

Implementation of Green Management in Improving Environmental Performance at Hotel Infinity8 Bali

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Abstract: This study aims to analyze the implementation of green management in improving environmental performance at Hotel Infinity8 Bali. Data collection methods used are observation, interviews, and documentation. The data analysis technique used is descriptive qualitative used to describe the information obtained through interviews from the employees of Hotel Infinity8 Bali and residents who live around Hotel Infinity8 Bali. The results of the study show that Hotel Infinity8 Bali has implemented green management through several programs such as CSR programs, but it is still not optimal in its implementation. The purpose of implementing green management is as one of the real contributions of Hotel Infinity8 Bali in protecting the surrounding environment.

Keywords: Green Management, Environmental Performance

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Introduction

Tourism activity is a travel activity for both individuals and groups from their place of residence to a certain place to get experience outside their daily activities. Indonesia's natural tourism potential will be endless to explore. Indonesia is blessed with an amazing variety of landscapes. The territory of Indonesia has around 17,504 islands which have a range of volcanoes, beaches and a very beautiful diversity of flora and fauna. Indonesia's natural wealth makes Indonesia has a very attractive tourism potential. Therefore, it is not surprising that Indonesia is one of the tourist destinations that is in great demand by international and domestic tourists. According to a broad definition, tourism is a journey from one place to another, temporary in nature, carried out individually or in groups, as an effort to find balance or harmony and happiness with the environment in the social, cultural, natural and social dimensions (Ridwan, 2020).

It is undeniable that tourism is a great asset for the country, and considering the importance of tourism, the government needs to develop tourism to improve the economy and people's welfare. Tourism is one of the industrial sectors that is able to provide employment, increase government and community income. Tourism and hospitality are closely related, the hotel industry is one of the backbones that supports the development of the tourism sector. Tourists visiting a tourist area will need a place to rest or just transit to unwind, so this is where the role of the hospitality industry will be needed in the tourism sector. The hotel's contribution is one of the successes of an area in promoting tourists to come to the area. A tourist destination will certainly be visited by tourists who of course need a place to stay and that is where the role of the hotel is as a benchmark. Therefore, it is very important to provide facilities in tourist destinations to support the activities of tourists so that tourists feel comfortable when visiting a tourist destination.

The existence of the service industry in an area is a very big attraction for tourists, both those whose purpose is to seek entertainment or for business purposes (Septayuda, 2016). According to (Yuwono et al., 2021) Hospitality is a form of service between visitors and managers in the tourism industry, the term hospitality is synonymous with hotels, resorts, club houses, restaurants, villas. The service industry provides services for people who are far from their homes, whether they are long or short trips. These services may vary depending on the needs of the people traveling and the organization that implements them (Abarca, 2021). According to (Clara Natalia Sagala et al., 2022) hotels are one of the supports for the advancement of the world of tourism, namely as accommodation facilities for domestic and foreign tourists or buildings that provide rooms for guests to stay, food and drinks, and other facilities. - other necessary and professionally managed facilities for profit.

Before the COVID-19 pandemic, the number of tourists visiting Bali was very high, as a result, many entrepreneurs were interested in building hotels in Bali. With so many hotels in Bali, there is also a lot of waste and pollution that is caused to the environment. So it is very important for every hotel in Bali to implement green management for environmental sustainability so that the environment in Bali is maintained properly. Therefore,

several hotels have implemented green management which greatly affects the environmental performance of employees in the hotel and the environment around the hotel. according to (Darmaputra et al., 2020) Green hotel is a hotel or accommodation built by taking into account the environment in which the hotel is built to minimize the impact it has on the environment.

Green management is a standardized process and practice that helps companies improve their sustainability by planning, implementing, evaluating and regulating work environment policies. Green management is conceptualized as a management model designed to meet the needs of today's companies and will be rewarded if it is able to create sustainable environmental and natural resource benefits in meeting the needs of future generations of companies (Izzaty et al., 1967). In this regard, various researches have been conducted to explore the future of society, the environment, and the work environment that explicitly have an impact on the management model in achieving its goals. Understanding the importance of green management from the company's perspective related to green policies that can improve company performance. Understanding the relationship between green management and company performance is very important in order to develop policies and innovations that can improve company performance. To go in that direction, of course, an effort is needed to realize it firmly, so for that then a green management mechanism is used, including:

1. Provide education and training on how to implement green management, so that employees can gain an understanding of what green management is, what are the benefits of implementing green management for the environment and fellow employees and how to implement green management. So that all employees have the motivation to be responsible for the environment in carrying out each of their activities.

2. Maximizing the implementation of the recycling system in hotel operations, as we know the recycling system is one of the most efficient systems in reducing waste. Therefore, the industry must maximize recycling efforts in hotel operations, which can minimize waste in hotels and waste in the environment.

3. Provide appreciation and appreciation for employees who are able to apply green management values in the work environment, so that all employees have the motivation to be responsible for the environment in carrying out each of their activities. And can be used as an example for other employees.

