

The story of Taman Sari Royal Heritage Spa

The Culture and the tradition that inspires our Spa

A tropical paradise comprising some 17,000 islands and populated by an estimated 250 million people, Indonesia is home to thousands of Spas, day spas or resort spas alike. From the Balinese Boreh to Javanese Lulur, Indonesian Spa practices are forming its own character and reputation. One of the elements that are inseparable from our Spa practice is the use of Jamu or loosely translated as traditional herbal medicine (orally or externally). Jamu is a practice that is derived from the tradition inside the Royal court of Java, particularly from Keraton/Palace of Solo and Yogyakarta. It is from this Javanese Royal court tradition that Taman Sari Spa builds



Javanese Lulur Body Scrub

its concept of Spa practices that now becomes available in Taman Sari Spa locations in 3 continents and 7 countries. Through this Javanese Spa tradition which is as old as the culture itself, people from around the world will begin to learn more about our cultural heritage. It is a culture that promotes not only harmony among its people but also harmony between human social/economical activities and its natural surroundings. It is essentially a culture that recognizes and preserves its ethnical and biological diversity background as source of all life on earth.



Ingredients of
Jamu

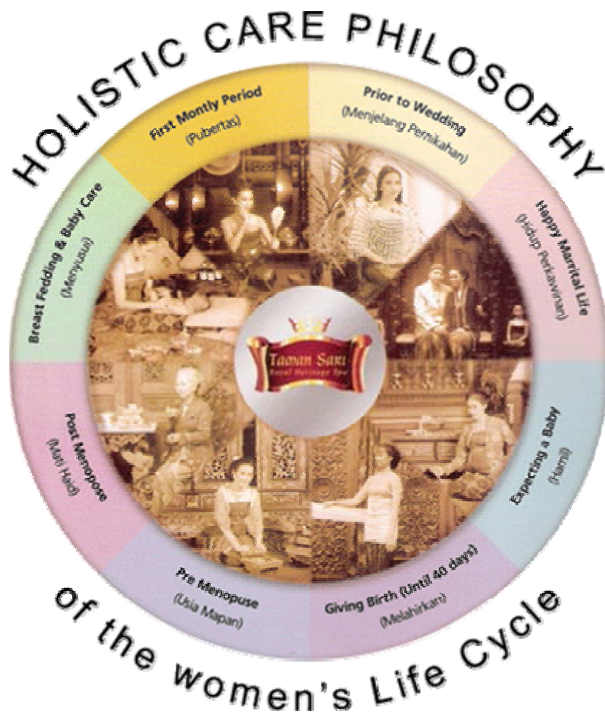
Jamu as the core of our Spa practices is one example on how Javanese culture respect Nature as the main source of food and medicine for all life. Indonesia is blessed not only with its rich natural resources but also tradition of preserving this valuable ethno botanical knowledge. It is arguably a dying science amidst modern lifestyle which prefers to embrace genetically modified food and chemical compounds as medicine over natural derived food and medicine. Million of hectares of natural habitat for plants and animals are being cleared to make way for other destructive activities like logging, mining, or monoculture plantation/farming because human forget how precious the various of plants are for our main source of food and medicine. It is through the tradition of Jamu, we will show to people from around the world that we will preserve our biological diversity and our ethno botanical knowledge as our most valuable heritage.

The word “Taman Sari” comes from the name of a building complex inside the Yogyakarta Royal Palace in central Java, Indonesia. The complex was built in 1758 by a Sultan (Javanese ruler) by the name Hamengku Buwono I. He had 4 purposes with this building complex: to become a rest house, to become a cultural and entertainment complex, to become a place for meditation and to become a sanctuary for him and his family. This fits well with the idea of a modern Spa: to become a place to relax, to relieve stress and to escape from everyday life. Spa Industry worldwide has been revolutionized by many Asian cultures: Indian Ayurvedha, Chinese TCM, Japanese Onsen, Thai Spa practice and now Indonesian Jamu that originates from inside the royal court of Java.



Gateway to the original
Taman Sari

Woman Lifecycle: our Holistic Care Philosophy



"Imagine a spa where all of the senses are stimulated. Where the skin feels warm from the nurturing touch of the therapist, the muscles feel soothed and relaxed, where aroma therapeutic oils and flowers tantalize the sense of smell, where the eyes feel soothed by the harmonious palette of colors in nature, where the taste buds are awakened by a sweet sensation of exotic teas and natural cocktails called "Jamu". Where the lullaby of the Mountain Forest can be heard and gently comforts you to sleep. All that you have imagined can be found in Taman Sari Royal Heritage Spa, the only Spa in the world that promotes the authentic Javanese spa tradition."

A woman's life cycle consists of: birth, puberty, pre-marriage, pregnancy, giving birth, lactating, menopause, and post menopause, each with its own physical and mental challenges. In Javanese culture, we believe that harmony is paramount to achieve the balance between physical and spiritual health in order to prepare us for these challenges. The Javanese people also believe that nature provides us with all necessary food and medicine to help us prepare our self. Our tradition teaches us how we should combine various plants to make our food and remedies and how we should take charge of our wellbeing. We call this art of herbal healing as Jamu.

The ancient Javanese people lives intimately with plants around them and they regard plants as their partners to achieve this physical and spiritual balance. Therefore the knowledge on how to prepare plants as food and as medicine is always in the core Javanese woman's daily life. Javanese housewives always maintain a good collection of herbs and spices in their kitchen and prepare food for the family members with promoting the family's health in mind. They also know how to make specific Jamu to treat various illnesses.



