

**THE CONNECTION OF *TRI HITA KARANA*
AND SUSTAINABLE TOURISM
AT FOUR POINTS BY SHERATON BALI KUTA**



POLITEKNIK NEGERI BALI



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BADUNG
2022**

THESIS

**THE CONNECTION OF *TRI HITA KARANA*
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THE CONNECTION OF TRI HITA KARANA
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Which content is my own work, thereby free from plagiarism. Being stated, I am ready to bear the risk or any sanctions impose to me in accordance with regulation.

Badung, 10th July 2022
I hereby make the statement,

Sang Putu Budhi Parthama Putra

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The thesis of this research is proposed as one of the requirements to compile a thesis for the applied S1 Tourism Business Management Research Program



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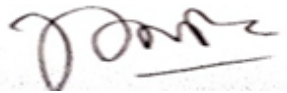
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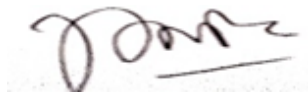


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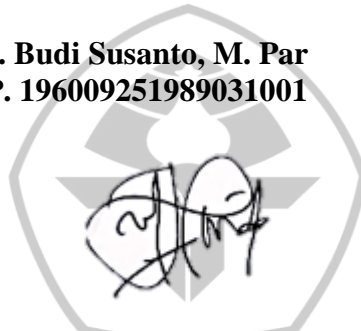

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PREFACE

Thank God Almighty (Ida Sang Hyang Widhi Wasa), who has allowed the author to complete the Research Thesis entitled "**The Connection Of *Tri Hita Karana* and Sustainable Tourism At Four Points By Sheraton Bali Kuta**" which can be completed on time.

On this occasion, the author thanked the parties involved in making the Thesis and provided moral support, guidance, and prayer. This thank-you note the author conveys to:

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In the end, the writer hopes that this research can be useful for all parties and the writer hopes that there could be critics and suggestions to improve this research so that it can be used as a reference in the application of *Tri Hita Karana* in the hotel area.

Gianyar, 22nd February 2022

Writer

ABSTRAK

HUBUNGAN TRI HITA KARANA DAN PARIWISATA BERKELANJUTAN PADA FOUR POINTS BY SHERATON BALI KUTA

Sang Putu Budhi Parthama Putra

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Penelitian ini bertujuan untuk mengetahui penerapan konsep Tri Hita Karana pada Four Points By Sheraton Bali Kuta, menganalisa model implementasi Tri Hita Karana, dan menemukan hubungan antara Tri Hita Karana dengan pariwisata berkelanjutan. Informan ditentukan dengan menggunakan teknik Purposive Sampling. Teknik pengumpulan data menggunakan metode observasi, kuesioner, Focus Group discussions (FGD), studi kepustakaan, dan dokumentasi. Hasil penelitian menunjukkan bahwa, Four Points By Sheraton Bali Kuta sudah menerapkan konsep Tri Hita Karana dengan baik. Namun ada beberapa dari indikator penilaian dari konsep Tri Hita Karana yang dapat ditingkatkan lagi seperti: Hotel memiliki kegiatan memberdayakan seniman, hotel memiliki keanekaragaman flora yang tinggi, dan hotel menggunakan 100% biodegradable cleaning chemical. Hasil dari analisis tersebut dirumuskan menjadi sebuah model yang digunakan untuk menemukan hubungan antara Tri Hita Karana dengan pariwisata berkelanjutan. Adapun hasil dari model hubungan antara Tri Hita Karana dengan pariwisata berkelanjutan adalah setiap indikator pada Tri Hita Karana memiliki hubungan dengan pariwisata berkelanjutan dengan nilai yang baik, namun ada satu indikator yang diperhatikan untuk meningkatkan hubungan Tri Hita Karana dengan pariwisata berkelanjutan, yakni hotel memiliki kegiatan memberdayakan seniman lokal.

Kata Kunci: *Tri Hita Karana, Pariwisata Berkelanjutan*

ABSTRACT

THE CONNECTION OF *TRI HITA KARANA* AND SUSTAINABLE TOURISM AT FOUR POINTS BY SHERATON BALI KUTA

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This study aims to determine the application of the *Tri Hita Karana* at Four Points By Sheraton Bali Kuta, to analyze the implementation model of *Tri Hita Karana*, and to find out the relationship between *Tri Hita Karana* and sustainable tourism. Informants were determined using the purposive sampling technique. Data collection techniques used the methods of observation, questionnaires, Focus Group discussions (FGD), literature study, and documentation. The results showed that Four Points By Sheraton Bali Kuta had implemented the *Tri Hita Karana* concept well. However, there are several indicators of the assessment of the *Tri Hita Karana* concept that can be improved, such as the hotel has activities to empower artists, the hotel has a high diversity of flora, and the hotel using 100% biodegradable cleaning chemicals. The results of the analysis are formulated into a model that is used to find the connection between *Tri Hita Karana* and sustainable tourism. The results of the model of the connection between *Tri Hita Karana* and sustainable tourism are that each indicator in *Tri Hita Karana* at Four Points By Sheraton Bali Kuta has a connection with sustainable tourism with a good value, but there is one indicator that could be a concern to improve the connection of *Tri Hita Karana* with sustainable tourism, namely hotels have activities empower local artists.

