

Application of Green Hotels in an Effort to Increase the Level of Room Occupancy at Purana Boutique Resort

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Abstract: Ubud is one of the destinations in Bali that is famous for nature and culture. The increasing of population of Ubud encourages many investors to invest in businesses both of accommodation and support business. The purpose of this research was to determine of application and influence of green hotel and effort to increase the room occupancy at Purana Boutique Resort. Data collections method used such as observation, interviews, questioner, library studies, documentation and data processing. The results of this research indicate that of the 8 basic aspects of green hotels according to Ministry of Tourism and Creative 2016 including: environmentally friendly hotel management, environmentally friendly hotel operations, land use, energy efficiency, water efficiency, use of materials, air quality and waste management consisting of 18 indicators. with an overall value of 92.44% which means it is very suitable in efforts to increase the room occupancy rate. Also, from the 5 influencing factors including hotel location, hotel facilities, room service, room prices and promotions which consist of 16 indicators with an overall value of 96.81% which is rounded up to 97% which means it is very suitable in efforts to increase the room occupancy rate. This is also supported by the data produced in 2017 to 2019 there has been an increase in the room occupancy rate. The advice to Purana Boutique Resort managements further improves the waste management of both solid and liquid waste for sustainable environment.

Keywords: green hotel and occupancy rate

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Introduction

The green hotel concept is one of the sustainable development and management of hotels with 8 eight aspects including: environmentally sound hotel management, environmentally sound hotel operations, land use, efficiency of building material use, water efficiency, energy efficiency, air quality, and waste management (Ministry of Tourism and Creative Republic of Indonesia, 2016). Green Hotel is one part of the green tourism product, while green tourism itself is a component of sustainable tourism which is defined as a travel activity to realize sustainability by conserving natural resources, culture, and contributing to the economic sector (Graci and Dodds, 2008). According to the Green Hotel Association, green hotels are hotels that save water and energy use in a constructive way and reduce solid waste to protect the environment (Holcomb, Upchurch, & Okumus, 2007). Currently, the government is also trying to build sustainable tourism by always protecting nature and the environment which has been a guideline from a long time ago and was sparked in Tri Hita Karana. Purana in this case has become part of Tri Hita Karana in Ubud which upholds this concept in the application and provision of its products and services to visitors at Purana Boutique Resort. This concept is a concept based on the principle of harmony or harmony of life consisting of three elements that are interrelated with each other (Lestari, 2007). Tri Hita Karana Awards was received by Purana Boutique Resort in 2016 as one of the Boutique Hotels in Ubud that received silver medal awards. The application in parahyangan includes the existence of a holy place for employees to perform prayers, the application to pawongan is to involve all employees and guests in maintaining the environment and harmonious relationships at work as well as services and the application to the weakening is not to throw hotel waste into the sewers and also always sort organic and nonorganic waste. In early March 2020, Covid 19 has arrived in Indonesia. This virus brings about major changes in all aspects of our lives, including tourism. Bali is one of the places that depends on the tourism industry is greatly affected by Covid-19 with the decrease in the level of tourist visits both foreign and domestic. Purana Boutique Resort is one of the hotels that is deeply feeling the impact of Covid 19. This has an impact on reducing the room occupancy rate at Purana Boutique Resort. Purana Boutique Resort has decreased significantly to reach 29% from 2020 to 2021. In addition, there are also several factors that affect the level of room occupancy, including the location of the hotel, hotel facilities, room service, room prices and promotions. (According to Suarthana, 2006:5).

