

Drug Rehabilitation and Educational Tourism Center

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ABSTRACT

Malaysia continues to face rising rates of drug addiction, particularly among the Malay majority, despite substantial governmental efforts and funding aimed at eradicating the issue. Traditional rehabilitation approaches have demonstrated limited success, underscoring the need for innovative strategies. This paper explores the integration of drug rehabilitation centers with educational tourism packages as a novel approach to enhance addiction recovery programs. The proposed method leverages Malaysia's rich natural landscapes and cultural heritage to offer recovering addicts new experiences, foster familial bonds, improve social skills, and boost self-esteem. A comprehensive analysis of existing rehabilitation practices and educational tourism models was conducted, involving a review of literature, government reports, and case studies. The study develops structured tourism packages in collaboration with government agencies, non-governmental organizations (NGOs), and private tourism operators, tailored to the needs of recovering addicts. The findings indicate that integrating educational tourism into rehabilitation programs significantly enhances recovery by offering environmental changes that mitigate relapse triggers and improve psychological well-being. The involvement of family members further strengthens emotional support systems and addresses underlying relational issues.

The study emphasizes the importance of post-rehabilitation programs, continuous assessment, and skill development to ensure sustained recovery and societal reintegration. In conclusion, this innovative collaboration between rehabilitation centers and educational tourism offers a cost-effective, impactful strategy to address drug addiction in Malaysia by addressing the physical, mental, and spiritual dimensions of recovery. This approach holds substantial promise for improving rehabilitation outcomes and contributing to the nation's overall well-being and security.

Keywords: Relapse, Prevention, Recovery, Tourism-Based, Collaborative

INTRODUCTION

Malaysia is one of the countries whose vision is the well-being and security of its people. It is a diverse nation with a multi-ethnic and multi-religious population, including Islam, Hinduism, Buddhism, Christianity, and other beliefs. This reflects that Malaysia is a pluralistic country where its people coexist harmoniously and mutually respect each other. However, the government faces certain challenges in realizing this vision. The most prominent challenge for the Malaysian government in the 20th century is the issue of drugs. Despite various efforts, this problem continues to escalate. The government has even conducted extensive campaigns, emphasizing its sacred slogan, "Drugs Are the Number One Enemy of the Nation." Drug abuse has been a persistent threat to our country for a long time, and the issue of drug misuse remains a primary adversary (National Anti-Drug Agency, 2014; Sabri, 2017). According to statistics, the Malay ethnic group has the

highest incidence of drug addiction, with 98,652 individuals, or 76.9 percent (NADA, 2020). In contrast, other ethnic groups have lower levels. Malays constitute the majority of the population in the country, with a total population of 32.4 million. Table 1.1 shows the drug addict statistics based on ethnicity released by NADA (2020).

Table 1.1: Addict Statistics by Ethnicity

No	Ethnic	Percentage %
1	Melayu	76.9
2	Chinese	7.7
3	Indian	5.9
4	Native of Sabah	5.3
5	Native of Sa	2.5
6	Serani and Orang Asli	1.7
Total		100%

Source: National Anti-Drug Agency (2020)

To ensure that its citizens live free from drugs, the government has provided significant funds and grants to relevant institutions to collectively brainstorm ideas to prevent and distance Malaysia from the issue of drugs. However, the solution to this issue still faces a deadlock. Nevertheless, it must be continued as part of the ongoing well-being of the people of Malaysia. This matter will not achieve success as long as everyone points fingers at each other because the issue of drugs is not the responsibility of individuals or specific parties alone. Therefore, this role must be emphasized and invigorated by all layers of society.

The government has taken the initiative to combat the drug epidemic in the country since 1983. In that year, drugs were declared a significant internal threat to national security. This policy was announced by Y.A.B. Tun Dr. Mahathir bin Mohamad, the former Prime Minister of Malaysia, on February 19, 1983, during the launch of the Anti-Drug Campaign. Subsequently, the government established the National Anti-Drug Agency (Agensi Dadah Kebangsaan, 1997). Therefore, five main laws related to drugs were enacted, namely: -

- a) Dangerous Drugs Act 1952.
- b) Poison Act 1952.
- c) Drug Dependent Persons (Treatment and Rehabilitation) Act 1983 (Amendment 1998).
- d) Dangerous Drugs (Special Preventive Measures) Act 1985 & Regulations 1987.
- e) Dangerous Drugs (Forfeiture of Property) Act 1988.

