for conformity with the results. Results represent the goal of the activity (Pradana, 2019; Pradana & Arcana, 2020; Pradana & Arcana, 2023). Instant client healing is a miracle during the Panca Maha Bhuta retreat. The same health revitalization results during the Panca Maha Bhuta retreat for all guests are not guaranteed. Improved health and vitality for guests remain dependent on each guest's individual condition. The Panca Maha Bhuta retreat only helps facilitate the patient's personal growth needs for physical and emotional recovery and health awareness through integrated health services. In extreme or emergency situations that could threaten the guest's well-being during this treatment, it is the responsibility of the Fivelements Retreat Bali Hotel management. However, if a guest is sick but the participant's registration administration form does not mention any health problems, the Fivelements Retreat Bali Hotel is not responsible. Hotel Fivelements Retreat Bali reserves the right to ask guests to leave without compensation or to charge them for all medical treatment costs. During the Panca Maha Bhuta retreat, Hotel Fivelements also reserves the right to prohibit smoking and restrict their use of electronic media.

4. Nexus between Balinese Culture and Panca Maha Bhuta at Hotel Fivelements Retreat Bali

A special quality is realized because it has added value (Pradana, 2012; Pradana, 2018; Pradana & Parwati, 2017). Philosophically, the Panca Maha Bhuta in Balinese Hinduism explains the added value because the elements of heat (teja), solid matter (pertiwi), liquid matter (apah), air (bayu), and ether (akasa) are the basic elements of the universe called bhuwana agung and bhuwana alit (Ardiyasa et al., 2022; Tisnawathi, 2019). The existence of the Panca Maha Bhuta elements in the macrocosm is believed by Hindus to influence the existence of the Panca Maha Bhuta elements in the microcosm (Jayendra & Suarmana, 2022). The practice of the Panca Maha Bhuta concept in local wisdom practices includes balancing the five elements of Panca Maha Bhuta in Bhuwana Alit and Bhuwana Agung (Jenar et al., 2023). Through cultural preservation activities, Balinese people usually consider elements of local wisdom to preserve some of their resources for regeneration and religious purposes (Pradana, 2023).

The Balinese practice of Panca Maha Bhuta in a cultural context differs from the Panca Maha Bhuta practice at Fivelements Retreat Bali. The Panca Maha Bhuta health service is inspired by the Balinese way of maintaining environmental harmony holistically, based on the concept of Panca Maha Bhuta. The Panca Maha Bhuta, believed in by the Balinese people in Hinduism, outlines the basic elements of the macrocosm and microcosm that need to be harmonized (Jayendra and Suarmana, 2022; Jenar et al., 2023). Therefore, this holistic approach, based on an understanding of Panca Maha Bhuta, is designed to facilitate the activation of health awareness and organic healing by considering the universal harmony of the client's emotional, spiritual, and physical elements. As a Balinese culturally inspired health care package for guests of Fivelements Retreat Bali, Panca Maha Bhuta appears to represent Balinese culture.

As an innovative health service based on traditional Balinese culture at the Fivelements Retreat Hotel Bali, there is a nexus of Balinese cultural elements in the Panca Maha Bhuta at the Fivelements Retreat Hotel Bali. The nexus shows a strong correlation between different elements of form (Alshuhumi et al., 2023). Panca Maha Bhuta as a retreat health therapy service at the Fivelements Retreat Hotel Bali can be explained as having a strong correlation element in terms of naming, service protocol components and operational requirements based on the Panca Maha Bhuta concept in the local wisdom of the Balinese people.

The operational requirements of the Panca Maha Bhuta guest wellness service indicate the need for specialized therapists. Generally, therapists in hotel guest wellness services are professionals or experienced. However, to become a specialized therapist at the Panca Maha Bhuta retreat and Panca Maha Bhuta energy healing service, the therapist must be Balinese with Balinese experience. In other words, the added value of the Panca Maha Bhuta wellness service package lies in its superior holistic approach, support for the advancement of Balinese culture, and utilization of quality local resources, in addition to supporting energy healing treatments for health care and miraculous healing.

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5. Distinctive Characteristics of Panca Maha Bhuta at Hotel Fivelements Retreat Bali

The distinctive characteristics of the Panca Maha Bhuta at Fivelements Retreat Bali Hotel lie in the representation of Balinese culture in the service package names, the Balinese cultural nuances in the service package protocol components, and the distinctive features of the service operations. The designation of Panca Maha Bhuta for this hotel's guest wellness services is a novelty. There is no Panca Maha Bhuta for hotel guests except at Fivelements Retreat Bali Hotel. Prime services such as Panca Maha Bhuta energy-based health therapies and Panca Maha Bhuta retreats offer Panca Maha Bhuta as an option for hotel guests' wellness services. Panca Maha Bhuta energy therapies and Panca Maha Bhuta retreats can be described as variants of Panca Maha Bhuta at Fivelements Retreat Bali Hotel. The components of the health service protocol reflect the variants of Panca Maha Bhuta. As a type of guest wellness therapy, Panca Maha Bhuta wellness services are operated with the help of spiritual energy.

