
THE INFLUENCE OF THE APPLICATION OF SUSTAINABILITY ACCOUNTING PRINCIPLES IN CARRYING OUT ECOTOURISM ACTIVITIES IN COMPANIES IN BALI WITH THE CONCEPT OF TRI HITA KARANA

By

I Nyoman Sutapa¹, Ni Luh Putu Mita Miati², I Putu Gde Chandra Artha Aryasa³

^{1,2,3}Fakultas Ekonomi dan Bisnis Universitas Warmadewa

Email: ¹nymsutapa@warmadewa.ac.id

Article Info

Article history:

Received May 20, 2023

Revised June 19, 2023

Accepted July 27, 2023

Keywords:

Sustainability Accounting

Ecotourism

Tri hita karana

ABSTRACT

Ecotourism management can be interpreted as an effort to optimize the use of natural and cultural resources responsibly and sustainably, with the aim of meeting the needs of tourists and also providing benefits to the local community and the environment. Ecotourism management covers various aspects, such as environmental management, financial management, human resource management, infrastructure management, and the development of programs and activities in accordance with ecotourism principles. In ecotourism management, collaboration between the government, community, and private sector is needed to achieve the goal of sustainable tourism development. Bali has great potential to improve the welfare of local communities and preserve the environment, but there are still some problems in its implementation in Bali. Several researchers have conducted research on ecotourism management. The population in this study was 2,945 with a total of 100 samples taken which were distributed to several locations in BALI. Data Analysis Method using Partial Least Square (PLS). The results of this study conclude that sustainability accounting has a positive effect on ecotourism management and sustainability accounting with the concept of tri hita karana has no effect on ecotourism management.

This is an open access article under the [CC BY-SA](https://creativecommons.org/licenses/by-sa/4.0/) license.



Corresponding Author:

I Nyoman Sutapa,

Faculty of Economics and Business,

Warmadewa University,

Jl. Terompong No.24, Sumerta Kelod, Kec. Denpasar Tim., Kota Denpasar, Bali 80239.

Email: nymsutapa@warmadewa.ac.id

1. INTRODUCTION

Bali has a fairly high level of ecotourism because Bali has beautiful nature and unique culture. The ecotourism industry in Bali is growing rapidly and has become one of the important sectors for Bali's economy. Some factors that support the high level of ecotourism in Bali include; Natural Beauty: Bali has pristine and enchanting natural beauty, such as beautiful beaches, tropical forests, and green rice fields. Bali's nature is the main attraction for tourists who want to enjoy the beauty of nature and experience Balinese rural life. Unique Culture, Bali has a unique culture and customs and is still maintained today. Balinese culture is an attraction for tourists who want to learn about Balinese culture and traditions. Good Tourism Infrastructure, Bali has good tourism infrastructure, such as hotels and restaurants with international standards, easily accessible transportation, and complete recreational facilities. Availability of Tourist Attractions, Bali has many interesting tourist attractions, such as temples, national parks, and other natural attractions. Bali's tourist attractions offer a different experience for visiting tourists. Diverse Ecotourism Activities, Bali has many interesting ecotourism activities, such as trekking, diving, snorkeling, and exploring mangrove forests. Ecotourism activities in Bali offer an unforgettable experience for tourists who want to enjoy Bali's nature in a different

way. With these factors, Bali has become one of the main tourist destinations in Indonesia and even in the world. However, to maintain a high level of ecotourism, the government and people of Bali need to continue to maintain and preserve the natural beauty and culture of Bali so that it can still be enjoyed by future generations.

Although ecotourism in Bali has great potential to improve the welfare of local communities and preserve the environment, there are still some problems in its implementation in Bali. Some of the problems related to ecotourism in Bali include; Over-tourism: An increase in the number of tourists visiting Bali can cause over-tourism problems that threaten the sustainability of the environment and local culture. Lack of local community participation: Ecotourism development in Bali often does not involve local communities in decision-making, making it difficult to meet their needs and gain their support. Deterioration of environmental quality: Increased ecotourism activities in Bali, especially in areas prone to environmental damage such as beaches and mountains, can lead to a decrease in environmental quality such as damage to coral reefs and deforestation. Limited resources: Bali experiences limited resources such as water and energy, so the development of ecotourism that requires these resources must be managed wisely. Lack of regulation and monitoring: Ecotourism development in Bali still requires stricter regulation and continuous monitoring to ensure success in its implementation. Dependence on the tourism industry: Bali is overly dependent on the tourism industry as the main source of economic income, giving rise to imbalances in development and exacerbating economic and social inequalities.

