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Panca Maha Bhuta Service: A Health Service Innovation Based on Balinese Wisdom at the Fivelements Retreat Bali Hotel

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Abstract

The aim of this research is to analyze the panca maha bhuta services at the Fivelements Retreat Bali Hotel. In general, 4-star hotels have spa services for guests' health therapy needs. However, Fivelements Retreat Bali Hotel, as a 4-star hotel, apparently has a special guest health therapy service called panca maha bhuta. The problems are: 1) What is the form of panca maha bhuta as a health service at the Fivelements Retreat Bali Hotel? 2) What is the new form of panca maha bhuta service as a health service at the Fivelements Retreat Bali Hotel? 3) Is the panca maha bhuta service an innovation in health services at the Fivelements Retreat Bali Hotel? The investigation was conducted using qualitative approaches. Primary data has been successfully collected through observation, interviews, and FGD at the Fivelements Retreat Bali Hotel. This research's secondary data was collected based on a document study. All data was analyzed qualitatively using symbol theory and practice theory. The research results show that : 1) The panca maha bhuta service at the Fivelements Retreat Bali Hotel takes the form of the panca maha bhuta retreat service and the panca maha bhuta healing energy service package; 2) the novelty of the health service called panca maha bhuta at the Fivelements Retreat Hotel Bali lies in the name of the service package, the protocol components of the service package and the operational conditions of the service package; 3) The panca maha bhuta service is recognized by guests as a type of awesome health service package at the Fivelements Retreat Bali Hotel. The Fivelements Retreat Bali Hotel has recognized the panca maha bhuta service as a special health service package for its guests. The recognition of the new form of panca maha bhuta service at the Fivelements Retreat Bali Hotel shows that the panca maha bhuta service is a health service innovation based on Balinese wisdom.

Keywords

Panca Maha Bhuta Services, Innovation, Health Services, Balinese Wisdom, Fivelements Retreat Bali Hotel

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1. Introduction

A hotel is a quality tourist accommodation to meet the needs of guests in tourist areas. The quality of tourist accommodation is built on the availability of facilities accompanied by optimal services (Marpaung, 2019). A hotel is a type of tourist accommodation that provides temporary accommodation complete with comfortable services and facilities for guests' needs near tourist destinations. The hotel always provides cleaning services, health services, food and beverage services, room reservation services, and entertainment services, in addition to supporting sleeping facilities for guests. Hotel guests' comfort zone is also maintained through cleanliness, friendly customer service, security and privacy, and responsive personal service based on guest orders.

Complete facilities, accompanied by excellent service from star hotels, can be an important factor in tourists' decisions to choose Bali as their holiday destination. Bali, as a tourist destination in Indonesia, is famous for its unique culture (Arini et al., 2020). Bali has been known as a tourist paradise in Indonesia (Kristanto and Wahyuni, 2019). In 2023, the number of foreign tourists to Bali will reach 5,273,258 (BPS, 2024). The number of domestic tourists in Bali will reach 9,887,911 in 2023 (BPS, 2024). The dominance of tourists in Indonesia has had a positive impact on the country's foreign exchange (Budiyanti, 2020; Rahardian, 2020). According to BPS Bali Province in Anggarini (2021), there are 4,323 hotel units available for tourists' accommodation needs in Bali. Tourists in Bali can choose from a variety of hotels according to their preferences and budget.

Many tourists in Bali choose accommodation services at star-class hotels in the Badung regency area. The largest number of star-class hotels in Bali is in Badung district (Putri and Wirawati, 2022; Hildayanti et al., 2021). Of the 541 star-class hotels in Bali, 413 are in the Badung district area (BPS, 2024).

Table 1. Star-Class Hotels in Bali in 2023

Region	Total Number of Hotels in Bali by Class and Region					
	5 Star Class	4 Star Class	3 Star Class	Star Class 2	Star Class 1	All Star Class
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

(Source: BPS, 2024)

The tight competition in Bali's hotel business is in the tourist area of Badung. From the table above, it can be seen that five-star-class hotels, four-star-class hotels, three-star-class hotels, two-star-class hotels, and one-star-class hotels in Bali are predominantly located in the Badung regency area. The number of star-class hotels in Badung district is dominated by three and four-star hotels. The total dominance of three-star class hotels and four-star class hotels is directly proportional to the total dominance of three-star class hotels and four-star class hotels in Bali. In other words, three-star hotel-class facilities and four-star hotel-class facilities are the most available star-class hotel facilities for tourism activities.

Star hotels provide a variety of facilities and services to meet the diverse needs of tourists. In Bali, star-class hotels are a type of accommodation that contributes to Bali's infrastructure development and local tax revenues. To support the rapidly growing tourism industry in Bali, star-class hotels provide high-quality accommodation offerings for tourists. Quality services can motivate consumers to become customers by fulfilling their needs (Atmaja, 2018).

