

**THE ANALYSYS OF SOCIAL MEDIA USAGE ON
WELLNESS TOURISM: A PHENOMENOLOGICAL
EXPLORATION WITH YOGA INSTRUCTORS OF YOGA
STUDIOS IN BALI INDONESIA**

THESIS

**Submitted To Partially Fulfil the Requirements to Obtain a Master's Degree
in Management**



ASMA BEJAOU

NIM: 2211376

**MASTER OF MANAGEMENT STUDY PROGRAM
FACULTY OF ECONOMICS AND BUSINESS EDUCATION**

UNIVERSITAS PENDIDIKAN INDONESIA

2024

APPROVAL PAGE**THE ANALYSYS OF SOCIAL MEDIA USAGE ON WELLNESS TOURISM:
A PHENOMENOLOGICAL EXPLORATION WITH YOGA INSTRUCTORS
OF YOGA STUDIOS IN BALI INDONESIA**

By

Asma Bejaoui

2211376

**Approved by Academic Supervisor 1**
Prof. Dr. Vanessa Gaffar, SE., AK., MBA

NIP: 197403072002122005

**Approved by Academic Supervisor 2**
Denny Andriana, SE, PgDip., MBA., Ph.D.,
Ak., CMA., CA

NIP: 198111012010121002

**Approved by Examiner 1**Dr. Hj. Alfira Sofia, ST, MM.
NIP: 197301122002122001**Approved by Examiner 2**Dr. Tutik Inayati, MSM
NIP: 920200419860322201

Acknowledged by

Head of Doctor of Management Study Program

Faculty of Economics and Business Education, Universitas Pendidikan Indonesia

**Dr. Maya Sari, S.E, M.M.**

NIP. 197107052002122007

COPYRIGHT PAGE

**THE ANALYSYS OF SOCIAL MEDIA USAGE ON
WELLNESS TOURISM: A PHENOMENOLOGICAL
EXPLORATION WITH YOGA INSTRUCTORS OF YOGA
STUDIOS IN BALI INDONESIA**

BY:

ASMA BEJAOU

**A Thesis submitted to fulfill one of the requirements for the degree of Master
of Education (M. Pd.) in the Study Program at Faculty of Economics and
Business Education, Universitas Pendidikan Indonesia**

© Asma Bejaoui 2024 Indonesia University of Education June 2024

**Copyright protected by law. This thesis may not be reproduced in whole or in
part by any means, including reprinting, photocopying, or any other method,
without the author's permission**

DECLARATION

I hereby declare that this dissertation entitled “**The Analysys of Social Media Usage on Wellness Tourism: A Phenomenological Exploration with Yoga Instructors of Yoga Studios in Bali, Indonesia**” and all its contents are truly my own work. I do not plagiarize or quote in ways that violate the scientific ethics that apply in the scientific community. I am ready to bear the risk/sanction if in the future, there is a violation of scientific ethics or there is a claim against the authenticity of my work.

Bandung, July 2024

The Declarant

ACKNOWLEDGEMENT

It is with utmost spirit of Appreciation and fulfillment that I express my gratitude to Almighty God, who through his infinite mercy has seen us through this academic journey. He determines everything, so that not a single drop of dew or human soul escapes His decree and determination. Alhamdulillah for all the blessings, mercy, and guidance that He bestowed upon the author, enabling the completion of this thesis successfully.

This thesis was written to fulfill the requirements for achieving the master's degree in Management at the Universitas Pendidikan Indonesia.

This work is humbly dedicated to my parents, **Mondher Bejaoui** and **Hayet Lakhider Bejaoui (Mrs.)**, as well as my beloved siblings (**Abdessalam Bejaoui, Dhia Bejaoui and Ahmed Bejaoui**), whose prayers, support, and encouragement were vital to the successful completion of this thesis work and my studies. I therefore say a big thank you for all the prayers, love, moral and material support, and invaluable assistance.

I would like to express my sincere gratitude to my partner and my best friend **Mr Ala Eddine Arjoun** for his unwavering support, encouragements, and patience throughout this long journey.

However, I wish to wholeheartedly, with all sense of gratitude, express my appreciation to the government of the **Republic of Indonesia**, through the country's **Ministry of Education** for the life-changing opportunity of a full scholarship (KNB) given to me to pursue this academic journey, this has created enormous love and respect for the country in my heart. I am indeed grateful for that. **Long Live the Republic of Indonesia!**

Nevertheless, to the guarantor of my stay here, the Director of the Directorate of International Affairs, **Prof. Ahmad Bukhori Muslim, Ph.D**; his deputy and all the members of staff of the Directorate, no amount of words can express my appreciation for your kind help to me to achieve this academic milestone.