Some examples of problems in the application of ecotourism in Bali are as follows; Over-tourism: In 2017, Bali recorded the number of tourists reaching 5.7 million people, an increase of about 2.8% compared to the previous year. This amount increases the burden on the environment, especially beaches and mountains, causing environmental damage. (Source: Bali Discovery, "Bali by the Numbers: December Arrival Figures Break 2017 Record," January 4, 2018). Lack of local community participation: A study by Windia and Sumadi (2019) shows that local community participation in ecotourism development in Bali is still lacking, making it difficult for communities to benefit from ecotourism development and obtain the necessary support. Deterioration of environmental quality: A study by Handayani, Aryanti, and Suryani (2019) shows that increased ecotourism activities in Bali, especially in areas prone to environmental damage such as beaches and mountains, can cause a decrease in environmental quality such as damage to coral reefs and deforestation. Limited resources: Bali experiences limited resources such as water and energy, so the development of ecotourism that requires these resources must be managed wisely. (Source: BPS Bali Province, "Profile of Natural Conditions of Bali Province," 2019). Lack of regulation and monitoring: A study by Arini and Sulistyawati (2018) shows that ecotourism development in Bali still requires stricter regulation and continuous monitoring to ensure success in its implementation. Dependence on the tourism industry: Bali relies too heavily on the tourism industry as its main source of economic income, giving rise to imbalances in development and exacerbating economic and social inequalities. (Source: The Jakarta Post, "The bitter truth about Bali's tourism boom," December 26, 2019).

Research on ecotourism in recent years is still being carried out, including research (Mulyana, 2019) on economic, social, and cultural empowerment in the community through the development of Ecotourism Business. Research (Hannan and Rahmawati 2020) Sustainable Pamekasan Tourism Development Strategy through the concept of ecotourism based on local wisdom. (Adharani et al. 2020) Application of the concept of ecotourism in Cihurip District, Garut Regency in the context of environmental protection and management. (Hartati et al. 2021) examined the economic value of mangrove ecotourism in Margasari Village, Labuhan Maringgai District, East Lampung Regency. (Ash'ari et al. 2021) Study of the Concept of Community-Based Ecotourism in Supporting Tourism Development. (Pudyatmoko et al. 2020)

Local Ecotourism Development. (Lim and Tan 2020) examined the participation of local communities in supporting ecotourism in National Park In Pahang, Malaysia. This study will re-examine the application of the concept of ecotourism in companies by applying sustainability accounting records with the concept of tri hita karana. In accounting, there is a concept that according to researchers can support the application of ecotourism, namely sustainability accounting (sustainability accounting) is an approach in accounting that considers the social, environmental, and economic impacts of business activities and organizations in the long term. The purpose of sustainability accounting is to ensure that relevant and accurate financial and non-financial information is used to holistically measure, manage and report on an organization's performance, including its impact on the environment and society.

With sustainability accounting, organizations can gain a better understanding of their impact on the environment and society and can take action to improve their sustainability performance. Sustainability accounting involves measuring, reporting, and verifying various sustainability indicators, such as greenhouse gas emissions, energy consumption, waste, and occupational safety. Sustainability accounting also seeks to consider social and environmental aspects in financial decision making and long-term business strategies. Sustainability accounting can assist in the management of ecotourism businesses by providing relevant financial and non-financial information, thus



enabling businesses to measure and monitor the economic, social, and environmental impacts of their operations. Thus, ecotourism organizations can make better decisions in managing their business with the aim of maintaining environmental sustainability and providing wider social benefits.

In the context of ecotourism, sustainability accounting can also help in reporting environmental and social performance to stakeholders, such as investors, customers, and governments. Transparent and accurate performance reporting can increase trust and support from stakeholders, which in turn can help ecotourism businesses achieve their sustainability goals.

In Balinese culture, people know the Tri hita Karana philosophy which can be associated with ecotourism and sustainability accounting. The concept of Tri Hita Karana is a philosophy or concept in Balinese culture that teaches that human welfare is determined by three things, namely human relations with God, human relationships with others, and human relationships with the surrounding nature. According to I Gede Arya Sugiarta in his book entitled "Thought and Development of the Tri Hita Karana Concept" (2015), Tri Hita Karana can be interpreted as "happiness created through the balance of relationships between humans and God, humans with fellow humans, and humans with nature. The philosophy of Tri Hita Karana can be used as the basis for the preparation of sustainability accounting. In this case, Tri Hita Karana can be used as a philosophical foundation in the preparation of sustainability accounting that integrates social, environmental, and economic aspects in business activities. Thus, sustainability accounting can take into account the long-term impact of a business and help a company achieve balanced and sustainable sustainability. with sustainability accounting reports that refer to the Tri Hita Karana philosophy seems to provide better information for companies in maintaining ecotourism in BALI.

