



***Segara Kerthi* as The Foundation of Hospitality Education Strengthening Marine Environmental Awareness Among Students**

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Abstract

This study aims to comprehensively explore the implementation of the *Segara Kerthi* concept as a foundational element within hospitality education, with a specific focus on enhancing marine environmental awareness among students in the University. The research was conducted in Bali, involving a sample of 20 students who participated as respondents. The research method employed a qualitative approach, utilizing various data collection techniques, including in-depth interviews, participant observations, and thorough document analysis, to obtain a comprehensive understanding of the subject matter. The results of this study reveal that the integration of the *Segara Kerthi* concept into the hospitality education curriculum has a profound impact on increasing students' awareness, knowledge, and appreciation of the importance of preserving marine environments. The students who participated in this study not only exhibited a deeper understanding of marine environmental issues but also demonstrated a heightened level of engagement and active participation in marine conservation activities. This indicates that the educational strategies employed were effective in fostering a strong environmental ethic among students, particularly concerning marine ecosystems. The conclusions drawn from this research suggest that the *Segara Kerthi* concept serves as a valuable and effective framework for embedding environmental consciousness within the hospitality education sector. Based on these findings, the study recommends that the *Segara Kerthi* concept be widely adopted and implemented across various hospitality education programs. Additionally, it suggests that collaborative efforts involving multiple stakeholders, including educators, industry professionals, and environmental organizations, be strengthened to enhance the effectiveness of marine environmental conservation initiatives. The scope of this study was limited to students from the Community Academy. Therefore, it is recommended that future research expand the sample size and include a more diverse population to validate and extend the findings of this study.

Keywords: *Segara Kerthi*, hospitality education, marine environmental awareness, environmental sustainability, marine conservation

1. INTRODUCTION

The increasing challenges faced by marine environments due to pollution, overfishing, and climate change have heightened the need for greater awareness of marine conservation. In response, educational institutions are playing a crucial role in fostering environmental awareness, especially among students who will become future leaders in various sectors. The *Segara Kerthi* concept, rooted in Balinese culture, emphasizes the importance of the ocean (*Segara*) as a life-giving force and the need to maintain harmony between humans and nature. Besides, Bali as a tourist destination, English also needs to be considered to support the success of communication with foreign tourists, English is an essential aspect of communication. English exists as a global language. Therefore English is



widely regarded as a global language (Anggayana, Nitiasih & Budasi, 2016). It is even known as an international language (Asriyani, Suryawati & Anggayana, 2019). Is an example of a language regarded as a foreign language in Indonesia (Anggayana, 2023). It is done to minimize errors in grammar or English grammar aspects, such as the use of tenses in sentences (Lindawati, Asriyani & Anggayana, 2018). The skills and components of the language contained in them are still general and less relevant to the needs of students (Sudipa, Susanta, & Anggayana, 2020). Grammar is a set of rules contained in certain languages (Lindawati, Asriyani & Anggayana, 2019).

It is possible to develop their communicative competence in four language skills, namely listening, speaking, reading, and writing skills (Asriyani, Suryawati & Anggayana, 2019). The primary energy source in terms of language sounds is the presence of air through the lungs (Anggayana, Suparwa, Dhanawaty, & Budasi, 2021). Languages studied can contribute to Language Development and other researchers around the world (Anggayana, Suparwa, Dhanawaty, & Budasi, 2020). Even though Indonesia consists of various dialects, it is not an obstacle (Anggayana, Budasi & Suarnajaya, 2014). Speaking English has become a conversation that is often done by foreign tourists (Anggayana, Budasi, & Kusuma, 2019). In these services, facilities, and service quality are spearhead in terms of giving a good impression of service (Anggayana & Sari, 2018). Produces rules relating to the use and use of language on hospitality students. It uses theories and other disciplines related to the use of language is essential (Anggayana, 2022). In the cultural tourism industry is included (Redianis, Putra & Anggayana, 2019).