In the process of writing this thesis, the author faced various difficulties and obstacles, but thanks to the various personalities that extended a helping hand to see

me through this research journey. A huge thank you to, **Prof. Dr. Vanessa Gaffar SE. AK. MBA**, for her unwavering support, guidance, and invaluable feedback, which were instrumental in shaping this research. I would also like to extend my heartfelt thanks, and **Denny Andriana SE., PgDip., MBA., Ph.D., Ak., CMA., CA.,CFP**, as the second supervisor, who have always dedicated their time, thoughts, and trust in guiding me through this thesis. Thank you very much for all the advice and direction given during the supervision. May you always be in good health and happiness.

A special thank you to all the lecturers who have imparted their knowledge and wisdom to me during my course of study. Your teachings have significantly contributed to my academic and professional growth.

I am particularly indebted to the yoga instructors, practitioners, and yoga studios managers in Bali who participated in this study. Your willingness to share your personal experiences and insights made this research possible. Your contributions have provided valuable perspectives that are crucial to the understanding of wellness tourism and social media usage in the yoga community.

However, the author felt that it is of paramount importance that he acknowledges efforts of, and thus, expresses his deepest gratitude and appreciation to:

1. **Prof. Dr. M. Solehuddin, M.Pd., MA**, Rector of Universitas Pendidikan Indonesia.
2. **Prof. Dr. Eeng Ahman, M.S.**, Dean of the Faculty of Economic and Business Education, Universitas Pendidikan Indonesia.
3. **Dr. Askolani S.E M.M.**, the Secretary of Management Study Program, Universitas Pendidikan Indonesia.
4. **Dr. Hj. Alfira Sofia, ST, MM., and Dr. Tutik Inayati, MSM**, as the examiners and reviewers during my thesis defense by sparing their precious time to provide evaluations, suggestions, and giving necessary input in the preparation of this thesis.

5. All lecturers and staff of the Masters of Management program, who have kindly shared their knowledge, motivation, and very valuable assistance during the course of my studies. May the knowledge shared be beneficial to the author in the future.
6. I would like to extend my heartfelt gratitude to the entire staff of Balai Bahasa UPI for their unwavering support throughout our journey. Your dedication and assistance have been invaluable.
7. A special thanks to my KNB batch students of 2021 for the unforgettable friendships and cherished memories we created together. Your camaraderie and support have greatly enriched my experience.
8. All fellow students of the Masters of Management program, Class of 2020; 2021; 2022; 2023; as well as 2024. Thank you for all the cooperation, learning, and unforgettable friendships created.

The author realizes that this thesis is far from perfect due to the limited knowledge and experience of the author. Hopefully, this thesis can be beneficial to readers, especially in the fields of Management, Marketing, Business, and economics.

ABSTRACT

The purpose of the study is to explore the experiences of yoga instructors in Bali concerning their use of social media and its impact on wellness tourism. Using a qualitative research design grounded in phenomenology and Interpretative Phenomenological Analysis, the study conducted semi-structured interviews with ten yoga instructors from diverse backgrounds. The data were analyzed using a phenomenological approach. The research reveals the significant role of social media platforms like Instagram, Facebook, and YouTube in enhancing visibility, expanding reach, and promoting yoga classes and retreats. However, the findings also highlight the dual nature of social media as both a powerful marketing tool and a potential source of unrealistic expectations due to its emphasis on aesthetic perfection and hyper-flexibility. Instructors have adopted innovative strategies to address these challenges, such as integrating holistic wellness practices, tailoring content to diverse participant needs, and incorporating storytelling and cultural elements. Despite the unpredictability of social media algorithms, instructors have demonstrated resilience and adaptability, particularly during the COVID-19 pandemic, by leveraging online platforms to sustain engagement. The study underscores the importance of maintaining authenticity and depth in digital engagement, ensuring that the core values of yoga are preserved. These insights contribute to a nuanced understanding of the transformative impact of social media on wellness tourism and highlight the need for balanced and thoughtful social media marketing strategies that honor the essence of yoga while embracing digital opportunities.

Keywords: Wellness Tourism, Social Media, Yoga Instructors, Bali

TABLE OF CONTENTS

DECLARATION.....	iv
ACKNOWLEDGEMENT	v
ABSTRACT.....	viii
TABLE OF CONTENTS	ix
LIST OF TABLES.....	xii
LIST OF FIGURES.....	xiii
LIST OF APPENDICES	xiv
CHAPTER I	1
INTRODUCTION	1
1.1 Research background.....	1
1.3 Research Objectives	8
1.4 Benefits/Significance of research	8
1.4.1 Theoretical benefits/ implications.....	8
1.4.2 Practical benefits/implications	9
1.5 Structure of Research	10
CHAPTER II.....	11
LITERATURE REVIEW AND RESEARCH FRAMEWORK.....	11
2.1 Theoretical Framework	11
2.2.1 Grand Theory	11
2.2.2 Middle Range Theory	12
2.2.3 Applied Theory	14
2.4 Wellness in Yoga Tourism	15
2.4.1 The Yoga concept.....	15
2.5 The Social Media in Wellness Tourism	20
2.5.1 Social media usage	23

