

Bali Daily



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BSWA to break record with 1,000 masseurs

BY WASTI ATMODJO ON 2014-04-26



Relaxed: Two visitors are being pampered by local masseurs at Semawang Beach in Sanur, Denpasar. (BD/Agung Parameswara)

The Bali Spa and Wellness Association (BSWA) will hold a record-breaking attempt involving 1,000 masseurs, who will give massages to 1,000 clients during the Wonderful Adventure Indonesia: Asia Pacific Hash (WAI ASPAC) 2014 in early May.

BSWA advisor Lulu S. Widjaja explained the association's plan to hold the mass massage at Sanur beach on May 9, attempting to break the record held by Thailand of 650 masseurs.

"There has been no such event in Indonesia. We therefore will involve the Indonesian Record Museum [MURI] in this event, targeting the participation of 1,000 masseurs, who will simultaneously give traditional Balinese massages to 1,000 clients along the beach," she said during an event to celebrate the association's 10th anniversary.

Lulu added that the event was held on the sidelines of the WAI ASPAC 2014 to have a greater impact.

Traditional Balinese massage is a favorite spa treatment among foreign tourists. Balinese spa therapists have also received high demand from the international market.

"Through this event, we expect to enhance the positive image of Bali as a famous spa and wellness destination, so it's not merely for sensation, but more about improving promotion and image internationally,"

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DAILY HOT SPOTS

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SIGHTSEEING

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It was not a regular Tuesday for worshippers at the Kongco Caw Eng Bio, Bali's oldest Chinese temple, in Tanjung Benoa area in Badung.

she said.

To mobilize 1,000 therapists, BSWA will not only rely on therapists from Bali, but also from other areas like Jakarta and Surabaya. The association also expects support from spa training centers.

“As of now, we have 750 therapists registered to participate in the event, and the number keeps increasing because there are a lot of spa and wellness companies in Bali. We also hope to get support from other areas,” she said.

Tia Hanafiah, Leisure Manager of the InterContinental Bali Resort, said that the resort would take part in the event by assigning six therapists to participate.

“We strongly support the event, although we can only send six out of 20 therapists we have, because we also have a lot of bookings from our guests to have spa treatments,” she said.

Balinese massage is one of the most preferred treatments at the resort, with the guests receiving the massage by natives of Bali. Amid the emergence of new spa treatments, the spa industry will still offer Balinese treatment.

Djinaldi Gosana, executive director of the Bali Hotel Association (BHA), hailed it as a prestigious event worthy of support. Moreover, the event is held simultaneously with the WAI ASPAC, an international-scale event held by the Tourism and Creative Economy Ministry that involves thousands of people.

BSWA is a non-profit organization under the Bali chapter of the Indonesian Hotel and Restaurant Association (PHRI). It regularly holds massage training for masseurs at beaches, as well as seminars.

“One of our most recent activities was an educational program on early detection of cancer. The program targeting masseurs and is held in cooperation with the Bali Pink Ribbon,” Lulu said.

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