

THE IMPLEMENTATION OF THE GREEN HOTEL CONCEPT IN BALI

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Abstract. *This research was conducted to evaluate the implementation of the concept of eco-friendly hotels in Bali. Data was collected from 50 hotel accommodations in Bali using purposive sampling technique. The results showed that the use of eco-friendly products (95.73%) ranked first, while the indicator with the lowest percentage was the development of human resources (55.31%). This study provides an overview that the implementation of the concept of eco-friendly hotels in Bali has achieved most of the indicators well, although there are still some aspects that need to be improved. The results of this study can be used as a basis for improving and enhancing the performance of hotels in promoting eco-friendly practices in the future. This is expected to provide benefits for sustainable tourism industry in Bali as well as the Balinese community as a whole.*

Keywords: *green hotel, perception, Bali*

1. INTRODUCTION

The tourism sector in Indonesia has witnessed substantial growth due to the country's stable economic and political conditions. Indonesia has emerged as a sought-after destination for both domestic and international tourists. The National Tourism Balance Sheet (Nesparnas) reports a significant rise in the number of foreign and domestic visitors between 2014 and 2015, with an average annual growth rate of 3-5%. With the President's ambitious target of attracting 20 million foreign tourists in 2019, achieving this goal requires concerted efforts from all stakeholders, including hotels and accommodations, to provide high-quality tourism products and services.

The increase in tourist numbers should be accompanied by improvements in the quality and quantity of infrastructure in Indonesia. However, the tourism industry is susceptible to environmental challenges, particularly the pressing issue of global warming. As a vital component of the tourism sector, the hotel industry plays a pivotal role in fostering environmentally friendly and sustainable practices. The growing trend of embracing a green lifestyle has catalyzed significant transformations in the business landscape, necessitating environmentally conscious business strategies.

The hotel industry has become a key focal point as hotels directly impact the environment and consume substantial natural resources. On average, each hotel generates 160-220 kilograms of CO₂ emissions per square meter of room space per floor annually. UN studies reveal that the hotel industry contributes over 5% of global CO₂ emissions. Additionally, the average water consumption per guest per night ranges from 170-440 liters in five-star hotels, while solid waste production amounts to approximately 1 kilogram per guest per night.

The Ministry of Tourism of the Republic of Indonesia has shown a strong commitment to educate the tourism sector, especially the hotel industry, about mitigating

the impact of global warming through the "Green" movement. This movement encourages hotel businesses to embrace environmentally friendly principles, including water and energy conservation, the use of eco-friendly materials, and waste reduction. Such a paradigm shift is essential to create a market that values environmental sustainability and strives to protect the planet. Intense competition among hotels, particularly within the ASEAN region, has prompted the establishment of "Green Hotel Standards" as environmental benchmarks. Following the lead of ASEAN, the Indonesian hotel industry must exhibit commitment and initiative, which are positive phenomena for tourism development that not only generate foreign exchange but also enhance the nation's image.

To position Indonesia favorably within ASEAN, early preparations for Indonesian representatives are crucial. These preparations involve the development of guidebooks and implementation guidelines for "Green Hotels" in Indonesia. These resources will be accompanied by comprehensive and intensive introductory socialization activities, rigorous and credible selection processes, and accountability measures. These efforts will drive the implementation of eco-friendly hotel practices, as endorsed by the International Tourism Partnership. The concept of environmentally friendly hotels encompasses various initiatives, such as efficient water and energy systems, waste recycling programs, renewable energy utilization, responsible procurement of supplies and organic products, waste management, and employee empowerment programs focused on environmental preservation.

Hotels that adopt and promote eco-friendly practices can enjoy numerous benefits, including cost savings, a competitive edge in the industry, enhanced employee performance, increased customer satisfaction, and compliance with government regulations. Ultimately, these hotels will experience long-term advantages, such as improved market positioning and reduced risks associated with corporate responsibility and governance, safeguarding against future losses.