2.5 Conceptual Framework	29
CHAPTER 3	32
RESEARCH METHODOLOGY	32
3.1 Research Design	32
3.1.1 Phenomenology	32
3.2 Environment	34
3.3 Participants	34
3.4 Instrument	35
3.5 Data Gathering Procedure	39
3.6 Data Analysis	39
3.7 Ethical Consideration	40
CHAPTER IV	41
RESULTS AND DISCUSSION	41
4.1 Results	41
4.1.1 The experience of yoga instructors in relation to social media usage on wellness tourism	41
4.1.2 The essence of the lived experiences of yoga instructors in Bali in relation to their use of social media and its impact on wellness tourism	44
4.1.3 New strategies to enhance the effectiveness of some of social media marketing for the yoga studios	46
4.2 Discussion	49
CHAPTER V	56
CONCLUSION, IMPLICATIONS AND RECOMMENDATIONS	56
5.1 Conclusion	56
5.1.1 The experience of yoga instructors in relation to social media usage on wellness tourism	56

5.1.2 The essence of the lived experiences of yoga instructors in Bali in relation to their use of social media and its impact on wellness tourism	56
5.1.3 New strategies to enhance the effectiveness of some of social media marketing for the yoga studios	57
5.2 Implications	58
5.3 Recommendations	60
5.4 Limitations.....	62
REFERENCES.....	64
APPENDICES	81
Appendix I: Interview Guide.....	81
Appendix II: Interview Transcriptions	1

LIST OF TABLES

Table 3.1 Yoga Instructors	35
Table 3.2 Interview guide for Yoga Instructors	38
Table 4.1 New Strategies to Enhance the Effectiveness of Some of Social Media Marketing for the Yoga Studios	46

LIST OF FIGURES

Figure 1.1 Number of Foreign Tourists visit Bali in 2023.....	5
Figure 4.1 Experience of Yoga Instructors in Relation to Social Media Usage on Wellness Tourism	42
Figure 4.2 Essence of the Lived Experiences of Yoga Instructors in Bali in Relation to their Use of social media and its Impact on Wellness Tourism.....	44

LIST OF APPENDICES

Appendix I: Interview Guide

Appendix II: Interview Transcriptions

REFERENCES

- Aggarwal, A. K., Guglani, M., & Goel, R. K. (2008). *Spiritual & Yoga tourism: A casestudy on experience of Foreign tourists visiting Rishikesh, India.*
- Agostino, D., & Sidorova, Y. (2016). A performance measurement system to quantify the contribution of social media: New requirements for metrics and methods. *Measuring Business Excellence*, 20(2), 38–51.
- Akar, E., & Mardikyan, S. (2014). Analyzing factors affecting users' behavior intention to use social media: Twitter case. *International Journal of Business and Social Science*, 5(11).
- Alamri, Y., Magner, K., & Wilkinson, T. J. (2019). Would you do it again? A qualitative study of student and supervisor perceptions of an intercalated MBChB/PhD programme. *BMC Medical Education*, 19(1), 471. <https://doi.org/10.1186/s12909-019-1909-z>
- Ali-Knight, J. (2009). Yoga tourism. *Wellness and Tourism: Mind, Body, Spirit, Place*, 84–95.
- Ali-Knight, J., & Ensor, J. (2017). Salute to the sun: An exploration of UK Yoga tourist profiles. *Tourism Recreation Research*, 42(4), 484–497.
- Antara, M., & Prameswari, Y. A. (2018). Push and pull factors of tourists visit the tourism destination of Bali, Indonesia. *Journal of Tourism and Hospitality Management*, 6(1), 112–120.
- Atef, T., & Al Balushi, M. (2017). Omani tourism and hospitality students' employment intentions and job preferences: Ramifications on Omanization plans. *Quality Assurance in Education*, 25(4), 440–461.
- Awaritefe, O. D. (2004). Tourists values, activities and motivation for travel to third world destinations: Case study of Nigeria. *Tourism Review*, 59(1), 34–43.

