

UNDERGRADUATE THESIS

**THE IMPLEMENTATION OF TRI HITA KARANA CONCEPT
IN SUPPORTING SUSTAINABLE TOURISM
AT ANANTARA ULUWATU BALI RESORT**



POLITEKNIK NEGERI BALI

Kadek Diana Agustini P.S

**TOURISM DEPARTMENT
POLITEKNIK NEGERI BALI
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**This undergraduate thesis is submitted as one of the requirements to earn
Applied Bachelor's Degree in Tourism Business Management Study Program
in Politeknik Negeri Bali**



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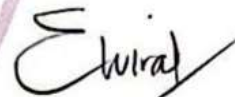
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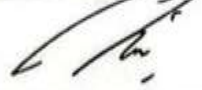

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Foremost, I would like to thank you to the God almighty, Ida Sang Hyang Widhi Wasa, because of His blessing the writer was able to compose this thesis, with the title “The Implementation of Tri Hita Karana Concept in Supporting Sustainable Tourism at Anantara Uluwatu Bali Resort”. This thesis is one of the requirements for students to achieve an applied bachelor’s degree in the Tourism Business Management Study Program in the Tourism Department in Politeknik Negeri Bali. On this occasion, the writer would like to thank profusely those who always give support, guidance, and assistance to the writer during the compilation and writing process:

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With all humanity, the writer expects some critics and suggestions, especially from the readers. I hope this thesis could be useful for future students' research and study.

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Badung, July 2023

The Writer

ABSTRACT

P.S, Kadek Diana Agustini. (2023). The Implementation of Tri Hita Karana Concept in Supporting Sustainable Tourism at Anantara Uluwatu Bali Resort. Undergraduate Thesis: Tourism Business Management, Tourism Department, Politeknik Negeri Bali.

This undergraduate thesis has been supervised and approved by Supervisor I: Dra. Ni Nyoman Triyuni, MM, and Supervisor II: Elvira Septevany, S.S., M.Li.

Keywords: *Tri Hita Karana*, Supporting Sustainable Tourism, Sustainability Concept, Hospitality

This study aims to determine the implementation of the *Tri Hita Karana* concept that has been carried out at Anantara Uluwatu Bali Resort and to analyze how the implementation of the *Tri Hita Karana* concept can support sustainable tourism. *Tri Hita Karana* is one of the teachings of Hinduism which is believed to provide a balanced relationship with God, fellow human beings, and the natural environment. The informants in this study were determined using a purposive sampling technique. Data collection techniques using observation, literature, interviews, and documentation. The data analysis method used is qualitative research through transcript data, data reduction, data presentation, and drawing conclusions. The results of this study indicate that Anantara Uluwatu Bali Resort has implemented the *Tri Hita Karana* concept well, this is proven by the fulfillment of all indicators on the aspects of *Parhyangan*, *Pawongan*, and *Palemahan*. However, there are several indicators in the *Pawongan* and *Palemahan* aspects that have not been implemented optimally, namely indicators of relationships between internal employees and management in the hotel and indicators of participation of the company in looking after the environment in the hotel. Therefore, through this research, it is hoped that managers can further develop *Pawongan* (human) and *Palemahan* (environmental) aspects to support sustainable tourism in terms of economic, social culture, and environmental.

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ABSTRAK

P.S, Kadek Diana Agustini. (2023). Penerapan Konsep Tri Hita Karana dalam Mendukung Pariwisata Berkelanjutan di Anantara Uluwatu Bali Resort. Skripsi: Manajemen Bisnis Pariwisata, Jurusan Pariwisata, Politeknik Negeri Bali.

Skripsi ini telah disetujui dan diperiksa oleh Pembimbing I: Dra. Ni Nyoman Triyuni, MM, dan Pembimbing II: Elvira Septevany, S.S., M.Li.