The government has approved the establishment of the National Anti-Drug Agency, which is responsible as the Secretariat to the National Drug Council and accountable for all actions related to drugs.

Educational Tourism (Edu Tourism)

Educational tourism is short-term tourism with the purpose of learning and acquiring knowledge. Those

involved in it are primarily students and a small number of teachers (Guo, 2000). The activities involved in educational tourism are diverse, including visiting a school, learning about customs or culture, language learning, attending symposiums or seminars, and participating in an academic or research project (Yuan, 2003). However, the main purpose of educational tourism revolves around education and learning. Therefore, destinations for educational tourism include famous schools, institutes, universities, historical sites, and the residences of renowned scholars. Participants can gain skills and knowledge through educational tourism. Educational tourism also enriches knowledge and enhances the tourist product for the local tourism industry. Special attention is currently focused on the educational tourism market in China (Ruzanna Syamimi et al., 2012).

According to Ritchie (2006), educational tourism can be defined as an activity undertaken by tourists on overnight trips and those who travel for the purpose of education or learning as their primary or secondary goal. This encompasses general educational tourism and adult education tourism, international and domestic university tourism, and student tourism, including language schools, school visits, and student exchange programs. Educational tourism can occur informally or formally in natural or man-made settings (Ruzanna Syamimi et al., 2011).

The Connection between Drug Rehabilitation Centers and Educational Tourism

Drug rehabilitation centers have a close connection with educational tourism because they can help address the issue of drug abuse. Tourism is one of the recreational activities that every normal person needs. Tourism is a hobby, a leisure time, and a time for rest with family, seeking tranquility, and nurturing the mind. As a hobby, people explore various places such as parks, mountains, seas, and the air, all based on their preferences and interests. Some engage in recreational activities, such as sports to find peace. There are also those who travel for the purpose of education.

Malaysia is a country renowned for its islands that serve as tourist destinations, such as Kapas Island, Perhentian Island, Pangkor Island, and others known both domestically and internationally. In addition to islands, Malaysia also boasts captivating waterfall areas. There are also scenic areas that harbor a myriad of natural secrets. The drug rehabilitation center along with this tourism package is an innovation that can be developed to generate the economic growth of a state or country and simultaneously serve as a flagship for a state in Malaysia. This effort will be carried out in collaboration with the State and Central Anti-Drug Agency (AADK), the state government, and private drug rehabilitation centers. Through collaboration with these institutions, it is hoped that optimal results can be achieved. This package is a cost-effective yet impactful initiative. What does it mean to be cost-effective and impactful?

Drug rehabilitation centers have long existed, but they only provide treatment and housing. After several months, individuals will return to their families. At this stage, they are known as "Orang Kena Pengawasan" (OKP), meaning individuals under supervision. During this period, they require control and support from family members and the local community. This is known as the caregiving period, which involves both physical and emotional care. If the rehabilitation center, during their initial treatment, instills spiritual values, individuals will strive to attend places of worship and engage in various charitable activities. The role of the family is crucial in understanding and managing the emotions of these OKPs.

If during this period, individuals under supervision (OKP) experience life pressures such as seeking livelihood, they may relapse by reconnecting with old friends. Relapse is a universal factor that involves family, the local community, and the government. If the treatment center does not provide spiritual guidance, there is a high probability that they will fall back into old habits or relapse. Therefore, the approach of combining treatment centers with tourism is one way to provide services to the families of addicts in general and the addicts themselves, conducting effective treatment sessions with the involvement of close family members.

This method begins by providing comprehensive and affordable facilities in line with the economic status of the addict's family. Here, the management can consider the best ways to provide mutually beneficial services, including providing facilities for the physical development (residential) of addicts and modules to be used

during treatment sessions. This project should be worthwhile in terms of the investment made.

The establishment of a rehabilitation center can take the form of a building or structures within an open area. All facilities should take into account the emotions and psychology of the addicts. For example, the location should ideally be away from main roads to avoid emotional stress from noise and views, as well as the pressure of feeling exposed. If the building is situated in a public area, it can have an impact on the anxiety of the local community. Therefore, this tourism-based approach is suitable to be considered as one of the effective treatment methods, as it can involve family members.

Educational tourism here refers to the activity of travel or visits undertaken by individuals or groups to destinations outside their residence for the purposes of recreation, business, education, or culture. In fact, tourism can have various meanings, depending on the context. In essence, tourism is a journey or travel for personal interest and self-satisfaction that can lighten the heart, soothe the soul, and provide a sense of fulfillment.

