

ANALYSIS OF GREEN HOTEL IMPLEMENTATION IN HOSPITALITY BUSINESSES IN SANUR

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Abstract - Tourism plays a key role in boosting Indonesia's economy, with Bali standing out as a top vacation spot. Yet, Bali's quick growth in tourism also brings downsides for the environment and local community life. This research aims to examine how hotels in Sanur Bali put the eco/green hotel idea into practice. It zeros in on how these hotels use sustainability principles in their day-to-day work and what their staff think about this approach. To gather data, the study team watched hotel operations and looked through written materials about five-star hotels in Sanur. The results show that although some hotels have adopted eco-friendly initiatives such as turtle conservation programs and green training for employees, the application of the eco/green hotel concept is still limited and uneven across the hospitality sector. This research is expected to encourage the development of an integrated sustainability model for hotels in Sanur to support sustainable tourism that considers ecological, social, and economic aspects in a balanced manner.

Keywords: Sustainable tourism, eco hotel, green hotel, Sanur

INTRODUCTION

Sanur is also popular for being one of the tourist areas applying sustainable tourism, in particular, applying the basic principles of ecotourism in the management of marine tourism. According to (Sulaksana dkk., 2023) in a study entitled Application of Ecotourism Principles in The Development of Marine Tourism in Sanur, it is found that in the area of Sanur, there are three already applied principles of ecotourism: making good use of natural resources, having a positive impact on the local community, and providing tourist comfort to tourists. From these results, it is argued that the Sanur tourist area can become one of the tourist destinations with sustainable tourism.

Well-known as one of the areas for tourism in Indonesia, not to mention to tourists, Sanur offers various kinds of accommodation that suit various needs and tourist preferences. All are available in Sanur for tourists, from five-star hotels to tourist cottages. The existence of types of accommodation proves Sanur is ready to welcome and accommodate the needs of any kind of tourist. Therefore, Sanur is for all those who desire to enjoy the beauty of Bali.

While many sustainability initiatives already exist, the application of the concept of sustainable tourism is seldom heard and not broadly echoed with regard to hotels in Sanur. To follow up on this, preliminary observations of the five-star hotels in Sanur, conducted through an observation of the hotel's official website, showed that only one hotel provided turtle conservation packages. These observations underpin that although Sanur has enormous potential to develop into sustainable tourism, this application in the hospitality sector remains limited. Just one of the conservation packages for turtles by the different hotels is some of the positive actions that can support efforts in preserving the marine environment and attract tourists who care about these environmental issues. However, the inconsistency to apply the sustainable tourism concept in other hotels shows a great opportunity to increase awareness and commitment to sustainability practice. Other hotels in Sanur may also be encouraged to support this initiative by providing similar programs or even innovating with other sustainability initiatives.

Problem Formulation

Based on the introduction explanation, the problem can be formulated as "How to implement the concept of green hotels in hotels in the Sanur area".

LITERATURE REVIEW

a. Green Hotel

Responsible tourism aims to conserve resources and locations, protect cultural values and strengthen sustainable business management, as stated in three sustainability principles, namely:

- a) Responsible for the environment
- b) Socio-cultural responsibility
- c) Responsible for sustainable business management

The definition of green practice in the context of hospitality is structured into three parts as follows:

1. Green practice or environmental friendliness is an action that is commercially encouraged to be applied to a condition in fulfilling the goal. This practice is an added utility for hotel operations.
2. Green practice provides benefits for the hotel business in operational, financial, marketing, and environmental aspects.
3. The implementation of green practices is based on a strategy to produce continuous improvement and meet the goals to be achieved.

According to the Green Hotel Association, green hotels are hotel operational activities that implement various important elements in environmentally friendly programs, environmental planning, environmentally friendly products, human resources and environmental management. (ASEAN Tourism Standards, 2018). Looking at several views on the concept of green hotel or environmentally friendly, the researcher concluded that the definition of a green hotel is a hotel operational activity that considers social, economic and environmental aspects in the process of planning, construction and maintenance so that it can become an added value for the hotel itself by being followed by commercial purposes. The dimensions of a green hotel according to the Ministry of Tourism of the Republic of Indonesia are as follows:

1 Eco-Friendly Hotel Management

Building a culture and realizing an environmentally friendly hotel requires two-way communication between staff, managers, residents, and the stakeholders involved in it. In its implementation, cooperation is needed in all lines of hotel organizations which will have a big impact on the goals to be achieved, namely making hotel facilities and their supporters more competitive in accordance with developing market trends. The first step that needs to be taken is to form a working team called a green team or eco team.