Keywords: *Tri Hita Karana*, Sustainable Tourism

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CHAPTER I

INTRODUCTION

1.1 Background

In this day and age, the environment has a very important role in the sustainability of tourism in Bali, considering that Bali tourism relies heavily on the environment. Therefore, it is important to maintain the environment so that tourism can survive and develop sustainably. If properly cared for and maintained, the environment and culture can support the industry. And conversely, the environment and culture can also damage the industry if tourism players no longer ignore or only care about personal interests. With the times and technology. This condition seems to have indirectly encouraged the emergence of awareness from tourism actors who dream of more responsible tourism activity. Various parties from the international to national level as well as practitioners, governments, and academics have participated in formulating a real form of sustainable tourism concept that has long been present on the global stage. Of course, this reaction promotes the spirit to maximize the benefits of tourism activities and minimize the negative impact (Prabawa, 2017). One of the concepts that are often encountered is the concept of green tourism.

The concept of green tourism includes tourism programs that minimize the negative aspects of conventional tourism to the environment and improve the cultural integrity of the local community (Wardhani & Valeriani, 2016). Tourism industries in parts of the world began to implement or adopt green tourism as their organizational culture because it was considered able to develop the industry and

provide benefits to the surrounding environment. But not all tourism industries apply the concept of green tourism. Some tourism actors prefer to adopt a local culture that bears a resemblance to green tourism. The application of local concepts as organizational culture is done to be able to achieve the goals and benefits of green tourism, but at the same time still, preserve the local culture. A concept in Bali has similarities with green tourism, namely *Tri Hita Karana*.

Tri Hita Karana is a concept or philosophy in Hinduism that always emphasizes how to coexist, greet each other, no hatred, tolerance, and peace. *Tri Hita Karana* can be interpreted as three causes of well-being. The term is taken from the word *Tri* which means three, *Hita* which means balance or prosperity, and *Karana* which means cause or reason (Ministry of Religion of the Republic of Indonesia, 2022). The concept of *Tri Hita Karana* which is a philosophy of life balance of Hindu people on the island of Bali includes a harmonious relationship between humans with god (*Parhyangan*), between humans (*Pawongan*), and between humans with the environment (*Palemahan*) (Pertiwi & Ludigdo, 2013).

In the world of tourism itself, *Tri Hita Karana* can be said as a reference or guideline regarding the relationship between industry and the environment, as explained in Regional Regulation No. 2 of 2012 on Balinese Cultural Tourism on Bali Cultural Tourism. There it is explained that "Bali Cultural Tourism is a Bali tourism based on Balinese Culture which is imbued by the teachings of Hinduism and the philosophy of *Tri Hita Karana* as the main potential by using tourism as a vehicle for actualization so that there is a dynamic reciprocal relationship between tourism and culture that makes both develop synergistically, harmoniously and

sustainably to be able to provide welfare to the community, cultural and environmental sustainability”. Therefore, many tourism industries in Bali have started to adopt *Tri Hita Karana* as organizational culture. The application of *Tri Hita Karana* as a guideline in running the industry can provide many benefits for the industry or the surrounding environment.

These days, some hotels have applied the concept of *Tri Hita Karana*. One of the hotels that apply the concept of *Tri Hita Karana* is Four Points By Sheraton Bali Kuta. Four Points By Sheraton Bali Kuta is a hotel located in Kuta, Badung. This hotel has long carried the concept of *Tri Hita Karana* as its organizational culture. With the application of the *Tri Hita Karana* concept, indirectly this hotel has developed sustainable tourism. Because *Tri Hita Karana* and sustainable tourism have some similarities, *Tri Hita Karana* can be used as a reference or guideline in running sustainable tourism at Four Points By Sheraton Bali Kuta. But there is no concrete explanation for the connection between *Tri Hita Karana* and sustainable tourism. Based on this problem, the author is interested in conducting research with the title **“The Connection of *Tri Hita Karana* and Sustainable Tourism At Four Points By Sheraton Bali Kuta”**.

1.2 Problems of The Research

Based on the background above, the writer will make the problems of the research, which are:

1. How is the implementation of *Tri Hita Karana* at Hotel Four Points By Sheraton Bali Kuta?

2. How is the model of implementation of *Tri Hita Karana* like at Hotel Four Points By Sheraton Bali Kuta?
3. What is the connection between *Tri Hita Karana* and sustainable tourism at Four Points By Sheraton Bali Kuta?