2. RESEARCH METHOD

This study will describe how the level of application of ecotourism, and sustainability accounting in companies in BALI tested 2 hypotheses with the Partial Least Square (PLS) model. The stages of the process to be carried out in this study are depicted in the flow diagram in figure 1 as follows

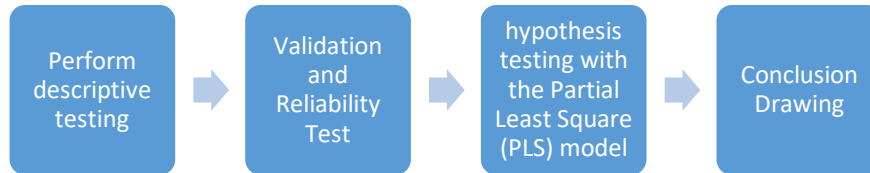


Figure 3.1 Research Flow Chart

The data in this study is primary data obtained by distributing questionnaires. The population in this study is companies engaged in the business of travel agencies, which is as many as 2,945 commercial tourism companies, more detailed data is presented in table 1

Table 1. Number of Private Tour Companies by category of tourism forms

Categories of Tourism	Sum
Artificial Tourism	958
Tirta Tourism	610
Nature Tourism	605
Theme & Recreation Parks	418
Cultural Tourism	256
Tourism Area	98
Total	2945

Source : Central Bureau of Statistics BALI 2021

From this data, in order to make it possible for researchers to process data, samples will be taken as many as 100 companies where this amount of data is still possible to process data with a minimum standard of quantitative research is as many as 30 samples. Sampling will be done randomly.

Data Analysis Method using Partial Least Square (PLS). PLS data analysis generally consists of 2 parts, namely measurement models and structural models (Barclay et al., 1995) in Santosa (2018; 154) (. The assessment of the measurement model basically explains the relationship between the latent variable and the indicator. The focus of this analysis is to see whether or not the requirements for reliability and validity of the data obtained from respondents are met before being used for further analysis. Hypothesis testing is tested with p value with the following conditions; Alternative hypothesis accepted p value < 0.05.

3. RESULTS AND ANALYSIS

3.1 Results

The results of reliability and validity testing in table 2 prove that this research questionnaire is declared valid and reliable in terms of value. Cronbach's Alpha is greater than 0.7 and the Average Variance Extracted (AVE) value is above 0.05.

Table 2
Validity and Reliability Test Results

	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
Sustainability accounting	0.743	0.839	0.836	0.566
Sustainability Accounting with the concept of tri hita karana	0.853	0.965	0.898	0.748
Ecotourism Management	0.761	0.765	0.833	0.501

Source : Data processed 2023

Based on the results of the bootstrapping test in table 3, it was found that the Supply Chain Characteristics had a significant effect on the application of sustainable accounting, while the Business Characteristics and the application of the company's accounting system partially had an insignificant influence.

Table 3
Test results by bootstrapping

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Sustainability accounting -> Ecotourism Management	0.345	0.386	0.112	3.09	0.002
Sustainability Accounting with the concept of tri hita karana -> Ecotourism Management	0.041	0.035	0.129	0.318	0.751

Sumber : Data diolah 2023

3.2 ANALYSIS

1) Sustainability accounting has a positive effect on ecotourism management

Increasingly applying sustainability accounting in ecotourism management has a significant positive impact on the effectiveness and quality of ecotourism management. By applying sustainability accounting can conduct Environmental Impact Monitoring, Resource Efficiency Improvement, Sustainability accounting not only focuses on environmental aspects, but also on social and economic impacts of ecotourism activities. This helps ensure that ecotourism management provides economic benefits to local communities and contributes to sustainable development.

2) Sustainability Accounting with the concept of tri hita karana has no effect on ecotourism management

Sustainability Accounting with the concept of "Tri Hita Karana" does not have a significant impact on ecotourism management. This is likely because the application of the concept of "Tri Hita Karana" in sustainability accounting practices is not in accordance with the operational reality or objectives of ecotourism companies.

4. CONCLUSION

Based on the results of this study can be concluded

- 1) Sustainability accounting has a positive effect on ecotourism management
- 2) Sustainability Accounting with the concept of tri hita karana has no effect on ecotourism management

This research still cannot prove the influence of Sustainability Accounting with the concept of tri hita karana has no effect on ecotourism management, researchers can then examine more deeply about indicators that can better represent Sustainability Accounting with the concept of tri hita.