Collaboration with Tourism Agencies

The rehabilitation center needs to take the initiative to develop recovery programs that can have an impact on the trainees in the drug rehabilitation center and the families of addicts. This rehabilitation center should collaborate with the tourism industry to establish a two-way relationship.

Through the provided package and modules, it will have a significant impact on the emotional and physical well-being of the trainees in the drug rehabilitation center. Their emotions will be nurtured. Perhaps, until now, they may have thought that their parents or closest family members did not care about or neglected them. This program can strengthen relationships during vacations alongside treatment sessions. Furthermore, the program can address the emotional issues of their children. Indirectly, this program will organize counseling sessions for the involved parents. This tourism plan is very interesting because it not only provides recreation but also addresses the emotions that have been pent up between the child and the family of the addict. Family problems can be resolved collectively, and subsequently, solutions can be sought to prevent a recurrence after the treatment sessions end. Each party can approach problem-solving with an open heart, avoiding blame on any side.

This package can be implemented with the collaboration of various parties, especially AADK (Anti-Drug Agency), NGOs, tourism centers, rehabilitation centers, and religious departments. These relevant parties form the foundation for providing insights and recommendations for the development of the program and support based on their respective expertise.

Training and Skill Development

Every drug rehabilitation center needs to align its modules with those set by the AADK (Anti-Drug Agency). The difference can be adjusted if the rehabilitation center is established by non-Muslims. They might use additional modules based on their religious spirituality. Meanwhile, an Islamic Rehabilitation Center will use Islamic spiritual modules. Rehabilitation centers are advised to provide competent and knowledgeable management and should attend courses offered by the AADK or aligned with it. These guidelines are to prevent the occurrence of rehabilitation centers that prioritize profit alone. As a result of monitoring conducted at previous rehabilitation centers, incomplete and weak rehabilitation centers occurred. This is because the managing director or head of the center is from the second generation, such as a child or relative, who lacks expertise in the field and is appointed to manage the rehabilitation center after the death of the original founder.

In addition to rehabilitating the systems and organization of the rehabilitation center, training and development programs in the tourism sector also need exposure and expertise, such as expertise in hospitality, tour guiding, and the preparation of tourism packages. This expertise is not only limited to the rehabilitation center but also extends to the management of the rehabilitation center. This collaboration is necessary to align operations with

nearly tourist centers so that the tourism schedule and packages are suitable for the needs of the program and the economic status of the recovering individuals.

Training and Placement Program

Training programs are fundamental to realizing any project. Therefore, training programs for officers and caregivers at recovery centers should be conducted according to a schedule to ensure that they are equipped with suitable knowledge and methods. Continuous training programs should be implemented to prevent the planned programs from being hindered or delayed.

Providing training to participants is a challenging task. It requires expertise from various perspectives, involving psychology, workflow, scheduling, and the subsequent implementation of the program. All these aspects impact the trainers at drug recovery centers. Striking a balance between physical and spiritual readiness is also crucial. Physical activities can stimulate participants to abstain from drug use. Their engagement in physical activities, coupled with a dense schedule, can redirect their thoughts and cravings away from drugs. On the other hand, spirituality provides innate internal resilience, such as through engaging in dhikr (remembrance of God) and other religious practices. The discussion of spiritual practices in Islam involves many aspects, such as prayer (salat), which is not just fulfilling a responsibility to Allah but contains hidden blessings. The emergence of a feeling of refraining from prohibited actions by Allah is the true barrier to committing wrongdoing if they genuinely seek to return to the righteous path, as mentioned in the Quran in Surah Al-Ankabut, verse 45.

وَأَقِمِ الصَّلَاةَ إِنَّ الصَّلَاةَ تَنْهَى عَنِ الْفَحْشَاءِ
وَالْمُنْكَرِ وَلَذِكْرُ اللَّهِ أَكْبَرُ وَاللَّهُ يَعْلَمُ مَا تَصْنَعُونَ ﴿٤٥﴾

And establish prayer. Indeed, prayer prohibits immorality and wrongdoing, and the remembrance of Allah is greater. And Allah knows what you do. Al-Ankabut verse 45

Here, every human being who performs worship to Allah with the proper conditions and pillars, coupled with steadfastness (istiqamah), Allah has promised that they will indeed be kept away from evil and disgraceful deeds.

