

## Green Meeting Implementation at The Apurva Kempinski Bali

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**Abstract:** This study aims to maximize the implementation of two aspects, namely the Green Meeting Concept with Green MICE Business. The study uses qualitative descriptive analysis techniques by exploring the explanation of the green economy concept, things that affect the green economy, the benefits of green MICE Business and supporting government policies. As to overcome this problem, the event organizers should limit the number of waste used in an event. Therefore, it is important that event handlers practice environmental protection during organizing an event. Evaluating environmental impacts from both positive and negative perspectives provides a better understanding of the proper use of natural resources. Perform calculations for investment planning to support the green MICE movement as part of supporting a green economy.

**Keywords:** green economy, green tourism, green MICE

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### Introduction

The meeting, incentive, conference and exhibition (MICE) sector has a bigger role to play in measuring and promoting sustainable travel according to Stewart Moore of Earth Check. The MICE sector represents big business, delivering major economic benefits that are a key contributor to the growth in tourism and leisure development worldwide. And the benefits from MICE extend far beyond the actual hosting of the event, with trade opportunities being generated in both host and visiting countries: tourism represents 5% of global GDP and contributes to more than 8% of total employment. Earth Check CEO and founder, Stewart Moore said, "The sheer size and reach of the tourism and travel sector now gives it a substantial voice, but it is important to recognise that you can't manage what you can't measure". The issue of business sustainability and how this concept is being translated into daily practice has been dealt with for quite a long time. Understood as a system's capacity for self-preservation and renewal, business sustainability has been intensely debated for more than three decades, when researchers and practitioners began to be fully aware that the exploitation of natural resources would surpass in scope the possibilities of their being reproduced. As the gap between the consumption of natural resources, so needed to ensure mankind's living, and the pace of their renewal will widen, this will impact on both the environment and the amount of resources and raw materials available to future generations. The Brundtland Report published by World Commission on Environment and Development stated that public and private organizations should assume greater responsibility for their activity in general and, in particular, for their actions, strategies, and tactics which affect the environment or society. The Commission Report was the first to officially approach sustainable development which was defined as "the development that meets the needs of the present without compromising the ability of future generations to meet their own needs" (Smagina et al., 2017).

Sustainability is more than just turning the lights off; it's about a balanced approach to economic activity, environmental responsibility and social progress. Together, these three determinants form the core of a sustainable approach to business; often referred to as "the triple bottom line". The triple bottom line clearer articulates the three areas of attention as: People, Planet & Profit. Businesses executing a sustainability programme benefit from improved efficiency, stronger staff loyalty, wellness and increased organisational performance. They hold

shared assumptions and beliefs about the importance of balancing economic efficiency, social equity and environmental accountability, and in turn minimize their environmental footprint and increase the positive impact for its community and stakeholders. It's important to recognise that philanthropy is just one element of sustainability – the "social pillar". Equally being "green" or "eco-friendly" is simply one pillar and only a balanced approach is true "sustainability" in action. Sustainability communication aims to bring the principles of sustainable development into social discourse, and to shape a critical awareness among the public towards the (negative) impacts of a human–environment relationship. Green events provide such information in an attempt to educate visitors on sustainability and behavioural change. More specifically, the education program of the event provides information about environmental protection and more sustainable lifestyles, the use of environmental-friendly forms of transportation, or healthy food. While sustainability-focused events are gaining popularity, they attract visitors from local communities, as well as tourists, and have the potential to attract a variety of different consumer segments. Green seekers are one important segment of potential event visitors. These visitors show their concern for environmental issues, tend to be positively minded towards measures of environmental protection, and are interested in committing themselves proactively to environmentally-friendly practices. Therefore, this visitor segment is particularly motivated to attend such green events and to spend around one third more on green food on a festival. However, Reference shows that green events do not only attract sustainability-minded visitors and refers to the important need for marketing to attract wider audiences. To create successful marketing measures, it is important that event organizers know what motivated their visitors to come to a festival (Tölkes & Butzmann, 2018).

As one of the fields developed in sustainable development, the field of tourism, which has conditions that one of which is the realization of the sustainability of the tourism economy, besides ecological, social and cultural sustainability. Furthermore, based on the definition of sustainable development, according to the World Tourism Organization, sustainable tourism must: 1) Make optimal use of environmental resources which are key elements in tourism development, maintain important ecological processes and help preserve nature reserves and biodiversity. 2) Respect the socio-cultural authenticity of the host community, preserve their cultural life and cultural heritage and traditional values, and contribute to intercultural understanding and tolerance. 3) Ensuring viable long-term economic operations, providing socioeconomic benefits to all stakeholders that are fairly distributed, including stable employment opportunities and opportunities to generate income and social services to accommodate the community, and contribute to poverty alleviation (Ridho et al., 2021).

