



Green Hotel Implementation in Indonesia: A Focus on Java and Bali

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Abstract

Purpose: This study explores the importance of green hotels in Indonesia and highlights their role in protecting the environment and mitigating climate change. It also explores the consumer market for environmentally friendly products and the demands of private businesses to adopt green management to reduce environmental impact and improve user experience. Despite challenges such as strict restrictions, this study aimed to understand the use of green hotels in Java and Bali, focusing on the government's role in management.

Design/Methodology/Approach: This review is based on research literature on green hotels in Indonesia, which includes academic literature, research publications, journals, government regulations, and online sources.

Research Findings: Research shows that although Java and Bali are leaders in the use of green hotels, there is still room for improvement in their practices.

Research limitations/conclusions: This study was used only to analyze the usage of green hotels in Java and Bali because these hotels have higher rates compared to other parts of Indonesia.

Implications: The findings provide insights for stakeholders, including hotel management and government, to improve green hotel practices and policies.

Originality/value: This study contributes to the existing literature by providing a comprehensive evaluation of green hotel practices in Indonesia, presenting the views of various stakeholders who influence and highlight the importance of leadership in the hotel industry.

INTRODUCTION

The COVID-19 outbreak has significantly affected Indonesia, its businesses, and the hospitality sector. Tourism has been hit hard, experiencing a decrease in productivity due to the uncertainties brought about by the pandemic. Additionally, the hospitality industry in Indonesia is encountering increased challenges as restrictions, on activities are being reinstated. Increasing consumer concerns over health, hygiene, and climate have increased the propensity of individuals to rent eco-friendly hotels as the wave of the COVID-19 disease pandemic progresses (Dwivedi et al., 2022). The hospitality industry needs a strategic renaissance to rebuild consumer trust, as consumers are more apprehensive when traveling, especially if required to stay overnight.

Issues related to health and the environment are constantly evolving. Green consumption practices have grown rapidly in the past decade. The current rise in environmental issues has also increased consumer awareness of the importance of environmental sustainability (Kim & Ha, 2022). Businesses that are believed to harm the environment, such as hotels with their significant use of energy, water, and perishable items, are currently under scrutiny.

In the face of intense competition between hotels, the right marketing strategy is needed to improve hotel performance to gain visitor loyalty. Green marketing is used as one of the marketing strategies (Hendarto et al., 2021) which involves developing, differentiating products, pricing, marketing, and services that satisfy consumer needs by minimizing environmental influences. Green marketing is the marketing of a product that emphasizes environmental safety or mitigates the effects of global warming.

Green hotel initiatives in Indonesia have not gained significant traction due to a lack of consumer awareness regarding the concept and standards of eco-friendly hotels. Therefore, it is crucial for hotels to delve into consumer psychology to successfully implement green initiatives. The green hotel concept needs to be analyzed separately with other green products regarding its uniqueness. Hotel managers can strategically take advantage by improving their understanding of consumers' eco-friendly attitudes (Merli et al., 2019). The increasing focus from consumers on environmental and sustainability concerns has motivated hotel owners to revamp their operations by integrating eco-conscious practices into the management of their establishments (Adetola et al., 2021). Given the advancements in the hotel industry, adopting eco-friendly policies in hotels proves to be a viable approach to enhance competitiveness and attract market share from environmentally conscious customer demographics (Mugiarti et al., 2022).

Green tourism is a concept in tourism that has the aim of maintaining a healthy environment and supporting businesses carried out by local communities (Chairunnisa and Perdhana, 2020; Ibnou-Laaroussi, et al., 2020). Green hotels are a fraction of green tourism, where sustainable tourism development includes green management, green buildings, green tourism, and others (Brian, 2019; Yuniati, 2021). Green hotels are an offshoot of green marketing strategies and are used to attract the attention of potential visitors. Green hotels consider environmental aspects well in the construction structure as well as facilities. The purpose of this study is to observe and review the implementation of green hotels in Java and Bali and see how government regulations regulate the implementation of green hotels. Research conducted by Auliandri and Angraeny (2017), Mbulu and Gunadi, (2018), and Ardiansyah and Iskandar, (2021) only discuss related to the implementation of green hotels with case studies in the form of hotels in certain areas such as Jakarta and Bogor. Therefore, this research conducts a literature study by looking at the implementation of several hotels in the Java and Bali regions and looking at government regulations governing the implementation of green hotels as a basis for hotel management in implementing green hotels.

LITERATURE REVIEW

Green hotel concept

The term green hotel refers to hotels that try to be environmentally friendly by using energy, water and quality materials and providing good service. Green hotels help protect the environment by saving water, reducing energy use, and reducing waste. Hotels benefit from green hotel policies such as reduced costs, higher rates of return, lower investment risk, increased revenue, and better income. The word "green" is also known as "eco-friendly" or "sustainable," indicating that "green" refers to actions that minimize the impact on the environment (Abdou et al., 2020).