The aspect of comfortable accommodation is also one of the obligations and responsibilities of drug rehabilitation centers as well as tourist centers. Periodic monitoring can be carried out by the institution or health department itself. In restaurants, we can observe classifications like A, B, C, or D. A similar classification system may also be applicable in drug rehabilitation centers. Having such a class system can instill confidence in families who want to send their children for treatment for as long as they wish. Basic facilities for trainee accommodation are also crucial. The ambiance of living quarters, bathrooms, dining halls, cooking areas, and the overall environment that provides mental freshness, such as garden decorations, should be given due attention. These facilities and surroundings can influence the emotional well-being of the trainees.

Advertising and Continuous Assessment

Creativity and advertising are crucial aspects of determining the success of a project. Advertising can be done through banners, posters, or social media platforms such as Facebook, WhatsApp, Telegram, and other mediums. The purpose of advertising is to showcase all the facilities at a particular location quickly, easily, and effectively, conveying intentions and providing assurance regarding services or products. Therefore, the basic and therapeutic facilities need to be well-maintained and supervised to attract trainees to become residents of that place.

The management team must be adept at formulating marketing strategies. They can engage government bodies and NGOs as coordinators for this project. If we are aware of the dangers of drugs, we will strive to combat

them in any way possible. Every organization needs to play a role without relying solely on the National Anti-Drug Agency (AADK). The collective efforts of all parties can significantly reduce the impact of this drug issue, even if it cannot be completely eradicated.

Public Awareness Campaign

This awareness campaign has been carried out by the responsible parties, especially AADK, but it still requires cooperation from other organizations. Perhaps campaigns conducted in the past, such as through Friday sermons, magazines, and pamphlets (small notes), are no longer relevant to the current generation. Therefore, the use of social media platforms such as AADK's official Facebook, JKPD's Facebook, and Instagram may be more effective and resonate better with the current younger generation.

The seriousness of the authorities cannot be denied. Various measures have been taken. This is due to the increasing power of consumers despite the government's efforts to prevent it. In conclusion, all parties need to plan prevention programs and guidance from the beginning to prevent it from spreading further to future generations.

Collaboration with Government Agencies and NGOs

Having a network with other government agencies and NGOs is a necessity for the success of any program as it requires moral and financial support. This applies to AADK as well. For example, AADK's seminar programs, officer appreciation days under the supervision of AADK, and other activities Collaboration with external agencies is crucial to identifying any weaknesses.

Collaboration among government agencies, AADK, tourism agencies, and the State Religious Affairs Office (MAIN) can optimize results. AADK, as the lead agency, plays the role of the host, while other agencies can contribute their expertise in their respective fields. For example, MAIN may provide Islamic advice and counselling services and contribute financial support from the state's zakat funds to further facilitate programs. Contributions from zakat funds can benefit everyone, especially those with low socio-economic status.

Overall, collaboration with other agencies can add diverse perspectives. AADK also needs to obtain data and statistics on the number of addicts in each area, which certainly requires cooperation with other agencies. Financial support is also crucial for the success of programs planned by AADK. The legal aspect is equally important in realizing AADK's policies so that they do not conflict with the laws of the country.

Educational Tourism Package

Drug rehabilitation centers and the tourism industry are two seemingly distinct entities. A drug rehabilitation center is a facility designed to assist individuals facing issues with drug addiction. On the other hand, the tourism industry plays a crucial role in the economic development of a country. However, if the roles of these two entities are integrated, there can be a significant impact on addressing the issue of drug addiction.

The tourism industry can provide facilities for emotional healing and building relationships among addicts, their families, and the surrounding community. There may be an assumption in society that rapidly growing tourist centers contribute to drug demand and are a factor in the increased drug use among tourists. This perception cannot be denied. However, our focus is on resolving drug addiction issues among addicts. Here, the crucial role of other agencies in combating and preventing the spread of drug abuse is emphasized.

A specially designed tourism treatment package module for drug addicts can provide a new and positive environment for their recovery. This environment can offer new experiences that they may not have encountered before. The package also provides social skills and support in the form of therapy or recovery programs oriented towards a positive natural setting. This package can provide opportunities for them to interact with the natural environment, which can help enhance their mental well-being. This new cultural environment can also assist them in the recovery process, as they have the chance to interact with various

parties in a calm and pressure-free state of mind.

