



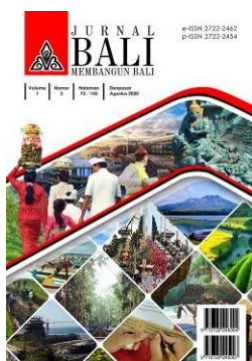
Immersive Anthropological Methodology towards Sustainable Ecotourism: A Case Study of Bali, Indonesia

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Abstract

Purpose: This research aims to investigate and implement an anthropological methodology for achieving sustainable eco-tourism in Bali, Indonesia.

Research methods: This qualitative method used involves a thorough examination and comparison of diverse scholarly works, case studies, and relevant texts. The qualitative comparative analysis provides a robust framework for interpreting the complex interplay of ideas, perspectives, and contextual factors embedded in the literature building upon and expanding the understanding of the subject matter within the broader academic discourse.

Results and discussion: The research underscores the critical issues of water supply, waste management, and infrastructure development in Bali. Sustainable solutions, including cultural inclusion, eco-friendly housing, and natural supplements, are proposed to alleviate these challenges.

Implications: The results signify a crucial step towards fostering environmental conservation and responsible tourism practices in this popular destination.

Keywords: anthropological methodology, sustainable eco-tourism, environmental conservation, Tri Hita Karana approach.

Abstrak

Tujuan: Penelitian ini bertujuan untuk menyelidiki dan menerapkan metodologi antropologi untuk mencapai ekowisata berkelanjutan di Bali, Indonesia.

Metode penelitian: Metode kualitatif yang digunakan melibatkan pemeriksaan menyeluruh dan perbandingan berbagai karya ilmiah, studi kasus, dan teks yang relevan. Analisis komparatif kualitatif ini memberikan kerangka kerja yang kuat untuk menafsirkan interaksi kompleks antara ide, perspektif, dan faktor kontekstual yang tertanam dalam literatur yang membangun dan memperluas pemahaman subjek dalam wacana akademis yang lebih luas.

Hasil dan pembahasan: Penelitian ini menggarisbawahi isu-isu penting dalam penyediaan air, pengelolaan limbah, dan pembangunan infrastruktur di Bali. Solusi berkelanjutan, termasuk inklusi budaya, perumahan ramah lingkungan, dan suplemen alami, diusulkan untuk mengatasi tantangan ini.

Implikasi: Hasil penelitian yang diperoleh menandakan sebuah langkah penting dalam mendorong pelestarian lingkungan dan praktik pariwisata yang bertanggung jawab di destinasi populer ini.

Kata kunci: metodologi antropologi, ekowisata berkelanjutan, konservasi lingkungan, pendekatan Tri Hita Karana.

INTRODUCTION

In the relentless pursuit of sustainable eco-tourism, the captivating landscapes of Bali, Indonesia emerge as both a canvas and a crucible for integrating ancient water management systems and nature-inspired practices.

Woven deeply into the cultural tapestry is the philosophy of Tri Hita Karana (Figure 1), embodying a harmonious coexistence between humans, gods, and nature (Sanjaya *et al.*, 2022; Sumantri *et al.*, 2022). This ancient wisdom serves as a guiding

beacon for contemporary endeavors, fostering a delicate balance between tourism, environmental preservation, and cultural integrity. Rooted in the ethos of Tri Hita Karana, this study embarks on the exploration of traditional practices shaping responsible tourism. The Dewi Sri culture, a manifestation of spiritual connections with nature, becomes a focal point. Examining how these cultural foundations shape eco-friendly tourism practices reveals a rich source of inspiration for sustainable initiatives (Pereira & dos Anjos, 2023; Pickel-Chevalier & Ketut, 2016; UNWTO, 2019).