4. Discipline in Obeying all regulations related to environmental aspects.

Environmental performance is a dimension that has a very close relationship with the environment. With environmentally friendly performance management, every employee's efforts must focus on achieving strategic goals.

Hotel Infinity8 Bali is a 4-star hotel that in general has not implemented green management optimally and the awareness of its employees is still minimal in implementing green management. As in the picture below, there are data from the Infinity8 Bali hotel in 2021, there are still many employees who feel that there is a lack of green management implementation.

From the data obtained when researchers conducted training, it can be concluded that in 2021 there are still many employees who have not implemented green management, namely 67% (NO) and 33% (YES) of employees who have implemented green management, but the desired results are still less than the standard. green management expected by hotel Infinity8, which is 70%. Based on the above background, the researcher is interested in conducting a research entitled "Implementation of Green Management in Improving Environmental Performance at Hotel Infinity8 Bali".

Method

This research was conducted at Hotel Infinity8 Bali, more precisely on Jalan By Pass Ngurah Rai, No. 88A Jimbaran Village, Kuta Selata District, Badung Regency, Bali Province. In this study, two variables were used, namely the independent variable (X) and the dependent variable. The independent variable in this study is Green Management (X), while the dependent variable in this study is Environmental Performance. This study uses descriptive qualitative analysis with data collection in the form of observations, interviews related to the formulation of the problem, and literature study. Activities in qualitative data analysis, namely data reduction, data display, and conclusion drawing/verification (Miles et al., 2014). Descriptive research is research that is intended to explore or clarify an existing symptom, phenomenon, or social reality. The respondent determination method used is non-probability sampling, namely purposive sampling. Where purposive sampling is a technique for determining samples in accordance with the criteria to be obtained and certain considerations (Sugiyono, 2012). So in the purposive sampling technique, the informants for this study were 1 person in the surrounding community and 6 employees.

Result and Discussion

According to (Rahmat, 2017) Implementation is a process to assess, evaluate and measure whether a regulation or policy can run well or not, so it will be assessed whether or not there should be an evaluation of the program. In the initial stage, namely the observation stage, the author made observations on all staff at Hotel Infinity8 Bali while carrying out field work practices (PKL), so I can say that all staff at Hotel Infinity8 Bali have not

maximally implemented green management to improve environmental performance, and with that there are still many things that need to be improved again.

This can also be proven in the results of interviews with six staff of Infinity8 Bali Hotel, namely, Mrs. Ni Gusti Ayu Dewi Andayani as Financial Controller, Mr. I Nyoman Arsa Wijaya as Income Audit, Mrs. Ni Komang Juliani as Account Receivable, Mrs. Wilsha Evasari as Food and Beverage Manager, Mr. I Made Mertayoga as IT Manager, and Mrs. Ni Wayan Evin Yunarsia as Human Capital Coordinator or as a representative of HRD. It can be concluded that indeed at Infinity8 Bali Hotel has not maximally carried out green management, but indeed there have been several things that have been done by the hotel to carry out activities that have a green management concept, one of which is implementing waste management, for example the process of processing liquid waste in hotels. so that it can meet the quality of water that is suitable for disposal into city drains and some of this water can be reprocessed and then used to water parks and vehicle washing water, conduct CSR programs, socialize to all employees to reduce plastic use, use recycle paper, invite employees to be careful in using electricity. In an interview with Ms. Evin Training & Learning Manager at Hotel Infinity8 Bali, she said that the owning company hopes and emphasizes that CSR activities at Hotel Infinity8 Bali will run well and in balance and that CSR activities will be held regularly. Hotel Infinity8 Bali in implementing these CSR activities which is one of the missions of Hotel Infinity8 Bali. Mrs. Evin explained that the owning company is very concerned about environmental activities at Hotel Infinity8 Bali in three aspects, namely social, environmental, and religious aspects.

Activities in the environmental field are one of the aspects that attracted the author's attention during the observation period, from the results of the interviews that the authors conducted, according to the employees at Infinity8 Bali Hotel quite often carry out CSR (Corporate Social Responsibility) which is a business activity in which the company is responsible. socially to stakeholders and the community as a form of concern in improving welfare and having a positive impact on the environment.

Every company is obliged to carry out social and environmental responsibilities, there are also several types of CSR, namely; Nature Rehabilitation, for this type, the company has a responsibility to protect nature, especially for waste producing companies. Examples of activities include mangrove planting and forest reforestation.

