

The Analysis of Swiss-Belinn Legian's Green Efforts as Part of Corporate Social Responsibility

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Abstrak: The problem of waste, especially plastic waste, can cause damage to the environment and ecosystem if it is not managed properly. The research entitled The Analysis of Swiss-Belinn Legian's Green Efforts as Part of Corporate Social Responsibility was conducted with the aim of knowing the efforts that have been and will be made by Swiss-Belinn Legian management in reducing the use of single-use plastics in hotel operations as part of the company's responsibility to the environment and to identify the cost impact. The method used in this research is interviews and direct observation in the field as well as document examination. Data analysis was performed descriptively both qualitative and quantitative forms. The results showed that there are some efforts that have been and will be undergone in reducing the single-use plastic in housekeeping operation such as change laundry plastic bag into fabric material for dirty clothes and rattan basket for clean clothes after laundry, replace plastic bottled water in the room into glass material, replace plastic amenities bottles in bathroom with dispenser, change plastic stirrer in the room with teaspoon. In 2019 the hotel began implementing a program to reduce the use of single-use plastics, especially in housekeeping operations and as a result, the consumption of single-use plastics has decreased both in terms of quantity and cost.

Kata Kunci: waste, plastic waste, single-use plastic, environmental problems, cost, corporate social responsibility

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Introduction

The use of plastic as a wrapper for both food and other products is very commonly used in society to replace wood and metal considering the advantages it has, such as light weight, strength, and corrosion resistance. The low awareness of citizens to reduce the single-use and sorting plastic waste properly can lead to environmental problems and damage to natural ecosystems because plastic waste can last for hundreds of years and cannot decompose naturally (Scholz et al., 2020).

The tourism industry is one of the industries that is growing very rapidly throughout the world and is one of the contributors to foreign exchange for the country. Tourism cannot be separated from the beauty and cleanliness of both the environment and other tourism supporting facilities, one of which is the hospitality industry.

Environmental cleanliness as one part of Sapta Pesona, namely: safe, orderly, clean, cool, beautiful, friendly, and memorable (aman, tertib, bersih, sejuk, indah, ramah dan kenangan) is an absolute requirement that must be maintained for the comfort of tourists. Currently the government, especially through the Ministry of Tourism, Economy and Creative Industries, has launched a guidebook on Green Hotels as part of the Sustainable Development Goals, which is one of topics that has recently become the main focus in every sector. Most foreign hotel guests are beginning to gain an environmental awareness and feel that accommodation establishments should be more involved in sustainable practices. It is environmentally friendly products or services that have achieved considerable success in response to guests' increased sensitivity arising from concern about the constantly deteriorating environment. Among the tourist destinations in Indonesia, Bali is one of the tourist destinations that is well known throughout the world and has been awarded the first rank as the world's Best Travel Destination 2021 version of the Traveller's Choice TripAdvisor which is a travel and review company site based in the United States. (USA) as an island that has a variety of natural beauty, marine and biological life, and cultural uniqueness. But of all that, the natural beauty of Bali is currently placed on

spotlight by foreign tourists because of the problem of waste, especially plastic waste that is not managed properly so that it pollutes the environment and waters. This was once published in Time magazine which stated that Bali is a holiday like hell because Bali is full of garbage, industrial waste and traffic jams in southern Bali which are already acute (Marshall, 2011). In addition, in March 2018, a diver from the UK named Rich Horner recorded a video about the very poor condition of Bali's waters, which is filled with plastic waste. This video was recorded at the Manta Point Nusa Penida dive site and uploaded on the YouTube channel. The hotel industry is one of the industries that produces a lot of waste such as organic, non-organic, toxic, or not. Along with the government's program to implement green tourism and green hotels for sustainable development purposes, the hotel industry is also starting to improve by looking at the environmental dimension in the company's goals in addition to improving the economic and social dimensions. A hotel can be called environmentally friendly if the hotel synergies its daily operations with efforts to reduce negative impacts on the environment through the preparation of energy efficiency systems, recycling programs, utilization of renewable energy, irrigation systems, the use of organic products in food and programs aimed at reducing water use (Ruiz-Molina et al., 2010).

