

## Analysis of Green Hotel Implementation at Holiday Inn Jakarta Kemayoran

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**Abstract:** The tourism industry often overlooked environmental vulnerability, especially its contribution to climate change, necessitating attention. Hotels, a key tourism sector, significantly impact the environment, emitting substantial carbon dioxide and consuming large amounts of water. The Indonesian Ministry of Tourism emphasizes eco-friendly hotel management through the Green Hotel program. This research, a comprehensive investigation, employs qualitative methods, including documentation review, observation, and interviews with hotel personnel, including the General Manager, Chief Engineer, Business Development Executive, and Housekeeping Manager. The study explores Green Hotel practices at Holiday Inn Jakarta Kemayoran, part of IHG. The data analysis, involving data collection, data reduction, data display, and concluding/verifying data, is robust and thorough. It shows that the effective implementation of Green Engage at the hotel, IHG's sustainability program, is evident in eco-friendly materials, energy efficiency, water conservation, and waste management. These efforts contribute to environmental conservation and reduce costs, emissions, and waste while increasing occupancy rates, reflecting guest preference for green accommodations. This research underscores the positive impact of Green Hotel implementation on both the hotel's performance and environmental conservation, instilling hope for a more sustainable future. Continuous efforts are needed to enhance sustainability practices, embracing more eco-friendly initiatives and involving guests in environmentally conscious actions.

**Keywords:** Green Hotel, Eco-friendly, Hotel, Sustainability.

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### Introduction

The tourism industry is highly vulnerable to the environmental issues. It is often overlooked that the tourism sector impacts climate change, which can have significant consequences if not anticipated (Nurekawati & Andrasromo, 2015). One of the continuously growing and visible sectors in the tourism industry is the hotel industry, which is considered to have a significant environmental impact. Based on the Decree of Menparpostel (Minister of Tourism, Post and Telecommunications) Number KM/37/PW/304/MPPT-86, a Hotel is a type of accommodation that provides part or all of its buildings for lodging, food, beverages, and other services to the public, managed commercially. Each hotel generates 160-220 kg of CO<sub>2</sub> per room per floor yearly. According to a United Nations study, the hotel industry contributed more than 5% of global carbon dioxide emissions. Additionally, for five-star hotels, the average water consumption per guest per night is 170-440 liters (Darmaputra et al., 2020).

The hotel industry contributes to environmental pollution (Chen & Tung, 2014). According to Chen & Chen (2012), the hotel industry accounts for 75% of environmental pollution in the tourism sector; they are significant polluters worldwide (Noor et al., 2014). Hotels can consume energy and resources and generate considerable waste from

their operations to meet all consumer needs during their stay. Hotels routinely produce carbon dioxide emissions and consume clean water, energy, and non-renewable resources.

The Ministry of Tourism of the Republic of Indonesia (Kemenparekraf) further establishes standardization and environmentally conscious requirements for hotel management to adopt attitudes that protect and preserve the environment and enhance sustainable and environmentally conscious practices. The standard requirements encompass hotel operational management, land use, building material usage, energy and water conservation, and waste management (Kementerian Pariwisata Republik Indonesia, 2016). The government supports hotels that implement environmentally friendly management principles by granting appreciation to these establishments. The Green Hotel Award is presented by the Ministry of Tourism of the Republic of Indonesia. The Green Hotel (2018) defines that green hotels utilize environmentally friendly practices and implement programs to help conserve energy and water, reduce waste generated by hotel operations, and maintain the environment.

Since 2009, the Green Hotel Award has been granted and has become a biannual event for the Indonesian hospitality sector. Hotels that have adopted environmentally friendly norms and criteria are eligible to receive the Green Hotel Award, which can inspire hotel management to implement protective measures and enhance environmental management continuously (Putri, 2020). According to Tourism Law No. 10 of 2009, every tourism entrepreneur must maintain a clean, healthy, and beautiful environment and preserve the surrounding nature and culture. Hotels are one of the industries or commercial service businesses (Hermawan et al., 2018) that presents significant environmental risks due to the amount of solid and raw waste discharged into the environment and the consumption of water, electricity, and consumable materials in their operational activities.