According to Annishia et al. (2019), payment decisions are not only caused by consumers' financial power based on facility quality, service quality, and service promotion but can also be influenced by culture, politics, technology, physical evidence, people, and processes. Guests' payment decisions can be affected by their satisfaction as consumers. Satisfaction can shape the position of a service business in consumer perception (Atmaja, 2018). According to Chusnah & Indriana (2020), consumers who are satisfied with the complete quality of service facilities tend to become customers. Consumer satisfaction is important so that a business can survive amidst intense business competition (Fillayata & Mukaram, 2020). According to Soewarno et al. (2021), offering several facilities has an impact on guests' payment decisions. Therefore, many star-class hotels have integrated services and lodging 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 Bali Hotel. Many studies have succeeded in uncovering and proving the benefits of innovation in hotels. However, no one has revealed anything about the *panca maha bhuta* service or Balinese wisdom-based health service innovation at the Fivelements Retreat Bali Hotel. Therefore, research regarding *panca maha bhuta* services is urgent.

Hajan et al. (2023) based on The Influence of Technology Innovation Adoption on Customer Perceived Health Risk and Customer Hotel Selection Behavior During a Pandemic Period in Malaysia said that the adoption of technological innovation has a significant effect on customer perceived health risk and hotel selection behavior. Some hotels are adopting technological innovations to minimize guest contact with hotel employees and improve cleanliness. The relevance of The Influence of Technology Innovation Adoption on Customer Perceived Health Risk and Customer Hotel Selection Behavior During a Pandemic Period in Malaysia with the *Panca Maha Bhuta* service lies in the similarity of points of view regarding innovation in hotels. However, The Influence of Technology Innovation Adoption on Customer Perceived Health Risk and Customer Hotel Selection Behavior During a Pandemic Period in Malaysia does not analyze services based on local wisdom, whereas the *panca maha bhuta* service analyzes services based on Balinese wisdom.

Dinkoksung et al. (2023) through A Mobile Solution for Enhancing Tourist Safety in Warm and Humid Destinations, said that supply chain capacity in the tourism sector is sufficient. However, major challenges arise given the estimated 30% increase in tourist volumes, which will require the addition of medical facilities without a commensurate increase in hotel capacity and tourist routes. Correcting this imbalance will be critical to effectively accommodating future demands. Embracing open innovation principles empowers stakeholders to foster collaboration, knowledge sharing, and collaborative solutions, which can optimize these factors, thereby driving the economic viability of the broader ecosystem. The relationship between A Mobile Solution for Enhancing Tourist Safety in Warm and Humid Destinations and the *panca maha bhuta* service is from a point of view regarding innovation in hotels. However, the *panca maha bhuta* service analyzes health services at the Fivelements Hotel, whereas A Mobile Solution for Enhancing Tourist Safety in Warm and Humid Destinations does not analyze health services at the Fivelements Hotel.

Nurhayati et al. (2022) based on the Strategy for Reaching a Market Niche in the New Normal Era (Case Study at Hotel Santika Pekalongan) said that there is one variable that has a negative influence on purchasing decisions (product innovation), while the other three variables (promotion, offering power, and media utilization online) have a positive influence on purchasing decisions. The relationship between the Strategy for Reaching a Market Niche in the New Normal Era (Case Study at Hotel Santika Pekalongan) and the *panca maha bhuta* service lies in the point of view regarding innovation in hotels. However, the Strategy for Reaching a Market Niche in the New Normal Era (Case Study at Hotel Santika Pekalongan) does not analyze *panca maha bhuta*, whereas the *panca maha bhuta* service does.

Chan et al. (2021), through Updates in Service Standards in Hotels: How COVID-19 Changed Operations, state that empirical evidence from hotel operators trying to fight the crisis during the pandemic provides a valuable theoretical contribution to the hospitality services literature as well as managerial implications for hotel operators globally. Hotels experience the outbreak, response, and recovery phases of crisis management procedures. However, given the severity and scope of the COVID-19 pandemic, implementing certain processes is necessary for each procedure, such as following local guidelines and updating local standard operating procedures (LSOP). The relationship between Updates in Service Standards in Hotels: How COVID-19 Changed Operations and *panca maha bhuta* services is from the point of view of hotel services. However, the *panca maha bhuta* service analyzed Balinese wisdom-based health services at the Fivelements Hotel, whereas Updates in Service Standards in Hotels: How COVID-19 Changed Operations did not analyze local wisdom-based health services at the Fivelements Hotel.

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. Alternative paths exist that foster greater user collaboration, enabling the exploration and exploitation of small businesses in user-facing processes. The incremental innovation process does not have to be tedious, uncertain, or expensive for small and medium businesses. The relevance of design of service for incremental innovation management in SMEs with *panca maha bhuta* services is from the point of view 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, whereas the *panca maha bhuta* service analyzes health service innovation at the Fivelements Hotel.

This four-star-class hotel has a special health service package for its guests. However, this *panca maha bhuta* service is apparently not offered at four-star-class hotels such as Daun Bali Seminyak Hotel, Tribe Bali Kuta Beach, Solia Legian Bali, Sunrise Aventus Hotel Nusa Dua, Tijili Benoa Hotel, and Sovereign Bali Hotel. Thus, this health treatment called *panca maha bhuta* looks different from the spa packages, which are always available as a health service in many star-class hotels. Therefore, the research problems are focused on: 1) What is the form of *panca maha bhuta* as a health service at the Fivelements Retreat Bali Hotel? 2) What is the new form of *panca maha bhuta* service as a health service at the Fivelements Retreat Bali Hotel? 3) Is the *panca maha bhuta* service an innovation in health services at the Fivelements Retreat Bali Hotel?