Swiss-Belinn Legian, an international chain hotel is a modern 3-star hotel located on Jalan Padma Legian, North Kuta, Bali, operated since March 14, 2014, and managed by Swiss-Belhotel International. The hotel features 123 newly renovated and well-appointed guest rooms in three configurations. As a business unit, Swiss-Belinn Legian offers accommodation, food, beverage, and various other services, all of which are intended to support services to both domestic and international tourists. As a hotel that operates 24 hours a day - 7 days a week, generally speaking it certainly produces a lot of waste consist of wet and dry waste including plastic waste in supporting its operational activities especially in Housekeeping Department. This of course can have an impact on the environment and even the company's economy or profitability if this plastic waste is not managed properly. To be able to carry out a program to reduce the use of plastic waste in hotel operations, it is not enough just to mobilize employees, but also needs support from guests as the main consumers, so that the program for reducing the use of single-use plastics can run continuously and consistently.

The tourism industry, especially hotels, plays an important role in suppressing the rate of global warming from increasing carbon emissions in general using land, energy, water, and the resulting air. Hotels as business organizations and part of tourism that have an impact on the environment, social and economy must play a role in maintaining its sustainability and it's known as green hotel. A green hotel is a hotel that focuses on sustainability in its business practices. Green Hotels are environmentally-friendly properties whose managers are eager to institute programs that save water, save energy, and reduce solid waste—while saving money—to help protect the earth according to Green Hotels Association (2018). If the "Green Hotel" movement can be implemented, it will improve the quality of the tourism sector (Kemenparekraf, 2016). This is also in line with Bali Governor Regulation Number 27 of 2018 concerning Restrictions on the Single-use Plastic Waste (Pergub, 2018). Based on its nature, the types of waste can be divided into 3 : (1) Organic Waste - is a type of wet waste and easily decomposed and easily decomposed by nature. This type of waste can be further processed into compost. Organic waste includes natural waste such as leaves, tree branches, food scraps, vegetables and others, (2) Non-organic Waste - Is a type of waste that is difficult to decompose naturally, usually in the form of goods created by machines, for example cans, glass, plastic food packaging containers, Styrofoam, paper, etc. This waste can be used as commercial waste or waste that can be sold to be used as other products and (3) Hazardous Waste (B3) - Are wastes with properties that make them dangerous or potentially harmful to human health or the environment. Hazardous wastes can be liquids such as chemicals, oils, pesticides. Other materials that considered as hazardous waste includes battery, light bulbs, asbestos, equipment containing ozone depleting substances like fridges, etc. This type of waste must be separated from other types of waste because it requires special handling.

The objectives of this research are to know the efforts that have been and will be made by the management of Swiss-Belinn Legian in reducing the use of single-use plastic in house-keeping operations as part of the company's responsibility to the environment and to identify the impact of Swiss-Belinn Legian's efforts to reduce the use of single-use plastic in house-keeping operation to the cost impact. Some relevant previous studies that the writer uses as a reference are research conducted by Abel (2019) with title "Plastic recycling and waste reduction in the hospitality industry: Current challenges and some potential solutions", the second

research is by Regina (2018) entitled “ Efektifitas Program Pengelolaan Sampah Plastik di Hotel (Studi Kasus: Program Bye-Bye Plastic 2018 di Double Tree by Hilton Jakarta)”, the third research conducted by Sulfa (2021) entitled “Pengelolaan Sampah Anorganik pada Alila Villas Uluwatu” published in the biology journal Udayana University Bali and the last one, research was conducted by Kamna (2017) with tittle: “Review on Solid Waste Management in Hotel Industry in India” which was published by International Journal for Scientific Research & Development.

