

## CHAPTER V

### CONCLUSION, IMPLICATIONS AND RECOMMENDATIONS

Chapter V of this study discusses the motives and experiences of Bali yoga practitioners and teachers, as well as their social media marketing methods. It provides practical and theoretical implications for various stakeholders, including politicians, corporations, citizens, researchers, and people. The chapter emphasizes the research's contribution to wellness tourism and offers recommendations for optimizing social media engagement and improving yoga tourism marketing strategies.

#### 5.1 Conclusion

##### 5.1.1 The experience of yoga instructors in relation to social media usage on wellness tourism

The study concludes that yoga instructors in Bali have found both opportunities and challenges in using social media for wellness tourism. Platforms like Instagram, Facebook, and YouTube have allowed them to increase their exposure and reach a global audience. However, there is a risk of focusing too much on aesthetics and flexibility, which can detract from the spiritual aspects of yoga and create unrealistic expectations for practitioners. To address these issues, instructors have incorporated holistic wellness practices into their social media content, emphasized diversity and accessibility, and adapted their teaching techniques to cater to a broad audience. They have also used storytelling and cultural elements to differentiate themselves and attract a specific audience interested in the deeper qualities of yoga. Despite the volatility of social media algorithms and the need for exposure, instructors have used online platforms to continue practicing and supporting their students during the Covid-19 pandemic. These experiences highlight the importance of striking a balance between digital engagement and maintaining the sincerity and depth of yoga.

##### 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

In conclusion, the experiences of yoga instructors in Bali demonstrate that social media has become an essential tool for promoting their classes and retreats,

connecting with a global audience, and enhancing visibility in the wellness tourism industry. However, the emphasis on aesthetic perfection and hyper-flexibility on these platforms can overshadow the deeper, spiritual aspects of yoga, creating unrealistic expectations among participants. To navigate these challenges, instructors have integrated holistic wellness practices into their social media content, emphasized inclusivity, and tailored their teaching methods to cater to diverse skill levels. They have also utilized storytelling and cultural elements to engage a niche audience interested in the cultural and philosophical dimensions of yoga. Despite the unpredictability of social media algorithms and the challenges of maintaining consistent visibility, instructors have shown resilience and innovation, particularly during the COVID-19 pandemic, by leveraging online platforms to continue their practice and support their students. These experiences highlight the importance of maintaining authenticity and depth in digital engagement, ensuring that the core values of yoga are preserved. By adopting a balanced approach to social media marketing, instructors can effectively promote the holistic benefits of yoga while embracing the opportunities presented by digital engagement.

### **5.1.3 New strategies to enhance the effectiveness of some of social media marketing for the yoga studios**

In conclusion, the exploration of new strategies for social media marketing in the yoga industry in Bali has emphasized the significance of a holistic, adaptive, and authentic approach. Yoga instructors have successfully utilized platforms like Instagram, Facebook, and YouTube to expand their reach, attract participants, and build communities. The key strategies identified involve integrating holistic wellness practices, tailoring teaching methods, and incorporating storytelling and cultural elements. By sharing insights into practices such as gratitude, mindfulness, and intention-setting, instructors create a more comprehensive portrayal of yoga that appeals to a broader audience. Tailoring content to different skill levels and emphasizing inclusivity reassures potential participants of the accessibility of yoga, fostering a welcoming environment. The use of storytelling and cultural elements adds depth and engages those interested in the philosophical and cultural aspects of yoga. Despite the challenges posed by social media algorithms and the need for consistent visibility, instructors have demonstrated resilience and innovation,

adapting their strategies to ensure a steady online presence and effective engagement with their audience. The experiences during the COVID-19 pandemic have further highlighted the importance of flexibility and creative content planning in maintaining authenticity and depth in digital engagement.