Kata kunci: Tri Hita Karana, Mendukung Pariwisata Berkelanjutan, Konsep Keberlanjutan, Perhotelan

Penelitian ini bertujuan untuk mengetahui implementasi dari konsep Tri Hita Karana yang telah dilakukan di Anantara Uluwatu Bali Resort, serta menganalisa bagaimana penerapan konsep dari Tri Hita Karana ini dalam mendukung pariwisata yang berkelanjutan. Tri Hita Karana merupakan salah satu ajaran agama Hindu yang dipercayai dapat memberikan keseimbangan hubungan dengan Tuhan, sesama manusia, dan alam lingkungan sekitar. Informan dalam penelitian ini ditentukan dengan menggunakan teknik purposive sampling. Teknik pengumpulan data menggunakan metode observasi, studi pustaka, wawancara, dan dokumentasi. Metode analisis data yang digunakan adalah penelitian kualitatif melalui data transkrip, reduksi data, penyajian data, dan penarikan kesimpulan. Hasil penelitian ini menunjukkan bahwa Anantara Uluwatu Bali Resort sudah menerapkan konsep Tri Hita Karana dengan baik, hal ini dibuktikan dengan terpenuhinya seluruh indikator pada aspek Parhyangan, Pawongan, dan Palemahan. Namun terdapat beberapa indikator pada aspek Pawongan dan Palemahan yang belum dilaksanakan secara maksimal yaitu indikator hubungan antara karyawan internal dan manajemen di hotel dan indikator partisipasi perusahaan dalam menjaga lingkungan di hotel. Oleh karena itu melalui penelitian ini diharapkan pengelola dapat lebih mengembangkan aspek Pawongan (manusia) dan Palemahan (lingkungan) sehingga dapat mendukung pariwisata yang berkelanjutan dari segi ekonomi, sosial budaya, dan lingkungan.

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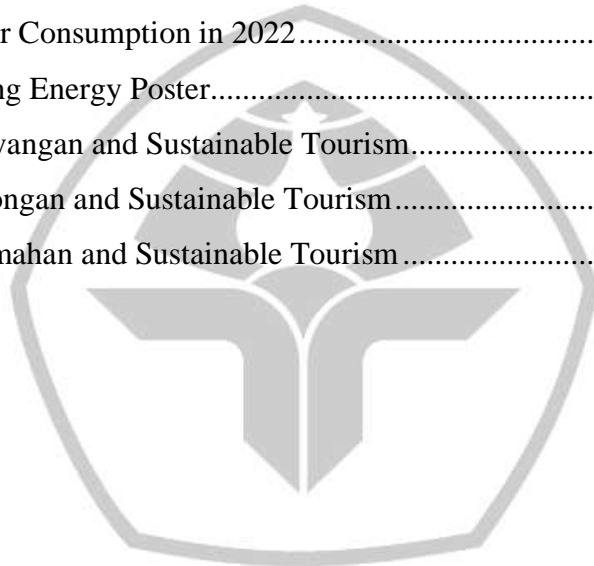


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Appendix 1 Informant List

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CHAPTER I

INTRODUCTION

1.1 Research Background

The tourism industry is one of the biggest sources of income that can improve the economic sector in Bali (Soritua, 2016). Bali is an island that is known as a tourist destination throughout the world because it is known for its natural beauty and cultural uniqueness that is still attached to each of its people, so this has a positive impact on the economy in Bali because it can create jobs and improve people's welfare. However, this tourism activity will also have a negative impact on the environment such as environmental pollution, traffic jams, and reduction in existing natural resources because people tends to use the surrounding environment as the tourism facilities such as hotels, restaurants, and others without regard to the sustainable impact on natural conditions (Kristinayanti et al., 2020). To overcome the problem, it is necessary to develop tourism which leads to the concept of sustainable tourism so it can minimize the negative impacts that exist.