Method

This research was conducted at the Swiss-Belinn Legian Bali hotel - a 3-star international chain hotel located in Jalan Padma Utara, Legian, Kuta – Bali particularly in Housekeeping department. This research was conducted from April to July 2022, and the consumption data used in 2017, 2018 compared to 2019. Determination of data sources in qualitative research is carried out purposively which the selection based on people as sources that are considered reliable in providing data and understanding the scope of research conducted by the writer. The consideration of determining the informants in this study is based on the ability of the informants to answer research questions related to the efforts made by Swiss-Belinn Legian management in reducing the use of single use plastic waste in operations. The key informants in this research are Chief Accounting, Room Division Manager, Housekeeping Supervisor and Chief Engineer. The data collection method use in this research are observation, interviews, documentation and literature study. The approach used in this study are using mix method which are descriptive qualitative and quantitative percentage analysis. The theoretical based used as a foundation in this study to answer the research question is the 5R waste management hierarchy which includes the dimensions: Reduce, Reuse, Recycle, Recovery and Disposal. However, in this study, only two aspects of waste management assessed which are reduce and reuse as these methods are practiced related to the efforts in reducing single-use plastic in house-keeping operation and the cost matrix in this research is using variable cost only as the costs are clearly related to the hotel occupancy and business volume. If the occupancy and business volume increases, variable cost will increase and as hotel occupancy decrease, variable cost should decrease as well.

Table 1. Result dimensions and indicators of waste management hierarchy

Variable	Dimension	Indicator
Waste Management Hierarchy	Reduce	Waste avoidance from beginning; change laundry plastic bag into fabric material. Reuse the container/packaging for the same function or another function; replace plastic bottled water in the room into glass material. Buying goods in bulk versus sachet packaging. Not providing plastic bag, plastic cutleries and plastic stirrer Reduce usage of plastic wrap in kitchen and replace it with reusable container. Sorting waste before sending it to landfill.
	Reuse	Using refillable products; change single bottle amenities in bathroom into dispenser. Use plastic cans for document holder and nursery pots. Sells used linen and towels to be reused into cases, handicrafts, etc. Using old pillow case for laundry bag.

Result and Discussion

This study focuses on the efforts that has been done and will be doing in the future and the cost impact of the efforts through interviews conducted with key informants : Accounting manager, Room Divison Manager, House-keeping Supervisor and Chief Engineer at Swiss-Belinn Legian who consider know and understand about the topic, reduce and reuse the single-use plastic in house-keeping operation and it’s cost impact as well as thru documentation - record of plastic consumption in house-keeping department, the total cost and the variance both numbers and percentage for period 2017-2019.

Reduce is simply creating less waste or to cut back on the amount of trash we generate. It's the best method for keeping the environment clean and to reduce the production of waste from the beginning. The

purpose of this step is to reduce the use of products that have the potential to become waste. In this case, it is reducing the use of single-use plastic in hotel operations and using products that can be used repeatedly. Efforts that has been made in reducing the single-use plastic are : (1) Waste avoidance from beginning; is a set of process and practices to avoid or minimize the amount of waste produced. Using multi-use items is essential to beginning reduction such as change laundry plastic bag into fabric material for dirty clothes and rattan basket for clean clothes after laundry and no plastic wrap needed. (2) Replace plastic bottled water in the room into glass material; one of the free amenities provided in the room is drinking water which the packaging in plastic bottle, set up 2 bottles daily. If the average number of guest yearly around 67,000 pax with an average consumption of 1.8 bottles per day, it can be calculated the number of plastic bottles that are thrown away to the landfill and can pollute the environment. During the periods of research, this program has not been implemented and the only action done was by changing supplier to get a better price. (3) Replace plastic amenities bottles in bathroom with dispenser; hotel provides free amenities in room such as : shampoo, conditioner, body lotion and body wash in single plastic bottle. Instead of throwing the single plastic bottle, we wash it and refill the pack, so it can be used couple of times during the periods of research, this program has not been implemented. Instead of throwing the single plastic bottle, we wash it and refill the pack. (4) Buying goods in bulk versus sachet packaging: for chemical, refillable amenities such as shampoo, conditioner, body wash and body lotion. (5) Change plastic stirrer in the room with tea spoon. (6) Sorting waste before sending it to landfill: the housekeeping team will separate waste by type such as: plastic, glass, paper and food waste before being put into the garbage room.

