

UNDERGRADUATE THESIS

**THE IMPLEMENTATION OF SUSTAINABLE MEETINGS
TO ENHANCE ENVIRONMENTAL AWARENESS
AT THE TRANS RESORT BALI**



POLITEKNIK NEGERI BALI

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**TOURISM DEPARTMENT
POLITEKNIK NEGERI BALI
BADUNG
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**This undergraduate thesis is submitted as one of the requirements to earn
Applied Bachelor's Degree in Tourism Management Study Program
in Politeknik Negeri Bali**



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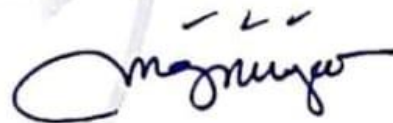
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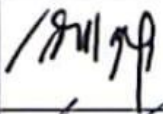

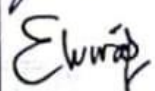
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TO ENHANCE ENVIRONMENTAL AWARENESS
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Foremost, I would like to thank God almighty, Ida Sang Hyang Widhi Wasa, who has given His blessing to the writer to compose a thesis, therefore the writer can finish a thesis entitled “The Implementation of Sustainable Meeting to Enhance Environmental Awareness at The Trans Resort Bali”. This undergraduate thesis is one of the terms to partially fulfill the requirements for obtaining an applied Bachelor’s degree in Tourism Business Management Study Program, Tourism Department, Politeknik Negeri Bali. On this occasion, the writers would like to thank profusely those who always provide support, guidance, and assistance during the writing process:

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The writer realizes that this thesis is still not perfect, the writer expects criticism and suggestions to make this thesis better so that it can be useful for many people.

Writer

Ni Kadek Cahya Agusti Bherliana



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ABSTRACT

Bherliana, Ni Kadek Cahya Agusti. (2024). The Implementation of Sustainable Meetings to Enhance Environmental Awareness at The Trans Resort Bali. Undergraduate Thesis: Tourism Business Management, Tourism Department, Politeknik Negeri Bali.

This undergraduate thesis has been supervised and approved by Supervisor I: Dr. Drs. I Ketut Sutarna, MA and Supervisor II: Putu Tika Virginiya, S.Pd., M.Pd.

Keywords: Sustainable Concept, Meetings, Environmental Awareness, Hotel

Sustainable meetings is a concept to prevent negative impacts from holding an meeting and ensuring that the operations and venues are environmentally adaptable. This research was conducted to analyze the implementation of sustainable meetings and how sustainable meetings enhance environmental awareness at The Trans Resort Bali. The data analysis technique used is descriptive qualitative and statistical descriptive with data collection methods in the form of observation, documentation, interviews, questionnaires, and literature study. This research consisted of six informants and 90 respondents from five departments who were directly involved in meeting activities. This research found that almost all sustainable meetings at The Trans Resort Bali have been implemented, and showed that sustainable meetings can enhance environmental awareness by showing a percentage value of 86 percent and being in the "Very High" category. However, hotel must make improvements, especially in the energy and water management dimensions by providing alternatives and efforts because there is no natural lighting and ventilation at the meeting venues at The Trans Resort Bali.

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ABSTRAK

Bherliana, Ni Kadek Cahya Agusti. (2024). *The Implementation of Sustainable Meetings to Enhance Environmental Awareness at The Trans Resort Bali*. Skripsi: Manajemen Bisnis Pariwisata, Jurusan Pariwisata, Politeknik Negeri Bali.

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Kata kunci: *Sustainable Concept, Meetings, Environmental Awareness, Hotel*

Pertemuan berkelanjutan (*sustainable meetings*) adalah sebuah konsep untuk mencegah dampak negatif dari diadakannya pertemuan dan memastikan bahwa operasional dan tempat pertemuan ramah lingkungan. Penelitian ini dilakukan untuk menganalisis pelaksanaan pertemuan berkelanjutan dan bagaimana pertemuan berkelanjutan meningkatkan kesadaran lingkungan (*environmental awareness*) di The Trans Resort Bali. Teknik analisis data yang digunakan adalah deskriptif kualitatif dan deskriptif statistik dengan metode pengumpulan data berupa observasi, dokumentasi, wawancara, angket, dan studi pustaka. Penelitian ini terdiri dari enam informan dan 90 responden dari lima departemen yang terlibat langsung dalam kegiatan pertemuan. Penelitian ini menemukan bahwa hampir seluruh implementasi pertemuan berkelanjutan di The Trans Resort Bali telah dilaksanakan, dan pertemuan berkelanjutan dapat meningkatkan kesadaran lingkungan dengan menunjukkan nilai persentase sebesar 86 persen dan masuk dalam kategori “Sangat tinggi”. Namun pihak hotel harus melakukan pembenahan terutama pada dimensi pengelolaan energi dan air dengan memberikan alternatif dan upaya karena tidak adanya pencahayaan dan ventilasi alami pada tempat pertemuan di The Trans Resort Bali.

