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Green Tourism and Tri Hita Karana Implementation at Suranadi Narmada Area, Lombok

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Abstract: Purpose: This research is to find out the development of green tourism through Tri Hita Karana in Suranadi Narmada Area, Lombok, West Nusa Tenggara, Indonesia.
Research methods: Data collection was carried out by distributing questionnaires via Google form to 150 respondents. The research uses multiple linear regression analysis (multiple regression), classical assumption test, T test, F test, and determination coefficient test (R2).
Findings: Parhyangan has a positive and significant effect on Suranadi Narmada Area. Pawongan has a positive and significant effect on Suranadi Narmada Area. Palemahan has a positive and significant effect on Suranadi Narmada Area. Tri Hita Karana (parhyangan, pawongan, palemahan) has a positive and significant effect on the tourist area of Suranadi Narmada.
Implication: Tourism managers today are to pay more attention to tourism business which has ecological, economic, and social sustainability with a basis of local knowledge in such a green tourism paradigm.

Keywords: green tourism, Tri Hita Karana, Suranadi Narmada Area.

INTRODUCTION

Indonesia has enormous and extraordinary natural potentials in each of its provinces, districts and villages. Each province, district and village in Indonesia has unique cultural characteristics and customs that attract tourists to visit Indonesia. The uniqueness of Lombok, West Nusa Tenggara, Indonesia, from its natural resources, customs, culture, social system, to the spread of topographic and demographic structures plays a role in enhancing the quality of Lombok tourism. Authorities and policy makers are expected to prioritize the uniqueness of Lombok so that sustainable tourism or Sasak customs can be realized. More focus on implementing sustainable tourism is caring and preserving natural resources and human resources.

Green tourism is an adaptation of the definitions and principles of ecotourism established by The International Ecotourism Society (TIES) in 1990. Ecotourism has the meaning of responsible travel (tourism) to natural areas with the aim of preserving the environment and improving the welfare of local communities. In a simple sense, green tourism is a tour to a place where flora, fauna, and cultural heritage are the main destinations. Green tourism is none

other than a harmony among ecological sustainability, economic sustainability, and social sustainability for the sake of all stakeholders till the end of time. Such a concept in a sustainable development paradigm is commonly called 3 P's; they are planet (ecology), profit (economy), and people (social entity) (Mudana, 2020).

Green tourism concept includes tourism programs that minimize the negative aspects of conventional tourism on the environment and enhance the cultural integrity of the local community. Therefore, apart from evaluating cultural and environmental factors, Green tourism is also an integral part of promoting recycling, energy efficiency, water conservation, and creating economic opportunities for local communities. In Felicia's terms green tourism can be more meaningful than just taking only pictures and leaving only footprints. Because this tourism model can make a more meaningful difference for us personally and have a sustainable impact on the local communities who are directly involved in it. In other words, the practice of green tourism means the sustainability of the environment, culture and community at the tourist sites we visit. Currently the concept of green tourism tourism is starting to be implemented in MICE (Meetings, Incentives, Conventions, Exhibitions). Even the World Tourism Organization (WTO) has issued an appeal for green tourism to be implemented in MICE in Indonesia considering that MICE at the international level has implemented green tourism.

These environmental issues have an impact on changing the consumption pattern of tourists in choosing tourism amenities such as hotels. Rahmafitria (2014) in his research revealed that some tourists have started to make environmentally friendly concept and management parameters as one of the benchmarks in choosing accommodation facilities. Tri Hita Karana is a trilogy concept of development in Bali. It covers parhyangan (the Supreme God), pawongan (human being), and palemahan (physical environment) (Kaler, 1983: 86; Wiana, 2004: 264-289; Mudana, 2005; Krishna, 2008: 1; (Mudana, et al., 2018). It also exists in Lombok which does exist due to various religions. Tri Hita Karana leads to environmental harmony by way of a godly life, maintaining environmental sustainability and being tolerant in society (Pendit, 1996). Conscious and dynamic implementation of the Tri Hita Karana values will build a process of a balanced life relationship between nature and humans.

RESEARCH METHODS

This research is an associative type of research. It discusses the role of Tri Hita Karana in green tourism in the development of Suranadi Narmada Area. Data collection was carried out by distributing structured questionnaires given to respondents online via google form which were then answered.