Reuse is the action or practice of using an item, whether for its original purpose or to fulfill a different function or how the certain items can be used again (ideally multiple times) before replacing them. This stage invites to reuse products that have been used. By reusing them, the waste that arises from these products can be reduced and reused as before. Some efforts has been made for this re-use program such as : (1) Using refillable products: refill the single amenities plastic bottle in bathroom such as shampoo, conditioner, body was and body lotion. Using chemical dispenser to measure to measure according to standard usage. (2) Using glass bottled water in the room instead of plastic bottle: during the periods of research, this program has not been implemented and the only action done was by changing supplier to get a better price. (3) Re-use plastic juice container for documents holder and nursery pots. (4) Sells used linen and towels to be reused into cases, handicrafts, etc. (5) Using old pillowcase as a laundry bag instead of plastic. (6) Refill printer's cartridge instead of buy the new one (7) Using waste paper for internal documents printing. (8) Donation:one person's trash is another person's treasure. Donate used clothes, linens & towels to social organization as by donating them, we prevent usable goods from going into landfills, helps the community and those in need.

The accounting data used in this study is data plastic consumption in Swiss-Belinn Legian Period 2017 – 2019 extracted from Housekeeping monthly report as well as the Financial Statement report period 2017-2019. In the efforts made to reduce plastic waste in house-keeping operations, there are 4 related aspects such as: (1) Regulatory/legal aspects - refers to the regulation of the Governor of Bali No. 97 of 2018 regarding restrictions on the generation of plastic waste, (2) Financial-economic aspects - related to budgeting costs in reducing plastic use by replacing plastic items in housekeeping operations with environmentally friendly or refillable materials, (3) Environmental aspects - efforts are made to reduce waste that is thrown into landfills by reusing sticks that can still be used, sorting and classifying waste according to type and (4) The participation aspect of all guests and employees - educating them to get used to sorting garbage and disposing of garbage according to its type in the place provided. When all the efforts transferred into cost item, it streamed down into 10 (ten) items used in house-keeping operation to be analyzed. Before discussing reduce and reuse single-use plastic in house-keeping operation, here we will discuss the use of plastic consumption from 2017-2019 in the housekeeping department in particular, with an average occupancy rate of 83% per year or 37,263 room nights and the average number of guests staying 67,073 people or 90% double occupancy per year, which in 2017 has not implemented a single- use plastic reduction program in hotel operation.

Table 2. Plastic consumption in Housekeeping Department 2017-2018

Items	2017		2018		Variance of 2017 & 2018			
	Qty.	Total Cost	Qty.	Total Cost	Qty.	Total Cost	Qty %	Total Cost%
Bag Garbage Black L size 100x125 cm	4,250	5,100,000	4,990	6,017,840	740	917,840	17.41	18.00
Bag Garbage Black M size 90x100 cm	260	221,000	1,160	986,000	900	765,000	346.15	346.15
Bag Garbage Black S size 60x80 cm	2,510	1,004,000	1,640	656,000	-840	-348,000	-34.66	-34.66
Bag Laundry	4,300	2,580,000	4,100	2,460,000	-200	-120,000	-4.65	-4.65
Bath Foam	5,883	6,020,034	8,060	8,466,265	2,177	2,446,231	37.00	40.63
Body Lotion 35 ml	1,740	1,854,491	2,130	2,317,477	390	462,986	22.41	24.97
Conditioner 35 ml	260	267,847	550	578,263	290	310,416	111.54	115.89
Shampoo 35 ml	5,100	5,214,728	6,490	6,771,918	1,390	1,557,190	27.25	29.86
Stirrer	1,640	1,869,940	2,195	2,674,636	555	804,696	33.8	43.03
Mineral Water	69,158	76,473,117	69,308	76,816,367	150	343,250	0.22	0.45
Total	95,101	106,605,157	100,623	107,744,766	5,522	7,139,609	5.81%	7.10%

Source: Housekeeping Monthly Report 2017-2018

Table 2 shows the use of plastic in housekeeping operations in 2017 and 2018 with an average annual occupancy rate of 83% or 37.263 room nights, an increase in plastic use in 2018 in almost all items, especially the use of amenities such as (1) bath foam increased by 37% for quantity and 40.63% for cost, (2) body lotion increased by 22.41% for quantity and 24.97% in cost, (3) conditioner increased by 111.54% for quantity and 111.89% in cost, (4) shampoo increased by 27.25% for quantity and 29.86% in cost. Meanwhile, what has decreased is the use of: (1) plastic trash bags size 60x80 cm as much as 34.66% both quantity and cost, (2) laundry plastic as much as 4.65% both quantity and cost.

