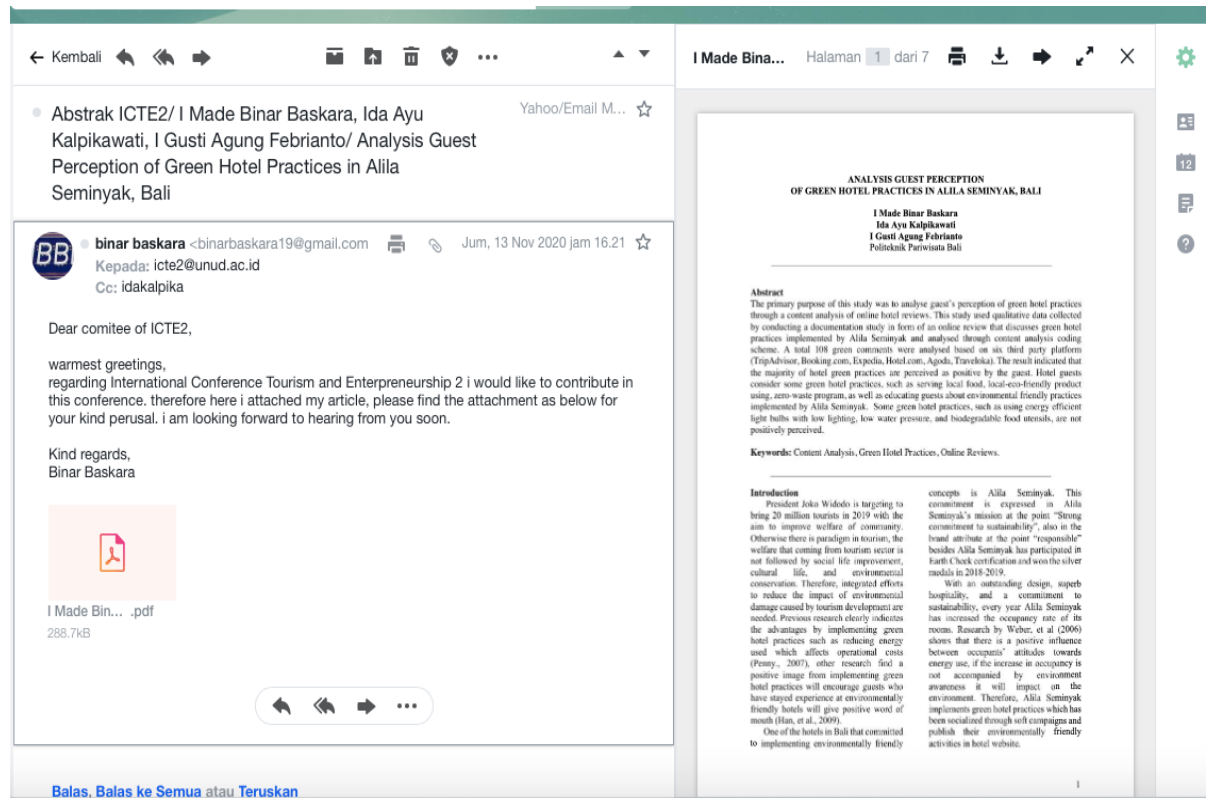BUKTI KORESPONDENSI ARTIKEL ICTE

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Publikasi   : International Conference On Tourism and Entrepreneurship (ICTE) 2022

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BUKTI SIMILARITY CHEK

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ALILA SEMINYAK, BALI
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ANALYSIS GUEST PERCEPTION
OF GREEN HOTEL PRACTICES IN ALILA SEMINYAK, BALI

I Made Binar Baskara
Ir. Ida Ayu Kalpikawati, M.Si
I Gusti Agung Febrianto, S.Par., M.Par
Politeknik Pariwisata Bali

