

## **THE SECREET GARDEN VILLAGE IS APPLYING “TRI HITA KARANA COCEPT” TO MAINTAIN SUSTAINABLE TOURISM**

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### *ABSTRACT*

*In accordance with future tourism, there will be a movement from mass tourism to quality tourism. As a sequence, all sectors which take part in tourism development should develop quality tourism. (Suja, Ketut. 2015:1). A quality tourism means a tourism sector which is applying Tri Hita Karana (THK). THK is as a weapon to maintain sustainable tourism. By applying the THK the world Bali could be saved from destroy, to save nature, the ecology of Bali, economy and social benefit. (Ardika, I Gede. 2015,XI). This research is aimed to know the activities of The Secret Garden Village, if he applies the THK concept to maintain sustainable tourism ?. Data of this research was collected by using direct observation, depth interview and documentation. The data is obtained from informants who know well about the object of research such as : Mr. Billy Hartono Salim, the owner of Secret Garden Village, Mr. Putu Gede Arista DityaPradana, the operation Manager of Black Eye Coffee, Mr. Andra Martin, the Architech of building design. After that, the data was analyzed descriptively. The result of the research showed that the activities of all staff of Secret Garden Village was applying “Tri Hita Karana” (THK) concept to maintain sustainable tourism.*

**Key Words** : Secret Garden Village, Applying, Tri Hita Karana, Sustainable Tourism.

## INTRODUCTION

The phrase Tri Hita Karana (THK) no longer sounds strange to the Balinese. Government leaders and society leaders in Bali refer to the Tri Hita Karana in every speech at all kinds of symposia. Tri Hita Karana has become some kind of magic spell used as a shield of Balinese community life. (Ardika, 2013:65).

Most of us were afraid of the existence of future tourism. There will be a movement from mass tourism to quality tourism. The solution is that, all sectors which take part in tourism development should develop quality tourism. (Suja, 2015:4).

Tri Hita Karana (THK) the spirit of Bali must be used as a weapon, or as a shield of Balinese community life. The THK concept are intended to alert and sensitize the Balinese people, their leaders and all parties to comply with the principles of THK in Bali development. This development is to “build Bali” and not “building in Bali”. (Bali Travel Magazine, 2016).

The Secret Garden Village management and the owner were aware about THK to preserve the earth of Bali, to keep Bali clean and green and to maintain sustainable tourism by using THK concept. (Bulletin SGV, 2016:10).

Nowadays, it seems that Bali has come at an alarming crossroads. It is the crossroads between the capability to maintain the Balinese identity based on the Philosophical foundation of THK and the influence of the external values that undermine the THK itself. Will Bali be able to survive as “The Island of the Gods” or as “Paradise lost” as expressed by overseas visitors ?. (Jan Hendrick, 2013:48).

Most of us, especially Balinese expecting that we must be able to keep Bali alive as the island of the Gods. (Jan Hendrick, 2013:8).

The Secret Garden Village in Luwus Village, Km 36 from Denpasar to bedugul, has applied the THK very-very seriously to preserve green tourism and to maintain sustainable tourism. (Dahuri, 2001:48).

The Secret garden Village has just done its soft opening last month on May 1<sup>st</sup>, 2016. The Secret Garden Village is the first tourism education in Bali. Secret garden Village is a new destination that would become new icon for a tourist destination, particularly in Bedugul, Tabanan and generally in Bali. (Bulletin SGV, May 2015:8). With an education factory and outlet tour concept they provide some interesting activities that can be done within a period of 60 minutes. (Bali Travel Magazine, 2016).

The OmahHerborist beauty factory outlet, in here tourist will be spoiled with exciting and cool atmosphere. We will see the Herborist cosmetics factory venue that very famous with Balinese scrub soap.

First place that we will visit at the venue is beauty heritage museum, will bring back the memory of Indonesia beauty cosmetics history since ancient era to post modern era today.

Next destination is mini plant; in here we learn how to make good cosmetics from natural materials typical of the archipelago such as the manufacture of soap, body scrub, etc.

Then we visited theater. Our eyes will full of amusement by seeing short movie about the history of Indonesian beauty cosmetics from our great grandparents' era until today. (Bulletin SGV, May 2016).

Short movie duration only 5 minutes but will make our memories full of knowledge after we watching that film.

It takes only 60 minutes to travel around the venue. Last but not least we can go to beauty shop for buying some cosmetics in there.