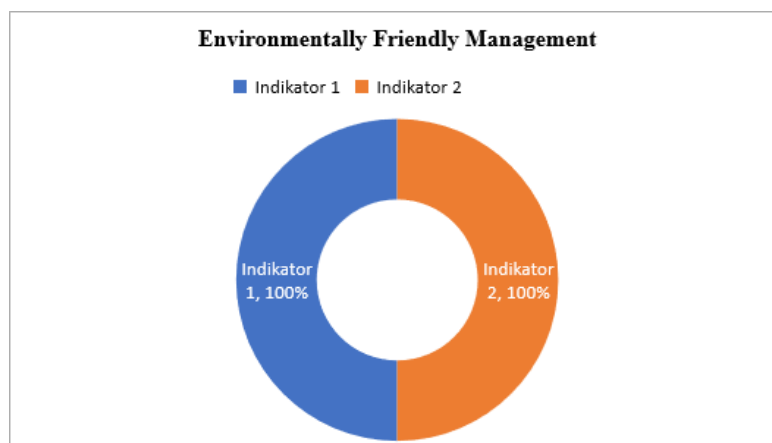
Method

This research was conducted at Purana Boutique Resort located at Cempaka Street, Mas village, Ubud, Gianyar, Bali. This research was conducted for 4 (four) months from March 2022 until July 2022. The object of this research is Application of Green Hotels in an Effort to Increase the Level of Room Occupancy at Purana Boutique Resort. The variables in this research were divided by two, Green Hotel and Increase of room occupancy. The object of the research is Application of Green Hotel in an Effort to Increase the Level of Room Occupancy at Purana Boutique Resort

The research uses the source data of primary data and secondary data. In this research using methods with observation, interviews, questionnaires, literature study, documentation and data processing. Observation is collecting data with direct observation to the object. An interview is a meeting conducted by two people to exchange information and an idea with a question-and-answer procedure, so that it can be narrowed down into a conclusion or meaning in the topic, (Sugiyono, 2015). In this research, the questionnaire was filled by parties related to decision maker for the implementation of green hotel in an effort to increase room occupancy at Purana Boutique Resort, namely, General Manager, Sales & Marketing, Pomec Engineering, Admin / HRD, Front Office manager and Operation Manager. Interview guidelines are guidelines in conducting structured interview activities that have been set by the interviewer in collecting research data, be it the final project, thesis, and so on. This technique is a data collection technique by conducting a study of books, literature, notes and, reports that have to do with the problem being solved, (Nazir, 1988: 111). Documentation is the process of collecting, selecting, processing, recording and storing information (Astuti, 2010). In the data analysis technique, the author uses a miles and reference by Miles and Hiberman 1992. The results of the questionnaire will be compared with the level above. If the result is above 50% of the hotel exceeds the limit value to get green hotel certification (Ministry of Tourism and Creative Affairs, 2016).

Result and Discussion

The implementation of green hotels has begun to be implemented at Purana Boutique Resort starting in 2017. This had high appreciation from tourists visiting at Purana Boutique Resort. This is consistently done by Purana in the implementation and participate in maintaining a sustainable environment. The application of green hotels certainly cannot all go as expected because it is closely related to the surrounding environment. It can be seen from the room occupancy that began to increase from 2017 to 2019. The application of green hotels in Puranas refers to 8 aspects according to the Ministry of Tourism and Creative Affairs 2016. Which includes environmentally friendly management, environmentally friendly hotel operations, land use, water efficiency, energy efficiency, the use of environmentally friendly building materials, indoor air quality and waste management. Therefore, from these 8 aspects that are applied, the results of questionnaires and interviews can be described to 6 informants at Purana Boutique Resort. From the results of the interview with the informant, it can be described with following diagram:

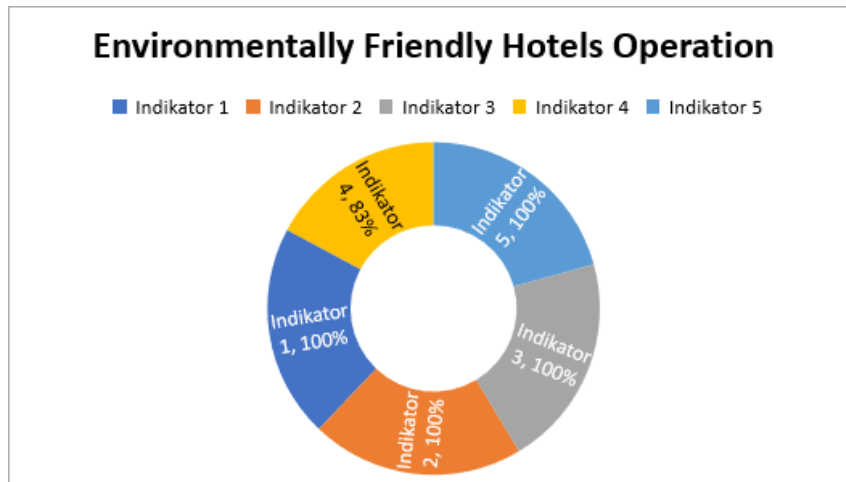


Source: Processing data 2022

Figure 1

Environmentally friendly management that has two indicators gets a 100% value which means it is very suitable for the implementation that has been carried out at Purana Boutique Resort. This reflects that the implementation of Environmentally Friendly Management has been implemented in an effort to increase the room occupancy at Purana Boutique Resort. Two indicators in Environmentally Friendly Management included: In an effort to increase

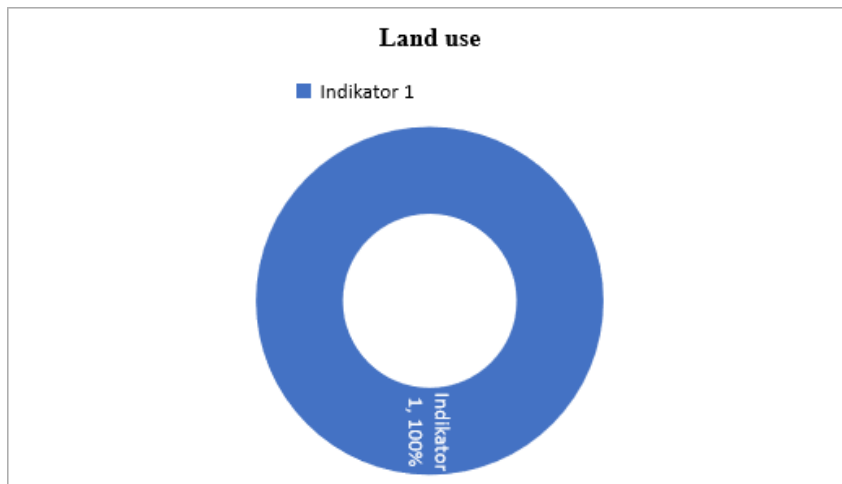
the occupancy of rooms, the level of environmentally friendly hotel management has a positive role and Hotel management plays a role in environmentally friendly hotel policies gets 100% score from six of informants interviewed at Purana Boutique Resort.



