

e-ISSN 2721-463X

*International Journal of Green Tourism  
Research and Applications*

***International Journal of Green Tourism Research and Applications***  
([www.ojs2.pnb.ac.id/index.php/ijogtra](http://www.ojs2.pnb.ac.id/index.php/ijogtra))

**International Journal of Green Tourism Research and Applications** is, as the name implied, focused on green tourism research and applications. Its scope covers philosophies, theories, science and technology, practices, and applications of responsible, sustainable, and green tourism; eco-, natural, and village/rural tourism; cultural, religious, and alternative tourism; community-based tourism; all tourism businesses and tourist activities which are ecologically/environmentally and socio-culturally friendly.

Published by Politeknik Negeri Bali in June and December, **International Journal of Green Tourism Research and Applications** is a double-blind peer-reviewed electronic journal. It is intended to develop tourism maintaining harmony among ecological/environmental sustainability, economic sustainability, and socio-cultural sustainability for the planet and natural conservation, tourist satisfaction, benefits of the business itself, welfare of the community involved as well as respect for the existing local cultural values.

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**TABLE OF CONTENTS**

1. Human resource development for rural tourism: a green tourism approach (Ni Made Ernawati, I Wayan Basi Arjana, Ni Putu Lianda Ayu Puspita, Mihai Voda, Samrat Hazra) 50-57
2. Documenting green hotel practices at The Apurva Kempinski Bali (I Ketut Alit Widiana, I Ketut Astawa, Ni Nyoman Triyuni, Indah Utami Chaerunnisah) 58-67
3. Implementation of eco-friendly behavior by Front Office employees to support green hotel at The Ritz-Carlton, Bali (Kadek Isa Engelita Dewi, Ni Ketut Bagiastuti, I Ketut Sutarna, Ni Luh Ayu Kartika Yuniastari Sarja) 68-85
4. Green practices to implement green hotel concept at Grand Hotel des Alpes, France (I Kadek Petit Arsenal, Ni Nyoman Sri Astuti, I Nyoman Rajin Aryana, Raden Roro Rieta Anggraheni) 86-98
5. Implementation of Tri Hita Karana to increase room occupancy at Hilton Bali Resort (Dewa Ayu Indra Dewi, I Ketut Suarja, I Gusti Putu Sutarna, I Putu Krisna Arta Widana) 99-107
6. Pura Luhur Tamba Waras: aspects of sustainable tourism and spiritual tourism (I Made Rony Mulia Kusuma Putra, I Gede Mudana, I Made Darma Oka, Muhamad Nova) 108-114

## Human resource development for rural tourism: a green tourism approach

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**Abstract:** This study aimed to analyze the current human resource (HR) condition in more established tourist villages in Bali, Indonesia, as well as developing a human resource development model that could assist the villages in developing HR for tourism. The research is a qualitative study using 2 sample groups the Community-based Tourism (CBT) management in 5 developed CBT villages in Bali, and the Academics who conducted community services in the villages. The results show that the human resources available are in various stages depend on the phase and the maturity of the CBT village. The 7 training modes suggested in the model could be carried out as a standalone or combined training methods as required that could be carried out by some parties. For a maximum result, these parties that assist villages should work in synergy to contribute in developing rural tourism. The green HR requirement revolves around understanding and practicing 'green' in daily life as well as at workplace and profession aiming for achieving the ultimate goal of making the Earth as a safe living place for many generations to come. It is expected that the results of the study could assist villages in developing rural tourism and be used as a reference for personals and officials conducting community service in villages.

**Keywords:** rural tourism, green tourism, CBT- product elements.

**History Article:** Submitted 12 August 2022 | Revised 25 October 2022 | Accepted 8 November 2022

**How to Cite:** Ernawati, N. M. ., Arjana, I. W. B., Puspita, N. P. L. A. ., Voda, M. ., & Hazra, S. (2022). Human resource development for rural tourism: a green tourism approach . International Journal of Green Tourism Research and Applications, 4(2), 50–57. <https://doi.org/10.31940/ijogtra.v4i2.50-57>.

### Introduction

One of the challenges in developing rural tourism is the scarcity of human resources (HR) who have knowledge, tourism HR traits and skills to support tourism activities (Ernawati et al., 2018; Weaver, 2005). This is a common occurrence considering that the main economic activity in the village is agriculture, and the younger generation who study in higher education institutions located in cities to obtain competence in various fields, usually do not return to the village, but stay and look for works in the city.

Nowadays, tourism is one of the tools used to develop rural areas in Indonesia, both to achieve economic and social progress. It is expected that this will reduce the flow of urbanization, as well as an effort to more evenly distribute the welfare of the urban and rural areas. However, villages need assistance in various fields to be able to develop tourism, for example expertise in the field of tourism business development and management, capital, infrastructure development and facilities needed by tourist villages, and no less important is competent human resources (HR) supporting the

operational of tourism entrepreneur to yield customer satisfaction and business sustainability (Damanik, 2012; Middleton & Clarke, 2001; Yoeti, 1996; Middleton, 1989). In response, various efforts have been made by the Indonesian government, social institutions, individuals, the private sector, and universities through one of the Tri Darma (Three Duties), namely Community Service to assist the villages.

Human resources in the village usually are not ready to manage and operate tourism. As a part of Green Tourism or Sustainable Tourism, the concept of Community-based Tourism (CBT) mandates that the human resources involved in the management and operation of tourism villages come from the local community. This is in line with the purpose of developing local human resources as one of the goals in developing rural areas. Related to problems of HR supporting tourist villages, and the high expectations from tourism village development, it is necessary to conduct a study to formulate a model of human resource development supporting rural tourism a green tourism approach. The research was held in 5 developed tourism villages in Bali, namely: Ekasari - Palasari and Pohsanten (Jembrana Regency), Penglipuran (Bangli Regency), Pinge and Jatiluwih (Tabanan Regency).

Green Tourism as a construct, there are 3 school of thoughts that have different perspectives on it: Group 1 represents the classic stream of thought opines that green tourism is understood as natural and ecologically friendly tourism (Gibson et al, 2003; Graci & Dodds, 2008; Furqan, 2010; Lee et al, 2016). Whilst, a more extreme view of green tourism argues that the two elements of sustainability which are economic and socio cultural are managed and dedicated solely for the purpose of the environment. The third group believes that Green Tourism is Sustainable Tourism (Goodall & Stabler, 1997; Andreopoulou et al, 2014; Stabler, 1997; UNWTO, 2013).

The term CBT is used to describe an alternative form of tourism that emphasizes community participation in the planning and operational processes of tourism development (Ernawati, 2018). CBT aims to conserve culture and nature, and becomes a medium for community development and a means of improving people's welfare (Hamzah & Khalifah, 2009) . Associated with the escalating need of environmental and social responsibility in tourism, CBT is also increasingly popular as part of conservation and development strategy (Lama, 2000). Under the umbrella of alternative tourism, CBT has the following characteristics (Weaver, 2005): 1) Market features-Allocentric, low volume, free independent travel (FIT) arrangements, long stay, non-seasonal and no dominant market. 2) Attraction features include existing, moderately commercialized, local and tourist oriented, authentic culture and history; natural tourist attractions in the context of the uniqueness of the destination and enabling interaction with local residents. 3) Business and accommodation features: small scale, local community ownership and small businesses. 4) Space features include scattered pattern and low-level density. 5) Architectural features include unobtrusive and vernacular natural style. 6) Economic features include low income from tourists, linked to the local sector, low leakage rate, high multiplier effect, and tourism as an additional economic activity. 7) Regulatory features include high control of the local community, public intervention, prioritizing community welfare, and long-term orientation.

Once established, CBT needs to have a formal long-term development framework. Business in common including CBT should perform 4 vital functions, namely production, finance, marketing and human resources (Middleton, 1989). In addition to the aspect of Administration, one of the essential elements to operate CBT seamlessly is the presence of professional human resources. This underlies the proposal of this research in order to develop a 'Green Human Resources Development' Model that supports the smooth operation of the tourist villages.

The real basis of a business success is no longer solely determined by a large production process or the availability of various types of products, rather on the quality of the people behind the business or activities (Harjanti, 2004). Human resource management practices that are used by companies to manage human resources by facilitating the development of company-specific competencies, establishing complex social relationships and shaping organizational knowledge in order to maintain or achieve competitive advantage.

Employees are considered the most valuable company resource and human resource management (HRM) is often regarded as one of the most important assets that a company can have (Barney & Wright, 1998). HRM is a key factor in creating competitive advantage (Albrecht et al., 2015) and a key feature that distinguishes successful companies from unsuccessful ones (Marchington et al., 2005). Boxall & Purcell (2016) provide a more detailed definition and describe HRM as the process by which management builds a workforce and tries to create the human performance that the organization needs. Human resource management is a bridge between employers and employees (Vardarlier, 2016) which focuses on the relationship between employees and the company and contributes to the company's success in terms of improving financial performance (Boselie, 2014). The role of HRM is to develop policies, practices and systems in the company in relation to its strategic objectives that affect employee behavior, attitudes and performance.

To conduct a study on human resources supporting rural tourism, it is important to know the products provided by tourist villages as a form of community-based tourism; so that mapping can be conducted in relation to the required human resources and the products/services offered. In general, industry is defined as a group of companies that produce similar goods or services and have the same process (Bafadhal, 2018). He further explained that the tourism industry is a collection of various businesses that produce complementary products and services to meet the needs of tourists on an ongoing basis. Meanwhile, the Indonesian Regulation No. 10, 2009 on Tourism states that the tourism industry is a collection of interrelated businesses to produce goods and/or services to meet the needs of tourists during their trip. Furthermore, Buhalis & Costa (2006) explain that tourism business consists of 5 components: attractions, accommodation, food and beverage, transportation, and events.

Arjana et al., (2018) have conducted research using 6 elements as the basis for studying community-based tourism products in the context of geo-tourism; the 6 elements and their explanations are as follows: 1) Travel services include travel arrangements and information sources; 2) Transportation/Access in the villages: to the villages; transportation mode; 3) Accommodation: types of accommodation, Facilities required, Services, Cleanliness; 4) Food and Beverage (F&B): types of dining place, types of food; F&B health & hygiene, Service; 5) Souvenirs/Merchandise: types of souvenirs; size and its raw material, labeling and wrapping; souvenir selling technic; 6) Product packaging: length of stay, pricing, variation of attractions, and products/service. This research focuses on identifying the human resources needed in delivering products in tourist villages both at the operational and managerial levels, which in the field of: Travel services, Transportation, Accommodation, Food and Beverage, Souvenirs, IT and Marketing.

## Methodology

Research on the 'Human resources development supporting rural tourism operations: a Green Tourism approach' was carried out in 5 Tourism Villages in Bali,



namely: Ekasari/Palasari and Pohsanten (Jembrana Regency), Penglipuran (Bangli Regency), Pinge and Jatiluwih (Tabanan Regency), using a qualitative approach. The number of research informants is defined by data saturation in which data collection is terminated if there is no new data or only a small amount of new data is collected. Two groups of respondents are used, namely a group of academics and community service people from universities to identify 'green HR'; the other group is the CBT Management in the sample villages to gather data on HR in the tourist villages, there are 19 informants from the villages are used for this research.

The data collected in the form of primary data identifies the required HR competencies based on the 5 elements of the tourism industry which are a part of the elements identified by Arjana et al., (2018) in their study 'Geo-tourism products industry element: A community approach', which consists of: 1) travel services, 2) transportation, 3) accommodation, 4) food and beverage, 5) souvenirs; while two other elements were added, namely administration, IT and marketing. This study also explored the level of mastery of existing HR competencies, as well as identify the human resources needed and the method used to develop human resources to support the ideal tourist village operation. Meanwhile, the green HR aspects was examined using a group of academics and community service people from universities identifying the 'competencies' and 'actions' of green HR in 3 areas of sustainability, namely environment, socio-cultural and economic.

Primary data related to existing HR competencies were collected by filling out qualitative questionnaires, which were then analyzed using Descriptive Analysis (Creswell, 2010; Sugiyono, 2014). The results of the analysis are used as the basis for developing the Green Tourism Village HR Development Model.

## Results and discussions

### Results

The data analysis was conducted following the sequence of data tabulation data sorting and classification and finally inferences were drawn from the results. The finding of the research is developed into a model presented in the following section.

### Existing Community-based Tourism HR

Over the years of operating the Community-based Tourism, currently the management of the rural tourism are reasonably competent in managing tourist villages incorporating the local advantage - unique to a particular village for example: CBT is managed by integrating 'desa adat' (the traditional village structure), or 'desa dinas' (a part of the government structure); assisted by church, tourism association or education institution. Nonetheless, few weakness areas are identified that required further actions. For transportation and guiding, the required services are reasonably fulfilled; using locals who currently work or previously worked in tourism in the country or overseas. Transportation is also provided by travel bureaus who brought the visitors to the villages or the tourists rent a self-drive vehicle.

The standard accommodation in the village is made available through various modes, these for example fulfilled by the locals in the form of homestay, organize by church, or accommodation facilities managed by CBT Management. A more advance village offers accommodation and homestay at different quality standard. The competency at managerial level such as marketing the homestay by the house owner, recording of guests' data and payment administration are still limited. Training at operational level such as room preparation has been conducted, however the

competency at managerial level still needs to be developed; meanwhile, the marketing and sales is assisted by the CBT Management.

Food and beverage to serve tourists needs in the tourism villages are supplied by various ways, restaurants are available in some tourist spots – viewing point for example; accommodation at villages usually provides F&B services; and some community members coordinated by the CBT Management also provide catering for groups having events or visit at villages. The F&B Vendors provide services base on the request from the CBT management, or serve guests randomly come to their outlets. Various F&B Package are available in a more advance CBT Village, at the other places request could be made based on the requirement and the budget. Cooking is also one of attraction packages offered by the CBT Villages.

The availability of souvenir is in various stages, at some village souvenirs unique to the village are available for example coffee, brown rice tea, etc. At some other villages, the souvenir is not available yet.

At some less established CBT the administration is still not yet organized and well carried out, most are managed manually using excel program, still to fulfill its minimum functionality. At a well-developed village such as Penglipuran, wherein the village tourist is owned by the traditional village and is managed by the village members; at CBT Jatiluwih staff are recruited following a selection process conducted by an HR agent, which is an advance mode of HR recruitment.

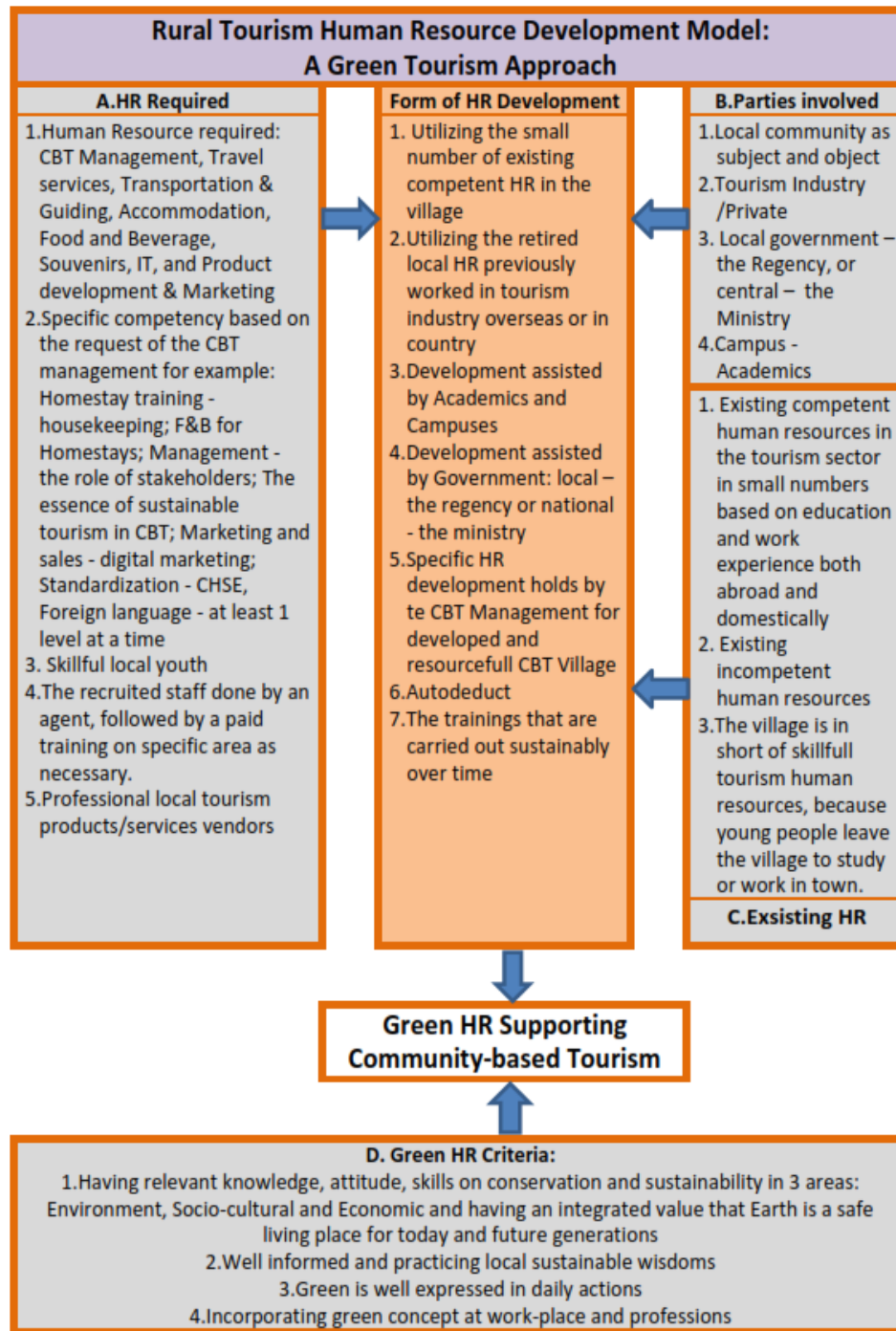
Marketing and IT are moderately established, as it is expressed 'there is no real expert in managing this (IT) yet, still outsourcing'; for instance, the sales and marketing are assisted by guides or education institutions. At some other villages the online marketing communication is well managed on part-time basis by the locals who work in tourism industry or work at education institutions.