Suranadi Narmada Area was chosen as the research location because it has the potential for resources to support tourism development according to the green tourism in Suranadi Narmada Area, this potential includes natural potential, including: the natural state of Suranadi Narmada Area, the types of flora and fauna in Suranadi Narmada Area Beach area, landscape, and physical conditions of the natural area of Suranadi Narmada Area. Cultural potentials include: social institutions in Suranadi Narmada Area, arts such as dances and local wisdom in Suranadi Narmada Area and statues, or man-made products in the form of material. In addition, the elements of potential development in Suranadi Narmada Area include: tourism attractions in Suranadi Narmada Area, tourism facilities in Suranadi Narmada Area, accessibility of Suranadi Narmada Area, and tourism

organizations in Suranadi Narmada Area and play an active role in management. tourism in Suranadi Narmada Area.

Population is a combination of all elements in the form of events, things or people who have similar characteristics which become the center of attention of a researcher because it is seen as a research universe (Sugiyono, 2011; Sugiyono, 2015; Sugiyono, 2016). The population in this study were domestic tourists in Suranadi Narmada Area. Roscoe (in Sekaran, 2003) provides suggestions regarding the appropriate sample size in the study is 30 to 500. With the consideration that in this study will carry out multivariate analysis (correlation or multiple regression for example), the number of sample members is at least 10 times the total the variables studied. In this study, the number of variable indicators used was 15, 15 x 10 = 150, so that 150 respondents were used.

The sampling method technique in this study uses nonprobability sampling, which is a sampling technique that does not provide equal opportunities or opportunities for each element or member selected to be the sample (Rahyuda et al., 2014). The nonprobability sampling technique chosen was purposive sampling, namely the sampling technique with certain considerations. The data collection method used in this study was a questionnaire. The questionnaire is a data collection technique which is done by giving a set of questions or written questions to the respondent to answer (Sugiyono, 2015). The questionnaire contains a Likert scale which is used as a measure of the attitudes, opinions and perceptions of a person or group of people about the social phenomena to be studied (Sugiyono, 2015). The analysis used in this research is multiple linear regression analysis (multiple regression). Multiple linear regression analysis was used to analyze the influence of the independent variables of Tri Hita Karana, consisting of parhyangan (X1), pawongan (X2) and palemahan (X3) on the dependent variable, namely Suranadi Narmada Area (Y). Before using the path analysis model, it is necessary to test the classical assumptions so that the calculation results can be interpreted accurately. With this accuracy, the calculation process will be able to run as expected and produce valid and reliable research answers. This test was conducted to determine whether the variables studied in this study had a high level of feasibility to explain the phenomena analyzed using the F test. This study was conducted by looking at Anova which compared the Mean Square of regression and the Mean Square of the residuals so that it was obtained. the result which is called F count. The t test is a test to determine the significance of the effect of the independent variable partially or individually on the dependent variable. The coefficient of determination aims to measure how far the model's ability to explain the variation in the dependent variable. The coefficient of determination is 0 <R2 <1. If the coefficient of determination (R2) is closer to number 1, the regression model is considered to be better because the independent variables used in this study are able to explain the dependent variable. To evaluate the best regression model, this study is based on the Adjusted R Square value or the adjusted coefficient of determination because using the R Square value will cause a bias that can increase R2 if there are additional independent variables. Unlike the R Square, the Adjusted R Square value will not cause bias because the R Square value can go up or down if an independent variable is added to the model.

Based on theoretical and empirical studies, a conceptual framework can be drawn about the research variables and their relationships and effects which can be described as in the following Figure 1.

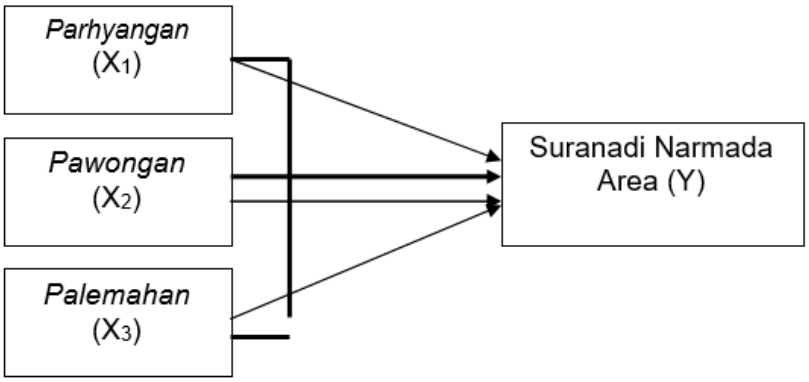

Figure 1. Framework of Study

Based on the formulation of the problem and the research concept framework described earlier, the hypothesis in this study can be formulated as follows:

H1: The implementation of parhyangan has a positive and significant effect on Suranadi Narmada Area.

H2: The implementation of pawongan has a positive and significant effect on Suranadi Narmada Area.