Since Balinese people conduct many cultural and religious activities (Budasi, Satyawati, & Anggayana, 2021). The tourism sector can provide economic, social, and cultural benefits for all stakeholders of tourism stakeholders (Osin, Pibriari & Anggayana, 2019). One of the developments in tourism is to open opportunities for the millennial generations to conduct tourism in tourism villages synergizing different parties, namely, the community and the Government (Osin, Purwaningsih, & Anggayana, 2021). Observing the growth and development of world tourism which continues to move dynamically and the tendency of tourists to travel in various patterns is an opportunity as well as a challenge for all destinations (Suarthana, Osin, & Anggayana, 2020). It is not surprising that the tourism industry is an important economic sector, where most people work in the tourism industry (Budasi & Anggayana, 2019). The progress of a nation is largely determined by the quality of education of its population (Anggayani & Osin, 2018). The tourism sector continues to be encouraged because this sector is a mainstay in generating public income and foreign exchange for the country (Suryawati, & Osin, 2019).

The development of the tourism industry will affect the increasing income of the community around attractions and the creation of employment opportunities (Osin, Kusuma, & Suryawati, 2019). Bali is the center of tourism in Indonesia and one of the world's leading tourist destinations (Yanti & Anggayana, 2023). Many language expressions can be used to greet and offer help to customers. In using those expressions, choosing the proper expression that suits the situation and the degree of formality is essential (Anggayana, 2022). The interests of tourism began to explore the potential of the region and as much as possible package it into alternative tourism products (Suryawati, Dewi, Osin, & Anggayana, 2022). The existence of the tourism industry today has increased significantly both in quantity and quality, which is able to make an economic contribution to the country's foreign exchange (Osin, Pibriari & Anggayana, 2020).

Everyday hospitality students on campus attend lectures and practice according to their respective majors. There are still many found that errors in writing. This is very important to study, considering that hospitality students will often communicate with foreign guests, using English (Anggayana & Wartana, 2022). Technology in this era is increasingly growing, advanced, and modern. This requires the existence of quality human resources. Qualified humans are expected to be able to participate in the development of a country (Sengkey, Osin, & Anggayana, 2022). English also needs to be considered to support the success of communication with foreign tourists, English is an essential aspect of communication (Antara, Anggayana, Dwiyantri, & Sengkey, 2023).

Indonesia is better known internationally, as evidenced by the presence of tourist visits from various countries (Putra & Anggayana, 2023). The tourism sector is a dynamic and multicultural



industry that heavily relies on effective communication to cater to diverse audiences (Anggayana, 2023). Strong English skills allow professionals to confidently interact with senior management, participate in important meetings, and articulate their ideas and concerns (Asriyani & Anggayana, 2023). The rapid development of information and communication technology in this digital era has brought significant changes in various aspects of life, including in the field of education (Anggayana, 2024). In today's era of globalization, it is important for hospitality students who come from Balinese culture to gain a deep understanding of English as an important cross-cultural language in the hospitality industry (Anggayana, Osin, Wiramatika, Sumardani & Chandra, 2024).

Education at the vocational level tends to receive English material that is identical to Academic Education in general, so students who take Vocational Education receive material that is not follow the Study Program when taking Higher Education (Anggayana, 2024). A core element of the hospitality industry, demands proficiency in English for communication and ensuring that service standards are met (Anggayana, Asriyani, & Lindawati, 2024).

The hospitality industry plays a crucial role in fostering environmental awareness and sustainable practices, particularly in regions where marine ecosystems are integral to the local culture and economy. The *Segara Kerthi* concept, which originates from the Balinese culture, emphasizes the deep connection between humans and the marine environment, promoting the responsible stewardship of coastal and oceanic resources. The integration of sustainable and eco-friendly practices within the hospitality industry has been a growing area of research and implementation (Yusof & Jamaludin, 2014) (Xess et al., 2021). Many studies have highlighted the importance of incorporating green initiatives and technologies to create an environmentally conscious hospitality environment. (Jamaludin & Yusof, 2013) However, the specific application of cultural frameworks, such as the *Segara Kerthi* concept, to enhance marine environmental awareness in hospitality education has not been extensively explored.