The discussion of the results is presented in the following section along with the human resource development model presented in a graph form.

### **The CBT Human Resource Development Model**

The model of 'Human Resource Development for Tourism Villages with a Green Tourism Approach' shown in the following chart considers several aspects, namely:

- A. There are 5 types of human resources needed, namely: 1) CBT Management, Travel services, Transportation & Guiding, Accommodation, Food and Beverage, Souvenirs, IT, and Product development & Marketing; 2) Specific competency based on the request of the CBT management for example: Homestay training - housekeeping; F&B for Homestays; Management - the role of stakeholders; The essence of sustainable tourism in CBT; Marketing and sales - digital marketing; Standardization - CHSE, Foreign language - at least 1 level at a time; 3) Skillful local youth; 4) The recruited staff done by an agent, followed by a paid training on specific area as necessary; 5) Professional local tourism products/services vendors.



**Figure 1.** Rural Tourism Human Resource Development Model: A Green Tourism Approach

- B. Parties that play a role in human resource development, 4 parties are identified, namely: 1) Local communities as subjects and objects; 2) Tourism Industry /Private; 3) Local government – the Regency Government, or central government – the Ministry; 4) Campus – Academics
- C. Existing human resources supporting tourism, 3 groups are identified, namely: 1) Existing competent human resources in the tourism sector in small number based on education and work experiences both abroad and in country; 2) Existing HR who are not yet competent; 3) The village is in short of skillful tourism human resources, because young people leave the village to study or work in town.

- D. Green and sustainable HR criterias identified include: 1) Having relevant knowledge, attitude, skills on conservation and sustainability in 3 areas: Environment, Socio-cultural and Economic; and having an integrated value that Earth is a safe living place for today and future generations; 2) Well informed and practicing local sustainable wisdoms 3) Green is well expressed in daily actions; 4) Incorporating green concept at work-place and professions.

The model recommends 7 forms of HR development that can be implemented separately or in combination, and identify the need for sustainable HR development for rural tourism. The recommended form of HR Development consists of:

1. Utilizing the existing competent HR in the village.
2. Utilizing the retired local HR previously worked in tourism industry overseas or in the country.
3. Development is assisted by Academics and Campuses.
4. Development is assisted by Government: local - the regency or national - the ministry.
5. Specific paid HR development holds by the CBT Management for developed and resourceful CBT Village.
6. Auto deduct.
7. Trainings that are carried out sustainably over time.

## Discussions

The human resources available in various fields related to serving visitors coming to villages are in various stage depend on the phase and the maturity of the CBT village. Therefore, HR development is required, however, it is important to be paid attention that the training held need to be based on the request of the CBT Management; therefore, people conducting community services should ask the CBT management the types and fields of staff development required. It is also indicated that retraining is needed continuously to refresh competency and being up to date with latest practices in the industry.

The 7 training modes suggested in the model could be carried out as a standalone or combined method devised as necessary. The training and staff development could be conducted by parties relevant to the training being held. These parties should work in collaboration to assist villages in developing rural tourism for maximum results.

The sustainable or green HR requirement revolve around understanding and practicing green in daily life as well as at workplace and profession aiming at conservation and the Earth as a safe living place for many generations to come.

## Conclusions

The 'Tourism Village Human Resource Development Model: The Green Tourism Approach' is formulated with the hope that it can be used as a reference for people who want to develop a tourist village related to the preparation of the supporting human resources, and can become a reference for academics who will carry out community service in the field of rural tourism development as well as officers and government offices in assisting the community in developing rural tourism.

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## Documenting green hotel practices at The Apurva Kempinski Bali

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**Abstract:** This research aimed to find out the documentation of green hotel practices implemented by The Apurva Kempinski Bali, Indonesia, based on the indicators developed by Earth Check known as 10 key performance areas for hotel-accommodation business. Methods of data collection used are by conducting interviews with key and supporting informants, observation techniques using participant observation, literature review, and document study. The data analysis method used is qualitative research through transcript data, data reduction, data displaying, and concluding. The result of this research shows that The Apurva Kempinski Bali has fulfilled the requirements of the certification and has applied the green hotel practices within the hotel area to support sustainable developments including energy efficiency, freshwater resources, waste-water management, solid waste management, ecosystem and conservation, land use planning, air quality protection, management of social and cultures, and harmful substances management. Some improvements need to be taken into account such as the renewable energy generation potential evaluation, shower, and taps low flow installation, and sustainable room amenities materials. It is a critical and important advantage for the hotel as well to attract more guests to stay, since the topic of sustainability nowadays has become famous which affecting the decision of guest to staying in the hotel. This paper is focusing on the documentation of green hotel practices that has been implemented by The Apurva Kempinski Bali in order to support sustainable development goals.

**Keywords:** earth check certification, green hotels, sustainable development goals.

**History Article:** Submitted 2 August 2022 | Revised 8 October 2022 | Accepted 2 November 2022

**How to Cite:** Widiāna, I. K. A. ., Astawa, I. K. ., Triyuni, N. N. ., & Chaerunnisah, I. U. (2022). Documenting green hotel practices at The Apurva Kempinski Bali. *International Journal of Green Tourism Research and Applications*, 4(2), 58–67. <https://doi.org/10.31940/ijogtra.v4i2.58-67>

### Introduction

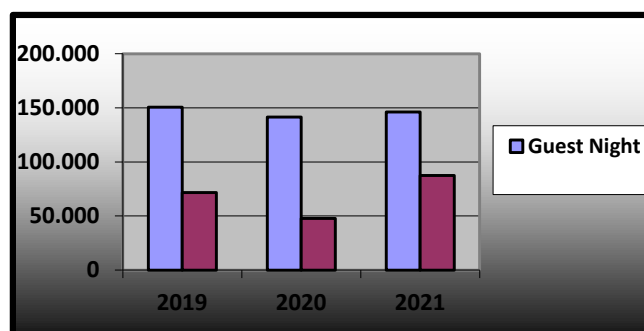
One important aspect of climate changes is the increase in average temperature, which will not only have direct physiological effects on all species but also indirectly modifies abundances, interaction strengths, food-web topologies, community stability, and functioning (Brose et al., 2012). Climate change is impacting ecosystems through changes in mean conditions and climate variability, coupled with other associated changes such as increased ocean acidification and atmospheric carbon dioxide concentrations (Malhi et al., 2020). Extreme climate change will disrupt the balance of ecosystems and forests on earth. In order to maintain ecosystems, efforts are needed to reduce global warming through sustainable development.

Sustainability itself is the process of living within the limits of available physical, natural and social resources in ways that allow the living systems in which humans are embedded to thrive in perpetuity (Duncan, 2018). While sustainable development is defined as development that meets the needs of the present without compromising the ability of future generations to meet their needs (Abdou et al., 2020). As a way to achieve this sustainability, sustainable development is based on the three main pillars



of sustainability focusing on three scopes which are ecological, social, and economic which is also known as the triple bottom line concept. The ecological scope focuses on the efficient use of resources and energy as well as the environmental, the economic focus on employment, education, development, labor rights, and equality, and the society focuses on quality of health and safety, equality, and human rights, law and public (Low, 2016). Sustainable Development Goals (SDGs) are a global action plan agreed upon by world leaders to end poverty, reduce inequality and protect the environment. The goals and targets are arranged into 17 goal points and 169 targets (Ngoyo, 2015). The United Nations Sustainable Development Goals aim to encourage all countries to mobilize efforts to end all forms of poverty, fight inequalities and tackle climate change while ensuring that no one is left behind (EarthCheck, 2017). To support this effort, in 1992 specifically in the United Nations Rio De Janeiro Earth Summit the Earth Check Certified was built on the agenda of 21 principles for Sustainable Development endorsed by 182 heads of state (EarthCheck, 2018). Earth Check Certified is recognized by the Global Sustainable Tourism Council or GSTC and complies with the Mohonk Agreement which outlines the guidelines and principles for an international sustainable tourism certification program (EarthCheck, 2018). One of the sectors often joining the certification is a hotel. A hotel is a business that is engaged in professionally managed accommodation for profit by providing lodging services, food, beverages, and facilities (Bagus, 2016). This statement is also reinforced by Riyanto & Hatmawan (2020) who stated that a hotel is a business profitable services provide accommodation, meals, and facilities other common.

Earth Check certification would drive the hotel towards a green hotel. A green hotel is a hotel that uses and has goods that are environmentally friendly where hotel managers have programs to save water, save energy, and decompose waste from hotel activities to help protect the earth (*Green Hotel Association*, 2018). One of the hotels currently working on getting the certificate is The Apurva Kempinski Bali.



(Source: The Apurva Kempinski Bali, 2022).

**Figure 1.** Guest Night and Occupied Room

Figure 1 shows that The Apurva Kempinski Bali with its 14-hectare hotel and resort is one of the companies that have a high level of operational activity, evidenced by the number of guests staying in a year an average of 146 thousand guests. A high operational level will have an impact not only on the social and economic but also on the environmental aspect. However, based on preliminary observations, The Apurva Kempinski Bali has established a team which is called green team. This green team has main responsibility to develop and implemented the green hotel practices with in the hotel area. Started with the policy of environmental and sustainability, programs and target are set. The practices based on 10 indicators from earth check such as food waste reduction, partnership with NGO (Non-Profit Organization) for solid waste management, Reverse Osmosis and Sewage Treatment Plant for wastewater management, smart controls for air conditioner and light system, electrical vehicles for

operational and guest services, local employment, local goods and services priority, and many more. Based on those preliminary document study, it can be stated that The Apurva Kempinski Bali has implemented sustainable development efforts. However, this needs to be studied more deeply to find out whether the implementation of sustainable development at The Apurva Kempinski Bali is good and could be a model for other hotels who want to implement green practices to support sustainable development in their company, especially in Province of Bali.

Some similar researches have been done previously, such as the one by Deraman (2017) entitled "Green Practices in Hotel Industry: Factors Influencing the Implementation". Research which was published by Universiti Teknologi MARA Cawangan Terengganu, Malaysia aims to determine the influencing factors toward the implementation of green practices in hotels and to identify the most influencing among all factors. Also, a research was conducted by Husted (2017) entitled "The Impact of Sustainability Governance, Country Stakeholder Orientation, and Country Risk on Environmental, Social, and Governance Performance" which was published by EGADE Business School, Tecnológico de Monterrey, Mexico. This study examines the impact of sustainability governance on the environment, social, and corporate governance.

Based on all descriptions above, the researchers are interested in exploring green hotel practices based on Earth Check Certification at The Apurva Kempinski Bali to support sustainable development". This research becomes an urgent and important study to find out what efforts are being made by The Apurva Kempinski Bali hotel to support sustainable development towards green hotels through green practices in the hospitality industry based on earth check certification.

## Methodology

This paper is using qualitative descriptive analysis by collecting data, observations with participant observation techniques, and interviews related to the formulation of the problems. Descriptive research is research that is intended to explore or clarify an existing symptom, phenomenon, or social reality. It seeks to describe several variables related to the problem and unit under study (Samsu, 2017). Qualitative descriptive analysis is used to describe how the implementation of the green hotel practices implemented by The Apurva Kempinski Bali which is analyzed by the 10 indicators developed by Earth Check known as key performance areas. The key performance areas include greenhouse gas emission, energy efficiency conservation and management, management of freshwater resources, ecosystem conservation and management, social and cultural management, land use planning and management, air quality protection, wastewater management, solid waste management, and environmentally harmful substances (EarthCheck, 2018).

The method of determining informant used is purposive sampling, which is a sampling technique with certain considerations (Sugiyono, 2015). The data analysis technique used in this research is the flow chart analysis technique proposed by Miles & Huberman which is stated that the flow of data consisted of three activities, they are reduction, data display, and drawing conclusion/verification. In principle, this data analysis activity is carried out throughout research activities or during data collection, and the most core activities include data reduction, data display, and verification or conclusion (Samsu, 2017).

## Results and discussion

### Results

#### *Implementation of Green Hotel Practices Based on Earth Check Certification*

##### 1. Greenhouse Gas Emission



Greenhouse gas emission is often coming from energy, land use and forestry, and waste (Rahmadania, 2022). Energy consumption coming from fuel, electricity and gas. To compensate for the high purchase of fuel, the management used some of electricity vehicles. The Apurva Kempinski Bali has buggies and moggies that use electricity to support business operations.



(Source: The Apurva Kempinski Bali, 2022)

**Figure 2.** Buggy Charging Station

The Apurva Kempinski Bali with a total of 14-hectare area has registered its business into Izin Komersial/Operasional with no of commercial license is 8120104820429 which was issued on 2 August 2018. It means that Apurva Kempinski Bali has to meet the government requirement for running the business process, including land use and forestry. In terms of waste management, The Apurva Kempinski Bali has collaborated with the Tunjung Mas Social Community Group 3R. The Apurva Kempinski Bali has developed the hydroponic team as the center of hotel sustainability development. They have developed the eco-enzyme program, coffee briquettes program, organic pesticide, urban farming, hydroponic, and compost program.

## 2. Energy Efficiency Conservation Management

The Apurva Kempinski Bali is using the services of PLN (Perusahaan Listrik Negara or State Company of Electricity) for hotel operations. It is the main power to supply the hotel operations with a capacity reach amount of 5.540 KVA. However, as a backup, the hotel also has its generator in case of a power outage by PLN. This generator set function is as a backup power with 3 set installation of Mitsubishi Generator Set type MG-7PF 2000 KVA/1600 KW. The saving energy campaign has been done and well-maintained. It is included on the computer users to switch off the desktop when not in use, to not plug into the adaptor when not in use, to always switch the lamp off when it can use the sunshine in the room/office, to always switch off the printer when not in use and to not use lift/elevator if not brings goods/stuff. From 15,785,680 kWh in 2019, in 2020 it decreased slightly due to the COVID-19 pandemic to 14,681,240 kWh and increased sharply in 2021 to 17,079,440 kWh. It shows that from 2019 to 2020, the consumption decreased by 7%, this is also supported by the saving energy campaign held by the hotel during the low season. While from 2020 to 2021 the consumption increased by 16.34 % due to the business getting better after hitting by a pandemic situation.



(Source: The Apurva Kempinski Bali, 2022)

**Figure 3.** Saving Energy Campaign

In terms of water savings, The Apurva Kempinski Bali has implemented the practices of water savings, for example, in the guest room, the hotel provides a statue in the form of Jalak Bali as a communication tool between guests and the hotel which means that when the statue is placed on the bed or sheets, it means the guest want to changes their sheets. If the statues are still on the table side of the bed, it means the guest does not want to change their sheets. This campaign has had a good impact on decreasing laundry water consumption. The laundry water consumption decreased year by year, from 2019 to 2020 decreased by 57.22%, and from 2020 to 2021 decreased by 33.01%.