According to Abdullah and Pebriyanti (2016), the basic orientations carried out by hotels implementing the Green Hotel program include: (1) recycled material, which involves the use of building materials such as aluminum, glass, iron, steel, and bricks that are prioritized for "green construction"; (2) recyclable, this activity entails separating the waste into paper waste, glass bottle waste, aluminum, iron, and plastic bottles. Companies then recycle these wastes to produce new environmentally friendly products; (3) low-polluting: hotels promote the idea of environmental protection through recycling operations, recycling system planning, and utilizing solar energy, wind energy, biomass energy, and hydraulic power; (4) energy-saving: hotels practice water and energy conservation and integrate environmental protection ideas into the training provided to staff or service procedures.

Considering the various benefits of implementing Green Hotels, large hotels are now trying to respond to environmental issues by adopting the practices. (The ASEAN Secretariat, 2016). This involves being eco-friendly and adhering to clear energy preservation guidelines. The 2018 guidelines for the implementation of Green Hotels in Indonesia encompass the following aspects: (1) environment-based hotel management; (2) environmentally conscious hotel operations; (3) land use; (4) energy efficiency; (5) water conservation; (6) use of sustainable building materials; (7) indoor air quality; and (8) environmentally conscious waste management.

The current focus of the hotel industry is not only on producing goods and services but also on actively preserving the environment (Setiawati & Sitorus, 2014). Not only is it supported by the government, but most hotel guests nowadays pay attention to the concept of green hotels in their places. Based on research conducted by (Kang et al., 2012), environmentally conscious consumers are willing to pay a higher price for green

hotel initiatives. Additionally, having an overall green hotel image brings positive impacts. Many consumers or guests return to hotels implementing green hotel practices (Suki & Suki, 2015). Furthermore, being a green or eco-friendly hotel generally leads to benefits such as reduced expenses and debt burden, profitable and low-risk investments, increased profit, and positive cash flow (Lanjewar, 2015).

One of the hotels in Jakarta that has been implementing Green Hotel practices since 2014 is the Holiday Inn Jakarta Kemayoran. It is the first branch of several other Holiday Inn hotels in Jakarta, operating under IHG (InterContinental Hotels Group). The Holiday Inn Jakarta Kemayoran, established in 1777, has since proliferated. The Intercontinental Hotel Group, or IHG, manages over 4,600 hotels in 100 countries and employs more than 135,000 staff members. In 1993, Holiday Inn Hotels & Resorts became the largest hotel brand in the world, with 365,000 rooms. In 1995, Holiday Inn recognized technological advancements and started a website online to enable guests to make online reservations more conveniently.

Based on several previous studies that investigated the impact of Green Hotel implementation, it was found that Green Hotel programs influence the interest in staying at hotels in Indonesia. (Abdullah & Pebriyanti, 2016); (Sugianto et al., 2017); (Adam, 2014). Moreover, according to research conducted by (Chen & Chen, 2012), many hotels have benefited from green management, such as improved reputation and a higher number of quality customers. Some positive impacts of Green Hotel implementation include cost-saving on hotel operations, enhancing the hotel's reputation and popularity, and creating a positive brand effect (Chen & Chen, 2012)