Sustainable tourism has become a vision for most tourism business people in Bali (Dalem, 2014). Sustainable tourism is an effort made by the tourism industry to ensure the preservation of natural resources, socio-cultural and economic life can be used in the long term (Kurniawati, 2013). Therefore, the efforts to develop tourism in Bali can be balanced by accommodating local cultural values in Bali. One of the local wisdoms in Bali that can be used as a basis for developing tourism is *Tri Hita Karana* (Purwati & Tenaya, 2018). *Tri Hita Karana* is a concept of a

trilogy of sustainable development in Bali which is believed by Hindus to create a balance in people's lives towards the universe. This concept states true happiness can be achieved if humans live in balance and harmony (Anggana et al., 2022). *Tri Hita Karana* means three sources of happiness which contain the harmony and balance of the relationship between humans and God or Ida Sang Hyang Widhi Wasa (*Parhyangan*), between humans and humans (*Pawongan*), and between humans and their environment (*Palemahan*), where the three elements are interconnected and can not be separated with each other (Purwati & Tenaya, 2018). So through the *Tri Hita Karana* concept, it is believed can realize the development of tourism in Bali which leads to sustainable tourism.

Tri Hita Karana concept has become the main reference in the development of hotels and tourist attractions in Bali. One of the hotels that implement the concept of *Tri Hita Karana* is Anantara Uluwatu Bali Resort. Anantara Uluwatu Bali Resort is a 5-star hotel located in the Uluwatu area, precisely on Jalan Pemutih, Labuan Sait, Uluwatu, Bali. This hotel has been carried out the *Tri Hita Karana* concept by paying attention to the balance between environmental harmony with a Godly way of life (*Parhyangan*), tolerance in the life of the surrounding community (*Pawongan*), and protection of nature and the environment for human welfare (*Palemahan*). The implementation of this concept will certainly have a sustainable impact on the surrounding environment if it is supported by the implementation of action plans such as energy efficiency and handling waste properly as explained in the theory of Suteja (2012). However, based on the result of the observations there are several environmental (*Palemahan*) indicators have not been implemented

optimally such as the use of electrical energy has not been adapted to existing operational needs because there are still many employees who do not turn the air conditioner and the lights off while not in the office, the lack of clear information regarding waste sorting organic and inorganic, and the large use of plastic waste in the hotel environment. Therefore, the writer is interested in conducting research with the title “The Implementation of *Tri Hita Karana* Concept in Supporting Sustainable Tourism at Anantara Uluwatu Bali Resort”. With the hope, this thesis can provide an overview to implement environmentally friendly hotels through the local values of the *Tri Hita Karana* concept, so it can provide benefits to the surrounding environment.

1.2 Problems Identification

Based on the background that has been described, the statement of the problems of this research are as follows:

1. How is the implementation of *Tri Hita Karana* concept at Anantara Uluwatu Bali Resort?
2. How is *Tri Hita Karana* concept supporting sustainable tourism at Anantara Uluwatu Bali Resort?

1.3 Purposes of the Research

Based on the problem identification above, the purpose of this research can be described as follows:

1. To analyze the implementation of *Tri Hita Karana* concept at Anantara Uluwatu Bali Resort.

2. To analyze how *Tri Hita Karana* concept can support sustainable tourism at Anantara Uluwatu Bali Resort.

1.4 Benefits of the Research

This research is expected to give some benefits both theoretically and practically. The benefits to be obtained in this research are:

1. Theoretical Benefits

This research is expected to provide benefits in adding references, additional information, and increasing knowledge related to the *Tri Hita Karana* concept in the hospitality industry and also as references for further researchers.

2. Practical Benefits

The results of this research are expected to be useful as an evaluation for the company regarding the things need to be improved for the implementation of *Tri Hita Karana* concept in the hospitality industry, so it can be used as a reference for the application in the work environment Anantara Uluwatu Bali Resort.

1.5 Limitations and Scope of Research

The scope of this research is the Implementation of *Tri Hita Karana* Concept in Supporting Sustainable Tourism at Anantara Uluwatu Bali Resort. The scope and limitations of this study are aimed at limiting research discussion by narrowing the problem and limiting the research area so that it can be directed properly.