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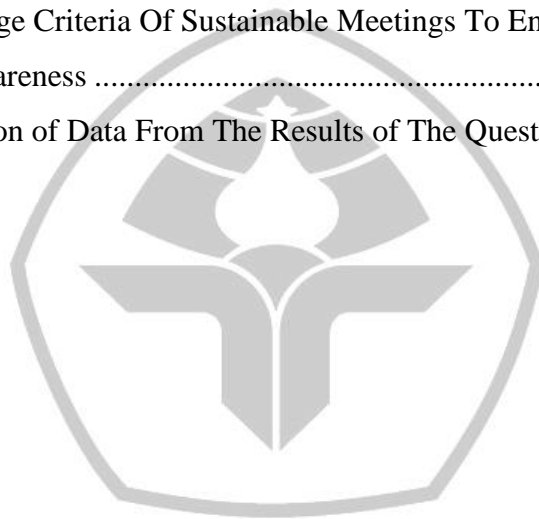
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CHAPTER I

INTRODUCTION

1.1 Research Background

The paradigm of development in Indonesia is currently based on the development of jobs in the industrial sector, including the tourism industry. In Indonesia, tourism is a major source of income, especially since Bali is one of the most popular tourist destinations in the world (Delen, 2023). At the global level, Bali takes the second place in the ranking after winning many tourist destinations, including London in England, Dubai in the United Arab Emirates and Rome in Italy according to (Trip Advisor, 2023). However, since the emergence of the COVID-19 pandemic, the most affected area of international lockdown is Bali, which is based on the tourism sector.

Based on the number of tourists in Bali in the past five years, in 2020 and 2021, the number of foreign tourists visiting Bali has seen a significant decrease.

Tahun Year	Indonesia		Bali	
	Total	Growth (%)	Total	Growth (%)
2018	15 806 191	12,58	6 070 473	6,54
2019	16 106 954	1,88	6 275 210	3,37
2020	4 052 923	-74,84	1 069 473	-82,96
2021	1 557 530	-61,57	51	-
2022	5 471 277	251,28	2 155 747	-

Figure 1. 1 Number of Foreign Visitor to Indonesia and Bali
Source: BPS - Statistics of Bali Province, 2023

Figure 1.1 shows that there had been a decline in the number of tourists visits drastically. However, according to *Kementerian Pariwisata dan Ekonomi Kreatif* (2021), Bali still has an image as a favorite destination before or after the pandemic and has become a hub for developing tourism projects, especially in MICE (Meeting, Incentive, Convention and Exhibition) sector. This was proven by the award of Bali is often used as a place for international meetings and events, such as Miss World, UN Climate Change Conference, IMF (International Monetary Fund) -World Bank, Indonesia Africa Forum, KTT (*Konferensi Tingkat Tinggi*) ASEAN and Bali being the host of the 20 Group (G20) meeting.

MICE travelers make a significant economic contribution, with higher hotel room occupancy rates and revenues (Sinaga et.al., 2022). These types of tourists in the tourism industry are known as "big spenders" when compared to tourists who visit only for vacation (Gurkina, 2013). The Trans Resort Bali is one of the 5-star hotels in Seminyak area which has facilities and meeting rooms that can support MICE activities with the concept of "To become one of the leading hotels in Seminyak, Bali". The Trans Resort Bali has 184 rooms and 16 villas consisting of 178 premiere rooms, 6 celebrity suites, 15 one bedrooms villas, one presidential villa also has the largest ballroom in Seminyak area and a meeting room which is suitable for customers who want to hold an event or MICE.

Organizing MICE event provide positive impacts on economic, environmental, and social aspects. In addition, hosting meetings also bring negative consequences, such as an environment with excessive waste production. (Zamsuri et.al., 2011). Even events with a small number of participants can have a significant

impact on environmental sustainability. The cumulative of multiple small events can contribute to environmental degradation over time, even if each event appears to have minimal impact. Gössling et al. (2012) said that regardless of size, the environmental impacts of an event can accumulate, thereby affecting local ecosystems and resources due to repeated disturbances, waste generation, and energy consumption. This is because organizing event and activities always use resources that tend to be excessive. According to Meeting Professionals International Foundation Canada (2012) said that every corporate event, meeting, and activity has an impact on the triple bottom line of sustainability.

