

The Connection Of Tri Hita Karana and Sustainable Tourism at Four Points By Sheraton Bali Kuta

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Abstract: This study aims to determine the application of the Tri Hita Karana at Four Points By Sheraton Bali Kuta, and to find 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 uses 100% biodegradable cleaning chemicals. The results of the analysis are formulated into a model that is used to find the relationship between Tri Hita Karana and sustainable tourism. The results of the model of the relationship between Tri Hita Karana and sustainable tourism are that each indicator in Tri Hita Karana at Four Points By Sheraton Bali Kuta has a relationship with sustainable tourism with a good value, but there is one indicator that can be improved to improve the relationship of Tri Hita Karana with sustainable tourism, namely hotels have activities empower local artists.

Keywords: Tri Hita Karana, Sustainable Tourism

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Introduction

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*). (Pertwi & 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, the tourism industry has widely 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. Based on this description, 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".

Method

In conducting research, In conducting research, variables are an important aspect that is impossible to leave behind. A research variable is an attribute or trait or value of a person, object, or activity that has certain variations set by the researcher to be studied and then drawn to conclusions. (Sugiyono, 2015). This research uses two variables, namely *Tri Hita Karana* and sustainable tourism. And for the definition of operational variable, this reserach citated from Pranata, Sri, & Putra (2017) and from Fajri, Hidayat, & Lenjau (2020)

In this type of sampling, the participants were selected based on pre-selected criteria based on research questions (Kusumastuti & Khoiron, 2019). 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. Data analysis technique using descriptive analysis and statistics analysis.

Miles & Huberman (1994) said that the technique of data analysis is an activity in qualitative data analysis that is done interactively and continues continuously until complete so that the data is saturated. Activities in data analysis are: Data Reduction, Data Display, Conclusion Drawing/ Verification.

Miles & Huberman (1994) also defines that Descriptive analysis is shown to describe and describe data from the variables of the study. Descriptive statistical analysis is a data analysis technique to explain data in general or generalization, by calculating the minimum value, maximum value, mean, and standard deviation. The steps for conducting descriptive statistical analysis according to Miles & Huberman (1994) as data collection, data presentation, and conclusion.

Result and Discussion

1. Implementation of Tri Hita Karana at Four Points By Sheraton Bali Kuta

A. Parhyangan

Table 1 Questionnaire Tabulation about *Parhyangan*
Source: Research Result, 2022

| No | Statement | 1 | 2 | 3 | 4 | 5 | Average | Criteria |
|--------------|---|---|---|---|---|---|-------------|----------------------|
| 1 | The hotel has a sacred place (<i>Pura</i>) and is well maintained. | 0 | 0 | 0 | 0 | 8 | 5 | Very Suitable |
| 2 | The hotel applies religious values. | 0 | 0 | 0 | 0 | 8 | 5 | Very Suitable |
| 3 | The hotel contributes to the activities of the surrounding temple (<i>Khayangan Desa</i>). | 0 | 0 | 0 | 0 | 8 | 5 | Very Suitable |
| 4 | The hotel provides ample opportunity for its employees to carry out religious activities. | 0 | 0 | 0 | 0 | 8 | 5 | Very Suitable |
| 5 | Socialization of <i>Tri Hita Karana</i> to tourists staying at hotels. | 0 | 0 | 0 | 3 | 5 | 4,63 | Very Suitable |
| 6 | The hotel has someone responsible for daily prayer activities. | 0 | 0 | 0 | 0 | 8 | 5 | Very Suitable |
| 7 | In the hotel, there has a written program about religious activities / about <i>Tri Hita Karana</i> | 0 | 0 | 0 | 0 | 8 | 5 | Very Suitable |
| 8 | <i>Parhyangan</i> looks clean, and neat there are plants for praying and ornamental/green plants. | 0 | 0 | 0 | 1 | 7 | 4,88 | Very Suitable |
| Total | | | | | | | 4,93 | Very Suitable |

