

Achievements and Challenges of Implementation of “Tri Hita Karana” for Creating Sustainable Tourism in Bali-Indonesia: A Case Study in Hotel Sectors

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Abstract

Sustainable tourism probably should become the vision for most of those who involve in tourism businesses, including for those in Bali, Indonesia. In the province where lives of most people depend on tourism businesses, an important question emerges on the sustainability of this sector in the future, because some people argue that tourism in this province seems to move away from the Balinese life philosophy of the Tri Hita Karana (THK). THK means three sources of happiness or wealth, namely: a harmonious and balanced relationship between humans and the God (cultural aspects), between humans and other humans (community aspects) and between humans and the environment (environmental aspects). A certification was carried out based on this philosophy, to give an indication whether tourism sectors, especially the hotel sector in this province move toward sustainable direction. Results showed a variable degree of implementation of THK on hotel sectors. In general, based on the data of THK Accreditations 2009, it was revealed that achievement of implementation of THK in hotels varied between fair or credit to excellent. Sixty seven (67) % of them achieved excellent grade, 29% very good, and 4% fair or credit, while no hotel fail in accreditation (n=24). The score for implementation of THK in ‘hotel bintang’ (star classified hotels) in average (87) was higher than that of ‘hotel melati’ (non-star classified hotels) (83). In addition more star hotels achieved excellent scores than non-star ones (71 % : 33 %). From the three aspects, cultural aspects, community aspects and environmental aspects, achievements of hotels on the community aspects, in general, was the highest, while the lowest was on cultural aspects. Thus, it is recommended that the hotel management in Bali to pay more attention on cultural aspects, the aspects of which become the most important source of attraction for the visitors to visit this tourist destination. Challenges for implementation of THK in hotel sector in Bali such as lack of commitment from the majority of hotel managers in this province to participate on THK accreditations, lack of resources on THK provided in the hotel, and lack of environmental management system (EMS).

Keywords: Bali, sustainable tourism, local value, hotel, Tri Hita Karana, balanced life

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1 . Introduction

Sustainable tourism probably should become the vision for most of those who involve in tourism businesses, including for those in Bali, Indonesia. This is in line with WTO Global Code of Ethics of Tourism, which stated that: "Tourism, a factor of sustainable development" (see Article 3) (The General Assembly of the WTO, 1999).

On local Bali's regulation "Perda 3 year 1991" it is stated that general design (main stream) of tourism development in Bali is cultural tourism which is environmentally friendly and based on Balinese philosophy of Tri Hita Karana (THK) and this is in line with the spirit and values of Hinduism (Regulation of Bali Province, Perda Provinsi Dati I Bali No. 3, 1991; Suryawan Wiranatha, et al., 2005: I-1). In the province where lives of most people depend on tourism businesses, an important question emerges on the sustainability of this sector in the future, because some people argue that tourism in this province seems to move away from the Balinese life philosophy of the Tri Hita Karana (THK) (see Suryawan Wiranatha, et al., 2005: I-1). THK means three sources of happiness or wealth, namely: a harmonious and balanced relationship between humans and the God (cultural aspects), between humans and other humans (community aspects) and between humans and the environment (environmental aspects) (Agung et. al., 2003; Dalem, 2003).

A certification was carried out based on this philosophy, to give an indication whether tourism sectors, especially the hotel sector in this province move toward sustainable direction based on THK philosophy. Results showed a variable degree of implementation of THK on hotel sectors.

2 . Research Methodology

Data of achievement and challenges in implementation of THK was derived from 24 hotels in Bali which participated on THK Awards and Accreditations programmes in 2009. The data were collected between mid and end of the year of 2009.

The performance of hotels in implementation of THK was measured in 3 aspects, ie. 'parhyangan' (cultural), 'pawongan' (community), and 'palemahan' (environmental) aspects. As many as 63 measures or checklists were utilised to measure the performance of hotel in implementing THK, including 15 measures in cultural aspects, 30 measures in community aspects and 18 in environmental aspects. These measures were representing 30 key issues of sustainable development for Bali, including 10 issues for culture, 10 for community, and 10 for environmental aspects (Dalem, 2007). Issues of cultural aspects

