

UNDERGRADUATE THESIS
THE IMPLEMENTATION OF GREEN ACTION
TO SUPPORT SUSTAINABLE TOURISM
AT BOUNDLESS BALI



POLITEKNIK NEGERI BALI

Ni Putu Dyah Wulandari
NIM 2315854018

TOURISM DEPARTMENT
POLITEKNIK NEGERI BALI
BADUNG
2024

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This undergraduate thesis is submitted as one of the requirements to create a proposal in Tourism Management Study Program in Politeknik Negeri Bali



POLITEKNIK NEGERI BALI

Ni Putu Dyah Wulandari
NIM 2315854018

TOURISM BUSINESS MANAGEMENT STUDY PROGRAM
TOURISM DEPARTMENT
POLITEKNIK NEGERI BALI
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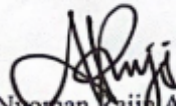
UNDERGRADUATE THESIS APPROVAL SHEET

**THE IMPLEMENTATION OF GREEN ACTION
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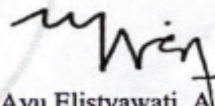
This undergraduate thesis has been approved by the Supervisors and the Head of Tourism Department of Politeknik Negeri Bali on Wednesday, 14th August 2024

Supervisor I,

Supervisor II,




I Nyoman Rajitu Aryana, S.Pd, M.Hum.
NIP. 197507042002121002



Ida Ayu Elistyawati, A.Par., M.Par.
NIP. 196707141998032001

Acknowledge by,
The Head of Tourism Department
Politeknik Negeri Bali




Dr. Ni Nyoman Sri Astuti, S.ST.Par., M.Par
NIP. 1984090982008122004




THESIS VALIDITY SHEET

This undergraduate thesis entitled:


THE IMPLEMENTATION OF GREEN ACTION TO SUPPORT SUSTAINABLE TOURISM AT BOUNDLESS BALI

By Ni Putu Dyah Wulandari (NIM 2315854018) has been successfully defended in front of the board of examiners and accepted as partial fulfillment of the requirements for the applied bachelor's degree of Tourism Business Management in Thesis Examination

On day Wednesday Date 14th August 2024

	Nama Tim Penguji	Tanda Tangan
Penguji I	I Nyoman Rajin Aryana, S.Pd, M.Hum NIP. 197507042002121002	
Penguji II	Ni Wayan Merry Nirmala Yani, S.Si., M.M. NIP. 199412162023212037	
Penguji III	I Ketut Suja, SE., M.Si NIP. 196412311990031031	

Acknowledge by,
The Head of Tourism Department
Politeknik Negeri Bali


Dr. Ni Nyoman Sri Astuti, S.ST.Par., M.Par
NIP. 1984090982008122004

LETTER OF FREE PLAGIARISM STATEMENT

I'm the undersign below:

Name : Ni Putu Dyah Wulandari
Student Identification Number : 2315854018
Study Program : D-IV Tourism Business Management

Hereby honestly state that this Thesis entitled:

THE IMPLEMENTATION OF GREEN ACTION TO SUPPORT SUSTAINABLE TOURISM AT BOUNDLESS BALI

That is written as partial requirement for the Applied Bachelor's Degree of Tourism Business Management is my own work. All the information contained in this thesis which is derived from the work of other had been given an award by citing the name of the source author correctly according to the academic norms, rules and ethics.

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Badung, 14th August 2024


Dyah Wulandari

ACKNOWLEDGMENT

Foremost, I would like to give my gratitude to the Almighty God, because of His blessing; the writer could compose this proposal entitled **The Implementation of Green Action to Support Sustainable Tourism at Boundless Bali**. It was composed to fulfill one of the requirements to obtain the Diploma IV Tourism Business Management in the Tourism Department of Bali State Polytechnic.