2. Research Methods

This research has been fundamentally based on qualitative methods from a cultural studies perspective. Qualitative methods are research methods that are useful for searching for and processing qualitative data (Denzin, 2020). Fundamental research is oriented toward the theoretical benefits of science (Sinha et al., 2022). The cultural studies perspective emphasizes that the objectivity of truth is influenced by the viewpoint of cultural studies. The objectivity of truth has been concluded through primary consideration of the data obtained in the field study. Field studies are efforts to find data from objects in their natural locations (Syukur et al., 2020). *Panca Maha Bhuta*, as a health service, is the material object of this research. Formally, this research focuses on Balinese wisdom-based health service innovation. This research was conducted in Bali with the following considerations: 1) *panca maha bhuta* as a health service is at the Fivelements Retreat Bali Hotel; 2) no *panca maha bhuta* is found as a health service in Star Hotels; 3) there are guests and perpetrators at the Fivelements Retreat Bali Hotel who are willing to become informants.

The type of data for this research is qualitative data. The qualitative data type implies that the data is in the visual and text categories that can be described (Nuriarta & Ringo, 2022). This type of research data was obtained from informants. Informants are a source of qualitative data (Aryanis & Nugroho, 2023). The primary data source for this research was obtained from informants and secondary data was collected through a literature study. Data comes from data sources (Syofya, 2023).

The population of this study includes everyone at the Fivelements Retreat Bali Hotel. The population is a potential informant (Prasetya et al., 2022). Potential informants for this research include guests and residents of the Fivelements Retreat Bali Hotel. Informants are samples of qualitative research (Nurjannah et al., 2023).

All research data has been obtained through observation, interviews and literature study. Observation refers to careful observation (Hidayati & Suryani, 2023). *Panca maha bhuta* observations at the Fivelements Retreat Bali Hotel were carried out at the activities of health service operators called *panca maha bhuta*. Primary data was also obtained through interviews with informants. Interviews can be stated as a way of collecting data through personal discussions with informants (Tamene et al., 2020). Meanwhile, secondary data was obtained through reading research results about hotel health services and the meaning of *panca maha bhuta* in Balinese culture. Studies on literacies can be described as literature studies (Hamidah et al., 2023). This research data set has been analyzed qualitatively. Research data has been reduced before being displayed in the form of images and descriptions. Before drawing conclusions, this research data has undergone verification.

3. Results and Discussion

3.1 The Panca Maha Bhuta Service Takes Place at the Fivelements Retreat Bali Hotel

The five elements are a meaning contained in *panca maha bhuta* and Fivelements. *Panca maha bhuta* at Fivelements Retreat Bali Hotel refers to the type of health service provided to guests. *Panca maha bhuta* is an excellent service that has indicators of the energy and harmony of the five basic elements of the universe for client health. This *panca*

maha bhuta treatment operates by reducing the influence of negative energy or strengthening the influence of positive energy, which is strongly correlated with the energy fluctuations of the elements earth (solid), water (liquid), fire (heat), wind (air), and ether (empty space) in the universe for the client's health.

Energy alignment based on indicators of search elements, solids, heat, air, and empty space in *bhuwana alit* and *bhuwana agung* is a form of implementation of the *panca maha bhuta* principle, in addition to the name for the type of health treatment at Fivelements Retreat Bali Hotel. The reliability of the *panca maha bhuta* is constructed based on an understanding of the *panca maha bhuta* in the Balinese philosophy of life in a cultural context. The effectiveness of practice can be influenced by context and philosophical understanding (Pradana, 2016; Pradana, 2021). Philosophically, the *panca maha bhuta* in Balinese Hinduism explains the existence of the elements of heat (*teja*), solid matter (*pertiwi*), liquid (*apah*), air (*bayu*), and ether (*akasa*) as fundamental elements for the universe called *bhuwan 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 *panca maha bhuta* 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 conserve some of their resources for regeneration and religious purposes (Pradana, 2023). Inspired by the Balinese way of using *panca maha bhuta* in a cultural context, the Fivelements Retreat Bali Hotel has created *panca maha bhuta* as an energy healing service package and an integrated health service package. The description of the explanation of *panca maha bhuta* as a type of health service for guests of the Fivelements Retreat Hotel Bali can be presented as follows.

3.1.1 Panca Maha Bhuta as an Energy Healing Service at Fivelements Retreat Hotel Bali

Panca Maha Bhuta is a mainstay health treatment at Fivelements Retreat Bali Hotel. At reception, guests can order *panca maha bhuta* healing energy services. The receptionist then contacts a specialized therapist. According to Jayendra and Suarmana (2022), the role of this therapist is iconic in health services at the Fivelements Retreat Bali Hotel. This particular therapist is required to look neat and not have tattoos. Once ready, this special therapist immediately treats patients in the *panca maha bhuta* service. Special therapists begin the treatment with worship, then continue the phase of balancing the *panca maha bhuta* energy based on the following matrix.