The Apurva Kempinski Bali used three types of water to support the operations, they are freshwater, sewage treatment plant (STP) water, and seawater. To maintain the freshwater at the hotel, the Engineering on power plant division has a regular schedule to check the plumbing leaks to make sure there are no leaks occurred. The Apurva Kempinski Bali uses 95.5% of low/dual flush which is known as the neo rest toilet at the hotel. General total toilet available in the hotel is 648 with hand flush toilets in total is 29 units and neo rest toilet is 619 units. The shower is available in each restroom within the hotel area. Total shower installed at the hotel is 560-unit spread out from guest accommodation, staff locker, public area restroom, gym & spa facilities. Sprinkles are available in several spots in the area with the total sprinkles being 148-unit sprinkles.

### 3. Ecosystem Conservation and Management

The Apurva Kempinski Bali is not located in the forest but can disturb the near ecosystem specifically on the east of the hotel at the ocean and on the north of the hotel an empty land. The marine ecosystem specifically in the swimming area in the sea is safe from marine life (fish, coral reefs, sea animals) since the hotel has installed a wave barrier that can indirectly protect the deep-sea biota from getting impacted by recreational activities carried out by the guests. Meanwhile, The Apurva Kempinski Bali is known as the Koral "underwater" Restaurant full of fish and sea animals. The biota inside the big aquarium is legally displayed to the guest with letters, one example is a travel document (letter for the transfer of marine animals). The Apurva Kempinski Bali also contributed to the ecosystem of a turtle through the program of turtle release. When on 21 November 2021, the hotel released as many as 40 turtles into the sea released by the guest and staff in charge. The turtle released is *Penyu Lekang (Olive Ridley Sea Turtles)*.

### 4. Land Use Planning and Management

As the scope of the statement said that the hotel is laid on 14 of hectare area on the cliff and in front of the beach area. The Apurva Kempinski Bali is a hotel that was built without destroying the original condition of the previous land. This can be seen that the building follows the original cliff without any land leveling or land

destruction during construction. The concept of the property is also inspired by local architecture. The Apurva Kempinski Bali cascades down the hillside like one of Bali's iconic rice paddies, emerging from the cliff tops and gradually making its way down to the Indian Ocean. The Apurva Kempinski Bali provided facilities and accessibilities to the person with disabilities. It is proven from the assigned room provided by the hotel special for a disabled person, that is rooms 1603 and 1703. The room is equipped with a special restroom with a panic button installed not only in the restroom but also beside the bed.

#### 5. Air Quality, Noise, and Light Controls

Air quality has been discussed before in section 1, this section will be focusing on noise emission and light emission. Noise emission according to Minister of State Decree Environment *No. KEP 48/MENLH/11/1996* definition of noise is unwanted sound from a business or activity at a certain level and time that can cause disturbance to environmental health and comfort (Djalante, 2013). The noise comes from the Genset room and boiler room. This is supported by the evaluation of environmental effect has been compiled by the organization entitle *Dokumen Evaluasi Lingkungan Hidup (DELH)* which is stated that the increase of the noise emission is possibly caused by the operational of Genset and boiler, specifically when there is an outage from the PLN power supply. The test for noise emission in this particular area has been tested regularly every year. The level of noise at the hotel is not allowed to up to 70 dB match with the *KepMenLH No.48 Tahun 1996*.

#### 6. Wastewater Management

Wastewater commonly comes from the guest accommodation, kitchen production, laundry room, staff facilities, and so on. In terms of wastewater, the hotel has registered the property to the government of Badung Regency through *Dinas Penanaman Modal dan Pelayanan Terpadu Satu Pintu* for Wastewater Disposal Permit Approval no 2864/LIMBAHCAIR/DPMPTSP/2021 which was issued on 24 June 2021. Besides, the wastewater at The Apurva Kempinski Bali is also well-managed using the STP (Sewage Treatment Plant) as mentioned before. STP supplies wastewater from two places, first from the kitchen and second from a toilet. STP production in 2019 is reaching an amount of 19.498 M<sup>3</sup> and decreased due to the pandemic situation in 2020 reaching an amount of 6.454 M<sup>3</sup>. The wastewater production has a connection with the water consumption itself.

#### 7. Solid Waste Management

The whole kitchen outlet in the hotel is equipped with a color-coded garbage bin. The color-coded for garbage bin in the kitchen is divided into two colors, yellow and white. Yellow for dry waste and white for wet waste. In addition, the hotel established a hydroponic team in 2019. This team has the responsibility to develop sustainable development within the hotel area. For example, modifying waste jerry-cans from laundry or RO room become pot. The hotel is also equipped with the license of hazardous and toxic waste issued by the government of Badung Regency through *Dinas Penanaman Modal dan Pelayanan Terpadu Satu Pintu* about the operational license for hazardous and toxic waste (B3) no 1479/LIMBAH B3/DPMPTSP/2021. Back of house also supported the green practices by always maximizing the printings by using the double-side of the paper, always set up the printer to the eco-printings, and distributed the minutes-meeting, BEO, work plan, assignment, announcement, etc., by email, WhatsApp, or telegram group.

## 8. Management of Social and Cultural Issues

The hotel is facilitated by the Asha Boutique and Gallery. These hotel art shops become the center of trading local artisanal goods within the hotel area. The vendors which supply the artisanal goods in the boutique are local with 65% of the suppliers coming from Bali and others coming from another part of Indonesia. In addition, as the marketing strategy this year, the hotel is campaigning about unity in diversity program. The hotel will highlight the uniqueness of each region differently every month. From Sumatera, Java, Nusa Tenggara, Sulawesi, Maluku & Papua, whole regions will be highlighted fully this year, including for recreational activity.

The Apurva Kempinski Bali in its operation is strongly involved in the local belief, culture, and traditions. It is proven by the program offered by the marketing department such as Sunrise Purification at Geger Temple. This ritual is led by a Balinese priest with the offering and mantra to dismiss bad omens, prevent illness, and bad luck, and cleanse the guest's mind and body. The staff's religion is dominated by Hindus with the percentage of Hinduism staff being 77%. Indirectly it explained that the staff at The Apurva Kempinski Bali majority comes from local people (Balinese). Based on the data processed, it is known that the percentage of female managers at The Apurva Kempinski Bali is 37% and the male manager is 63%. The hotel has been facilitated by the Asha Boutique & Gallery to sell local artisanal goods. Besides, several services are needed by the hotel for example the waste vendor and pest control are based in Bali. In addition, the food and beverages suppliers are mostly based in Bali and often come from Plaga, Kintamani, Bedugul, etc.

## 9. Environmentally Harmful Substances

The whole chemical used at The Apurva Kempinski Bali is equipped with the MSDS (Material Safety Data Sheet). This information is consisting of the specification of the chemical, the storing method, first aid of the chemical, and so on. In addition, almost all the chemical at the hotel is supplied by Diversey Indonesia which is also completed by its sustainability letter. Each chemical room has equipped with personal protective equipment (PPE) for the staff who is in charge to handle any chemicals.

## Discussion

### Internal and External Effects of the Green Hotel Practices

To answer this section, the writer analyzed the information using the triple bottom line concept, which is the triple bottom line itself is the three-pillar conception of (social, economic, and environmental) sustainability, commonly represented by three intersecting circles with overall sustainability at the center (Purvis, 2019).

#### 1. Internal Effects of the Green Hotel Practices

The hydroponic team is one of the big steps for the hotel to begin to develop sustainability within the hotel area in terms of the environment.



(Source: The Apurva Kempinski Bali, 2022)

**Figure 4.** Hydroponic Team

At the hydroponic team, there are four main programs have been executed. They are hydroponic systems, urban farming, sustainable activities, and tambulapot (*tanaman buah dalam pot*-fruit plan in pot) or fruits planted in the pot. Hydroponic team helped to decrease the amount of solid waste through cycling program, such as jerry-cans recycle, coffee briquettes, eco-enzyme, and composting.

The involvement of local traditions and cultures is shown in the regular program offered by the hotel through the department of spa, gym, and recreations. The activities are packaged by the Balinese rituals for example melukat at Pura Geger. The harvest result of the hydroponic contributes to decreasing the budget cost of food and beverages although still in a small number.



(Source: The Apurva Kempinski Bali, 2022)

**Figure 5.** Local Culture & Traditions

Social insurance is given to whole employees, payroll is always on time, allowances & health insurance is for staff, and clinic facilities are for whole employees. The maximum facilities have been delivered to the employees to make sure they show their best performance. In terms of green practices from a societal perspective, the impacts are shown by the training result. The hotel often held green escape training and specifically collaborated with the hydroponic team to spread information about how to cultivate plants easily at home, how to install hydroponic installation, tips, and tricks for harvesting the plants, and how to make seeding, how to prepare plants media, and so on. It is indirectly supporting the sustainable goals of quality of education.

## 2. External Effects of the Green Hotel Practices

### a. Saraswati Paper

The Apurva Kempinski Bali is one of the contributors to the waste suppliers for the organization. As the observation result, the waste papers and newspapers waste production at The Apurva Kempinski Bali is high with total newspaper waste in 2021 being 813 Kg and paper waste is 559 Kg. Therefore, Apurva Kempinski Bali donated the paper to Saraswati Paper as part of the sustainability development. One example of the donation from the hotel is on 25 January 2022.

### b. Tunjung Mas

Tunjung Mas or *Kelompok Sosial Masyarakat 3R* located at Jalan Nusa Dua Selatan, Sawangan, Nusa Dua, Bali is a community organization which is specifically offers services for solid waste hauling and recycling, and composting. This organization



has worked as a waste vendor with The Apurva Kempinski Bali since the beginning of the hotel operation. Based on the contract agreement between Apurva Kempinski Bali and Tunjung Mas, the vendor has the responsibility to manage the solid waste at Apurva Kempinski Bali and report the data to the management through the steward department.

c. Solemen Indonesia Foundation

Solemen Indonesia Foundation (*Yayasan Solemen Indonesia*) is reputedly one of Bali's most visible and trusted charities founded in 2011. Solemen actively reaches people who fall through the healthcare cracks and are not helped by the existing network of charitable organizations and government programs. In addition, the hotel is also supporting the foundation through the artisanal goods and stuff belonging to Solemen offered at Asha Boutique & Gallery. The profit will be donated to the foundation as well. The goods are in the form of a bag, jewelry, hand-held fan, books, dolls, etc.

d. Smile Bali Foundation

Smile Bali Foundation (*Yayasan Senyum Bali*) is a non-profit, independent organization working to bring health care to people with craniofacial disabilities. To support this foundation, the hotel donates magazines and newspapers to the organization. As the hotel has a lot of magazines come from the marketing department's collaboration with the media, the hotel kept & collected the magazines as well as the newspaper to be donated to the organization in hope that the magazine and the newspaper are re-sell by the organization at Children Charity Smile Shop available at Sindhu (Jalan Pantai Sindhu, no 3 Sanur), Buyan (Jalan Danau Buyan, no. 27 B Sanur), and Ubud (Jalan Raya Nyuh Kuning).

e. CSR Sawangan

To begin to develop the sustainable business within the organization, the hotel is worked together with CSR Sawangan or Corporate Social Responsibility Sawangan. It is a local community organization as a media for the hotel or other corporations to do corporate social responsibility (CSR) specifically at Banjar Sawangan. CSR itself is a business activity in which the company is socially responsible to stakeholders and the wider community as a form of concern in improving welfare and having a positive impact on the environment. As the concern of the hotel to allow the local community to be employed at the hotel, besides become the staff, the hotel is also creating an agreement with the CSR Sawangan to specially employed local people to protect and look after the beach area in front of the hotel.

## Conclusion

The implementation of green hotel practices based on earth check certification by The Apurva Kempinski Bali is well-managed and ready to join the certification with several improvements such as the evaluation of renewable energy, smart controls for showers, and taps, and so on. The implementation has given significant impacts both on the internal hotel and external hotel. This research lacks an interview with the guest perception. This study further suggests more direct interviews with guests to find out the guest perception related to the green hotel practices themselves.

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## Implementation of eco-friendly behavior by front office employees to support green hotel at The Ritz-Carlton Bali

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**Abstract:** This study aimed to find out the implementation of Eco-friendly behavior by front office employees to support the Green hotel at The Ritz-Carlton Bali, Indonesia, and the influence of the implementation. The data collection method used was by conducting field observations, distributing questionnaires with saturated samples to 40 employees in the front office department as respondents and interviews with the Assistance front office Manager of The Ritz-Carlton Bali. The data analysis techniques used are descriptive statistical and simple linear regression analysis techniques to answer the problem formulation in this study. All the tests was carried out with measurements using IBM SPSS Statistics 26 for windows application. The results of the analysis show that the implementation of Eco-friendly behavior by front office employees as a whole is already within very high criteria. There are 2 implementations that still on high criteria and are still not very optimal, namely prioritizing using stairs over elevators and disposing of garbage according to their type. The implementation of Eco-friendly behavior has a positively strong relationship and has a significant effect on the green hotel.

**Keywords:** eco-friendly behavior, front office department, green hotel.

**History Article:** Submitted 9 July 2022 | Revised 9 September 2022 | Accepted 17 October 2022

**How to Cite:** Dewi, K. I. E. ., Bagiastuti , N. K., Sutama, I. K. ., & Sarja, N. L. A. K. Y. (2022). Implementation of eco-friendly behavior by front office employees to support green hotel at The Ritz-Carlton Bali. International Journal of Green Tourism Research and Applications, 4(2), 68–85. <https://doi.org/10.31940/ijogtra.v4i2.68-85>.

### Introduction

The hospitality sector generates a lot of waste and uses a lot of natural resources, including water and energy. Therefore, as part of their corporate social responsibility, hotels have a duty to lessen this environmental impact (Chand & Garge, 2017). Due to the impact of environmental harm produced by hospitality activities and the extensive use of natural resources, the field of hotel operations is currently emphasizing the need to pay more attention to environmental issues (Setiawati & Sitorus, 2014).

The Ministry of Tourism and Creative Economy (Kemenparekraf) expects hotels in Indonesia to implement green hotels to create environmentally friendly hotels. Green hotel is a hotel which implement management optimizes the use of resources (energy, water, and fuel), provides quality comfort and health for room users (guests, visitors and employees), reduces negative impacts on the environment and provides benefits for social and cultural development for the surrounding community (Kementerian Pariwisata Republik Indonesia, 2016). To encourage the hotel industry sector to contribute minimizing the occurrence of global warming and environmental damage through water saving programs, energy saving, the use of environmentally



friendly materials, and reducing waste, the Ministry of Tourism and Creative Economy published a guidebook and guidelines for the implementation of green hotels in Indonesia. As a form of government support for hotel management that applies the principles of Green hotels, the Ministry of Tourism and Creative Economy gives an award, namely the "National Green hotel Award" which is held every 2 years. To encourage hotel managers to adopt a mindset of preserving, promoting, and upgrading sustainable and environmentally concept management in order to actualize sustainable tourism, the award is granted to hotels that have implemented environmentally friendly norms and requirements.

According to research conducted by Putri et al (2020), there are several efforts made by one of the hotels in Indonesia to implement the green hotel concept, namely by making policies in terms of building, energy efficiency, product selection, and waste management according to the standards of the Green hotel concept. But, there are some obstacles like the hotel's owner does not have a target to make the hotel as a green hotel, quite difficult to maintain consistency in carrying out green hotel policies, management concern that will decrease customer satisfaction, there is a doubt when making a policy of abolishing smoking rooms, sticking many smoking ban posters, and it takes a high cost to maximize the green hotel concept. However, the positive thing that the hotel gets when implementing the green hotel concept is that the existence of renewable technology makes some costs more efficient and many customers support the hotel to become a green hotel. The Ritz-Carlton Bali itself has implemented several Green hotel concepts, such as utilizing paper efficiently, using products with dual uses, LED lights, auto timer lamp technology, centralized air conditioning with the provision of control panels in each room and guest room so that they can manage themselves, treat seawater for several operational purposes, do waste treatment and reducing waste, providing green open space, providing smoking places in certain areas, carrying out nature conservation and environmental hygiene activities, also hiring local communities to support the economy.