During finishing the proposal, the writer would like to thank profusely to those who consistently provide support, guidance, and assistance. They are:

1. I Nyoman Abdi, SE, M. e Com., as Director of Bali State Polytechnic, who has allowed the writer to gain acknowledge at Bali State Polytechnic.
2. Dr. Ni Nyoman Sri Astuti, SST. Par., M.Par as the Head of Tourism Department at Bali State Polytechnic, for the direction and guidelines during the period of study.
3. Putu Tika Virginiya, S.Pd., M.Pd., as the Secretary of Tourism Department at Bali State Polytechnic, for direction and guidelines during the period of study.
4. Made Satria Pramanda Putra, S.H., S.E, M.M., as the Head of Tourism Business Management, for her direction during create the proposal and provide guidelines to complete this proposal.
5. Ni Ketut Bagiasuti, SH., M.H., as the Coordinator of RPL, for her directions during create the proposal.
6. I Nyoman Rajin Aryana, S.Pd, M.Hum., as Supervisor I who has provided direction and guidance to the writer during proposal preparation so that the writer can complete this research properly.
7. Ida Ayu Elistyawati, A.Par., M.Par ., as Supervisor II who has provided direction and guidance to the writer during proposal preparation so that the writer can complete this research properly.

I realized that there are a lot of mistakes and weaknesses in this proposal, hence any corrections, comments, and critiques from readers would be grateful to improve and make this proposal better. I hope this research proposal will be useful

and could give input or knowledge as well for readers, especially the students in Bali State Polytechnic at Tourism Department.

Badung, 14 Agustus 2024

Ni Putu Dyah Wulandari



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ABSTRACT

Wulandari, Ni Putu Dyah. (2024). *The Implementation of Green Action to Support Sustainable Tourism at Boundless Bali*. Undergraduate Thesis: Tourism Business Management, Tourism Department, Politeknik Negeri Bali.

This undergraduate thesis has been supervised and approved by Supervisor I: I Nyoman Rajin Aryana, S.Pd, M.Hum. and Supervisor II: Ida Ayu Elistyawati, A.Par., M.Par

Keyword: Green action, Sustainable Tourism, 3R, Green Practice

The purpose of this study is to determine the implementation of green action and how it can support sustainable tourism at Boundless Bali. The implementation of green action is in terms of energy and water efficiency, using environment safe product, recycling and composting, pollution preventive. Data collection methods used are observation, interviews, and documentation. Data analysis technique used is qualitative descriptive analysis. The results showed that the implementation of green action at Boundless Bali on energy and water efficiency, using environment safe product, recycling and composting has been carried out significantly. However, the criteria for implementing green action in pollution preventive category not implemented optimally. The conclusion seen from the implementation of green action in the water efficiency, using environment safe product, recycling and composting, pollution preventive can support sustainable tourism at Boundless Bali.

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ABSTRAK

Wulandari, Ni Putu Dyah. (2024). *The Implementation of Green Action to Support Sustainable Tourism at Boundless Bali*. Skripsi: Manajemen Bisnis Pariwisata, Jurusan Pariwisata, Politeknik Negeri Bali.

Skripsi ini telah diperiksa dan disetujui oleh Pembimbing I: I Nyoman Rajin Aryana, S.Pd, M.Hum. dan Pembimbing II: Ida Ayu Elistyawati, A.Par., M.Par

Kata Kunci: *Green action, Sustainable Tourism, 3R, Green Practice*

Tujuan dari penelitian ini adalah untuk mengetahui implementasi green action dan bagaimana hal tersebut dapat mendukung pariwisata berkelanjutan di Boundless Bali. Implementasi green action dalam hal efisiensi energi dan air, pemanfaatan produk ramah lingkungan, daur ulang sampah dan pengomposan sampah organik, polusi preventif. Metode pengumpulan data yang digunakan adalah observasi, wawancara, dan dokumentasi. Teknik analisis data yang digunakan adalah analisis deskriptif kualitatif. Hasil penelitian menunjukkan bahwa penerapan green action di Boundless Bali terhadap efisiensi energi dan air, pemanfaatan produk ramah lingkungan, daur ulang sampah dan pengomposan sampah organik telah dilakukan secara signifikan. Namun kriteria penerapan green action pada kategori pencegahan pencemaran belum dilaksanakan secara maksimal. Sementara itu, hal berbeda terlihat dari penerapan aksi hijau pada kategori efisiensi air, pemanfaatan produk ramah lingkungan, daur ulang sampah, dan pengomposan sampah organik. Boundless Bali telah melaksanakan kegiatan terkait penerapan green action seperti efisiensi energi dan air, pemanfaatan produk ramah lingkungan, daur ulang sampah dan pengomposan sampah organik untuk mendukung pariwisata berkelanjutan.