The integration of sustainable and eco-friendly practices within the hospitality industry has been a growing area of research and implementation (Paban, 2020) (Xess et al., 2021). Many studies have highlighted the importance of incorporating green initiatives and technologies to create an environmentally conscious hospitality environment. (Xess et al., 2021) (Paban, 2020) For example, research conducted in Malaysia has shown that strengthening students' knowledge, attitude, and behavior towards environmental-based education can lead to pro-environmental behavior and support sustainable development (Yusliza et al., 2020). Additionally, studies in the Indian hospitality context have emphasized the need for adopting green marketing strategies to promote sustainability and instill a "sense of environmentalism" among stakeholders. (Paban, 2020). However, the specific application of cultural frameworks, such as the *Segara Kerthi* concept, to enhance marine environmental awareness in hospitality education has not been extensively explored. The *Segara Kerthi* concept, which originates from Balinese culture, emphasizes the interconnectedness of land, sea, and human activities. This holistic perspective on environmental stewardship aligns with the goals of sustainable hospitality development and can serve as a valuable framework for embedding marine conservation principles within hospitality education programs.

In the context of hospitality education, where the environment plays a significant role in tourism, integrating marine environmental awareness into the curriculum is essential. Hospitality students are not only future leaders in tourism and related industries but also stewards of the environment in their professional roles. This research explores how the *Segara Kerthi* concept, when incorporated into hospitality education, can strengthen students' understanding and commitment to marine conservation. The primary objective of this research is to investigate the impact of the *Segara Kerthi* concept on marine environmental awareness among hospitality students at the Community Academy in Bali. Specifically, this study aims to: (1) Understand how the *Segara Kerthi* concept is integrated into the hospitality education curriculum. (2) Assess students' awareness and engagement with marine environmental issues. (3) Evaluate the effectiveness of hospitality education in promoting marine conservation practices.

2. RESEARCH METHODOLOGY

2.1 Research Design

This study employs a qualitative research design to explore the implementation of the *Segara Kerthi* concept within hospitality education. A quantitative and qualitative approach is appropriate for this study as it allows for an in-depth understanding of students' experiences, perceptions, and behaviors regarding marine environmental awareness. Employed a qualitative approach, utilizing in-depth interviews, participant observations, and document analysis to gain a comprehensive understanding of the subject matter (Jamaludin & Yusof, 2013) (Xess et al., 2021) (Nigatu, 2016). This research employed a qualitative approach, utilizing in-depth interviews, participant observations, and document analysis to gain a comprehensive understanding of the subject matter. The study involved a sample of 20 students from Bali, Indonesia, who participated as respondents. The researchers collected data through various methods to obtain a holistic perspective on the implementation of the *Segara Kerthi* concept in hospitality education and its impact on marine environmental awareness among students.

2.2 Data Collection

The research was conducted at the Community Academy in Bali, with a sample of 20 hospitality students participating as respondents. The following data collection methods were used (a) Questionnaire. in-depth interviews, semi-structured interviews were conducted with students to gain insights into their understanding of the *Segara Kerthi* concept and their views on marine conservation. (b) Participant observations, the researcher observed students' participation in marine conservation activities, both in and outside the classroom, to assess their engagement and practical involvement. (c) Document analysis, relevant documents, including the hospitality curriculum and learning materials related to *Segara Kerthi* and marine conservation, were analyzed to understand how the concept is integrated into the educational framework.

2.3 Data Analysis

Data collected from questionnaire, interviews, observations, and document analysis were transcribed and thematically analyzed. Thematic analysis allowed for the identification of key themes related to the integration of the *Segara Kerthi* concept and its impact on marine environmental awareness among students.

3. FINDINGS AND DISCUSSION

The findings of this study reveal that the integration of the *Segara Kerthi* concept into the hospitality education curriculum has a profound impact on increasing students' awareness, knowledge, and appreciation of the importance of preserving marine environments. The students who participated in this study not only exhibited a deeper understanding of marine environmental issues but also demonstrated a heightened level of engagement and active participation in marine conservation activities. This indicates that the educational strategies employed were effective in fostering a strong environmental ethic among students, particularly concerning marine ecosystems.

