

IMPLEMENTATION OF THE TRI HITA KARANA CONCEPT IN THE DEVELOPMENT OF SLEEP TOURISM IN THE UBUD AREA, BALI

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Article Info	Abstract
Keywords: Sleep Tourism, Tri Hita Karana, Ubud, Sustainable Tourism. Received: July 28, 2026 Approved: September 16, 2026 Published: September 30, 2026	This study aims to analyze the implementation of the Tri Hita Karana concept in the development and experience of sleep tourism in the Ubud area, Bali. The phenomenon of sleep tourism has become a global trend, emphasizing quality rest, physical balance, and peace of mind through stays that are integrated with nature and local culture. Ubud, as a spiritual and balanced life destination, offers an ideal space to integrate the values of Tri Hita Karana, including Parahyangan (a harmonious relationship with God), Pawongan (a harmonious relationship between humans), and Palemahan (a harmonious relationship with nature). The research method used was descriptive qualitative, using field observations, interviews, documentation, and literature studies at several resorts and wellness retreats in the Ubud area. The data obtained from this research were analyzed using a data triangulation model with a focus on the implementation of the THK concept in sleep tourism practices in the Ubud area. The results show that the implementation of Tri Hita Karana in sleep tourism is reflected in natural architectural design, spiritual practices such as yoga and meditation, and social interactions that respect local culture and the environment. The concept of sleep tourism in Ubud offers not only quality sleep but also a profound spiritual and ecological experience in line with the Balinese philosophy of life balance.

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INTRODUCTION

Humans are both individual and social beings who have various needs in life. One of these needs is sleep. Sleep is crucial for maintaining physical and mental health, and it plays an important role in the recovery and maintenance of the body. However, in reality, social pressure and the demands of the modern era, which emphasise high productivity, encourage individuals to sacrifice rest time to complete daily activities. As a result, not all individuals obtain optimal sleep quality. Various factors, ranging from stress, changes in temperature, light levels, and the surrounding environment, can disrupt sleep patterns and cause physical and mental health problems. Based on available data, sleep-related problems tend to affect approximately 15 per cent of the population, and around 31 to 75 per cent of these cases develop into chronic insomnia worldwide. Insomnia is one of the sleep disorders experienced by approximately one-third of adults in general (Jannah and Hidajat, 2024:165).

Over time, public awareness of the importance of quality sleep has grown. There has been a shift in global tourism toward wellness-based experiences, where physical, mental, and spiritual health are major draws. This development has attracted the attention of hotel managers and health experts. Several meta-analysis studies have shown that better sleep can significantly reduce symptoms of depression, anxiety, and stress. One new form of this trend is sleep tourism, which is travel focused on sleep quality and rest as part of the healing process (Lehto et al., 2017). The sleep tourism trend is growing quickly, especially in Bali's Ubud area.

Ubud, Bali, is well-known as a center for spirituality and balance in life. The rise of sleep tourism in the Ubud area is driven by the area's rich Balinese culture, stunning natural beauty, and new wellness services. This makes it one of the best places in Bali for sleep tourism. The area's natural beauty, peaceful atmosphere, and Tri Hita Karana-based culture make it a great place to develop sleep tourism with a strong local character. The development of tourism in the Ubud area of Gianyar is based on the Tri Hita Karana principle, which holds that people should maintain balance among themselves and God (Parahyangan), themselves and other people (Pawongan), and themselves and nature (Palemahan) (Pitana, 2010).

This philosophy can be turned into a full tourism experience, with lodging in nature, friendly and spiritual services, and an atmosphere that encourages relaxation and self-awareness. Sleep tourism is not just a trend in wellness-based tourism services; it also requires a comprehensive, long-term management plan. Konstantopoulou, Varelas, and Liargovas (2024) assert that the tourism sector necessitates meticulous planning and governance to reconcile the requirements of tourists, the local community, and environmental conservation. This is particularly crucial for sleep tourism, which can yield both beneficial and detrimental impacts on individuals and the environment if inadequately managed. Consequently, incorporating Tri Hita Karana values into the advancement of sleep tourism not only reinforces the preservation of local culture but also fosters a comprehensive strategy for sustainable tourism development.