The limitation of this research is the research was conducted at one location, namely at Anantara Uluwatu Bali Resort and focused on four departments namely the People and Culture Department, the Engineering Department, the Housekeeping

Department and the Front Office Department. In addition, the focus of this research is discussing the theory of *Tri Hita Karana* which refers to research that has been conducted by Suteja (2012), and the theory of Sustainable Tourism which is supported by research conducted by Fasjri (2020).



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CHAPTER V

CONCLUSION AND SUGGESTION

5.1 Conclusion

Based on the previous chapter which discussed the result and discussion, there are several conclusions obtained from this study as described as follows:

The implementation of the *Tri Hita Karana* concept at Anantara Uluwatu Bali Resort has been implemented very well. This can be proven by the fulfillment of all aspects of the *Tri Hita Karana* concept both in maintaining relationship with God, humans with fellow humans, as well as humans with the environment. The implementation of the *Parhyangan* aspect at Anantara Uluwatu Bali Resort has been implemented very well, it seen from the existence of *Padmasana* as a holy place which is always well maintained, providing opportunities to carry out religious activities in the hotel environment, as well as the contributions made in the form of *Ngayah* and *Medana Punia* to activities religion outside. The *Pawongan* aspect has been fulfilled well, it seen from the cooperation and involvement of the local community in the company's operations, special programs to improve the quality and welfare of employees, as well as management's efforts to preserve Balinese culture through hotel guest activities. However, there is one sub-indicator that has not been implemented, namely giving awards to the outstanding employees. In the *Palemahan* aspect, the indicators have been fulfilled properly. Where Anantara Uluwatu Bali Resort already has a system that is implemented in preserving the environment such as having a plant nursery to preserve the

ecosystem, managing waste with the 3R system (Reduce, Reuse, and Recycle), and minimizing the use of plastic waste. However, there is one sub-indicator that has not been implemented, namely conducting beach cleaning activities to preserve the environment.

The implementation of the *Tri Hita Karana* concept at Anantara Uluwatu Bali will also have a good impact in supporting sustainable tourism in terms of environmental sustainability, social culture sustainability, and economic sustainability. The implementation of the *Tri Hita Karana* concept has a good impact on the environment, starting from the existing system implemented in preserving the environment such as having a plant nursery, waste management with the 3R concept, and even the existence of employee training on the sustainability concept. This will create an environmentally friendly work environment so that it can be applied effectively sustainable for future generations. Social culture and economic aspects also can be well supported through the concept of *Tri Hita Karana*, this can be seen from the existence of several guest activities at the hotel as a form of preservation of Balinese culture, contribution of *Ngayah* and *Medana Punia* for religious activities inside and outside the hotel environment, as well priority for local people to be employed as workers in hotel operations. This shows that Anantara Uluwatu Bali Resort has contributed to a good environment, social culture and economy and can support sustainable tourism.

5.2 Suggestion

Based on the research results, there are several suggestions that can be given as follows:

1. For the Company

As the result of the interview and observation, there are some actions that need to be taken by the Anantara Uluwatu Bali Resort such as implementing the activity of giving awards to the outstanding employees to be able to increase the sense of enthusiasm and motivation from employees so that they can help the company in providing the best service. Related to the research background which shows that information regarding waste sorting is still not maximized, so the company should maximize this by providing waste bins in the hotel environment by providing organic and inorganic name labels accompanied by pictures or brief description of the types of bins. This is intended to minimize human errors in sorting waste. Preservation of environmental plants in the garden area also needs to be maximized so that it can be used for hotel operations and beautifying the surrounding environment.

2. For the Future Research

For further research, it is hoped that the research results can be used as reference material and comparisons related to the implementation of the *Tri Hita Karana* concept and sustainable tourism by adding other variables that are appropriate to the problems that occur in the future.

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