



STRATEGY FOR STRENGTHENING LOCAL CULTURE IN THE DEVELOPMENT OF WELLNESS TOURISM AT THE YOGA BARN, UBUD

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ABSTRACT

Wellness tourism creates opportunities for health businesses and other businesses related to body, mental and soul health. Wellness tourism is part of illness prevention tourism which focuses on providing health and health services. Achieving wellness tourism strategies in development such as mental, spiritual, emotional, environmental, social and physical health. This research examines three problems, such as: 1) the vision - mission in developing wellness tourism in The Yoga Barn, Ubud, 2) application of local culture in developing wellness tourism in The Yoga Barn, Ubud, 3) strategies for strengthening local culture in developing wellness tourism in The Yoga Barn, Ubud. This problem will be dissected using Phenomenological Theory, which is a science oriented towards getting an explanation of visible reality. This research is a qualitative descriptive study with a wellness tourism concept. The research method in this research is located at The Yoga Barn, Ubud. The type and approach of this research is descriptive qualitative, sampling was carried out using purposive sampling including. The types of data in this research include qualitative data supported by interviews and quantitative data in the form of demographic data, while the data sources in this research include primary data through interviews and secondary data in the form of data on wellness tourism activities at The Yoga Barn, Ubud. Then, is the research instrument which includes interview guides, stationery and cellphones. Data collection techniques in this research include observation, interviews, literature study and document study. The determination and sampling technique uses accidental sampling technique. The data analysis techniques used include data reduction, data presentation and drawing conclusions and using STP (Segmenting, Targeting, Positioning) analysis. The research results obtained state that The Yoga Barn's vision is to shape the growth of The Yoga Barn, become a positive global influence, help find the desire for happiness, while its mission is to practice art and become a facilitator in non-medical healing. The application of local culture in developing wellness tourism is still using traditional healing techniques and the existing facilities and infrastructure are still based on local wisdom. The strategy to strengthen local culture is to develop identity, understand cultural philosophy and consistently apply local culture.

Keywords : *Yoga Barn, STP, wellness tourism*

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I. INTRODUCTION

Geographically, Bali has a tropical climate, similar to other regions of Indonesia. Gianyar Regency, as part of Bali Province, has 61 tourist attractions, 17 of which have been developed, while the rest hold great potential for further development. The growth of tourism in a region brings numerous benefits to the community, particularly in economic, social, and cultural aspects. However, if the development is not well-planned and managed, it can lead to various problems that may burden or even harm the local community. The global tourism boom offers opportunities for the development of wellness tourism in developing countries, with the aim of providing high-quality health and wellness products and services at affordable prices. Bali's health and wellness industry has become a key part of the tourism sector, particularly as a destination for enjoying yoga activities, which are already internationally recognized. According to Rai Utama (2011), health and wellness tourism can be a comparative and competitive strength, as well as an opportunity to innovate in the development of tourism products in Bali, tailored to the natural potential of the area. Ubud, a tourism area in Gianyar Regency, Bali, is famous for its arts and culture, which remain well-preserved. Ideally, The Yoga Barn is expected to be a destination offering an authentic wellness experience integrated with Bali's local culture, providing peace, health, and spirituality. However, challenges such as high costs often limit accessibility for local residents and budget-conscious tourists, creating exclusivity in the wellness experience.

The diversity of cultural traditions, arts, and the harmonious atmosphere in Ubud has made it a hub for tourism products, one of which is wellness tourism trends like yoga, meditation, and other techniques. Wellness tourism creates opportunities for fitness businesses and other industries related to body, mind, and soul health.

The Yoga Barn is one of the renowned yoga studios in Ubud, offering a peaceful and calming atmosphere. In addition to a wide variety of yoga classes, The Yoga Barn also offers a spa, holistic health clinic, and an organic restaurant..

METHOD

This study was conducted at The Yoga Barn, located in Padang Tegal Village, which is part of the Ubud Tourism Area that develops wellness tourism. Therefore, the study was carried out using a descriptive qualitative approach to analyze the strategy for strengthening local culture in the development of wellness tourism at The Yoga Barn, Ubud.

The variables used in this study are STP (Segmenting, Targeting, Positioning), which consists of The Yoga Barn's segmentation, the target it aims to achieve, and its position. These will help determine the appropriate strategy for strengthening local culture in the development of wellness tourism at The Yoga Barn. The researcher aims to understand The Yoga Barn's vision and mission in developing wellness tourism, the application of local culture in this development, and the strategies for strengthening local culture within this context. Data collection was carried out through interviews, field observations, literature studies, document studies, and photographic documentation at The Yoga Barn, Ubud, with purposive sampling to find informants who are considered knowledgeable about the actual conditions on the ground.

The data analysis technique used in this study is the descriptive qualitative research method applied to The Yoga Barn.