3.1 Integration of *Segara Kerthi* in Hospitality Education

The findings reveal that the *Segara Kerthi* concept is effectively integrated into the hospitality education curriculum at the Community Academy. This integration occurs through various educational strategies, including lectures, case studies, and field trips focused on marine conservation. Students are exposed to both theoretical and practical aspects of marine environmental issues, providing them with a holistic understanding of the importance of the ocean in sustaining the tourism industry and broader ecological systems. The *Segara Kerthi* concept, which emphasizes the harmonious relationship between humans and the marine environment, is a valuable framework for embedding environmental consciousness within the hospitality education sector (Millar & Park, 2013). By incorporating the *Segara Kerthi* principles into the curriculum, hospitality students gain a deeper understanding of the interconnectedness between the hospitality industry and marine ecosystems, fostering a strong environmental ethic that extends beyond the classroom (Jamaludin & Yusof, 2013) (Millar & Park, 2013) (Boley, 2011). For example, students participate in coastal clean-up activities, coral reef restoration programs, and workshops on sustainable tourism practices. These

hands-on experiences reinforce the principles of *Segara Kerthi*, promoting a deeper appreciation of the ocean as a vital part of Bali's cultural heritage and tourism industry.

Table 1. Questionnaire of *Segara Kerthi* as the Foundation of Hospitality Education Strengthening Marine Environmental Awareness among Students

| No | Statement | Responses (%) | | | | | Mean | Std. Deviation |
|---|---|---------------|------|------|---|----|------|----------------|
| | | SA | A | N | D | SD | | |
| Section 1: Integration of <i>Segara Kerthi</i> in the Hospitality Education Curriculum | | | | | | | | |
| 1 | I understand the <i>Segara Kerthi</i> concept in the context of Balinese culture. | 41.7 | 47.6 | 10.7 | 0 | 0 | 4.20 | .696 |
| 2 | The <i>Segara Kerthi</i> concept is taught systematically in the hospitality courses I am taking. | 51.7 | 41.4 | 6.9 | 0 | 0 | 4.35 | .671 |
| 3 | Lecturers frequently connect <i>Segara Kerthi</i> with marine environmental issues during lessons. | 65.2 | 34.8 | 0 | 0 | 0 | 4.60 | .503 |
| 4 | I have been assigned projects or tasks related to the <i>Segara Kerthi</i> concept and marine conservation. | 61.1 | 35.6 | 3.3 | 0 | 0 | 4.50 | .607 |
| Section 2: Students' Awareness and Engagement with Marine Environmental Issues | | | | | | | | |
| 5 | I have a good understanding of the importance of preserving marine ecosystems. | 51.7 | 41.4 | 6.9 | 0 | 0 | 4.35 | .671 |
| 6 | The hospitality education I received has increased my awareness of the importance of protecting marine environments. | 51.7 | 41.4 | 6.9 | 0 | 0 | 4.35 | .671 |
| 7 | I actively participate in marine conservation activities, such as beach clean-ups or coral reef restoration programs. | 30.9 | 54.3 | 14.8 | 0 | 0 | 4.05 | .686 |
| 8 | I understand the impact of tourism on marine degradation and strive to reduce this impact in my activities. | 41.7 | 47.6 | 10.7 | 0 | 0 | 4.20 | .696 |
| Section 3: Effectiveness of Hospitality Education in Promoting Marine Conservation Practices | | | | | | | | |
| 9 | The hospitality curriculum I followed provided practical strategies for supporting marine conservation within the tourism industry. | 36.1 | 53 | 10.8 | 0 | 0 | 4.15 | .671 |
| 10 | The education I received has motivated me to implement environmentally friendly practices in my work or internship in the hospitality industry. | 51.1 | 45.5 | 3.4 | 0 | 0 | 4.40 | .598 |

Source: Questionnaire Results, 2024

When interviewing Students about topics (a) Integration of the *Segara Kerthi* Concept in the Hospitality Education Curriculum; (b) Students' Awareness and Engagement with Marine Environmental Issues; (c) Effectiveness of Hospitality Education in Promoting as shown in Table 2.