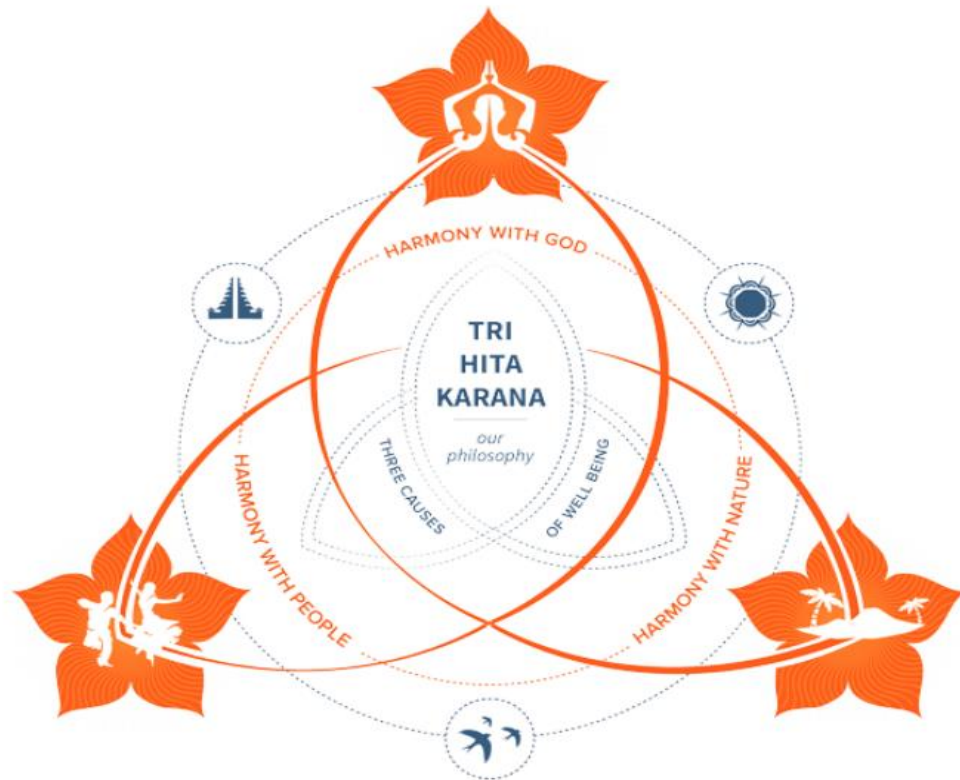


Figure 1. Tri Hita Karana concept
(Source: Bhayangkari.or.id., 2024)

The venerable Subak water management system, an intricate network of rice terraces and irrigation channels, stands as a testament to Bali's historical commitment to sustainable agriculture. Integrating this ancient practice into eco-tourism strategies becomes paramount in addressing the delicate ecological balance (Becken, 2013; Purvis *et al.*, 2019). Further fortifying the sustainability narrative, the implementation of the 5 R's of waste management emerges as a practical framework. Emphasizing reduce, reuse, recycle, repurpose, and refuse, this approach aligns with the Balinese ethos of minimizing environmental impact and fostering a circular economy (D'Amato *et al.*, 2017). Innovative applications extend to the use of mud and bamboo natural infrastructure, essential components of Balinese architecture offering eco-friendly alternatives and reducing the carbon footprint (Lenzen *et al.*, 2018). Concurrently, the integration of apothecary herbalism for luxury branding and natural supplements adds authenticity to the eco-tourism experience, promoting local biodiversity and traditional healing practices (Wendri *et al.*, 2021).

Through an immersive anthropological lens which was also used by Wulan & Karja (2023), this article endeavors to unravel the intricacies of these practices, shedding light on their potential to guide sustainable initiatives in the realm of eco-tourism in Bali, Indonesia.

RESEARCH METHODS

In this research, comparative analysis serves as the cornerstone of the qualitative research approach employed. Comparative analysis involves a meticulous examination and comparison of diverse scholarly works, case studies, and relevant texts to derive meaningful insights (Miles *et al.*, 2014). This methodological approach allows researchers to delve deeply into the subject matter by juxtaposing various sources and perspectives.

Firstly, comparative analysis involves identifying key themes, concepts, and findings across different sources. Researchers meticulously gather and analyze a broad range of literature related to sustainable eco-tourism, anthropology, cultural studies, and environmental science. This thorough examination ensures that the research captures a comprehensive understanding of the topic from multiple angles.

Secondly, researchers compare and contrast the findings, methodologies, and arguments presented in the literature. By scrutinizing the similarities and differences between various scholarly works and case studies, researchers can identify patterns, trends, and discrepancies. This comparative approach enables researchers to discern nuanced insights and develop a robust framework for interpretation.

Thirdly, qualitative comparative analysis facilitates the exploration of the complex interplay of ideas, perspectives, and contextual factors embedded in the literature. Researchers examine how different authors conceptualize and address issues related to sustainable eco-tourism in Bali. This process helps in synthesizing diverse viewpoints and constructing a coherent narrative that builds upon and expands the understanding of the subject matter within the broader academic discourse.

Overall, comparative analysis in this research provides a systematic and rigorous methodology for synthesizing and interpreting the existing literature. By critically analyzing diverse sources and perspectives, researchers can develop a comprehensive understanding of the challenges and opportunities associated with sustainable eco-tourism in Bali. This approach lays the groundwork for deriving meaningful insights and making informed recommendations for policy and practice in the field of eco-tourism.

