

Implementation of sustainable event on wedding activities at The Apurva Kempinski Bali

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Abstract: This study aims to analyze the implementation of sustainable event management in weddings and its contribution to the environment, society, and the economy at The Apurva Kempinski Bali, Indonesia. The data collection method used in this study was by distributing questionnaires to 10 respondents and observing wedding event management. The data analysis method used is a descriptive statistical analysis by calculating the average and percentage of the questionnaire results. The results of the observations are described as reinforcement and explanation of the percentage results obtained from the questionnaire. The results of this study indicate that The Apurva Kempinski Bali has implemented sustainable wedding event management. The results of the questionnaire values obtained show a range of values from 2.60 to 3.40 which indicates poor implementation, then a range of 3.41-4.20 which states that it is implemented well, and a value range of 4.21 to 5.00 which states that it is implemented very well. Sustainable wedding events are currently being implemented in the hotel by establishing a sustainable wedding package program and several rules for implementing sustainability including permits and agreements. This implementation has had a positive impact on several indicators of sustainable activities at The Apurva Kempinski Bali.

Keywords: : implementation, sustainable wedding, wedding event management, hotel.

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Introduction

Weddings are one of the life cycles carried out by society which cannot be separated from culture. It is a large-scale event which involves several items namely, wedding decoration, flower arrangement and entertainment. This includes some of the hotel wedding venues which involve F&B, banquet, housekeeping, engineering, security, concierge and wedding sales, while some external hotel wedding venues consist of the wedding organizer, vendors and entertainment crew. Based on this phenomenon, wedding events will have the effect of waste pollution and environmental damage caused by multiple installations of heavy objects and footprints by many people involving the wedding venue such as internal, external and guest staff.

In this modern industrialization of tourism, the concept of sustainability must become a trend to minimize environmental damage. Sustainability does not only mean meeting our own needs, but also about compromising the ability of future generations to meet their own needs. Sustainability consists of three basic lines, namely people, profit, and planet which are also represented as social, economic, and environmental (Bianchini & Rossi, 2020; Bikinhong & Lai, 2019; Tölkes & Butzmann, 2018).

Environmentally friendly is the key to creating a sustainable event by providing various indicators to measure the environmental impact of an event (Astawa et al., 2019; Astawa et al., 2018). The indicator checklist of the concept of sustainable event management consists of venues, accommodation, catering, event communications & materials, local transportation, exhibitions and stakeholder engagement & communication (Trisna & Arcana, 2014). Implementation of sustainable event management must ensure the technical operational needs of the event, such as collaboration with related parties to meet event needs, provide facilities, food and drink, health and safety for parties involved in the event, the number of staff involved

is good and required staff qualifications, event holding permits, event legality, event contract making and event organizing risks (Noor, 2013; Nugraha & Noor, 2015; Yuniati et al., 2022).

Sustainable implementation in 5 star hotels is becoming increasingly important in the hospitality industry for several important reasons. Here are some research-backed insights into why five-star hotels should prioritize sustainability in event management. Several studies have shown that the hotel industry is a major contributor to greenhouse gas emissions, water use, and waste generation. Adopting sustainable practices can help reduce these environmental impacts, conserve natural resources and protect local ecosystems. Jones (2017) provides guidance for event organizers and hotels to implement sustainable practices and the importance of sustainability in hospitality and its benefits for five-star hotels.

Adopting sustainable practices ensures that 5-star hotels comply with growing environmental regulations and certifications such as LEED (Leadership in Energy and Environmental Design) and Green Key. These standards demonstrate a hotel's commitment to sustainability and can appeal to environmentally conscious guests and event organizers.

In short, a 5-star hotel should adopt sustainable practices in event management, taking into account environmental benefits, corporate social responsibility, cost savings, guest expectations and regulatory compliance. By prioritizing sustainability, hotels can improve their reputation, attract a wider customer base, and contribute to a greener hospitality industry.

The Apurva Kempinski Bali which is a popular 5-star hotel in Nusa Dua, Bali pays attention to the sustainability of its management by making regulations that are made to maintain security and protect the venue environment from pre-event to post-event (Trisnayoni et al., 2022). From a socio-cultural perspective, The Apurva Kempinski Bali has created a selection of Indonesian wedding menus and provided Indonesian cultural ornaments and the landscape of the Majapahit Kingdom as a view for the wedding reception. This sustainable implementation is a step to protect the environment and socio-culture as a driving force for economic development.

Methodology

This research was conducted at The Apurva Kempinski Bali sales & marketing department for 4 months using qualitative and quantitative data types with primary and secondary data sources. The data collection method uses questionnaires, observation, and documentation (Sugiyono, 2016). The technique used to analyze the data in this study is descriptive statistics to explain the data in general or generalization, by calculating the minimum value, maximum value, mean value, and standard deviation (Nuryadi et al., 2017).

This study uses key informants who represent the population/sample in quantitative research, and must be determined early in the research phase in the form of determining the number of informants. Informants are research subjects who provide information about phenomena or problems raised as research themes/topics (Heryana & Superior, 2018). The number of respondents used was 10 respondents consisting of group and event directors, sales managers, sales executives, sales coordinators and wedding organizers. This research uses snowball sampling to determine the respondents.