Abstract
The primary purpose of this study was to analyse guest's perception of green hotel practices through a content analysis of online hotel reviews. This study used qualitative data collected by conducting a documentation study in form of an online review that discusses green hotel practices implemented by Alila Seminyak and analysed through content analysis coding scheme. A total 108 green comments were analysed based on six third party platform (TripAdvisor, Booking.com, Expedia, Hotel.com, Agoda, Traveloka). The result indicated that the majority of hotel green practices are perceived as positive by the guest. Hotel guests consider some green hotel practices, such as serving local food, local-eco-friendly product using, zero-waste program, as well as educating guests about environmental friendly practices implemented by Alila Seminyak. Some green hotel practices, such as using energy efficient light bulbs with low lighting, low water pressure, and biodegradable food utensils, are not positively perceived.

Keywords: Content Analysis, Green Hotel Practices, Online Reviews.

Introduction

President Joko Widodo is targeting to bring 20 million tourists in 2019 with the aim to improve welfare of community. Otherwise there is paradigm in tourism, the welfare that coming from tourism sector is not followed by social life improvement, cultural life, and environmental conservation. Therefore, integrated efforts to reduce the impact of environmental damage caused by tourism development are needed. Previous research clearly indicates the advantages by implementing green hotel practices such as reducing energy used which affects operational costs (Penny., 2007), other research find a positive image from implementing green hotel practices will encourage guests who have stayed experience at environmentally friendly hotels will give positive word of mouth (Han, et al., 2009).

One of the hotels in Bali that committed to implementing environmentally friendly concepts is Alila Seminyak. This commitment is expressed in Alila Seminyak's mission at the point "Strong commitment to sustainability", also in the brand attribute at the point "responsible" besides Alila Seminyak has participated in Earth Check certification and won the silver medals in 2018-2019.

With an outstanding design, superb hospitality, and a commitment to sustainability, every year Alila Seminyak has increased the occupancy rate of its rooms. Research by Weber, et al (2006) shows that there is a positive influence between occupants' attitudes towards energy use, if the increase in occupancy is not accompanied by environment awareness it will impact on the environment. Therefore, Alila Seminyak implements green hotel practices which has been socialized through soft campaigns and publish their environmentally friendly activities in hotel website.

1

Although green hotel practices have been implemented and well socialized by the management of Alila Seminyak, there are still efficiency targets for energy, water and solid waste produced have not achieved. This indicates that there are still various perceptions of guest regarding green hotel practices implemented by Alila Seminyak.

With the rapid growth of social media, guest can easily give a review on green hotel practices through various types of social media and online review sites (Verma, et al., 2012). Referring to the phenomena described above, it necessary to have research that analyzes how guests' perceptions of green hotel practices implemented by Alila Seminyak through analysis content review on third party platforms.

Literature Review
Implementation of the Green Hotel Concept

Tourism Council Australia (1998) described green hotels as a natural tourist lodging developed and managed in environment- sensitive ways to maintain its business environment and provide guests with green products, green services, and healthy, refreshing, and comfortable accommodations that reflect the features of natural ecologies. While enjoying the naturalistic lodgings, guests could also a living and educational experience and lessons on environmental conservation.

Green Hotel Practices

According to Kirk (1996) green hotel practices can be categorized into 4 (four) categories:

a. Energy Efficiency
   Energy saving measures include installing sensor lights in public areas, using LED lights, and maximizing the placement of light points to reduce light bulb usage.

b. Water Conservation
   Green hotels and resorts implement measures that include low-flow showerheads, low flush composting toilets, and reduced flow dishwashing valves. Instituting linen-and-towel reuse programs can help reduce the number of loads of laundry washed. Significantly, it not only can reduce energy and detergent use, but also save water

c. Waste Management
   An efficient approach to manage solid waste in hotels is recycling and reuse. Waste can be minimized, up to 80% by working with green vendors to ensure minimal wrapping materials.

d. Environmental Management System (EMS)
   An Environmental Management System (EMS) is a set of processes and practices that enable an organization to reduce its environmental impacts and increase its operating efficiency