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

<i>Panca Maha Bhuta</i> Elements	<i>Bhuwana Agung</i>	<i>Bhuwana Alit</i>
<i>Bayu</i>	Air, Wind	Sithe
<i>Teja</i>	Sunlight, Fire	Body Temperature
<i>Apah</i>	Water	Blood, Sweat
<i>Pertiwi</i>	Soil, Stone	Meat, Bones, Fat, Muscle
<i>Akasa</i>	Void Space, Ether	Cavities in Body Shape Structures

Based on the matrix above, it can be seen that the energy healing indicators of special therapists are based on the equal composition of the elements of *bhuwana agung* and *bhuwana alit*. Specialised therapists focus on energy, which, among other things, correlates with the condition of body temperature, breath, blood, bones, and body cavities for the client's health. This energy-healing service called *panca maha bhuta* lasts less than two hours. A special therapist in traditional Balinese clothing handles the *panca maha bhuta* energy healing service for less than two hours, without the use of any special equipment. Implementation of the *panca maha bhuta* concept in healing energy treatment is an indicator of the therapist's considerations in purifying energy for the client's health. In addition to the harmony of the five basic universal energy elements that are strongly strived for for client healing, special therapists use spiritual energy for regeneration, purity, and health, energy cultivation on a scale. As a form of health therapy, *panca maha bhuta* energy healing does not treat disease but rather helps cultivate health awareness, improving the client's physical and emotional recovery conditions.

3.1.2 The Panca Maha Bhuta Retreat Serves as an Integrated Health Service at the Fivelements Retreat Hotel in Bali.

Panca Maha Bhuta retreat, an integrated health service at the Fivelements Retreat Bali Hotel, includes *Panca Maha Bhuta* healing energy treatments. This type of *Panca Maha Bhuta* retreat service is handled by several non-tattooed and well-dressed personnel, such as wellness leaders and professional therapists, including special therapists dressed in traditional Balinese clothing. As said by Kadek Parwati, HRD of Fivelements Retreat Hotel Bali in 2024:

"... all therapist, like a special therapist wearing traditional Balinese clothing...In the *panca maha bhuta* retreat consists of *panca maha bhuta* healing energy treatment, which is supported by healthy food packages and other health services..."

The informant's statement above reveals that guests who opt for the *panca maha bhuta* retreat service will automatically receive the *panca maha bhuta* healing energy treatment service. Guests can book the *Panca Maha Bhuta* retreat and receive this health service by providing a 50% deposit via the payment or transfer link. The wellness leader of the *panca maha bhuta* service then prepared the facilities and infrastructure for the activities after being contacted by the Fivelements Retreat Bali Hotel. The *Panca Maha Bhuta* Retreat can be held according to orders after guests have paid in full 30 days before the event date. In connection with the day of the *Panca Maha Bhuta* retreat, check-in starts at 14.00 WITA and the last check-out is at 12.00 WITA.

This health service programme uses a holistic physical, emotional, and spiritual approach to organically treat patients' mental and physical health. This type of signature retreat can be beneficial for healthy cultivation, regeneration, and energy harmony. The implementation of the *panca maha bhuta* concept in this type of rejuvenation retreat is not only an indicator of consideration for treatment but also as a means and medium. The implementation of the concept is influenced by the actors' considerations and the availability of facilities (Pradana, 2023; Pradana, 2023a). Thus, health service operations are supported by other facilities and media for health purposes. The aim of this health therapy is supported by the availability of nutritional food, panoramas, and environmentally friendly media, which are good for revitalising total health awareness. During the *panca maha bhuta* retreat, patient privacy regarding the patient's authenticity, potential, and individual characteristics is strictly protected. The duration of this integrated health service varies from 3 to 14 days. Based on the duration of the retreat, several variants of health services in the *panca maha bhuta* retreat package can be described as follows.

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

Services Term	Three days	Five days	Seven days	Ten Days	Fourteen Days
Riverfront suite room/hillside pool suite room	1 room	1 room	1 room	1 room	1 room
Gourmet healing cuisine meals	1 package	1 package	1 package	1 package	1 package
Welcome meeting	1 session	1 session	1 session	1 session	1 session
Fivelements retreat morning Yoga	1 session	1 session	1 session	1 session	1 session
Healing massages	2 session	3 session	3 session	4 session	6 session
Panca Maha Bhuta Healing energy	1 session	1 session	2 session	2 session	3 session
Water Healing/Ida Pinggala Healing Massage	1 session	1 session	1 session	3 session	3 session
Balinese Fire Blessing Ritual	1 session	1 session	1 session	1 session	1 session
Heaven Scen Aroma Massage/Body Care Ritual	-	1 session	1 session	1 session	3 session
Embracing Change Session/Mindfulness	-	1 session	1 session	2 session	3 session
Sacred Art	-	-	1 session	2 session	2 session
Fivelements Balinese Boreh Massage	-	-	1 session	1 session	-