In implementing the green concept, one of the things that must be owned by operational implementers is supportive behavior. The behavior that must be applied is in the form of eco-friendly behavior. According to Novita et al. (2020), citing Lehman & Geller (2004), environmentally friendly behavior can be demonstrated by actions that consider environmental sustainability and endurance. For example, using water and electrical energy efficiently, using technological equipment and environmentally friendly products, using daily transportation tools that do not pollute the environment, not throwing garbage carelessly, and reducing the use of plastic are all examples of actions that pay attention to environmental sustainability and endurance. According to one survey, the majority of five-star hotels in the Indian city of Lucknow have adopted eco-friendly procedures such as dual flush toilets, sewage treatment facilities, waste disposal systems, electronic key cards, and energy-saving lighting (Tiwari et al, 2020). Employees who are environmentally conscious will use technology wisely to promote a paperless office, safeguard the environment from harm, and cut carbon emissions in order to effectively achieve green goals (Gilal et al, 2019).

The behavior of front office employees as one of the operational departments is also very necessary for their contribution in implementing the green hotel concept. This is because the use of energy for the department is no less large than the use of work systems and tools that must be operational for a full 24 hours, in addition to having a job desk about administrative and office affairs, this department must also carry out service activities for guests. In the daily activities of carrying out its operations including to serve guests, employees in the front office department have contributed

by implementing eco-friendly behavior. For the examples saving energy by turning off the lights in the hotel room after doing a showing room, turning off the engine or some systems when operations are not too crowded at night, turning off the lights in unused places by prioritizing natural lighting, turning off the computer, using a central printer in the back office, reducing the use of elevators by using stairs if want to go to other floors that are close, bellman will use evacuation routes to deliver or pick up guest's luggage to the room than using the elevator for buggy. The use of electric buggy car for environmentally friendly transportation tools, reuses damaged oshibori as a dust cloth, uses drinking bottles and tableware that is reusable. Even since its inception, The Ritz-Carlton Bali has implemented this eco-friendly behavior concept, making it easier to implement until now. However, The Ritz-Carlton Bali has not been officially listed as a green hotel. As a result, this study investigates how front office staff members implement environmentally friendly conduct and the impact such behavior has on green hotels at The Ritz-Carlton Bali.

## Methodology

Five months were spent conducting this study in the front office department of The Ritz-Carlton Bali. Qualitative and quantitative data types, as well as primary and secondary data sources, were used. employing observations, questionnaires, and interviews as data collecting techniques. A Likert scale of five points is used to evaluate this study. Online survey that can be accessed using Google Form was used to distribute this one. When the entire population is employed as research samples, the sampling method of saturated sampling is used to determine the samples (Sugiyono, 2019: 61). Thus, a total of 40 respondents and 1 source person were used in the study

Five months of qualitative and quantitative data collection utilizing primary and secondary data sources were used in this study at The Ritz-Carlton Bali's front office. Observations, questions, and interviews are used as data collection techniques. Using a 5-point Likert scale, this study is evaluated. Google Forms, which can be used to access the survey, was used to distribute it online. When all individuals of the population are employed as research samples, a sampling technique known as saturated sampling is used to determine the samples (Sugiyono, 2019: 61). 40 respondents in total as well as 1 source person were used in the survey.

The statements of questionnaires are tested for validity test with the minimum requirement to be considered a valid instrument item on the validity index value  $\geq 0,3$  (Sugiyono, 2018, pp. 121–127). Validity test results that all data qualified the validity test requirements. Meanwhile, the reliability test decision-making criteria used is if the Cronbach Alpha coefficient  $> 0.70$  then the statement or the variable is declared reliable (Ghozali, 2018: 46). The results of the reliability test state that all research variables are reliable. Data analysis in this research included (1) respondent's classification, (2) descriptive statistical analysis (3) classical assumption test, (4) correlation test, (5) simple linear regression analysis, (6) Coefficient of determination test, and (7) T test. All the tests was carried out with measurements using IBM SPSS Statistics 26 for windows application.

## Results and discussions

### Results

SPSS statistics 26 for Windows was used for calculations and data analysis. After utilizing SPSS, the results will be processed and subsequently discussed in order to draw a conclusion. The results of the questionnaire distribution in the form of the

respondent's characteristics are presented. Characteristics of respondents were collected based on age, gender, last education, position and length of work.

**Table 1.** Respondent's Classifications

Classifications	Frequency	Percentage
<b>Age</b>		
17-25 years	7	17,5%
26-35 years	31	77,5%
36-45 years	2	5%
<b>Gender</b>		
Male	28	70%
Female	12	30%
<b>Last Education</b>		
Senior High	6	15%
Diploma	21	52,5%
Bachelor's Degree	12	30%
Others	1	2,5%
<b>Position</b>		
Employee	23	57,5%
Supervisor	10	25%
Manager	7	17,5%
<b>Length of Work</b>		
< 1 year	6	15%
1-5 years	20	50%
6-10 years	14	35%

(Source: data processing results, 2022)

Table 1 shows the classification of research respondents. It can be seen that most of the front office employees are aged 26-35 years with a total of 31 people or 77.5%. While the employees aged 17-25 years are 7 people or 17.5% and those aged 36-45 years are 2 people or 5%. This means that most of the employees have a productive age at work and easily keep up with the times and technology or policies regarding the implementation of eco-friendly behavior implemented by hotels. Most front office employees are male at 28 people or 70% and female at 12 people or 30%. Male employees are employed in greater numbers than female employees because male employees tend to have stronger physiques and are more needed to do afternoon or night shifts which tend to be dangerous for female employees. In addition, most male employees have a higher courage to try new things, as is the case with new policies regarding eco-friendly behavior and green hotels.

Most employees have the last education at the Diploma level amounting to 21 people or 52.5%, bachelor's education amounting to 12 people or 30%, high school/vocational education amounting to 6 people or by 15% and others amounting to 1 person or 2.5%. This shows that most employees already have adequate competence, are more competent as operational employees and are better prepared to work, especially with green hotels policies. The number of respondents with employee positions amounted to 23 people or 57.5%, supervisor positions amounted to 10 people or 25%, and manager positions amounted to 7 people or 17.5%. The workforce with employee positions is needed more because it requires more people to run operations in each section compared to people who supervise the operation. This is

because the front office department can provide maximum fast service to guests and maximize the implementation of eco-friendly behavior.

The number of employees who have just worked for 1-5 years amounts to 20 people or 50%, working for 6-10 years amounts to 14 people or 35% and working for < 1 year amounts to 6 people or 15%. This is because the hotel has only been established for approximately 7 years starting until 2022. Most of the employees who have been working since the grand opening have moved to other hotels. However, from the time the hotel was just operating until the beginning of the pandemic, the hotel has implemented its own eco-friendly behavior concept.

### *The implementation of eco-friendly behavior by front office employees*

The implementation of eco-friendly behavior by front office employees at The Ritz-Carlton Bali can be known by conducting a descriptive statistical analysis. The interval class in this analysis is determined by the calculation from Nurhasanah (2016) in Sari (2018:71–82), as follows:

$$i = \frac{r}{k}$$

$$i = \frac{5-1}{5} = 0,80$$

Information:

i = interval

r (range) = highest value-lowest value

k = number of classes

Based on the interval class value, the boundaries of the criteria with the following assessment categories are obtained:

**Table 2.** Results of Interpretation of Respondents' Average Scores

Scale	Class	Category
1	1,00-1,79	Very low
2	1,80-2,59	Low
3	2,60-3,39	Medium
4	3,40-4,19	High
5	4,20-5,00	Very high

**Table 3.** Description of Respondents' Answers to Eco-friendly Behavior Dimensions

Statement	Answer					Average	Criteria
	1	2	3	4	5		
Energy Conservation							
I turned off the lights, air conditioning, and computer in a room where there were no people and when it was no longer in use.	0	0	4	14	22	4.45	Very high
I always close the water tap because it does not let the water flow useless and report when there is damage to the drain to be repaired.	0	0	0	7	33	4.83	Very high
I will only use the dish washer machine when the capacity is	0	0	3	15	22	4.48	Very high

maximum and with economical washing mode.

Dimension Average Value						4,59	Very high
Transportation and Mobility							
I use the buggy car effectively and efficiently to save its energy.	0	0	3	10	27	4.60	Very high
I would use a fire escape rather than an elevator when going up/down to the possible floor.	0	0	15	9	16	4.02	High
Dimension Average Value						4,31	Very high
Waste avoidance							
I reduce waste by using cloth bags, eating and drinking utensils that can be used many times, and avoid using straw to reduce plastic waste.	0	0	3	10	27	4.60	Very high
I reduced the use of paper by utilizing the multiple page and double-sided print features for internal document purposes, as well as utilizing barcodes to protect and not to use self-assessment forms.	0	0	1	12	27	4.65	Very high
I reduce waste by making bulky purchases and then refilling them into smaller places (gallons of water, hand sanitizer, and disinfectant).	0	0	3	13	24	4.52	Very high
Dimension Average Value						4,59	Very high
Consumerism							
I use hand sanitizer, hand soap, and disinfectant from eco-label which is one of the environmentally friendly brands.	0	0	5	7	28	4.58	Very high
Dimension Average Value						4,58	Very high
Recycling							
I throw garbage according to its type in the trash can to facilitate the sorting process.	0	0	15	11	14	3.98	High
I use a damaged/torn oshibori as a washcloth.	0	0	8	14	18	4.25	Very high
I collected used toner cartridges to exchange with third parties to get a new toner.	0	0	2	12	26	4.60	Very high
Dimension Average Value						4,28	Very high
Environmental conservation							
I participate in keeping the work area environment clean and always remind colleagues to keep the environment clean.	0	0	0	11	29	4.73	Very high
Dimension Average Value						4,73	Very high

(Source: data processing results, 2022)

Two indicators still have a "High" implementation score, which indicates that its execution is less than ideal, according to the analyses' findings on the six dimensions' combined 13 indicators. This signal should be used in conjunction with the indicators regarding the habit of disposal of waste according to its category in the trash can to help the sorting process. Emergency staircases should always be prioritized above elevators. By examining the average values for each dimension in Table 4, it is possible to determine the average value of the implementation of the eco-friendly behavior variable.

**Table 4.** Implementation of Variable Eco-friendly Behavior

Dimension	Average dimensions	Criteria
Energy conservation	4,59	Very high
Transportation and Mobility	4,31	Very high
Waste avoidance	4,59	Very high
Consumerism	4,58	Very high
Recycling	4,28	Very high
Environmental conservation	4,73	Very high
Average variable	4,51	Very high

Source: Excel data processing results, 2022

In Table 4, based on the results of descriptive statistical analysis, the six dimensions in Eco-friendly behavior variable are already in the "very high" implementation criteria with an average variable value of 4.51. This is also related to the results of an interview with the assistance front office manager, who said that at the hotel there was also an LSOP regarding the implementation of eco-friendly actions implemented by all employees, including the front office employees. Even though there are no longer any stickers indicating that eco-friendly acts have been taken, front office staff members make a practice of reminding one another of them. Therefore, it can be said that front office employees are already implementing eco-friendly conduct at a very high level.

### ***The effect of eco-friendly behavior implementation by front office employees to support green hotel***

#### **1. Classical Assumptions Test**

##### **a. Normality Test**

According to Ghazali (2018:161) The normality test serves to test whether the regression model, independent variables, and dependent variables have a normal data distribution or not. There are 2 Normality Tests used, namely:

##### **1) Kolmogorof-Smirnov Test (K-S)**

The assumption of normality is met if the significance value  $> 0.05$  on the contrary if the significance value  $< 0.05$  then the assumption of normality is not met (Rimbawa, 2013: 351). The following are the results of the K-S Normality test, namely:

**Table 5.** Kolmogorov Normality Test Results - Smirnov

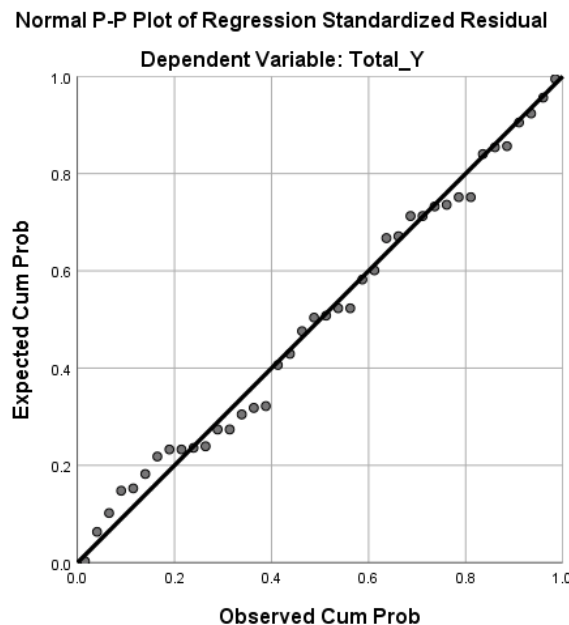
One-Sample Kolmogorov-Smirnov Test		
Unstandardized Residual		
N		40
Normal Parameters <sup>a,b</sup>	Mean	.0000000
	Std. Deviation	4.00594827
Most Extreme Differences	Absolute	.080
	Positive	.080
	Negative	-.070
Test Statistic		.080
Asymp. Sig. (2-tailed)		.200 <sup>c,d</sup>
a. Test distribution is Normal.		
b. Calculated from data.		
c. Lilliefors Significance Correction.		
d. This is a lower bound of the true significance.		

(Source: data processing results, 2022)

It is evident that the significance value of  $0.200 > 0.05$  based on the K-S Normality test requirements. The research data are therefore deemed to be regularly distributed.

## 2) Probability Plot Test (P-Plot)

In order to make decisions using graph analysis, it is assumed that the regression model will satisfy the condition of normality if the data spreads out around the diagonal line and moves in the same direction as the diagonal line. The findings of the P-Plot Normality test are as follows:



(Source: 2022 data processing results)

**Figure 1.** P-Plot Normality Test Results

Figure 1 depicts it according to the P-Plot Normality test standards. that the diagonal line is followed by the data points, which are dispersed around it. As a result, it is possible to determine if the data is regularly distributed.

### b. Linearity Test

According to Sugiyono and Agus Susanto (2015: 323) the linearity test can be used to find out whether a variable bound to a free variable has a linear relationship or not significantly. There are 2 Normality Tests used, namely:

#### 1) Test For Linearity

Check for linearity by examining the value of Sig. Anova Table deviation from linearity. If the value of Sig. meets certain requirements, the linearity test will pass. When the deviation from linearity is less than 0.05, the connection between the independent and dependent variables is linear. The findings of the linearity test are as follows:

**Table 6.** Linearity Test Results

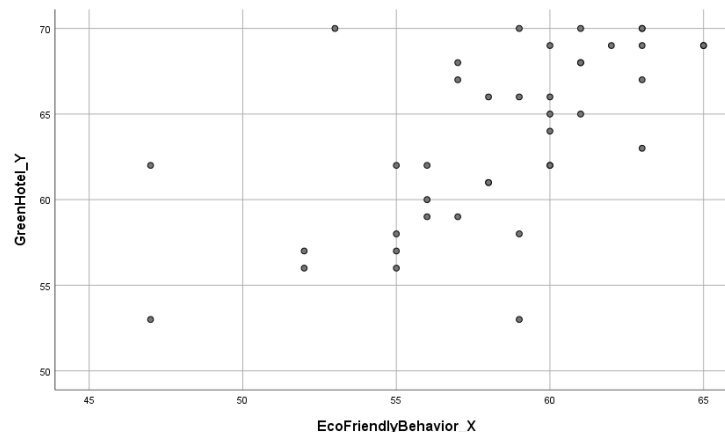
		ANOVA table					
			Sum of squares	Df	Mean square	F	Sig.
Greenhotel_Y*ecofriendlybehavior_X	Between groups	(Combined)	633.717	12	52.810	3.643	.003
		Linearity	399.243	1	399.243	27.542	.000
		Deviation from linearity	234.474	11	21.316	1.470	.200
	Within groups		391.383	27	14.496		
Total			1025.100	39			

(Source: data processing results, 2022)

The obtained result is 0.200 0.05 based on the Linearity test criteria by looking at the Sig. Deviation from Linearity in the ANOVA Table. It means the two research variables have a linear relationship.

#### 2) Scatterplot Chart

The Linearity Test with Scatterplot Chart is carried out. A pattern of straight lines produced from the lower left up to the higher right characterizes a positive relationship, whereas a pattern of straight lines formed from the bottom right up to the upper left characterizes a negative association. In the test, the following graph was produced:



(Source: data processing results, 2022)

**Figure 2.** Linearity Test Graph



It is clear from Figure 2 and the criteria that the data points are dispersed from the bottom left to the upper right. This indicates that the two research variables have a positively linear relationship.