The research gap is that there is not enough detailed study on how eco-friendly practices work in Indonesian hotels. While some studies discuss the benefits of being green, few focus on how these ideas are used in Indonesian hotels. Also, most studies use numbers to understand this, but we are talking directly to hotel staff to determine their thoughts. So, based on the outlined background, the research delves into analyzing the implementation of Green Hotel practices at Holiday Inn Jakarta Kemayoran. It aims to explore the challenges faced by the hotel and the corresponding solutions encountered during this implementation process. Additionally, the study seeks to ascertain the benefits of adopting green hotel initiatives at Holiday Inn Jakarta Kemayoran. Therefore, the urgency of this research lies in understanding the implementation of Green Hotel practices in terms of the benefits obtained, thereby enabling their application in other hotels. Holiday Inn Jakarta Kemayoran is one of the hotels in Jakarta that has been implementing Green Hotel practices since 2014. It is located at Jalan Griya Utama, Number 1 RW. 05 Sunter Agung, North Jakarta, the Holiday Inn Kemayoran Jakarta has a vision to become the best 4-star mid-scale hotel in Jakarta, always being the top choice for guests to stay, loved by employees as their workplace, and fully supported by hotel owners as an investment place.

## Methodology

This research is designed to explore the implementation and outcomes of Green Hotel practices conducted by the Holiday Inn Jakarta Kemayoran, following the guidelines of the Green Hotel Implementation by the Ministry of Tourism of the Republic of Indonesia in 2018. The study utilizes a qualitative method with a descriptive approach to depict the social situation under study by identifying patterns of relationships between the aspects of Green Hotel implementation at the Holiday Inn Jakarta Kemayoran and the resulting benefits.

Data collection techniques used in this study include documentation or literature review, observation, and interviews with the Holiday Inn Jakarta Kemayoran personnel.

This research uses a purposive sampling technique, which allows researchers to obtain rich and in-depth information about the phenomenon under study. The relevant parties involved in the study are (1) the General Manager, (2) the Business Development Executive, (3) the Chief Engineer, and (4) the Housekeeping Manager. The selection of informants was based on their involvement in implementing Green Hotel practices related to the engineering department, housekeeping department, and management's role in directing the hotel towards implementing Green Hotel practices at the Holiday Inn Jakarta Kemayoran. Data analysis in this research follows (Sugiyono, 2019) process of systematically searching and organizing data obtained from interviews, field observations, and other reference materials, making it easily understandable and sharable with others. The data analysis activities include data collection, data condensation, data display, and concluding/verifying data (Miles et al., 2014). Additionally, data validity is ensured through triangulation, where data is cross-checked from multiple sources to achieve research objectives. Triangulation of data sources is used to check data validity, ensuring that the conclusions are agreed upon. The analysis in this research involves describing, categorizing, sorting similar perspectives, and presenting the research data findings.

## Results and discussions

### Results

The Holiday Inn Jakarta Kemayoran is a part of the InterContinental Hotel Group (IHG), founded in 1777, and has since grown to have nine subsidiaries. Currently, IHG Group manages over 4,600 hotels across 100 countries. In its development, IHG Group strives to raise awareness and expand its presence in the hospitality sector by adopting green practices that benefit both the environment and itself. Known as Green Engage, this initiative is implemented by all IHG-managed hotels worldwide. The Green Engage program is a sustainability initiative designed to build and operate more sustainable hotels.



(Source: ihg.com, 2022)

**Figure 1.** Green Engage Hotel by InterContinental Hotel Group-IHG

The Green Engage aims to achieve the following objectives: (1) Reduce energy consumption; (2) Decrease water usage; (3) Minimize carbon footprint; (4) Enhance the health and comfort of hotel guests; (5) Lower operational and maintenance costs for the hotel; also (6) Raise awareness among hotel guests and staff about sustainable development.

### Green Hotel Implementation in Holiday Inn Jakarta Kemayoran

As one of the growing hotels in Jakarta, Holiday Inn Jakarta Kemayoran continues to develop its programs, one of which is the Green Hotel program, while adhering to the recommendations stated in the 2018 Green Hotel Implementation Guidelines in Indonesia, which include:

## 1. Environmental-Based Hotel Management

- a. Holiday Inn Jakarta Kemayoran has an environmental evaluation document called DELH-Dokumen Evaluasi Lingkungan Hidup issued by the environmental management agency (BPLH-Badan Pengelola Lingkungan Hidup) of DKI Jakarta Province. The hotel management at Holiday Inn Jakarta Kemayoran has also formed a "Green Team" or "Eco-Team" with a complete organizational structure, job descriptions, and SOP (Standard Operating Procedure) related to environmental matters.



