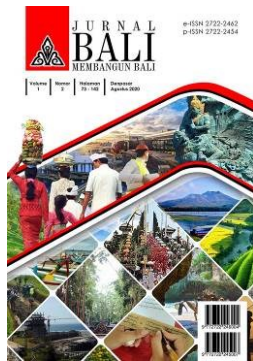




Green Tourism Implementation to Create an Environmentally Friendly Accommodation

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Abstrak

Purpose: This study aims to describe the application of green tourism at a 5-star hotel located in Jimbaran, Bali, in creating an environmentally friendly accommodation.

Research methods: This is a type of qualitative research. The approach method used in this research is descriptive analysis.

Results and discussion: Generally, the implementation of green tourism standards at the hotel has implemented environmentally friendly practices but in are several obstacles in its implementation.

Implication: The obstacles the hotel needs to overcome are doing socialization-training activities, building commitment, forming a green team, and implementing a green tourism marketing strategy.

Keywords: accommodation, environment, environmentally friendly accommodation, green tourism.

Sejarah Artikel

Diterima pada
23 Juni 2020

Direvisi pada
26 Juni 2020

Disetujui pada
27 Juni 2020

Abstrak

Tujuan: Penelitian ini bertujuan untuk mendeskripsikan penerapan green tourism di sebuah hotel bintang yang berlokasi di Jimbaran, Bali, dalam menciptakan akomodasi yang ramah lingkungan.

Metode penelitian: Ini adalah jenis penelitian kualitatif. Metode pendekatan yang digunakan dalam penelitian ini adalah deskriptif analisis.

Hasil dan pembahasan: Secara umum penerapan standar green tourism di hotel ini telah menerapkan praktik ramah lingkungan namun dalam penerapannya terdapat beberapa kendala.

Implikasi: Kendala yang perlu diatasi oleh hotel ini adalah dengan kegiatan sosialisasi-pelatihan, membangun komitmen, membentuk tim hijau dan menerapkan strategi pemasaran pariwisata hijau.

Kata kunci: akomodasi, lingkungan, akomodasi ramah lingkungan, pariwisata hijau.

INTRODUCTION

The development of green tourism is one of which is followed by the tendency of tourists to utilize tourism products that are environmentally friendly, this has led to changes in tourist consumption patterns, including in terms of utilizing amenities,

especially hotels (Prabawa, 2017). Today, tourists are increasingly smart and selective in choosing hotels that consistently apply environmentally friendly practices (green hotels) by utilizing energy-efficient resources and based on local products or those that are incorporated in the green industry (*ecogreen hotel, ecosuites, green hotel association*) (Ahn & Pearce, 2013).

The hotel industry in particular has an important role in national tourism development investment (Sinangjoyo, 2015). So the green hotel concept is a "must" for hotel managers in running their business because the green hotel concept has a long-term investment value that is able to create tourist loyalty, create management reputation, save operating costs, establish relationships with local communities and be able to create healthy management (Han et al., 2010). However, based on temporary observations made by the author, it shows that (1) There are still star hotel managers in Jimbaran Bali area who do not understand the real concept of Green Hotel. This is supported by many statements that many hotel managements consider green hotels to be just greening by carrying out tree planting actions in the hotel area. (2) The large number of choices for standardization and certification of green hotels, in fact, causes debate among tourists and even on the side of the hotel management itself (Ferianto et al., 2014).

In Bali, green tourism implementation belongs to a paradigm called pariwisata budaya (cultural tourism). Bali has Peraturan Daerah Bali tentang Pariwisata Budaya (The Local Regulation on Balinese Cultural Tourism) Number 3 Year 1974 and then Number 3 Year 1991 and the last one is Number 2 Year 2012. Due to the local regulation, Balinese cultural tourism is based on Balinese culture, Hindu religion, and Tri Hita Karana (Mudana et al, 2021). The Tri Hita Karana local knowledge covers parhyangan (God), pawongan (human), and palemahan (physical environment). The discourse of green hotel is strongly related to the palemahan.