JURUSAN PARIWISATA
POLITEKNIK NEGERI BALI

TABLE OF CONTENTS

COVER	i
TITLE PAGE	ii
REQUIREMENT SHEET	iii
APPROVAL SHEET	iv
VALIDITY SHEET	v
PLAGIARISM STATEMENT	vi
ACKNOWLEDGMENT	vii
ABSTRACT	ix
ABSTRAK	x
TABLE OF CONTENTS	xi
LIST OF TABLE	xiii
TABLE OF FIGURE	xiv
LIST OF APPENDICES	xv
CHAPTER I INTRODUCTION	1
1.1 Research Background.....	1
1.2 Research Question.....	4
1.3 Research Objectives	4
1.4 Research Significance	4
CHAPTER II LITERATURE REVIEW	6
2.1 Theoretical Basic.....	6
2.1.1 Accomodation	6
2.1.2 Co-living	7
2.1.3 Green Practice	8
2.1.4 Green Action	8
2.1.5 Sustainable Tourism.....	11
2.1.6 Implementation	12
2.2 Previous Research's Result.....	13
CHAPTER III RESEARCH METHOD	15
3.1 Research Location and Period.....	15
3.2 Research Object	16
3.3 Variable Identification	16
3.4 Definition Operational Variabel.....	16
3.5 Types and Data Sources	18
3.6 Informant Determination Method	19
3.7 Method of Data	20
3.8 Data Analysis Technique	22

CHAPTER IV RESEARCH FINDING AND DISCUSSION	24
4.1 Brief Summary of Research Setting.....	25
4.1.1 History of Boundless Bali	26
4.1.2 Facility of Boundless Bali.....	27
4.1.3 Organization Structure and Job Descriptions	38
4.2 Research Finding.....	49
4.2.1 The Implementation of Green Action to Support Sustainable Tourism at Bounless Bali	49
4.2.2 How can Green Action Support Sustainable Tourism at Boundless Bali.....	56
CHAPTER V SUMMARY AND SUGGESTION	65
5.1 Summary	65
5.2 Suggestion.....	66
REFERENCES	67
APPENDICIES LIST	



JURUSAN PARIWISATA
POLITEKNIK NEGERI BALI

LIST OF TABLES

Table 1.1 Electricity Usage at Boundless Bali Period Jan- Mar 2024	3
Table 3.1 Operational Variabel Green Action	17
Table 3.2 Operational Variable Sustainable Tourism	17
Table 3.3 Informant List	20
Table 4.1 Organization Structures	39



JURUSAN PARIWISATA
POLITEKNIK NEGERI BALI

TABLE OF FIGURE

Figure 1.1 Boundless's Bali Motto	3
Figure 4.1 Master Bedrooms 2- Bedrooms	29
Figure 4.2 Kitchen Rooms 2- Bedrooms	30
Figure 4.3 Dining Rooms 3- Bedrooms	32
Figure 4.4 Yoga Class	34
Figure 4.5 Jamu Workshop	35
Figure 4.6 Farm Adventure	36
Figure 4.7 Donation Cleaning Mangrove	37
Figure 4.8 Coworking Space	38
Figure 4.10 Reuse Water Reminder	52
Figure 4.11 Separation trash	55
Figure 4.12 No Smoking Label	56