### c. Heteroskedasticity Test

The goal of the heteroskedasticity test is to determine whether there is an inequality in variance between the residual of one observation and the residual of another observation in the regression model (H. Ghazali, 2016, p. 134). Two normality tests are employed, namely:

#### 1) Rank Spearman Method

The requirement for the spearman rank technique is a sig. (2-tailed) value greater than 0.05; this indicates that there is no difficulty with the heteroskedasticity symptom. The findings of the spearman rank heteroskedasticity test are as follows:

**Table 7.** Heteroskedasticity Test Results

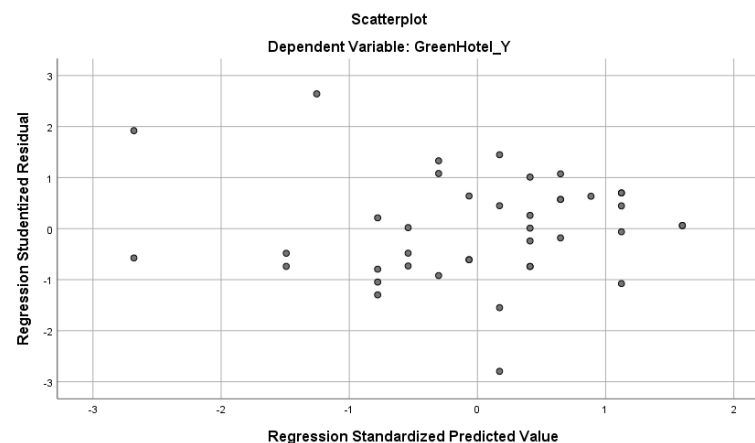
Correlations		
	Eco-friendly behavior_x	Unstandardized residual
Spearman's rho	Correlation coefficient	1.000
	Sig. (2-tailed)	.
	N	40
	Correlation coefficient	.174
	Sig. (2-tailed)	.283
	N	40

(Source: data processing results, 2022)

Based on Table 7 and based on the decision-making criteria, the results of the Sig (2-tailed) obtain by  $0.283 > 0.05$ . So, it can be known that there were no symptoms of heteroskedasticity in this study.

#### 2) Scatterplot Chart

The Scatterplot chart was used to conduct the heteroskedasticity test. If the data points are scattered above or below the Y axis's number 0, do not collect just above or below, and do not create specific patterns like broadening or narrowing wave patterns, homoskedasticity will result. The graph's findings are as follows:



(Source: data processing results, 2022)

**Figure 3.** Graph of Heteroskedasticity Test Results

In Figure 3, it can be seen that the data points have spread above or below the number 0, do not gather above or below alone, and do not form a certain pattern. Based on this, it can be stated that there is no occurrence of symptoms of heteroskedasticity.

After a classical assumption test with 3 tests, the results were obtained that the research variables were normally distributed, there was a linear and positive relationship, and also no symptoms of heteroskedasticity occurred. Therefore, the data collected is fairly good and is already qualified for regression analysis.

## 2. Correlation Test

The strong link between the Green hotel variable (Y) and the Eco-friendly conduct variable (X) is discovered using a straightforward correlation test. According to Sugiyono (2019: 231), the following guidelines can be used to produce an interpretation of the correlation coefficient of big or small:

**Table 8.** Guidelines Provide Interpretation of the Correlation Coefficient

Coefficient interval	Relationship level
0,00-0,199	Very low
0,20-0,399	Low
0,40-0,599	Medium
0,60-0,799	Strong
0,80-0,1000	Very strong

Source: Sugiyono (2019:231)

The results of the correlation coefficient test obtained, which are as follows:

**Table 9.** Simple Correlation Test Results

Correlations			
		Eco-friendly behavior (X)	Green hotel (Y)
Eco-friendly behavior (X)	Pearson correlation	1	.624**
	Sig. (2-tailed)		.000
	N	40	40
Green hotel (Y)	Pearson correlation	.624**	1
	Sig. (2-tailed)	.000	
	N	40	40

\*\* . Correlation is significant at the 0.01 level (2-tailed).

(Source: data processing results, 2022)

Based on the test results and the interpretation guidelines, a Pearson Correlation value of 0.624 was obtained, which means that the Eco-friendly behavior (X) and Green hotel variable (Y) have a strong relationship.

## 3. Simple Linear Regression Analysis

Regression analysis is used to determine the strength of the relationship of independent variables with dependent variables, when the value of independent variables is manipulated, changed or changed up and down (Sugiyono, 2019, p. 260).

**Table 10.** Simple Linear Regression Analysis Results

Type	Coefficient			t	Sig.
	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. error	Beta		
(Constant)	19.321	9.026		2.141	.039
Eco-friendly behavior (X)	.761	.155	.624	4.923	.000

a. Dependent Variable: Green hotel (Y)

(Source: data processing results, 2022)

Based on the test results in Table 10, a value or constant of 19,321 and a value of b or regression coefficient of 0.761 were obtained. Then a simple linear regression equation is generated as follows:

$$Y = 19.321 + 0.761X$$

The value of the constant (a) = 19,321. This means that if the implementation of Eco-friendly behavior (X) is worth 0 then Green hotel (Y) is worth 19,321. The value of the regression coefficient (b) = 0.761. This means that if the implementation of Eco-friendly behavior increases by 1, then Green hotels also experience an increase of 0.761. The regression coefficient (b) is positive, so it can be concluded that there is a positive relationship between the implementation of Eco-friendly behavior and the concept of Green hotel.

#### 4. Coefficient of Determination (R<sup>2</sup>)

The coefficient of determination test is used to measure the extent to which Eco-friendly behavior (X) contributes to affecting Green hotel (Y), expressed in percentage terms (%). The following results of the coefficient of determination test in this study can be seen in Table 11.

**Table 11.** Coefficient of Determination Test Results

Model Summary				
Type	R	R Square	Adjusted R square	Std. error of the estimate
1	.624a	.389	.373	4.058

a. Predictors: (constant), eco friendly behavior (x)

(Source: data processing results, 2022)

Table 11 shows that the value of the Adjusted R Square is 0.373. This shows that the implementation of Eco-friendly behavior (X) affects Green hotel (Y) by 37.3%. While the remaining 62.7% was influenced by other factors that were not researched by the author.

#### 5. T Hypothesis Test

The T test is used to partially test the influence of the hypothesis and determine the significance of the influence of the Eco-friendly behavior (X) variable on the Green hotel (Y) variable individually. The following results from the T test in this study can be seen in Table 12.

**Table 12.** T Test Results (Partial)

Type	Coefficients <sup>a</sup>			t	Sig.
	Unstandardized coefficients		Standardized coefficients		
	B	Std. error	Beta		
(Constant)	19.321	9.026		2.141	.039
Eco-friendly behavior (X)	.761	.155	.624	4.923	.000
a. Dependent variable: Green hotel (Y)					
(Source: data processing results, 2022)					

The significant level used is 95% with  $\alpha = 5\%$  or 0.05. The T-table is determined by the formula  $df = (n-k)$ . The obtained value is  $df = (40-2) = 38$ , which is 1.68595. The applicable test criteria are T count > T table or sig < 0.05 means  $H_0$  is rejected and  $H_a$  is accepted. Based on the test results, a comparison of the calculated T and T values of the table was obtained, namely  $4.923 > 1.68595$  with a comparison of significance values and alpha values of  $0.00 < 0.05$ . So it can be concluded that  $H_a$  was accepted and  $H_0$  was rejected. Therefore, it can be said that the Variable Eco-friendly behavior (X) has a significant effect on the variable Green hotel (Y).

## Discussion

Based on the results of descriptive statistical analysis were obtained that the implementation of eco-friendly behavior by front office employees was already within very high implementation criteria. However, there are still available 2 indicators that have an implementation value in high criteria which indicates that their implementation has not been very optimal. This indicator is an indicator of prioritizing the use of emergency stairs over elevators because usually in hotels emergency stairs are used when going up /down to one floor away only. This is because front office employees are also required to be able to provide services quickly to the guests with purpose to avoid complaints and for human energy efficiency.



(Source: Research documentation, 2022)

**Figure 4.** OOS Elevator for energy efficient

The purpose of the behavior of prioritizing emergency stairs over elevators is to be useful for saving electrical energy consumption for hotel operations. In the aim of

saving electricity, in the hotel there are several elevators that are deliberately disabled as shown above. Usually, is an elevator that is not used very often for operations and several elevators in the back office. Meanwhile, several elevators that are indeed very necessary to support smooth operations are still functioned to help employees to be able to provide services as quickly as possible to guests.

As well as indicators regarding the habit of disposing of waste according to its type in the trash can to facilitate the sorting process due to the lack availability of separated trash cans according to the type of waste treatment in the guest and visitor areas.



(Source: Research documentation, 2022)

**Figure 5.** Trash Can on the public areas.

In the guest and visitor areas, there are only available a kind of trash cans as shown on the figure 5. The trash can is a trash can that is not separated according to the type of waste treatment. Likewise, in the office area and pantry department front office, there are also do not available a trash cans according to the type of waste. This is what causes front office employees to not always be able to dispose of garbage according to its type.



(Source: Research documentation, 2022)

**Figure 6.** Wet & dry rubbish bin



(Source: Research documentation, 2022)

**Figure 7.** Medical mask rubbish bin.

Meanwhile, trash cans that are separated according to the type of waste treatment are only available in the back of the house area, especially the employee canteen which is also an employee rest area as shown in figure 3. Even as a result of the covid-19 pandemic, the hotel also provides a trash can that is specifically for disposing of medical masks as shown in figure 4. The trash cans are placed in each of the women's lockers and the men's lockers. A large part of the front office employee's work area is in guest and visitors area which is less available of trash can according to the type of waste treatment. So the waste that is still mixed up generated from hotel operations will be sent to vendors/third parties to be sorted and adjusted to the processing system. The hotel only processes waste in the form of food waste to be

used as fertilizer by the team in charge. Overall in implementing eco-friendly behavior, front office employees already have the habit of reminding each other.

Based on the results of interviews with assisted front office managers, the eco-friendly behavior implementation strategy applied is more towards the 3R implementations (reduce, reuse, and recycle) which is also part of the eco-friendly behavior dimension used in this research. However, in its application, there are often obstacles that tend to lead to each person, namely self-awareness of how important eco-friendly action is for energy sustainability. For example, when someone forgets, doesn't care or has a habit of delaying when turning off electricity or water. But the LSOP has been created and socialized to employees even before the pandemic there were stickers about eco-friendly action warnings affixed at some point in the back of the house area. The management also has many eco-friendly behavior programs such as beach cleaning, resort cleaning, to processing food waste leftover breakfast used for other things by the team in charge of processing it as compost or animal food. In addition, The Ritz-Carlton Bali already has certification for its own waste treatment, except for B3 waste that is still sent to third parties.

The results of data analysis that has been carried out on a simple correlation test, it is known that the implementation of eco-friendly behavior has a strong relationship with green hotels, expressed by obtaining a Pearson Correlation value of 0.624. The strength of its influence can be seen from the results of a simple linear regression analysis with the resulting regression equation, namely  $Y = 19.321 + 0.761X$ . This means that if the implementation of Eco-friendly behavior increases by 1, then Green hotels will also experience an increase of 0.761. The coefficient of determination test ( $R^2$ ) showed that the implementation of Eco-friendly behavior ( $X$ ) contributed to affecting Green hotel ( $Y$ ) by 37.3%, while the remaining 62.7% was influenced by other factors that were not researched by the authors. And in the  $T$  hypothesis test, the results of the comparison of calculated  $T$  and  $T$  values in the table were obtained, namely  $4.923 > 1.68595$  with a comparison of significance values and alpha values of  $0.00 < 0.05$ . From the results of the  $T$  hypothesis test, the conclusion was obtained that  $H_a$  was accepted and  $H_o$  was rejected. Therefore, the Variable Eco-friendly behavior ( $X$ ) has a significant effect on the variable Green hotel ( $Y$ ).

The implementation of eco-friendly behavior aims to reduce the negative impact of human activities on the environment. This is in line with the purpose of the green hotel concept, which is to reduce environmental damage due to the operational activities of the hotel industry. The example of implementing eco-friendly behavior also has similarities with the implementation of the Green hotel concept because both have the same goal. It can also be said that the implementation of eco-friendly behavior is one of the initial efforts that can be done in real terms by all hotel employees. Based on the results of an interview with the assistance front office manager of The Ritz-Carlton Bali, he thinks that the Green hotel concept is actually very good to be applied by the hotel industry because it is to make the most of the existing resources but still pay attention to the preservation of nature.

As a result, the study's findings indicate that adopting eco-friendly practices has a strong positive association with and a big impact on green hotels. The benefit of implementing a green hotel will rise when eco-friendly behavior is implemented more effectively. While other aspects of green hotel implementation, which were not included in this study, such as environmentally friendly land use, environmentally friendly building materials, and the implementation of eco-friendly behavior by front office staff, influenced the remaining 62.7%, supporting green hotels at The Ritz-Carlton Bali (Kementarian Pariwisata Republik Indonesia, 2016). Other research has



also supported and must be taken into account a number of factors, including the management supervision function, employee awareness, penalty, and appreciation to employees (Jessy, 2016); the importance of consumer awareness, behavior, and response (Brian, 2019); and the existence of consumer support, employee support, and costs as the most influencing factors (Deraman et al, 2017).

## Conclusions

Because the hotel already has an LSOP regarding the implementation of eco-friendly actions that have been implemented by all employees, including the front office department, the implementation of eco-friendly behavior by front office employees at The Ritz-Carlton hotel, Bali is already in a very high implementation criteria. The use of stairs rather than elevators and the behavior of disposal of waste according to its category to expedite waste treatment are still two implementation indicators that meet high standards but have not been implemented to their fullest potential.

Green hotels are greatly impacted by the adoption of eco-friendly behavior, which has a strong positive association. Improved eco-friendly behavior implementation will raise the value of green hotel implementation as well. While other factors in the implementation of green hotels that were not included in this study and numerous other factors found in other research sources influenced the remaining 62.7%, the adoption of eco-friendly behavior by front office staff contributed 37.3% to support green hotels in The Ritz-Carlton Bali.

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## Green practices to implement green hotel concept at Grand Hotel des Alpes, France

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**Abstract:** This research aimed to analyze the implementation the implementation of Green practices and Green hotel concept in Grand Hotel des Alpes, France. It is a descriptive statistic research where questionnaires were distributed to 14 employees in the hotel. The data were collected through observation, document study, literature review, and questionnaires. The result of the study implies that there are aspects that are implemented very appropriately, namely aspects of land use, aspects of energy efficiency, aspects of environmental management, and aspects of operational management. The aspects that are implemented accordingly are aspects of water conservation, aspects of the use of space materials, and aspects of Environmentally Friendly Hotel Operations. The Green practices has been applied appropriately to support the Green hotel concept implementation at Grand Hotel des Alpes, Chamonix, France. Grand Hotel des Alpes has implemented Green practices and Green hotel in line with the Green Hotel Association concept.

**Keywords:** hotel, green practices, green hotel.

**History Article:** Submitted 26 August 2022 | Revised 9 September 2022 | Accepted 23 October 2022

**How to Cite:** Arsenal, I. K. P., Astuti, N. N. S. ., Aryana, I. N. R. ., & Anggraheni, R. R. R. (2022). Green practices to implement green hotel concept at Grand Hotel des Alpes, France. *International Journal of Green Tourism Research and Applications*, 4(2), 86–98. <https://doi.org/10.31940/ijogtra.v4i2.86-98>.

### Introduction

In recent years, increasing consumer consumption has led to a rapid global economic growth making human lives more comfortable and convenient. However, this also comes with a downside where natural resources are continuously overused to fulfill demands because of the rising level of consumption (Teng et al, 2014). Recently, tourism has experienced increased development and expanded diversification, and it is becoming one of the fastest developing financial sectors around the world. These dynamics have turned the industry into a pivotal driver of socioeconomic advancement in all nations worldwide, contributing to more than 10% of the gross domestic product (Abdou et al, 2020). The growing impact of the tourism industry as an economic force and its potential as a development tool are indisputable. At the tourism industry is a collection of tourism businesses that are interrelated in producing goods and services to fulfill the needs of tourists at a visited destination.

