

Article

Assessing the Potential of Ethno-pharmaceutical Integration at Yoga Barn Ubud: A SWOT and Health Belief Model Analysis

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ABSTRACT

Background: Ethnopharmaceuticals is a diverse field that examines how individuals perceive and utilize traditional therapies, focusing on plant-based treatments and holistic health approaches typically passed down through generations.

Objective: This research aims to analyze the potential of ethnopharmaceuticals at Yoga Barn Ubud using SWOT and Health Belief Model approaches. The goal is to identify the internal and external factors impacting performance and to understand how individual health beliefs influence participation in wellness activities.

Method: A qualitative exploratory approach was employed, gathering primary data through in-depth interviews with 12 participants at Yoga Barn using purposive sampling.

Results: SWOT analysis revealed Yoga Barn's strengths, such as its prime location, diverse yoga classes, and positive reputation. Weaknesses included limited awareness of ethnopharmaceutical services, competition, and a focus on seasonal tourists. Opportunities highlighted growing health campaigns and connections with global health networks, while threats included traditional practices being overshadowed by modern therapies. The Health Belief Model indicated that participants' beliefs about health risks and the benefits of yoga significantly influenced their engagement in wellness activities.

Conclusion: Yoga Barn in Ubud effectively integrates local wisdom, traditional herbal medicine, and meditation, creating a holistic wellness experience that attracts tourists while preserving traditional knowledge.

Keywords: Ethnopharmaceuticals; Local Wisdom; Wellness Tourism

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INTRODUCTION

Ethnopharmaceuticals is a broad field that studies how various societies perceive, utilize, and value traditional medicines and healing practices. In addition to exposing the variety of medical knowledge, ethnopharmaceuticals reveals the intimate connection between nature, health, and cultural beliefs through a comprehension of these practices (Hardy, 2021; Pirintsos et al., 2022). Ethnopharmaceuticals is important in the increasing trend of travelers seeking authentic, nature-based, and holistic wellness experiences. As more people turn to alternative and complementary medicine, wellness tourism is booming,

with many people seeking destinations that not only offer relaxation but also the opportunity to reconnect with traditional healing practices (Liao et al., 2023).

Wellness tourism is a type of tourism focused on relaxation with the aims to help visitors achieve balance in their body, mind, and spirit while contributing to the improvement and maintenance of health (Voight et al., 2019). Tourists who visit wellness destinations aim to achieve comprehensive health that includes six dimensions: physical, mental, spiritual, emotional, social, and environmental. Health tourism has gained attention and attention in recent years. The basis for change in society today is a healthy lifestyle, as is now developing throughout the world. It promotes mental and physical fitness, assesses a person's physical health, influences productivity, mental capacity, and work speed, and shapes their creativity and action orientation (Roman et al., 2023).

With a valuation of USD 7.6 trillion, the travel and tourism industry contribute 30% of worldwide service exports, 7% of all international trade, and over 10% of the world's GDP. Additionally, tourism revenue serves as a significant currency exchange engine for nations across the globe, facilitating economic expansion and investments in a variety of other areas. With a 3.1% growth rate in 2016, tourism outpaced the world economy by 2.5 percent (Bank, 2017). The rapid growth of health tourism has made this sector one of the main contributors to the tourism industry. Based on data from the Global Health Institute, in 2020, the value of the health tourism industry reached 4.9 trillion USD and contributed 5.1% to the global economy (Global Health Institute, 2020).

In Indonesia, Yogyakarta, Solo, and Bali are the three primary areas where wellness tourism is growing. Every one of these places has its own special charm. Yogyakarta emphasizes massage, meditation, nutritious cuisine, and culture. Solo is known for traditional herbal medicine and aromatherapy, while Bali focuses more on meditation, healthy food, and nature tourism (Ardhian elt al., 2021). Bali, as a popular tourist destination, has exotic natural beauty, enchanting beaches, unique customs, sacred culture, and the friendliness of its people. The tourism sector in Bali plays an important role in people's lives, influencing economic, social, cultural, and environmental aspects. Bali's main regional income, around 80%, comes from the tourism sector (Baguls elt al., 2021). Data from the Central Statistics Agency (BPS) shows that in October 2022, tourist visits to Bali increased by 4.84%. From January to October 2022, Bali received a total of 1,491,073 tourist visits, with Australia as the largest contributor (Badan Pusat Statistik, 2022).