JURUSAN PARIWISATA
POLITEKNIK NEGERI BALI

LIST OF APPENDICES

- Appendices 1 Transcribe Interview with Community Manager
- Appendices 2 Transcribe Interview with Maintenance Lead
- Appendices 3 Transcribe Interview with Housekeeping Lead
- Appendices 4 Interview Documentation with Community Manager
- Appendices 5 Saving Energy Note for the Guest



JURUSAN PARIWISATA
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CHAPTER I

INTRODUCTION

1.1 Research Background

Indonesia is well known for its mission to develop and promote “Wonderful Indonesia,” which is a way for the tourism minister to introduce the beauty of the island in Indonesia. Wonderful Indonesia shows the beauty of nature and the rich cultures that every location or island has in Indonesia (Hardyanto, 2017). One of the islands that successfully became an example of wonderful Indonesia and is the most popular destination all over Indonesia for domestic and international tourists is Bali, the island of paradise.(Sutika, 2016)

As known as the island of paradise, Bali received 508.350 visitors based on data from 2023 from airport and port arrival with an average staying of 2.5 days per visitor (Badan Pusat Statistik Provinsi Bali, 2023).Index developing economy grows significance compared to previous data for the year 2022. This database allows for the conclusion that there has been an increase in tourists from year 2022. The growth in tourists will also have an impact on our sustainable tourism industry.

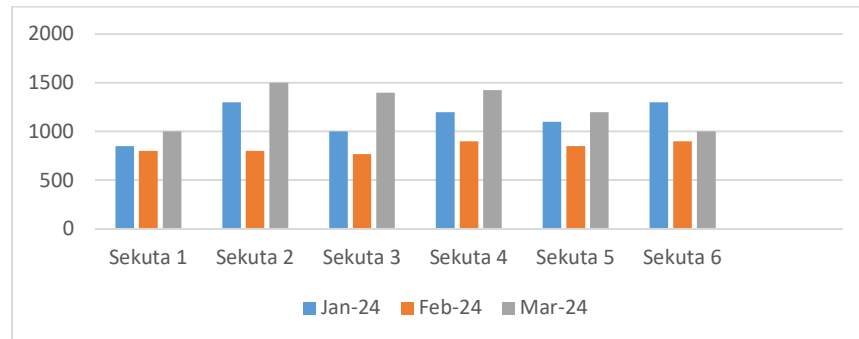
Environmental changes have resulted from the excessive consumption of natural resources brought about by the accelerated expansion of the global economy. The issue of environmental harm and the effects of global warming significantly affect tourism industry. Numerous environmental issues brought on by modern lifestyles have gained a lot of attention. (Winata, 2023)

Tourism is a large industry,it is crucial to stop it from damaging the environment. It's critical since, while providing entertainment for visitors, tourism shouldn't

contribute to long-term environmental issues. Considering this, it is crucial for businesses to promote sustainable tourism. Promoting sustainable tourism also can be preventive solution to keep environment safe and long-term environment goals, especially in Tourism Industry.

The Green Practice concept is one way that is being promoted to keep tourism's long-term goals safe. Green practices are well-known for their innovative concepts, which are employed in a small number of departments or businesses throughout Bali to promote sustainability. Green Actions, Green Food, Green Donation, and Green Consumer Behavior are its four main categories (Schubert, 2008). One of the crucial things on green practices is green action which lead to enormous effect to sustainability. Without an action, a plan would not be being improved.

Boundless Bali is one of Bali's hospitality businesses that has try to use green actions concept to support the sustainability concept. Boundless Bali owned co-living property or called boundless home in middle of Sanur area. As newcomer hospitality company that was establish June 2023, Boundless Bali is trying to imply and keep a long-term sustainability plan for the tourism and business itself. The company planning to take sustainability action on each the business department of the company. Based on Boundless Bali's report, the usage of electricity for 3-bedroom villa for 1 month is in maximum of 750 kwh, which are stately enough for 3-bedroom villa. However, the usage these days are quite over, one accommodation in a month can use it up to 800 kwh – 1600 kwh.