Nowadays, the hospitality industry has been focusing on developing sustainability management. Food industry especially restaurants are also trying to catch up in creating green restaurants to develop sustainability. Moreover, to support the development of sustainability in green restaurants, customers' support is central and highly needed. (Teng & Wu, 2019). One of the countries where the tourism being a major industry is France (Devi & Triyuni, 2021; Dewi et al, 2022; Surya et al, 2022).

This country is located in the western part of Europe. Its area covers medieval cities, Mediterranean beaches and alpine villages which are major tourism attractions in the country. As a country, France offers an extraordinary historical heritage and the most diverse natural environment. Moreover, it is the first country to be recognized for its culinary delight by UNESCO. However, air and water pollution as well as waste disposal has created environmental issue around the world. It has become a major issue which has attracted attentions from the global community. This then lead to green awareness and the development of sustainability management (Zuriyati et al, 2014).

The reputation of French food has been worldwide and this certainly makes many food enthusiasts want to taste it directly from their home country. Some of the "green" actions implemented in the hospitality business include using local or organic products, installing water-saving devices, and saving energy, according to (Teng & Wu, 2019). The environmental issues have brought changes to people's way of life and has led to people to people being more concious in tackling the issues. Therefore, consumers now have shown environmental consciousness and have been making choices to promote sustainability. In general, the facilities and services that must be provided include room service, food, and beverages, as well as various other supporting facilities that can be enjoyed by tourists during their stay on terms of payment (Susepti et al, 2017). This days, there are numerous of tourism industry who use plenty of energy and did not try to minimize the waste as result of the operational activity. It is includes of the electricity, water as well as resource. They provide huge amount of food but at the end of the shift it were not be able to be spent properly.

Grand Hotel des Alpes is a 5-star hotel and has successfully held the title of Green hotel, which is located at Chamonix mont blanche, france. Grand Hotel des Alpes implementing Green practices is a management system standard based on detailed requirements that can be applied to hotel business and operations with the aim of reducing the environmental impact of energy use, water, waste management, and other related factors, including the safety of the hotel and the people in it. Green practices which includes Reduce, Reuse, Recycle or use recycled materials, use low-energy lights, and also implement water-saving programs. Grand Hotel des Alpes seeks to implement Green practices, one of the departments that supports services by implementing Green practices at Grand Hotel des Alpes, namely the F&B Service Department. Having previously implemented the Green hotel concept which has been carried out continuously in every season

The Food and Beverage Department has a significant meaning in the progress of a hotel because it can attract guests and increase revenue for the hotel. Along with the times, the Food and Beverage Department as the part that handles food and beverages for guests is also a determinant for a hotel to be categorized as a star hotel. The better the taste and quality of the food served, the more the name of a hotel will be raised. Even some star and international standard hotels usually charge quite high prices for the food and drinks they offer. This has affected the hotel positively in terms of financial income, because the proceeds from the sale of food and beverages provide many benefits for the hotel's financial income. Not infrequently the income from the sale of food and beverages is the largest sector that provides benefits to the hotel's financial income.

To support the Green hotel concept that has been applied to the Grand Hotel des Alpes hotel, companies need to adapt and implement Green practices to train and manage their employees by improving the way they work to support the environment. As the number 1 Green hotel in Chamonix, France, the hotel continues to practice the Green hotel concept, every season, especially in the F&B Service Department. Hotels

still need to analyze the extent to which green practices have been implemented based on the Green hotel concept that has been applied, and in this case the hotel industry needs Green practices and Green hotels as the key to environmental management in achieving organizational environmental goals. Therefore, this issue is interesting to be examined under the title "Green practices to implement green hotel concept at Grand Hotel des Alpes, France".

## Methodology

This research was conducted in Grand hotel des alpes, France. This hotel is a 5-star hotel. This research was conducted for 5 months in the period from February to June 2022. Grand hotel des alpes, France was chosen as the location of this research because at this hotel has never done any research about the green practices implementation in supporting green hotel.

This research is a descriptive statistic study which was conducted by distributing questionnaires to the whole population with 14 employees at stakeholder level in Hotel Grand Hotel des Alpes as samples. The criteria of the respondent itself are for those who as managerial level and have power of decision making in the green concept regulation. The data were collected through observation, document study, literature review, interview and questionnaires. The questionnaire consists of 22 questions in English and French and consists of 3 indicators of Green Practices and 8 indicators of Environmental Performances as described in Table 1.

**Table 1.** Green Practices

Green Practices	Practices
Green Food	a. Purchase or use organic and local materials for operational activities
Green Action	b. Use of environmentally friendly products c. Recycle, reduce the reuse of plastic and paper.
Green Donation	a. Contribute funds for environmental issues generated by operational activities. Participate in community programs and provide education about green practice. b. Participate in community programs and provide education about green practice.

Source: (Ilina et al, 2019).

**Table 2.** Green Hotel

Green Hotel	Practices
Environmentally Friendly Hotel Management	a. Environmentally friendly hotel management level b. The degree of influence of environmentally friendly hotel policies
Environmentally Friendly Hotel Operations	a. The level of procurement of environmentally friendly hotel operational materials b. The level of implementation of environmentally friendly food safety c. The level of sanitation hygiene (cleanliness) in environmentally friendly kitchens, warehouses,

	and restaurant
	d. The level of implementation of green hotel activities for employees, hotel guests, and the community in protecting the environment
	e. The level of application of hotel care to the surrounding community
	f. Level of application of safety and occupational health in preventing and reducing accidents and disease
Land Use	a. Environmentally friendly land management level b. The level of landscape arrangement and maintenance of environmentally friendly accessibility
Efficiency of Use of Building Materials	a. The level of use of environmentally friendly materials b. Environmentally friendly material maintenance level
Energy Efficiency	a. Environmentally friendly level of energy management b. Environmentally friendly level of energy usage monitoring
Air Quality	a. Environmentally friendly indoor air comfort level b. Environmentally friendly outdoor air comfort level
Water Efficiency	a. Environmentally friendly water management level b. Level of implementation of environmentally friendly water efficiency programs c. Level of supervision of environmentally friendly water efficiency programs
Waste Management	a. Environmentally friendly level of solid waste management b. Environmentally friendly level of liquid waste management c. Environmentally friendly level of B3 (Hazardous & Toxic Material) waste management

Source: (Ilina et al, 2019)

The questionnaire was shared to 14 employees in Hotel Grand Hotel des Alpes. The data was collected via online by google form. After getting data from the respondent, the next step is to analyze the results of the questionnaires by processing and counting the answer with the following formula:

$$\text{Percentage "Yes" answer} = \frac{\text{Total of "Yes" answer}}{\text{Total score}} \times 100\%.$$

If the answer is "Yes" will be given score 1, and if the answer is "No" will be given score 0. Based on Arikunto (2010:44) the result of the score will be classified in 5 criteria as follows: 81-100% = very appropriate; 61-80% = appropriate; 41-60% = appropriate enough; 21-40% = less appropriate; 0-20% = not appropriate.

## Results and Discussion

### Results

#### Green Food

Implementing Green practices is important because the hospitality sector has a significant impact on the environment due to the use of energy and water, the use of products that can generate solid waste and are harmful to the environment. Adopting Green practices programs can provide a significant competitive advantage to the business itself. It is also important to consider the food traceability which contains information about the food crop history, transformations and processes it has gone through as well as its journey from farm to fork. These information requires efficient collection, storage, real-time transmission, and management of information (Mangina & Vlachos, 2005).



(Source: Arsenal, 2022)

**Figure 1.** Type of food in Petit Dejeuner Restaurant

Grand Hotel des Alpes continues to pay attention to food safety which includes sustainable food, namely by using food ingredients that support the environment for the long term in the future. By buying and using organic ingredients such as cheese, ham, meat, vegetables for some of the needs of food preparation activities carried out in the morning at breakfast and at the buffet in the afternoon provided in the lounge by buying and using local ingredients such as fruits and vegetables that come from local local farmers and make menu changes using local or seasonal ingredients that are only available in certain seasons such as pineapples which are only available in summer, hot wines which are only available in winter.

**Table 3.** Result of The Questionnaire of Green Food

Question	Statement	Percentage (%)	Criteria
Q4	Hotel applying a green practice by operate the implementation of environmentally friendly food safety	71	Appropriate

Grand hotel des alpes continues to pay attention to food safety in an environmentally friendly manner which includes sustainable food, namely by using food ingredients that support the environment for the long term in the future. By buying and using organic materials for some of the needs of food preparation activities. buy and use local materials for some needs food prepara-tion activities and make menu changes using local or seasonal ingredients. Traceability is required in the current food quality and safety standards where it is central to do continuous monitoring of products and agricultural supplies throughout the supply chain (Mangina & Vlachos, 2005). Provide information on menus that have special characteristics such as low fat, vegetarian, vegan and others.



**Figure 2.** Fresh ingredient in storage room

### Green Action

Grand hotel des alpes has implemented Energy and Water efficiency, including the use of energy-saving technologies in various fields such as lighting, ventilation, office equipment, transportation and others and by using Eco-Friendly Products, including the use of recycled, Tree-free, biodegradable, and organic products. Recycling and Composting, can be done by recycling existing materials such as glass, plastic, iron, cardboard, paper and other. Restaurant workers have central roles in recognizing consumers' behavioral intention, however it has not received sufficient attention (Namkung & Jang, 2013). Meanwhile, the composting process is carried out for food waste and by preventing pollution by reducing the amount of raw materials, reusing efforts, and increasing environmentally friendly operational activities. In order to knowing more about the implementation of Green Practices at Grand Hotel des Alpes, Table 4 showed the implementation of Green action at the hotel.

**Table 4.** Result of The Questionnaire of Green Action

Question	Statement	Percentage (%)	Criteria
Q1	Hotel applying a green practice by operate Environmentally friendly hotel management level	70	Very Appropriate
Q2	Hotel applying a green practice by operate the degree of influence of environmentally friendly hotel policies	64	Appropriate
Q3	Hotel applying a green practice by operate the procurement of environmentally friendly hotel operational materials	57	Appropriate Enough
Q5	Hotel applying a green practice by operate the sanitation hygiene (cleanliness) in environmentally friendly kitchens, warehouses, and restaurants	85	Very Appropriate
Q6	Hotel applying a green practice by operate the implementation of green hotel activities for employees, hotel guests, and the community in protecting the environment	80	Appropriate
Q8	Hotel applying a green practice by operate the safety and occupational health in preventing and reducing accidents and disease	71	Appropriate



Q9	Hotel applying a green practice by operate environmentally friendly land management level	54	Appropriate Enough
Q10	Hotel applying a green practice by operate the landscape arrangement and maintenance of environmentally friendly accessibility	80	Very Appropriate
Q11	Hotel applying a green practice by operate the use of environmentally friendly materials	70	Appropriate
Q12	Hotel applying a green practice by operate environmentally friendly material maintenance level	70	Appropriate
Q13	Hotel applying a green practice by operate environmentally friendly level of energy management	68	Appropriate
Q14	Hotel applying a green practice by operate environmentally friendly level of energy usage monitoring	54	Appropriate Enough
Q15	Hotel applying a green practice by operate environmentally friendly indoor air comfort level	64	Appropriate
Q16	Hotel applying a green practice by operate environmentally friendly outdoor air comfort level	63	Appropriate
Q17	Hotel applying a green practice by operate environmentally friendly water management level	54	Appropriate Enough
Q18	Hotel applying a green practice by operate the implementation of environmentally friendly water efficiency programs	70	Appropriate
Q19	Hotel applying a green practice by carrying out supervision of environmentally friendly water efficiency programs	63	Appropriate
Q20	Hotel applying a green practice by operate environmentally friendly level of solid waste management	59	Appropriate Enough
Q21	Hotel applying a green practice by operate environmentally friendly level of liquid waste management	57	Appropriate Enough
Q22	Hotel applying a green practice by operate environmentally friendly level of B3 (Hazardous & Toxic Material) waste management	60	Appropriate Enough

Table 4 showed the very appropriate with the percentage 85% is the statement that hotel applying a green practice by operate the sanitation hygiene (cleanliness) in environmentally friendly kitchens, warehouses, and restaurants. This

process requires control and management, and it is significant to the notion of food and beverage management because it stays the in different circumstances and does not change in restaurants in any size or quality (Nigar, n.d.)

The other statement that reaches 80% under the criteria Appropriate are the statement that said that the hotel applying a green practice by operate the implementation of green hotel activities for employees, hotel guests, and the community in protecting the environment in grand hotel des alpes. This statement indicates that the implementation of green practices in the hotel concern about the continuous improvement to support green hotel activities for employees, hotel guests, and the community in protecting the environment around the hotel.

## Discussion

Greed hotel developments requires greater cost, and it has been a hindrance for the industry. However, consumers demand to develop green hotels has forced the industry to tackle this obstacle (Butler, 2008). By looking at other statements, by percentage of 70% that Hotels applying a green practice by operate Environmentally friendly hotel management level, implementation of management level at Grand Hotel des Alpes which is environmentally friendly by always using paper that can be used repeatedly and does not use printing materials made of plastic in the back office

Followed by another statement that resulted in a percentage of 64%, namely the Hotel applying a green practice by operating the degree of influence of environmentally friendly hotel policies, the level of hotel policy regarding the operation of green practices at the Grand Hotel des Alpes can be seen as still lacking for adaptation of these policies to the public. employees and to guests, so there is still a need for improvement to get results that make policies regarding green practices can be implemented properly

The statement that the hotel applies a green practice by operating the procurement of environmentally friendly hotel operational materials managed to get a percentage of 57% which occurred at the grand hotel des alpes for the use of operational materials the effectiveness of the procurement of environmentally friendly operational materials.

Hotel fine dining culture has remained as a major influence to the dominant model of food and beverage education in hospitality (Wood, 2007) despite by providing information and education to every employee and continuously carried out by the hotel at every change of season or at the beginning of the season making a statement Hotel applying a green practice by operating the safety and occupational health in preventing and reducing accidents and disease gets a percentage of 71%

To create a competitive and successful destination, it is significant to provide accomodations. Hotels should be in adequate number with sufficient capacity so more guests can come. The increase in occupancy and longer stay will make spending hinger which means higher investment, tax incomes and work places in the area are guaranteed (Attila, 2016). Grand Hotel des Alpes is built next to the river in the city of Chamonix, France and the scenery presented by this hotel is the mountains and rivers that are in this city. The manufacture of this hotel has paid attention to land management which is made in such a way that this building can not only provide access for guests to enjoy the surrounding scenery with a sense of comfort but also by paying attention to the impact of the hotel building after it is made so that it can benefit the surrounding environment around the grand hotel des alpes, so that the Hotel statement applying a green practice by operating

environmentally friendly land management level gets a percentage of 71% which can be said to be appropriate

Just like products, a specific life cycle is also central in each tourism destinations. It depends on geographical location, the size, the attraction forces, the tourism products, the load-bearing capacity and the development level of a territory very much (Attila, 2016). The operation of landscape arrangement and maintenance of environmentally friendly accessibility gets a percentage of 54% seeing the condition of the arrangement at the grand hotel des alpes which can be said to have gone towards an arrangement that is in accordance with the concept of green practices while maintaining and preserving the environment around the grand hotel des alpes

From the two statements each produces the same percentage, namely 70% in the statement that discusses the use and operation of environmentally friendly materials and how the maintenance is at the grand hotel des alpes, in the statement Hotel applying a green practice by operate the use of environmentally friendly materials and Hotel applying a green practice by operate environmentally friendly material maintenance level.

Hotel applying a green practice by operate environmentally friendly level of energy management and Hotel applying a green practice by operate environmentally friendly level of energy usage monitoring are two statements that explain how to apply good energy use to get good results from the application of green practices at the grand hotel des alpes, checking the use of energy that is not excessive and still maintaining the sustainability of the energy so that it can be used as much as possible in the future, both now and in the future.

From the two statements each produces the same percentage, namely 70% in the statement that discusses the use and operation of environmentally friendly materials and how the maintenance is at the Grand Hotel des Alpes, Grand Hotel des Alpes have changed all the shampoo, shower gel and conditioner from mono-use to big bottles (300cl) attached to the walls. And also replacing all plastics with non plastics products (slippers without plastic, plastic bags in the room replaced with paper bags or cotton bags, straws are recycled plastic, etc.) for the statement Hotel applying a green practice by operate the use of environmentally friendly materials and Hotel applying a Green practices by operate environmentally friendly material maintenance level.