Jungle River Walk/Rice Field Village Walk	-	-	1 session	1 session	1 session
Holy Water Spring Healing Journey	-	-	-	1 session	1 session
Healing Journey	-	-	-	-	1 session

From the table above, it can be seen that the implementation of the *panca maha bhuta* concept as a medium and means of health treatment can be seen in the water healing session, Balinese fire blessing ritual and healing journey. At a minimum, health treatments in the *panca maha bhuta* retreat service include healing massages, water healing, Balinese fire blessing rituals, five-element retreat morning yoga, gourmet healing cuisine meals, a welcome meeting, and riverfront suite room service. Optimally, a *panca maha bhuta* retreat can consist of a healing journey, holy water spring healing journey, jungle river walks, five elements of Balinese *boreh* massage, sacred art, embracing change session, body care ritual, Balinese fire blessing ritual, water healing, *panca maha bhuta* healing energy, healing massages, five elements of retreat morning yoga, gourmet healing cuisine meals and hillside pool suite room service.



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

In the picture above, you can see a ritual session in the series of *panca maha bhuta* retreat activities. This fire blessing ritual is a treatment session that uses the medium of fire, which is always included in the *panca maha bhuta* retreat package variant. However, clients in the *panca maha bhuta* retreat package variant have the right to choose the optional room service type, adventure walk type, meditation type, body care ritual type and healing service type. During the *panca maha bhuta* retreat, clients are prohibited from smoking and the use of electronic media is limited to the guest room. Clients also have the right to negotiate about the types of health services in the *panca maha bhuta* retreat package, as long as they are still consistent with the perpetrator. As said by Kadek Parwati, HRD of Fivelements Retreat Bali Hotel in 2024:

“.....guests can also consult about health problems, negotiate, and choose the type of health service in the available health service packages. Consequently, there is a change in the proportion of types of health services received based on the service packages available...”.

Based on the information from the informant above, it can be seen that the Fivelements Retreat Bali Hotel, through the *panca maha bhuta* retreat, accommodates guests' requests for conformist results. Results represent an activity goal (Pradana, 2019; Pradana & Arcana, 2020; Pradana & Arcana, 2023). The client's instant healing is a miracle during the *panca maha bhuta* retreat activities. The same results of health revitalization during the *panca maha bhuta* retreat for all guests are not guaranteed. Increasing guest health and vitality still depends 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 welfare of guests during this treatment, the managers of the Fivelements Retreat Bali Hotel are responsible. If the participant registration administration form does not mention any client health problems, the Fivelements Retreat Bali Hotel assumes no responsibility. Fivelements Retreat Bali Hotel reserves the right to ask guests to leave without compensation or to charge the full cost of medical treatment at the hospital to the client.

3.2 Discovery in the Panca Maha Bhuta Service at Fivelements Retreat Bali Hotel

The practice of *panca maha bhuta* by Balinese people in a different cultural context from the form of *panca maha bhuta* at the Fivelements Retreat Bali Hotel. The *panca maha bhuta* health service is inspired by the Balinese way of maintaining holistic environmental harmony, which is based on the concept of *panca maha bhuta*. *Panca maha bhuta*, in the Hinduism believed by the Balinese people, outlines the basic elements of the macrocosm and microcosm that need to be harmonised (Jayendra and Suarmana, 2022; Jenar et al., 2023). Thus, this holistic approach, which is based on the understanding of the *panca maha bhuta*, has been designed to facilitate the activation of health awareness and organic healing by considering the universal harmony regarding the client's emotional, spiritual, and physical elements. As a health care treatment package for Fivelements Retreat Bali Hotel guests, *panca maha bhuta* contains discovery.

Discovery is a new originality (Parent et al., 2022). Discovery in the *panca maha bhuta* service at the Fivelements Retreat Bali Hotel lies in the name of the service package, the service package protocol components and the operational conditions of the service package. *Panca maha bhuta*, as the hotel's guest health care service is called, is a novelty. There are no *panca maha bhuta* for hotel guests except at the Fivelements Retreat Bali Hotel. Excellent services, such as *panca maha bhuta* energy healing and *panca maha bhuta* retreats, offer *panca maha bhuta* as a discovery term for hotel guest health services.

Panca maha bhuta energy healing and *panca maha bhuta* retreat can be stated as a variant form of *panca maha bhuta* at the Fivelements Retreat Bali Hotel. The health service protocol components reflect the discovery of the *panca maha bhuta* variant. As a type of guest health treatment, *panca maha bhuta* energy healing is operated with the help of spiritual energy. The novelty 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 treatment procedures. Different from the *panca maha bhuta* retreat, its novelty lies in the media and facilities that represent the properties of fire, water, fresh air, solid matter, and empty space in *bhuwana alit* and *bhuwana agung*. The novelty of the *panca maha bhuta* retreat can also be seen in the treatment package variants 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.