This paper used The Apurva Kempinski Bali as the object of study, to know the implementation of its Green Meeting. The Apurva translates as "unique and magnificent" in Sanskrit, embracing Kempinski dedication to bring unique experiences to life. Award-winning architect Budiman Hendropurnomo of Denton Corker Marshall and highly-acclaimed interior designer Rudy Dodo of Trivium Design Group worked together in creating a curated design masterpiece. From the unmistakable characteristic of Balinese architecture, landscape and guiding principle, to the Indonesian-inspired interior design aesthetics, the nation's heritage and meticulous craftsmanship are thoroughly reflected throughout the hotel. Honoring the nation's belief of unity in diversity, the hotel establishes its distinctiveness as a tribute to the richness of Indonesian cultural heritage. Hotel comprises 475 luxurious guest rooms, Specialty Suites and Exclusive Villas. Each accommodation provides spacious living with an array of exclusive amenities and bespoke service, either overlooks the magnificent Indian Ocean or a tranquil natural setting. Accommodation is designed to provide luxury and comfort, inspired by Indonesia's tropical beauty and blending easily with modern influences. The business event literature has predominantly concentrated on the conference and convention sector, and less attention has been directed towards other business events, specifically exhibitions. Exhibition events, such as the one discussed in this case study derive from the culmination of operations of several stakeholder groups, namely venues, exhibitors, suppliers, sponsors, and attendees. Therefore, attempts by the event managers to adopt environmental policies and practices are complicated by the motivations and actions of each of the stakeholder groups, and even further by the location of its

setting, and the numerous stakeholders—some of whom permanently reside in the setting (Merrilees & Marles, 2011).

The stakeholders place quite a high level of positive value on the practice of green meetings, as indicated by the average mean values of the perception scale. For individual items, the highest mean values were found for the “importance of the industry’s future”, “image enhancing”, and “cost-effectiveness”. Hence, the meeting industry might foresee the acceptance of green practice in the future. Significant but minor differences in perception were found across the stakeholder groups. Managers were more positive compared to delegates while organizers were not significantly different from the other groups. According to the correlation analyses, managers and organizers attended more meetings than did the delegates. Higher frequency of attendance was associated with more positive perceptions of green meetings (Mykletun et al., 2014).

## Methodology

According to Mukhtar (2013: 10), a qualitative descriptive research method is a method used by researchers to find knowledge or theories about research at a certain time. Descriptive research is defined as a research method that describes the characteristics of the population or phenomenon studied. This methodology focuses more on the “what” of the research subject than the “why” of the research subject. In this paper, an observation is the objective collection of data, which is primarily focused on values. The observation doesn’t involve measurements or numbers, but just monitoring characteristics. In this case, the paper observes the application of Green Meeting at The Apurva Kempinski Bali. In the implementation and monitoring of the Green Meeting concept, The Apurva Kempinski Bali relies on cooperation with renowned partners at the regional and international level. Through the network of experts, the idea of environmental protection is implemented best in our offers. In each case, the scope of this reflects the circumstances of the location. The establishments also boast recognized certificates in the environmental and energy spheres.

Greening the meeting is not only good for the planet, it is also increasingly good for business. A Green Meeting will provide with plenty of positive messages for communications and improve your image in ecosystem as a responsible host and organizer. The primary benefit of planning a green event is the benefit to the environment. While this should always be the primary driver of green events, recognize it’s a business as well. It can be strategic to “go green” both in terms of financial savings and reputation.