- Boddy, C. R. (2016). Sample size for qualitative research. *Qualitative Market Research: An International Journal*, 19(4), 426–432.
- Bone, K. (2013). Spiritual retreat tourism in New Zealand. *Tourism Recreation Research*, 38(3), 295–309.
- Bourdieu, P. (2006). *Distinction a Social Critique of the Judgement of Taste*. In *Inequality*. Routledge.
- Bowen, D., & Clarke, J. (2009). *Models of tourist behaviour*.
- Carson, D. J., Perry, C., & Gilmore, A. (2001). *Qualitative Marketing Research*. 1–256.
- Chang, C.-C., Hung, S.-W., Cheng, M.-J., & Wu, C.-Y. (2015). Exploring the intention to continue using social networking sites: The case of Facebook. *Technological Forecasting and Social Change*, 95, 48–56.
- Chang, S.-H., & Lin, R. (2015). Building a total customer experience model: Applications for the travel experiences in Taiwan's creative life industry. *Journal of Travel & Tourism Marketing*, 32(4), 438–453.
- Charak, N. S., Sharma, P., & Chib, R. S. (2021). Yoga Tourism as a Quest for Mental and Physical Wellbeing: A Case of Rishikesh, India. In *Growth of the Medical Tourism Industry and Its Impact on Society: Emerging Research and Opportunities* (pp. 147–169). IGI Global. <https://doi.org/10.4018/978-1-7998-3427-4.ch008>
- Chen, A., Lu, Y., & Wang, B. (2017). Customers' purchase decision-making process in social commerce: A social learning perspective. *International Journal of Information Management*, 37(6), 627–638.

- Chen, Y., Fay, S., & Wang, Q. (2011). The role of marketing in social media: How online consumer reviews evolve. *Journal of Interactive Marketing*, 25(2), 85–94.
- Cheung, C. M., & Lee, M. K. (2010). A theoretical model of intentional social action in online social networks. *Decision Support Systems*, 49(1), 24–30.
- Cohen, E. (2004). *Contemporary Tourism: Diversity and Change*. https://buddhism.lib.ntu.edu.tw/DLMBS/en/search/search_detail.jsp?seq=545270
- Colaizzi, P. F. (1978). Psychological Research as the Phenomenologist Views It. In R. S. Valle & M. King (Eds.), *Existential-phenomenological alternatives for psychology* (p. 6). Oxford University Press.
- Constantinides, E., & Fountain, S. J. (2008). Web 2.0: Conceptual foundations and marketing issues. *Journal of Direct, Data and Digital Marketing Practice*, 9, 231–244.
- Creswell, J. (2013). Steps in Conducting a Scholarly Mixed Methods Study. *DBER Speaker Series*. <https://digitalcommons.unl.edu/dberspeakers/48>
- Creswell, J. W., & Poth, C. N. (2016). *Qualitative inquiry and research design: Choosing among five approaches*. Sage publications.
- Crompton, J. L. (1979). Motivations for pleasure vacation. *Annals of Tourism Research*, 6(4), 408–424.
- Culnan, M. J., McHugh, P. J., & Zubillaga, J. I. (2010). How large US companies can use Twitter and other social media to gain business value. *MIS Quarterly Executive*, 9(4).

- Dann, G. M. (1977). Anomie, ego-enhancement and tourism. *Annals of Tourism Research, 4*(4), 184–194.
- Dann, G. M. (1981). Tourist motivation an appraisal. *Annals of Tourism Research, 8*(2), 187–219.
- Decrop, A. (2006). *Vacation decision making*.
- Dodokh, A., & Al-Maaitah, M. A. (2019). Impact of social media usage on organizational performance in the Jordanian dead sea cosmetic sector. *European Journal of Business and Management, 11*(2), 75–91.
- Dunne, G., Buckley, J., & Flanagan, S. (2007). City break motivation: The case of Dublin-A successful national capital. *Journal of Travel & Tourism Marketing, 22*(3–4), 95–107.
- Genc, M., & Öksüz, B. (2015). A fact or an illusion: Effective social media usage of female entrepreneurs. *Procedia-Social and Behavioral Sciences, 195*, 293–300.
- Geriya, I. W. (n.d.). Tourism, inter marriage and cultural adaptation in the family life of Balinese-Japanese couple in Bali: Research report. (*No Title*). Retrieved July 5, 2024, from <https://cir.nii.ac.jp/crid/1130573317067667487>
- Guest, G., Bunce, A., & Johnson, L. (2006). How Many Interviews Are Enough?: An Experiment with Data Saturation and Variability. *Field Methods, 18*(1), 59–82. <https://doi.org/10.1177/1525822X05279903>
- Hajli, M. (2013). A research framework for social commerce adoption. *Information Management & Computer Security, 21*(3), 144–154.

- Hallock, W., Roggeveen, A. L., & Crittenden, V. (2019). Firm-level perspectives on social media engagement: An exploratory study. *Qualitative Market Research: An International Journal*, 22(2), 217–226.
- Hanna, R., Rohm, A., & Crittenden, V. L. (2011). We're all connected: The power of the social media ecosystem. *Business Horizons*, 54(3), 265–273.
- Hauser, B. (2018). Chapter 13: Following the Transcultural Circulation of Bodily Practices: Modern Yoga and the Corporeality of Mantras. In K. Baier, P. A. Maas, & K. Preisendanz (Eds.), *Yoga in Transformation* (1st ed., pp. 505–528). V&R unipress. <https://doi.org/10.14220/9783737008624.505>
- Hayta, A. B. (2013). A study on the effects of social media on young consumers' buying behaviors. *European Journal of Research on Education*, 1(2), 65–74.
- He, M., Liu, B., & Li, Y. (2023). Tourist Inspiration: How the Wellness Tourism Experience Inspires Tourist Engagement. *Journal of Hospitality and Tourism Research*, 47(7), 1115–1135. <https://doi.org/10.1177/10963480211026376>
- Hemsley-Brown, J., & Oplatka, I. (2015). University choice: What do we know, what don't we know and what do we still need to find out? *International Journal of Educational Management*, 29(3), 254–274. <https://doi.org/10.1108/IJEM-10-2013-0150>
- Hoare, R. J., Butcher, K., & O'Brien, D. (2011). Understanding Chinese diners in an overseas context: A cultural perspective. *Journal of Hospitality & Tourism Research*, 35(3), 358–380.

