

**ANALYSIS OF GREEN HOTEL IMPLEMENTATION AT
COURTYARD BY MARRIOTT BALI NUSA DUA RESORT**



POLITEKNIK NEGERI BALI

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**TOURISM DEPARTMENT
POLITEKNIK NEGERI BALI
BADUNG
2022**

THESIS

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which content is my own work, thereby free from plagiarism. Being stated, I am ready to bear the risk or any sanctions imposed on me in accordance with regulation.

Badung, 21 July 2022

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ANALYSIS OF GREEN HOTEL IMPLEMENTATION AT COURTYARD BY MARRIOTT BALI NUSA DUA RESORT

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This Thesis is submitted to Tourism Department of Politeknik Negeri Bali
in Partial Fulfillment of the Requirement for the Degree of Applied Bachelor in Tourism



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Badung, July 2022

The Writer

ABSTRAK

ANALISIS IMPLEMENTASI GREEN HOTEL PADA COURTYARD BY MARRIOTT BALI NUSA DUA RESORT

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Banyak negara yang tertarik untuk mengembangkan industri pariwisata (khususnya perhotelan) seperti menerapkan green hotel yang bertujuan untuk mengatasi perubahan iklim untuk berkontribusi dan melaksanakan rencana pengurangan emisi gas rumah kaca dari industri perhotelan. Namun pembangunan hotel hanya dilihat dari segi ekonomi saja untuk mendapatkan keuntungan dan pembangunan hotel dapat menimbulkan masalah penipisan sumber daya alam, masalah sosial, budaya, dan lingkungan. Penelitian ini akan melakukan analisis penerapan Energy Efficiency and Waste Treatment di Courtyard by Marriott Bali Nusa Dua Resort. Penelitian ini dilaksanakan pada bulan Maret – Juli 2022 dengan menggunakan wawancara sebagai data primer, studi pustaka sebagai data sekunder, dan variabel-variabel berdasarkan Buku Panduan dan Pedoman Pelaksanaan Green Hotel Di Indonesia yang akan diverifikasi, dikumpulkan, dan dianalisis untuk menghasilkan kesimpulan yang kredibel. Dari hasil penelitian didapatkan bahwa penerapan Energy Efficiency and Waste Treatment di Courtyard by Marriott Bali Nusa Dua Resort telah dilaksanakan dengan baik, mulai dari komitmen untuk menghemat energi, melakukan kampanye untuk mengedukasi staf dan tamu, melakukan perawatan dan evaluasi secara berkala, mengurangi penggunaan energi, memberikan SOP pengoperasian peralatan/sistem dan penanganan limbah hotel, mencoba menggunakan alternatif lain sebagai pengganti energi listrik. Masalah yang dialami adalah kurangnya kesadaran dan kebiasaan buruk yang dapat menghambat kerja staf lainnya. Penelitian ini menyarankan bahwa perlu untuk memelihara dan melatih secara teratur untuk meningkatkan kepedulian dan kesadaran karyawan. Penting juga untuk menjaga dan melestarikan lingkungan sekitar. Jadi Courtyard by Marriott Bali Nusa Dua Resort akan selalu menjadi bagian besar dalam menjaga kelestarian lingkungan.

Kata kunci: Green Hotel, Energi, Limbah, Efisiensi

ABSTRACT

ANALYSIS OF GREEN HOTEL IMPLEMENTATION AT COURTYARD BY MARRIOTT BALI NUSA DUA RESORT

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Many countries are interested in developing the tourism industry (especially hospitality) such as implementing a green hotel that aims to cope with climate change to contribute and implementing plans for reducing greenhouse gas emissions from the hotel industry. However, hotel development is only seen from an economic point of view just to get profit and the construction of a hotel can cause problems of depletion of natural resources, social, cultural, and environmental problems. This research will conduct an analysis of the Energy Efficiency and Waste Treatment implementation at the Courtyard by Marriott Bali Nusa Dua Resort. This research was conducted from March – July 2022 using interview as primary data, literature study as secondary data, and variables based on Buku Panduan dan Pedoman Pelaksanaan Green Hotel Di Indonesia which will be verified, collected, and analyzed to create a credible conclusion. From the research, it obtained that the implementation of Energy Efficiency and Waste Treatment at Courtyard by Marriott Bali Nusa Dua Resort has been well implemented, starting from the commitment to conserve energy, conducting campaigns to educate staff and guests, conducting periodic maintenance and evaluation, reduce energy use, provide SOPs for operating equipment/systems and handling hotel waste, try to use other alternatives as a substitute for electrical energy. The experienced problem is that lack of awareness and bad habits that can hinder work other staff. This study suggests that it is necessary to maintain and train regularly to increase the care and awareness of the employees. It also important to maintain and preserve the surrounding environment. So Courtyard by Marriott Bali Nusa Dua Resort will always be a big part in maintaining environmental sustainability.