From the results of the author's analysis conducted with observations during the street vendors period for 6 months and interviews with related parties, Hotel Infinity8 Bali is still not maximal in its participation in natural rehabilitation, but activities have been carried out with the surrounding community by equally cleaning the beach although it is still quite rarely done. Use of Energy Sources, this is done so that the company participates in conserving natural resources that are threatened with extinction. The renewable energy sources that can be utilized, such as wind, water, solar power, and so on. In this case, Hotel Infinity8 Bali still does not use natural energy sources. Waste Management, the next type is environmental-based waste treatment which is expected to minimize the toxicity of waste, so as not to cause damage to the ecosystem. Hotel Infinity8 Bali has reduced the use of goods, such as the use of paper and changed the use of paper brochures by using social media more in conducting promotions. Then, Hotel Infinity8 Bali always strives to reduce the waste generated, one of the implementations in reducing waste at the hotel is using goods, by reusing goods according to their function or with other functions, an example of this application at Hotel Infinity8 Bali using refill bottles, and The canteen prohibits the use of single-use cutlery. Liquid waste treatment at Infinity8 Bali Hotel using the STP (Sewage Treatment Plant) system has the function of processing industrial liquid waste into clean water again. At this stage the liquid waste is added with molasses and EM4 (Effective Microorganisms) so that the wastewater is not cloudy and has an unpleasant smell so that the wastewater becomes neutral. The treated water will be flowed to the effluent tank for further disposal in the city channel. Some of this water can be reprocessed for recycling purposes which we can use to water parks and vehicle wash water. Philanthropy, as the name implies, philanthropy is an activity that focuses on humanity to help people in need. As for examples, such as MSME funding assistance, opening a business village and so on. This can be evidenced by the distribution of free basic necessities to the community of Jimbaran village & the Muslim community around the Infinity8 Bali Hotel regularly every month, the distribution of free basic necessities every month to the internal staff of Infinity8 Bali Hotel. Cultivation of HR Friendly Work, is not always about material, CSR programs can be in the form of inculcating values and attitudes so that HR has good character. Although this socialization was not carried out intensely, Hotel Infinity8 Bali still tried to set a good example for each of its employees. Volunteering, volunteering activities can be carried out routinely or incidentally, such as sending teaching staff to remote areas or deploying volunteers during a disaster. This can be seen when there is a natural disaster in Bali, Hotel Infinity8 Bali helps morally and materially for victims of the eruption of Mount Agung Karangasem, in collaboration with humanitarian foundations such as providing assistance to orphanages, donating blood.

Green Management shows the construction of green business, which if applied in a company can prevent negative effects in the surrounding environment, but can still be profitable for the company. Environmental performance itself is the result to be achieved by the company when it has implemented green management. Broadly speaking, it can be concluded that environmental performance is an employee's activity in the environmental

management process that can have an impact on the surrounding environment, both inside and outside the work environment.

It is important for every employee to understand and implement environmental performance, because the results are not only good for themselves but also for the surrounding environment. In the process of producing good environmental performance, it is also necessary to understand that green management is a must for management in running its business because it has several benefits; streamline the exploitation of natural resources by reducing the amount of waste formed and maximizing energy conservation, creating competitive advantages and maintaining customer loyalty, because it can create a very good reputation in the eyes of customers, can create a good environmental strategy, so that it becomes a different company and become a leader in environmentally sound companies, improve the company's "image" and good relations with the community, minimize long-term environmental risks associated with damage to natural resources, energy conservation and pollution control and waste management, provide benefits to the ecosystem and communities in which the company operates.

The benefits of implementing green management in improving environmental performance at Hotel Infinity8 Bali can be felt not only from employees but also to the surrounding community. Although it can be said that the implementation of green management at Hotel Infinity8 Bali has not been implemented optimally, the positive impact is felt by both employees and the surrounding community. From the results of interviews conducted previously, it can be concluded that employees & management at Infinity8 Bali Hotel feel the good impacts and benefits of implementing green management to improve environmental performance, namely energy efficiency, reducing waste production and reducing plastic use and indirectly employees have sense of responsibility towards the environment and increasingly understand how important it is to protect the environment. The community also feels the benefits from the implementation of green management, because the impact is carrying out several activities such as reducing waste so that the community around the hotel does not feel any pollution from the Infinity8 Bali hotel, the existence of CSR activities in the form of distributing basic necessities to the surrounding community every month so that people feel helped by the existence hotel infinity8 Bali and the opening of job opportunities for the people of Jimbaran and the community around the hotel.

Conclusion

Hotel Infinity8 Bali has made efforts to implement green management in improving environmental performance, from the results of the author's research, it can be concluded that both the employees of Hotel Infinity8 Bali and the community around Hotel Infinity8 Bali feel the positive impact of green management carried out, among others; implementation of CSR (corporate social responsibility), appeals and socialization of employees not to use single-use items (drink bottles, recycle paper), recycle human waste into fertilizer, Hotel Infinity8 Bali also helps morally and materially to victims of the eruption of Mount Agung Karangasem, and many other programs carried out by Hotel Infinity8 Bali and in collaboration with third-party humanitarian foundations to provide assistance to people with disabilities in Karangasem.

Overall green management at Hotel Infinit8 Bali has gone very well, but in its implementation it is still not optimal, one of the main reasons is that the awareness level of employees is still not optimal, but Hotel Infinity8 Bali is still trying its best to continue to be able to improve Green Management in improving environmental performance.

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