- Husserl, E. (1970). *The Crisis of European Sciences and Transcendental Phenomenology: An Introduction to Phenomenological Philosophy*. Northwestern University Press.
- Huvenne, M. (2020)—*Google Scholar*. (n.d.). Retrieved July 8, 2024, from https://scholar.google.com/scholar?hl=fr&as_sdt=0%2C5&as_ylo=2020&q=Huvenne%2C+M.+%282020%29&btnG=
- Icha, O., & Agwu, P. E. (2015). *Effectiveness of Social Media Networks as a Strategic Tool for Organizational Marketing Management* (SSRN Scholarly Paper 3122422). <https://papers.ssrn.com/abstract=3122422>
- Jamal, T. (2020). Phenomenology in Tourism. In J. Jafari & H. Xiao (Eds.), *Encyclopedia of Tourism* (pp. 1–3). Springer International Publishing. https://doi.org/10.1007/978-3-319-01669-6_145-2
- Kaplan, A. M., & Haenlein, M. (2010). Users of the world, unite! The challenges and opportunities of Social Media. *Business Horizons*, 53(1), 59–68.
- Kapoor, K. K., Tamilmani, K., Rana, N. P., Patil, P., Dwivedi, Y. K., & Nerur, S. (2018). Advances in Social Media Research: Past, Present and Future. *Information Systems Frontiers*, 20(3), 531–558. <https://doi.org/10.1007/s10796-017-9810-y>
- Kartika Maharani, I. A., Wisnu Parta, I. B. M., & Supriadi, I. B. P. (2020). Factors Influencing Yoga Tourism in Bali: Conceptual Framework Model. *Vidyottama Sanatana: International Journal of Hindu Science and Religious Studies*, 4(1), 20–20. <https://doi.org/10.25078/ijhsrs.v4i1.1321>
- Keegan, B. J., & Rowley, J. (2017). Evaluation and decision making in social media marketing. *Management Decision*, 55(1), 15–31.

- Kim, A. J., & Johnson, K. K. (2016). Power of consumers using social media: Examining the influences of brand-related user-generated content on Facebook. *Computers in Human Behavior*, *58*, 98–108.
- Kircova, Ī., & Yazici, G. (2018, May 14). *Investigating Social Media Usage by B2B Firms: A Qualitative Research*.
- Kou, Y., Kow, Y. M., Gui, X., & Cheng, W. (2017). One social movement, two social media sites: A comparative study of public discourses. *Computer Supported Cooperative Work (CSCW)*, *26*, 807–836.
- Koufaris, M., Kambil, A., & LaBarbera, P. A. (2001). Consumer behavior in web-based commerce: An empirical study. *International Journal of Electronic Commerce*, *6*(2), 115–138.
- Kunwar, R. R., & Sharma, N. P. (2020). A Preliminary Study of Yoga Tourism and its Prospects in Nepal. *Journal of APF Command and Staff College*, *3*(1), 1–20.
- Kvale, S. (n.d.). *Sage Research Methods—Doing Interviews*. Retrieved July 5, 2024, from <https://methods.sagepub.com/book/doing-interviews>
- Laing, J. H., Wegner, A., Moore, S., Weiler, B., Pfueller, S., Lee, D., Macbeth, J., Croy, G., & Lockwood, M. (2008). *Understanding partnerships for protected area tourism: Learning from the literature*.
- Lehto, X. Y., Brown, S., Chen, Y., & Morrison, A. M. (2006a). Yoga tourism as a niche within the wellness tourism market. *Tourism Recreation Research*, *31*(1), 25–35. <https://doi.org/10.1080/02508281.2006.11081244>