H3: The implementation of palemahan has a positive and significant effect on Suranadi Narmada Area

FINDINGS

Tri Hita Karana consists of three words, namely tri, which means three, hita means happiness or welfare and karana which means cause. Tri Hita Karana (THK) means the three components or elements that cause prosperity or happiness. The three THK components are closely related to one another. The three THK components include a harmonious relationship between humans and God Almighty (parhyangan), a harmonious relationship between humans and humans (pawongan), and a harmonious relationship between humans and the natural environment (palemahan) (Sudarta, 2008; Mudana, et al., 2018).

Figure 2. Suranadi Narmada Area in photos
(Documentation: Ahmad, 2021)

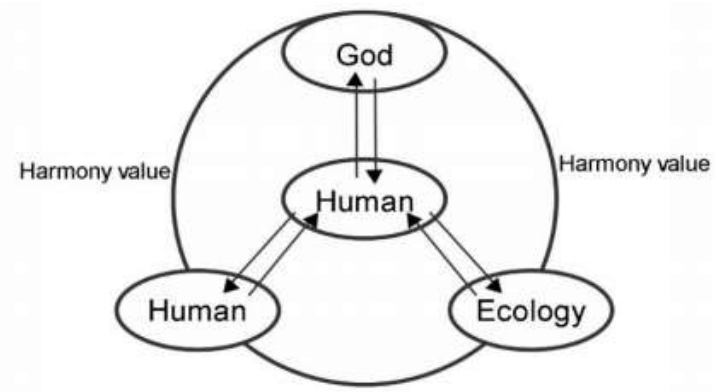

Figure 2. Tri Hita Karana Concept
(Source: Suja, 2010)

In this study the research respondents were described by presenting the characteristics of the respondents as seen from the demographic variables, namely, gender, age, latest education and status. Based on Table 1, it can be said that respondents with male gender, age 21-30 years and the last education level of high school/equivalent and respondents with the number of visits> 5 times dominate in this study. This can be seen from the percentage results in Table 1, which is based on the gender demographic variable, the percentage of male respondents is 55.33 percent and the percentage of female respondents is 44.67 percent. Based on the age of the respondents, the number of respondents aged 21-30 years who dominated with a percentage of 56 percent, followed by respondents with the age group> 20 years, the percentage was 32 percent, then the age group 31-40 years, the percentage was 10 percent, then the 41-50 age group a percentage of 1.33 percent and the age group> 51 years with a percentage of 0.67 percent.

Table 1. Characteristics of Respondents

No.	Variable	Classification	Amount(Person)	Persentage (%)
1.	Gender	Male	83	55,33
		Female	67	44,67
	Total		150	100
2.	Age	< 20 years	48	32
		21-30 years	84	56
		31-40 years	15	10
		41-50 years	2	1,33
		>51 years	1	0,67
	Total		150	100
3.	Highest education	Senior High School/equivalent	56	37,33
		Diploma	15	10
		Undergraduate (S-1)	45	30
		Postgraduate	34	22,67
	Total		150	100
4.	Number of visits	< 5 times	41	27,33
		>5 times	109	72,67
	Total		150	100

Based on the latest education level, the majority of respondents with the latest education level were SMA/equivalent with a percentage of 37.33 percent, followed by the latest level of education of an Undergraduate (S-1) with the same percentage,

namely 30 percent, then Postgraduate percentage of 22.67 percent and Diploma with a percentage of 10 percent. Based on the demographic variable the number of visits, the number of respondents who visited> 5 times was more dominant with a percentage of 72.67 percent as many as 109 respondents, compared to the percentage of respondents who visited <5 times of 27.33 percent or as many as 41 respondents. The validity test is done by comparing the calculated r value with the r table value for the degree of feedom d (f) = n - 2 with an alphan of 0.05. If r count is greater than r table and the value of r is positive, then the item or question is said to be valid. The results of the analysis can be seen in the reliability test output on the corrected item total correlation.

Table 2. Instrument Validity Test Results

No.	Variable	Statement items	Total Item Correlation	Note
1	Parhyangan	X1.1	0.739	Valid
		X1.2	0.861	Valid
		X1.3	0.811	Valid
2	Pawongan	X2.1	0.693	Valid
		X2.2	0.670	Valid
		X2.3	0.615	Valid
3	Palemahan	X3.1	0.811	Valid
		X3.2	0.811	Valid
		X3.3	0.806	Valid
		X3.4	0.821	Valid
4	Suranadi Narmada Area	Y1	0.639	Valid
		Y2	0.648	Valid
		Y3	0.802	Valid

Based on Table 2, it can be seen that the instrument on each variable in this study shows the results of a total score above 0.05 with the largest correlation being 0.861, namely the Parhyangan variable with the indicator item (X1.2) and the smallest correlation is 0.615, namely the Pawongan variable with the indicator item. (X2.3). The results of the overall validity test indicators are declared valid and can be continued to the next analysis. Reliability testing shows the extent to which a measurement can provide consistent results when re-measured. A variable is said to be reliable if r alpha> r table and an instrument is said to be reliable if the correlation price is (r) ≥ 0.6 or the Cronbach's Alpha value ≥ 0.6.