ACKNOWLEDGEMENTS

We would like to thank the Faculty of Economics and Business, Warmadewa University for funding this research

REFERENCES

- [1] Adharani, Yulinda, Yusuf Saepul Zamil, Nadia Astriani, and Siti Sarah Afifah. 2020. "Penerapan Konsep Ekowisata Di Kecamatan Cihurip Kabupaten Garut Dalam Rangka Perlindungan Dan Pengelolaan Lingkungan." http://eprints.undip.ac.id/17774/1/imam_rudi_kurnia.
- [2] Asy'ari, Rifqi et al. 2021. "Kajian Konsep Ekowisata Berbasis Masyarakat Dalam Menunjang Pengembangan Pariwisata: Sebuah Studi Literatur." *Pariwisata Budaya: Jurnal Ilmiah Pariwisata Agama dan Budaya* 6(1): 10–19. <http://ejournal.ihdn.ac.id/index.php/PB/index>.
- [3] Hannan, Abd., and Fithriyah Rahmawati. 2020. "Strategi Pembangunan Pariwisata Daerah Pamekasan Berkelanjutan Melalui Konsep Ekowisata Berbasis Kearifan Lokal." *ENTITA: Jurnal Pendidikan Ilmu Pengetahuan Sosial dan Ilmu-Ilmu Sosial* 2(1): 97.
- [4] Hartati, Ferli, Rommy Qurniati, Indra Gumay Febryano, and Duryat Duryat. 2021. "Nilai Ekonomi Ekowisata Mangrove Di Desa Margasari, Kecamatan Labuhan Maringgai, Kabupaten Lampung Timur." *Jurnal Belantara* 4(1).
- [5] Lim, Evelyn, and Sok Hui Tan. 2020. "Local Community Participation In Ecotourism At National Park In Pahang, Malaysia." *factors that influence ecotourism* 83(2): 340–52. <https://www.researchgate.net/publication/344206480>.
- [6] Lovisceck, Vittoria. 2021. "Triple Bottom Line toward a Holistic Framework for Sustainability: A Systematic Review." *Revista de Administração Contemporânea* 25(3): 1–11. <https://www.proquest.com/scholarly-journals/triple-bottom-line-toward-holistic-framework/docview/2483973152/se-2>.
- [7] Mulyana, Eldi. 2019. "Upaya Pemberdayaan Ekonomi, Sosial Dan Budaya Pada Masyarakat Melalui Pengembangan Bisnis Ekowisata." *business innovation & Entrepreneurship Journal* 1(1): 38–44.
- [8] Pudyatmoko, Satyawan et al. 2020. 14 *Jurnal Ilmu Kehutanan Partisipasi Masyarakat Lokal Dalam Pengembangan Ekowisata Local Communities Participation in Ecotourism Development* HASIL PENELITIAN Riwayat Naskah. <https://jurnal.ugm.ac.id/jikfkt>.
- [9] Putra, A. W., Dewi, N. P. S., & Wardhani, P. A. D. P. (2018). Ecotourism in Bali: Benefits and challenges for local communities. *International Journal of Social Sciences and Humanities*, 2(1), 25-33.
- [10] Handayani, I. G. A. K. R., Aryanti, N. M., & Suryani, N. L. (2019). Exploring ecotourism in Bali: Understanding tourists' perceptions and behaviors. *Journal of Environmental Management and Tourism*, 10(3), 495-506.
- [11] Suriastini, N. W. (2015). Sustainable tourism in Bali: Developments and challenges. *Journal of Sustainable Tourism*, 23(7), 979-996.
- [12] Bali Discovery. (2018, 4 Januari). Bali by the Numbers: December Arrival Figures Break 2017 Record. Diakses pada 18 Maret 2023, dari <https://www.balidiscovery.com/news/bali-by-the-numbers-december-arrival-figures-break-2017-record>
- [13] Windia, W., & Sumadi, K. (2019). Community-Based Ecotourism in Bali: Between Idealism and Reality. *Bali Journal of Sociology and Humanities*, 2(1), 47-60.
- [14] Handayani, I. G. A. K. R., Aryanti, N. M., & Suryani, N. L. (2019). Exploring ecotourism in Bali: Understanding tourists' perceptions and behaviors. *Journal of Environmental Management and Tourism*, 10(3), 495-506.

THIS PAGE IS INTENTIONALLY LEFT BLANK