II. RESULT AND DISCUSSIONS

VISION - MISSION OF THE YOGA BARN IN THE DEVELOPMENT OF WELLNESS TOURISM

The vision and mission provide a focal point that helps align everyone within an organization, in this case, The Yoga Barn, ensuring that everyone works towards a common goal. According to J.B. Whittaker in his book "Strategic Planning and Management," a company's vision is a depiction of the future that is chosen and realized at a certain point in time. Vision is the ability to see the core issue, a forward-looking perspective, and an orientation towards future goals. It reflects the aspirations to be achieved in the future, serving as a reminder to reach a desired outcome. The Yoga Barn's vision in the development of wellness tourism is as follows:

1. The Yoga Barn exists to help each of us "discover our passion and follow our Bliss."
2. Connecting Bali's wellness treatments to the world and becoming a global influence in positive changes within the yoga and wellness industry, based on local wisdom.
3. Healing through private sessions.
4. Physical and spiritual fitness.

From the explanation above, it can be concluded that The Yoga Barn envisions developing a wellness industry that helps people find happiness on a global scale while preserving Bali's cultural heritage, aligned with the theory of phenomenology in this study, shifting tourism trends from "sun, sand, and sea" to "serenity, sustainability, and spirituality." According to the United Nations World Tourism Organization (UNWTO), approximately 330 million international visitors or 30% will engage in wellness tourism globally, whether for spiritual or cognitive motives, and wellness tourism has a multiplier effect (Ratman, 2015). The Yoga Barn aspires to have a global impact on wellness tourism, emphasizing the importance of health and fitness.

The Yoga Barn also aims to heal individuals who cannot be treated medically through healing sessions offered at the studio.

As for The Yoga Barn's mission, it refers to tasks or actions, highlighting that a mission is something that must be done. In other words, while a vision is a future aspiration, the mission describes what needs to be done to achieve that vision. The mission facilitates the achievement of the vision, taking into account current circumstances, analyzing any gaps, and incorporating technological advancements. The mission of The Yoga Barn is as follows:

1. Healing through non-medical methods with local wisdom.
2. Maintaining the privacy of everyone participating in wellness activities at The Yoga Barn.
3. Acting as a facilitator for tourists' concerns regarding the wellness methods they undergo.
4. Facilitating both physical and spiritual fitness.

Based on this, it can be concluded that the mission defines the work methods and values that guide the realization of the vision. The Yoga Barn's mission is to empower the local community by developing their capabilities and preserving Bali's traditions as part of local culture. Proper policy direction ensures that efforts are carried out effectively and efficiently. The Yoga Barn also prioritizes the privacy of tourists visiting the studio, as not all guests are comfortable being photographed or filmed during their activities. This principle reminds staff

and other visitors to respect the privacy of others, ensuring that every guest feels safe and comfortable with their privacy intact. The Yoga Barn's activity boards serve as a source of information and education, ensuring transparency and accountability so that everyone can access the latest details on weekly activities and other educational updates about The Yoga Barn. These boards are regularly updated with the latest information.

APPLICATION OF LOCAL CULTURE IN THE DEVELOPMENT OF WELLNESS TOURISM AT THE YOGA BARN

The Yoga Barn is a center dedicated to healing and wellness, offering a peaceful environment that emphasizes local culture and inspiration for the nourishment of body, mind, and soul. Open from 7 AM to 9 PM, The Yoga Barn provides a wide variety of yoga, meditation, sound healing, and arts classes, taught by knowledgeable and compassionate healers. The Yoga Barn continues to prioritize Bali's local wisdom as part of its cultural heritage, a tradition that remains a way of life. Although local in nature, the values embedded within it are considered universal (Moertopo, 1978:12). The Yoga Barn offers seven studios and meeting rooms, with over 100 weekly classes in yoga, meditation, dance, healing, satsang, and wellness sessions. The tropical environment around the studios fosters a unique "in-nature" connection, making The Yoga Barn experience distinct. Additionally, international teachers host workshops, retreats, and teacher trainings throughout the year. The following are the studios at The Yoga Barn:

1. Ubud Yoga Studio Wayan - Upper Studio 1
2. Ubud Yoga Studio Made - Lower Studio 2
3. Ubud Yoga Studio Nyoman - Upper Studio 3
4. Ubud Yoga Studio Ketut - Lower Studio 4
5. Ubud Yoga Studio Lotus - Lotus Studio 5 (Valley)
6. Dome Studio Yoga Ubud - River Dome 6
7. The Yoga Barn - Wellness Room
8. The Yoga Barn - Accommodation and The Nest Room

Based on observations, it is evident that the names of the studios at The Yoga Barn use traditional Balinese birth order names (Sudra caste) as a form of local genius or cultural identity, which reflects the cultural identity of the nation (Haryati Soebadio in Ayatrohaedi, 1986:18-19).

The Yoga Barn provides a calm environment where soul healing is emphasized as a pathway to ultimate health. It is a space where transformation, personal growth, and self-empowerment are fostered through the use of intuitive holistic healing arts and direct therapy. Wellness activities that incorporate local knowledge as part of Bali's local wisdom are offered at The Yoga Barn.