The results of the questionnaire will be averaged then the results will be put into categories according to the average value obtained. The range of interval values is used to determine the appropriate category for the values obtained from the questionnaire answers. The interval range will be calculated by the formula below:

$$\text{Interval Level Value} = \frac{\text{Highest score} - \text{Lowest score}}{\text{Number of criteria}}$$

The variables to be measured are translated into variable indicators using a Likert scale. The Likert scale is a tool for assessing the attitudes, opinions and perceptions of a person or group of social phenomena that occur in a certain place which have levels from very negative to very positive (Sugiyono, 2017). In this study there are 5 categories, namely very bad implementation, bad implementation, less implementation, well implementation, very well implementation.

- | | | |
|----|-----------|------------------------|
| 1. | 1,00-1,80 | = very bad implemented |
| 2. | 1,81-2,60 | = bad implemented |
| 3. | 2,61-3,40 | = less implemented |

- 4. 3,41-4,20 = well implemented
- 5. 4,21-5,00 = very well implemented

The interval range in this study was 0.8. This range is obtained from the calculation results as above. The interval range is obtained from subtracting the highest and lowest scores on the Likert scale for the questionnaire.

Results and Discussions

Results

The application of sustainable event management in wedding activities at The Apurva Kempinski Bali uses quantitative analysis, by displaying research data through a questionnaire to explain how sustainable event management is implemented in wedding activities at The Apurva Kempinski Bali. The indicator checklist is used from the concept of sustainable event activities consisting of venues, accommodation, catering, event communications & materials, local transportation, exhibitions and stakeholder engagement & communication (Arcana, n.d. 2014).

Venue

The respondents' answers to the implementation of sustainable event venues include saving space used, tooling structures having removable plastic and signage communications each having a score of 3.9 indicating good implementation. Apurva Kempinski has two types of venues, namely outdoor and indoor. As for outdoor venues, it is recommended to minimize damage due to scratched floors due to heavy installation. The utensil structure has a plastic cover (or other material) that can be removed, its use is widespread in outdoor events, but generally not considered environmentally friendly, because plastic with tablecloths and reusable cutlery consisting of ceramic plates, glasses and cutleries set that can be reused for the next event after as seen in Figure 1.



(Source: Author documentation, 2022)

Figure 1. Reusable Tableware

The risk of outdoor events is higher because it is difficult to control the condition of visitors during the event (Lidya, 2013). The management of Apurva Kempinski Bali issues a loading permit to regulate what is prohibited during the installation and dismantling of heavy equipment. Both parties, Hotel Management and vendors, are required to sign a letter of loading, agreeing to any damages caused to the event. There are several statements from the letter of loading that are highlighted because they contain rules to contribute to the sustainability practices of wedding venues such as all areas must be covered with plywood/plastic/rubber mats before construction takes place, covered with cables and exits, sparks, smoke detectors must not be blocked by draping or whatever (Ernawati et al., 2022).

Accommodation

Several sub-indicators of sustainable event accommodation are environmentally friendly room products, noise control, and technological equipment to save and reduce energy consumption. The implementation of a sustainable accommodation event which consisted of using environmentally friendly room products had a score of 4.1 which was stated to be well implemented through a program called Soap for Hope. This program was created in an effort to promote not only community hygiene, but also waste management because this process does not use electricity or running water, so there is no more unnecessary waste generated here.



(Source: Author documentation, 2022)

Figure 2. Eco Friendly Soap

There is noise control with 4.2 which is stated to be implemented well because all amplifier speakers must be closed no later than 10 pm with the use of sound on television and other media which is more than 75 dB can consume large amounts of electricity, namely 120 watts (Wantoro, 2017). While the use of technology and equipment to save and reduce energy consumption has a score of 3.1 which states that the implementation is lacking because the saving mode still uses a manual system while the use of lighting can be reduced because the hotel's location is on the coastline where the hotel is located. exposure to sufficient sunlight and strong winds, it would be better if Apurva made its own source of electricity to be used in operations such as solar panels.

Catering

The implementation of the catering and service concept of sustainable events is measured through several sub-indicators consisting of offering and providing menus with local ingredients with a score of 3.9 with implementation that is declared good, the use of local distributors in supplying needs has been implemented properly with a score of 3.9 through collaboration held with several local brand companies to provide food and beverage ingredients such as Plaga Farm to provide being a resort partner that demonstrates accountability to the community and its environment. Tanamera Coffee participates as a brand that is committed to respecting the ecosystem and community by working with local farmers across the country in providing education and consistently improving coffee processing. Balian's water comes from free-flowing springs that don't pump aquifers like most or damage the ecosystem. This collaboration with local suppliers is part of the sustainable wedding program launching in 2022 and updated to the website as Figure 3.

SUSTAINABLE WEDDING: THE APURVA KEMPINSKI BALI AND LOCAL PARTNERS COME TOGETHER TO INSPIRE COMMUNITY

Nusa Dua, – 03 May 2022 - The Apurva Kempinski Bali and partners have come together to inspire and seek ways of addressing the important topic of sustainability with another breakthrough at the resort, this time in the form of a **Sustainable Wedding Package**. To promote the activation of this movement, similar-minded key partners are invited. They are Designmill Co., SukkhaCitta, Puri Ata, Taga Woodcraft, Plaga Farm, Tanamera Coffee and Balian Water.