RESULTS AND DISCUSSION

As we delve into the complexities of sustainable eco-tourism in Bali, Indonesia, it becomes evident that a multidisciplinary approach is essential to unraveling its intricacies. Through an exploration of cultural, environmental, and practical dimensions, this research navigates the landscape of eco-tourism with a holistic perspective. The provided matrix and explanations intricately intertwine to offer a comprehensive understanding of the research's implications for sustainable eco-tourism in Bali, Indonesia. Through an interdisciplinary lens, the matrix underscores the diverse range of key findings, each offering unique insights into the complex dynamics of eco-tourism development. For instance, the exploration of anthropological methodology and Tri Hita Karana elucidates the integration of cultural, spiritual, and environmental elements, aligning with the principles of sustainable development. This resonates with the broader discourse on the Tri Hita Karana philosophy, as discussed in works by Arsana *et al.* (2022) and Sumantri *et al.* (2022). Similarly, the examination of Dewi Sri culture and the Subak Water Management System delves into traditional belief systems and historical practices, shedding light on their significance in guiding sustainable tourism development in Bali. These insights, drawn from works by scholars such as (Brooks *et al.*, 2018; Noriken *et al.*, 2016; Sharma, 2021) contribute to a holistic understanding of the cultural and environmental dynamics shaping eco-tourism in the region. Furthermore, the practical implications outlined in the matrix, such as the 5 R's of Waste Management and Mud and Bamboo Natural Infrastructure, offer actionable strategies for stakeholders aiming to implement sustainable practices in Bali's tourism sector.

Synthesizing these insights from diverse sources, the research advocates for a holistic approach to sustainability, emphasizing the integration of cultural, environmental, and economic considerations in eco-tourism planning and management. Overall, the correlation between the matrix and explanations underscores the multidimensional nature of eco-tourism development in Bali and the importance of adopting a comprehensive and inclusive approach to ensure its long-term viability and resilience. This research embarks on a journey through the intricate intersections of anthropological methodology and the Tri Hita Karana philosophy, seeking to unearth sustainable solutions for the evolving landscape of eco-tourism in Bali, Indonesia. Each facet of the findings represents a unique thread woven into the fabric of responsible tourism. As we traverse this intellectual landscape, the convergence of ancient wisdom and contemporary insights becomes evident, offering a holistic perspective on how cultural, spiritual, and environmental elements harmonize in the pursuit of sustainable development. Navigating the findings through these matriks (Table 1).

Table 1. Matrix of comparative analysis
(Source: Data interpretation, 2024)

Aspect of Comparative Analysis	Explanation
Thorough examination	Comparative analysis involves a meticulous examination of diverse scholarly works, case studies, and relevant texts related to sustainable eco-tourism, anthropology, cultural studies, and environmental science.
Identification of Key Themes	Researchers identify key themes, concepts, and findings across different sources to ensure a comprehensive understanding of the topic from multiple angles.
Comparison and Contrast	The methodology involves comparing and contrasting the findings, methodologies, and arguments presented in the literature to discern patterns, trends, and discrepancies.
Exploration of Complex Interplay	Comparative analysis facilitates the exploration of the complex interplay of ideas, perspectives, and contextual factors embedded in the literature, enabling researchers to synthesize diverse viewpoints and construct a coherent narrative.

From the matrix results, the audience can discern several key insights regarding the research findings.

1. Interdisciplinary insights:

- The research draws upon a diverse range of disciplines, including anthropology, environmental science, and cultural studies, indicating a comprehensive approach to understanding sustainable eco-tourism in Bali.
- By analyzing the intersections and divergences across these disciplines, the study provides a nuanced understanding of the multifaceted challenges and opportunities associated with eco-tourism development in Bali.

2. Cultural and environmental dynamics:

- Traditional practices, such as Dewi Sri culture and the Subak Water Management System, intersect with contemporary sustainability initiatives, highlighting the importance of preserving local cultural heritage while promoting ecological resilience.
- This intersection emphasizes the interconnectedness between cultural preservation and environmental stewardship in the context of sustainable eco-tourism.

3. Practical implications:

- Concrete strategies for waste management, such as the 5 R's of Waste Management, and infrastructure design, including Mud and Bamboo Natural Infrastructure, offer actionable recommendations for stakeholders aiming to implement sustainable practices in Bali's tourism sector.
- These practical implications underscore the importance of adopting sustainable practices at both the individual and infrastructural levels to minimize environmental impact and enhance the visitor experience.