The distinction of Panca Maha Bhuta energy healing lies in the consideration and indicators of the five basic elemental conditions of bhuwana alit and bhuwana agung for the generation and purification of spiritual energy in client health care procedures. Unlike the Panca Maha Bhuta retreat, its specialty lies in the media and facilities that represent the properties of fire, water, fresh air, solid objects and empty space in bhuwana alit and bhuwana agung. The distinction of the Panca Maha Bhuta retreat is also seen in the variant of treatment packages based on the duration of 3–14 nights. The use of Panca Maha Bhuta media and facilities can be observed in the combination of health treatments in the Panca Maha Bhuta retreat series as follows.

No.	Service Name	Information
1.	<i>Gourmet Healing Cuisine Meals</i>	<i>Gourmet Healing Cuisine Meals</i> is a healthy meal package that includes drinks, breakfast, and lunch. This package is made from local fruits and vegetables, which have positive benefits for mental clarity, damaged cell regeneration, and spiritual awakening.
2.	<i>Fivelements Retreat Morning Yoga</i>	<i>Fivelements Retreat Morning Yoga</i> including yoga activities in the morning.
3.	<i>Water Healing</i>	<i>Water healing</i> is a positive pranic energy revitalization treatment for spiritual sensations and intuitive and emotional health through the medium of water.
4.	<i>Balinese Fire Blessing Ritual</i>	<i>The Balinese Fire Blessing Ritual</i> is a ritual using fire, Sanskrit mantras, and the sound of traditional Balinese bells. This ritual can facilitate energy transformation by releasing or purifying unwanted energy into more positive energy, invoking blessings of abundance and a healthy life.
5.	<i>Heaven Scen Aroma Massage</i>	<i>Heaven Scen Aroma Massage</i> is a massage that uses aromatherapy and therapeutic oils with traditional Balinese massage techniques to help boost the body's immunity naturally.
6.	<i>Mindfulness</i>	<i>Mindfulness</i> is a type of meditation that aims for inner harmony and stress reduction without judgment by observing thoughts, breathing, and being aware of the present moment.
7.	<i>Sacred Arts</i>	<i>Sacred Arts</i> including those with ritual nuances to reduce stress, emotional recovery, and entertainment.
8.	<i>Fivelements Balinese Boreh</i>	<i>The Fivelements Balinese Boreh Massage</i> known as traditional Balinese massage. In this massage, the therapist uses boreh and conventional Balinese techniques.
9.	<i>Jungle River Walk</i>	<i>The Jungle River Walk</i> is a tourist activity that allows guests to enjoy fresh air and natural views of the river in the middle of the forest.
10.	<i>Ricefield Village Walk</i>	<i>A Ricefield Village Walk</i> is a tourist activity that allows guests to enjoy fresh air and natural views in a rural rice field setting.

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11.	<i>Holywater Spring Healing Journey</i>	<i>A Holywater Spring Healing Journey</i> refers to a journey to enjoy fresh air & natural scenery in the holy spring environment.
12.	<i>Accommodation</i>	<i>Riverfront Suite Rooms And Hillside Pool Suite Rooms</i> , Offering comfort with antique decor, traditional Balinese textiles, and lush greenery, this accommodation features air conditioning, a bathroom, Wi-Fi, a safe, and a variety of amenities.
13.	<i>Embracing Change Session</i>	<i>The Embracing Change Session</i> is an affirmation activity and consultation opportunity related to trauma, emotional disturbances, and latent conflicts.
14.	<i>Ida Pinggala Balancing Healing Massage</i>	<i>Ida Pinggala Balancing Healing Massage</i> is a type of massage that uses four-hand techniques from a male therapist and a female therapist simultaneously.