Bali, renowned worldwide as a popular destination, offers a range of accommodation options for tourists. Most accommodations in Bali have been recognized for their environmentally friendly practices, evident through the Green Hotel awards and the Tri Hita Karana Awards received by several hotels in Sanur in 2015. In 2017, Bali was home to 13,155 hotels, including 5-star, 4-star, and 1-3 star hotels, boutique hotels, and budget accommodations (source: balitribune.co.id)

2. LITERATURE REVIEW

2.1 Green Hotel Concept

The Green Hotel concept is a forward-thinking approach aimed at reducing the negative environmental impact of accommodations while simultaneously improving economic and social performance through the implementation of eco-friendly practices. Hotels that embrace this concept are also referred to as eco-friendly or environmentally conscious establishments.

The Green Hotel concept encompasses various elements, which include:

1. Toilet system arrangements: integrating water-saving flush toilets and wastewater treatment systems.
2. Energy and water efficiency: utilizing energy-saving technologies like LED lights, solar water heaters, and other innovative solutions.
3. Recycling programs and products: optimizing the use of recyclable materials and minimizing the consumption of environmentally harmful products.
4. Utilization of renewable energy systems: harnessing renewable energy sources such as solar, wind, or hydro power.
5. Irrigation systems: adopting eco-friendly technologies for irrigation and water treatment.
6. Selection of green suppliers and organic products: prioritizing environmentally friendly and sustainable suppliers and products.
7. Waste management: ensuring effective treatment and disposal of hotel waste.
8. Employee empowerment programs: involving employees in environmental conservation efforts and promoting sustainable hotel practices.

By implementing the Green Hotel concept, hotels have enjoy several advantages, including cost savings, increased customer satisfaction and loyalty, improved market positioning, and reduced risks associated with corporate responsibility and governance, thereby avoiding potential losses in the future.

There are three fundamental reasons for embracing the Green Hotel concept in the tourism industry of Indonesia:

1. Tourism, including hotels, has a responsibility to contribute to carbon emission reduction, energy conservation, and water preservation to address the challenges of climate change resulting from global warming. Additionally, hotels should prioritize the use of environmentally friendly materials.
2. Energy savings in electricity, water, and fuel aim to reduce operational expenses for hotels.
3. There is a societal demand for businesses, including hotels, to actively participate in energy conservation and environmental awareness.

The Green Hotel Award 2013 consists of ten evaluation criteria, covering aspects such as land use, energy consumption, water conservation, use of eco-friendly materials, air quality, waste management, green purchasing, hotel management, food management, and corporate social responsibility (CSR).

According to the ASEAN Tourism Standards, a Green hotel is defined as an environmentally friendly establishment that utilizes renewable energy. Green hotels are assessed based on the following criteria:

Implementing environmentally friendly strategies in hotel operations and maintenance.

1. *Using eco-friendly products.*
2. *Demonstrating care for the surrounding community.*
3. *Having a workforce that understands and values the environment.*
4. *Practicing effective waste management.*
5. *Achieving high energy efficiency.*
6. *Demonstrating high water efficiency.*
7. *Ensuring good indoor air quality.*
8. *Controlling noise levels.*
9. *Implementing wastewater treatment.*
10. *Using non-toxic materials.*

In conclusion, a Green hotel is designed in alignment with principles of green architecture, prioritizing energy efficiency, and harmonizing the tourism sector with ecological considerations.

3. RESEARCH METHODS

In this study, an investigation was conducted that centered on a diverse set of 47 hotels situated in Bali, incorporating establishments that had adopted green hotel standards as well as those that had not. To ensure a well-rounded and representative sample, a purposive sampling method was implemented, specifically targeting accommodations within the region. The research team employed a comprehensive range of data collection techniques, including extensive surveys, interviews, on-site observations, and thorough literature reviews. This meticulous approach provided a holistic grasp of the subject under examination.

The gathered data then underwent an intricate analysis process employing the qualitative descriptive data analysis technique. This particular methodology involved presenting the field-acquired information in a written format, enabling a meticulous and thorough examination. By employing this approach, the researchers were able to unearth valuable insights into the present state of environmentally friendly practices within Bali's hotel industry. The qualitative nature of the analysis facilitated a deeper comprehension of the subtle nuances and complexities associated with the implementation of green hotel standards, shedding light on both successful endeavors and areas requiring enhancement.

