

Implementation of Green Hotel at New Sunari Lovina Beach Resort in Increasing Staff's Environmental Concern

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Abstract: This research aims to analyze the implementation of the Green Hotel concept at New Sunari Lovina Beach Resort, Bali, and its impact on staff environmental awareness. Using qualitative descriptive methods, this research explores the practices implemented by efforts and eliminates factors influencing success and challenges in their implementation. This research shows that New Sunari Lovina Beach Resort has successfully integrated eco-friendly initiatives that increase environmental awareness among staff and optimize overall hotel operations. Practices such as energy efficiency, effective waste management, and ecological education for staff have been shown to play an essential role in promoting mortality. However, this research also identified challenges, including limited resources, the need for more comprehensive training, and difficulties in quantitatively measuring environmental impacts. Based on this analysis, the study recommends increasing investment in green technologies, developing more in-depth ecological training programs, and implementing more robust effectiveness measurement methods. The conclusion of this research is the commitment of New Sunari Lovina to maintaining tourism sustainability, including energy savings, effective waste management, and environmental education programs.

Keywords: green hotel; environmental awareness; New Sunari Lovina Beach Resort; sustainability practices; sustainable tourism.

Article History: Submitted 5 June 2024 | Revised 23 December 2024 | Accepted 24 December 2024

How to Cite: Adinata, K. R. W., Widiastini, N. M. A., & Dewi, L. P. T. A. (2024). Implementation of Green Hotel at New Sunari Lovina Beach Resort in Increasing Staff's Environmental Concern. *International Journal of Green Tourism Research and Applications*, 6(2), 59–65. <https://doi.org/10.31940/ijogtra.v6i2.59-65>.

Introduction

As a global tourism destination, Bali is witnessing rapid growth in its hospitality sector, highlighting the importance of adopting practices that minimize negative environmental impacts (Suryawardani, et al., 2020), such as Green Hotel. Green Hotels are closely related to eco-friendly tourism products, which are an integral part of the concept of sustainable tourism. Sustainable tourism is defined as travel that aims to achieve sustainability by preserving natural resources and cultural heritage and making economic contributions (Hartawan, 2022). Meanwhile, a green hotel is an eco-friendly property whose managers want to implement programs that save water and energy and reduce solid waste while saving money to help protect the earth as a company that prioritizes environmental sustainability. On the other hand, non-eco-friendly hotels are often associated with the degradation of the surrounding environment and neglect of resource use. Conventional or non-eco-friendly hotels have posed a serious threat to the environment through single-use or non-recyclable products, high water consumption, use of energy for heating and ventilation, and providing air temperature such as electricity and gas (Leonardo, 2021). "Green" actions, as explained by Chen & Chen

(2012), include efforts to do self-examining in green purchase, environmental policy, management system, employee education, and consumer education respectively. According to Soni, et al. (2022), an essential reason for becoming a green hotel is green practices play a key role in achieving customer loyalty through the mediating effect of customer satisfaction.

Research on the implementation of Green Hotels in this resort has special relevance, considering that Bali is facing challenges from the impact of mass tourism, which can threaten the preservation of its natural and cultural resources. Through this research, it can be understood how sustainable practices can be integrated on a hotel business scale, evaluate their impact on staff environmental awareness and behavior, and assess their contribution to preserving local culture. This is important to determine the effectiveness of the sustainability strategies adopted and identify improvement areas that can be implemented in other hotels in Bali and similar tourist destinations. In 2017, 40 five-star hotels, 43 four-star hotels, 10 one to three-star hotels, 18 boutique category hotels, and 5-star hotels spread throughout Bali (Darmaputra et al, 2020). According to articles on the official website depasarkota.go.id, the implementation of the environmentally friendly hotel concept in Bali has continued to increase every year since 2018, both in terms of quantity and quality. This reflects the serious commitment of policymakers and four hotel managers in Bali to creating hotels that strive to care for the environment. To accommodate the needs of these tourists, hotels in Bali are starting to implement environmentally friendly accommodation management due to environmental conditions that are getting more apprehensive every day (Setiawan, et al., 2021).

In this study, sustainable tourism is an approach in the tourism industry that prioritizes wise use of resources, minimization of environmental impacts, and positive contributions to local communities. This concept has become increasingly important in today's global context, where sustainability has become part of the main criteria in hotel evaluation and selection by consumers and industry stakeholders. In Setiawan's view (2014:59), Sustainable Tourism is a form of tourism that is growing rapidly, including growth in accommodation capacity, local population, and environmental impacts. However, in its development, sustainable tourism must avoid adverse effects that can harm the environment and local communities. Another point of view highlights that the potential of sustainable tourism that integrate local populations and both natural and human environments of host countries (Triarchi & Karamanis, 2017). This concept prioritizes the importance of maintaining a balance between all stakeholders and preventing environmental damage. 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 (Ahmad, et al., 2021). Specific focus is given to introducing and implementing Green Hotels, emphasizing waste reduction, energy efficiency, and responsible use of natural resources. In short, hotels around the world, including in Bali, have begun to adopt these sustainability principles to meet regulatory demands and enhance their reputation and appeal in the eyes of increasingly environmentally conscious consumers.