4. Holistic sustainability:

- The research advocates for a holistic approach to sustainability, emphasizing the integration of cultural, environmental, and economic considerations in eco-tourism planning and management.
- Balancing these elements is crucial to ensuring the long-term viability and resilience of eco-tourism initiatives in Bali, reflecting the research's commitment to fostering sustainable and equitable tourism practices for the benefit of present and future generations.

Overall, the matrix results highlight the complexity of eco-tourism development in Bali and underscore the importance of adopting a multidimensional approach that considers cultural, environmental, and economic factors in achieving sustainability.

The research findings unveil a profound understanding of sustainable eco-tourism in Bali, Indonesia, revealing the necessity of a multidisciplinary approach to unravel its complexities. Delving into cultural, environmental, and practical dimensions, this research navigates the eco-tourism landscape with a holistic perspective. The provided matrix, coupled with explanations, intricately intertwines to offer a comprehensive understanding of the research's implications. Through an interdisciplinary lens, the matrix underscores diverse key findings, each providing unique insights into the intricate dynamics of eco-tourism development. For instance, the examination of anthropological methodology and Tri Hita Karana illuminates the integration of cultural, spiritual, and environmental elements, aligning with sustainable development principles. This resonates with the broader discourse on the Tri Hita Karana philosophy, as evidenced by works of (Arsana *et al.*, 2022; Sumantri *et al.*, 2022). Similarly, exploration of Dewi Sri culture and the Subak Water Management System delves into traditional belief systems and historical practices, shedding light on their role in guiding sustainable tourism development in Bali. Insights from scholars such as (Brooks *et al.*, 2018; Norken *et al.*, 2016; Sharma, 2021) contribute to a holistic understanding of the cultural and environmental dynamics shaping eco-tourism in the region. Additionally, practical implications outlined in the matrix, like the 5 R's of Waste Management and Mud and Bamboo Natural Infrastructure, offer actionable strategies for stakeholders. Synthesizing insights from diverse sources, the research advocates for a holistic approach to sustainability, emphasizing integration of cultural, environmental, and economic considerations in eco-tourism planning. The correlation between the matrix and explanations underscores the multidimensional nature of eco-tourism development in Bali, emphasizing the necessity of a comprehensive approach to ensure long-term viability and resilience. Through comparative analysis, audiences discern interdisciplinary insights, cultural and environmental dynamics, practical implications, and holistic sustainability considerations, providing a nuanced understanding of eco-tourism complexities in Bali.

CONCLUSION

In conclusion, this study delves deep into the realms of anthropological methodology and the Tri Hita Karana philosophy, shedding light on the intricate connections among humans, gods, and nature within the context of sustainable eco-tourism in Bali, Indonesia. Anchored in Bali's rich cultural heritage, the findings underscore the imperative of integrating ancient water management systems, nature-

inspired practices, and cultural wisdom into eco-tourism initiatives to ensure a sustainable future.

The exploration of the Dewi Sri culture reveals profound insights into Balinese Hinduism, emphasizing the spiritual connection between humanity and the environment. This cultural foundation becomes a guiding beacon for responsible tourism, promoting ecological balance and respect for natural cycles, as discussed in the works of (Alemu, 2016; Anjum & Wani, 2021; Parashar *et al.*, 2023; Windia & Sedana, 2014).

Similarly, the Subak water management system stands as a testament to Bali's historical commitment to sustainable agriculture, offering a blueprint for adapting to eco-tourism while fostering water conservation and sustainable land use practices, as highlighted by (Brooks *et al.*, 2018; Norken *et al.*, 2016; Sharma, 2021).

The introduction of the 5 R's of waste management aligns with global efforts to minimize environmental impact, resonating with broader initiatives in responsible waste management within tourism settings, as indicated by (Arsana *et al.*, 2022; Sumantri *et al.*, 2022).

Furthermore, exploring the use of mud and bamboo natural infrastructure, coupled with apothecary herbalism, adds authenticity to eco-tourism accommodations, enhancing guest experiences while celebrating local herbal traditions, as evidenced by (Wendri *et al.*, 2021). By embracing the principles of Tri Hita Karana and drawing on indigenous knowledge, this research advocates for a holistic approach to eco-tourism, prioritizing environmental conservation, cultural preservation, and community empowerment. Through culturally authentic experiences, sustainable tourism models can benefit both visitors and local communities while preserving natural resources, inspired by the connections between ancient India and Bali as discussed in the study.

In essence, this research lays the groundwork for a more sustainable and equitable tourism industry in Bali. By intertwining ancient wisdom with contemporary initiatives, stakeholders can forge a deeper connection between tourists, host communities, and the natural world, ensuring a harmonious coexistence for generations to come.

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