According to the Ministry of Tourism of the Republic of Indonesia, through the implementation of green hotel principles, integrated efforts for equality in every thought and its implementation in the built environment must be created thoroughly and sustainably. Green hotel operators, which include international chains, have taken the initiative and put in place green team structures to examine the implementation of resource management in buildings, education and training, and monitoring of energy consumption (Ministry of Tourism of the Republic of Indonesia, 2016).

Therefore, eco-hotels attach importance to energy saving, environmental protection and sustainable management, recycling and reuse and resource saving (Raza & Khan, 2022). Green hotels can be considered as an alternative solution to this problem and are an important part of sustainable tourism, which means constant efforts to preserve the nature of the capital while contributing to the economy. Employees' environmental awareness and knowledge often influence their willingness to adopt green practices. It is important for management to educate and train employees on how to run a green hotel. Instead, knowledge and experience should be prioritized in developing the skills of environmental workers. Finally, employees' willingness to use green practices has a positive impact on the image of green hotels (Astawa et al., 2021).

Green tourism includes all types of tourism related to the natural environment and cultural heritage while maintaining good environmental management (Anita et al., 2020). Ganiadi et al. (2021) described the characteristics of a green hotel such as using non-toxic detergents, providing organic cotton pajamas, pollution-free areas, using other energy sources such as wind and solar energy, ensuring cleanliness. products made from organic materials and using natural sunlight to save energy by using car energy in the reception area, working locally to produce organic food, providing recycled materials yes, using wastewater in the garden and recycling old newspapers. In addition to green hotel practices, there is a concept of structure and management in integrating aspects of nature and conservation, namely ecolodge or Eco Hotel which has the same meaning, namely service accommodation designed with the least possible impact on the environment, usually built in harmony with nature (Lemy et al., 2021).

Regarding green hotel practices, hotels using these practices can protect the hotel's brand name, become a competitive advantage, and increase the efficiency and quality of company and employee performance (Astawa et al., 2020). This is because the hotel remains committed to green practices in services such as reservation, reception, check-in, room, and check-out. They have a tradition of following these practices, starting with behaviors such as using new technologies with new tools, using certain products with less risk of infection. Hotel models also achieve green business practices, use environmentally friendly materials, improve processes, reduce product, and water waste, reduce water consumption, reduce air pollution, and reduce noise. It also uses clean technology to save energy, water, and waste, recycles the company's materials, uses other energy products, and recycles packaging into reusable items.

Green hotels explore the possibility of economic growth and appropriate measures. Research has been conducted to provide recommendations and identify growth strategies for green hotels to implement business opportunities and prevent business threats (Astawa et al., 2022). The business and advantages of green hotels are lower capital and energy costs, reduced waste costs, opportunities to attract new customers, provide safety and comfort in performance, reduce employee health or safety problems, improve employee morale (Sagara and Alkotdriyah, 2020). It strengthens the delivery of quality service, improves the relationship between the hotel and the surrounding community and enhances the image of the business. Current results include the use of various social media, regular online advertising through social media, offering discounts often up to 60% to attract book users, and creating various products to attract customers. It also includes the government's special price package, the use of various direct-to-consumer media, rapid response to direct sales and the provision of various discounts through direct sales, green hotel practices and CHSE. (Cleanliness, Health, Safety and Environmental Sustainability) certification to improve hotel preparedness for accepting customers during a pandemic.

METHODOLOGY

The study conducted in this research uses a descriptive qualitative approach method with secondary data sources, namely data sources obtained from literature studies, scientific publications, journals published on google scholar and government regulations using the keyword green hotel in Indonesia. Then obtained 30 data sources that explain related to green hotels. Researchers also add criteria where the selected hotel is a green hotel that has received awards in the aspect of environmental sustainability. This research tries to see the implementation of green hotels in the Java and Bali regions. The selection of the Java and Bali regions is based on the results of a literature study which states that the majority of green hotel implementation in Indonesia is implemented in the Java and Bali regions.

RESULTS AND DISCUSSION

Regulations and Government's Role in Green hotel Practices

Building a hotel is a public enterprise and regulations must be followed to ensure compliance. Hotels that do not comply with these governance requirements will not be eligible to participate in the Green Hotel Benchmarking. The hotel industry is subject to various environmental laws, including Tourism Law No. 1. Environmental Protection and Management Law No. 10/2009. 32/2009, Government Law No. 74 of 2009 No. 74 of 2001 on the Security Management and Government Act. It also includes the Ministry of Health's regulation No. 6663. Law No. 416 of 1990 establishes requirements and monitors water quality; The Ministry of Public Works' Regulation No. 1990 30/PRT/M/2006 specifies the procedures for access to facilities and buildings and the environment (Lestari et al., 2020; Sugiarta et al., 2021).