Achievements and Challenges of Implementation of "Tri Hita Karana" for Creating Sustainable Tourism in Bali-Indonesia

include (1) The existence and function of shrines/temples, (2) The use of religious symbols (statues, etc.), (3) The use of offering / ceremony facilities, (4) Relationships of the company with temples outside the company's site, (5) Looking after the temples, (6) Cultural and religious enlightenment within the company, (7) Implementation / adopting traditional Balinese architecture, (8) Arrangement of shrines within the company site, (9) Daily and periodic religious activities, and (10) Contribution and participation / involvement of company on religious activities outside but close to the operation site. Issues on community aspects include (1) Condition of relationships between employees and managements, (2) Existence of socio-community organizations within the operation, (3) Composition of local employment within the company, (4) Efforts performed on empowering traditional organizations (eg. 'sekaa'), (5) Relationships between company and local community, (6) Improvement of enterprenourships / business capability of local community (collaboration with farmers, artists, etc.), (7) Improvement quality of human resources in the company, (8) Improvement quality of human resources of local community (by providing scholarships, etc.), (9) Care/concern on human welfare, and (10) Contribution and participation of the company on preservation and development of Balinese culture. Environmental aspects include (1) Commitments of the operation on environmental quality, (2) Implementation of traditional Bali's architecture, (3) Ecosystem conservation, (4) Handling of sewage, garbage, and air pollution, (5) Participation of the company in looking after the environment, (6) The existence of a clear system in environmental management, (7) Energy efficiency and efficient use of natural resources, (8) Naming of rooms and buildings which is fit with Balinese culture, (9) Environmental management abide the law / regulations, and (10) Undertake monitoring and evaluation / review on environmental management.

The data were collected based on 63 items on checklist (measures), with score of 5 (ranked between 1 and 5, where 1 is the lowest, 5 is the highest or expected or ideal condition). The final score achieved were derived from the average score of each measure which is then multiplied by 20, so the maximum score should be 100. The achievements were then classified into excellent (the minimum score achieved 85), good (for the score of 75-84), moderate (65-74), fair or credit (50-64), or fail/affiliate (when score achieved less than 50).

Three auditors were sent to each hotel to check the performance of the hotels in the 3 aspects. Each auditor responsible for each aspect, either cultural, community, or environmental aspect. Data collected were then analysed to find out whether the hotel performance is excellent, very good, good, fair, or fail (affiliate). Comparisons were also presented between results of star and non-star classified hotels where possible.

3. Results and Discussion

In general, based on the data of THK Accreditations 2009, it was revealed that achievement of implementation of THK in hotels was varied between fair to excellent. Sixty seven (67) % of them achieved excellent grade, 29% very good, and 4% fair, while no hotel fail in accreditation (n=24) (See Table 1).

Table 1. Achievement of implementation of THK in hotels in Bali 2009

No	Hotel Classification	Achievement (%)					Total	Sample / Number of participants (n)
		Excellent (or A Plus)	Good (or A)	Moderate (B)	Fair / Credit (C)	Fail / Affiliate		
1	All (Star + Non-Star)	67	29	0	4	0	100	24
2	Star	71	29	0	0	0	100	21
3	Non-Star	33.3	33.3	0	33.3	0	100	3

From the three aspects, *parhyangan* (culture), *pawongan* (community) and *palemahan* (environment), achievements of hotels in *pawongan* (community) aspects was the highest, with the average score of 90 (n=24), while the lowest was on *parhyangan* (cultural) aspect with the average score of 83. Achievement for *parhyangan* (cultural) aspects was varied between score of 48 and 100, with an average of score 83 (n = 24). Average score of *pawongan* (community) varied between 69-100 (average of 90, n = 24). Meanwhile the score for *palemahan* (environment) varied between 58-99 with the average of 86 (n=24). Since the lowest achievement was on *parhyangan* (cultural) aspects, it is recommended that the hotel management in Bali to pay more attention on cultural aspects, the aspects of which become the most important source of attraction for the visitors to visit this tourist destination (see Picard, 2006: 200-2002; Regulation of Bali Province, *Perda Provinsi Dati I Bali* No. 3, 1991).

Among data collected from all checklist (measures) of implementation of THK on hotels (star and non-star hotel), the lowest score was generally achieved on checklist of H.10 (H is the code of *parhyangan* or cultural aspects, 10 indicating checklist number), i.e. on the availability of sources of information on religion, culture or THK, either from books, tapes, video tapes, etc. with an average score of 3.1 (scale of 1-5) or 62 (based on the

Achievements and Challenges of Implementation of “Tri Hita Karana” for Creating Sustainable Tourism in Bali-Indonesia maximum score of 100). This indicated that each hotel in average has between 10–15 books and documented resources only and less than 25 video and tape recording. While the expected situation should be having more than 25 titles of books and documented resources, and more than 25 titles of tape / video tapes about religion, culture or THK placed in a strategic place in the library so that the guest can get access on them easily. This was indicating that the hotel management has not provided enough references on religion, culture or THK.

The lowest score for each aspects, *parhyangan* (culture), *pawongan* (community) and *palemahan* (environment), can be reported as follows: For *parhyangan* (culture) the lowest score was on checklist H.10 (average score of 3.1 of 4, or 62 of 100), for *pawongan* (community) on checklist W.11 (W is the code of *pawongan* or community aspect; 11 is checklist number) (number of employees from overseas / foreigners) with average score of 3.7 of 4, or 73 of 100, and for *palemahan* (environment) was on checklist L.18 (L is the code of *palemahan* or environment aspect) (availability and implementation of Environmental Management System, EMS) (average score was 3.6 of 4 or 72 of 100) (see Table 2).