(Source: Research Team Documentation, 2022)

**Figure 2.** Holiday Inn Jakarta Kemayoran Green Engage Program Explanation Board

- b. Environmental-based hotel management activities conducted by Holiday Inn Jakarta Kemayoran include organizing an annual Green Week program for all employees. During this event, employees must collect recyclables such as cardboard and used plastic bottles and transform them into crafts displayed in the staff canteen. The HR department created this program to enhance employees' awareness and care for environmental conservation. Some examples of the artworks produced during Green Week are as follows:



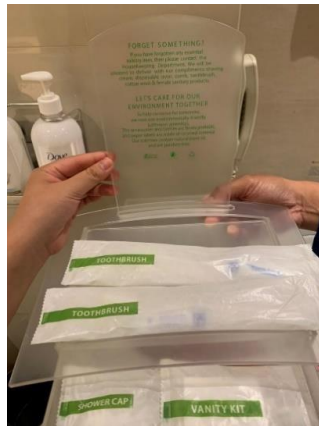
(Source: Research Team Documentation, 2022)

**Figure 3.** Results of the Green Week Program by the Employees

## 2. Environmental-Conscious Hotel Operations

Holiday Inn Jakarta Kemayoran implements several Green Engage programs related to hotel operations. Holiday Inn Jakarta Kemayoran utilizes environmentally friendly materials for bathroom amenities. The accessories and bottles are made from biodegradable materials that quickly decompose in the recycling process. Additionally, the packaging for amenities uses recycled paper, and the toiletries contain natural plant oil and are paraben-free. Furthermore, since implementing the Green Engage program, linen and towel washing is done every two days for efficiency, energy savings, and to

reduce the use of chemicals in detergents and other products. However, if hotel guests request daily linen and towel washing, they can request the housekeeping attendant.



(Source: Research Team Documentation, 2022)

**Figure 4.** Bathroom Amenities and Toiletries at Holiday Inn Jakarta Kemayoran

### 3. Land-use

Based on the Detailed Spatial Plan (RDTR-Rencana Detail Tata Ruang) of DKI Jakarta Province, the Holiday Inn Jakarta Kemayoran hotel is built on an area of approximately 9,000 square meters with a Building Coverage Ratio (KDB-Koefisien Dasar Bangunan) of 55% and a Green Open Space Ratio (KDH-Koefisien Dasar Hijau) of 20%. This means the hotel's land has 45% open space (4,050 square meters) and a green zone covering 1,800 square meters. Holiday Inn Jakarta Kemayoran also has a small garden called Al's Edible Garden, established in 2014, serving as a green area in the hotel where hydroponic vegetables, herbs, microgreens, and food are grown without pesticides and using organic fertilizers.



(Source: Research Team Documentation, 2022)

**Figure 5.** Al's Edible Garden at Holiday Inn Jakarta Kemayoran

### 4. Energy Efficiency

Energy efficiency at Holiday Inn Jakarta Kemayoran is implemented in its operational management. It uses LED (Light Emitting Diode) lights to adjust light colors and lighting settings in the ballroom and other rooms. Another form of energy efficiency is monitoring electricity usage through multiple electricity meters installed in each sub-unit to save electrical energy. Additionally, the hotel uses the VRV (Variable Refrigerant Volume) system for room cooling, which adjusts the cooling capacity according to the needs. Moreover, a solar panel system is used for hot water placed on the building's

rooftop, and it is equipped with a BAS (Building Automation System) to ensure no energy wastage in the hotel building.