2 Environmentally Friendly Hotel Operations.

- a. Green Procurement is the procurement of goods or services that pay attention to environmental sustainability.
- b. In the general provisions of Government Regulation Number 86 of 2019 concerning Food Safety, the implementation of food safety is intended so that the state can provide protection to the people to consume food that is safe for health and life safety.
- c. Hygiene and Sanitation Supervision. Hygiene (derived from the name of the Greece goddess of health, Hygieia) is commonly interpreted as "cleanliness", but in a broad sense hygiene includes all circumstances and practices, lifestyles, place conditions and so on along the production chain, which are necessary to ensure food safety (Surono dkk., 2016). Sanitation is a disease prevention effort that focuses on environmental health activities (Rejeki, 2015).
- d. Corporate Social Responsibility (CSR). According to ISO 26000, Corporate Social Responsibility (CSR) is a corporate commitment and responsibility to both social and environmental impacts as well as efforts for corporations to adapt to the social environment of the community.

3 Environmental Site Management / Land Use

- a. Water/rain control, which according to (Bahunta & Wasposito, 2019) changes in land use due to development, can indirectly damage water catchment areas. This results in a decreasing rainwater catchment area which causes rainwater to collect in existing drainage channels. This condition will cause an increase in the volume of water surface entering the drainage channel and overflowing water in the channel which can cause inundation or even flooding.
- b. Plant study where the selected vegetation selection criteria must be in accordance with the regulation of the Minister of Public Works No.5 of 2008.
- c. Utilization of at least 30% of the landscape in accordance with UU.No 26 of 2007 (in the Ministry of Tourism of the Republic of Indonesia, 2016:33) concerning Spatial Planning which includes land areas including softscape and hardscape to create a micro climate so that a decrease in temperature around/in the site area can be achieved.
- d. Accessibility has an influence on several locations of activities or land use. The location of the activity also influences the travel pattern to carry out daily activities. This travel pattern then affects the transportation network and will also have an influence on the overall transportation system.

4 Energy Efficiency

The Ministry of Tourism of the Republic of Indonesia (2016:38) stated that energy efficiency measures in the hospitality sector are carried out in various ways as follows:

- a. Energy Management is an activity to manage the use of energy efficiently, effectively and rationally, without reducing work comfort, aesthetics, health, safety and productivity as a building user (Ministry of Tourism of the Republic of Indonesia, 2016:38).
- b. Building sheath and air conditioning system where the building sheath is the outermost element of the building such as foundation, walls, roof, windows, doors, sun and thermal control, humidity control, air quality control in the indoor environment, access to natural light, view to the outside, fire resistance, acoustics, cost effective and aesthetic and the air conditioning system is a system used to create conditions in a space to suit the desired.
- c. Lighting system where the Ministry of Tourism of the Republic of Indonesia, (2016:47) states that lighting has 3 (three) main functions, namely to ensure the safety of indoor space users, facilitate visual performance when carrying out activities and improve the atmosphere of the visual environment to create comfort in activities.
- d. Energy efficiency considerations for fire and safety systems. Most fire and safety systems are powered by battery power, so it is possible to consider using solar power to generate and recharge power from this equipment (Ministry of Tourism of the Republic of Indonesia, 2016:53).
- e. Data and security systems include servers, in-network storage, computers, monitors, CCTV systems, network routers, and others.

5 Water Conservation

Water conservation efforts that are widely carried out in hotels in general are aimed at raising awareness of the importance of water conservation and water saving steps for its use in buildings. Water conservation is divided into two. First, water resource conservation, namely efficient management of raw water, storage of raw water, and allocation and distribution of raw water. Second, the conservation of clean water supply, which includes minimizing water leakage or loss during the process of water distribution and consumption without leaving wasted water.

6 Efficiency in the use of building materials, local and environmentally friendly products both from building materials and green products.

7 The quality of ventilation for health control and comfort in the space is important because it affects the health, comfort and productivity of residents, building managers, tenants, employees and guests. Factors that affect indoor air quality are air temperature, relative humidity, airflow speed, air entering and exiting the room as well as the operation of a good ventilation system and air conditioner.