Table 3. Instrument Reliability Test Results

Variable	Cronbach's Alpha	Note
Parhyangan (X1)	0.828	Reliable
Pawongan (X2)	0.742	Reliable
Palemahan (X3)	0.819	Reliable
Suranadi Narmada Area (Y)	0.773	Reliable

Based on Table 3 it can be said that all instruments in this study are reliable. The reliability test results show that each Cronbach's Alpha value of each instrument is greater than 0.6 so that it can be used to conduct research. Based on Table 4, it can be said that the variable instrument of Suranadi Narmada Area is classified on good criteria with the highest average score of respondents' answers is indicator (Y.3) of 3.67 and the lowest is indicator (Y.2) of 3.29. Judging

from the results of the average score of respondents' answers in Narmada is 3.64, it can be concluded that Suranadi Narmada Area is still good.

Table 4. Results of Multiple Regression Analysis

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	-.336	.785		-.428	.669		
	Parhyangan	.131	.050	.127	2.636	.009	.912	1.097
	Pawongan	.156	.061	.127	2.547	.012	.854	1.171
	Palemahan	.470	.031	.743	15.169	.000	.879	1.137
a. Dependent Variable: Suranadi Narmada Area								

From the results of Table 4, if it is written in standardized form, the regression equation is as follows:

Y = 0.127 X1 + 0.127 X2 + 0.743 X3 .... (1)

The normality test in this study was carried out using the Kolmogorov-Smirnov test where the data were normally distributed if the Sig (2-tailed) was greater than 0.05 (α = 5%). Based on Table 5 it can be said that the test results are normally distributed, this can be seen from the test results which show the Kolmogorov-Smirnov value of 1.098 and the Asymp.Sig value. (2-tailed) of 0.179 which is greater than the alpha value of 0.05 (α = 5%).

Table 5. Normality Test Results

	Unstandardized Residual
N	150
Kolmogorov-Smirnov Z	1.098
Asymp.Sig. (2-tailed)	0.179

Table 6. Heteroscedasticity Test Results

Variable	**t**	**Sig.**
(Constant)	2.560	0.011
Parhyangan (X1)	0.327	0.744
Pawongan (X2)	-0.379	0.705
Palemahan (X3)	-1.886	0.061

Based on Table 6, it can be said that the model made does not contain symptoms of heteroscedasticity, this can be seen from the test results which show the value of Sig. of the Parhyangan variable of 0. Based on Table 7, it can be said that there is no multicollinearity between the independent variables in the regression model, this is seen from the results of the tolerance test which shows that all independent variables have a tolerance value greater than 0.10 (10%),

which is equal to 0.732. Table 7 also shows the results of the calculation of all variables having a VIF value of less than 10, namely 1.366.

Table 7. Multicollinearity Test Results

Variable	Tolerance	VIF
Parhyangan (X1)	0.803	1,366.
Pawongan (X2)	0.752	1,366.
Palemahan (X3)	0.899	1,366.

Table 8. Regression Analysis Results Together (F Test)

ANOVA[b]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	270.930	3	90.310	109.509	.000[a]
	Residual	120.404	146	.825		
	Total	391.333	149			

a. Predictors: (Constant), *Palemahan*, *Parhyangan*, *Pawongan*

b. Dependent Variable: Suranadi Narmada Area

The F test is used to test the influence of the independent variables on the dependent variable simultaneously (together). Test results F can be seen in Appendix F Table 8. Testing the effect of the independent variables jointly on the dependent variable was carried out using the F test. The results of statistical calculations showed the value of F count = 109,509 with a significance of 0.000 <0.05. This means that together Parhyangan, Pawongan and Palemahan have a significant influence on Suranadi Narmada Area.