By incorporating the principles of Tri Hita Karana, sleep tourism can offer significant experiences for tourists while enhancing cultural identity and the well-being of local communities (Konstantopoulou et al., 2024:13). The research problem in this study is: How is

the concept of Tri Hita Karana implemented in sleep tourism practices in the Ubud area, Bali, in supporting sustainable tourism? The objective of this study is to ascertain the modalities of implementing the Tri Hita Karana concept within sleep tourism practices in the Ubud region and to comprehend their ramifications for sustainable tourism grounded in local wisdom. The expected benefit of this research is to enrich knowledge and broaden academic insight regarding the implementation of the Tri Hita Karana concept in sleep tourism, particularly in the context of sustainable tourism development in the Ubud area.

In addition, this study provides an adequate reference for tourism practitioners in the Ubud area in developing a sleep tourism model by implementing the Tri Hita Karana concept to support sustainable tourism. This research has the potential to expand academic insight by developing a model for implementing sleep tourism that integrates the values of Tri Hita Karana, covering the aspects of Parahyangan (spiritual relationship), Pawongan (social relationship), and Palemahan (relationship with the environment). This model can serve as a reference for hotel and tourist destination managers in designing sleep tourism programs that align with local cultural principles and sustainability.

METHODS

This study used a descriptive qualitative case study approach across several resorts and wellness retreats in the Ubud area, including Wapa di Ume Resort Ubud and Tanah Gajah Resort Ubud. We gathered data through field observations, in-depth interviews, documentation, and literature studies about Tri Hita Karana, wellness tourism, and sleep tourism. We used a data triangulation model to examine how the Tri Hita Karana concept was put into practice in sleep tourism in the Ubud area. Then, we used data triangulation to examine the data we had collected. During data reduction, important information was filtered based on transcripts and data exploration results. The reduced data were then organised narratively and visually to reveal thematic patterns and relationships. The final stage consisted of drawing conclusions and conducting verification reflectively by comparing various data sources to ensure the validity of the findings (Miles et al., 2014:12).

RESULT AND DISCUSSION

Sleep tourism is designed to enhance the sleep experience, ranging from hotel rooms arranged in such a way as to provide maximum comfort, culinary menus that support relaxation, to spa and meditation programs. Bali, particularly the Ubud area, as a leading tourism destination with rich natural, cultural, and traditional uniqueness, shows great potential in the development of sleep tourism. Based on observations and field interviews conducted in the Ubud area, many resorts and accommodation have begun offering special packages that integrate quality sleep experiences with traditional healing practices, such as local relaxation rituals, aromatherapy, and wellness programs.

The observations show that this experience increases overall tourist satisfaction because tourists feel that they receive optimal physical and mental recovery during their vacation. With increasing interest among tourists in sleep tourism, it is important for tourism and hotel management in Bali to integrate sustainable, harmonious practices, such as the Tri

Hita Karana concept, into the design of sleep experiences that are not only comfortable but also aligned with local cultural and environmental values. One example of a hotel room in the Ubud area that promotes sleep tourism is shown in the following figure.



Figure 1. Hotel Room Layout Figure
 Source: Primary Data, 2026

Hotel Room Layout Figure 1 presents a comfortable hotel bed with a calming green tropical forest view in the background. Around the room, the furniture is made from environmentally friendly materials such as recycled wood and natural fibres, strengthening the impression of harmony with nature. The room faces the tropical forest, with cool, refreshing natural airflow, creating a peaceful atmosphere that supports sleep tourism. Furthermore, the concept of Tri Hita Karana is applied in Ubud's sleep tourism through three main aspects: Parahyangan, Pawongan, and Palemahan. In the Parahyangan aspect, resorts in the Ubud area provide spiritual activities such as yoga, meditation, and sound healing, which facilitate the inner relationship between humans and God. In the Pawongan context, tourists and locals interact with each other in ways that show respect and foster cultural exchange. In the Palemahan aspect, the concept of an eco-friendly resort is applied through the use of natural materials, open architectural design, and sustainable environmental management. The implementation of the Tri Hita Karana concept, along with its meanings and implications, is illustrated in the following table.