Kupu-kupu Jimbaran Suite & Spa is a luxury hotel of the many hotels in Jimbaran area, also Kupu-kupu Jimbaran Suite & Spa is one of the five-star hotels in Jimbaran area and this hotel is a hotel that is always crowded with visitors so that the hotel this is one of the famous hotels in Jimbaran area. With this hotel business, it will certainly bring benefits to several parties. So that by getting these benefits a company will be able to maintain its business continuity. However, in the business world, it is not only taken into account regarding profits and production activities, but over time that environmental aspects are an important part to be considered in the development of a company.

Based on these problems, the application of green hotels should be utilized by the hotel industry managers in Jimbaran Bali area to realize the aspect of sustainable

tourism as an attraction, considering that Jimbaran Bali is a tourist destination as well as the increasingly tighter competition between the hotel industry itself. The application of green hotels has the potential to affect the competitiveness of Jimbaran Bali as a tourist destination which was originally known as a mass tourism destination to shift to a more responsible form of tourism. Until now there is no complete data on the level of application of green hotels and other tourism service businesses for Jimbaran area.

RESEARCH METHODS

This research is a type of qualitative research. The approach method used in this research is descriptive analysis. Descriptive qualitative research is an approach to certain phenomena, events, problems or circumstances that are the object of investigation; whose findings are descriptions of meaningful sentences that explain certain understandings (Rahmat, 2009). Descriptive method is a method in researching the status of a group of people, an object, a condition, a system of thought, or a class of events with the aim of making a systematic, factual and accurate description, description or painting of facts, characteristics and relationships between the phenomena under investigation (Mukhtar, 2013).

The sampling technique (informant determination) in this study was purposive sampling. This technique is used for research types that prioritize objectives rather than population characteristics in determining subjects/informants. This technique requires that the selected informant is a key person with certain considerations, such as expertise, authorities, and stakeholders.

RESULTS AND DISCUSSION

Green hotels are a part of green tourism product while green tourism is a component of sustainable tourism which is defined as a travel activity to achieve sustainability by preserving natural resources, preserving culture and contributing to the economic sector (Pebriyanti, 2017). Based on the Tourism Law No. 10 of 2009, that every tourism entrepreneur is obliged to maintain a healthy, clean, beautiful environment and preserve the natural and cultural environment (Undang-Undang Republik Indonesia, 2009). One of the tourism service businesses that has an important role in investment in the development of national tourism, namely hotels, while what is meant by green hotels are hotels that are environmentally friendly with programs for saving natural resources, energy and reducing waste products (<http://www.asean-tourism.com>).

In the 2000 Sectoral Agenda 21 concerning accommodation facilities business guidelines including hotels, includes several criteria, namely: (1). Establish criteria for

sustainable tourism development in the formulation of planning policies and decision-making; (2). Strive to increase environmental awareness to guests; (3). Set an example for local people to use recycled products; (4). Support efforts to develop cultural and environmental arts programs from local community initiatives; (5). Maintain environmental quality in the development of accommodation facilities; (6). Develop energy-efficient products, recycle and carry out waste management; (7). Use local resources in accommodation development; (8). Perform regular water and energy audits (Selman, 2000).

According to the Guidelines for the Directorate of Tourism Standardization of the Ministry of Culture and Tourism (2011) regarding the Green Hotel Award Assessment, the criteria for green hotels include: (a). Land management with environmentally friendly site management criteria, wide landscape area, local nursery for exterior; (b). Energy efficiency is related to saving electrical energy, energy saving campaigns, energy consumption intensity, energy monitoring, implementation of energy savings through building envelopes; (c). Water efficiency by controlling rainwater runoff, saving water, installing sub-meters and applying inspection of piping facilities; (d). Materials include the purchase of environmentally friendly materials which include renewable, reuse, reduce, recycle; (e). Indoor air quality includes smoke-free campaigns, ventilation systems, sources of pollutants, co2 monitoring; (f). One of the ways to manage the surrounding environment is to form a management team that cares about the environment, waste management, air emissions, cooperation between hotels and tenants.