## Results and discussions

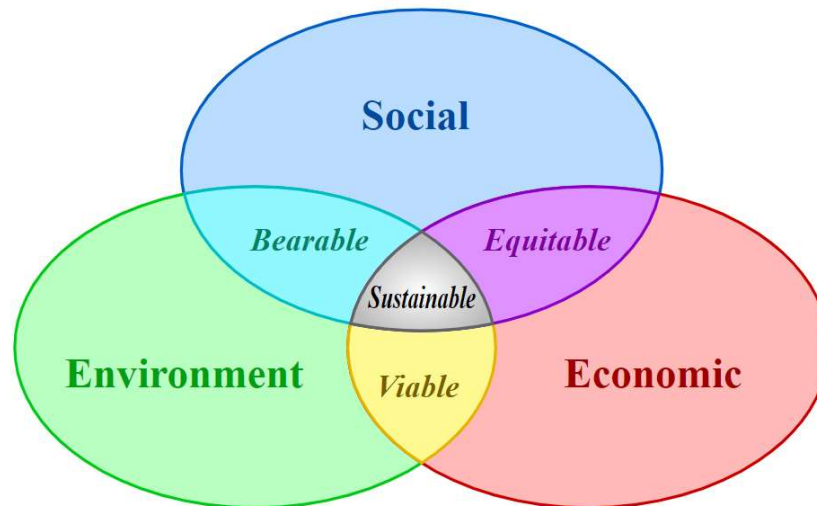
### Results

Green economy is defined as economy that aims at making issues of reducing environmental risks and ecological scarcities, and that aims for sustainable development without degrading the environment. It is closely related with ecological economics, but has a more politically applied focus. In order to develop themselves in a sustainable way, hotels should first make optimal use of environmental resources maintaining essential ecological processes and helping to conserve natural heritage and biodiversity. Then, they should respect the socio-cultural authenticity of host communities, conserve their built and living cultural heritage and traditional values, and contribute to inter-cultural understanding and tolerance. And finally, they must ensure viable, long-term economic operations, providing socio-economic benefits to all stakeholders, including stable employment, income-earning opportunities and social services to host communities (Loustaunau, 2018).

The International Chamber of Commerce (ICC) representing global business defines green economy as “an economy in which economic growth and environmental responsibility work together in a mutually reinforcing fashion while supporting progress on social development”. In 2012, the ICC published the Green Economy Roadmap, containing contributions from international experts consulted bi-yearly. The Roadmap represents a comprehensive and multidisciplinary effort to clarify and frame the concept of “green economy”. It highlights the role of business in bringing solutions to global challenges. It sets out the following 10 conditions which

relate to business/intra-industry and collaborative action for a transition towards a green economy: Open and competitive markets; Metrics, accounting, and reporting; Finance and investment; Awareness; Life cycle approach; Resource efficiency and decoupling; Employment; Education and skills; Governance and partnership; Integrated policy and decision-making

Those ten conditions which relate to Green Economy can be simplified into three pillars of sustainability as follows:



**Figure 1.** Three Pillars of Sustainability

All events by their nature are highly resource-intensive, and can have negative environmental consequences for the host city and population. In particular, large-scale events, such as conferences and conventions can be major sources of greenhouse gas emissions, pollution and waste. Aspects of the environmental impact of events include but are not limited to energy usage, water consumption, waste, transport, fuel usage, carbon emissions, air pollution, procurement and food and beverage. The organizers of events first need to understand, and secondly, reduce their environmental impact for reasons of sound strategic management to ensure cost effectiveness and brand reputation. There is a growing governmental trend to regulate and tax carbon emissions and environmental impact. It is very likely that these associated regulations and taxes combined with a rise in energy prices will, in the long term, significantly raise travel and event costs. Event organizers and hosts are therefore right to include environmental assessment and action as part of their risk management approach. Events bring people together and by the very objective of building community around a subject, they have a positive social impact. It is also possible to go beyond engaging the attendees at events and customers and reach out to ensure surrounding communities, staff, suppliers and other stakeholders benefit from the event. Engaging surrounding communities to positively enhance them can be done through education, workshops, collaborations and creating legacies from events and your business. Creating jobs, employing local staff, working with local suppliers and supporting social enterprises will also have a positive multiplier effect. Aspects of the MICE industry and events which are considered 'social' include communications, human resources, suppliers, communities, legacy, labour practices, human rights, training and education. Another issue that must be addressed involves the actual drivers or determinants that influence a meeting or convention center to "go green" in the first place. Specifically, Mair and Jago (2010) identified factors that drive the business events sector into adopting environmentally responsible practices. These factors include gaining competitive advantage, improving image, upgrading facilities to pre-empt future regulations, and future cost savings. As mentioned, there are convention sites that have made efforts to be sustainable. Therefore, future research could examine the effectiveness of these efforts, so that one could determine the potential value of these identified factors (Draper et al., 2011).