Factors Influencing Green Practices

Based on previous research, five key drivers of green practices have been identified. The following section discusses each of the five mentioned factors as an important component that influences green practices.

a. Owner-Manager Attitudes
   Park and Kim (2014) showed that more positive attitudes from hotel executives toward green practices adoption bring greater involvement in environmental management for their organization.

b. Environmental Awareness
   The awareness of environmental management in terms of cost reduction, production efficiencies, best practice, and meeting legislative requirements can contribute to business success. Prior studies revealed a positive relationship between environmental awareness and environmental practices for SME owner/managers (Peters & Turner, 2002; Williamson & Lynch-Wood, 2001, as quoted by Gadenne et al., 2009)

c. Perceived Benefits

The application of environmental management can provide several monetary and non-monetary benefits for the organization. The benefits of implementing environmental management includes increased profits, cost savings, competitive advantage, increased organizational efficiency, increased regulatory compliance, increased satisfaction with the community, increased company reputation.

d. Green Consumers

Customers today prefer to purchase environmentally friendly products (Henriques & Sadorsky, 1996; Khanna & Anton, 2002). Han, et al. (2009) also found that customers prefer green hotels and are willing to pay more for green hotel products.

e. Competitors

Green practices adoption can also be shaped by pressure from competitors (Bremmers, et al., 2007). Empirical studies discovered that companies tend to increasingly adopt an innovation from competitive pressure (Sigala, 2006).

Hotel Guests' Green Behavior and perception

Zelezny in aman, et al (2012) stated that attitude is an action that can represent what consumers like and what consumers don't like. Consumers who have a positive attitude towards the impact of consumption on the environment will tend to support environmental protection initiatives, recycle, buy and use environmentally friendly products (Sumarsono and Giyatno, 2012). The decision of consumers to returns to environmentally friendly hotels due to positive feelings they experienced and the satisfaction of doing something good for the environment (Manaktola and Jauhari, 2007).

Impact of Online Review

Today, the easy access to the Internet enables more people to write online reviews. Moreover, personal electronic devices accelerate the distribution of online reviews. Compared with traditional word of mouth, online reviews are considered as electronic word of mouth and have a more powerful distribution influence (Hart and Blackshaw, 2006).

Research Problem

Based on problem that has described before, therefore formulating of the problem can be drawn as follows: How guests perceive the green hotel practices in Alila Seminyak, Bali through analysis content review on third party platforms?

Research Purpose

the objectives of this study are as follows: to analyse guest perceptions of green hotel practices implemented by Alila Seminyak through analysis content review on third party platforms. It can be seen how guests feel the environmentally friendly practices implemented by Alila Seminyak.

Methodology
Data Collection

This research is a qualitative research. The population was determined by conducting a documentary study of online review provide by guests who stayed at Alila Seminyak regarding the green hotel practices. Data collected by looking for reviews that discuss the green hotel practices implemented by Alila Seminyak on third party platforms such as TripAdvisor, Booking.com, Expedia, Hotel.com, Agoda, Traveloka. The analysis technique used is content analysis coding scheme.

Data Analysis

This study analyses guest perceptions of green hotel practices implemented by Alila Seminyak through analysis content review of coding scheme on third party platforms using indicators Gil-Soto, et al., (2019) including energy, water, environmentally friendly purchase, waste, design, education & innovation. The research analyses into two stage, the first stage was to look for words and sentences that discussed green hotel practices implemented by Alila Seminyak. in the second stage the coders finalized redundancy and mismatch from the first coding procedure, also classified into each indicator category and discuss existing problems. The redundancy process is the process of filtering repeated data or the same data set in a database. A double check procedure is applied between the first and second stages. Multiple check procedures can reduce mismatches and errors by applying multiple perspectives. An example of a double check such as the following, a glass water bottle can be in the purchase category, if there are words that say "Reusable" means that the comment can also be included in the category of waste. Each environmentally friendly comment will be grouped into each category and separated based on positive and negative comments to further explain how guests' perceptions of green hotel practices implemented by Alila Seminyak based on analysis content review on third party platforms. The various green comment were analysed based on the following categories.