Research conducted by Melikassandra elt al (2020) indicates that health tourism in Ubud encompasses physical, mental, spiritual, and overall well-being. The most sought-after wellness experiences in Ubud include yoga courses, meditation, spiritual retreats, detox

programs, and spa treatments. Yoga is a personal journey that fosters physical, psychological, spiritual, and social awareness, harmonizing the body, mind, and spirit. Yoga tourism is a key component of health tourism that encourages visitors to extend their stays and engage in various relaxation, meditation, and yoga activities, all of which have been shown to enhance both physical and mental health (Dillelattel et al., 2019). This research analyzed the role of ethnopharmaceuticals and wellness tourism, especially at Yoga Barn, Ubud, which has become a global wellness center since opening in 2007, making an important contribution to the international yoga community.

METHODS

Study selection and setting

This research was an exploratory qualitative research conducted at the Yoga Barn Ubud Bali using an in-depth interview approach. Data was collected from April to May 2024.

Sampling method

Twelve participants were recruited using purposive sampling. The inclusion criteria for participants were visitors, tourists, and yoga instructors to obtain diverse perspectives. Considering interactive communication was essential to the interview process, participants who did not speak a language that the interviewers were fluent in (such as English or Bahasa Indonesia) were excluded. Before the interview, an appointment was made via WhatsApp message. The interview was conducted using a semi-structured questionnaire for approximately forty-five minutes. Participants' opinions about the ethnopharmaceutical potential of Yoga Barn for health tourism were investigated through interviews. Before the interview, each participant was asked to provide informed consent.

Data analysis

We recorded and fully transcribed each interview. Each interview was coded as soon as the transcript was available, without waiting for the entire interview to be completed. Coding was carried out simultaneously with data collection so that participant recruitment could end when data saturation had been reached. This research used thematic analysis with an inductive method, where data is analyzed using an approach that begins with facts.

Ethical consideration

This research has received ethical approval from the Bali International University Ethics Committee with Number: 02.0368/UNBI/EC/IV/2024.

RESULTS

Participants' characteristics

The participant characteristics are shown in Table 1.

Table 1. Participants' characteristics (n=12)

Code	Gender	Age (Years)	Country	Work	Experience (Years)	Yoga class (per day)
P1	F	42	England	Model	5	3-4
P2	F	27	Indonesia	Yoga instructor	4	3-4
P3	F	67	Australia	Yoga instructor	17	4-5
P4	F	38	France	Researcher	6	3
P5	F	44	Indonesia	Yoga instructor	8	3-4
P6	F	24	Indonesia	Student	2	1
P7	F	23	Indonesia	Student	2	1
P8	F	25	Indonesia	Student	2	1
L1	M	35	England	Builder	5	3-4
L2	M	58	England	Hair dresser	5	2-3
L3	M	40	Australia	Lecturer	15	3-4
L4	M	34	Indonesia	Yoga instructor	3	3-4

As shown in Table 1, most participants were female and varied in age from 23 to 67 years. They originated from diverse countries, including Indonesia, Australia, England, and France. The participants represented various careers, such as model, yoga instructor, researcher, student, builder, hairdresser, and lecturer. The length of their yoga practice varied, with experience lasting from two to seventeen years. Participants typically attend one to three yoga classes daily, while yoga instructors often deliver up to five classes, demonstrating their commitment to the practice.

The integrating of the SWOT categories and The Health Belief Model are shown in Table 2

Table 2. The SWOT categories and the Health Belief Model

SWOT categories	The Health Belief Model	Findings
Strengths	Perceived Benefits	The Yoga Barn located in popular areas like Ubud served as a "cue to action," enabling participants to seek out alternative medical treatments. Participants highlighted the high-quality teaching and experienced instructors at the Yoga Barn, which creates a relaxed and supportive atmosphere. Clean facilities, well-maintained equipment, and a variety of classes give participants the freedom to explore various styles of yoga.
	Cues to Action	Participants significantly affected by their beliefs about the risks of health issues and the advantages of yoga. Ethnopharmaceutical initiatives, such as herbal remedies and traditional healing rituals like "melukat," could improve the physical, mental, and spiritual well-being of participants.
Weaknesses	Perceived Barriers	Its weaknesses included competition and a focus on seasonal tourists. A lack of knowledge about ethnopharmaceuticals in international markets could lead individuals to become skeptical about and unwilling to accept plant-based and herbal remedies. There was often uncertainty regarding the safety and effectiveness of traditional treatments, as well as a recognition of the complexities involved in their use.
	Self-Efficacy	Without adequate supervision or instruction, some participants might not feel secure about their abilities to understand or employ ethnopharmacological treatments.