Table 2. Types of Health Care at Panca Maha Bhuta Retreat

The Panca Maha Bhuta Retreat can be seen as an extension of the retreat package at the Fivelements Retreat Hotel in Bali. The Panca Maha Bhuta Retreat can be said to combine various types of services within the Panca Maha Bhuta retreat protocol. The table above provides guests with information on several types of treatments included in the Panca Maha Bhuta retreat. Based on their functional needs, they can structurally connect several components (Pradana, 2022; Pradana, 2022a). The fourteen types of health services in the Panca Maha Bhuta retreat significantly support the healing function of the Panca Maha Bhuta energy. This distinction in health services is marked by the Fivelements Retreat Bali Hotel's practice of incorporating Panca Maha Bhuta into two types of health service packages specifically for hotel guests. The characteristics of Panca Maha Bhuta have been recognized by Fivelements Retreat Bali as two reliable forms of health services based on traditional Balinese culture. This institutionalization is partly due to its recognition and significance for those who practice it (Pradana & Ruastiti, 2022; Pradana et al., 2024). Clients have responded to the distinctiveness of Panca Maha Bhuta energy therapy as extraordinary. Clients generally respond enthusiastically to their new experiences. As Noorani stated in 2012:

“.....I had an appointment with Mr. Wayan for Panca Maha Bhuta. Luckily, Mr. Wayan identified the problem in my head. The amazing thing about the therapy was that I felt like I was in a deep sleep but still awake for 90 minutes...”

Based on the statements of clients of the Panca Maha Bhuta service above, it is clear that there was an extraordinary response given to the specialized therapist based on a new approach based on their experience with the Panca Maha Bhuta. The clients' unusual experiences strongly correlated with the special nature of Panca Maha Bhuta at the Fivelements Retreat Hotel Bali. The clients' sleep experiences were a factor that impacted their unusual response to the Panca Maha Bhuta energy therapy form. Response refers to a reaction to a stimulus in an event (Kollnberger et al., 2022). For example, clients responded positively to the specialized therapist when they successfully diagnosed a potential illness. Clients also expressed great appreciation for the healing after the Panca Maha Bhuta healing energy therapy session. As Lisa stated in 2014, she stated:

“...another extraordinary treatment experience I had during Panca Maha Bhuta. The diagnosis and therapy Mr. Wayan provided for my recovery left me speechless. I highly recommend him...”

Client testimonials regarding Panca Maha Bhuta services demonstrate amazement at the treatment results and the uniqueness of Panca Maha Bhuta's healing energy services. Client statements of highly recommending it confirm that client amazement is strongly correlated with the miracle and guest satisfaction with the quality of Panca Maha Bhuta's healing energy treatments. There are also forms of guest satisfaction with the quality of Panca Maha Bhuta retreats. This form of guest satisfaction can include positive responses to the novelty of the retreat type. Positive responses include guest satisfaction (Souki et al., 2023). Positive guest responses to the Panca Maha Bhuta retreat are demonstrated by promises to return to the Fivelements Retreat Hotel Bali. As Fatima expressed through TripAdvisor in 2018, she stated that:

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“... I was so happy when I booked the 7-day retreat because I got the bonus. I was amazed by the beauty and peace during the treatment. While the activities were very enjoyable, the massage therapists were incredibly skilled. I had an amazing healing experience during the water healing session. I also had the most delicious healthy food here. The staff was amazing, I felt safer and more at home. Overall, the retreat was spectacular. I have promised myself and everyone there that I will be back next year!..”

According to the client's account of the Panca Maha Bhuta retreat mentioned above, the response was positive. The informant's positive response correlated with the positive dimensions and bonuses of the Panca Maha Bhuta specialties at Hotel Fivelements Retreat Bali. Feelings of joy, awe, security, and a spectacular perception of this new element of integrated wellness service indicate a positive impact. Promises are one form of response (Howard & Hyland-Wood, 2024). The client's promise to stay again next year can be understood as a positive response based on their cumulative satisfaction as a Panca Maha Bhuta retreat guest. Guests' desire to become repeat guests at Hotel Fivelements Retreat Bali is partly due to the fact that they have received something extra special when experiencing this type of hotel service. As Allison expressed at Hotel Fivelements Retreat Bali in 2023, she revealed that:

“...the yoga practice here is great. The Balinese fire ritual was one of the highlights of my stay at the Fivelements Retreat Bali Hotel. It was truly extraordinary; the experience blew me away. I felt calmer and more at peace after the energy healing session. The sound of the river flowing near my bedroom also helped me fall asleep more soundly than usual. Oh, I'll definitely be back.”

From the informant's statement above, it is clear that guests seem interested in becoming customers of the Fivelements Retreat Bali Hotel. The guest interest above appears to correlate with the added value of the Panca Maha Bhuta specialties at the Fivelements Retreat Bali Hotel. Interest is a motivating factor for actors (Sigmundsson & Hauge, 2024; Pradana, 2024). Guest motivation to become customers of the Fivelements Retreat Bali Hotel is seen because guests get something more, surprising and special while becoming clients of the Panca Maha Bhuta retreat. A positive impression of the novelty of the Fivelements Retreat Bali Hotel retreat component is positively correlated with something surprising, something more and something special in the guest's perception. This positive impression is a response to the novelty of this type of retreat and the strong potential that motivates guests to become customers of the Fivelements Retreat Bali Hotel. Based on guest responses and recognition by the Fivelements Retreat Bali Hotel, it can be confirmed that the distinction of these two characteristics of the Panca Maha Bhuta package is considered superior at the Fivelements Retreat Bali Hotel.