In table 1, it can be seen that the *Parhyangan* indicator has a score value of 4,93. It can be stated that the implementation of *Parhyangan* at the Four Points By Sheraton Bali Kuta is very suitable. Of the eight existing indicators, there are only two indicators that do not get perfect scores. Namely, the statement Socialization of *Tri Hita Karana* for tourists staying at hotels, with score of 4,63, and the statement *Parhyangan* looks clean, and neat there are plants for praying and ornamental/green plants, with score of 4,88. The high value of each of the statements above is under the results of focus group discussions with the managers of Four Points By Sheraton Bali Kuta. The managers stated that the implementation of *Parhyangan* at Four Points By Sheraton Bali Kuta was very good. And also Four Points By Sheraton Bali Kuta was able to apply every point contained in the *Tri Hita Karana* Award well. They have a place of worship that is not only for the majority, their place of worship is always well cared for, employees are always allowed to fulfill their religious obligations according to their respective beliefs, can socialize *Tri Hita Karana* or Balinese culture with guests who stay and can provide a positive impact on local communities related to religious activities.

B. Pawongan

Table 2 Questionnaire Tabulation about *Pawongan*
Source: Research Results, 2022

| No | Statement | 1 | 2 | 3 | 4 | 5 | Average | Criteria |
|----|--|---|---|---|---|---|---------|-----------------|
| 1 | Hotels have artist's empowerment activities. | 0 | 0 | 4 | 2 | 2 | 3,75 | Fit/ Accordance |
| 2 | There is no conflict between the employee and the hotel spoiled party. | 0 | 0 | 0 | 0 | 8 | 5 | Very Suitable |
| 3 | The hotel has no difficulty resolving conflicts with the community. | 0 | 0 | 0 | 0 | 8 | 5 | Very Suitable |

| | | | | | | | | |
|--------------|--|---|---|---|---|---|-------------|----------------------|
| 4 | The hotel absorbs as much as possible the local workforce. | 0 | 0 | 0 | 0 | 8 | 5 | Very Suitable |
| 5 | Foreign countries working in this hotel should be as minimal as possible. | 0 | 0 | 0 | 0 | 8 | 5 | Very Suitable |
| 6 | The hotel has facilities for physically disabled travelers. | 0 | 0 | 0 | 0 | 8 | 5 | Very Suitable |
| 7 | In the past year, there has been no turnover of employees to other companies citing dissatisfaction. | 0 | 0 | 0 | 0 | 8 | 5 | Very Suitable |
| 8 | The hotel has and periodically implements occupational health and safety policies. | 0 | 0 | 0 | 0 | 8 | 5 | Very Suitable |
| 9 | The hotel rewards outstanding employees. | 0 | 0 | 0 | 0 | 8 | 5 | Very Suitable |
| 10 | Hotels provide guarantees for sick employees | 0 | 0 | 0 | 0 | 8 | 5 | Very Suitable |
| Total | | | | | | | 4,88 | Very Suitable |

In table 2 it can be seen that the *Pawongan* indicator has a score value of 4,88. It can be stated that the implementation of *Pawongan* at the Four Points by Sheraton Bali Kuta has been very good. Of the ten existing indicators, there is one indicator that does not get a perfect score. That is the statement that Hotels have artists empowering activities that get score of 3,75. The high value of each of the statements above is following the results of Focus Group Discussions with the managers of Four Points By Sheraton Bali Kuta. The managers stated that the implementation of *Pawongan* at Four Points By Sheraton Bali Kuta was very good. And also Four Points By Sheraton Bali Kuta was able to improve the welfare of their employees. They can give appreciation and assurance to hotel employees, involve local communities in daily operational activities, can maintain relationships, either with employees or with local communities, and are also able to leave a positive impression on their employees.

C. Palemahan

Table 3 Questionnaire Tabulation about *Palemahan*
Source: Research Results, 2022

| No | Statement | 1 | 2 | 3 | 4 | 5 | Average | Criteria |
|----|---|---|---|---|---|---|---------|---------------|
| 1 | The hotel can handle waste well and minimize the production of waste thrown into the environment. | 0 | 0 | 0 | 0 | 8 | 5 | Very Suitable |
| 2 | The hotel has a program for saving and preserving the environment. | 0 | 0 | 0 | 0 | 8 | 5 | Very Suitable |
| 3 | Hotels use the land efficiently and do land conservation well. | 0 | 0 | 0 | 0 | 8 | 5 | Very Suitable |
| 4 | The hotel has no conflicts related to the environmental field. | 0 | 0 | 0 | 0 | 8 | 5 | Very Suitable |
| 5 | The hotel has good sanitation and environmental hygiene. | 0 | 0 | 0 | 1 | 7 | 4,88 | Very Suitable |
| 6 | The hotel environment has a high diversity of flora. | 0 | 0 | 1 | 4 | 3 | 4,25 | Very Suitable |
| 7 | The hotel can handle toxic hazardous materials well. | 0 | 0 | 0 | 0 | 8 | 5 | Very Suitable |
| 8 | The hotel makes use of 100% biodegradable cleaning chemicals. | 0 | 0 | 1 | 2 | 5 | 4,5 | Very Suitable |
| 9 | The hotel uses water efficiently. | 0 | 0 | 0 | 0 | 8 | 5 | Very Suitable |