8 Environmentally friendly waste management where waste is sorted according to its respective type. Waste management is very important because it will help the hotel to try to reduce the burden of waste by limiting the use of excessive materials and being able to reuse waste that still has value so that it will have an impact on the costs that will be incurred to process the waste.

According to , the basic orientation carried out by hotels that implement the green hotel program includes:

1. Recycled Material

The use of building materials such as aluminum, glass, iron, steel, bricks is prioritized to carry out "green construction".

2. Recyclables

When the waste is separated into paper waste, glass, aluminum, and iron bottle waste, and plastic bottles. Then the waste is recycled by the company and can produce new environmentally friendly products.

3. Low-polluting

The hotel promotes the idea of environmental protection through recycling operations, recycling system planning, and the utilization of solar energy, wind energy, biomass energy, and hydraulic power.

4. Energy-saving

Hotels save water and energy, improve service procedures or add environmental protection ideas to the training.

B. Sustainable Tourism Concepts

Sustainable tourism is defined by the UNWTO as tourism that fully takes into account the economic, social and environmental impacts of the present and the future, addressing the needs of visitors, the industry (tourism), the environment and the host community. Sustainable tourism development according to The World Conservation Union (WCU) is the process of developing a place or area without reducing the use value of existing resources. In general, the concept of development includes efforts to maintain ecological integrity and diversification, meet basic human needs, open up choices for future generations, reduce injustice, and increase self-determination for local communities (Picard, 2006). According to (Sumaryadi, 2005), there are three ideal criteria in achieving sustainable

tourism development, namely if it is economically viable, socially and culturally acceptable, and ecologically sustainable (ecologically sustainable).

METHODS

The research method that will be used in the present study is qualitative research with a qualitative descriptive approach. More specifically, the case study method has been adopted through the approach chosen. According to (Sugiyono, 2016), qualitative research methods are research methods that are described to research on natural objects where the researcher is the key instrument. According to (Rukin, 2019), qualitative research is research that is descriptive and tends to use analysis with an inductive approach. The prominence of the research process and the use of theoretical foundations are carried out so that the focus of the research is in accordance with the facts in the field. In addition, the theoretical foundation is also useful to provide an overview of the research background and as a discussion of research results.

Qualitative research is a research method used in revealing problems in the work life of government, private, community, youth, women, sports, arts and cultural organizations, so that it can be used as a policy to be carried out for the sake of common welfare (Gunawan, 2015). The purpose of the researcher using a qualitative approach is so that the researcher can describe the empirical reality of the implementation of the green hotel concept in hotels in Sanur. By using this qualitative research method, it is hoped that the data obtained will be more complete, in-depth, credible and meaningful so that the research objectives can be achieved.

Research Location :

This research will be carried out in the Sanur Tourism Area. Sanur, administratively, is part of Denpasar, specifically Sanur is located in East Denpasar. Sanur is located on the southeast coast of Bali, offering calm white sandy beaches and shallow waters, making it ideal for marine research and coastal ecosystems. The natural environment around Sanur, including coral reefs and mangroves, offers many opportunities for the study of biodiversity and conservation.

Data Source :

- a. According to (Priadana, 2021), this study used primary data, which is the data source wherein it is collected, observed, and recorded directly by the researcher from the source and still requires further processing. Primary data sources include information obtained directly from hotel management, representatives of PHRI/IHGMA Bali, hotel employees in the Sanur area, managers of the Sanur tourist area, Denpasar City Tourism Office, local people of Sanur
- b. Secondary data sources can come from relevant official documents or archives, such as documents from tourist accommodation management, local governments, or journals and literature that have information that is relevant to the research.

Research Method:

- a. **Observation**
Observation is an important data collection method to directly observe the situation or phenomenon being studied. In this study, the researcher will conduct two types of observations, namely participant observation and natural observation. Participant observation involves the researcher in the situation or activity being observed, while natural observation involves observations made without the intervention of the researcher. These two types of observations allow researchers to gain a more comprehensive understanding of the dynamics and social context associated with the development of gastronomic centers in the Sanur Tourism Area.
- b. **Interview**
Interviews is one of the effective data collection techniques to obtain in-depth and detailed information about the research topic. In this study, the researcher will conduct semi-structured interviews with resource persons. Semi-structured interviews provide flexibility for researchers and interviewees to explore topics in depth without being fixated on a rigid list of questions. This allows researchers to gain a deeper understanding of the experiences, views, and perspectives of resource persons related to the development of green hotel centers in the Sanur Tourism Area.
- c. **Forum Group Discussion**
In this study, FGD will be used to evaluate the developed model. The FGD will invite various parties who have interests and involvement in the development of the area, including the Denpasar Tourism Office, the Sanur Community, Academics, Hotel Business, NGOs Participation from various

pentahelix elements is expected to provide diverse and comprehensive perspectives on the proposed development model, as well as provide valuable input for further improvement and development.