Table 2. Types of Health Treatment in the Panca Maha Bhuta Retreat

No.	Retreat Service Label	Information
1.	Gourment Healing Cuisine Meals	Gourment Healing Cuisine Meals is a healthy food service package that includes drinks, breakfast, and lunch. The composition of this food package is based on local vegetable and fruit ingredients, which are positive for mental clarity, regeneration of damaged cells, and spiritual awakening.
2.	Fivelements Retreat Morning Yoga	Fivelements Retreat Morning Yoga includes yoga activities in the morning.
3.	Water Healing	Water healing is a treatment for the revitalization of

		positive pranic energy for spiritual sensations and intuitive and emotional health through the medium of water.
4.	Balinese Fire Blessing Ritual	The Balinese Fire Blessing Ritual is a ritual using the medium of fire, mantras in Sanskrit, and the sound of traditional Balinese bells. This ritual can help in energy transformation by releasing or purifying unwanted energy into more positive energy to invoke blessings of abundance and a healthy life.
5.	Heaven Scen Aroma Massage	Heaven Scen Aroma Massage is a massage that uses aroma therapy and therapeutic oils with traditional Balinese massage techniques to help increase immunity naturally.
6.	Mindfulness	Mindfulness is a type of meditation that aims for inner harmony and reduces stress without judgment by observing thoughts, breathing, and being aware of the present moment.
7.	Sacred Arts	Sacred arts include those with ritual nuances to reduce stress, emotional recovery, and entertainment.
8.	Fivelements Balinese <i>Boreh</i>	The Fivelements Balinese <i>Boreh</i> massage is known as a traditional Balinese massage. In this massage, the therapist employs <i>boreh</i> and conventional Balinese techniques.
9.	Jungle River Walk	The jungle river walk is a travel activity that allows guests to enjoy the fresh air and natural view of the river in the middle of the forest.
10.	Ricefield Village Walk	A ricefield village walk is a travel activity that allows guests to enjoy fresh air and natural views in a rural rice field setting.
11.	Holywater Spring Healing Journey	A holywater spring healing journey refers to a journey to enjoy fresh air & natural scenery in a sacred spring environment.
12.	Acommodation	There are riverfront suite rooms and hillside pool suite rooms, which offer comfort with antique decoration, textile decoration with traditional Balinese motifs and green views. The accommodations feature air conditioning, a bathroom, WiFi, a safe, and a variety of amenities.
13.	Embracing Change Session	The embracing change session is an affirmation activity and an opportunity for consultation regarding issues of trauma, emotional disorders, and latent conflicts.
14.	<i>Ida Pinggala</i> Balancing Healing Massage	<i>Ida pinggala</i> balancing healing massage is a type of massage that uses four hand techniques from a male therapist and a female therapist at the same time.

Panca maha bhuta retreat can be seen as a form of developing retreat packages at the Fivelements Retreat Bali Hotel. The *Panca maha bhuta* retreat can be said to be a combination of treatments in the *panca maha bhuta* retreat protocol. Through the table above, guests can find out about several types of treatment as part of the *panca maha bhuta* retreat. Based on functional requirements, it can structurally connect several components (Pradana, 2022; Pradana, 2022a). The function of the fourteen types of health treatments in the *panca maha bhuta* retreat really supports the *panca maha bhuta* energy healing function. The representation of the *panca maha bhuta* element as a medium is very clearly visible in water healing, Balinese fire blessing rituals, walk journeys and healing journeys.

The operational requirements of *panca maha bhuta*, a guest health service, reveal the need for special therapists. In general, therapists in hotel guest health services are professionals or experienced. However, to become a special

therapist at the *panca maha bhuta* retreat and *panca maha bhuta* healing energy service, you must be a Balinese person with *Balian* experience. Thus, it can be stated that the added value of discovery in the health service package called *panca maha bhuta* lies in the superiority of a holistic approach, a form of support for the promotion of Balinese culture and the use of quality local resources in addition to healing energy treatment support for health care and miracle healing. As an alternative method is realized because it has added value (Pradana, 2012; Pradana, 2018; Pradana & Parwati, 2017).

3.3 Panca Maha Bhuta as a Health Service Innovation Based on Traditional Balinese Culture at the Fivements Retreat Hotel Bali

Panca maha bhuta is an innovative health service based on traditional Balinese culture at the Fivements Retreat Bali Hotel. Innovation has elements of discovery and invention (Roisah et al., 2023). Invention is a response to the existence of discovery and its benefits (Bosman et al., 2020). Discovery can be said to have novelty and originality (Idress et al., 2023). *Panca maha bhuta* as a healing energy treatment service and retreat at the Fivements Retreat Bali Hotel has been explained as having discovery elements in terms of naming, service protocol components, and operational requirements. The discovery of the new element in this treatment is marked by the practice of the Fivements Retreat Bali Hotel, which places *panca maha bhuta* into two types of special health service packages for hotel guests. The novelty of *panca maha bhuta* has been recognized by the Fivements Retreat Bali Hotel as two forms of health services based on traditional Balinese culture that are reliable. Something is institutionalized because it has been recognized and has important meaning for the perpetrator (Pradana & Ruastiti, 2022).