Table 1
Green Practices Categories

Categories	Descriptions
Energy	The hotel uses energy star qualified appliances or any equipment for the energy conservation system such as installing sensor lights in public areas, using LED lights, and maximizing the placement of light points to reduce light bulb usage. (keywords: LED, fluorescent, lighting, energy, glazing, solar, daylight, light, timer, standby, dark).
Water	The hotel implements a water conservation system (keywords: water, towel, linen, flush, shower, and shower pressure).
Environmentally friendly purchase	The hotel uses locally produces food ingredients or biodegradable products (keywords: locally, ecological, biodegradable, suppliers, organic).
Waste	The hotel has a waste conservation program. (keywords: bins, paper, waste, glass, plastic, cardboard, recycle).
Site	The hotel has facilities or equipment such a a solar system and green roofing system (keywords: garden, reuse, design).
Education and innovation	The hotel educates guests on environmental issues, ask guest feedback on green hotel practices, and has recognized green certification. (keywords: info, feedback, survey, label, certificate, staff, behave, guest).

Sources: Gil-Soto, et al (2019)

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Table 2
Amount of Green Hotel Practices comment on third party platforms

Platform	Amount of comment	Percentage (%)
TripAdvisor	75	69
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Expedia	7	6
Traveloka	5	5
Hotel.com	4	4
Agoda	3	3
Total	108	100

A total 108 comments that discuss green hotel practices implemented by Alila Seminyak is analysed. It's known that TripAdvisor is the platform with the most environmentally friendly comments with a total of 75 comments (69%), Booking.com 14 (13%), Expedia 7 (6%), Traveloka 5 (5%), Hotel.com 4 (4%) and Agoda 3 (3%).

Second Stage Analyse

Table 3
Number of Green Hotel Practices in Each Category

Green Hotel Practices Categories	Keywords	Amount of comment	Positive	Percentage + (%)	Negative	Percentage – (%)
Environmentally friendly purchase	Local & locally	21	21	100	0	0
	Organic	8	8	100	0	0
	Biodegradable	14	7	50	7	50
	Total	43	36	84	7	16
Energy	Lighting	17	2	12	15	88
	Energy	1	1	100	0	0
	Dark	3	0	0	3	100
	Total	21	3	14	18	86
Site	Design	13	12	92	1	8
	Garden	1	1	100	0	0
	Total	14	13	93	1	7
Waste	Waste	7	7	100	0	0
	Plastic	5	5	100	0	0
	Total	12	12	100	0	0
Water	Towel & linen	6	3	50	3	50
	Water pressure	5	0	0	5	100
	Total	11	3	27	8	73
Education and innovation	Certificate	1	1	100	0	0
	Info	2	2	100	0	0
	Feedback	4	4	100	0	0
	Total	7	7	100	0	0
Total		108	74	69	34	31

a. Environmentally friendly purchase

There are 43 reviews that discuss purchasing environmentally friendly products. A total 36 reviews gave positive comments and 7 reviews are negative. Hotel guests compliment the hotels on serving a local food or snacks made from local ingredients and happy to use of Sensatia products which are cosmetic products and toiletries made from natural ingredients. Overall negative reviews complaining about biodegradable box uses.

b. Energy

Energy category received 21 online reviews on third party platforms. In this category get 3 (15%) positive comments, guests were happy with the soft lighting and it build a romantic ambiance, while 18 (85%) were negative comments. The most complained is about the lack of the light.

c. Site

A total 14 reviews discuss the design/site. 13 gave positive reviews to this category. Meanwhile, there is 1 review that complains about Alila Seminyak's design which has an open air design. Positive review are given for Alila Seminyak especially for green roofs covered with natural plants and garden. Guests feel this makes Alila Seminyak different from other hotels.