## **5.2 Implications**

The findings on motivations and experiences of yoga practitioners have theoretical and practical implications are as follows:

- **Theoretical Implications:** The findings on the diverse motivations and experiences of yoga instructors in Bali underscore the universal appeal of yoga and its holistic benefits. This reinforces existing theories that yoga contributes to mental, physical, and spiritual well-being. Scholars can use these insights to further explore the cultural and social dimensions of wellness tourism, particularly how cultural exchange and community engagement impact personal well-being. Comparative studies across different cultures and locations can enrich the understanding of the global wellness movement.
- **Practical Implications:** For policymakers and business leaders, the insights into practitioners' motivations can guide the creation of supportive environments that cater to holistic wellness needs. This involves promoting infrastructure that supports both physical and mental well-being, such as tranquil environments, wellness retreats, and holistic health centers. For citizens and individuals, understanding the motivations behind yoga practice can foster greater community support and participation in wellness programs, improving overall community health and cohesion.

The findings on the essence of lived experiences have theoretical and practical implications as follow:

- **Theoretical Implications:** The significant role of social media in the lived experiences of yoga instructors highlights the integration of digital and physical spaces in wellness tourism. This finding supports theories of social presence, which suggest that digital platforms can create a sense of presence and connection. Scholars can investigate the long-term impacts of digital

engagement on physical and mental well-being and the role of social media in sustaining global wellness communities, providing valuable insights into the digital transformation of traditional practices.

- **Practical Implications:** For policymakers and businesses, recognizing the dual role of social media can lead to investments in digital infrastructure and supportive policies that enhance community building and marketing. Businesses should provide training and resources to help practitioners navigate the digital landscape effectively. For individuals, the findings emphasize the importance of integrating digital and physical experiences to enrich personal well-being. Utilizing social media to stay connected with wellness communities and maintain continuous engagement with yoga practices can significantly benefit personal wellness journeys.

The findings based on strategies to enhance social media marketing have theoretical and practical implications are as follow:

- **Theoretical Implications:** The strategies identified for effective social media marketing such as content variety, interactive features, influencer collaborations, consistent posting, and user-generated content provide a framework for further research into digital marketing practices within the wellness industry. Scholars can explore the impact of these strategies on business outcomes and community engagement, contributing to the academic literature on digital marketing and wellness tourism.
- **Practical Implications:** For policymakers, creating guidelines that support ethical and effective social media marketing within the wellness industry is crucial. This includes offering training programs and resources to improve digital marketing skills. Business leaders can implement the identified strategies to enhance their online presence, attract a wider audience, and build stronger communities, ultimately contributing to the success of wellness tourism in Bali. For individuals, enhanced social media marketing strategies mean easier access to high-quality wellness content and opportunities, allowing for personal and professional growth within the wellness community.

### 5.3 Recommendations

Based on the findings on motivations and experiences of yoga Instructors the following recommendations stated as follow:

- **Policymakers:** Policymakers in Bali should designate specific zones like Ubud and Canggu as wellness tourism hubs, ensuring they are quiet, pollution-free, and surrounded by natural beauty. Invest in high-quality wellness retreats and holistic health centers, supported by certified professionals. Integrate wellness tourism into regional tourism policies by providing incentives and grants for wellness-related businesses. Launch targeted marketing campaigns, implement training programs for local communities, and ensure infrastructure development adheres to environmental sustainability principles. This approach will attract international visitors and enhance the well-being of both tourists and local communities.
- **Businesses:** Design and offer wellness programs that address mental, physical, and spiritual health, appealing to a diverse range of practitioners. Engage with local communities to foster support for wellness initiatives and encourage local participation in wellness activities.
- **Citizens and Individuals:** Take advantage of local wellness programs to improve personal well-being and support the community. Advocate for the benefits of yoga within local communities to enhance collective well-being and social cohesion.
- **For Scholars:** It is recommended that scholars explore the cultural and social dimensions of wellness tourism by conducting comparative studies across different cultures and locations, further researching the holistic benefits of yoga on mental, physical, and spiritual health, and incorporating quantitative research methods to analyze measurable impacts and trends. Additionally, it is essential to conduct studies based on the perspectives of practitioners and yoga studio owners, utilizing surveys and structured interviews to gather data on their experiences, strategies, and perceptions. This combined approach will provide a comprehensive understanding of wellness tourism, integrating both theoretical insights and practical,

actionable recommendations for enhancing the effectiveness of wellness tourism initiatives.