### **The Black Eye Coffee**

When you love coffee, you would love The Black Eye Coffee. You have distinct opinion on where the best coffee is in your local area. When you travel, you have to know the scoop on where to get some quality brew. (Bali Travel Newspaper, 2016).

The Black Eye Coffee uses high quality domestic product. Combine between international machine brew with our national coffee bean makes The Black Eye Coffee to be the best coffee shop in town. (Bulletin SGV, June 2016).

Meanwhile enjoying your cup of coffee in here, Black Eye Coffee have an interesting place too, such as : coffee museum, roaster coffee, roistering process, cupping coffee tasting place, coffee shop and café.

Secret Garden Village Bedugul also has other interesting venues, among others : rice view BBQ specialist & scenery restaurant. The Luwus Balinese & Asian Buffet Restaurant, they provide special place for take photo with beautiful hills and river view.

There is also a beauty garden with glowing night light makes this place perfect and suitable for special romantic, family, or gathering events.

Secret Garden Village Bedugul Slogan is “The next Iconic Destination of Bali Island”, the location is very strategic at jalanraya Denpasar Bedugul Km 36. The location is easily accessible with spacious parking area which can accommodate 15 buses and 40 cars.

Secret garden Village has 4 hectares areas. It is very large number of some interesting venues.

The Secret Garden Village in Luwus will become a new icon destination for Bali. They used Mr. Andra Martin as an architect to create the building. You can see contemporary modern design stands in the hills, good combination between natural beautiful area and modern building. (Bali Travel Magazine, 2016).

This is, will be a good chance for us to come there to visit The Secret Garden Village directly, with our own eyes.

**The Secret Garden Village in Bedugul is an Education Factory & Outlet Tour.**

Long live Secret Garden Village Bedugul. May God Bless You. We love you so much.

### **RESEARCH METHODOLOGY**

Research technique which is used in this paper is tourism sociology. By using the tourism sociology technique, is expected to find the phenomenon of research objects.

Besides using tourism sociology technique, I am as a researcher also using kwalitative data which comes from premier data and secondair data.

Most data were got from observation, depth interview, and documentations. Data were got from informants who know well about the object of this research such as Mr. Billy Hartono Salim, the owner of Secret Garden Village, Mr. Putu Gede

Arista DityaPradana, the operation Manager of Black Eye Coffee, Mr. Andra Martin, the Architect of building design. (Bulletin SGV, May 2016:3). Further, data was analyzed descriptively. The result of this research showed that The Secret Garden Village was applying “Tri Hita Karana” concept to maintain sustainable tourism.

### RESULT AND DISCUSSION

In the planning and implementation of development in Bali, particularly the development of Balinese tourism as the motor of the Bali economy, it is necessary to build a strong and appropriate understanding about the meaning of Tri Hita Karana (THK). (Jan Hendrick, 2013:48).

At this time, tourism is only seen in terms of economic aspects, as a labor intensive industry that generates foreign exchange. Tourist are treated as numbers in the statistics and the Balinese are eager to get money out of tourism, forgetting their own identity, such as concept must soon be abandoned. (Ardika, 2013:38).

This short-sighted economic approach has become a real danger for the existence of Bali’s image as a unique cultural tourist destination. (Commen.M, 1993:236).

The owner of Secret garden Village was aware about the ruin of Bali’s unique cultural tourist destination. Then, Mr. Billy Hartono Salim, invested his money to build The Secret Garden Village. (Bulletin SGV, May 2016).

Mr. Billy Hartono love Bali so Much. He didn’t want Bali which was choosed as the best world tourism destination country become disappeared, but, as the opposite, He wanted to make Bali tourism become alive, and Mr. Billy Hartono could get much profit from his business. (Soeparmoka, 2002:147).

### A NEW ICON FOR A TOURIST DESTINATION

Secret Garden Village is a new destination that would become new icon for a tourist destination, particularly in Bedugul, Tabanan Regency and generally in Bali. With an educational factory and outlet tour concept, they provide some interesting activities that can be done within a period of 60 minutes. (Reksohadiprojo, 2000:222).

The presence of Secret Garden Village with its first educational factory didn’t destroy the surround areas but the opposite he looks after the territory well, nice looking while applying the Tri Hita Karana concept to maintain sustainable tourism. (Bali Travel Newspaper, June 2016).