Table 3. Average plastic consumption and cost in house-keeping in 2017 & 2018

ITEMS	Average Cons. 2017-2018	Average Cost (IDR)
Bag Garbage Black Large	4,620	5,558,920
Bag Garbage Black Me-	710	603,500
Bag Garbage Black Small	2,075	830,000
Bag Laundry	4,200	2,520,000
Bath Foam	6,972	7,243,150
Body Lotion- 35 ml	1,935	2,085,984
Conditioner- 35 ml	405	423,055
Shampoo- 35 ml	5,795	5,993,323
Stirrer	1,918	2,272,288
Bottled Mineral Water	69,233	76,644,742
Total	97,862	107,174,962

Table 3 shows the average plastic consumption and the cost for 2017 and 2018 to be compared with consumption and cost in 2019. In 2018, hotels have not maximally implemented the regulations issued by the Governor of Bali in September regarding restrictions on the use of single-use plastics so that the use of plastic goods in operations is still high with high costs as well.

Table 4. Average plastic consumption in Housekeeping Department in 2017 & 2018 in comparison to 2019

Items	Average 2017-2018		2019		Variance of 2018 & 2019			
	Qty.	Total Cost	Qty.	Total Cost	Qty.	Total Cost	Qty %	Total Cost%
Bag Garbage Black L size 100x125 cm	4,620	5,558,920	4,700	5,733,960	80	175,040	1.73	3.15
Bag Garbage Black M size 90x100 cm	710	603,500	1,080	918,000	370	314,500	52.11	52.11
Bag Garbage Black S size 60x80 cm	2,075	830,000	1,480	592,000	-595	-238,000	-28.67	28.67
Bag Laundry	4,200	2,520,000	1,500	900,000	-2,700	-1,620,000	-64.29	64.29
Bath Foam	6,972	7,243,150	7,630	8,358,868	658	1,115,718	9.44	15.40
Body Lotion 35 ml	1,935	2,085,984	2,830	3,173,646	895	1,087,662	46.25	52.14
Conditioner 35 ml	405	423,055	1,120	1,215,840	715	792,785	176.54	187.40
Shampoo 35 ml	5,795	5,993,323	6,650	7,145,545	855	1,152,222	14.75	19.23
Stirrer	1,918	2,272,288	990	1,249,770	-928	-1,022,518	-48.38	-45.00
Mineral Water	69,233	76,644,742	66,326	64,518,517	-2,907	-12,126,225	-4.20	-15.82
Total	97,862	107,174,962	86,666	85,410,831	11,196	-21,764,131	-11.44	-20.31

Source : Housekeeping Monthly Report 2018-2019

In 2019 the hotel began implementing a program to reduce the use of single-use plastics, especially in housekeeping operations. It can be seen in table 5 the use of plastic in housekeeping operations has decreased both in terms of quantity and cost. Some items decreased in usage in 2019 compared to average usage 2017 - 2018: (1) Garbage plastic bags, overall usage decreased 1.96% in quantity but still 3.60% cost higher in cost due to the most reduced is the small size of plastic bag while the large size was still used in operational which the price much higher, (2) Laundry plastic decreased by 64.29% both in quantity and cost due to we have replaced the plastic with rattan basket, (3) Bath foam over 9.44% in quantity and 15.40% in cost, (4) Body lotion over 46.25% in quantity and 52.14% in cost, (5) Conditioner over 176.54% in quantity & 187.4% in cost, (6) Shampoo over 14.75% in quantity and 19.23% in cost, (7) Plastic stirrer decreased 48.38% in quantity and 45% in cost and (8) Mineral water decreased by 4.20% quantity and 15.82%. Overall in 2019 there was a decrease of 11.44% or 11.196 items and costs of 20.31% or IDR. 21,764,121 compared to average consumption 2017-2018.