| | | | | | | | | |
|--------------|------------------------------------|---|---|---|---|---|-------------|----------------------|
| 10 | Hotels efficiently utilize energy. | 0 | 0 | 0 | 1 | 7 | 4,88 | Very Suitable |
| Total | | | | | | | 4,85 | Very Suitable |

In table 3 it can be seen that the *Palemahan* indicator has a score value of 4,85, which can be stated that the implementation of *Palemahan* at the Four Points Hotel by Sheraton Bali Kuta is very good. Of the ten existing indicators, four indicators do not get perfect scores. Namely the statement The hotel has good sanitation and environmental hygiene (4,88), The hotel environment has a high diversity of flora (4,25), The hotel makes use of 100% biodegradable cleaning chemicals (4,5), and Hotels efficiently utilize energy (4,88). The high value of each of the statements above is following the results of Focus Group Discussions with the managers of Four Points By Sheraton Bali Kuta. The managers stated that the implementation of *Palemahan* at Four Points By Sheraton Bali Kuta was very good. And also Four Points By Sheraton Bali Kuta was able to be directly involved in efforts to preserve and save the environment, green the hotel area, use and handle chemicals properly, and be able to save their resources for the sustainability of the hotel and the surrounding environment.

Table 4 Questionnaire Tabulation about *Tri Hita Karana*
Source: Research Results, 2022

| No | Indicator | Score | Criteria |
|--------------|-------------------|-------------|----------------------|
| 1 | <i>Parhyangan</i> | 4,93 | Very Suitable |
| 2 | <i>Pawongan</i> | 4,88 | Very Suitable |
| 3 | <i>Palemahan</i> | 4,85 | Very Suitable |
| Total | | 4,89 | Very Suitable |

And based on the result of the twenty-eight statement and the discussions about *Tri Hita Karana*, it can be said that the implementation of *Tri Hita Karana* at Four Points By Sheraton Bali Kuta is very suitable, with a total score value is 4,89. With the details of the *Parhyangan* indicator getting a total score of 4.93, *Pawongan* indicator getting a total score of 4.88, and *Palemahan* indicator getting a total score of 4.85.

2. Model of implementations of Tri Hita Karana at Four Points By Sheraton Bali Kuta

The implementation model is made based on the questionnaire about *Tri Hita Karana*, observation, and some literature studies. As for the implementation model of *Tri Hita Karana* at Four Points By Sheraton Bali Kuta, it is as follows:



Figure 1 Implementation Model of *Tri Hita Karana*
Source: Research Result, 2022

3. Connection Between Tri Hita Karana and Sustainable Tourism at Four Points By Sheraton Bali Kuta

Table 5 Result of questionnaire about *Tri Hita Karana* as a guideline to sustainable tourism
Source: Research Result, 2022