Source: Processing data 2022

Figure 2

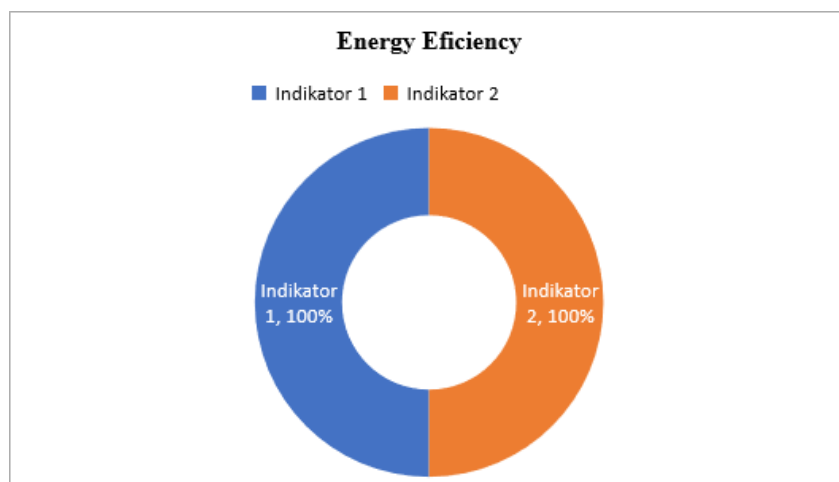
In the operational aspect of an environmentally friendly hotel, it consists of 5 indicators included: 1. Indicator of Procurement of goods for operational purposes has referred to being environmentally friendly got 100% score from total of 6 informants interviewed. For this indicator Purana Boutique Resort has been done to implementation. 2. At this time in an effort to increase the room occupancy of hygiene and sanitation rooms to become a good priority in the Kitchen, Warehouse and Restaurant which always prioritizes environmentally friendly got 100% score from total of 6 informants interviewed. For example: cleaning the kitchen area three times a day, employees use masks, hand slops, and also diligently wash materials that have just arrived from the supplier. Such as eggs, vegetables, cleaning of food premises, provision of hot water and storage of goods at a predetermined temperature. 3. All elements, be it employees, management, hotel guests and the surrounding community are involved in protecting the environment in the implementation of green hotels. On this indicator of the 6 informants interviewed stated Yes (100%) which means it is very appropriate. Example not spitting in any place, not throwing garbage in any place, not smoking in any place etc. 4. The hotel and the surrounding community always apply each other's concerns in protecting the environment. From this indicator only got a score of 80% of the total informants interviewed. this is because there is still a need for guidance in the community. There are still some surrounding communities who throw garbage and burn garbage indiscriminately. This is what the hotel management continues to strive for to take part in providing information and knowledge to protect each other's environment. 5. Training is carried out in the application of occupational safety and health in preventing and reducing occupational accidents and diseases that arise. On this indicator of the 6 informants interviewed stated Yes (100%) which means it is very appropriate. Provision of a gathering point when a disaster occurs (Assembly Point) Bell or Kentungan as a source of sound or signal when a disaster occurs. So, in the aspect of environmentally friendly operations, the implementation at Purana Boutique Resort has been very good and the average score of the five aspects is 96% and is very in line with the implementation carried out at Purana Boutique Resort in an effort to increase the room occupancy.



Source: Processing data 2022.

Figure 3

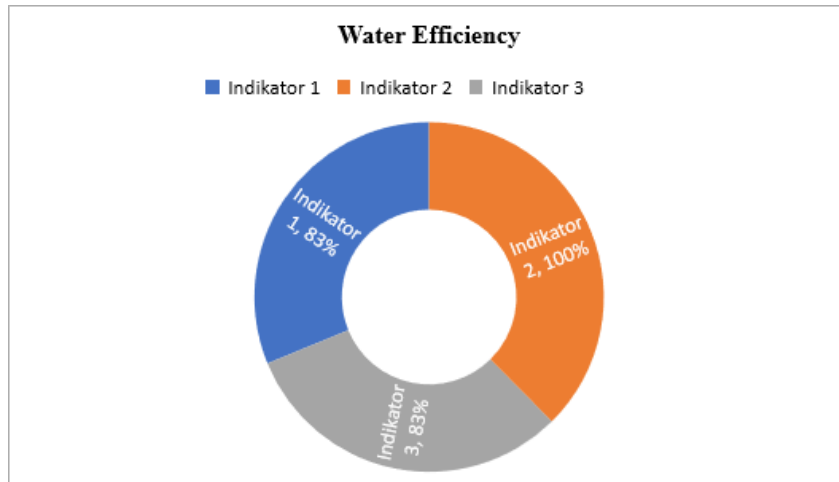
Aspects of Land Use in the Purana which consist of one indicator, namely: Land use for hotel buildings and landscape also pays attention to environmentally sound accessibility. In this indicator, the 6 informants interviewed stated Yes (100%) which means that it is very suitable for land use both for landscape buildings, and pays attention to dynamic spatial planning, as well as providing environmentally friendly accessibility.



Source: Processing data 2022

Figure 4

Energy Efficiency Aspects, which consist of 2 (two) indicators including: Management is trying to reduce the use of energy that is not environmentally friendly and is currently using environmentally friendly energy in the hotel environment. From the results of interviews conducted as many as 5 informants stated yes or 83% which means appropriate & in managing the use of environmentally friendly energy by providing information in the guest room and also in the employee canteen information. In this indicator, the 6 informants interviewed gave a statement of Yes (100%) from this implementation and was interpreted very appropriately.