Table 1. Analysis of the Implementation of the Tri Hita Karana Concept in Sleep Tourism in the Ubud Area

Aspect of Tri Hita Karana		Forms of Application in Ubud Resorts	Meaning and Implications
Parahyangan (Relationship with God)	(Relationship with God)	Yoga, meditation, and daily offering activities (canang sari);	the design of quiet spaces and small temples within the resort area. Fostering spiritual awareness and inner peace for tourists.
Pawongan (Relationships among humans)	(Relationships among humans)	Involvement of local communities as staff and instructors; cultural	Building a sense of togetherness and respect for local culture.

		interaction through cooking and art classes	
Palemahan (Relationship with nature)	(Relationship with	Architecture using natural materials; use of renewable energy; preservation of rice fields and rivers around the resort.	Maintaining ecological balance and supporting sustainable tourism.

Source: Primary Data, 2026

The results of this study show that the implementation of the Tri Hita Karana concept in sleep tourism in the Ubud area is not merely symbolic but also serves as a philosophical foundation in destination management. The Parahyangan aspect is important for developing the spiritual side of sleep tourism through meditation and rituals that foster a sense of divine awareness among tourists. The Pawongan aspect shows how well tourists, the community, and managers work together, creating an atmosphere of respect and cooperation. Meanwhile, the Palemahan aspect emphasises a strong ecological awareness through the application of green architecture and environmental sustainability practices. The synergy of these three aspects creates a sleep tourism experience that not only restores the body but also nurtures inner balance and a spiritual connection with nature.

The Tri Hita Karana concept can help make tourism more sustainable by being used in the development of sleep tourism in the Ubud area. The growth of sleep tourism in the Ubud area is expected to benefit the environment and the local community, with no negative effects. Tourism growth based on sustainability aligns with efforts to preserve natural, social, and cultural resources as the foundation of tourism development. In addition, community involvement in this form of tourism indirectly reflects an orderly approach to tourism management that respects the principles of resilience and the preservation of natural wealth. Tourism development that actively and sustainably involves the community is aligned with the principles of business sustainability, focusing on economic growth, community welfare, and ecosystem protection (Mahyuni and Dewi, 2020:4). The application of sustainability principles is crucial in the management of cultural and natural tourism attractions in Bali, particularly in preserving environmental carrying capacity, cultural values, and community welfare. This approach aligns with the three main pillars of sustainability: economic, socio-cultural, and environmental sustainability, ensuring the longevity of destinations for future generations (Karini and Suardana, 2025).

CONCLUSION

The Tri Hita Karana concept in Ubud's sleep tourism exemplifies the synergy of spirituality, culture, and environmental sustainability. By integrating the Parahyangan, Pawongan, and Palemahan aspects, sleep tourism in the Ubud area serves as a model of sustainable tourism grounded in local wisdom. Furthermore, the research findings show that the implementation of the Tri Hita Karana concept is a key factor for accommodation providers in the Ubud area in supporting sustainable tourism, while also responding to the global trend of sleep tourism through a holistic Balinese cultural approach. The implementation of sleep tourism in the Ubud area, as a realisation of the Tri Hita Karana philosophy, makes it a sustainable tourism model. Thus, sleep tourism in the Ubud area does not merely sell five-star

quality beds; rather, it offers holistic recovery through spiritual, social, and environmental harmony, while ensuring a meaningful tourist experience and preserving local culture and the environment.

As a follow-up to the results of this research, accommodation managers in Ubud are advised to further strengthen the application of Tri Hita Karana values by developing culture-based relaxation programs, environmentally friendly space design, and local community involvement. The local government is expected to develop guidelines and provide support to tourism practitioners in developing sustainable sleep tourism packages to strengthen Ubud's branding as an authentic healing destination. The sustainability of this research can be expanded by developing concepts and innovations in sleep tourism grounded in local wisdom to support sustainable tourism in the Ubud area in particular.

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