Table 2. The lowest score of achievements on each checklist of THK for all (star and non-star rated) hotels in Bali: 2009

No	Aspects	Checklist with the lowest average score	Content of the checklist	Average score in 5 scale and in base of 100 in brackets
1	All (Culture, Community, Environment)	H.10	The availability of sources of information on religion, culture or THK, either from books, video tape, etc.	3.1 (62)
2	<i>Parhyangan</i> / Culture	H.10	The availability of sources of information on religion, culture or THK, either from books, video tape, etc.	3.1 (62)
3	<i>Pawongan</i> / Community	W.11	Number of employees from overseas / foreigners	3.7 (73)
4	<i>Palemahan</i> / Environment	L.18	Availability and implementation of Environmental Management System (EMS)	3.6 (72)

For *pawongan* (community), the score achieved was in average of 3.7 of 4 or 73 of 100. This was indicating that each hotel in Bali in average employed about 1–2 persons of

workers from overseas / foreigners. This is indicating that Bali is not interesting for job seekers from Bali or Indonesia only but also for those from overseas. Thus, the local needs to be competitive to able to get jobs in their home country, otherwise the job opportunity will be filled by foreigners.

For *palemahan* (environment) aspect, the lowest score achieved was on L.18, that is on availability and implementation of Environmental Management System (EMS) with score of 3.6 of 4 or 72 of 100. This was indicating that the hotel in Bali had not been implementing EMS properly. Environmental issue, such as about handling waste / garbage, becomes one of factors that considered to be important for visitors which may influenced visitation to a certain destination. Without proper EMS, it will be hard to achieve sustainable and environmentally friendly tourism.

The score for implementation of THK in 'hotel bintang' (star classified hotels) in average (87) was higher than that of 'hotel melati' (non-star classified hotels) (83) (Table 3). In addition, more star hotels achieved excellent scores than non-star ones (71 % : 33 %) (Table 1). This comparation needs to be taken cautiously since the fact that few sampel only availabe for non-star classified hotels.

Table 3. Comparison of THK performance in star and non-star classified hotels in Bali (2009)

No	Hotel Classification	Achievement (average and range)				Sample (n)
		H (Culture)	W (Community)	L (Environment)	Overall	
1	Star and non-star hotel (all hotels)	83 (48-100)	90 (69-100)	86 (58-99)	86 (64-97)	24
2	Star	85 (71-100)	92 (76-100)	86 (58-99)	87 (75-97)	21
3	Non-Star	71 (48-91)	78 (69-91)	86 (74-96)	83 (64-87)	3

Challenges for implementation of THK in hotel sector in Bali such as lack of commitment from the majority of hotel managers in this province to participate in THK accreditations, lack of resources on culture, religion or THK provided in the hotel, and lack of environmental management system (EMS). Commitment of hotels in Bali to participate in THK programmes is still low. There were 1,194 hotels in Bali, which consist of 157 star classified hotels and 1,037 non-star ones (Anon, 2009), but only 2.18% (24 hotels — and 2 villas — out of 1,194) participating in THK accreditations 2009.

Despite the fact that some actions have been taken by hotels in Bali in looking after the environment (Dalem, *et al.*, 2010), environmental actions taken generally has not been implemented in a good system as expected. This is not surprising. The result of this research also showed that the availability and implementation of EMS was still among the

Achievements and Challenges of Implementation of “Tri Hita Karana” for Creating Sustainable Tourism in Bali-Indonesia
lowest achievement on environmental aspects of hotels in Bali.

4 . Conclusion

In general, based on the data of THK Accreditations 2009, it was revealed that achievement of implementation of THK in hotels in Bali varied between fair to excellent. Sixty seven (67) % of them achieved excellent grade, 29% good, and 4% fair or credit, while no hotel fail in accreditation (n=24). The score for implementation of THK in ‘hotel bintang’ (star classified hotels) in average (87) was higher than that of ‘hotel melati’ (non-star classified hotels) (83). In addition more star hotels achieved excellent scores than non-star ones (71 % : 33 %). From the three aspects, *parhyangan*/cultural aspects, *pawongan*/community aspects and *lingkungan*/environmental aspects, achievements or performance of hotels on the community aspects, in general, was the highest, while the lowest was on cultural aspects. Thus, it is recommended that the hotel management in Bali to pay more attention on cultural aspects, the aspects of which become the most important source of attraction for the visitors to visit this tourist destination. Challenges for implementation of THK in hotel sector in Bali such as lack of commitment from the majority of hotel managers in this province to participate in THK accreditations, lack of resources on culture, religion or THK provided in the hotel, and lack of environmental management system (EMS).

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Anak Agung Gde. Raka Dalem

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