Based on the interview with Room Division Manager, House-keeping supervisor and the Accounting manager, some of the efforts made are: (1) Reducing the use of plastic for waste by combining the waste generated by each section during room cleaning so that plastic garbage bags, which are still in good condition, can be reused, (2) Replacing laundry plastic with cloth material for dirty clothes & rattan basket for clean laundry without plastic wrap, (3) Reuse the single amenities plastic bottle in bathroom such as shampoo, conditioner, body was and body lotion by refilling it, (4) Replace the stirrer in the room with a teaspoon and (5) Changing suppliers in order to get more competitive prices, especially mineral water suppliers considering the large number of uses per year.

Reducing plastic is much needed to have a cleaner and more live-able planet. Nowadays, more and more people are starting to support the eco-friendly companies and initiatives that aim to reduce plastic on our planet. A hotel that decides to be sustainable and plastic-free really contributes to the environmental cause, also drawing important benefits for its own economy. Benefits of using plastic wisely are (1) Help save the environment, (2) Save more expenses, (3) Make it clean and tidy, (4) For future environmental sustainability, (5) Become a work of art that is processed from plastic waste that can provide economic benefits for craftsmen. Since the implementation of the program to reduce the use of single-use plastics at the Swiss-Belinn Legian hotel especially in housekeeping operations, there has been a decrease in total usage by 12.25% in 2019 compared to 2018. The effort will be undergone to reduce single use plastic in future such as: (1) The using refillable dispensers in the bathroom to reduce the use of one plastic bottle for amenities, (2) Replace plastic bottles of mineral water by providing water dispensers in the corridor and water jugs in every room,

(3) Replacing chemicals that are more environmentally friendly, (4) Using biodegradable amenities such as bamboo comb, tooth brush and cotton bud, (5) Campaigning for a program to reduce the use of single-use plastic for both employees and guests and asking them to participate in making this program a success, (6) Provide training to employees how to sort waste according to its type before it is disposed of and train employees to be able to explain to guests about this program.

Conclusion

From the explanation above, the impact of Swiss-Belinn Legian's efforts to reduce the use of single-use plastic in house-keeping operations to the operation cost in 2018, hotels have not maximally implemented the regulations regarding restrictions on the use of single-use plastics so that the use of plastic goods in operations is still high with high costs as well. Whereas, in 2019 since the implementation of the program to reduce the use of single-use plastics at the Swiss-Belinn Legian hotel especially in housekeeping operations, overall, in 2019 there has been a decrease in total usage by 11.44 percent in quantity and costs of 20.31 percent or IDR 21,764,131 in amount compared to the average consumption of 2017 & 2018. Although the total amount of usage and costs

have not been significantly reduced, this program has a positive impact both in terms of the environment and costs as long as it is carried out seriously so as to increase company profits. Based on the conclusions of this study, it shows that the efforts that have been made to reduce the use of single-use plastics in house-keeping operations have shown a decrease in both quantity and cost, although not so significant. The suggestion that can be given to the hotel are as follows : (1). Engaging the staff to this program from the beginning. Inform and train them about issues around the use of plastics and how the hotel intends to cut down on single-use plastics. Besides employees, it is very important that we communicate positively towards the guests. They must be informed on what we are doing, why we are doing it, and what they can do to support the efforts. Positive messaging and communication on removing single-use plastics can be placed throughout the hotel and staff can inform and explain more about plastic reduction program. Once they understand the issue with positive encouragement and are given the opportunity to get involved and make a difference, this will make achieving the program a lot easier. (2). Consistent in sorting waste based on its type before being disposed to the landfill. jawaban atas permasalahan yang diajukan yang diambil dari hasil pembahasan. Tuliskan implikasi dari penelitian.

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