| No | Statement | 1 | 2 | 3 | 4 | 5 | Total | Criteria |
|---|---|---|---|---|---|---|-------|---------------|
| Social Sustainability Indicator (Sustaining Cultural Assets) | | | | | | | | |
| 1 | The hotel has a sacred place (<i>Pura</i>) and is well maintained for sustaining cultural assets. | 0 | 0 | 0 | 0 | 8 | 5 | Very Suitable |
| 2 | To maintain the local culture, the hotel applies religious values in its management and operational | 0 | 0 | 0 | 0 | 8 | 5 | Very Suitable |
| 3 | To maintain the local culture, the hotel socializes about <i>Tri Hita Karana</i> to staying guests. | 0 | 0 | 0 | 0 | 8 | 5 | Very Suitable |
| 4 | To maintain the local culture, the hotel has a written program about religious activities / about <i>Tri Hita Karana</i> | 0 | 0 | 0 | 0 | 8 | 5 | Very Suitable |
| 5 | To maintain the local culture, <i>Pura</i> looks clean, and neat there are plants for praying and ornamental/green plants. | 0 | 0 | 0 | 2 | 6 | 4,75 | Very Suitable |
| 6 | The hotel contributes to sustaining local culture by participating in activities at the surrounding temple (<i>Khayangan Desa</i>). | 0 | 0 | 0 | 0 | 8 | 5 | Very Suitable |
| Social Sustainability Indicator (Community Participation) | | | | | | | | |
| 7 | The hotel engages the local community to have a responsibility for the daily religious ceremonies. | 0 | 0 | 0 | 0 | 8 | 5 | Very Suitable |
| 8 | Hotels have activities to empower local artists. | 0 | 0 | 2 | 3 | 3 | 4,13 | Very Suitable |
| 9 | The hotel collaborates with local communities to absorb as much as possible the local workforce. | 0 | 0 | 0 | 0 | 8 | 5 | Very Suitable |
| 10 | Community help hotels provide facilities for physically disabled travelers. | 0 | 0 | 0 | 0 | 8 | 5 | Very Suitable |
| Social Sustainability Indicator (Community Attitudes) | | | | | | | | |
| 11 | The hotel has no difficulty resolving conflicts with the local community | 0 | 0 | 0 | 0 | 8 | 5 | Very Suitable |
| Economic Sustainability Indicator (Employment) | | | | | | | | |
| 12 | The hotel permits its employees to carry out religious activities. | 0 | 0 | 0 | 0 | 8 | 5 | Very Suitable |
| 13 | The hotel has few or no foreign employees. | 0 | 0 | 0 | 0 | 8 | 5 | Very Suitable |
| 14 | In the past year, hotels don't have employment problems (there has been no turnover of employees to | 0 | 0 | 0 | 0 | 8 | 5 | Very Suitable |

| | | | | | | | | |
|---|--|---|---|---|---|---|-------------|----------------------|
| | other companies citing dissatisfaction). | | | | | | | |
| 15 | The hotel has and periodically implements occupational health and safety policies for all the employees | 0 | 0 | 0 | 0 | 8 | 5 | Very Suitable |
| 16 | The hotel rewards outstanding employees regularly | 0 | 0 | 0 | 0 | 8 | 5 | Very Suitable |
| 17 | In the employment policy applied by hotel management, hotels provide guarantees for sick employees | 0 | 0 | 0 | 0 | 8 | 5 | Very Suitable |
| Economic Sustainability Indicator (Wage Policies) | | | | | | | | |
| 18 | There is no conflict between the employee and the hotel management party about wage policies | 0 | 0 | 0 | 0 | 8 | 5 | Very Suitable |
| Environmental Sustainability Indicator (Protection of Valuable Natural Assets) | | | | | | | | |
| 19 | The hotel has a program of saving and preserving the environment by protecting valuable natural assets | 0 | 0 | 0 | 0 | 8 | 5 | Very Suitable |
| 20 | The hotel environment has a high diversity of flora for protecting and maintaining natural assets | 0 | 0 | 0 | 2 | 6 | 4,75 | Very Suitable |
| 21 | To protect natural assets, the hotel makes use of 100% biodegradable cleaning chemicals. | 0 | 0 | 0 | 1 | 7 | 4,88 | Very Suitable |
| 22 | The hotel can manage and handle toxic hazardous materials well, so it can't damage natural assets | 0 | 0 | 0 | 0 | 8 | 5 | Very Suitable |
| Environmental Sustainability Indicator (Managing Natural Resource) | | | | | | | | |
| 23 | Hotels manage their land efficiently and do land conservation well. | 0 | 0 | 0 | 1 | 7 | 4,88 | Very Suitable |
| 24 | The hotel can manage natural resources (water) efficiently. | 0 | 0 | 0 | 0 | 8 | 5 | Very Suitable |
| 25 | Hotels can manage their energy usage efficiently | 0 | 0 | 0 | 0 | 8 | 5 | Very Suitable |
| Environmental Sustainability Indicator (Limiting Impact of Tourism Activity) | | | | | | | | |
| 26 | To limit the impact of tourism activity, the hotel can handle their waste well and minimize the production of waste thrown into the environment. | 0 | 0 | 0 | 0 | 8 | 5 | Very Suitable |
| 27 | The hotel has no conflicts related to the impact of tourism activity on the environment. | 0 | 0 | 0 | 0 | 8 | 5 | Very Suitable |
| 28 | The hotel has good sanitation and environmental hygiene so that it doesn't have an impact on the environment. | 0 | 0 | 0 | 1 | 7 | 4,88 | Very Suitable |
| Total | | | | | | | 4,94 | Very Suitable |