(Source: Research Team Documentation, 2022)

**Figure 6.** Use of LED Lights at Holiday Inn Jakarta Kemayoran

## 5. Water Conservation

Water conservation and efficiency at Holiday Inn Jakarta Kemayoran are implemented through several measures. It begins with a Heat Pump or rainwater harvesting, filtered in a clean water tank, and directed to an underground reservoir for further purification. The collected rainwater is transferred to solar panels to be heated to 50°C to eliminate any remaining germs and bacteria in the rainwater. Afterward, the water undergoes additional filtration, and water of slightly lower quality is utilized through the Sewage Treatment Plant installation and used for toilet flushing.



(Source: Research Team Documentation, 2022)

**Figure 7.** Flushing in the toilet of Holiday Inn Jakarta Kemayoran

## 6. Environmentally Friendly Building Materials

According to Chief Engineer Mr. Slamet Riyadi, Holiday Inn Jakarta Kemayoran uses environmentally friendly building materials such as Hebel, which are produced using eco-friendly processes and chemicals that do not harm the environment. Additionally, Hebel is lightweight, reduces construction costs, and provides thermal and sound insulation, thus reducing room cooling load and acoustic expenses. Low-E glass is used for room facades to absorb solar heat and minimize cooling requirements. The hotel design also optimizes natural lighting. Renewable natural resources like rattan, bamboo, and Saigon wood are utilized for the interior of the building.

## 7. Indoor Air Quality

Holiday Inn Jakarta Kemayoran pays attention to the indoor air quality, both from outside and inside the building, to ensure it is free from "sick building" syndrome.

**Table 1.** Air Quality Parameters at Holiday Inn Jakarta Kemayoran

No	Parameter	Standard Limit *)	Unit	Results	
				Lobby	Basement
1	Particulate Matter (TSP)	Inhalable: 10 Respirable : 3	$\mu\text{g}/\text{m}^3$	1	1
2	Carbon Monoxide (CO)	29	$\mu\text{g}/\text{m}^3$	1	1
3	Nitrogen Dioxide (NO <sub>2</sub> )	3	ppm	0,05	0,05
4	Sulfur Dioxide(SO <sub>2</sub> )	0,25	$\mu\text{g}/\text{m}^3$	0,03	0,04

Source: Research Team Documentation (2022)

Based on the data in the table above, the air quality at Holiday Inn Jakarta Kemayoran is quite good, as it is below the threshold limit of the parameters. According to Mr. Slamet Riyadi, the efforts made by Holiday Inn Jakarta Kemayoran to improve air quality include:

- Preventive maintenance through general cleaning of filters in all hotel areas.
- Fresh air is added in some less refreshing areas. Air shafts and AHUs (air handling units) ensure a clean air supply in each room.
- Maintenance of the garden and adding new plants in the hotel's garden area.
- All AC refrigerants use environmentally friendly materials, and each room is controlled with an economizer mode switch.

## 8. Environmental Waste Management

Holiday Inn Jakarta Kemayoran practices solid, liquid, and hazardous waste management. Waste audits are conducted monthly to ensure proper solid waste handling, and the results are reported online through the Green Measure application. Solid waste management at Holiday Inn Jakarta Kemayoran begins with segregating organic and inorganic categories. The waste is further separated into four specific categories:

- Paper Cardboard for paper-based waste;
- Cartridge Sterno for liquids and chemicals;
- Glass Bottle for glass-based waste;
- Bottle Plastic for plastic-based waste.

After separating the waste into these categories, it is further classified into two groups: Dry Garbage (dry waste) and Wet Garbage (wet waste). The waste is then managed using in-room technology to facilitate the recycling process. Holiday Inn Jakarta Kemayoran also manages liquid waste through a Sewage Treatment Plant (STP). The treated water from the STP is used to water plants and flush toilets. The quality of the treated water is regularly monitored through accredited laboratory tests. Holiday Inn Jakarta Kemayoran also holds a permit for handling hazardous and toxic waste (B3). All B3 waste is stored in a designated B3 waste room before being transported and processed by a company authorized by the Ministry of Environment and Forestry.