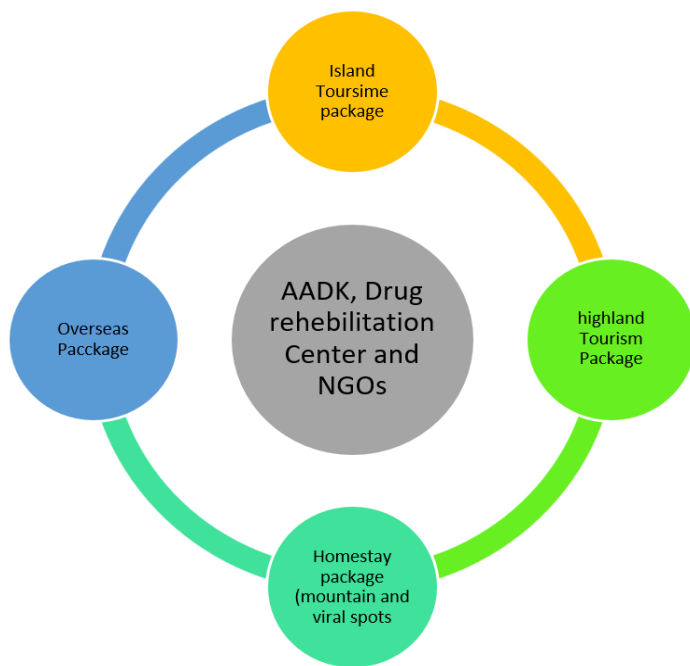


Figure 1: Cooperation between Rehabilitation Centers and Tourism Packages

The chart above represents one of the methods for implementing packages. This package involves collaboration between treatment centers, tourism package facilities, and spiritual packages that can be conducted at the tourism center.

The first package, a 3-day package, is the most basic package. This package is suitable for programs involving proximity to the rehabilitation center, perhaps set against a backdrop of a lake, waterfall, or near a park. Evening schedules will be managed by the treatment center according to the original schedule. Meanwhile, daytime hours may be provided for the tourists themselves to organize and implement activities. The organizers can arrange a program schedule with the family to restore and strengthen familial relationships.

The second package, a 4-day package, is organized by the treatment center according to its regular daily schedule. While the tourism agency only provides the accommodation facilities, the rehabilitation center executes the program with its own counselors and advisors. This package involves AADK (National Anti-Drug Agency) as an advisor. The package is collaboratively organized to promote understanding between families and trainees. It includes sessions for emotional expression, parenting motivation, and the responsibility of children to their parents and vice versa. This package may involve 2 days managed by AADK or the rehabilitation center, and the following 2 days AADK and the rehabilitation center collaborate with the tourism center to conduct programs at the provided location.

The third package, a 5-day package, is a premium package with a relatively higher fee but provides more effective input due to its longer duration. The rehabilitation center will organize the schedule as efficiently as possible for the trainees so that the program can be satisfying in line with the higher payment. Moreover, the tourism destination or center should also be premium or executive to ensure optimum satisfaction and comfort for the participants.

The Importance of Establishing Connections Between Rehabilitation Center Packages and Educational Tourism Packages

This collaboration is one of the methods to find a way out and at the same time, it can assist authorities in addressing this dangerous drug issue. Every citizen in Malaysia is aware that drugs are a menace to the younger generation and society. Therefore, the roles of everyone should be combined to alleviate the burden on

the families of addicts. This collaboration is considered the beginning of a project to aid in the formation of a virtuous nation that will have an impact on the nation in Malaysia.

The importance of this collaboration will be implemented by both institutions, namely Drug Rehabilitation Centers throughout Malaysia and external organizations or NGOs. This collaboration can broaden the scope of treatment. Previously, treatment only focused on the rehabilitation center itself. Trainees may feel pressured by the existing programs in the rehabilitation center alone. Some rehabilitation centers are exposed to excessively packed programs, causing trainees to have no time for rational thinking, and eventually, they simply surrender while waiting for the end of the training period. Due to this method, they may find it challenging to control themselves when they leave the rehabilitation center. Ultimately, with this newfound freedom, they may reconnect with their original circle and, in the end, fall back into the same patterns.