Table 1.1 Electricity Usage at Boundless Bali Period Jan-Mar 2024

Source: Boundless Bali, 2024

From the chart above it can show that there are over usage of the electricity every month from each accommodation. As company who's having motto to promote sustainability in all nations and regions while concentrating on the potential of individuals and the global business community. The higher occupancy on the co-living also related to higher waste, pollution that may cause environmental damage. The motto of Boundless Bali existed for the purpose of inspiring people to live to their full potential and have an impact in the world, which can be understand that the company itself trying to create safe and sustainable environment for the long term run of the world. Due to the company's recent establishment and rapid expansion, there are, however, a few applied sustainability measures that are not yet flawless. Boundless Bali lack of implementation that can support sustainable tourism in the company.



Impact

We exist for the purpose of inspiring people to live to their full potential and have an impact in the world.

Figure 1.1 Boundless Bali Motto

Source: Boundless Bali, 2024

Based on the background above, the author is interested in researching "The Implementation of the Green Action to Support Sustainable Tourism at Boundless Bali.

1.2 Research Question

Based on the explanation of the background above, the problems that will be discussed in this research are as follows:

1. How is the implementation of green action at Boundless Bali?
2. How can green actions support sustainable tourism at Boundless Bali?

1.3 Research Objectives

Based on the problems above, some objectives need from the research:

1. To understand the implementation of green actions at Boundless Bali.
2. To analyze how can green actions support sustainable tourism at Boundless Bali.

1.4 Research Significance

The author can gain from this research in the following ways:

1.4.1 Theoretical Benefit

1. The theoretical advantages help gain information and understanding that may be applied to more studies and the application of theories that are acquired from academic institutions and then modified for usage in real-world settings.
2. The author can take a proactive role in helping the accommodation find the best option to maintain its viability and profitability.

1.4.2 Practical Benefits

1. For Authors

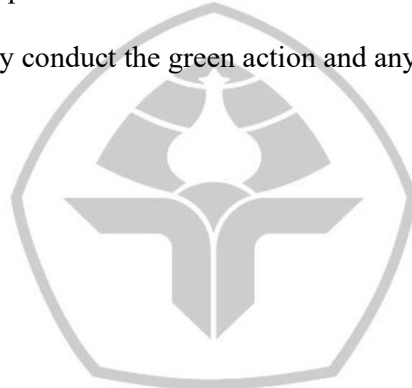
The writer can adapt the knowledge and abilities obtained during lectures and compare them with real industry situations to gain fresh knowledge and experience. Author will understand the knowledge of important practicing green action.

2. For the Politeknik Negeri Bali

This research can be utilized as the newest reference material to update the state of the industry which is then expected to satisfy the needs of the industry in the future.

3. For Boundless Bali

This research is expected to source of information about the important of support tourism sustainability by conduct the green action and any other related wa



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CHAPTER V

SUMMARY AND SUGGESTION

5.1 Summary

The results of the data analysis carried out by the author are intended to answer questions from the problem formulation that has been put forward in chapter I, so the answers to the problem formulation from research on "The Implementation of Green Action to Support Sustainable Tourism" can also be concluded among others:

Boundless Bali, a budding company based in Sanur, is committed to fostering a sustainable environment for the future. The company's mission is to create value and align with their motto of making the world a better place. One of their primary strategies is the implementation of green actions to support sustainable tourism. However, the current implementation on pollution preventive is not fully maximized. This research explores the existing efforts and provides recommendations for enhancing their sustainability practices.

Green actions can support sustainable tourism by performing the green action variable.

5.2 Suggestion

1. Consistent Planning and Community Involvement

Creating a consistent sustainability plan that involves the local community can support sustainable tourism near the location. Engaging with the community and local stakeholders can provide valuable insights and foster a sense of shared responsibility.

2. Expanding Pollution Prevention Strategies

It is essential to expand pollution prevention strategies to cover different areas, not just air pollution. Implementing measures to prevent water and soil pollution can further enhance the company's sustainability credentials. A holistic approach to pollution prevention will ensure a healthier environment and contribute to long-term sustainability.



JURUSAN PARIWISATA
POLITEKNIK NEGERI BALI

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