Source: Processing data 2022.

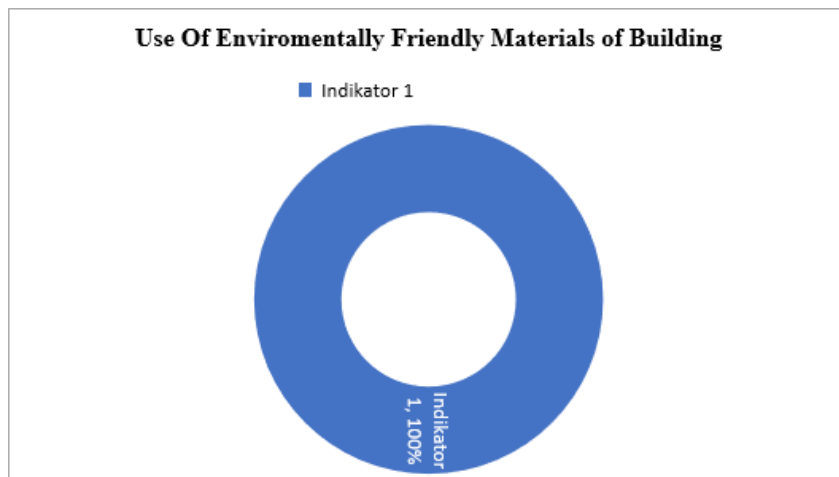
Figure 5

Water Efficiency aspects consisting of 3 indicators include:

- 1.The level of environmentally friendly water management. From this indicator after conducting an interview with 6 informants gave the answer 5 yes (83%) which means it is very appropriate. This has done in an effort by Purana Boutique Resort to implement environmentally friendly water management. The use of water is limited to taste, as well as the creation of a water distribution system in accordance with the expected portion.
- 2.Provide written information about saving water use in guest rooms so that the water efficiency program is environmentally friendly. In this indicator, 6 informants interviewed at Purana Boutique Resort stated Yes (100%) a score which means it is very appropriate.
- 3.Supervision on water use in accordance with environmentally friendly water efficiency programs. In this indicator, of the 6 informants interviewed, 5 informants stated Yes (83%) which means it is very appropriate. This is done by the management of Purana Boutique Resort in monitoring water use through a water distribution mechanism carried out with a tower system.

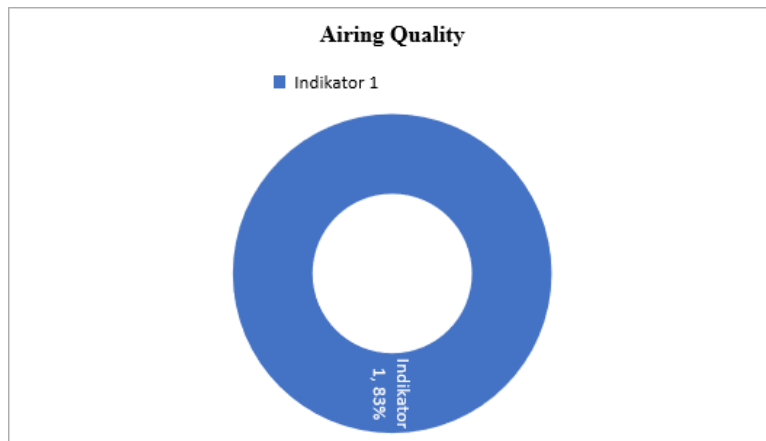
So, on the aspect of Water Efficiency, Purana has implemented the application in an effort to maintain sustainable water. Of the 3 indicators in this aspect, the average score of 88% is very suitable for the implementation at Purana Boutique Resort. So that the use of water is really in accordance with the needs in an environmentally friendly water efficiency effort.

In the sixth aspect of the use of environmentally friendly building materials,



Source: Processing data 2022.

