

## Accommodation Management Perspectives Towards Green Program Implementation at Baturiti District, Tabanan Residence, Bali

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### ABSTRACT

This research reveals the perspective of accommodation management regarding the implementation of green programs. The study involved 10 accommodation managements at Baturiti District, Tabanan Residence, Bali. The research used a survey approach, incorporating interviews, questionnaires, and observations. The conclusion of the study is that the accommodation managements in Tabanan believe that green programs need to be implemented because their accommodation are environmentally friendly, can be a business attraction, and are energy-efficient.

## **INTRODUCTION**

The research related to green programs in tourism is crucial because it has a significant positive impact on environmental, social, and economic sustainability. Below are some theoretical insights from several journals that support the importance of such research: environmental impact, social responsibility, reputation and competitiveness, operational efficiency, tourist attraction, and government regulation.

**Environmental Impact:** Research by Gössling et al. (2012) indicates that tourism has a substantial impact on the environment, including resource consumption, pollution, and ecosystem degradation. Green programs in tourism can help reduce these negative impacts through environmentally friendly practices, such as energy and water conservation, waste reduction, and the use of clean technologies.

**Social Responsibility:** According to Wang et al. (2017), society is increasingly concerned about corporate social responsibility, including in the tourism industry. Green programs in tourism can strengthen corporate social responsibility by contributing to local well-being, supporting cultural preservation, and raising awareness and community participation in environmental conservation.

**Reputation and Competitiveness:** Research by Lee et al. (2019) found that tourism companies implementing green programs have a better reputation among consumers and other stakeholders. This can enhance competitiveness and attract more environmentally-conscious tourists.

**Operational Efficiency:** Research by Choi et al. (2016) shows that green programs can improve operational efficiency in the tourism industry, including reducing energy, water, and waste costs. This leads to increased profitability and long-term sustainability for the company.

**Tourist Attraction:** Green programs in tourism can also enhance tourist attraction, especially for environmentally conscious market segments. Research by Kim et al. (2018) found that environmentally aware tourists tend to choose destinations and accommodations that are eco-friendly.

**Government Regulation:** Many countries and regions are implementing regulations promoting sustainable and eco-friendly tourism. Research by Hall and Lew (2018) suggests that tourism companies need to comply with these regulations to avoid penalties and maintain good relations with the government and local communities.

The theoretical insights above emphasize the importance of research related to green programs in tourism as it can provide positive benefits for the environment, society, and the tourism industry itself. By implementing sustainable practices, tourism can become more environmentally friendly, socially responsible, and economically beneficial, while remaining competitive in an era of increasing environmental awareness.

Green practice is an action to preserve, care for, and protect the environment and the products produced, with efforts to minimize environmental damage (Irawan and Vianney, 2015). The increasing public awareness of the green practice concept has had a positive impact on businesses that implement

green practices, including the hospitality industry. According to Millar's study (2019), 85% of tourists show concern for the environment, 34% of tourists prefer environmentally friendly hotels, and 38% of hotel managements have provided eco green facilities. This trend is also evident in hotel networks like Starwood, which have taken steps to improve the environment through long-term effects, relating to operational and property management development.

The hotel industry ranks among the top five in terms of using the largest amount of energy in the commercial sector (Wan, Chan, and Huang, 2017). This is due to the significant energy consumption per room per night in hotels, mainly because of various amenities such as bars, restaurants, and swimming pools. As a result, hotels consume about 450 – 700 million cubic meters of water annually, leading to negative environmental impacts. This has caused hotels to change their strategies and operations to become more environmentally conscious and focus on waste processing. Loppies, Nugroho, and Jokowi's research (2016) explains that the tourism and hospitality industries are increasingly focused on environmental improvement, even though it leads to conflicting situations for hotels. On one hand, hotels strive to implement environmental policies, while on the other hand, consumers expect high-quality services with hot water, high-pressure showers, fresh linens and towels, sufficient food and beverages, and airport shuttles (Penny, 2017). This global shift in demand has led to changes in consumer preferences, an increase in eco-friendly products and services provided by hotels, and an emphasis on eco-friendly practices. These factors are important considerations for travelers when choosing a hotel to stay in (Lee, Jai & Li, 2016).

Barber's study in the United States (2014) explains that tourists' perceptions of green hotels can be categorized into four clusters: Hunter Green Cluster, Green Cluster, Light Green Cluster, and Not Green at all Cluster. The first cluster comprises tourists who have a high level of environmental awareness and concern. These consumers adopt pro-environmental behaviors and activities for the greater good and pay less attention to self-serving satisfaction when choosing a product. On the other hand, the Not Green at all Cluster includes consumers with low environmental awareness and concern, who prioritize self-serving satisfaction and pay little attention to the potential impacts.