- Lehto, X. Y., Brown, S., Chen, Y., & Morrison, A. M. (2006b). Yoga tourism as a niche within the wellness tourism market. *Tourism Recreation Research*, 31(1), 25–35.
- Leung, D., Law, R., Van Hoof, H., & Buhalis, D. (2013). Social media in tourism and hospitality: A literature review. *Journal of Travel & Tourism Marketing*, 30(1–2), 3–22.
- Li, C.-H., & Chang, C.-M. (2016). The influence of trust and perceived playfulness on the relationship commitment of hospitality online social network-moderating effects of gender. *International Journal of Contemporary Hospitality Management*, 28(5), 924–944.
- Lin, C. A., & Rauschnabel, P. A. (2016). Social media marketing: Psychological insights, managerial implications, and future research directions. In *Encyclopedia of e-commerce development, implementation, and management* (pp. 2144–2158). IGI Global.
- Luo, Y., Lanlung (Luke), C., Kim, E., Tang, L. R., & Song, S. M. (2018). Towards quality of life: The effects of the wellness tourism experience. *Journal of Travel & Tourism Marketing*, 35(4), 410–424.
<https://doi.org/10.1080/10548408.2017.1358236>
- MacCannell, D. (2013). *The Tourist: A New Theory of the Leisure Class*. Univ of California Press.
- Mack, E. A., Marie-Pierre, L., & Redican, K. (2017). Entrepreneurs' use of internet and social media applications. *Telecommunications Policy*, 41(2), 120–139.
<https://doi.org/10.1016/j.telpol.2016.12.001>

- Maharani, I. A. K., Parta, I. B. M. W., & Supriadi, I. B. P. (2020). Factors influencing yoga tourism in bali: Conceptual framework model. *Vidyottama Sanatana: International Journal of Hindu Science and Religious Studies*, 4(1), 20–27.
- Mangold, W. G., & Faulds, D. J. (2009). Social media: The new hybrid element of the promotion mix. *Business Horizons*, 52(4), 357–365.
- Mehmet, M., & Simmons, P. (2018). Kangaroo court? An analysis of social media justifications for attitudes to culling. *Environmental Communication*, 12(3), 370–386.
- Meikassandra, P., Prabawa, I. W. S. W., & Mertha, I. W. (2020). Wellness Tourism in Ubud. “A Qualitative Approach To Study the Aspects of Wellness Tourism Development.” *Journal of Business on Hospitality and Tourism*, 6(1), 79–79. <https://doi.org/10.22334/jbhost.v6i1.191>
- Merleau-Ponty, M. (2011). *Phenomenology of Perception*. Routledge. <https://doi.org/10.4324/9780203720714>
- Michaelidou, N., Siamagka, N. T., & Christodoulides, G. (2011). Usage, barriers and measurement of social media marketing: An exploratory investigation of small and medium B2B brands. *Industrial Marketing Management*, 40(7), 1153–1159. <https://doi.org/10.1016/j.indmarman.2011.09.009>
- Miller, A. R., & Tucker, C. (2013). Active Social Media Management: The Case of Health Care. *Information Systems Research*, 24(1), 52–70. <https://doi.org/10.1287/isre.1120.0466>
- Moreno-González, A.-A., León, C. J., & Fernández-Hernández, C. (2020). Health destination image: The influence of public health management and well-

being conditions. *Journal of Destination Marketing & Management*, 16, 100430. <https://doi.org/10.1016/j.jdmm.2020.100430>

Nancy Wile. (2013). *The Business of Yoga*.

Natarajan, T., Balakrishnan, J., Balasubramanian, S. A., & Manickavasagam, J. (2014). Perception of Indian consumers towards social media advertisements in Facebook, LinkedIn, YouTube and Twitter. *International Journal of Internet Marketing and Advertising*, 8(4), 264–284.

Nautiyal, R., Albrecht, J. N., & Carr, A. (2022). Conceptualising a tourism consumption-based typology of yoga travellers. *Tourism Management Perspectives*, 43, 101005.

Ni Made Trigunasih, M. S. (2022). Spatial distribution of landslide potential and soil fertility: A case study in Baturiti District, Tabanan, Bali, Indonesia. *Journal of Hunan University Natural Sciences*, 49(2).

Nord, J. H., Paliszkievicz, J., & Koohang, A. (2014). Using social technologies for competitive advantage: Impact on organizations and higher education. *Journal of Computer Information Systems*, 55(1), 92–104.

Olof Lagrosen, S., & Grundén, K. (2014). Social media marketing in the wellness industry. *The TQM Journal*, 26(3), 253–260.

Özhalbant, E., & Alvarez, M. D. (2020). A Socio-cultural Perspective on Yoga Tourism. *Tourism Planning and Development*, 17(3), 260–274. <https://doi.org/10.1080/21568316.2019.1606854>

Ozuem, W., & Stokinger, E. (2014). THE INTERPLAY OF SOCIAL MEDIA AND CUSTOMER RETENTION. *READINGS BOOK*, 478.