At the Fivements Retreat Hotel Bali, guests appreciate the *panca maha bhuta* service as an exceptional health treatment package. The novelty of *panca maha bhuta* energy healing treatment has been responded to by clients as awesome. Clients generally responded to the new experiences they gained with exceptional fervour. As Noorani on TripAdvisor in 2012 said:

".....I have an appointment with Pak Wayan for *panca maha bhuta*. Luckily, Mr Wayan found the problem in the head. What's amazing about therapy is that I feel like I'm in a deep sleep but still awake for 90 minutes..."

Based on the client's statement from the *panca maha bhuta* service above, it can be seen that there is an amazing response given to special therapists based on the new approach based on *panca maha bhuta* insight. The client's sleep experience is a factor that has an impact on providing an unusual response to the *panca maha bhuta* healing energy. Response refers to the reaction to a stimulus in an event (Kollnberger et al., 2022). Clients also give positive responses to special therapists when they successfully diagnose potential illnesses. Clients have also expressed extraordinary appreciation for healing after *panca maha bhuta* healing energy. As stated by Lisa in 2014 on TripAdvisor, she stated that:

".....another extraordinary treatment experience I had during *panca maha bhuta*. Pak Wayan's diagnosis and therapy for my recovery have made me speechless. I highly recommend..."

The client testimonials for the *panca maha bhuta* service demonstrate a sense of amazement at the treatment's results and the uniqueness of the *panca maha bhuta* healing energy service. The client's statement about highly recommending it confirms that the client's sense of amazement is strongly correlated with guest satisfaction with the quality of the *panca maha bhuta* healing energy treatment. There are also forms of guest satisfaction regarding the quality of the *panca maha bhuta* retreat. This form of guest satisfaction can include a positive response to the retreat type's novelty. Positive responses include guest satisfaction (Souki et al., 2023). A positive guest response to the *panca maha bhuta* retreat was shown by a promise to return to stay at the Fivements Retreat Bali Hotel. As stated by Fatima through TripAdvisor in 2018, she stated that:

"..... I was happy when I booked the retreat for 7 days because I got a bonus. I was amazed by the wonderfull and peace during the treatment process. While the activity is really fun, the performers are very skilled at massaging. I had an extraordinary healing experience during the water healing session. I also get the most delicious healthy food here. The staff were amazing, I felt safer and at home. Overall, this retreat was truly spectacular. I have promised myself and everyone there that I will be back next year!"

According to the *panca maha bhuta* retreat client's narrative above, the response was positive. The sense of pleasure, fascination, sense of security, and perception of spectacularity regarding the new elements of this integrated health service show a positive response and have an impact. Promises are a form of response (Howard & Hyland-Wood, 2024). We can understand this client's promise to stay again next year as a positive response based on their

cumulative sense of satisfaction as a *panca maha bhuta* retreat guest. Guests' desire to become repeat guests of Fivelements Retreat Bali Hotel is partly due to the fact that they have received something more and more special while trying the hotel treatment. As stated by Allison at the Fivelements Retreat Bali Hotel in 2023, he revealed that:

"...the Yoga practice place here is good. The Balinese fire Balinese ritual was something that made an impression on me when I was a guest at the Fivelements Retreat Bali Hotel. Yes, it was incredibly special, the experience when it surprised me. I can feel calmer and more peaceful after the energy healing session. The sound of river water near the bedroom also helped me fall asleep more soundly than usual. Oh, I will definitely be back."

From the informant's statement above, it can be seen that guests seem interested in becoming customers of the Fivelements Retreat Bali Hotel. According to Sigmundsson and Hauge (2024), interest is a motivational factor for perpetrators. The guest's motivation to become a customer of the Fivelements Retreat Bali Hotel can be seen because the guest has received something more surprising and special while being a client of the *panca maha bhuta* retreat. A positive impression of the newness of the retreat component of the Fivelements Retreat Bali Hotel 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 as well as the strong potential that motivates guests to become customers of the Fivelements Retreat Hotel Bali Hotel.

Based on guest responses and recognition of Hotel Fivelements Retreat Bali, it can be confirmed that the discovery of the two *panca maha bhuta* packages is an innovation based on traditional Balinese culture at the Fivelements Retreat Bali Hotel.

3.4 Discussion

Panca maha bhuta at Fivelements Retreat Bali Hotel refers to the type of health service provided to guests. Energy harmonization based on the elemental indicators *apah*, *teja*, *pertiwi*, *akasa*, and *bayu* in the microcosm (body liquids, body temperature, body physical, body cavity, sithe) and macrocosm (water, sunshine, stone, ether, air) dimensions is a form of implementation of the *panca maha bhuta* principle, in addition to the name for the type of health treatment at the Fivelements Retreat Bali Hotel. According to Dinkoksung et al. (2023), encouraging the sustainability of economic practices involves increasing the capacity of managers to foster knowledge collaboration and create collaborative solutions that have the potential to produce inspiring innovation.

Inspired by the Balinese way of using *panca maha bhuta* in a cultural context, the Fivelements Retreat Bali Hotel has created *panca maha bhuta* as an energy healing service package and an integrated health service package. Creating new service packages has the potential to increase the contribution or reduce the risk of crisis in hospitality management (Chan et al., 2021). It can construct the novelty of services based on resource potential (Proenca & Jimenez-Saez, 2020).