The Ministry of Environment Law also plays an important role such as Law No. 12 of 2009 on the use of rainwater, water entering lakes and bio pores, and Law No. 5 of 2011 on the environmental performance of business management. Additionally, Ministry of Environment Decision No. Law 52 of 1995 established quality standards for wastewater from restaurants. Compliance with these regulations is essential for hotels to operate sustainably and participate in green initiatives that reflect the government's commitment to environmental protection and sustainable practices that are entrenched in the hospitality industry (Budiarta, 2014; Drosou et al., 2019).

The Ministry of Tourism of the Republic of Indonesia is keen to participate in the extension of the tourism industry, particularly hospitality. Awards are given every two years to hotels that comply with ecological standards and criteria. The aim is to encourage hotel managers to adopt an attitude of action to protect and care for the environment and optimize sustainable and environmentally responsible cultivation. (Ministry of Tourism of the Republic of Indonesia, 2016).

The National Green Hotel Award is one of the awards created by the Ministry of Tourism of the Republic of Indonesia and GBC Indonesia, Hospitality Engineers Association, other relevant agencies, and stakeholders to recognize hotel operators who are committed to implementing green hotels (Hurriyati and Hendrayati, 2021). The

Ministry of Tourism urges that green hotel is a commitment that must be organized by hoteliers because the hotel industry must contribute to the dangers of climate change by reducing carbon emissions, reducing energy and water, and using ecological products to save costs. Society demands that businesses be involved in saving energy and protecting the environment (Dewantari et al., 2022).

In Indonesia, green hotels that also serve as public spaces must comply with local and government regulations regarding environmental protection. Failure to comply with these regulations will result in green hotels failing to meet green certification standards (Halim, 2019). Launched in 2009, GREENSHIP certification is valid for only 134 projects in Indonesia, including categories such as new and old buildings, interiors, and environment. Notably, only one project in Bali has been registered as GREENSHIP; This project is Six Senses Villas Resort Uluwatu Bali and Royal Tulip Springhill Hotel in Hijau, Jimbaran, which has selected EDGE certification (PT. Green) support by GBCI Employment Certificate. 2018). This shows that many hoteliers in Bali do not prioritize green hotel certification. The green building certification process has many stakeholders from the design phase to the operation phase (Aribowo and Yuwono, 2022).

Green hotel practices in Java and Bali

Many hotels in Java and Bali are using green hotels to strengthen their efforts to reduce global warming. Here the researcher tried to analyze the research done by many previous researchers and tried to compare the use of green accommodation in these hotels and the use of buildings that comply with government regulations regarding green hotels by visiting the websites of the hotels studied. The following hotels were selected by researchers based on the results obtained for the implementation of green hotel strategies, especially in the field of environmental sustainability.

Dharmawangsa Hotel uses green hotel. The implementation of green hotel management includes activities such as green hotel operations, land use, energy use, air quality and water efficiency (Ardiansyah and Iskandar, 2021). Implementing green hotel management is always about protecting the environment, increasing competitiveness, and ensuring high sales. Consumer awareness regarding the protection of the environment in green hotels is a need that must be met. Dharmawangsa Hotel won the 2018-2020 ASEAN Green Hotel Standard Award and the 2017 Indonesia Green Hotel Award. This model includes environmental projects, environmentally friendly products, human resources, and environmental management, which are the main elements of green hotel operations (Kristaung and Pratomo, 2020).

Aston Hotels & Resorts Bogor complies with the Green Hotel Policy set by the Ministry of Tourism of the Republic of Indonesia. Among these fourteen, the green hotel has fourteen policies; Aston Bogor Resort Hotel has implemented policies to control energy consumption, water efficiency, room heating, emission and noise pollution law, waste management law, appropriate land use law, human rights law. Creating quality management policies through training, implementation of the "green hotel" policy for employees-customers-society, health and safety policies, safety, personal hygiene, and environmental safety, especially rules for the kitchen. However, there are many things that Aston Bogor Hotels & Resorts has not yet implemented, so there are still efforts to implement the green hotel concept. The green hotel concept is used in the management of Aston Bogor Hotels and Resorts chain hotels with many planning studies. First, each organization creates a plan according to its own business. Second, the group is free to contribute ideas and strategies necessary for the success of conservation efforts. Third, the hotel management needs to support the money. Fourth, team members must perform tasks according to plan, according to agreement. Fifth, hotel managers should regularly monitor and control business processes. Sixth, all partners involved in the development of the green hotel concept should monitor and monitor the work, immediately report to experts if they see slight problems that require further solutions. Finally, the management needs to solve the problem as soon as possible. This step is intended to guide hotels in the design and development of green hotel strategies focusing on environmental awareness and sustainability (Mbulu and Gunadi, 2018). Aston Hotels & Resorts Bogor received the 2015 Green Hotel Award from the Ministry of Tourism of the Republic of Indonesia, which recognizes the hospitality industry as environmentally friendly. Aston Hotels & Resorts Bogor received the award for its use of these standards.