(Source: Research Team Documentation, 2022)

**Figure 8.** Waste Management at Holiday Inn Jakarta Kemayoran

### *The Effectiveness of the Green Engage Program*

The Green Engage program has positively impacted hotel operations by saving energy usage and adopting more practical, efficient, and eco-friendly technologies. As a result, there have been positive effects, including reduced operational costs in housekeeping due to the decreased use of chemicals, laundry equipment lasting longer, and fewer breakdowns due to reduced usage frequency. Moreover, the eco-friendly technologies used require less maintenance. According to the Green Engage/Solutions program report, hotels certified at Level 1 Green Engage can reduce energy costs by up to 24% in hot and humid regions like Jakarta. This percentage increases to over 25% for hotels certified at Level 2.

Utility costs can be significantly reduced by implementing efficient and responsible energy and water management and monitoring energy and water usage in all hotel business units. Electricity consumption has been reduced from 6,430 thousand kWh in 2015 to 5,247 thousand kWh in 2022 (a decrease of 19 percent). Similarly, the usage of clean water has been reduced from 74.9 thousand m<sup>3</sup> in 2015 to 37.1 thousand m<sup>3</sup> in 2022 (a decrease of 50 percent).

#### **1. Cost Reduction of Utilities**

The reduction of utility costs has become more significant in efforts to control operational expenses, as hotel occupancy rates have increased in the same years. The usage of clean water has been reduced by half after Holiday Inn Jakarta Kemayoran implemented rainwater conservation and treated wastewater from the Sewage Treatment Plant (STP) for flushing and garden irrigation purposes.

**Table 2.** Electricity Consumption and Water Consumption at Holiday Inn Jakarta Kemayoran (2015-2020)

<b>Year</b>	<b>Electricity Consumption (thousand KWH)</b>	<b>Water Consumption (thousand m3)</b>
2015	6,430	74,9
2016	6,009	70,9
2017	5,983	67,3
2018	5,724	65,3
2019	5,345	46,8
2020	5,247	37,1

Source: Research Team Documentation (2022)

## 2. Reduction in Carbon Emissions and Waste

The IHG Green Engage system has a carbon footprint calculator that measures the effectiveness of Green Engage in reducing gas emissions. As seen in the table, carbon dioxide emissions have decreased from 4,764 kg CO<sub>2</sub> in 2015 to 3,401 kg CO<sub>2</sub> in 2020 (a decrease of 29%). Holiday Inn Jakarta Kemayoran's waste management, recycling, and separation efforts have also led to a significant reduction in wet and dry waste. For instance, in 2015, wet waste amounted to 13,000 kg and dry waste to 8,340 kg, while in 2020, these numbers decreased to 10,050 kg and 6,990 kg, respectively.

**Table 3.** Carbon Emissions at Holiday Inn Jakarta Kemayoran (2015-2020)

Year	Carbon Emissions (Kg)	Wastes	
		Dry	Wet
2015	4764	13.000	8.340
2016	4317	12.800	7.550
2017	4126	11.820	7.120
2018	3941	11.550	7.100
2019	3901	10.600	7.020
2020	3401	10.050	6.990

Source: Research Team Documentation (2022)

## 3. Increased Hotel Occupancy Rate

Based on interviews with the Business Development Executive, it was found that implementing Green Hotel practices led to improved service quality and customer satisfaction. Guests appreciated the hotel's green areas and valued its initiatives and creativity in energy conservation and environmental preservation through the Green Engage program. This is evident from the increasing annual occupancy rate, indicating a higher awareness about preserving the environment, making Green Hotel an attractive accommodation option.