Guidelines for standardization and certification of ASEAN Tourism on green hotels have the following requirements: (1) Environmental policies and steps for hotel operations. (2) The use of environmentally friendly products. (3) Establish partnerships with local communities. (4) Human resources. (5) Waste management (6) Energy efficiency. (7) Water Efficiency. (8) Air quality management. (9) Sound noise control. (10) Waste water treatment. (11) Toxic chemical disposal management (Suryawardani & Wiranatha, 2016). The implementation of the green hotel is in line with Law Number 32 of 2009 concerning Environmental Protection and Management which confirms that the obligation to preserve the environment, prevent and overcome environmental pollution and damage (Pemerintah Republik Indonesia, 2009). One of the RI Government policies in environmentally sound development is by implementing an AMDAL (*analisis mengenai dampak lingkungan*/environmental impact analysis (<http://www.menlh.go.id/amdal/>)).

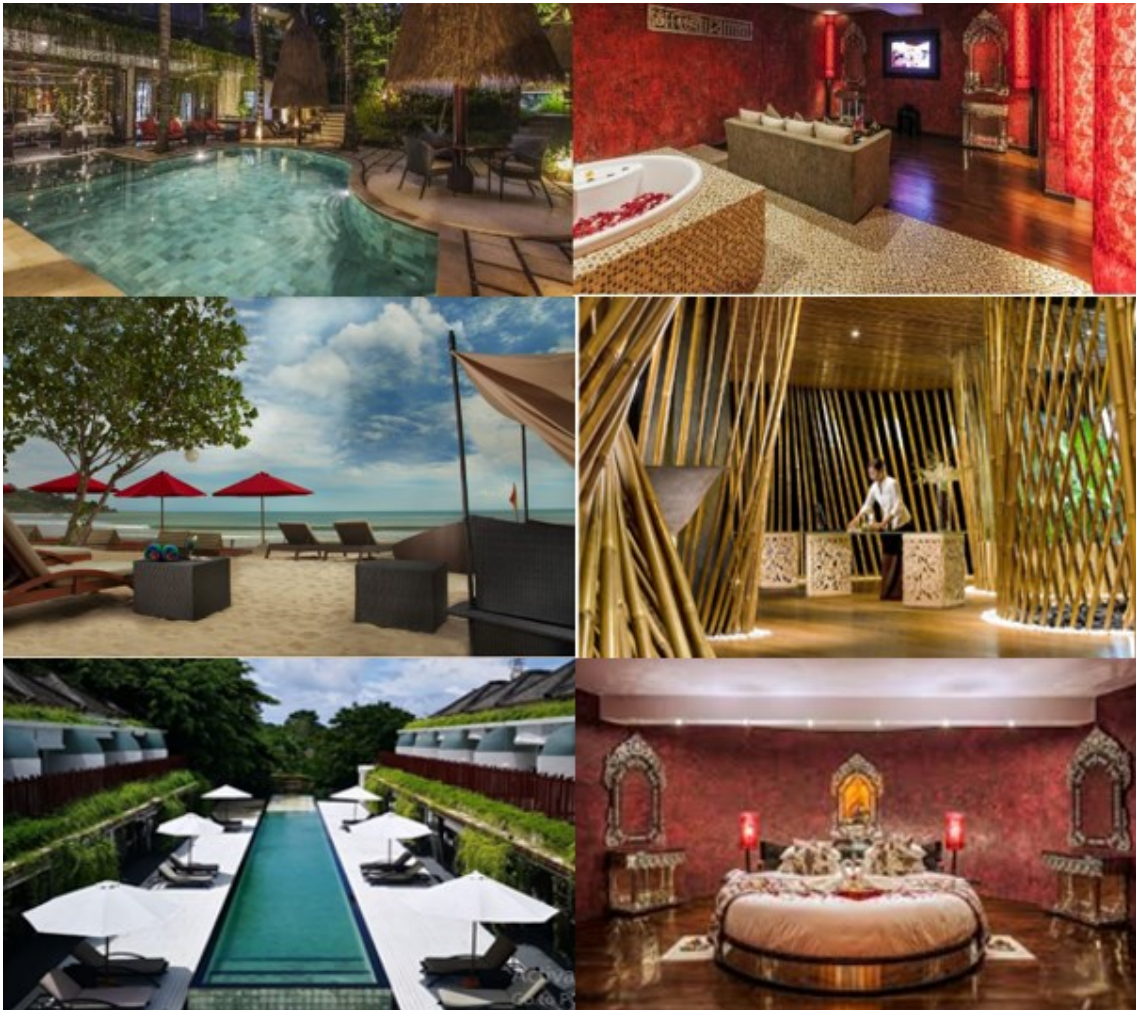


Figure 1
Facilities in Kupu-kupu Jimbaran Suite & Spa
(Source: Rokip, 2021).

Kupu-kupu Jimbaran Suite & Spa is a luxury boutique resort, located in Jimbaran Corner area, a new tourist complex is completed with restaurants, shops and L'Occitane Spa. Kupu-kupu Jimbaran Suite & Spa is only 300 meters from the beautiful Jimbaran Beach which is famous for its stunning sunsets and famous beachfront seafood restaurant. Kupu-kupu Jimbaran Suite & Spa is only a 10-minute drive from Ngurah Rai Airport, the famous Kuta Beach, and Uluwatu which is famous for its beautiful temples on the cliffs and its kecak shows are usually only a 20-minute drive away.

Kupu-kupu Jimbaran Suite & Spa which is designed with architectural grandeur that blends perfectly with the natural beauty of the surroundings. Kupu-kupu Jimbaran Suite & Spa offers comfortable and luxurious suites, with ethnic decorations. Kupu-kupu Jimbaran Suite & Spa also has an infinity pool and a pampering spa as well as a private beach club just 3 minutes by buggy. Kupu-kupu Jimbaran Suite & Spa is a hotel with Balinese nuances that is environmentally friendly and applies aspects of ecological

sustainability, this can be seen from the many large trees in the hotel area such as cotton trees, coconut trees, banyan trees and trees. other.