Designmill Co. joined the project to lend their expertise with the decoration. Recycled paper papeteries, wooden chairs and potted plants are utilised to decorate the venue, with hanging natural fabric and printed customised motifs. The event decorator has brought fashion label **Kaeen**, who are known for sharing Indonesian creativity through their fabric. Another partner from the fashion industry is **SukkhaCitta**, an award-winning social enterprise that focuses on changing lives in rural Indonesia, who will be creating the wedding dress. This sustainable fashion has been recognised with a B-corp certification, which is exclusively bestowed on companies with social and environmental impact. **Puri Ata** and **Taga Woodcraft** provide their locally handmade crafts, as a sustainable wedding gift. For food and beverages, **Plaga Farm** has become the resort's partner that demonstrates accountability for its people and environment. Similarly, other ingredients are sourced from local producers. Meanwhile, **Tanamera Coffee** and **Balian Water** are invited to participate, as brands that are committed to respecting the ecosystem and communities with which they work with their products.

(Source: <https://www.kempinski.com/en/the-apurva-kempinski-bali>)

Figure 3. Sustainable Wedding Website

Sustainable catering also includes avoiding single serving containers for food and condiments (e.g. milk, cream, sugar, butter, ketchup, breakfast cereals, etc.) has been implemented well with a score of 3.5, in addition to offering vegetarian menu options implemented with a score of 3.6.

Communications and Materials

The results of the questionnaire for sustainable event management material Utilization of flowers/plants consisting of endemic seasonal species was 3.6 which stated good application, 4.5 stated brochures & paper documents which stated very good application and provided environmentally friendly detergent products. is 3.4 which states that the implementation is lacking. The Apurva Kempinski Bali has implemented wedding decorations using potted orchid plants. Orchid is an ornamental plant which is indicated as an endemic seasonal flower because the diversity of types and varieties of orchids throughout the world is very high in distribution in the tropics and subtropics. However, most are found in tropical forest areas. Orchids are one of the flower groups that have the most abundant species diversity and have different habitat characteristics (Ardina et al., 2022) (Dewi, 2021). This is the sustainable concept of using potted orchid plants as shown below in Figure 4.



(Source: Author documentation, 2022)

Figure 4. Sustainable Flower Decoration

In preparing wedding documents, from the beginning to after the wedding, electronic documents are used such as agreements and bills of lading. In addition, the application of environmentally friendly detergent products by providing cleaning and sanitation products that contain less alcohol, because alcohol in cleaning agents, as well as wet wipes and disinfectants can accelerate the process of wear and tear, varnish as a protective coating for interior materials including cloth, plastic, vinyl, leather, or wood.

Local Transportation

Local transportation is a transportation system that only serves local trips, meaning that the origin and destination are closed (Sari, 2019). In local transportation, it consists of reducing greenhouse gas emissions towards sustainable transportation options with a result score of 4.1 which indicates good implementation. Transportation that can reduce greenhouse gas emissions in the hotel area is an electric vehicle called a buggy as internal hotel transportation to drop off and deliver wedding guests, bridal couples and others to reach the wedding venue or other places related to weddings as shown below Figure 5.



(Source: Author documentation, 2022)

Figure 5. Dedicated Wedding Buggy

Exhibition

The result of the questionnaire from the exhibition indicator statement is an understanding of the impact of industry and supply chain on the environment with a score of 4 which indicates good implementation because The Apurva Kempinski Bali has collaborated in a sustainable marriage program with several local suppliers. Its partners have come together to inspire and find ways to tackle the important topic of sustainability with another breakthrough at the resort, this time in the form of the Sustainable Wedding Packages in Figure 6.



(Source: Author documentation, 2022)

Figure 6. Sustainable Wedding Package Exhibition

Discussions

Stakeholder Engagement

Stakeholder engagement is an important part of corporate social responsibility (CSR) by holding activities to help improve the quality of life of the community which has been implemented properly by The Apurva Kempinski Bali as the result of a questionnaire which has a score of 4.2. CSR programs that have been implemented include donations from the Soleman foundation which helps people with disabilities, mental health disorders and acute or chronic illnesses and their families throughout Bali, donations of recycled newspapers and scraps of paper to Saraswati Papers, each folio produced by Saraswati Paper is made of paper hand made using 100% post consumer recycled paper. The hotel has established a relationship with CSR Sawangan to empower the Sawangan community to clean up the Sawangan beach around several luxury hotels including The Apurva Kempinski Bali.



(Source: csr sawangan Instagram, 2022)

Figure 7. CSR of The Apurva Kempinski Bali

Conclusion

The Apurva Kempinski Bali has now started implementing sustainable event management in wedding activities. The implementation of sustainable event management at Apurva Kempinski Bali is in the well implemented category, namely the average of all indicators is 3.9. The value range for all indicators of implementing sustainable event management is 3.41 – 4.20.

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