**Table 4.** Occupancy Rate and ARR at Holiday Inn Jakarta Kemayoran (2015-2020)



**HOLIDAY INN JAKARTA KEMAYORAN**  
History and Forecast

Year	Total Room Occ	Occ %	Average Rate
2014	40126	62.09%	IDR 745,805
2015	52701	62.44%	IDR 822,254
2016	63524	74.97%	IDR 765,000
2017	65395	74.94%	IDR 765,189
2018	65521	71.38%	IDR 829,765
2019	64255	70.06%	IDR 775,493
2020	28897	32.50%	IDR 648,516
2021	34213	41.12%	IDR 610,338

Source: Research Team Documentation (2022)

## Discussions

Implementing Green Hotel at the Holiday Inn Jakarta Kemayoran Hotel is an environmentally friendly action often called green. Regarding tourism, actions that are sustainable practices that help reduce environmental impacts are often referred to as green tourism.

Green Tourism and Green Hotels are different but interrelated aspects of tourism in the tourism industry. Green hotels are particularly desirable in the hospitality sector. They focus on environmentally friendly applications to reduce negative environmental impacts and increase resource efficiency. This includes initiatives such as energy conservation, the use of environmentally friendly materials, effective waste management, and air conservation. Green hotels strive to provide a sustainable lodging experience for guests by integrating these practices into their operations and facilities. While green tourism addresses disruptions at a broader industry level, green hotels concentrate on implementing sustainable practices in hotel operations.

The Holiday Inn Jakarta Kemayoran Hotel achieved significant cost savings in utilities by implementing water conservation measures and treating wastewater for specific purposes, reducing water consumption and utility expenses over the years. The implementation of Green Engage at Holiday Inn Jakarta Kemayoran has resulted in a 29% reduction in carbon dioxide emissions (from 4,764 kg CO<sub>2</sub> in 2015 to 3,401 kg CO<sub>2</sub> in 2020) and a decrease in both wet and dry waste (from 13,000 kg and 8,340 kg in 2015 to 10,050 kg and 6,990 kg in 2020). This showcases the hotel's commitment to environmental sustainability and waste management.

Implementing Green Hotel practices at Holiday Inn Jakarta Kemayoran resulted in a higher occupancy rate, indicating improved customer satisfaction and increased demand for environmentally friendly accommodation options. The hotel achieved its highest sales in 2017 with an occupancy rate of 74.94% and an average room rate of Rp 765,189 five years before the pandemic (2014-2018).

## Conclusions

The conclusion drawn from this research is that the implementation of Green Hotel at Holiday Inn Jakarta Kemayoran has significantly impacted the overall hotel. The Green Hotel implementation has successfully reduced utility costs, representing the second-largest component of the hotel's operations. Over eight years, electricity consumption has decreased by 19%, and water usage has decreased by 50%. These reductions in utility costs are beneficial for controlling the hotel's operational expenses, especially during the post-pandemic recovery period when all hotels strive to recover.

Furthermore, implementing the Green Hotel at Holiday Inn Jakarta Kemayoran has led to a 10% increase in occupancy rate. This indicates that the Green Hotel concept, particularly in the form of Green Engage at Holiday Inn Jakarta Kemayoran, has attracted guests' attention to stay at the hotel. Presently, guests tend to consider eco-friendly concepts or environmentally conscious tourism.

Additionally, at Holiday Inn Jakarta Kemayoran, the Green Hotel implementation has positively impacted environmental conservation, as evidenced by a 21% reduction in waste generation. This waste reduction has also contributed to a 29% decrease in carbon emissions from 2015 to 2022.

While the implementation of Green Hotel has yielded positive results, continuous efforts should be made to enhance sustainability practices further. The hotel management could explore additional eco-friendly initiatives and expand the Green Engage program to cover more aspects of hotel operations. Increasing renewable energy sources and adopting more energy-efficient technologies can lead to even more significant reductions in utility costs and carbon emissions. Additionally, raising awareness among guests about the hotel's green initiatives and encouraging their participation in eco-friendly practices could further contribute to environmental conservation.

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