

MUNINJAYA, ANAK AGUNG

Retired Professor, Udayana University, INDONESIA

Panel 4.2: Explorations in Ethics

Tri Hita Karana: Balinese Philosophy in a Global Perspective

Tri Hita Karana (THK) is the basic Balinese philosophy of living happily which is consisted of three main elements i.e. balanced relationship between man to God, man to other human fellows and other living beings, and man to the environment. It was formulated in 1967 by Balinese intellectuals based on Veda. The *THK* philosophy enriches Balinese traditional way of living, and this makes Bali a unique culture today.

Bali as a popular tourist destination has capitalized its unique cultural assets. Tourism is therefore the main trigger of Bali economic development. Since last twenty-five years, all hotels managements in Bali have been reviewed annually by *THK* team using *THK* key performance indicators. Contested idea to this day is whether or not to maintain the unique Balinese culture as the main tourist attraction.