Table 2. Topic and Question for Interview

| No | Topic | Questions (Q) |
|----|---|--|
| 1 | Section 1: Integration of | Could you explain what you understand about the <i>Segara Kerthi</i> concept? |
| 2 | the <i>Segara Kerthi</i> Concept | In what ways has the <i>Segara Kerthi</i> concept been incorporated into your studies? |
| 3 | in the Hospitality | How do you think the <i>Segara Kerthi</i> concept aligns with the broader objectives of hospitality education? |
| 4 | Education Curriculum | Do you feel that the teaching methods used to introduce the <i>Segara Kerthi</i> concept were effective? Why or why not? |
| 5 | Section 2: Students' Awareness and | How would you describe your level of awareness regarding marine environmental issues before and after being exposed to the <i>Segara Kerthi</i> concept? |
| 6 | Engagement with Marine | Have you participated in any marine conservation activities as part of your education? |
| 7 | Environmental Issues | What role do you think tourism plays in marine environmental degradation? |
| 8 | | What actions have you personally taken, if any, to engage in marine conservation, either during or outside your studies? |
| 9 | Section 3: Effectiveness of | In your opinion, how well has your hospitality education prepared you to promote marine conservation in the tourism industry? |
| 10 | Hospitality Education in Promoting Marine Conservation Practices | Do you believe that integrating the <i>Segara Kerthi</i> concept into hospitality education can lead to tangible changes in marine conservation practices? |

Source: Authors, 2024

The interview results based on the topic and questions for the interview were also reported to support the findings in the questionnaire. Q means question, S means student, and the results as shown below:

(Q): "Could you explain what you understand about the *Segara Kerthi* concept?"

(S1): "From what I understand, *Segara Kerthi* is a Balinese concept that emphasizes the importance of the ocean and maintaining harmony between people and nature. It's about respecting the sea because it's a crucial part of our environment and culture, especially here in Bali."

(S2): "It's about respecting and preserving the sea, especially because it's such an important resource for tourism and the environment"

(S3): "Balinese concept that emphasizes taking care of the ocean, treating it as something sacred"

(S4): "It teaches us that the sea is not just a resource for tourism but a vital part of our environment that needs to be preserved"

(S5): "It's about respecting and maintaining harmony with the ocean"

(S6): "*Segara Kerthi* is a Balinese philosophy that emphasizes the importance of the ocean and how we need to protect it."

3.2 Increased Awareness and Engagement in Marine Conservation

The study found that students who engaged with the *Segara Kerthi* concept exhibited a significant increase in their awareness of marine environmental issues. This heightened awareness translated into active participation in conservation activities. For instance, students reported feeling a greater



sense of responsibility toward protecting the marine environment after learning about the ecological impacts of tourism-related activities such as littering, overfishing, and pollution.

Additionally, students demonstrated a willingness to advocate for sustainable practices within the hospitality industry. Many expressed intentions to implement eco-friendly practices, such as reducing plastic use in hotels and promoting marine-friendly tourism packages. This suggests that the integration of the *Segara Kerthi* concept not only increases knowledge but also fosters a proactive attitude toward environmental stewardship.