Rumah Turi Hotel is a hotel located in the center of Solo. It's a beautiful hotel all around. Some evidence shows that this hotel achieves eco-design architecture and uses water conservation (Astuti and Ermawati, 2020). Rumah Turi Hotel won the "Greenest Boutique Hotel" category at the Tourism Awards and ASEAN Energy Awards 2012 for its contribution to energy production in the ASEAN region, especially environmental sustainability, as a representative of Asian countries. In a study of hotels in Yogyakarta Vianney and Jokom, (2019) found that green hotel models in Yogyakarta often reflect cultural practices. However, we found that there are some obstacles to green hotel culture, such as inconsistent behavior of hotel staff, lack of knowledge about people's consumption, lack of accessibility, and the perception that green hotel implementation is too expensive. This seems to point to a problem in the hotel industry. Another factor that increases the popularity of green hotels is the perception that investing in green hotels is more expensive than traditional hotels.

Majapahit hotel in Surabaya also received the green hotel. The ECI (Energy Consumption Intensity) standard value of Hotel Majapahit is 347.60 Kwh/m², which means that Majapahit Hotel falls into the category of highly energy efficient hotels according to government standards (Auliandri and Angraeny, 2017). Hotel Majapahit also ensures regular maintenance of power plants, energy conservation training for employees, maintenance of air conditioners, lights, sockets, and other transportation equipment (elevators, emergency staircases and corridors), and regular operation or inspection of equipment. Three years. Majapahit Hotel won the "Best ASEAN Culture Preservation Effort Award" from the ASEAN Tourism Association in 2006. The promotion of ASEAN tourism is to use green environmental protection measures.

Ec lodge is a tourism destination designed to reduce natural, physical, and social impacts on the environment. (Dewi et al., 2022). Ec lodge avoids the consumption of toxic chemicals, tests the full environmental impact of materials and construction, and creates a positive impact on business. Sarinbuana Eco Lodge is located at the foot of Mount Batukaru and follows the ecological lodge concept. Implementation of green strategies optimizes the use of green products, waste management and human development. Salimbuana Eco-Hotel follows a sustainable plan using energy, water, and waste management, as evidenced by the "Responsible Tourism Award" awarded by the Ministry of Tourism of the Republic of Indonesia to hotels that use sustainable tourism methods. With the use of green hotels.

Infinity8 Bali is also a hotel that uses the green hotel concept and aims to be a hotel that uses environmental protection standards. To achieve this goal, Infinity8 Bali has implemented five green hotels to promote sustainable development. The practices of green hotels are recycling, less pollution, energy saving and water saving (Rema et al., 2022). However, some things are still problematic, such as guest products (shampoo, soap, etc.) still being packaged in regular plastic for distribution) and therefore need improvement. Infinity8 Bali was named the 2021 Guest Lover Award winner by Hotels.com, one of the evaluations of customer satisfaction of staying at a green hotel.

Finally, the Atanaya hotel in Bali has also implemented the idea of a green hotel by becoming more energy efficient, installing non-smoking signs in various areas of the hotel, improving proper ventilation, waste management and other non-smoking rules. policy measures. Containers for waste-efficient consumer beverages have been replaced, plastic straws have been replaced with straws made of tapioca or paper, and better water management support has been provided. Therefore, Atanaya Hotel Bali won the 2016-2017 Bali Tourism Award for its continuous improvement in quality, especially in the use of green hotels (Emmanuelawati, 2021).

CONCLUSIONS

Based on research and findings on eco-friendly hotels in Java and Bali, green hotel standards and features have been successfully implemented in many hotels in accordance with government regulations. However, in some hotels there are contradictions, especially in the attitude of the staff towards customer service. In the selection of restaurant services, the approval of the customer and the relevant personnel is important in areas open to improvement. This study focused only on the use of green hotels in Java and Bali and suggests that future research is needed to investigate the use of green hotels in other important regions of Indonesia, such as Sumatra, Kalimantan, Sulawesi, and Papua. Additionally, future research should focus on directly evaluating hotels that have adopted green practices to gain a better understanding of their practices and performance.

CONFLICT OF INTEREST AND ETHICAL STANDARDS

There is no conflict of interest in this research.

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