Table 9. T Test Results (Partial Test)

Coefficients[a]

Model		t	Sig.	Collinearity Statistics	
				Tolerance	VIF
1	(Constant)	-.428	.669		
	Parhyangan	2.636	.009	.912	1.097
	Pawongan	2.547	.012	.854	1.171
	Palemahan	15.169	.000	.879	1.137

a. Dependent Variable: Suranadi Narmada Area

The test results with SPSS were obtained for the variable X1 (Parhyangan), the t value = 2.636 with a significance level of 0.009. By using the 0.05 limit, the significance value is smaller than the 5% level, which means that Ho is rejected and Ha is accepted. Thus, the first hypothesis is accepted.

The test results with SPSS were obtained for the variable X2 (Pawongan), the t value = 2.547 with a significance level of 0.012. By using a significance limit of 0.05, the significance value is below the level of 5%, which means that Ho is rejected and Ha is accepted. Thus, the second hypothesis is accepted.

The test results with SPSS were obtained for the variable X3 (Palemahan) and the t value = 15.169 with a significance level of 0.000. By using a significance limit of 0.05, the significance value is below the level of 5%, which means that Ho is rejected and Ha is accepted. Thus, the third hypothesis is accepted.

From the results of multiple linear regression and t test in Table 9 shows that the three regression coefficients are positive and significant. From the regression model, it can be further explained that the Parhyangan variable (X1) has a positive and significant effect on Suranadi Narmada Area (Y) with a regression value of 0.127 and a value of t count = 2.636 with a significance level of 0.009. The Pawongan variable (X2) has a positive and significant effect on Suranadi Narmada Area (Y) with a regression value of 0.127 and a value of t count = 2.547 with a significance level of 0.012. The Palemahan variable (X3) has a positive and significant influence on Suranadi Narmada Area (Y) with a regression value of 0.734 t value = 15.169 with a significance level of 0.000.

Table 10. The Results of the Coefficient of Determination (R2)

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					
					R Square Change	F Change	df1	df2	Sig. F Change	Durbin-Watson
1	.832[a]	.692	.686	.908	.692	109.509	3	146	.000	1.520

a. Predictors: (Constant), palemahan, parhyangan, pawongan

b. Dependent Variable: Suranadi Narmada Area

The results of calculations using the SPSS version 17 program show that the coefficient of determination (R2) is 0.692. This means that 69.2% of Suranadi Narmada Area can be explained by the Parhyangan, Pawongan, and Palemahan variables, while the remaining 30.8% of Suranadi Narmada Area is influenced by other variables not examined in this study. The results showed that Parhyangan had a positive and significant effect on Suranadi Narmada Area. The implemented Parhyangan can increase the visit of Suranadi Narmada Area for domestic tourists, meaning that the higher the Parhyangan is applied, the higher the visit to Suranadi Narmada Area. The results showed that pawongan has a positive and significant effect on Suranadi Narmada Area. The applied Pawongan can increase the number of regional visits in Suranadi Narmada Area, meaning that the higher the implementation of pawongan, the higher the number of domestic tourist visits to the tourist area. The results showed that Palemahan has a positive and significant effect on the Tourism Area of Suranadi Narmada. Palemahan that is applied can increase Suranadi Narmada Area, meaning that the higher the implementation of Palemahan, the higher the number of domestic tourist visits to Suranadi Narmada Area.

CONCLUSIONS

Based on the results of multiple regression analysis with the t test, it can be seen that the implementation of the Tri Hita Karana consisting of parhyangan, pawongan and palemahan has a significant effect on the tourist area in Suranadi Narmada Area. This shows that the aspects of each of the Tri Hita Karana have a very important position in the development of Suranadi Narmada Area, including: (1) The implementation of parhyangan has a positive and significant effect on Suranadi Narmada Area. (2) The implementation of pawongan has a positive and significant effect on Suranadi Narmada Area. (3) The implementation of palemahan has a positive and significant effect on Suranadi Narmada Area.

Green tourism is sustainable tourism that takes into account the needs of the environment, local communities, businesses and visitors now and in the future. This concept is relevant for any tourism company, large or small, rural or urban, whether it focuses on ecotourism, tourism ventures and others. The implementation that can be drawn from the Tri Hita Karana concept to succeed in developing tourism through green tourism for tourism managers and people today is to pay more attention to business with the impact that will be on the surrounding nature without forgetting God as the most important milestone in their business. This can actually be done with the existence of an environmentally friendly system, with the maintenance of the environment on a regular basis, so that the natural beauty of the surroundings will be maintained, as well as reciprocity and exchange of opinions between managers and the surrounding community in the context of environment and security so as to create harmony between entrepreneurs and local communities. local residents, as well as the construction and maintenance of holy place facilities that will have a spiritual impact on company members and also the surrounding community. So that here there will be a positive atmosphere, between managers, nature, society, and also the spiritual level which is sometimes forgotten.

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