In table 4 it can be seen that the total result of the questionnaire has a score value of 4,94. It can be stated that management at Four Points By Sheraton Bali Kuta agree that *Tri Hita Karana* is very suitable to be used as a guideline for sustainable tourism, and it is following the reality at Four Points By Sheraton Bali Kuta. Of the all existing indicators, six indicators do not get perfect scores. Namely the statement To maintain the local culture, *Pura* looks clean, and neat there are plants for praying and ornamental/green plants. (4,75), Hotels have activities to empower local artists. (4,13), The hotel environment has a high diversity of flora for protecting and maintaining natural assets (4,75), To protect natural assets, the hotel makes use of 100% biodegradable cleaning chemicals (4,88), Hotels manage their land efficiently and do land conservation well (4,88), The hotel has good sanitation and environmental hygiene so that it doesn't have an impact on the environment (4,88).

Based on the results of the questionnaire above, as well as the discussion of subchapter 4.2.2, it can be concluded that a model of the relationship between *Tri Hita Karana* and sustainable tourism at Four Points By Sheraton Bali Kuta, is as follows:

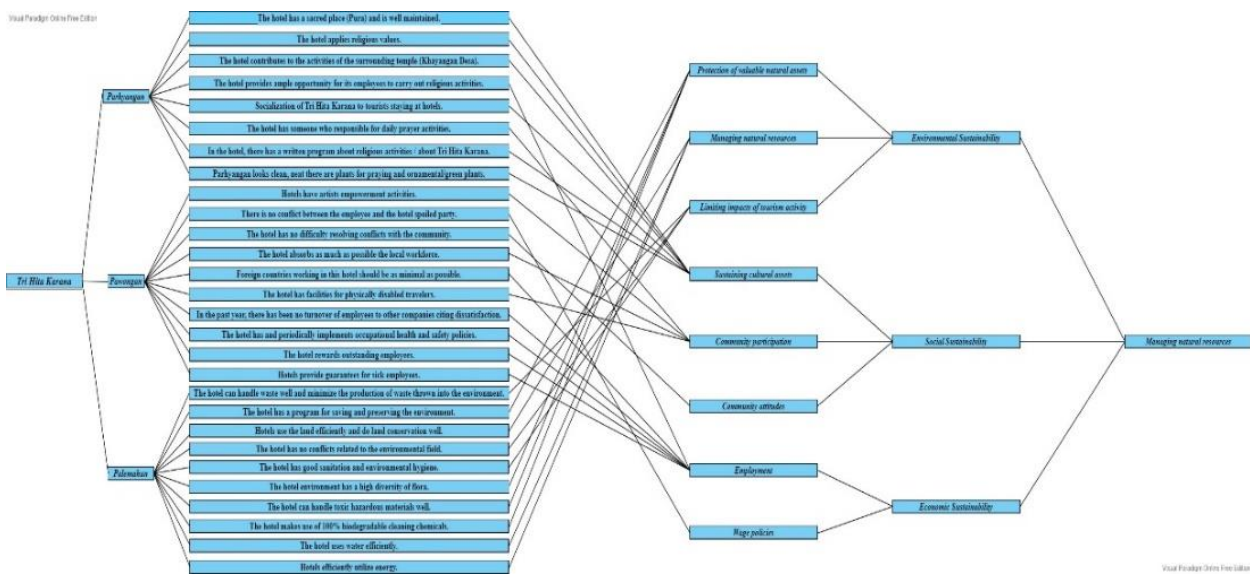


Figure 2 Connection model between *Tri Hita Karana* and sustainable tourism

Source: Research Result, 2022

Conclusion

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 the average total score is 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 religion, 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* can be a guide for 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.

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