Data Analysis Method :

Data obtained through the data collection process by conducting interviews, observations, and FGDs will be analyzed using two methods, namely thematic analysis and content analysis.

- a. Thematic analysis is a qualitative analysis method used to identify, analyze, and report patterns or themes that emerge from data. In theme analysis, data is organized, organized, and interpreted based on themes or patterns that appear consistently.
- b. Content Analysis is an analysis method used to understand the substance or content of a text or data. In content analysis, data is coded and categorized based on specific themes or variables that are relevant to the research objectives.
- c. SWOT analysis is a strategic management tool used to evaluate strengths, weaknesses, opportunities, and threats related to an issue or strategy. SWOT analysis helps organizations to plan strategies by leveraging strengths and opportunities, while addressing weaknesses and facing existing threats.

RESULTS AND DISCUSSION

Green Hotel Implementation Rate in Sanur

The observation results show that the implementation of the green hotel concept in the Sanur area is still limited and uneven. Of the sample of five star-rated hotels observed, only one hotel explicitly offered an environmental conservation program, namely the turtle conservation package. This indicates that awareness and commitment to sustainability practices in the Sanur hospitality sector still need to be increased.

Aspects of Green Hotels that Have Been Implemented

Although the implementation has not been comprehensive, some aspects of green hotels that have been implemented in Sanur include:

- a. Environmental conservation: The turtle conservation program offered by one of the hotels shows that there is an effort to involve tourists in the preservation of the marine environment.
- b. Energy efficiency: Some hotels are likely to have implemented more efficient energy management systems, such as the use of LED lights and motion sensors for lighting.
- c. Waste management: There are indications that some hotels have implemented better waste management systems, although the details are not mentioned in initial observations.

Green Hotel Implementation Strategy

Based on the result of data analysis, there are 3 strategies that can be implemented:

- a. Education and training
- b. Raising awareness of hotel management and staff through training regarding the importance of green hotels and the positive impact to the environment also cost efficiency.
- c. Cooperation with governments and NGOs
- d. Working together with local governments and non-governmental organizations to support in the form of incentives or subsidies for hotels in Sanur area that are committed to implementing green hotel concept.
- e. Promoting green tourism

Engaging tourists and guest in the implementation of the green hotel concept at Sanur area by providing information about the green hotel initiatives undertaken by the hotel and how they can participate.

Challenges in Green Hotel Implementation

- a. Lack of awareness: Both from hotel management and tourists about the importance of sustainability practices in the hospitality industry.
- b. Initial investment costs: The implementation of environmentally friendly technologies and sustainable management systems often requires a considerable upfront investment.
- c. Limited knowledge and skills: Lack of human resources who understand and are able to implement green hotel practices effectively.

Green Hotel Development Potential in

Although implementation is still limited, Sanur has great potential to develop the concept of green hotels, supported by:

- a. Sanur's reputation as a tourist area that applies the principles of ecotourism in marine tourism management.
- b. Diversity of accommodations that can accommodate various segments of tourists, including those who care about the environment.
- c. Increasing awareness of global tourists on environmental and sustainability issues

Implication and Recommendations

To improve the implementation of green hotels in Sanur, several steps that can be taken include:

- a. Education and training for hotel management and staff on green hotel practices.
- b. Collaboration between hotels in Sanur to share knowledge and resources in the implementation of sustainability practices.
- c. Collaboration with local governments and environmental organizations to support green hotel initiatives.
- d. Increased promotion of eco-friendly programs to tourists to increase hotel attractiveness.

CONCLUSION

The implementation of the green hotel concept in the Sanur area is still in its early stages and requires further efforts to be developed comprehensively. However, the potential for green hotel development in Sanur is huge, considering Sanur's reputation as a tourist area that applies ecotourism principles. By increasing awareness, investment, and collaboration between stakeholders, Sanur can become a model for successful green hotel implementation, support sustainable tourism, and increase the competitiveness of destinations in the global market.

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