Based on the findings on the essence of lived experiences, the following recommendations are provided:

- **Policymakers:** Bali should invest in digital infrastructure, including high-speed internet access in key wellness tourism areas, public Wi-Fi hotspots, and digital platforms for booking and sharing experiences. Policies should promote ethical social media use for marketing and community engagement, promoting transparency, authenticity, and responsible content sharing. Training programs on effective social media use, content creation, and digital marketing strategies can enhance businesses' reach and engagement while maintaining integrity and community focus. This comprehensive approach will strengthen Bali's position as a leading wellness tourism destination in the digital age.
- **Businesses:** Offer training programs for practitioners to navigate social media effectively, maximizing its benefits while mitigating challenges. Develop strategies that balance digital and physical interactions to create a holistic and supportive yoga practice environment.
- **Citizens and Individuals:** Use social media to stay connected with wellness communities and maintain continuous engagement with yoga practices. Strive to balance online engagement with in-person yoga practices to enhance overall well-being.
- **Scholars:** Investigate the long-term impacts of digital engagement on physical and mental well-being and the role of social media in sustaining global wellness communities. Conduct research on social presence theory in the context of wellness tourism to understand how digital platforms create a sense of presence and connection.

The study recommends based on the findings strategies to enhance social media marketing as follow:

- **Policymakers:** Policymakers should develop comprehensive guidelines that support ethical and effective social media marketing within Bali's wellness

industry, emphasizing transparency, authenticity, and respect for cultural values. Implement programs to improve digital literacy among business owners and practitioners in the wellness sector, including workshops on social media best practices, content creation, audience engagement, and digital marketing strategies.

- **Businesses:** It is recommended that scholars explore the cultural and social dimensions of wellness tourism through comparative studies, research the holistic benefits of yoga on mental, physical, and spiritual health, and incorporate quantitative methods for measurable insights. Additionally, studies should be conducted based on practitioner and yoga studio owner perspectives, using surveys and interviews to gather data on their experiences and strategies. This combined approach will integrate theoretical and practical insights for more effective wellness tourism initiatives. Businesses should use diverse content types, including short videos, educational content, motivational quotes, and testimonials, while incorporating interactive features like live Q&A sessions, polls, and interactive stories to foster engagement. Hiring a content creator and associating with yoga instructors will enhance content quality, and partnering with influencers will expand reach and credibility.
- **Citizens and Individuals:** Engage with local yoga studios on social media, participating in their online communities and sharing personal experiences. Use social media platforms to discover new yoga practices, classes, and workshops that align with personal wellness goals.
- **Scholars:** Explore the impact of various social media marketing strategies on business outcomes and community engagement in the wellness industry. Investigate how different marketing approaches influence consumer behavior and satisfaction within the wellness sector.

#### **5.4 Limitations**

This research offers useful insights about Bali yoga instructors' motives and experiences, as well as efficient yoga studio social media marketing tactics, although it has some drawbacks. Despite diversity attempts, the sample may not adequately reflect yoga practitioners and teachers due to its small size. The results

may not apply to other places or cultures since Bali is recognized for its rich cultural legacy and wellness tourism. Triangulating self-reported data with observational research or digital analytics might reduce biases including social desirability, memory, and subjective interpretation. Since social media is always developing, good techniques may become obsolete when new platforms and user behavior arise, requiring regular monitoring and adaption. The study's concentration on English-speakers may have ignored non-English speakers, urging further inclusive research. Lack of longitudinal data also misses long-term trends and practice durability.