(Source: Arsenal, 2022)

**Figure 3.** Big bottles shampoo and slippers without plastic cover

Excellent design, marketing and service delivery have significant influence to consumers memorable experiences. These experiences have two dimensions where first, consumer participation which ranges from passive to active and, second, the connection which links the customer to the experience event (Shaw et al, 2011). Grand hotel des alpes is a hotel located in a mountainous area and has a different season every month, in winter, the hotel uses heating in every room in the grand hotel des alpes, and in summer, the hotel does not provide air conditioning automatically in guest rooms but only using fan are placed if there are guests staying overnight who want a fan in their room but for other rooms they can only rely on air coming from outside the room and can be seen with the statement Hotel applying a green practice by operate environmentally friendly indoor air comfort level gets a percentage of 64% and hotels applying a green practice by operating environmentally friendly outdoor air comfort level gets a percentage of 63%.

The use of water at the Grand Hotel des Alpes is very important, how to operate water management, implementing water efficiency programs and carrying out supervision of environmentally friendly water efficiency program. There are many things that need to be considered in order to get results from using environmentally friendly water efficiency at the Grand Hotel des Alpes and have obtained a percentage of 54% in the Hotel statement applying a green practice by operating environmentally friendly water management level and a 70% percentage in the Hotel statement applying a green practice by operating the implementation of environmentally friendly water efficiency programs, and in the Hotel statement applying a green practice by carrying out supervision of environmentally friendly water efficiency programs, a percentage of 63% is obtained.

Solid and liquid management applied to the environmentally friendly grand hotel des alpes where each solid waste will be collected in a special room and if it is considered sufficient it will be moved to a landfill and can be recycled again so that it can be used again later , and also pay attention to liquid waste so as not to pollute the surrounding environment and keep the environment free from residual waste generated by the hotel.



(Source: Arsenal, 2022)

**Figure 4.** Solid waste management

Hotels applying a green practice by operating environmentally friendly level of solid waste management get a percentage of 59% and in the statement Hotel applying a green practice by operating environmentally friendly level of liquid waste management 57% under criteria appropriate enough and The other statement that

reaches 60% under the criteria Appropriate enough is Hotel applying a green practice by operate environmentally friendly level of B3 (Hazardous & Toxic Material) waste management.



(Source: Arsenal, 2022)

**Figure 5.** Recyclable laundry bag

### Green Donation

Grand hotel des alpes takes part in projects community and donate funds for environmental issues caused by the hotel. In addition, the hotel also provides education to the public on the environmental impact of the restaurant industry and lead to ecological sustainability. In order to knowing more about the implementation of Green donation at Grand hotel des alpes, Table 5 showed the implementation of Green Practices at Grand Hotel des Alpes.

**Table 5.** Result of the Implementation of Green Donation

Question	Statement	Percentage (%)	Criteria
Q7	Hotel applying a green practice by operate the application of hotel care to the surrounding community	64	Appropriate

In current years, linen and towel reuse programs are considered no longer enough to promote sustainability. Consumers demand the hospitality industry to be more environmentally friendly, and for the industry to create more programs and campaigns to the green hotel concept (Ogbeide, 2012). Based on Table 5, Q7 has score is 64 % under the criteria appropriate for Green donation implementation with the statement that hotel applying a green practice by operate the application of hotel care to the surrounding community for example by funding and participating in environmental projectsand also by providing educating the public about green practices.

### Conclusions

Grand Hotel des Alpes has implemented Green practices and Green hotel in line with the Green hotel association concept. The percentage of Green hotel implementation demonstrates that the overall implementation of Green practices is

implemented by Grand Hotel des Alpes, which is 67% and is included in the "appropriate" category. From the results of the analysis presented, Grand Hotel des Alpes applies Green practices that already support Green hotels in accordance with the Green hotel concept from the Green Hotel Association.

There are aspects that are implemented very appropriately, namely aspects of land use, aspects of energy efficiency, aspects of environmental management, and aspects of operational management. The aspects that are implemented accordingly are aspects of water conservation, aspects of the use of space materials, and aspects of Environmentally Friendly Hotel Operations. Green practices activities implemented by Grand Hotel des Alpes to support aspects of the Green hotel concept, namely Green Food, Green Action, and Green Donation. Not all activities in every aspect of Green hotel are carried out by hotels due to lack of knowledge of Green hotels and limited materials. Although there are several aspects that have not been implemented based on the concept of the Green hotel association, it does not hinder the purpose of the Grand Hotel des Alpes because it is proven that the Grand Hotel des Alpes is one of the famous hotels in the city of Chamonix, France and throughout the world and is a five-star hotel that has complete and luxury facilities that is in great demand by guests and hotel visitors.

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## Implementation of Tri Hita Karana to increase room occupancy at Hilton Bali Resort

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**Abstract:** This study aimed to determine the effect of implementation of Balinese cultural value named Tri Hita Karana in increasing room occupancy at Hilton Bali Resort located in Nusa Dua, Bali. Data collection technique used were by questionnaire, interview, and document study and data analysis method were mixed (quantitative and qualitative) methods, with a concurrent mixed method strategy, especially the concurrent triangulation. The results of this study indicate that Tri Hita Karana in this hotel has a 16.6% effect on increasing room occupancy. It means Tri Hita Karana has a positive and significant effect on increasing the room occupancy.

**Keywords:** Tri Hita Karana, Catur Paramita, hotel, room occupancy.

**History Article:** Submitted 20 July 2022 | Revised 10 September 2022 | Accepted 23 October 2022

**How to Cite:** Dewi, D. A. I. ., Suarja, I. K. ., Sutarma, I. G. P. ., & Widana, I. P. K. A. (2022). Implementation of Tri Hita Karana to increase room occupancy at Hilton Bali Resort. *International Journal of Green Tourism Research and Applications*, 4(2), 99–107. <https://doi.org/10.31940/ijogtra.v4i2.99-107>.

## Introduction

The change in the tourism business in Bali is one of the interesting things to know. Data from the Central Statistics Agency (BPS) of Province of Bali shows that tourist visits to Bali have decreased significantly. Based on the data, the number of tourist visits coming to Indonesia and the island of Bali has decreased drastically because of the Covid-19 pandemic which began enter to Bali in early 2020. This has an impact on the decline in hotel room occupancy rates, so management hotels need to take various innovative steps and efforts to maintain the hotel business.

Providing good service quality can be handled by creating good relationships through the application of the local wisdom concept that is trusted by the Balinese people called Tri Hita Karana (THK). THK value needs to be implemented to maintain a balance between social and environmental interactions Pramesti (2019).

THK can be interpreted as three harmonious relationships. The three are Parhyangan (relationships between humans and God), Pawongan (relationship among human(s), and Palemahan (relationships between humans and the physical environment), to achieve the harmony and peace in the universe (Ahmad et al, 2021; Anggana et al, 2022; Dewi et al, 2022; Mudana et al, 2018a; Mudana et al, 2018b; Suamba & Sutarna, 2017; Wisnawa, 2020). Pawongan in THK leads to the concept of Catur Paramita or four main conducts and traits consisting of maitri which mean friendliness, karuna which mean politeness, mudita which mean helpness and upeksha which mean respectness. This concept is applied as a consideration in determining the Green Hotel through the THK Awards Astuti et al (2020). By applying the THK Awards assessment

indicators, it requires each department at Hilton Bali Resort inserting those character of local culture in providing services to guests.

THK has been widely adapted by hotels and resorts in Bali. One of the 5-star hotels that has successfully implemented THK is the Hilton Bali Resort. Hilton Bali Resort is located in the Nusa Dua tourism area which has a view of the Indian Ocean which offers a variety of complete facilities. Hilton Bali Resort has a mission to minimize the use of plastic as an environmentally friendly effort and maximize the quality service for guests so that Hilton Bali Resort has received several awards for implementing the THK concept. This award does not escape the contribution and cooperation of all departments, because every department at Hilton Bali Resort has its own role in ensuring the quality of service to guests.

The application of international service standards combined with THK, especially the Pawongan concept which refers to *catur paramita* make a positive contribution and inspire staff performance in providing services at the front office. This will create satisfaction and a sense of comfort for guests, also create a positive image of hotel management which is certainly expected to have an effect on increasing occupancy.

Pramesti (2019) uses qualitative research methods with descriptive data types. The results of this study indicate that Hotel Melia Bali has implemented the THK concept in architectural design and hotel management. Pranata et al (2017) carried out descriptively qualitatively a research combined with SWOT analysis supported by Likert Scale analysis. The results showed that, The Trans Resort Bali employees have a perception that the average assessment indicator of the THK concept variable applied at The Trans Resort Bali is categorized as good. Combines qualitative and quantitative which is presented descriptively. The results of this study are that the application of THK in Puri Agung Karangasem has a positive impact on all aspects involved in tourism activities, such as society, local culture and the environment. Sukarma (2016) uses qualitative approach. Its narrative data is collected by literature study. The data is presented descriptively with an interpretation mechanism. The result of this research is that the understanding of THK is best understood as the basis of Hindu morals and Hindu moral doctrine. Astuti et al (2020) uses qualitative research methods with type of descriptive data. The results of this study indicate that the implementation of the value of *catur paramita* at the front office receptionist is considered effective.

## Methodology

Hilton Bali Resort, is located in Benoa, Bali. Hilton Bali Resort is 15 km from Ngurah Rai International Airport or 30 minutes by car. This research was conducted for 6 month, from March to July 2022.

Room occupancy is a condition to which the number of rooms sold is compared to the total number of rooms available for sale. The indicators of the room occupancy rate according to the ratio of rooms sold is high compared to the number of rooms that can be sold and number of guests staying Singgih (2012). The measurement scale used to measure the variables in this study is a Likert scale with a value range of 1 to 5 and each answer is categorized into 5 categories.

The sampling technique used is purposive sampling, purposive sampling is a sampling technique based on certain goals or certain considerations from Rita (2019). The number of sample members used is 30 respondents in the period March to July 2022. Data collection techniques in this study are observation, questionnaires, interviews, and document study. Document is a record of events that have passed, documents can be in the form of writing, pictures, or monumental works, from someone Sugiyono (2013).

The validity and reliability tests were tested using SPSS version 26. The results are presented in Table 1.

**Table 1.** Validity Test of Tri Hita Karana

Statement	Correlation	r-table value	Information
Believe that success carry out the task not solely because of our own abilities, but also by God's will	0.491	0.361	Valid
There are yoga or meditation activities intended for guests as an action to get closer to God	0.540	0.361	Valid
I try to provide service with full hospitality	0.511	0.361	Valid
The institution and its staff in doing their duties always maintain a harmonious relationship with employees and guests	0.518	0.361	Valid
I have empathy and always try to offer help	0.474	0.361	Valid
Tolerance and mutual respect between employees in doing their duties is an attitude that has been well maintained	0.600	0.361	Valid
I avoid conflicts related to problems in doing tasks	0.652	0.361	Valid
I contribute to general cleaning activities which are the hotel's routine agenda	0.677	0.361	Valid
There are management efforts to minimize the use of plastic as an environmentally friendly effort	0.546	0.361	Valid
Tourists contribute to environmental care activities such as tree planting and turtle release	0.603	0.361	Valid

**Table 2.** Validity Test of Room occupancy

Statement	Correlations	r-table value	Information
Room occupancy rate at Hilton Bali Resort is above 70% on average	0.880	0.361	Valid
Guest demand to stay at Hilton Bali Resort is quite high	0.841	0.361	Valid

**Table 3.** Expected Reliability Test

Reliability Statistics	
Cronbach's Alpha	N of Items
0.780	12

The data analysis technique used is mixed methods. This study uses a concurrent mixed method strategy, especially the concurrent triangulation strategy. The concurrent triangulation strategy is the process of collecting quantitative data and qualitative data simultaneously to answer different problem formulations Mustaqim (2016). The quantitative data test in this study used a simple linear regression method to determine the effect of THK on the room occupancy.

The type of research design used in this research is sequential explanatory designs. Because in this study more emphasis on quantitative research. Qualitative data is used as a support to strengthen the data Samsu (2017). Quantitative and qualitative methods are used together but independently to answer the formulation of similar problems which will then conclude whether the two data generated are mutually reinforcing, weakening or contradicting.

## Results and discussions

### Results

The results of simple linear regression analysis can be seen in Table 4. The ANOVA table shows that the significance value of 0.026 is smaller than 0.05, so that there is an effect of variable X (THK) on variable Y (room occupancy).

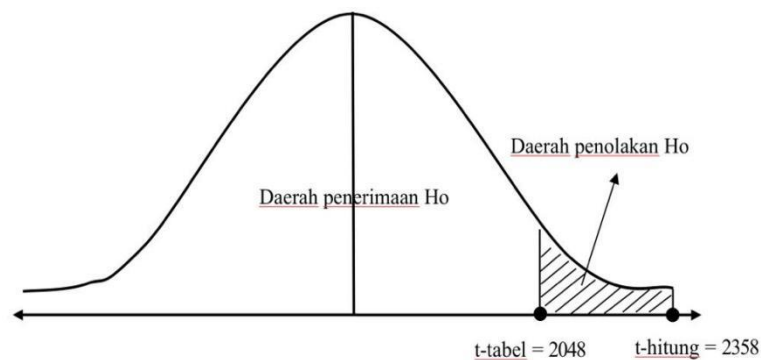
**Table 4.** Simple Linear Regression Analysis Results

ANOVA <sup>a</sup>						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	5.278	1	5.278	5.559	.026 <sup>b</sup>
	Residual	26.588	28	.950		
	Total	31.867	29			
a. Dependent Variable: Room occupancy						
b. Predictors: (Constant), Tri Hita Karana						

**Table 5.** Coefficient of Determination Results

Model Summary <sup>b</sup>				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.407 <sup>a</sup>	.166	.136	.974
a. Predictors: (Constant), Tri Hita Karana				
b. Dependent Variable: Room occupancy				

The value of the coefficient of determination R Square is 0.166. The value of the coefficient of determination can be calculated by the formula  $D = 0.166 \times 100\% = 16.6\%$  which means that the influence of the independent variable (THK) on the dependent variable (room occupancy) is 16.6%, while the remaining 83.4% is influenced by other factors, outside of this research.



**Figure 1.** Distribution Table Curve

In Figure 1, the t table is 2048 and the t count is 2358, so it is known that the t count is greater than the t table. Then t count is in the rejection area of  $H_0$  so that  $H_0$  is rejected and  $H_a$  is accepted. This shows that statistically with an error rate ( $\alpha$ ) = 0.025%, THK (X) has a positive and significant effect on increasing room occupancy (Y). The hypothesis is accepted.

Regarding Parhyangan, humans as God's creatures are not free from mistakes, including in carrying out a responsibility or job. Therefore, it is very important to always ask for the blessing of the creator to be kept away from unwanted things and achieve success in carrying out tasks according to the concept of parhayagan. Before starting activities in carrying out their respective duties and responsibilities, all front office staff have a habit of bringing prayer equipment such as canang (offerings) and incense, especially for Hindu staff and praying (praying) for smoothness before starting work. Likewise, staff who are Muslim offer prayers before starting work or on the sidelines of serving at the prayer room which has been provided by Hilton management. In addition, it also holds activities that support the employee's relationship with God, such as holding tirta yatra activities and providing opportunities for Muslims to fast during Ramadan. Employees are also required to develop an attitude of tolerance and solidarity among employees by attending religious activities of one of the employees with a different religion.



(Source: [https://www.hiltonhotels.com/id\\_ID/indonesia/hilton-bali-resort/](https://www.hiltonhotels.com/id_ID/indonesia/hilton-bali-resort/), 2022)

**Figure 2.** Graha Paruman, a Facility for Guests (Pawongan)

Regarding pawongan, the attitudes contained in the catur paramita are applied by Hilton Bali Resort in providing services to guests, especially at the front office. Prioritizing teamwork is one of the roots of success in providing service to guests, while maintaining good and harmonious team relations. This will have an impact on hospitality services to guests. If all staff at the front office feel comfortable at work, there are no conflicts or problems, it will affect their actions in handling guests. Employees will



be more friendly, welcoming and emit positive attitudes which of course can be felt by guests. This can be created because there is no burden for staff, there is nothing to worry about so that even before leaving for work the staff will feel excited and ready to carry out work.