SWOT categories	The Health Belief Model	Findings
Opportunities	Perceived Benefits	Promoting ethnopharmaceuticals as part of wellness offerings would enable Yoga Barn to take advantage of the increasing global interest in natural and alternative medicine. Participants might see the use of traditional medicine as an option to enhance long-term health, rejuvenate their well-being, and reconnect with nature.
	Cues to Action	By integrating traditional treatments into Yoga Barn's workshops, retreats, and wellness initiatives, participants might be participated in ethnopharmaceutical practices (e.g., herbal tea sessions, and healing rituals).
Threats	Perceived Barriers	Traditional approaches might be overshadowed by modern, commercial medical practices, making it challenging for ethnopharmaceutical services to gain recognition. Participants who were concerned about their health might get resistant if they were given false information or have misconceptions about traditional herbal remedies.
	Self-Efficacy	Participants did not receive adequate guidance on how to incorporate ethnopharmaceuticals into their daily lives, their trust in these treatments might be diminished.

Table 3 shows thematic analysis and participant quotes, which highlighted important findings and viewpoints revealed during the study.

Table 3. Themes and Quotes

Themes	Quotes
The atmosphere and harmony towards balance	<i>"This place is very special and has a strong spiritual feel. The yoga instructors and staffs are very nice, everyone is very friendly and smiling..." (P1)</i>
	<i>"I feel great and relaxed... yesterday I had three classes and felt asleep at 8 PM... which I wouldn't do at home..." (P4)</i>
	<i>"After taking a yoga class, enough eat, then take a break and sleep..." (L3)</i>
Health condition and history of taking medication	<i>"I came here to relax with the stress for a few years. I have not been feeling well so this of course makes me feel better ..." (P1)</i>
	<i>"It was hard to sleep. My doctor wanted me to do more exercise. So, I did more yoga to activate the muscles and to relax..." (P5)</i>
	<i>"I drink peppermint tea because I think it's like a natural vitamin..." (P1)</i>
	<i>"I chose Chinese medicine in France and I took some drinks with herbs..." (P4)</i>
Exploring Opportunities at Yoga Barn	<i>"The yoga instructor is good, used language that is easy to understand. Then the atmosphere of the place is also nice and</i>

Themes	Quotes
Ethnopharmaceutical potential of yoga to promote wellness tourism	<p><i>beautiful. We just not allow to use cell phone to focus on..." (P6)</i></p> <p><i>"It was good. You got a lot of different variations, and you can try. I tried a few that I never tried before..." (P1, P4)</i></p> <p><i>"The price is also okay... and we have also made global connections by creating international events" (P2)</i></p> <p><i>"... that you should develop yoga classes for beginners..." (L2)</i></p> <p><i>"Very nice, I often do the juices so the juice cleans so usually that's what I do and I like sitting by the cafe, the coconut water relaxing, I like that..." (P4)</i></p> <p><i>"Yesterday, I was massaged with hot stone. It was good" (L4)</i></p> <p><i>"Very good, I often drink healthy juices and sit in cafes, the coconut water was soothing, I like it. ..." (P1)</i></p>
Future challenges	<p><i>"Previously you could still accept bookings before class, now it seems like the queues are long. I am too lazy to queue..." (L4)</i></p> <p><i>"I think giving new teachers the opportunity to teach beginner classes is good for promotion..." (L3)</i></p>

DISCUSSION

The findings in this research report that Yoga Barn in Ubud has combined local wisdom, traditional herbal medicine, and meditation practices to offer holistic health. This place not only attracts health-seeking tourists but also plays an important role in preserving and respecting Balinese cultural traditions. By combining these practices with a modern approach to wellness, The Yoga Barn creates an environment where visitors can connect with themselves and their surroundings, fostering balance and healing, while supporting the preservation of Bali's cultural heritage.

The Atmosphere and Harmony Towards Balance

To achieve harmony and balance, some participants expressed that the atmosphere of the place, the spiritual aspect, variety of classes offered, and the overall concept, were perceived positively. The natural atmosphere surrounding the Yoga Barn fosters a calm and comfortable environment. This setting promotes positive interactions and encourages the exploration of yoga's benefits for physical, mental, and spiritual health (Chérif et al., 2022; Lomas, 2021). In alignment with yoga's goal of promoting happiness, it is crucial to pay attention to the design of the yoga spaces. Previous research has indicated that the design of yoga spaces should focus on creating a tranquil atmosphere for visitors (Legini et al., 2024).