Therefore, the connection between drug rehabilitation centers and educational tourism packages can provide various benefits and impacts on individuals undergoing the recovery process. Some impacts may seem small, but these new experiences can bring significant awareness to them. Some of these include:

1. **Providing Positive Experiences:** Structured and organized educational tourism packages can offer new positive experiences to participants in recovery. These experiences allow them to break away from old habits while enjoying new, more beneficial experiences that they may not have considered before.
2. **Experiencing Social Skills Development:** Through this educational tourism package, they can interact with others positively. They can enhance their existing social skills or interact with people outside their usual circles. Moreover, through this program, it helps them interact more effectively with the surrounding community after completing the program.
3. **Impact on Self-Empowerment:** Specifically designed educational tourism packages to support drug recovery can help participants gain a high level of self-confidence. Through these new experiences, they may become more motivated and reduce feelings of low self-esteem. These experiences will instill a spirit for them to pursue life goals with a more positive direction.
4. **Emphasizing Holistic Well-being:** The modules of this program, which include activities such as group therapy, counseling, or mental health exercises, can provide guidance on their direction after completing the program. The content of these modules is more focused on the overall well-being of the individual.
5. **Experiencing Environmental Changes:** Participants can experience going to different places. This will give recovery participants a new perspective on the world beyond addiction as they may have known it before. As a result, they may view life in a more realistic and different way.

Therefore, the collaboration between drug rehabilitation centers and educational tourism packages can have a positive impact on an individual's recovery from drug addiction. If these programs or packages are implemented, individuals can manage their emotional and physical stability while strengthening their spirituality. They can also experience the sweetness of family relationships and enjoy time with their families at a resort, an experience they may not have had before. Moreover, this program serves as one method for them to reflect and think rationally.

Post-Rehabilitation Program

While at the rehabilitation center, they are filled with various programs, but after the program, they are left without a schedule and guidelines, only relying on advice. Therefore, this factor is one of the reasons why former addicts may return to their addiction. The rehabilitation center should include post-rehabilitation visitation and periodic observation packages. This program should not end solely at the training center; instead, the relationship with former participants needs to be continued.

After completing the program, attention should be given to them by taking several steps by the government. Follow-up on this program needs to be done by monitoring their progress. If they still do not have a job or a

direction, the management of the rehabilitation center should discuss it with local authorities or companies based on their interests and expertise.

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CONCLUSIONS

Every endeavour in shaping and rectifying society indeed requires knowledge, commitment, and sacrifice. All parties have their respective roles and responsibilities in forming a prosperous and harmonious society. Therefore, knowledge about drugs needs to be exposed to all layers of society. The government has allocated millions of ringgit each year to eradicate this drug menace, but the problem persists today. Much expenditure is also used for various studies, but the results are not as expected. Studies remain just studies and data. The number of addicts continues to increase every year. Why is this happening? Perhaps the results of the studies are not effectively utilized due to certain constraints. Many programs have been implemented, but they still do not yield the desired results. Rehabilitation centers have been established by the government, and many private rehabilitation centers have been set up, whether at moderate prices or centers offering executive-level services with service fees in the tens of thousands of ringgit each month. This still does not guarantee a complete recovery.

Therefore, through the collaborative program approach between Drug Rehabilitation Centers and Educational Tourism Packages, it is hoped that it can become a highly impactful program and be one of the successful resolutions to curb addiction among individuals.

Overall, the collaboration between drug rehabilitation centers and educational tourism packages can have a positive impact on the recovery process of individuals dealing with drug addiction issues. The impact includes holistic recovery, where individuals undergoing the recovery process receive support to strengthen their soul and mind. This support is not only in terms of therapy but also through positive new experiences via tourism packages, aiding them holistically in reducing their addiction.

Through this method, it can also enhance their self-motivation. Their experiences in the Educational Tourism Package, in collaboration with various other agencies, can boost their spirits, self-esteem, and motivation. They will strive to maintain stability in themselves, both mentally and emotionally, throughout their recovery and as they reintegrate into society in the reality of life after this.

Furthermore, collaboration with this tourism package greatly helps them improve their social skills and adapt to the challenges facing society. They will experience interactions in different environments. Therefore, the modules of this collaborative program allow them to learn to adapt to new situations, enhance their self-abilities, and prepare their spirits to reintegrate into the community later.

The travel experience can open the minds of participants in recovery to a broader and more challenging outside world. These new experiences encourage more positive thinking. Emotional and psychological support during interactions with nature and society can calm the mind, reduce stress, and enhance their emotional well-being.

In conclusion, the collaboration between rehabilitation centers and educational tourism packages is an innovative method that can provide holistic and positive impacts on individuals in recovery. This approach can assist individuals in their recovery process by addressing their physical, mental, and spiritual strengths.

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