(Source: [https://www.hiltonhotels.com/id\\_ID/indonesia/hilton-bali-resort/](https://www.hiltonhotels.com/id_ID/indonesia/hilton-bali-resort/), 2022)

**Figure 3.** Wiwaha Chapel, a Place for Guests (Pawongan) to See Natural View (Palemahan)

Regarding palemahan, the application of the palemahan concept in the front office at Hilton Bali Resort is by reducing the use of plastic which is replaced with more environmentally friendly materials, using glass cups to serve welcome drinks so that they can be refilled and reused. Increase awareness to protect the environment such as reducing paper use by using email to send the payment receipt or bills to guests, using recycled paper in the check-in or check-out process and other operational related needs which will also have an impact on cost savings or expenses, apart from it can also reduce waste in the front office. The lobby area is equipped with trash cans which are categorized into organic, non-organic, and plastic waste that makes it easier for companies to recycle waste, such as organic waste which is recycled into compost and used for maintaining hotel gardens. In the front office area at the Hilton Bali Resort there are several plants which of course are treated by regular watering. The hotel is located on a cliff and is surrounded by forest, so it is not uncommon for the front office area to be approached by monkeys, but staff or guests are prohibited from harming the monkey. When disturbed, monkeys are chased away by using sound or noise.



(Source: [https://www.hiltonhotels.com/id\\_ID/indonesia/hilton-bali-resort/](https://www.hiltonhotels.com/id_ID/indonesia/hilton-bali-resort/), 2022)

**Figure 4.** Serenity Beach, a Place to See Natural View (Palemahan)

Another effort made by the hotel to maintain human harmony with nature is by making a turtle release program at Sawangan Beach. Turtles are obtained from the community either intentionally or not and then the turtles are purchased to be released back into the sea. This program also invites guests to participate directly in the conservation of turtle release which can indirectly become a tourist attraction for guests and become a special attraction. In addition, this is done because the hotel knows the financial needs of the community, but over time, public awareness of the importance of protecting nature in this case the existence of sea turtles will grow. With the application of this palemahan concept, guests will have more respect, especially for guests who have a high awareness of protecting nature. This will be an added value and will be moved to contribute so that the environment around the hotel can be kept beautiful. This can indirectly invite more guests to come back (repeater guest).

## Discussion

In general, THK is a concept that has been applied by most hotels in Bali to achieve a balance between the relationship between humans and God, humans and others as well as humans and the environment so as to achieve work productivity for all employees, including front office employees. With the productivity and increase in employee performance, it can have a significant impact on increasing room occupancy. Indirectly, the implementation of this THK greatly affects the increase in room occupancy at the Hilton Bali Resort. Guests will also understand that Hilton Bali Resort applies THK, including eco-green which is part of the human relationship with the environment, so that guests have more respect and even raise awareness to participate in protecting the environment. In addition, many repeater guests also return to stay at the Hilton Bali Resort, which is predicted from the implementation of the THK itself, because apart from seeing guest views, they also see staff services along with their environment.

From before the implementation of THK and after its implementation, according to the hotel duty manager the changes that can be seen are very significant. After the implementation of THK, everything is more focused, so that other people can see the direction. This can be proven where Hilton Bali Resort has received an award from the implementation of THK in 2019.



(Source: Hilton Bali Resort, 2022)  
**Figure 5.** THK Awards & Accreditation



In addition, the effect of implementing THK can also be proven by increasing room occupancy at Hilton Bali Resort as follows.

**Table 6.** Room occupancy at Hilton Bali Resort

Month	Room Occupancy 2019 (Percentage)		Room Occupancy 2020 (Percentage)		Room Occupancy 2021 (Percentage)	
	Actual	Target	Actual	Target	Actual	Target
January	75,99	70	86,52	80	10,33	10
February	84,63	75	47,37	45	47,22	40
March	69,20	60	20,23	20	69,40	65
April	88,41	85	-	-	80,04	73
May	85,87	80	-	-	65,29	60
June	88,21	80	-	-	89,22	82
July	87,64	85	-	-	59,43	50
August	82,60	80	2,51	2	74,43	71
September	76,26	70	2,74	2	83,60	80
October	76,06	70	9,42	9	86,06	83
November	67,56	65	25,46	20	87,12	80
December	85,37	80	39,74	30	90,44	83
Average	80,65	75	29,25	26	70,22	65

In Table 6, occupancy experienced a significant decrease in 2020 due to the influence of the Covid-19 pandemic that had entered Indonesia, but room occupancy increased again in 2021, which was 40.97% compared to last year. This indicates that there are factors that affect room occupancy, because even though it is still in a pandemic condition, in 2021 room occupancy at the Hilton Bali Resort still be in a position that can be categorized as quite high. If viewed, this is certainly due to several factors influenced, one of them is influenced of the application of THK.

## Conclusions

The implementation of THK in increasing room occupancy at the front office at the Hilton Bali Resort has a positive and significant impact. The linearity of the two variables is at a fairly strong level indicating that the THK variable affects room occupancy. The implementation of the THK which are concept of Parhyangan, Pawongan, and Palemahan is well implemented by employees has a positive impact in increasing room occupancy.

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## Pura Luhur Tamba Waras: aspects of sustainable tourism and spiritual tourism

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**Abstract:** This research aims to analyze the implementation of sustainable tourism in spiritual tourism at Pura Luhur Tamba Waras in Desa Sangketan, Tabanan Regency, Bali, Indonesia. This research uses qualitative analysis techniques. The data source used is secondary data and is accessed through company documents, journals, books, articles, and websites. The results show that sustainable tourism in spiritual tourism at Pura Luhur Tamba Waras are the application of basic concepts in sustainable tourism, namely the social concept of cooperation. The economic concept has also been implemented very well, namely the surrounding community can sell spiritual facilities and infrastructure in the temple area, but the implementation of the environmental concept is not good because the waste that is used for spiritual tourism is not well managed. Pura Luhur Tamba Waras has implemented three basic concepts of sustainable tourism, namely social, economic and environmental but the concept of the environment has not been maximally implemented.

**Keywords:** sustainable tourism, spiritual tourism, pura/temple as a tourist attraction

**History Article:** Submitted 3 June 2022 | Revised 20 October 2022 | Accepted 18 November 2022

**How to Cite:** Putra, I. M. R. M. K. ., Mudana, I. G. ., Oka, I. M. D. ., & Nova, M. (2022). Pura Luhur Tamba Waras: aspects of sustainable tourism and spiritual tourism. *International Journal of Green Tourism Research and Applications*, 4(2), 108–114. <https://doi.org/10.31940/ijogtra.v4i2.108-114>.

### Introduction

The island of Bali in Indonesia is very popular for its natural beauty and unique culture and customs, besides that the island is famous for the hospitality of its people. Its uniqueness and beauty are packaged into a very attractive tourist attraction and are in great demand by visiting tourists. So that Bali becomes the center of tourism that is most visited and in demand by tourists (Untara, 2020). In general, almost all areas in Bali have their own tourism potential, both natural tourism and cultural tourism. One of the districts in Bali Province that has the potential to attract tourists is Tabanan Regency.

Tabanan Regency has various types of tourist objects that can be visited by tourists. Among them are nature tourism, culture, cultural heritage to spiritual tourism. Cultural heritage tourism can be found at the temple (*pura*). *Pura* is a holy place for Hindus. Temple is usually established in places that have beautiful environments such as the sea, mountains, forests and so on. *Pura luhur* means a holy temple. One of the temples that has become a cultural heritage tour which has important values for history, science and religion is the Pura Luhur Tamba Waras.



(Source: Putra, 2022)

**Figure 1.** Pura Luhur Tamba Waras

Pura Luhur Tamba Waras is located in Sangketan Village, Penebel, Tabanan. Apart from being a cultural heritage tour, this temple is also a form of spiritual tourism which can be seen from its name. The word Tamba Waras comes from the word "tamba" and "waras". "Tamba" means medicine and "waras" means cured. Thus Pura Luhur Tamba Waras has the meaning of a place of worship to God in its function as a provider of medicines for the universe (Bhuana Agung). Inside this temple, there is what Hindu people call it *pelinggih* (Rosalina, 2017) which is named Pelinggih Hyang Geni with several tools such as pans and medicinal ingredients, including eucalyptus leaves that are picked directly in the central courtyard (Jaba Tengah) and several tubers and oil. This temple also has a spring that the surrounding community believes to be used for cleaning/ purifying oneself. Therefore, this temple is visited by many people and tourists who are interested in visiting or doing spiritual tourism.



(Source: Putra, 2022)

**Figure 2.** Tools for Making Medicine at Pura Luhur Tamba Waras



Spiritual tourism proposed by Bali Travel News (2008) and Pujiyati (2020) is one of the special interest tourism activities, namely travel to holy places to carry out spiritual activities in the form of prayer, yoga, meditation, concentration, and deconcentration. The number of spiritual tourists began to develop because of spiritual motivation. Spiritual tourism motivation is a prime candidate for market development and diversification strategies targeting visiting interest (Haq et al., 2015). According to Willson (2016), spiritual tourism motivation is able to foster interest in revisiting. Spiritual tourism motivation as a means to increase the interest and level of tourist visits (Narottama, 2016). Spiritual tourism is one part of the alternative tourism concept that applies the concept of sustainable tourism development (Wulandari, 2018). Sustainable tourism means related to the environment, culture, economy and social. The community and tourists also have a responsibility for the area that is a tourist destination so that it is maintained (Andriani, 2015).

The theory used is the theory of sustainable tourism from McIntyre (1993). According to McIntyre (Pramesti, 2019), there are three important components that are interrelated in the development of sustainable tourism and if these three components are involved, there will be an increase in the quality of life. The three components in question are: (1) Economy/business. The tourism industry is able to create jobs, increase income, encourage investment, increase opportunities to develop businesses. (2) Environment. In order for tourism to last long, the type and level of tourism activity must be in balance with the capacity of available resources, both natural and man-made. (3) Society. Tourism development requires changes related to maintenance, it is necessary for the surrounding community to benefit from tourism that can satisfy them so that they have the motivation to make these changes. Improving people's standard of living is a major factor. The community's desire to be involved is the key to bringing about change that will improve the quality of life. If the community is involved in various stages, then the community will feel motivated and responsible. The oldest and oldest people deserve special attention, because they have a hard time accepting change. From the start, people must be given an understanding of tourism and its possible impacts, so that later there will be no misunderstandings.

With so many tourists visiting this temple to ask for health, it will greatly impact the community's economic growth, environmental sustainability, and the society of Pura Luhur Tamba Waras. If some of these aspects have been implemented by temple manager, then spiritual tourism can be said to be sustainable tourism. The manager does not yet know whether the management has implemented sustainable tourism.

Therefore, this research will discuss whether the spiritual tourism at the temple has implemented a sustainable tourism. It is to know the extent of the implementation of sustainable tourism that has been carried out by the manager. In the end, with the implementation of sustainable tourism, it is hoped that spiritual tourism at Pura Luhur Tamba Waras will get more benefits both in the economy, environment, and society.

## Methodology

Research method is a way of understanding, analyzing, and concluding the results of research (Sugiyono, 2018). This study uses a qualitative analysis with a descriptive approach that aims to describe, and explain the implementation of sustainable tourism in spiritual tourism at Pura Luhur Tamba Waras.

Thus research covers both primary data and secondary data. Primary data collected directly by the author (Martono, 2014) is data from observations done directly in the field while the type of secondary data is data that has been previously collected that can be used in this study in the form of documents, photos, images and (Artini,

2018). Collecting data in this study using literature study, namely data collection techniques through written documents, photos, pictures, electronic documents, and the internet that can support the writing process.

## Results and discussion

The United Nations World Tourism Organization (UNWTO) as the United Nations agency that handles tourism together with the United Nations Environment Program (UNEP) issued a policy on sustainable tourism. Indonesia as one of its members has adapted it by establishing policies and regulations for the implementation of green tourism by issuing Undang-undang nomor 10 tahun 2009 atau Undang-undang Kepariwisata (Law No. 10 of 2009 on Tourism). Bali as one of the best destinations in the world issued Peraturan Daerah Bali nomor 2 tahun 2012 tentang Kepariwisata Budaya Bali (Bali Regional Regulation number 2 of 2012 concerning Balinese Cultural Tourism) in support of efforts to develop green tourism. Bali even has a roadmap for sustainable tourism development called the Green Growth Roadmap 2050 for the Development of Sustainable Tourism in Bali (Aldira, 2016). Sustainable tourism practices that take into account the shared needs of ecology and the environment, local communities, business economies, and tourists themselves as green tourism (Wirananta, 2020).

Sustainable tourism has started a lot in Bali. This study was conducted at the Pura Luhur Tamba Waras. This temple was built during the Tabanan kingdom, estimated to be in the 12th century which was built on the orders of the King of Tabanan because in this temple many trees can be used as medicinal ingredients. So that this temple has until now been a place used to pray for physical and spiritual (non-physical and psychological) health. Apart from being a place to ask for health from one God, this temple is also a spiritual tourism destination. Discussing the function of Pura Luhur Tamba Waras as sustainable tourism, referring to the theory of sustainable tourism which states that there are three basic concepts to pay attention to, namely social, economic and environmental entities.

Humans cannot live alone so that social interaction is needed because they live in need of each other and depend on one another. There are many fields of activity that can show and establish good social relationships, especially in Bali there are many activities that can create a sense of social solidarity. In Bali, there is a customary system known as Desa Pakraman (or Desa Adat), as a forum for social interaction between Balinese people and as an activity for the Hindu community.

The social concept at Pura Luhur Tamba Waras has been running, which data can be seen from the activities in the temple that are always carried out by the surrounding community. The role of the outside community is very large at this temple, namely providing donations in the form of funds and equipment needed for ceremonies held at the temple. With the reciprocity obtained by the community, namely peace of mind and peace of mind.

In line with Kristhina (2017), the interaction at Pura Luhur Tamba Waras both in carrying out a ceremony or when Nunas Tamba (asking for medicine) causes communication between one individual and another or between one community and another which will lead to cultural acculturation that is not contrary to local culture and traditions to unite the goals to be achieved.

Pura Luhur Tamba Waras is seen in terms of social concepts, namely the existence of social interactions that can foster solidarity and sympathy or a sense of care for others both in carrying out an activity/ceremony, as well as fostering a sense of responsibility in maintaining sanctity and security.

In an economic concept, Pura Luhur Tamba Waras is a temple that can provide economic improvement for its people. All activities at Pura Luhur Tamba Waras involve the surrounding community, starting with the temple managers, priests, and traders. With the many equipment needed for these tourism activities, according to Indrayani (2018), the rituals of malukat in Panglukatan Sapta Gangga are bungkak nyuh gading (young coconut), banten pejati (pejati offerings), canang sari/canang ceper, flowers and incense. There is an opportunity for local people to earn income from selling the materials so that it can grow the economy of the surrounding community.



(Source: Putra, 2022)

**Figure 3.** Stalls of the local community near Pura Luhur Tamba Waras

Looking from the environmental concept, Pura Luhur Tamba Waras is a tourist destination that pays great attention to the environment. With many used offerings and praying facilities, this temple is still clean. The former offerings and prayers are selected and the temple manager so that the rubbish that is rapidly decaying is separated from the old rotting garbage. However, the waste is just thrown away without any further processing. So that on the left side of the temple it can be seen a lot of garbage offerings which can disturb the view of tourists if you look to the left side of the temple.





(Source: Putra, 2022)

**Figure 4.** Garbage Piling

Tourists who want to ask for water purification (*melukat*) at this temple are also not allowed to use soap. This was done to avoid contaminating the waste from chemical substances. Because the water waste will be used for irrigation of rice fields and used for watering fields and local people's pets.

It is better if the management of Pura Luhur Tamba Waras after separating the rubbish that quickly decays and the old garbage can be reprocessed so that garbage does not accumulate on the side of the temple. Fast-decaying rubbish such as leaves and flowers can be collected in a closed place and add chemicals that can accelerate decomposition so that the waste can be used as fertilizer. Meanwhile, the old rotten prayer facilities, such as young coconut shells, the remains of incense, young coconut shells will be collected in a dry place and protected from rain which aims to avoid rain-water puddles that can be a place for mosquito larvae and so that the coconut shell can dry out immediately so that it can be used to make a fire. The remaining incense will be burned directly in the temple area because it has a fragrant aroma.

## Conclusions

Pura Luhur Tamba Waras has implemented sustainable tourism by applying three basic aspects of sustainable tourism, namely social, economic, and environmental aspects. In the social concept, there are social activities such as cooperation in activities held at Pura Luhur Tamba Waras. In the economic concept, there has also been a good application, which is to provide opportunities for the surrounding community to sell equipment for spiritual tourism in the temple area. However, the environmental concept has not been managed optimally, especially in the waste offerings used. The waste of the offerings which quickly decomposes is only left on the left side of the temple without proper management.

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