d. Waste

Waste received 12 reviews on third party platforms. All reviews given are positive reviews. Many guests commented on the practices of zero waste program implemented by Alila Seminyak and reducing the plastic used in operational activities are positively perceived by guests.

e. Water

The result showed that 8 out of 11 gave negative reviews on the category of water conservation activities. For example, the discomfort from low pressure water in the shower. Water conservation by linen and towel reuse program received 3 positive comments. Of the three positive reviews regarding the reuse of towel and linens, reviewers said they were happy with this policy.

f. Education and Innovation

There are 7 reviews that discuss education and innovation. In this category, eco-friendly activities by educating guests about environmental issues, asking for feedback from green hotel practices, and having recognized environmentally friendly certification. 100 % of guests left positive reviews about education and innovation. Asking for feedback and environmentally friendly certification has become a matter of main concern.

Conclusions

This research shows that guests who stay at Alila Seminyak have a positive perception of green hotel practices. Environmentally friendly purchase and use of eco-friendly attribute the most commented and liked by guests. However, there are still difference between guests and hotels in how green hotel practices should be implemented and managed. Hotel guests want the bathroom shower to have adequate pressure, adequate lighting, and be more informed about the use of biodegradable food boxes.

Implication

Alila seminyak should be implemented in two different ways to reduce guest complaints: Functional aspects and emotional aspects (Hartmann, et al.,2005) The functional aspect is based on the physical advantages of environmentally friendly products compared to conventional products. In other words, these aspects are tangible service product attributes and are directly related to environmental impact reduction. As an example that can be applied is to make degradable cutlery added with an attractive graphic design, not only a plain box like the one Alila Seminyak is currently using so it can attract guests' attention with environmentally friendly products used by Alila

Seminyak. Emotional aspects can be expressed by engaging in an attractive approach to guests about the impact of green hotel practices to generate guest empathy. This emotional approach will affect the perceptions and attitudes of the guests because these two factors are simultaneously correlated with each other. Things that can be applied in an emotional approach include, the first time guests come to Alila Seminyak before being escorted to the staff's room explaining the green hotel practices implemented by Alila Seminyak, inviting guests to see these activities if guests wish so that guests know Alila Seminyak's commitment in paying attention to the environment and get the empathy of guests who stay at Alila Seminyak.

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This research is a qualitative research. The population was determined by conducting a documentary study of online review provide by guests who stayed at Alila Seminyak regarding the green hotel

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First Stage Analyse

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Second Stage Analyse

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Waste	Waste	7	7	100	0	(
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The result showed that 8 out of 11 gave negative reviews on the category of water conservation activities. For example, the discomfort from low pressure water in the shower. Water conservation by linen and towel reuse program received 3 positive comments. Of the three positive reviews regarding the reuse of towel and linens, reviewers said they were happy with this policy.

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There are 7 reviews that discuss education and innovation. In this category, eco-friendly activities by educating guests about environmental issues, asking for feedback from green hotel practices, and having recognized environmentally friendly certification. 100 % of guests left positive reviews about education and innovation. Asking for feedback and environmentally friendly certification has become a matter of main concern.

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This research shows that guests who stay at Alila Seminyak have a positive perception of green hotel practices. Environmentally friendly purchase and use of eco-friendly attribute the most commented and liked by guests. However, there are still difference between guests and hotels in how green hotel practices should be implemented and managed. Hotel guests want the bathroom shower to have adequate pressure, adequate lighting, and be more informed about the use of biodegradable food boxes.

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Seminyak. Emotional aspects can be expressed by engaging in an attractive approach to guests about the impact of green hotel practices to generate guest empathy. This emotional approach will affect the perceptions and attitudes of the guests because these two factors are simultaneously correlated with each other. Things that can be applied in an emotional approach include, the first time guests come to Alila Seminyak before being escorted to the staff's room explaining the green hotel practices implemented by Alila Seminyak, inviting guests to see these activities if guests wish so that guests know Alila Seminyak's commitment in paying attention to the environment and get the empathy of guests who stay at Alila Seminyak.

References

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