## Discussions

When people hear the term 'zero waste' for the first time, the common response is to think that it sounds unrealistic. Zero waste however is not so much about a goal as about a philosophy that says waste is never a good thing, so rather than just accept waste as inevitable - let's work towards minimizing it. Zero waste is similar to the ideals of 'zero accidents' at work or 'zero defects' in manufacturing. Zero waste is a 'whole system' approach that requires a rethinking of how materials flow through our society, and a redesign of those systems to minimize material requirements and maximize material use. Its main principles are known as the waste management hierarchy, or the 5 Rs of waste management - Reduce waste, Reuse items, Recycle and Recover materials, and Residual disposal in a landfill as the last option<sup>1</sup>. Zero waste takes Nature as its starting point, where there is no waste, because what represents a surplus to one part of a system inevitably becomes food or fuel for another part of the system. Zero waste envisages a society where material is constantly cycled through different systems, adding value at each point of the cycle. Hence, a zero waste approach aims to 'design out' waste from the system. It is not just about managing waste that is created, but about continuously seeking to improve the management of material flows so that eventually there are no materials used in an event that do not have further beneficial use. In green meeting contexts, individuals need not necessarily perceive control over the entire process. Instead, individuals need to perceive control over their role in behaviorally supporting the green meeting. In a green meeting context, this means it is important to clarify the role that individuals have in supporting the green meeting's implementation. Failing to clearly establish a role or establishing a role that is perceived as unrealistic can lead the individual to believe that they lack the necessary resources or opportunities to carry out the behavior (Ophoff, 2015)



**Figure 2.** Application of Zero Waste for Meeting at The Apurva Kempinski Bali

By providing water and coffee station it is part of The Apurva Kempinski Bali to support zero waste on event, also by eliminating the waste of bottle water and one time used cup. For coffee break it is used banana leaf as the garnish to eliminate food waste.

Their tourism plan examines rejuvenating downstream tourism niches by hinting of investments in these niches. There is also an indication of planning for a declining stage (knowledge management, succession planning, investments in other sectors, strategic market research) which signifies that the declining stage is not too far off and they plan to put measures in place to restart a new rejuvenated product when they get to a stagnation point where visitor numbers just peak off. The ten-point plan devised aid the country in its sustained development of the entire tourism industry is as follows: Consolidate market position (traditional and emerging); Engage in product development and marketing strategies; Advancements in ICTs (internet platform); Creation of stakeholder partnerships and relevant performance measures (for accountability); Formulate policy through industry engagements; Creation of cross-ministerial

groups; Economic planning in public policy (due consideration to tourism industry); Revamping the functions of Visit Britain (National Tourism Agency) to address performance and value; Securing investment initiatives from private and public sector; Create cutting edge marketing campaigns and solicit government support (Ramgulam et al., 2012).



**Figure 3.** Application of Zero Waste for Lunch Meeting at The Apurva Kempinski Bali

Tourism business is of enormous importance to the economies of many destinations worldwide. This study focuses on one particular area of business tourism – business events. As a term, “business events” is generally understood to include meetings, incentives, conventions and exhibitions, formerly known by the acronym MICE. Whilst this is a complex and diverse sector, it is one that now helps underpin tourist visitation for many destinations. Such destinations have made substantial investments to provide the meeting facilities and hotel accommodation needed for business events. In order to develop a general conceptual model of the corporate greening process, it is necessary to consider the drivers that have been identified in other studies and in a variety of contexts. Studies into the determinants or drivers of greening in industry (Mair & Jago, 2010). The Apurva Kempinski Bali committed on the green meeting concept by substitute the waste of 1 time use plastic or plate for the lunch meeting. To design the green-based learning, the teaching staff members should have a wide insight into the relatedness of the green concept in the learning process; they should be highly creative; they should have good learning methodology and skill; they should have high self-confidence, and they should be brave enough to package and develop the learning material. If well designed, the green-based bartending learning will become an effective and more meaningful learning experience to the students. The reason is that they can apply the electronic media as the learning media, allowing them not to use paper/books and board marker excessively (Oka et al., 2020).

There are many environmental issues involved in operating an event, the most visible thing is transportation emission. This contributes toxic emission and other negative effects on natural resources. The problem can also be found in the volume of rubbish produced and the need for their disposal. High usage of these elements creates undesirable effects to the ecosystem. For example, using transportation during an event produces an amount of toxic emission that will affect the ecosystem. As to overcome this problem, the event organizers should limit the number of vehicles used in an event. Therefore, it is important that event handlers practice environmental protection during organizing an event.

Concise investigation is needed in order to understand sustainability issue in event management and SWOT analysis is used to discuss this issue precisely based on strength,

weakness, opportunity and threat. The strength of the event organizer in resource selection depends on what can be done before, during and after the event. This is based on the question of what reduces the environmental impact. Starting from careful planning regarding the resources to be used, the process of finding service providers, to recycling to waste disposal. Weaknesses are related to obstacles and challenges in ensuring environmental sustainability. Such as unsupportive facilities and infrastructure and it is difficult to find supporting resources. Commitment from all parties to preserve nature along with government support that can support the agreement to implement Green MICE. Barriers to achieving environmental sustainability goals can come from event organizers, especially if they lack environmental knowledge in applying greening practice during the event.