The explanation drive the needed of this research, the accommodation management perspective toward green program implementation, and the place chosen were at Baturiti district, Tabanan Residence, Bali.

## LITERATURE REVIEW

Barber's research observes tourists based on psychographic segmentation related to five topics. The first topic is the segmentation of tourists based on their level of green or eco-friendly preferences using psychographic assessments. The second topic is based on tourists' preferences for hotel offerings and perceived benefits. The third topic involves comparing benefits and preferences using green-level segmentation. The fourth topic investigates the green hotel's ability to influence tourists' intentions to revisit or recommend a green hotel. The fifth topic aims to identify potential guest profiles for a green hotel.

Chen's research in China (2017) confirms three types of tourist experiences in hotels: hedonism, functionality, and social responsibility. This research involved interviews and questionnaires with hotel staff, tourism experts, and hotel experts. According to Chen (2017), consumers are divided into three clusters: spontaneous guests cluster, active guests cluster, and devoted guests cluster. The spontaneous guests cluster does not fully enjoy their stay at a green hotel since their experience is based on spontaneous impulses, less planning, and without high expectations. The active guests cluster has a mix of feelings about staying in a green hotel. These consumers actively engage in gathering information, making plans, carrying out activities, and evaluating the results of their activities while staying at the green hotel. The devoted guests cluster is highly satisfied with their experience of staying at a green hotel.

## **METHODOLOGY**

Data collection for this initial research was facilitated through documentation study, observation, and interviews related to water conservation, energy reduction, waste management, and recycling, adapted from various previous research findings (Han et al., 2018; Myung et al., 2012; Stylos & Vassiliadis, 2015). Respondents were 10 accommodation management in Tabanan Residence. The research used a survey approach, interviews, questionnaires, and observations. The data collected in January 2023.

## **RESEARCH RESULT**

The research findings indicate that accommodations in Tabanan regency have already implemented green program. This is evident from the announcements displayed inside the rooms and accessible areas for guests. Employees have also been equipped with knowledge and work standards that align with the green program concept.

The accommodation managements have a supportive perspective towards green programs, adhere to government regulations related to green programs, and have established collaborations with the community concerning the implementation of sustainable green programs. The accommodation managements explained their accommodation are environmentally friendly, can be a business attraction, and are energy-efficient.

However, a more comprehensive understanding of the customer and managements' perceptions and knowledge regarding green program is still needed. Therefore, further research is necessary to provide significant insights to accommodation management in development and implementation of sustainability practices.

Further research will be crucial for accommodation managers to comprehend sustainability practices, as they significantly contribute to the company's success (Xu and Gursoy, 2015). For example, hotels can provide training and advancement opportunities to enhance social welfare while motivating employees to deliver higher-quality services, leading to increased guest satisfaction and ultimately higher profits. Additionally, it is essential for the accommodation marketing department to disseminate information about

green program, and promote their implementation through print and online channels.

The research findings revealed that accommodation management already possess knowledge about eco-friendly practices, but they are eager to learn more about these practices. Accommodation management express a preference for environmentally friendly restaurants that utilize environmentally safe products. More systematic and structured research is needed to examine accommodation management' perspective, and utilization of eco-friendly practices.

## CONCLUSIONS AND RECOMMENDATIONS

The research findings indicate that accommodations in Tabanan regency have successfully implemented green programs. These implementations are evident from the presence of announcements promoting eco-friendly practices in guest rooms and accessible areas. Additionally, employees have received adequate training and guidance to align with the concept of green programs.

Accommodation managements display a supportive perspective towards green programs, adhering to government regulations, and actively collaborating with the local community to ensure the sustainable implementation of these initiatives. They emphasize that their accommodations are not only environmentally friendly but also appealing to customers and energy-efficient.

Green programs successfully implemented in accommodations in Tabanan regency. Supportive perspective, adherence to regulations, and collaborations with the community noted. Further research needed for better understanding and sustainable practices. Customers and managements prefer eco-friendly initiatives. Marketing promotion crucial.

## ADVANCED RESEARCH

In writing this article the researcher realizes that there are still many shortcomings in terms of language, writing, and form of presentation considering the limited knowledge and abilities of the researchers themselves. Therefore, for the perfection of the article, the researcher expects constructive criticism and suggestions from various parties.

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