This research focuses on New Sunari Lovina Beach Resort, which has taken concrete steps to integrate sustainability principles into its operations. This research explores the implementation and effectiveness of Green Hotel practices at New Sunari Lovina Beach Resort, analyzing how these initiatives influence environmental awareness and behavior among staff. This includes considering factors influencing implementation success, such as internal policies, resources, and management's commitment to

sustainable practices. Implementing the Green Hotel at New Sunari Lovina Beach Resort marks an essential step for sustainable tourism efforts in Bali, an island whose reputation as a global tourist destination relies heavily on its natural beauty and rich culture. In this context, New Sunari Lovina Beach Resort translates sustainability principles into operational practices to reduce carbon footprints, optimize resource efficiency, and promote local environmental preservation. This initiative not only raises the ecological profile of the resort but also plays a crucial role in maintaining Bali's appeal as a responsible and sustainable tourism destination. Implementing a green hotel strategy positively impacts the intention to stay, attitudes, and hotel image (Setiawan, 2022). Implementing a green hotel strategy also affects the hotel's gross operating profit, as seen in the case of The Haven Suites Bali Berawa. Apart from that, a green hotel strategy can also reduce hotel operational costs. Energy is the fastest-growing operational cost in the hotel industry. Through a strategic approach to energy efficiency, a 10 percent reduction in energy use can have a significant positive impact on reducing operational costs and increasing business profits (Dharmaputra et al., 2020) as the Green Hotel concept, which prioritizes resource efficiency, waste reduction, and environmental awareness, has become a global trend (Putranto, et al., 2023). This initiative not only meets increasing customer expectations for sustainable accommodation but also helps in mitigating the ecological impact of hotel operations (Cooper et al., 2005).

Furthermore, this research contributes to the broader discussion regarding sustainable tourism, providing practical and theoretical insights into how hotels can adapt their operations to support environmental sustainability goals without compromising service quality or guest comfort. By analyzing the case of New Sunari Lovina Beach Resort, this research offers concrete evidence of the benefits and challenges of implementing Green Hotel practices, providing a model that stakeholders in the hospitality sector can follow to strengthen their commitment to sustainable development.

In addition, the Tri Hita Karana concept, which originates from local Balinese wisdom, was introduced as a unique framework for sustainable tourism and hospitality management (Budarma & Suarta, 2017). Tri Hita Karana emphasized the importance of maintaining a harmonious balance between the relationship between humans and God, humans and each other, and humans and nature. In the hospitality context, this reflects the integration of cultural values in sustainable business practices, which are economically profitable and improve social welfare and maintain environmental integrity (Jones et al., 2014). A review of previous research explored how environmentally friendly practices in hotels, such as using renewable energy sources, efficient waste management, and implementing environmental management systems, impact customer satisfaction and hotel operational performance. This analysis shows that sustainability initiatives meet consumers' expectations of ecological responsibility and influence their preferences and purchasing decisions. From an operational perspective, these practices are proven to reduce hotel operational costs by saving energy and water, optimizing resource use, minimizing waste, and increasing financial returns (Jackson, 2013).

With the aforementioned concerns, the current study sought insight into how green policies impact a hotel's brand image and reputation, often leading to increased customer loyalty and competitive advantage in the marketplace. The results of these studies highlight the importance of integrating sustainability strategies in hotel business plans, not only as a response to external pressures but also as a strategic opportunity for innovation and sustainable growth. Therefore, the current study aimed to investigate the green hotel implementation at the New Sunari Lovina Beach Resort.

Methodology

Present the materials, methods, survey, questionnaire, etc., used for the study. Author In this research, the methodological approach used is descriptive qualitative, focusing on New Sunari Lovina Beach Resort as the research location. This approach was chosen to enable an in-depth understanding of the resort's sustainability practices, how these practices interact with various operational aspects, and their impact on staff environmental awareness (Merriam & Tisdell, 2016). This method allows for a nuanced exploration of the subjective experiences of staff and the complexity of operational changes. Thus, the descriptive qualitative design assisted in capturing the perspectives, motivations, and subjective experiences of the individuals involved, providing a comprehensive picture of the implementation and impact of Green Hotel practices at the site.