Most clients do not notice the greening practices of a hotel. Most said they recycle at home but many of them have admitted to not making a decision to choose a hotel because of the greening options. Most of them prefer daily changing of linen in their guestrooms. While people still want the amenities that the hotel offers the guest rooms it opens another question of whether the guest understands the amount of energy and water that is wasted by refreshing the towels and sheets each day. If the guest took time to realize the waste involved perhaps their opinion would be different (Fukey & Issac, 2014). Green tourism has become the center of the world interest and the specialization of many tour operators, there are a lot of tourists who look for accommodation at eco-friendly green hotels, as a requirement. It is a responsible eco-friendly type of tourism attracting well educated and clean, natural, environment lovers, and levels of tourists. Environment is the backbone of tourism activity and clean environment is a guarantee and a key factor of tourism attraction. It should be indicated that new trends in environmental protection are taken into consideration to achieve the green tourism business scheme, in order to apply an integrated environment system to reach a sustainable tourism policy that abides with local environment laws and reduces employment costs through the optimal use of natural resources and improvement of the images of tourist facilities (Widana & Sutama, 2020).

The vehicle of events must be used to engage and empower community groups to contribute to community building long after the 'signature' event itself has moved on. Creating appropriate structures is crucial here so that the usual suspects do not continue to feel marginalized as cities pursue events-led strategies. The challenge for local political leaders is to consider whether the existing networks and avenues to participation open to the city's citizens are effective. Policy makers must avoid destroying 'organic' social capital by over planning and power brokering and by expecting all social networks to open up despite the power relations at work within these groups. What is required is a much deeper commitment to ongoing legacy planning around a city's events, so that policy makers can maximize social utility not only during the celebratory phase of event delivery, but for the longer term. Only then can events secure the long-lasting effects about which their patrons proselytize on a regular basis. Perhaps the call to reconsider the social and cultural in events policy can temper the concerns of citizens and protestors alike. The spectacle need not be opposed, but rather diluted, so that the social outcomes of event policy are shared more equally across a range of beneficiaries in a move from entrepreneurialism to social entrepreneurialism (Raj & Musgrave, 2009). Evaluating environmental impacts from both positive and negative perspectives provides a better understanding of the proper use of natural resources. Perform calculations for investment planning to support the green MICE movement as part of supporting a green economy. By knowing the amount of investment to be issued, we can focus on the most crucial things. We can agree that the existence of a green MICE business can contribute to a green economy.

One particular finding that deserves to be highlighted is the fact that not all attendees have the same perceptions and attitudes towards the idea of green meetings. Indeed, sponsors appear to be less supportive of a number of the green meeting attributes proposed in this survey. It is difficult to judge why sponsors returned these results, and this is certainly an area worthy of further research. However, sponsors did note that they perceive that the atmosphere and look of green meetings appears somewhat cheaper, or perhaps less exclusive than non-green or traditional meetings (although other attendees did not note this). If this is the case, then this result is probably not surprising, since the goal of sponsors is to increase the visibility and credibility of their organization over their competitors, and creating a high quality exclusive

ambience is often an important part of this. Anecdotally, sponsors seem to feel that it is the role of Professional Conference Organizers (PCOs) and contractors to build an impressive atmosphere and whilst it is acknowledged that some exhibition contractors can build creative and impressive green meetings, clearly not all are successful in this. Further, most PCOs usually get commission or a management fee for holding meetings, and one of the success factors of an event is based on the overall impression on atmosphere, therefore it seems likely that they would only rarely trade off the reduction on costs for staging a green meeting with any reduction in ambience and atmosphere (Rittichainuwat & Mair, 2012).

## Conclusions

In recent years, the MICE Industry has grown very rapidly. With the MICE sector expected to continue to grow substantially, it is incumbent on all of us in particular to operate more efficiently and minimize our impact on the environment. Beyond delivering economic benefits, it is also important to consider the impact that these gatherings are having on our environment. While each of us gains individual rewards from attending or organizing these events, we must also bear in mind the collective carbon footprint we leave behind. The Apurva Kempinski Bali as the leading hotel in Nusa Dua, Bali. This hotel implements the Green Meeting Concept in order to support sustainable tourism through the hotel activity in handling event.

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