Keywords: Green Hotel, Energy, Waste, Efficiency

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CHAPTER I

INTRODUCTION

1.1 Background

One of the largest industries in the world is the tourism industry. This is because tourism has a good impact on the community, both from the creation of jobs and income. This is what encourages many countries to be interested in developing the tourism industry as a development sector, especially for developing countries like Indonesia. One of tourism industry in Indonesia is Hotel. There are many hotels in Indonesia and one of the hotel company brands in the tourism industry is Marriott International, where Marriott international has a policy, namely Serve 360 where the contents of the policy are one of them regarding green hotels.

Based on UU No. 10 tahun 2009 concerning Tourism and UU No. 32 tahun 2009 concerning Environmental Protection and Management. Therefore, the Ministry of Tourism and Creative Economy publishes a Buku Panduan dan Pedoman Pelaksanaan Green Hotel di Indonesia (Guidebook and Guidelines for the Implementation of Green Hotels in Indonesia) as a form of concern for the tourism sector, especially hotel, and aims to guide the implementation of *green hotels* and also to educate the Indonesian people in increasing understanding in adapting to climate change that is happening, especially the hotel industry and to contribute to implementing plans for reducing greenhouse gas emissions from the building sector (www.kemenparekraf.go.id, 2016). This is one of the efforts made by the government to minimize global warming through steps implemented through the

"green" movement to hotel entrepreneurs who are committed to implementing environmentally friendly principles in their operations, either through water saving programs, energy savings, use of environmentally friendly materials, and reduce solid waste.

According to the Green Hotels Association (2018), green hotels are hotels that use environmentally friendly goods where hotel managers have programs to save water, save energy, and reduce waste from hotel activities to help protect the earth. So, hotels that decide to implement the green hotel concept can help preserve the environment for the future. For the sustainability of natural resources owned by Indonesia, this concept is very good, considering that if natural resources are damaged/depleted, it will take a long time to recover.

However, in reality, hotel development is only seen from an economic point of view just to get profit. But the construction of a hotel can cause problems of depletion of natural resources, social, cultural and environmental problems. These problems have negative impacts that will be felt such as drought, reduced discharge and water quality, damage to soil, and hotel waste that has not been managed properly. As stated (Maryani 2019) in the article "Analysis of the Impact of Hotel and Apartment Development on Environmental Sanitation in Sleman Regency".

The form of government support for hotel managers who apply the principles of green hotels is the provision of an award called the Green Hotel Award by the Ministry of Tourism and Creative Economy of the Republic of Indonesia. The Green Hotel Award has been implemented since 2009 and this activity is routinely carried out every two years in the hospitality industry in Indonesia. The assessment

of the Green Hotel Award is seen by judging hotels that have implemented environmentally friendly standards and criteria, which can encourage hotel management to implement an attitude of protecting the environment, and improve environmentally friendly management.

Nusa Dua is one area that is quite attractive in Bali. Nusa Dua has a variety of interesting and diverse tourist attractions. Nusa Dua offers many tourist objects ranging from natural tourism to culinary delights. With the many tourist offers, many tourists also choose to stay at the Nusa Dua hotel. The hotel industry in the Nusa Dua area has an important role in the development of the tourism sector in Indonesia. Thus, the green hotel concept becomes a "must" for hotel managers to run their business. This green hotel concept can create a good image, have long-term investment value, can save operational costs, and build relationships with the surrounding community and can create good management as stated by (Sinangjoyo, 2013) in a study entitled "Green Hotel As Competitiveness of a Destination (Case Study in Star Hotel Industry in Yogyakarta Region)".

Courtyard by Marriott Bali Nusa Dua Resort is one of the hotel chains from Marriott International and is the second Courtyard Hotel in Bali. Courtyard by Marriott Bali Nusa Dua Resort is a 5-star hotel in the ITDC Nusa Dua area, which has 247 rooms with 3 different room categories. Courtyard by Marriott Bali Nusa Dua Resort is also one of the most well-known hotels among travelers, this is evidenced by the success of Courtyard in getting the 2021 Trip Advisor Travelers Choice Hotel award. Based on the award, Courtyard by Marriott Bali Nusa Dua Resort as one of five stars hotel in Bali need a implementation of green hotels and

certainly encourage Courtyard by Marriott Bali Nusa Dua Resort to be better and have the potential to get more awards in the tourism sector, one of which is the green hotel award. In reality, while the writer collected data from various departments at Courtyard by Marriott Bali Nusa Dua Resort, the writer found that Courtyard by Marriott Bali Nusa Dua Resort only has implemented 2 out of 8 green hotel aspects according to Buku Panduan dan Pedoman Pelaksanaan Green Hotel di Indonesia (Guidebook and Guidelines for the Implementation of Green Hotels in Indonesia), which are Energy Efficiency and Waste Treatment.