1.3 Purpose of The Research

1. To identify the implementation of *Tri Hita Karana* at Hotel Four Points By Sheraton Bali Kuta.
2. To analyse the model of implementations of *Tri Hita Karana* at Four Points By Sheraton Bali Kuta.
3. To find out the connection between *Tri Hita Karana* and sustainable tourism at Four Points By Sheraton Bali Kuta.

1.4 Benefit of The Research

The writer hopes this research can give benefits, both theoretically and practically. The benefits that can be obtained in this research are:

1. Theoretical Benefits

The results of this research are theoretically expected to contribute ideas in enriching insight into tourism, in this case, hotels, especially regarding the connection of *Tri Hita Karana* and sustainable tourism at Four Points By Sheraton Bali Kuta.

2. Practical Benefits

Practically, the result of this research is expected to be useful information about the implementation of *Tri Hita Karana* in the company and a guideline to the employee to implement *Tri Hita Karana* at Four Points By Sheraton Bali Kuta.

CHAPTER V

CONCLUSION AND SUGGESTIONS

5.1 Conclusion

Based on chapter four regarding the results and discussion, conclusions can be drawn, including the following:

1. The application of *Tri Hita Karana* at Four Points By Sheraton Bali Kuta is very good. This can be proven by the award received by Four Points By Sheraton Bali Kuta from Tri Hita Karana Award and Accreditation. In addition, each statement received a good score, with an average total score of 4,89. And the implementation was done well. The results of this questionnaire are in line with Focus Group Discussions with managers and observations made at hotels. In the *Parhyangan* variable, the total implementation value reached 4,93. These results are in line with the conditions at Four Points By Sheraton Bali Kuta. the management can own and maintain places of worship, both for Hindus and other religions, and also provide opportunities for employees to fulfill their religious obligations. In addition, Four Points By Sheraton Bali Kuta can contribute to the local community related to religious activities. In the *Pawongan* variable, the total implementation value reaches 4,88, which is in line with the results of Focus Group Discussions with managers and also the results of field observations which state that Four Points By Sheraton Bali Kuta can apply the *Pawongan* concept well. Four Points By Sheraton Bali Kuta involves many local communities in their operations. In addition, they also improve the welfare of

their employees by providing guarantees and appreciation for their employees. And also the hotel can maintain its good relationship with employees. In the *Palemahan* variable, the total score value is 4,85, where the results of this questionnaire are following Focus Group Discussions with managers and the results of observations at Four Points By Sheraton Bali Kuta, where Four Points By Sheraton Bali Kuta can maintain and care for the hotel and its surrounding environment properly. They have sustainable environmental conservation programs, can manage and control their operational waste, and can use water and energy sparingly. In addition, Four Points By Sheraton Bali Kuta also has a diverse flora, which is well laid out and maintained, and their green areas are also quite adequate. And also Four Points By Sheraton Bali Kuta uses biodegradable cleaning chemicals and can control the use of hazardous chemicals.

2. *Tri Hita Karana* has a connection with sustainable tourism at Four Points By Sheraton Bali Kuta. This statement is evidenced by the results of the questionnaire which has a total score value of 4,94. The results of this questionnaire also prove that the informants agree with the suitability between the *Tri Hita Karana* and sustainable tourism. In *Tri Hita Karana*, there are twenty-eight sub-indicators which are divided into three indicators. The indicators are *Parhyangan*, *Palemahan*, and *Pawongan*. These twenty-eight sub-indicators are connected to eight sub-indicators which are divided into three indicators of sustainable tourism. The indicators for sustainable tourism

are environmental sustainability, social sustainability, and economic sustainability.

5.2 Suggestion

Based on the results of the research that has been described, the author has several suggestions that can be carried out by Four Points By Sheraton Bali Kuta.

The suggestions include:

1. It is recommended that Four Points By Sheraton Bali Kuta again hold artist empowerment activities, especially for local artists. Like the Afternoon Tea activity involving dancers from the surrounding community that has been held before. This in addition to opening up new jobs, is also able to introduce Balinese culture to guests who stay at the hotel.
2. Four Points By Sheraton Bali Kuta should add to the existing plants. In addition to beautifying the atmosphere, the addition of these plants can be useful for hotel operations if medicinal plants or flower plants are planted.
3. It is recommended that Four Points By Sheraton Bali Kuta again fully use biodegradable cleaning chemicals. This is intended as one of the applications of the Palemahan concept. In addition, biodegradable cleaning chemicals are more easily decomposed, so the smell of the cleaning agent quickly disappears. And because it is easier to decompose, biodegradable cleaning chemicals will evaporate faster, making it safe for children and toddlers.

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