Health Condition and History of Taking Medication

Some participants expressed various health problems such as loss of muscle mass, sinusitis, difficulty sleeping, and inability to relax completely. The following statements provide an overview of their health condition. Several participants shared their experiences with herbal medicine, Ayurveda, and

traditional Chinese medicine, highlighting their use of these practices as part of their health and wellness routines. Many participants come for medical reasons, such as recovering from sinus problems, muscle injuries, relaxation, difficulty sleeping, and the use of supplements and herbal medicines. This aligns with previous studies which indicate that yoga and meditation can help alleviate headaches, enhance physical fitness, and promote relaxation (Ansori, 2023; Kachhadia et al., 2023; Kamraju, 2023). Additionally, yoga is effective for reducing pain and lowering blood pressure and heart rate (Saprianto & Putri, 2022).

Exploring Opportunities at Yoga Barn

In exploring opportunities at Yoga Barn, some participants expressed several things when choosing Yoga Barn, such as the quality of teaching, scope of services, variety of classes offered, cost, and the place's designation for socializing and relaxing. They also provided recommendations for the place's progress. Some participants expressed optimism that Yoga Barn can sustain and improve its services, treatments, class variety, relaxation areas, and social spaces (such as cafes) while maintaining fair pricing and high teaching quality. They also expressed the desire for the facility to accept suggestions for improvement. Furthermore, Yoga Barn could consider adopting a similar approach to other yoga and meditation centers that incorporate cultural elements and social activities, as highlighted in research by previous study (Dewi et al., 2024; Rahjasa & Naur, 2024).

Ethnopharmaceutical Potential of Yoga to Promote Wellness Tourism

Based on interviews, several aspects showed how local wisdom can be integrated into the wellness experience at Yoga Barn Ubud. Participants said it not only provides physical benefits but also helps visitors build social relationships, reflecting community aspects in local wisdom. Some participants showed the potential for ethnopharmaceuticals that could be integrated into the wellness experience at Yoga Barn Ubud. Participants associated the consumption of healthy juices and coconut water at Yoga Barn with ethnopharmaceutical practices because they use natural ingredients from Bali. Massage therapy with oil and hot stones also integrated natural ingredients and traditional methods. This is in line with the science of ethnopharmaceutical combining traditional knowledge about medicinal plants and local healing techniques with modern pharmacy, offering health services based on local culture (Awoke & Cosendey, 2025; Dean, 2024). In health tourism, ethnopharmaceuticals play an important role by providing unique experiences and supporting a healthy lifestyle (Liao et al., 2023).

Future Challenges

Some participants identified several challenges facing Yoga Barn and offered suggestions for improvement. They recommended adding clearer instructions on the website about how to contact the studio via WhatsApp for inquiries or class rescheduling. Additionally, they suggested introducing community classes led by new instructors, which would provide valuable learning opportunities for participants and support emerging yoga teachers. Furthermore, Yoga Barn could explore opportunities to expand additional services, such as massage and cafes, which customers already enjoy. In previous research, many people argued that traditional queuing systems were impractical because they were time consuming and tiring (Furnham et al., 2020). Therefore, this problem can be overcome with the help of innovations such as computerized queuing systems that provide crowd data, estimated waiting times, and reminder notifications (Akin, 2024; Buell, 2021).

RECOMMENDATION

The authors recommend strategies to integrate traditional knowledge with health experiences to enhance ethnopharmaceuticals at Yoga Barn Ubud, reknown for its holistic approach to health and wellness. One suggestion is to hold regular workshops or classes that educate participants about the healing properties of natural resources, how to make herbal medicines, and the medicinal plants that grow in the area. To provide participants with practical experience, traditional healers or local ethnopharmacists could be invited to lead these sessions. By incorporating ethnopharmaceuticals into its programs, Yoga Barn Ubud can attract more visitors interested in holistic well-being. This approach will also teach attendees the importance of maintaining a connection with nature through traditional medicine, which has proven benefits.

The limitation of this research is that it is qualitative, with the researcher as the main instrument. Therefore, these findings are completely subjective and cannot be applied to other contexts. However, although the results of this study are limited, they may offer a unique perspective on the possibilities of ethnopharmaceuticals, which remains a trend that requires further investigation.

CONCLUSION

The potential for ethnopharmaceuticals in enhancing health tourism at Yoga Barn is significant. This is due to its offerings that include herbal medicine and traditional massage as part of health programs, spas, and retreats centered on yoga and meditation. By integrating ethnopharmaceuticals, Yoga Barn can attract more tourists while also preserving traditional knowledge and supporting the empowerment of local communities. This approach demonstrates that incorporating ethnopharmaceuticals can add value to the development of the health tourism sector in Bali.

CONFLICT OF INTEREST

The authors stated there is no conflict of interest in this research.

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