Data sources in this research include primary and secondary data. Primary data was obtained directly from field observations on green practices implementation in the hotel, in-depth interviews with hotel staff, and direct interaction with the resort's operational environment to gain insight into the sustainability practices adopted. Meanwhile, secondary data was collected through literature reviews, documentation studies related to hotel policies and procedures, and analysis of reports and publications related to the hotel industry and sustainability. Combining these two types of data ensures that the study is carried out with multiple perspectives and valid information. Data collection and analysis in this research were carried out systematically to support the findings and conclusions. Observations provided a first-hand view of daily operations and sustainability practices, while interviews helped understand staff perceptions and attitudes towards sustainability policies. Reviewing documents, such as sustainability reports and promotional materials, provides additional context for how Green Hotels are articulated and promoted to the public. This process allows research to identify what is being done regarding sustainability and how and why these practices are being implemented, providing a strong basis for in-depth analysis and understanding of the topic.

Results and discussions

Results

In this research, an in-depth analysis was carried out on implementing the Green Hotel at New Sunari Lovina Beach Resort, focusing on evaluating how this practice influences environmental awareness and staff behavior. Findings show that the resort has adopted various sustainable initiatives, such as the use of renewable energy by having control of public area lights (Figure 1), effective waste management by using recyclable packaging (Figure 2), and environmental education programs for staff, all of which contribute to increased awareness and more responsible ecological actions.



(Source: Sunari Lovina, 2023)

Figure 1. Tools that control public area lights



(Source: Sunari Lovina, 2023)

Figure 2. Hotel Products That Use Recyclable Packaging

An evaluation of specific practices undertaken by the resort highlighted efforts such as installing energy-efficient lighting systems, using rainwater for irrigation and implementing a comprehensive recycling program. These steps demonstrate the resort's commitment to environmental sustainability and yield operational benefits, including reduced utility costs and increased resource efficiency. The attitudes of New Sunari Lovina Beach Resort towards sustainability practices were also investigated, revealing that training programs and environmental awareness campaigns have significantly increased staff understanding of the importance of sustainability. This includes improving the staff's ability to implement daily environmentally friendly practices and motivation to contribute to the resort's overall sustainability goals.

Discussions

Factors supporting the successful implementation of Green Hotel practices at this resort include strong support from top management, investment in sustainable technology, and establishment of a clear environmental policy. Leadership committed to sustainability plays a key role in integrating environmentally friendly practices into the resort's operational culture (Nisar et al., 2021). Employee education also one of the major aspect taken into consideration for green hotel (Chen & Chen, 2012). The New Sunari Hotel has successfully implemented green practices, including energy savings, effective waste management, and environmental education programs.

However, there are also barriers to implementing Green Hotel practices, such as limited budgets for new initiatives, resistance to change from some staff members, and challenges in directly measuring the environmental impact of implemented practices. These difficulties highlight the need for a more structured and sustainable approach to overcome barriers to implementing sustainable practices. In Kuntiar's (2023) perspective, staff awareness is a key element that plays a vital role in achieving company goals and realizing the expected ideals. Again, from the explanation above, it can be seen that New Sunari Lovina Bali Resort has strengthened staff awareness through concrete steps such as training and daily sustainable practices.

The impact of Green Hotel practices on reducing the resort's carbon footprint is also explained, emphasizing measures such as reducing the use of fossil fuels, increasing energy efficiency, and promoting environmentally friendly transportation for guests and staff. These efforts demonstrate the resort's commitment to not only improving its operations but also making a positive contribution to environmental conservation efforts. This is in line with what Pradita (2019) said, emphasizing that management commitment is a vital key foundation in achieving success for a company in implementing concepts to achieve better company goals.

Overall, the discussion in this chapter provides a comprehensive picture of how New Sunari Lovina Beach Resort implements and experiences the benefits of Green Hotel practices. The analysis highlights that, despite some challenges, the implementation of

sustainability has had a significant positive impact from an operational and environmental perspective (Hyland & Gieskes, 2004). This confirms that with the right strategy and firm support, Green Hotel practices can become integral to a successful and sustainable hospitality operation.

Conclusions

Research on the implementation of Green Hotel at New Sunari Lovina Beach Resort shows that this initiative has increased environmental awareness among staff and has positively impacted overall resort operations. Practices such as energy savings, effective waste management, and environmental education programs have solidified the resort's commitment to sustainability. However, challenges remain, including limited resources, the need for more in-depth staff training, and difficulties in quantitatively measuring the environmental impacts of these practices. Suggestion:

1. Increase investment in environmentally friendly technologies to strengthen sustainability practices and reduce environmental impact.
2. Develop and implement a comprehensive environmental training program for staff to increase their understanding and involvement in sustainability initiatives.
3. Introduce a better measurement system to evaluate the effectiveness of Green Hotel practices, enabling resorts to monitor and continually improve their sustainability operations.
4. Explore the direct influence of customer satisfaction on implementing Green Hotel policies, providing insight into the relationship between sustainability and consumer preferences.
5. Assess the long-term impact of implementing sustainable practices on the hotel's financial and operational performance to understand sustainability's economic benefits deeply.
6. Conduct comparative studies between hotels that implement sustainable practices and those that do not to gain a broader perspective on the effectiveness and influence of these practices in the hospitality industry.

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