In terms of daily operations, Kupu-kupu Jimbaran Suite & Spa applies green tourism which does not use plastic at all, for example by using paper straws. Use a pen that comes from cinnamon and always recycle paper. In terms of architecture, Kupu-kupu Jimbaran Suite & Spa strictly avoids excessive use of glass. This can be seen from every corner of the building and the design decoration uses bamboos obtained from nature. For the floor of the room and the floor of the hotel area, Kupu-kupu Jimbaran Suite & Spa uses wood which is decorated in such a way that it becomes a special attraction for guests who come.

Kupu-kupu Jimbaran Suite & Spa also apply green technology which can be seen in the case of marketing their products, for example: using websites, stopping promotions with brochures but replaced by verbal promotions. The open rooftop bar area does not require a lot of lights, which greatly reduces excessive light use. When viewed in terms/aspects of green sustainability and green technology, Kupu-kupu Jimbaran Suite & Spa has done it in the daily operations of the hotel.

Kupu-kupu Jimbaran Suite & Spa has implemented an environmentally friendly concept, both in terms of building and in terms of management, several practices including the use of organic and local-based products or from suppliers around the hotel. By prioritizing local-made products, the hotel management has contributed to saving time, reducing fuel consumption as well as pollution, lifting the local economy and providing health products.

Meanwhile, efforts to establish partnerships with local communities, hotel management does not only recruit employees, facilitate education and health, but most importantly, efforts to increase local community awareness of the environment and efforts to organize activities in order to promote local culture. The role of the hotel is able to act as an intermediary for both tourists and local communities and destinations.

In connection with the level of awareness of the hotel management towards the environment, this is manifested by conducting outreach activities to staff, business partners, suppliers and guests including organizing staff development programs regarding green hotel practices. In addition, the management always routinely packs information about environmentally friendly activities into various media that can be seen by all hotel staff, business partners, suppliers and guests.