The Triple Bottom Line Approach is the three basic principles of sustainable development, namely environmental responsibility, economic responsibility, and social responsibility which are adapted into the concept of sustainable (Arcana, 2014). The term 'sustainability' initially was used commonly in managerial, technical, administrative, and political forums and later was associated with different sources such as sustainable business, sustainable living, sustainable tourism, and now sustainable meetings (Christensen, 2009). Sustainable meetings can be implemented in various aspects that consist of location, accessibility and social inclusion, catering, energy and water management, waste management (Saraswati et al., 2019). Sustainable meetings are growing in popularity as tools to inspire and motivate people about environmental awareness (Frost, 2010). Through the implementation of these sustainable meetings, The Trans Resort Bali can contribute to helping to reduce environmental problems in the hotel and surroundings.

Environmental awareness is the application of a mindset or involvement in daily practices that aim to avoid damage to the surrounding nature caused by various factors. This also requires active efforts to find solutions to repair existing environmental problems (Ithof, 2019). The Trans Resort Bali participates in supporting environmental awareness, which has passed CHSE (Clean, Health, Safety, Environment) certification by the government and introduced the 'Trans care' commitment. As an environmentally friendly hotel, goes beyond just constructing the building and managing energy with sustainability in mind. It also aspires to extend the environmentally friendly concept to all business activities and events hosted within the hotel premises. One of them is a MICE events that is currently developing at The Trans Resort Bali.

The development of MICE activities at The Trans Resort Bali is quite rapid where this hotel has succeeded in becoming a meeting venue for both local and international guests and has successfully handled everything from small events to large events with nearly 800 guests.

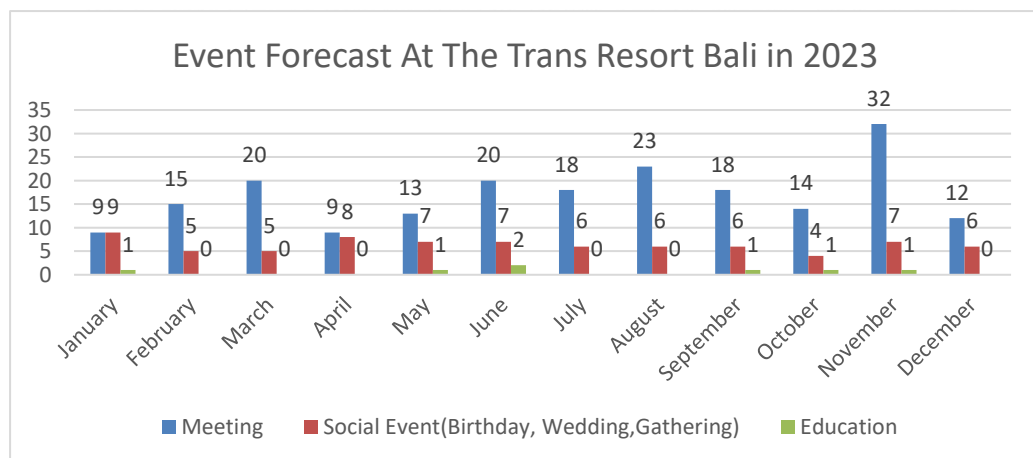


Figure 1. 2 Events Hold at The Trans Resort Bali in 2023
Source: Sales & Marketing Department at The Trans Resort Bali (2023)

Based on the data above, the number of meeting activities is the most significant and fluctuates with an increasing trend. It can be said that meeting as a one aspect of MICE is a one of the biggest sources of revenue for the hotel, which is around 41 billion of total revenue in 2023. However, because of the large activities of meetings, it can trigger environmental problems if it is not maintained well. This makes the management needs to apply a sustainable meeting concept to reduce the impact of holding meeting events at the hotel as that is one of the ways the hotel shows its environmental awareness. In this situation, The Trans Resort Bali has not completely embraced sustainable meetings on waste management. The management of food waste left over from meetings at The Trans Resort Bali is not yet fully managed by the hotel. The hotel only carries out short recycling by separating waste produced from meetings and there is no special treatment regarding food waste. This shows that waste management, which is one of the efforts that can be done to reduce environmental problems has not been fully implemented at The Trans Resort Bali.

Based on the background description above, the writer is interested in researching sustainable meetings with the research title “The Implementation of Sustainable Meetings to Enhance Environmental Awareness at The Trans Resort Bali”.

1.2 Research Questions

Based on the description of the background above, the main problem in this research as follows:

1. How is the implementation of sustainable meetings at The Trans Resort Bali?

2. How do sustainable meetings enhance environmental awareness at The Trans Resort Bali?

1.3 Research Objectives

Based on the research problems, the purposes of this research are:

1. To analyze the implementation of sustainable meetings at The Trans Resort Bali.
2. To analyze how the implementation of sustainable meetings enhance environmental awareness at The Trans Resort Bali.