4. RESULTS AND DISCUSSION

4.1 Data Description

This study involved 47 hotels as participants, selected based on the following criteria:

Table 1. Number of Sampling Hotel

No	Hotel Catagory	Number	%
1	¹ Star Hotel	8	16,0
2	² Star Hotel	11	22,0
3	³ Star Hotel	31	62,0
	Total	50	100

According to the findings presented in Table 1, it can be observed that the majority, comprising 62.0 percent, of the hotels fell under the 3-star classification. The 2-star hotels constituted a significant portion, representing 22.0 percent, while the remaining 16.0 percent comprised the 1-star hotels. These percentages shed light on the distribution of star ratings among the sampled hotels, providing valuable insights into the categorization of accommodations in the study.

4.2 Discussion

Evaluating the execution of Green Hotels in Bali necessitates an assessment of diverse aspects through 11 indicators. These indicators encompass a range of areas related to environmental sustainability and responsible practices within hotel operations. They include the formulation and execution of environmental policies, utilization of eco-friendly products, collaboration with local communities and organizations, development of human resources, management of solid waste, implementation of energy and water efficiency measures, maintenance of air quality, control of air pollution, treatment and management of wastewater, and appropriate disposal of chemical and toxic waste.

Table 2 illustrates the evaluations and perceptions of each hotel based on these indicators, providing a comprehensive overview of the level of accomplishment in implementing Green Hotels in Bali. By assigning values to each indicator during the assessment, a meticulous analysis can be conducted to gauge the hotels' performance in terms of their environmental commitments and sustainable practices.

**Table 2
The Average Value of Hotel Ratings and Perceptions in Bali
Against the Implementation of Green Hotels**

No	Indikator	YES	NO	Rank
1	Environmental policies and actions in hotel operations	92,68	7,32	2
2	Use of environmentally friendly products	95,73	4,27	1
3	Collaboration with local communities and organizations	91,74	8,26	4
4	Human Resource Development	55,31	44,69	11
5	Solid waste treatment system	67,38	32,62	10
6	Energy efficiency	81,56	18,44	6
7	Efficiency and water quality	80,32	19,68	8
8	Air quality management	92,34	7,66	3

9	Air pollution control	80,95	19,05	7
10	Waste water treatment and management	72,34	27,66	9
11	Management of chemical and toxic waste disposal	83,28	16,72	5

Source: Research Results

Based on the data presented in Table 2, it can be observed that the majority of hotels in Bali have successfully integrated green hotel practices into their operations, meeting the predetermined criteria and demonstrating alignment with all statements related to green hotel implementation. The adoption of green hotels in Bali reflects the adherence to Tri Hita Karana principles, which encompass various initiatives such as waste segregation and composting, responsible land utilization, preservation of endangered plant species, and the implementation of energy and water-efficient measures (Dianasari et al., 2013).

Table 2 provides an overview of the assessment outcomes for the 11 indicators associated with green hotel implementation, showcasing the percentage of hotels that responded positively or negatively to each indicator. The indicator with the highest affirmative response rate is the utilization of environmentally friendly products, securing the top rank with a percentage of 95.73%. Conversely, the indicator with the lowest affirmative response rate is human resource development, occupying the 11th position with a percentage of 55.31%.

It is crucial to acknowledge that the rankings presented should not be considered as an absolute measure of hotel performance in terms of green hotel implementation, as the difficulty levels associated with each indicator may vary. However, the table offers valuable insights into the progress made by hotels in the region regarding the adoption of green hotel practices during the time of the survey.

CONCLUSION

From the evaluation and perception of hotels regarding the implementation of Green Hotels in Bali, several conclusions can be made:

Hotels received the highest rating for their utilization of environmentally friendly products, scoring 95.74%, while the lowest rating was given for their investment in human resource development, scoring 55.32%.

Hotels have implemented operational policies that emphasize the use of local products to support their activities. These local products include food ingredients and decorations in both guest rooms and public areas of the hotel.

The inadequate provision of environmental management training has resulted in hotels achieving a rating of 55.32% for their Green Hotel initiatives.

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