In managing waste related to the reuse, reduce and recycle program. the hotel did a number of things. (1) Use of a dispenser as a standard facility in the bathroom to place soap or shampoo so as to reduce plastic waste. (2) Offers to guests for guest bill needs as a measure to reduce waste and as a form of saving trees. (3) The provision

of free newspapers is only upon guest request. (4) Utilization of restaurant waste products as compost to maintain the garden in the hotel area. (5) Use of used paper for administrative purposes in the back-office area. (6) Reducing the use of styrofoam food containers or plastic wrappers, most of which come from suppliers. (7) Separation of plastic waste from paper waste.

For energy efficiency, the hotel implements practices such as: (1) Using fluorescent lamps which are more energy efficient. (2) Reducing the number of lights means that the less usage, the better. (3) Use of lights to 8 hours per day for office staff and meeting rooms. (4) Use of split type low power air conditioning (AC) and Variable refrigerant type Volume air condition which can adjust the temperature according to the capacity of visitors in the room and will automatically not function if there are no visitors. (5) Delivering information to guests to turn off the television (TV) or lights when not in use. (6) Use of the room key card if the guest wants to use the elevator. (7) Reducing the use of sheets, towels, flannels, table cloths and various types of linens that can suppress the process of using a laundry machine. (8) Provision of energy-efficient LED TV models. (9) The AC temperature setting is limited to 24-25 degrees. (10) Use of a water pump in the swimming pool area only at night.

In terms of water efficiency, the hotel implements the following practices: (1) Using shower heads as a standard in the bathroom. (2) Providing bath tub only for suite rooms. (3) Use of urinals with automatic flushing toilets. (4) Provision of information to guests to turn off water taps when not in use. (5) Offer guests to limit the use of towels and sheets. (6) Maintenance of tools to monitor water savings. Meanwhile, in terms of waste water management, the hotel should prevent water contamination and implement a reduction in waste products, including socializing the use of recycled water. The forms of practice that have been carried out are: (1) Utilizing hotel wastewater as a medium for watering the garden area. (2) Use of environmentally friendly cleaning supplies. (3) Separation of waste products from special restaurant products in the form of oil. (4) Consistent application of wastewater treatment plant systems.

CONCLUSION

The results showed that the implementation of green hotel standards at Kupukupu Jimbaran Suite & Spa can be said quite well. The hotel generally has implemented environmentally friendly practices and views the green hotel concept as having an economic and social contribution as well as its role in creating competitiveness. In its application, there are several obstacles, namely the inconsistency of the hotel staff, the lack of awareness of guests, the lack of

socialization and the assumption that the application of green hotels that is too strict will actually hinder the running of business and require expensive costs. These obstacles need to be overcome with socialization and training activities, building commitment, forming a green team and implementing a green tourism marketing strategy. It's time for the hotel management of Kupu-kupu Jimbaran Suite & Spa to shift from management based on the concept of conventional tourism to the concept of sustainable tourism. Moreover, Jimbaran area has an increasing tourist growth rate accompanied by an increasing number of hotel rooms.

The function of green tourism marketing is becoming increasingly important, namely to maintain the sustainability of resources in destinations while providing quality travel experiences. Green tourism marketing is able to maintain a balance between the goals of stakeholders to pursue destination growth (green economy) and the sustainability of resources in destinations (green environment green culture). This marketing strategy can be a strategic management tool to ensure the target market, considering destination capacity and proper visit management. The linkage between green hotels and marketing strategies is the use to build a "caring" image by raising "environmental and cultural issues" as a strong positioning base for the needs of green tourists ecotourists, so that green hotels have a role in the competitiveness of Kupu-kupu Jimbaran Suite & Spa as excellent hotel in Jimbaran area, Bali.

ACKNOWLEDGEMENT

The authors would like to thank all those who have supported the writing process of this study. They also thank Jurnal Bali Membangun Bali for publishing this paper.

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