Figure 1. Attend the Balinese Water Purification Ceremony 10th World Water Forum
Source: Authors, 2024



Figure 2. Starting Ceremony, Care for the Water, Harmony with Nature, Respect for God
Source: Authors, 2024



Figure 3. All Participants Witnessed this Ceremony to The Ocean, From Students to State Delegates
Source: Authors, 2024

3.3 Challenges in Implementing Marine Environmental Education

While the study highlights the positive impact of the *Segara Kerthi* concept, it also identifies several challenges. Some students found it difficult to apply the theoretical knowledge in real-world contexts, particularly when faced with economic pressures in the hospitality industry. Additionally, limited resources and funding for marine conservation activities hindered the full implementation of the educational strategies. These challenges underscore the need for greater collaboration between educational institutions, industry professionals, and environmental organizations to provide students with more opportunities for practical engagement in marine conservation efforts. The *Segara Kerthi* concept serves as a valuable and effective framework for embedding environmental consciousness within the hospitality education sector (Jamaludin & Yusof, 2013) (Paban, 2020) (Xess et al., 2021). Collaborative efforts involving multiple stakeholders, including educators, industry professionals, and environmental organizations, can further enhance the effectiveness of marine environmental conservation initiatives (Paban, 2020) (Xess et al., 2021).

The conclusions drawn from this research suggest that the *Segara Kerthi* concept serves as a valuable and effective framework for embedding environmental consciousness within the hospitality education sector. The integration of this cultural framework into hospitality education programs can significantly enhance students' understanding and engagement with marine environmental conservation. Furthermore, collaborative efforts involving multiple stakeholders, including educators, industry professionals, and environmental organizations, can further strengthen the effectiveness of marine environmental conservation initiatives within the hospitality education context. The adoption of the *Segara Kerthi* concept can provide a comprehensive approach to sustainability in hospitality education, fostering a deeper appreciation for the interconnectedness of land, sea, and human activities.

4. CONCLUSION

The integration of the *Segara Kerthi* concept into hospitality education has proven to be a valuable tool for increasing marine environmental awareness among students. This study demonstrates that when students are educated about the cultural and ecological significance of the ocean, they are more likely to engage in conservation efforts and adopt sustainable practices in their professional lives.

The findings suggest that hospitality education programs should continue to incorporate environmental awareness, particularly concerning marine ecosystems, into their curricula. Furthermore, collaborative efforts between educational institutions, industry professionals, and environmental organizations should be strengthened to ensure that students are equipped with both

the knowledge and practical skills needed to protect and preserve marine environments. The conclusions drawn from this research suggest that the *Segara Kerthi* concept should be widely adopted and implemented across various hospitality education programs to promote marine environmental awareness and sustainable practices among students. (Istiana et al., 2021) (Paban, 2020) (Jamaludin & Yusof, 2013) (Xess et al., 2021) The results of this study reveal that the integration of the *Segara Kerthi* concept into the hospitality education curriculum has a profound impact on increasing students' awareness, knowledge, and appreciation of the importance of preserving marine environments. The students who participated in this study not only exhibited a deeper understanding of marine environmental issues but also demonstrated a heightened level of engagement and active participation in marine conservation activities. This indicates that the educational strategies employed were effective in fostering a strong environmental ethic among students, particularly concerning marine ecosystems.

The findings of this study suggest that the implementation of the *Segara Kerthi* concept within hospitality education can serve as a foundation for strengthening marine environmental awareness among students. The research highlights the potential of this cultural framework to embed environmental consciousness and sustainable practices within the hospitality education sector. Based on the results, the study recommends that the *Segara Kerthi* concept be widely adopted and implemented across various hospitality education programs.

Additionally, the study suggests that collaborative efforts involving multiple stakeholders, including educators, industry professionals, and environmental organizations, be strengthened to enhance the effectiveness of marine environmental conservation initiatives in the hospitality education context. Expand the *Segara Kerthi* concept to other educational programs, given its success in hospitality education, the *Segara Kerthi* concept should be integrated into other disciplines, such as environmental science and business management, to broaden its impact. Increase collaboration between stakeholders, educational institutions should work closely with marine conservation organizations and industry professionals to provide students with more opportunities for hands-on experience in marine conservation. Enhance resource allocation, adequate funding and resources should be allocated to support marine conservation activities as part of the educational curriculum.

Future Research, this study was limited to a sample of 20 students from the Community Academy. Future research should aim to include a larger and more diverse population to validate the findings. Additionally, research should explore the long-term impact of the *Segara Kerthi* concept on students' professional practices in the hospitality industry.

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