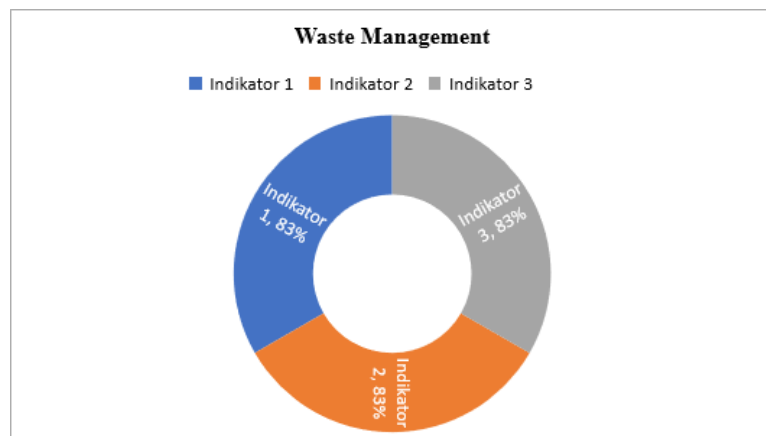
Figure 6



Source: Processing data 2022

Figure 7

Purana Boutique Resort has implemented according to existing indicators, namely the use of building materials that use environmentally friendly natural materials. Of the 6 informants interviewed, yes and 100% of the score is because Purana Boutique Resort uses environmentally friendly materials. And in the seventh aspect about the quality of indoor airing only has 1 indicator, namely the air conditioning system always tries to pay attention to the level of indoor and outdoor comfort so that it is environmentally friendly. On this indicator get a score of 83%. Its implementation, there are still several rooms that require better to airing.



Source: Processing data 2022.

Figure 8

In the last aspect, namely the waste management aspect which has 3 indicators, it gets an average value of 83%, which means it is appropriate. The application in an effort to protect the environment in the management at Purana Boutique Resort waste is appropriate.

Of the 8 aspects of implementing green hotels according to the Ministry of Tourism and Creative Affairs 2016 which was implemented at Purana Boutique Resort with a total of 18 indicators, the average score was 92.44%, which means it is very suitable. In the implementation of the implementation in an effort to maintain a sustainable environment at Purana Boutique Resort. The effect of implementing a green hotel is very high in impact on the hotel itself. Purana boutique resort has started the implementation of this green hotel from 2017 and also from the Tri Hita Karana Awards. This is proof that the implementation of green hotel implementation at Purana Boutique Resort has been implemented properly. Regarding the influence of room occupancy at Purana Boutique Resort is also influenced by several factors including: Hotel Location, Hotel Facilities, Room Service, Room Rates, and Promotions. Of the 5 factors affecting the room occupancy consisting of 16 indicators with an overall value of 96.81% which is rounded to 97%, which means it is very appropriate. This affects the room occupancy at Purana Boutique Resort.

Conclusion

Based on the results of research conducted on the application of the green hotel concept in an effort to increase the occupancy rate of rooms at purana boutique resort, it can be concluded as follows: Of the 8 aspects with 18 indicators, it received a score of 92.44% in an effort to increase the room occupancy rate at Purana Boutique Resort and In the room occupancy rate which is influenced by 5 factors with 16 indicators including: Hotel location, Hotel facilities, Room service, Room price and Promotion, the overall score of 96.81% which is rounded to 97% affects efforts to increase room occupancy rates at Purana Boutique Resort. Based on the results of observations and research qualitatively, it can be suggested as follows: 1. It needs improvement in terms of the management of liquid, solid and gas waste at Purana Boutique Resort given the sustainable environment. And there is a need for additional written information for the use of solid waste. 2. Improvements in services must continue to be improved in maintaining the stability of room occupancy rates in the resort. So that the occupancy rate of the rooms is in line with the level of guest satisfaction at Purana Boutique Resort. 3. It is necessary to develop and add a parking area to support vehicle mobility at Purana boutique Resort so that it can better improve the comfort and safety of guests staying at Purana Boutique Resort.

Acknowledgment

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