1.4 Research Significance

This research hopefully brings some benefits both theoretically and practically. The benefits to be obtained in this research are:

1. Theoretical Benefit

Theoretically, this research is expected to provide additional information to support another research and add to the library in the academic environment. In addition, the results of this study are expected to provide additional knowledge on how to apply the concept of sustainable meetings as an effort to enhance environmental awareness at The Trans Resort Bali.

2. Practical Benefit

- a. Benefit for Industry

The results of this research are expected to be useful input and guidelines for companies, offering guidance on areas that require enhancement in executing

sustainable practices for meeting events. This aims to contribute to heightened environmental awareness within the context of such activities.

b. Benefit for Politeknik Negeri Bali

This research can add information or references for future researchers at Politeknik Negeri Bali who was analyzed related problem in the tourism sector, especially sustainable meetings.

c. Benefit for the Writers

As the development of creativity that the writer has in identifying and solving problems within the scope of the study of the sustainable meeting concept of hospitality management to develop environmental awareness through meetings activities.

1.5 Limitations and Scope of Problems

Based on the research topic about the implementation of sustainable meetings to enhance environmental awareness, the material is very broad, therefore it is necessary to limit the problem to focus research so that it has a specific scope, including:

1. The variables in this is discussing the theory of sustainable meetings which refers to research that has been conducted by Saraswati et al. (2019) and environmental awareness theory by Mkik (2017).
2. This research took samples from Sales and Marketing Department, Food and Beverage Department, Housekeeping Department, Engineering Department and Finance Department at The Trans Resort Bali.

CHAPTER V

CONCLUSION AND SUGGESTION

1.1. Conclusion

Based on the explanation in sections 4.2.1 and 4.2.2, several conclusions can be drawn:

Trans Resort Bali has implemented a sustainable concept in its current meeting activities. Even though it is not perfect, there is already a process of implementing sustainable concepts that are always being improved. The implementation of the sustainable concept in meeting activities at The Trans Resort Bali has been running of the 21 indicators, almost all of them have been implemented by The Trans Resort Bali, except for the use of natural lighting and ventilation as well as the food waste handling program which has not been implemented properly. The reason is, that the hotel building had a concept without ventilation from the start so it cannot implement this concept, but the hotel has an alternative that uses lighting from lamps that can be adjusted to brightness levels and has air conditioners that are energy efficient so that they don't absorb a lot of energy and use up a lot of costs. Likewise handling food waste, although The Trans Resort Bali cannot manage food waste itself, the management already has alternatives to reduce food production and has proposed cooperation with the Bali Hotel Association (BHA) to handle food waste from meetings.

Although there is two indicator that is not implemented perfectly in the implementation of sustainable concept in meeting activities, the implementation of

the sustainable meetings concept has been able to enhance environmental awareness at The Trans Resort Bali with an average value of 4.3 and a percentage value of 86%. From this result, it can be stated that the implementation of sustainable meetings in enhancing environmental awareness in “Very high” category. There is one indicator in “Medium” category, namely hotel uses natural lighting and ventilation on meeting venues to enhance the concern about the protection of the environment. There are four indicators in “High” category and the rest are in “Very high” category which consist of 16 indicators. Therefore based on the data that has been processed all indicators of sustainable meetings can enhance environmental awareness at The Trans Resort Bali.

1.2. Suggestion

The suggestion that can be given to The Trans Resort Bali regarding alternatives to having natural ventilation and lighting is to consistently pay attention to the use of lights with adjustable brightness levels. So, staff can monitor the use of lights to be used according to meeting needs at that time. Apart from that, staff must be responsive in cleaning the air conditioner used in the meeting area, this is because the air circulation is absorbed by the filter in the AC.

Another suggestion is management can add the use of indoor plants to each meeting in their SOP. Usually, only a few clients want to use mini gardens with real plants at meetings, but management can require the use of indoor plants as a standard attribute for their meeting decorations. This is because indoor plants or real plants are believed to have the function of filtering the air. Hotels can use sansevieria and spider plants placed in pots in each corner of the meeting room, or

place pots containing Chrysanthemum flowers on each guest's table during meetings. So, even though hotel is meeting room doesn't have ventilation, the air circulation in the crowded meeting room is still kept clean because those plants have the function of converting carbon dioxide into oxygen. In addition, for further research can add more indicators to each dimension of sustainable meetings, so that the evaluation of the assessment aspects of the implementation of sustainable meetings can be more complex.



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