The wellness methods at The Yoga Barn still utilize traditional techniques, supernatural powers, and herbal remedies as part of local knowledge, which has been passed down through generations and used as wellness tourism methods at The Yoga Barn, Ubud. The Yoga Barn also hosts sound healing sessions, music, and community experiences with supporting elements such as incense and offerings (canang), incorporating local culture into the healing techniques. Events or performances using both modern and traditional instruments are part of local cultural wisdom in the healing process. The application of local culture in wellness activities at The Yoga Barn reflects efforts to preserve Balinese local culture, particularly through:

1. Shrines and prayer spaces
2. Building architecture
3. Statues of deities
4. Offerings (canang)
5. Incense
6. Umbrellas and banners (tedung and umbul-umbul)

The application of local culture in the development of wellness tourism at The Yoga Barn shows that several methods have been used to reflect Balinese culture. Local culture is viewed as a national identity, particularly in the Indonesian context, where Balinese wisdom can transform across cultures and eventually give rise to national cultural values (Romadi & Kurniawan, 2017). The practice of yoga is a tangible manifestation of wellness tourism, combined with Balinese local culture. The charm of The Yoga Barn is enhanced by the architecture and the fragrance of incense, adding to the comfort and overall experience.

STRATEGY FOR STRENGTHENING LOCAL CULTURE IN THE DEVELOPMENT OF WELLNESS TOURISM AT THE YOGA BARN

The development of wellness tourism at The Yoga Barn focuses on both physical and mental health, which require special attention. Wellness is just as important as maintaining mental health, as it significantly impacts physical well-being. A healthy mind is reflected in one's ability to handle problems and manage stress effectively. A healthy personality is characterized by a state free from psychological disturbances, the ability to adapt to the environment, and the development of potential and talents. Mental health involves physical, psychological, emotional, and social well-being, and it is a key determinant of a person's quality of life (Dewi, 2012). The data analysis technique used in this study follows the STP (Segmenting, Targeting, Positioning) approach, as follows:

1. **Segmentation of The Yoga Barn in the development of wellness tourism:**
The Yoga Barn is intended for all groups, including local communities, domestic tourists, and international tourists, offering comfortable wellness facilities. Physical and mental fitness is not determined by age, as each individual has different challenges. The Yoga Barn aims to heal individuals who cannot be treated medically, restoring them to health and fitness. There are three main segments of The Yoga Barn:
 1. Foreign tourists (WNA), particularly those from Western countries such as the USA, Australia, and Europe, who seek wellness experiences based on spirituality and health in Bali;
 2. Domestic tourists (wisdom), who are interested in holistic health and fitness, often from the upper-middle class;
 3. Local residents, who may be more interested in affordable yoga or wellness classes, though access is often limited for them.
2. **Targeting of The Yoga Barn in the development of wellness tourism:**
The target is aligned with The Yoga Barn's vision and mission. Given the current global tourism industry trends, one lesson learned from COVID-19 is that mass tourism, which focuses on large groups of visitors, has shifted to a greater focus on health and well-being, both mentally and physically. Wellness tourism is rebounding, in line with the rejuvenation concept, which is a product strength desired by The Yoga Barn. This target is key in determining wellness tourism activities at The Yoga Barn, directly influencing the application of local culture in these activities.

3. **Positioning of The Yoga Barn in the development of wellness tourism:** The Yoga Barn positions itself as a premium wellness center in Bali, offering deep and authentic experiences in yoga, meditation, and holistic healing. With a strong brand image as an "oasis" for those seeking peace and self-improvement, The Yoga Barn has established itself as one of the leading wellness destinations in Asia, particularly in the minds of foreign tourists.

III. CONCLUSIONS

Based on the discussion in this study, the following conclusions can be drawn:

1. The strategy implemented by The Yoga Barn utilizes Segmentation, Targeting, and Positioning. There are three main segments of The Yoga Barn: (1) Foreign Nationals (WNA), particularly tourists from Western countries such as the United States, Australia, and Europe, who seek wellness experiences based on spirituality and health in Bali; (2) Domestic Tourists (wisdom), who are interested in fitness and holistic health, often from the upper-middle class; and (3) Local Communities. The target that The Yoga Barn aims to achieve is aligned with its vision and mission. Reflecting on the global tourism industry, one lesson learned from the COVID-19 pandemic is the shift from mass tourism—which tends to attract large groups of tourists—to a focus on health and wellness, both spiritually and physically. As a result, wellness tourism trends have started to rise again. The Yoga Barn positions itself as a premium wellness center in Bali, offering deep and authentic experiences in yoga, meditation, and holistic healing.
2. The application of local culture in the development of wellness tourism at The Yoga Barn shows that various methods have been used to reflect Balinese culture. Local culture is seen as a national identity, particularly within the context of Indonesia, especially Bali, where local wisdom can transform across cultures and eventually contribute to national cultural values (Romadi & Kurniawan, 2017). The practice of yoga at The Yoga Barn serves as a tangible representation of wellness tourism, combined with Balinese culture. Key attractions, such as the architectural design and the scent of incense, are also used to enhance comfort and the overall experience at The Yoga Barn.

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