### The OemahHerborist Beauty Factory Outlet

In here, tourist will be spoiled with exciting and cool atmosphere. The visitor will see The Herborist Cosmetics factory venue that vey famous with Balinese scrub soap. (Bulletin SGV, June 2016:3). First place that visitor visit at the venue is beauty heritage museum, which will bring back the memories of Indonesian beauty cosmetics history since ancient era to post modern era today. His good idea of presenting The OemahHerborist Beauty Factory Outlet could be a good education for young generation to follow his worthfull ideas. This good intentions could be said as the real application of Tri Hita Karana in order to maintain sustainable tourism. (Yakin A, 1997:326).

### **The Black Eye Coffee**

When you love coffee, you'll love Black Eye Coffee. You have distinct opinions on where the best coffee is in your local area. When you travel, you have to know the scoop on where to get some quality brew. The Black Coffee in Secret Garden Village is the right place to enjoy and sip your cup of coffee. The Secret Garden Village uses high quality domestic product. (Bulletin SGV, June 2016:7). Combine between international machine brew with his national coffee bean, makes The Secret Garden Village is to be the best coffee shop in town. Meanwhile enjoying your cup of coffee in here, Black Eye Coffee have an interesting place too, such as : coffee museum, roaster coffee, roistering process, cupping coffee tasting place, coffee shop and café. (Bulletin SGV, June 2016:5). By the existence of Black Eye Coffee, I am as a researcher noticed that BEC has implemented the Tri Hita Karana concept number one, which is stated : Balinese culture-based development. This condition includes the cultural values and philosophy of the THK in improving the quality of life (achieving spiritual happiness and physical well-being).

### **BBQ Specialist & Scenery Restaurant**

The Luwus Balinese & Asian Buffet Restaurant provides special place for takes photo with beautiful hills and river view. There is also a beautiful garden with glowing night light makes this place perfect and suitable for special romantic, family, or gathering events. (Giorgiau St, 1997:321).

The BBQ Specialist & Scenery Restaurant has implemented the secondly THK that is about fellow human and nature. It means that the SGV community-based development. This condition aims at the realization of Bali tourism development *from the people, by the people and for the people*. People and community become the main players in order to obtain the greatest possible benefit. (Dahuri, 2001:132).

### **There is a Temple in SGV Area**

All Hindu staffs were advised by the management to do worship in the temple every morning before doing their job.

This condition aims to implement THK items three, for sustainable development. Natural environment and socio-cultural-environment used for tourist activities are actually the basic capital of tourism. (Reksohadiprojo, 2002:101).

Besides doing worship every morning for all Hindu staffs, one of young lady staff is offering *Canang* on each *Pelinggih*, in front of *Lebuh*, in front of every office, and on *Pelangkiran*, in every offices in Secret Garden Village (SGV). This such kind of activities is as the implementation of relationship between human and God. (Jan Hendrik, 2013:78).

The regional development planning board (Bappeda) of Bali Province put the *Tri Hita Karana* (THK) philosophy to ensure the harmony of human relationship towards God, fellow humans and nature. (Yakin, A, 1997:46).

### **CONCLUSION**

Everyone understood that Bali had a great potential for tourism. However, the development of tourism in Bali should not lead to second Hawaii that lost its original cultural distinctiveness, being swallowed up by the currents of

commercialism. Hawaii is considered a tourist destination without spirit and identity. (Djajaningrat, 1977:213).

The Secret Garden Village doesn't want Bali, which was choosed by an International Magazine to be the best world tourism destination, to be ruined.

The Secret Garden Village (SGV) was so aware about it, then the owner of SGV invested his money to build the SGV to preserve Bali as a green tourism and also to maintain sustainable tourism by applying the Tri Hita Karana concept.

#### SUGGESTION

Although The Secret Garden Village has applied the Tri Hita Karana concept to preserve Bali as a green tourism, Bali clean and green, but still, I am as a researcher want to offer a worthfull suggestion for SGV to grow constantly in keeping sustainable tourism.

Each staff of SGV is advisable to say "*Om Swastyastu*" when they greet every visitors who enters SGV areas, SGV outlets, SGV offices, etc. This term is the implementation of Tri Hita Karana number two, about to ensure the harmony of human relationship towards people and fellow humans.

The mastering English of all staff should be increased, to be able to communicate with foreign visitors fluently by giving a free English course to all staffs in all departments.

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