DISCUSSION

Fivelements Retreat Bali offers a wellness service called Panca Maha Bhuta for guests. Panca Maha Bhuta is a wellness service that Fivelements Retreat Bali relies on. This wellness service is effective in improving physical recovery, raising health awareness, and calming emotional turmoil. Panca Maha Bhuta at Fivelements Retreat Bali Hotel can be classified as a prime service and retreat. Panca Maha Bhuta as a prime service is an energy therapy and retreat is a health service package that always offers 'Panca Maha Bhuta' energy therapy. To restore the physical and mental health of clients, the Panca Maha Bhuta retreat uses a spiritual approach in its holistic approach. Healing journey services, holy water spring healing journey, jungle river walk, Fivelements Balinese boreh massage, sacred arts, embracing change session, body care rituals, Balinese fireblessing ritual, water healing, Panca Maha Bhuta energy therapy, healing massage, Fivelements retreat morning yoga, gourmet healing cuisine meals and a complete suite room service with a swimming pool near the hill are arranged into one package is the maximum example of the Panca Maha Bhuta retreat for client health recovery at Fivelements Retreat Bali Hotel.

There's a nexus of Balinese cultural elements in the Panca Maha Bhuta at Fivelements Retreat Bali. As a Balinese wellness treatment package for guests of Fivelements Retreat Bali, Panca Maha Bhuta appears to represent Balinese culture. However, the Balinese practice of Panca Maha Bhuta within a cultural context differs from the Panca Maha Bhuta at Fivelements Retreat Bali. The distinctive characteristics of Panca Maha Bhuta at Hotel Fivelements Retreat Bali lie in the unique representation of Balinese culture in the name of the service package, the Balinese cultural pattern in the service package protocol components and the uniqueness in service operations. The miracle of healing as one of the specialties of this service cannot be separated from the added value of Panca Maha Bhuta as a prime service, the excellence of its holistic approach, a form of support for the advancement of Balinese culture and the utilization of quality local resources, support for healing energy treatment to build a special health care. In addition, the Distinction of Panca Maha Bhuta energy healing lies in the consideration and indicators of the five basic elemental conditions of bhuwana alit and bhuwana agung for the generation and purification of spiritual energy in client health care procedures.

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There is a sense of delight, awe, a sense of security and spectacular client perception of the new elements of excellent service and integrated health services that show a positive impact. Some guests' desire to become repeat guests at Hotel Fivelements Retreat Bali is due to the fact that they have received more value or received something more special when trying Panca Maha Bhuta in the form of excellent service or retreat at this hotel. Based on guest responses and recognition of Hotel Fivelements Retreat Bali, it can be confirmed that the distinction of these two characteristics of Panca Maha Bhuta is considered superior at Hotel Fivelements Retreat Bali.

CONCLUSION

Based on the discussion of the results regarding the Distinction of the Characteristics of Panca Maha Bhuta as a Balinese Culturally Inspired Health Service at the Fivelements Retreat Hotel Bali, the following conclusions can be drawn:

1. Panca Maha Bhuta is a special wellness service for guests of the Fivelements Retreat Bali Hotel. Panca Maha Bhuta at the Fivelements Retreat Bali Hotel can be classified as a premium service and a retreat. Panca Maha Bhuta, as a premium service, is an energy therapy, and the retreat is a wellness package that always offers the 'Panca Maha Bhuta' energy therapy.
2. There's a nexus of Balinese cultural elements in the Fivelements Retreat Bali's Panca Maha Bhuta. The Fivelements Retreat Bali's Panca Maha Bhuta are a representation of Balinese culture. The Fivelements Retreat Bali's Panca Maha Bhuta inspired the retreat and wellness package, Panca Maha Bhuta, for its wellness services.
3. The distinction of Hotel Fivelements Retreat Bali's health service called Panca Maha Bhuta lies in the consideration and indicators of the five basic elemental conditions of bhuwana alit and bhuwana agung for the generation and purification of spiritual energy in client health care procedures, the special representation of Balinese culture in the name of the service package, Balinese cultural patterns in the service package protocol components and operational excellence of the service, utilization of local resources in the healing process and client health care.

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