- Parveen, F., Jaafar, N. I., & Ainin, S. (2016). Social media's impact on organizational performance and entrepreneurial orientation in organizations. *Management Decision*, 54(9), 2208–2234.
- Patino, A., Pitta, D. A., & Quinones, R. (2012). Social media's emerging importance in market research. *Journal of Consumer Marketing*, 29(3), 233–237.
- Pearce, P. L., & Lee, U.-I. (2005). Developing the travel career approach to tourist motivation. *Journal of Travel Research*, 43(3), 226–237.
- Pernecky, T., & Jamal, T. (2010). (Hermeneutic) Phenomenology in tourism studies. *Annals of Tourism Research*, 37(4), 1055–1075.
<https://doi.org/10.1016/j.annals.2010.04.002>
- Peters, K., Chen, Y., Kaplan, A. M., Ognibeni, B., & Pauwels, K. (2013). Social media metrics—A framework and guidelines for managing social media. *Journal of Interactive Marketing*, 27(4), 281–298.
- Ponder, L. M., & Holladay, P. J. (2013). The transformative power of yoga tourism. *Transformational Tourism: Tourist Perspectives*, 1(7), 98–108.
- Prakash, K. C., Arun, R., Mayi, K., Kavitha, K., Sivaperumal, K., & Shivaratri, C. (2023). Clothing Products Purchases through Social Media Advertisements and the Problems Involved. *Remittances Review*, 8(4).
- Pratiwi, K. R. I., & Sentanu, I. G. E. P. S. (2019). Obstacles in Implementing of Tourist Guide Policy: License for Tourist Guides in Bali Province. *International Journal of Advances in Social and Economics*, 1(6), Article 6.
<https://doi.org/10.33122/ijase.v1i6.89>

- Rahyuda, I. (2022). *STRATEGI PENGEMBANGAN DESTINASI WELLNESS TOURISM*.
- Rezaei, S., Mazaheri, E., & Azadavar, R. (2017). Determinants of experienced tourists' satisfaction and actual spending behavior: A PLS path modelling approach. *International Journal of Culture, Tourism and Hospitality Research*, *11*(2), 157–181.
- Rosardi, R. G., Prajanti, W., Dian, S., Atmaja, H. T., & Yanti, D. (2022). Sustainable Tourism Development Strategy with AHP (Analytical Hierarchy Process) Method in Pagilaran Tea Plantation Agrotourism, Indonesia. *International Journal of Sustainable Development & Planning*, *17*(4).
- Sahoo, D., & Sharma, D. (n.d.-a). *Social Networking Tools for Library Services*. 2(3).
- Sahoo, D., & Sharma, D. (n.d.-b). *Social Networking Tools for Library Services*. 2(3).
- Sandelowski, M. (1995). Sample size in qualitative research. *Research in Nursing & Health*, *18*(2), 179–183. <https://doi.org/10.1002/nur.4770180211>
- Sarianti, R., Maliha, D. W., & Wandebori, H. (2019). *The Factor Analysis of Marketing Mix for Coffee Franchise (Case Study: Bengras Kopi)*. 398–405.
- Schaffer, V. (2013). *Overcoming social media barriers for small businesses*. 1–12.
- Sharma, P., & Nayak, J. K. (2019). Do tourists' emotional experiences influence images and intentions in yoga tourism? *Tourism Review*, *74*(3), 646–665.

- Shaw, G., & Williams, A. M. (1994). *Critical issues in tourism: A geographical perspective*.
<https://www.cabidigitallibrary.org/doi/full/10.5555/19941805547>
- Sigala, M. (2015). Social media marketing in tourism and hospitality. *Information Technology & Tourism*, 15(2), 181–183. <https://doi.org/10.1007/s40558-015-0024-1>
- Singh, S. (2009). Spirituality and Tourism An Anthropologist's View. *Tourism Recreation Research*, 34(2), 143–155.
<https://doi.org/10.1080/02508281.2009.11081586>
- Smith, J. A., & Osborn, M. (2007). Pain as an assault on the self: An interpretative phenomenological analysis of the psychological impact of chronic benign low back pain. *Psychology & Health*, 22(5), 517–534.
<https://doi.org/10.1080/14768320600941756>
- Smith, M., & Puczko, L. (2014). *Health, tourism and hospitality: Spas, wellness and medical travel*. Routledge.
- Srinivasan, S., Rutz, O. J., & Pauwels, K. (2016). Paths to and off purchase: Quantifying the impact of traditional marketing and online consumer activity. *Journal of the Academy of Marketing Science*, 44(4), 440–453.
<https://doi.org/10.1007/s11747-015-0431-z>
- Stelzner, M. A. (2013). Social media marketing industry report: How marketers are using social media to grow their businesses,[online] social media examiner. *SocialMediaMarketingIndustryReport2013. Pdf*.