At the time that the writer was one of the trainees in the front office department and had also provided support to other departments such as F&B for 6 months. Experience in the front office and in other departments makes it easier for the writer to collect data from various departments at Courtyard by Marriott Bali Nusa Dua Resort. Based on the description above, the writer is interested in conducting an analysis of the implementation at the Courtyard by Marriott Bali Nusa Dua Resort. From this research, the writer wants to know the implementation of green hotels and encourage the hotel industry to not only focus on profit but also care about the sustainability of natural resources and the surrounding community. Therefore, the researcher is interested in conducting a study entitled "ANALYSIS OF GREEN HOTEL IMPLEMENTATION AT COURTYARD BY MARRIOTT BALI NUSA DUA RESORT".

1.2 Problems of The Research

Based on the description of the background above, the problems raised in this study are:

1. How is the implementation of Energy Efficiency and Waste Treatment at Courtyard by Marriott Bali Nusa Dua Resort?
2. What is the problem of the implementation of Energy Efficiency and Waste Treatment at Courtyard by Marriott Bali Nusa Dua Resort?

1.3 Purpose of The Research

Based on the formulation of the problem above, this study aims to:

1. To find out the implementation of Energy Efficiency and Waste Treatment at Courtyard by Marriott Bali Nusa Dua Resort.
2. To find out the problem of implementation of Energy Efficiency and Waste Treatment at Courtyard by Marriott Bali Nusa Dua Resort.

1.4 Benefits of The Research

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

1.4.1 Theoretical Benefits

Theoretically, this research is expected to provide additional information in supporting other research and can add the list of bibliography in the academic environment. This research is expected to be reference material for the next researcher and input for those who read. Moreover, the result of this research is expected to provide additional knowledge about implementation of green hotel especially the Energy Efficiency and Waste Treatment.

1.4.2 Practical Benefits

- a. Benefits for Politeknik Negeri Bali

This research is expected to be an additional reference or as a material consideration in conducting similar research in the next period for the campus as an educational institution in developing knowledge in the field of tourism, especially regarding the implementation of green hotel.

b. Benefits for Students

It is hoped that this research can be additional knowledge for students to be able to compare the existing knowledge in lectures or theories with the reality in the field. As well as providing experience in implementing knowledge about green hotel.

c. Benefits for Courtyard by Marriott Bali Nusa Dua Resort

The result of this research is expected to be useful inputs and guidelines to the company regarding what needs to be improved in the implementation of green hotel and overcome the problems that are often faced in the implementation of green hotels, especially in Energy Efficiency and Waste Treatment at Courtyard by Marriott Bali Nusa Dua Resort.

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CHAPTER V

CONCLUSION AND SUGGESTION

5.1 Conclusion

Based on the previous Results and Discussion chapter, there are several conclusions obtained from this study as follows:

1. The Implementation of Energy Efficiency and Waste Treatment at Courtyard by Marriott Bali Nusa Dua Resort has been well implemented, starting from the commitment to conserve energy, conducting campaigns to educate staff and guests, conducting periodic maintenance and evaluation, making efforts to can reduce energy use and use of hotel goods/waste that can still be used, provide SOPs for operating equipment/systems and handling hotel waste, try to use other alternatives as a substitute for electrical energy. This implementation is lead by engineering department, with all department involved in the implementation.
2. Problems experienced when implementing Energy Efficiency and Waste Treatment at Courtyard by Marriott Bali Nusa Dua Resort include lack of awareness to implement Energy Efficiency and Waste Treatment because they feel that it is the responsibility of the Engineering Department, and bad habits that can hinder work other staff.

5.2 Suggestion

Based on the results of research and direct observation of the conditions that the authors did at the Courtyard by Marriott Bali Nusa Dua Resort, the authors felt the need to provide suggestions in order to increase awareness in supporting the implementation of Green Hotel, namely:

1. It is necessary to maintain and train regularly to increase the care and awareness of the employees at Courtyard by Marriott Bali Nusa Dua Resort to continue to maintain and preserve the surrounding environment. In addition, hotel should provide an affidavit that commits staff to be actively involved in energy efficiency and waste management.
2. Hotels should continue to use solar power as a source of electricity, as an implementation of energy efficiency.
3. Another suggestion is to use plastic waste and paper waste effectively, where the waste can be useful for hotels, such as souvenirs and beanbags.
4. make some explanations, or information about energy efficiency and waste management, so that guests can see, read and understand the importance of energy efficiency and waste management. Like information to separate trash before throw them to garbage can.
5. Reuse of plastic and paper waste more effectively, so as to improve waste management and reduce operational waste, for example, paper trash can be make paper pulp, or decoration for event. And for the plastic waste can be used as souvenir and decorations.

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