A stone carving on Borobudur temple depicting Jamu making tradition among the Javanese people in 7th century

This knowledge has been around for thousand of years and the formula has been perfected to utilize the progress of science and technology. The Javanese people manage to preserve this knowledge because it is embedded in the culture and it becomes our social rituals. The knowledge of Woman's Life cycle becomes our most valuable tool to make this ritual alive among our current generation. Our ancestor knows that Woman's Life cycle will always be relevant to our daily life, regardless of our age, ethnic background or what era we live in.

Bringing an age old tradition into the Spa Industry

In this world, there is only one company that specializes in the production, promotion and utilization of Jamu for Spa Industry: “Mustika Ratu”. The company not only has the biggest share of Jamu market in Indonesia, but through the “Taman Sari Royal Heritage Spa”, they are also the only company that created the Spa Franchise that solely based on Jamu tradition. This is the company, which excels in preserving a tradition as well as commercializing the seemingly “low esteem” product of Jamu. Michael Hamlin, a highly regarded Business Analyst in Asia once wrote in his book: “Indonesia’s Mustika Ratu – originally a hobby, then a small family business – has transformed itself into a leading consumer product manufacturer in less than two decades, outperforming some of the world’s most fiercely competitive multinational corporations in the process.” (Asia’s Best: the Myth and Reality of Asia’s Most Successful Companies, author Michael Hamlin, 1998).



Mrs. Mooryati
Soedibyo

The company’s founder Mrs. Mooryati Soedibyo, is the world’s only known self made noble woman turned a successful Entrepreneur. She was born from the privileged royal Javanese family, raised inside the “Keraton” (Javanese Palace), surrounded by servants since her childhood and later married to a highly educated Man who had a successful career in Indonesian Government. Rather than settling for this comfortable and respectable social status, she started a business selling homemade Herbal Products when her husband almost retires in 1978. She has never received a formal higher education or formal business training when she started the business in the family garage almost 30 years ago, but yet she managed to grow her company from literally a Home Industry helped by her housemaids to more than 3000 employees worldwide today. Within 20 years, the company managed to build a factory, an expansive product distribution channel,

retail outlets in every major Department Store in Indonesia, a 12-story building as its corporate office in central Jakarta and export the products to more than 5 countries. Sales growth has always been more than 20% per year since the company’s inception, which enables the company to expand based on Equity Financing alone.

When she started Taman Sari Royal Heritage Spa less than 10 years ago, nobody believed that the Spa sectors will contribute significantly to the Group’s overall growth and the venture was seen as Mrs. Soedibyo’s personal “hobby”. Now, the Spa alone is responsible for about half of the overall growth of the company. This is due to the fact that the Spa’s fast expansion happens outside of Indonesia, which then compensates the slow growth of its Jamu and Cosmetic domestic market. The newly created Spa product line contributes immensely to the company’s bottom line because of its higher profit margin than the company’s



As the only Woman participating in World Entrepreneur of the Year 2003 competition in Monte Carlo

traditional consumer product line. What once started as a hobby becomes a Business Empire because Mrs. Soedibyo built it out of her passion; she captivates people around the world and received Ernst & Young “Entrepreneur of the Year” Award in 2002 and represented Indonesia in the World Entrepreneur of the Year Competition in Monte Carlo in 2003.

Taman Sari Spa is a very good proof of one simple theory: Customers anywhere are not buying a product; they are merely buying a solution to satisfy their needs along with the service to support the product. Mrs. Soedibyo never bothers to ask a marketing consultant about what the consumer trend is, she creates services and products that people will love and ultimately buy. The Spa Industry will revolutionize the hospitality Industry all over the world; actually in Asia it is already doing that. But, what the Spa Industry all over the world need is: *A simple integration of Treatments, Atmosphere and Process on delivering the comforts to the Guests*. Taman Sari Spa has all the components to do just that.

Setting a new trend in Hospitality Industry

Taman Sari Spa is one of the few Spa Companies in the world that designs, manufactures, distributes and retails its Spa products to their end-users. Not only that, Taman Sari Spa also trains their own Spa Therapists, recruiting from local Indonesian Men and Women who have learned and practiced massage since they were teenagers, going through rigorous training at their own School and “Teaching Spa” in Jakarta and sent out to the various Taman Sari Spa locations all over the world. The Javanese people are known to be the most unpretentious and most grateful people in the world. In Java good mannerism and politeness are taught as part of a culture and tradition, not resulted from formal education or training. These are the people who know from their heart how to serve common people in an uncommon way.



Javanese Massage

Every Taman Sari Spa location all over the world strives to deliver this same standard of service excellence while adjusting itself to local regulation and requirements. There is no Spa Company in the world that can match the potential cross learning among Taman Sari Spa employees from front line Spa Therapists to the Spa Directors and its ability to customize its products according to local market demand. Consider this prediction from well known Spa Industry Observer, Bernard Burt during his visit to the Spa’s Whistler location in 2004: *“Taman Sari Spa is going to set a World standard in Canada”*. The North American Operation of Taman Sari Spa sees itself as one of the potential Industry leaders by riding the wave of Spa Industry Growth and breaking away from the pack. Consider their Mission and Vision Statements, *“to be a key player in developing the Spa Traveler market for the Resort/Hotel by creating ultimate comforts to their Guests”* as the mission and *“to be a trendsetter in North American Spa Industry by promoting the authentic Javanese Spa Tradition and Herbal based Consumer Products”* as their vision.

As the Spa Industry showing impressive growth anywhere in North America, many resorts and hotels will have no choice but to fight for dominance on this new battleground. The Hotel/Resort who knows how to win the hearts of general Spa-goers and emerging Spa Travelers will surely dominate the Hospitality Industry in the future. In this case, nobody knows better on how to win the hearts of Spa goers than the Spa Operators themselves. For Taman Sari Spa, North American market will become their source of growth for years to come.