- Stuart, P., Pearce, D., & Weaver, A. (2005). Tourism Distribution Channels in Peripheral Regions: The Case of Southland, New Zealand. *Tourism Geographies*, 7(3), 235–256. <https://doi.org/10.1080/14616680500164740>
- Subawa, N. S., Widhiasthini, N. W., Astawa, I. P., Dwiatmadja, C., & Permatasari, N. P. I. (2021). The practices of virtual reality marketing in the tourism sector, a case study of Bali, Indonesia. *Current Issues in Tourism*, 24(23), 3284–3295.
- Sudibya, D. G., Nohana, A. S., & Cisquita, E. L. (2023). *Patterns for Settlement of Traditional Disputes and Provision of Values for Sure and Justice According to Catur Dresta in Bali Traditional Law*. 647–652. https://doi.org/10.2991/978-2-494069-93-0_76
- Sutarya, I. G. (2018). Sekulerisasi Yoga dalam Pariwisata Bali. *Pariwisata Budaya: Jurnal Ilmiah Agama Dan Budaya*, 3(2), 9–14.
- Tao, C. Z., Liu, Q., Lu, W., Pan, Y., & Shan, M. (2020). The Sub-health Status of Different Social Roles and the Analysis of its Influencing Factors during the 2019 Coronavirus Disease Pandemic. *International Journal of Medicine and Public Health*, 10(3), 135–140. <https://doi.org/10.5530/ijmedph.2020.3.29>
- Thakur, R. K., & Thakur, M. (2018). Importance and problems of social media marketing in Indian context. *International Journal of Research in Management, Economics and Commerce*, 8(2), 215–221.
- Trotter, R. T. (2012). Qualitative research sample design and sample size: Resolving and unresolved issues and inferential imperatives. *Preventive Medicine*, 55(5), 398–400. <https://doi.org/10.1016/j.ypmed.2012.07.003>

- Tunali, V., & Bilgin, T. T. (2014). *Text mining and social network analysis on computer science and engineering theses in Turkey*. 187–193.
- Ukpere, C. L., Slabbert, A. D., & Ukpere, W. I. (2014). Rising trend in social media usage by women entrepreneurs across the globe to unlock their potentials for business success. *Mediterranean Journal of Social Sciences*, 5(10), 551–559.
- Urry, J. (2002). *The tourist gaze*. sage.
<https://scholar.google.com/scholar?cluster=4643823057838062106&hl=en&oi=scholar>
- Varghese, Mr. S., & Agrawal, Ms. M. (2021). Impact of Social Media on Consumer Buying Behavior. *Saudi Journal of Business and Management Studies*, 6(3), 51–55. <https://doi.org/10.36348/sjbms.2021.v06i03.001>
- Veland, R., Amir, D., & Samije, S.-D. (2014). Social media channels: The factors that influence the behavioural intention of customers. *International Journal of Business and Globalisation*, 12(3), 297–314.
- Voigt, C., & Pforr, C. (2013). *Wellness tourism: A destination perspective*. Routledge.
<https://api.taylorfrancis.com/content/books/mono/download?identifierName=doi&identifierValue=10.4324/9780203079362&type=googlepdf>
- Voorveld, H. A., Van Noort, G., Muntinga, D. G., & Bronner, F. (2018). Engagement with social media and social media advertising: The differentiating role of platform type. *Journal of Advertising*, 47(1), 38–54.

- Wang, C., Harris, J., & Patterson, P. G. (2012). Customer choice of self-service technology: The roles of situational influences and past experience. *Journal of Service Management*, 23(1), 54–78.
- Wartiovaara, M., Lahti, T., & Wincent, J. (2019). The role of inspiration in entrepreneurship: Theory and the future research agenda. *Journal of Business Research*, 101, 548–554.
<https://doi.org/10.1016/j.jbusres.2018.11.035>
- Whiting, A., & Williams, D. (2013). Why people use social media: A uses and gratifications approach. *Qualitative Market Research: An International Journal*, 16(4), 362–369.
- Wicaksono, S. H., & Sholih, S. A. A. H. (2022). Semiotics Studies in Agan Harahap's Work: Manipulation of Reality on social media. *International Journal of Creative and Arts Studies*, 9(2), Article 2.
<https://doi.org/10.24821/ijcas.v9i2.8228>
- Wijaya, I. I., Honggowidjaja, S. P., & Suprobo, P. (2018). Perancangan Fitness Center dengan Inovasi Indoor Jogging Track di Surabaya. *Intra*, 6(2), 284–287.
- Williams, S. W. (1998). *Tourism Geography*. Routledge.
<https://doi.org/10.4324/9780203197554>
- Wray, M., Laing, J., & Voigt, C. (2010). Byron Bay: An alternate health and wellness destination. *Journal of Hospitality and Tourism Management*, 17(1), 158–166.

Yin, R. K. (2014). Getting started: How to know whether and when to use the case study as a research method. *Case Study Research: Design and Methods*, 5, 2–25.

Zahavi, D. (2018). *Phenomenology: The Basics*. Routledge.
<https://doi.org/10.4324/9781315441603>

Zhang, M., Guo, L., Hu, M., & Liu, W. (2017). Influence of customer engagement with company social networks on stickiness: Mediating effect of customer value creation. *International Journal of Information Management*, 37(3), 229–240.