Panca maha bhuta is a Balinese wisdom-based health service package that is constructed based on the operational, environmental and cultural capital resource potential at the Fivelements Retreat Bali Hotel. *Panca maha bhuta* is a contributing service at the Fivelements Retreat Bali Hotel. A special therapist wearing traditional Balinese clothing handles the *panca maha bhuta* energy healing service for less than two hours without using any special equipment.

Panca maha bhuta retreat, an integrated health service at the Fivelements Retreat Bali Hotel, includes *panca maha bhuta* healing energy treatments. The *panca maha bhuta* retreat can be held according to orders after guests have paid in full 30 days before the event date. This health service program uses a holistic physical, emotional, and spiritual approach to organically treat patients' mental and physical health. Optimally, a *panca maha bhuta* retreat can consist of a healing journey, holy water spring healing journey, jungle river walks, five elements of Balinese *boreh* massage, sacred art, embracing change session, body care ritual, Balinese fire blessing ritual, water healing, *panca maha bhuta* healing energy, healing massages, five elements of retreat morning yoga, gourmet healing cuisine meals and hillside pool suite room service. During the *panca maha bhuta* retreat, clients are prohibited from smoking and the use of electronic media is limited to the guest room. In extreme or emergency situations that could threaten the welfare of guests during this treatment, the managers of the Fivelements Retreat Bali Hotel are responsible.

As a health care treatment package for Fivelements Retreat Bali Hotel guests, *panca maha bhuta* contains discovery. *Panca maha bhuta* energy healing and *panca maha bhuta* retreat can be stated as a variant form of *panca maha bhuta* at the Fivelements Retreat Bali Hotel. The novelty 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 treatment procedures. The *panca maha bhuta* retreat can be said to be

a combination of treatments in the *panca maha bhuta* retreat protocol. The operational requirements of the *panca maha bhuta* guest health service include the discovery of special therapists.

Panca maha bhuta is an innovative health service based on traditional Balinese culture at the Fivelements Retreat Bali Hotel. The novelty of *panca maha bhuta* energy healing treatment has been responded to by clients as extraordinary. Clients also give positive responses to special therapists when they successfully diagnose potential illnesses. A positive guest response to the *panca maha bhuta* retreat was shown by a promise to return to stay at the Fivelements Retreat Bali Hotel. Based on the client's happiness with their Panca Maha Bhuta Retreat experience, their commitment to return next year is seen as a favourable response. Based on guest responses and recognition of Hotel Fivelements Retreat Bali, it can be confirmed that the discovery of the two *panca maha bhuta* packages is an innovation based on traditional Balinese culture at Hotel Fivelements Retreat Bali. According to Hajan et al. (2023), innovation in guest health service components is a solution to reduce work risks and increase consumption interest. Conversely, the absence of appropriate promotional media and supply power can lead to a decrease in consumer interest in commodity innovation (Nuhayati et al., 2022).

4. Conclusions

Through discussing the results of the *panca maha bhuta* service regarding Balinese wisdom-based health service innovation at the Fivelements Retreat Bali Hotel, it can be concluded that the *panca maha bhuta* at the Fivelements Retreat Bali Hotel takes the form of a *panca maha bhuta* retreat service package and a *panca maha bhuta* healing energy service package. The *panca maha bhuta* retreat is an integrated health service, while the *panca maha bhuta* healing energy is an excellent service. The *panca maha bhuta* retreat consists of several package variants based on the duration of the service (3–14 nights), while the *panca maha bhuta* healing energy lasts less than two hours. By selecting the *panca maha bhuta* retreat package version, clients will be provided with *panca maha bhuta* healing energy services as part of their order.

The novelty of the health service called *panca maha bhuta* at the Fivelements Retreat Bali Hotel lies in the name of the service package, the service package protocol components and the operational conditions of the service package. This discovery health service package draws a lot of inspiration from *panca maha bhuta* in Balinese culture. There are only two types of guest health services at Fivelements Retreat Bali Hotel, called *panca maha bhuta* and show discovery. Discovery in the protocol components of the *panca maha bhuta* healing energy package lies in considerations and indicators for the generation and purification of treatment energy, which are based on the understanding of *panca maha bhuta*, while at the *panca maha bhuta* retreat, it can be seen in the treatment combination variants accompanied by relevant media and facilities based on the understanding of *panca maha bhuta*. The advantage of discovery in this *panca maha bhuta* service lies in its holistic approach, healing energy support, forms of support for the promotion of traditional Balinese culture and the use of quality local resources.

Guests at the Fivelements Retreat Hotel Bali recognize the *panca maha bhuta* service as a type of awesome health service package. The Fivelements Retreat Bali Hotel has recognized the *panca maha bhuta* service as one of two special health service packages for its guests. These two health service packages have been positively received by guests of the Fivelements Retreat Bali Hotel. Based on guest responses and recognition of the new form of *panca maha bhuta* service at the Fivelements Retreat Bali Hotel, it shows that the *panca maha bhuta* service is an innovation in health services based on traditional Balinese culture.

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