

Green Hotel Implementation Based on ASEAN Green Hotel Standard at Infinity8 Bali

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Abstract: Hotels are one of many industries that contribute large amount waste and emissions. The result of waste and emissions have impact on the surrounding environment which is in the end impact on global warming. This study aims to analyze the implementation of green hotels at Infinity8 Bali based on the Association of South East Asian Nations (ASEAN) green hotel standards. The data collection method was by distributing questionnaires to 27 respondents and interview hotel's staff who directly involved in the implementation of green hotels. The data analysis method is descriptive statistics analysis by calculating the average and percentage of the questionnaire results. The results of the interviews were described as a reinforcement and explanation of the percentage results obtained from the questionnaire. The results show that Infinity8 Bali has implemented green hotel based on the standards made by ASEAN. Green hotel implementation criteria in Infinity8 Bali based on ASEAN standards have 11 variables. The percentage value of the questionnaire results shows a value 61% - 80% which is classified as at appropriate implementation level and a value of 81% - 100% which is classified as at very appropriate implementation level. Not all aspects of the ASEAN green hotel standard were carried out thoroughly due to several limitations and constraints such as lack of knowledge, limited space/land, and limited costs. Lack of knowledge causes fewer effective decisions made in implementing green hotel standards.

Keywords: green hotel, green hotel implementation, ASEAN green hotel standard, Infinity8 Bali

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Introduction

Hotel business is a business that provide an accommodation for rooms in a building that equipped with food and beverage services, entertainment activities and/or other facilities for daily on the purpose to get a profit (Regulation of The Minister of Tourism and Creative Economy of The Republic of Indonesia number PM.53/HM.001/MPEK/2013 concerning hotel business standards). The operational of hotel business have an impact to the environment both directly and indirectly. The example of directly impact is trash from food and drink products and example of indirectly impact is the emission from AC, refrigerator, mini bar and freezer. The emission has a big impact in increasing concentrations of greenhouse gases in the atmosphere and it causes the polar ice caps to melt. The Intergovernmental Panel on Climate Change (IPCC) publishes the results of research by scientists from various countries. The results of the study noted that during 1990 - 2005 there has been an increase in temperature in all parts of the earth by 0.15° C to 0.3° C. IPCC estimates that the earth's temperature will increase by 1.6° C – 4.2° C until 2050 or 2070. Scientists predict further warming of up to 1.4 C – 5.8 C by 2100. This increase in temperature will result in melting of polar ice caps resulting in an increase in the volume of sea water and raising its surface by about 9 – 100 cm (4 - 40 inches). This causes flooding in beach areas and can even submerge islands (Sulkan, 2020).

In view of these environmental impacts, coupled with rising green consumerism and concerns about climate change, pressure has been mounting on hotels to adopt more environmentally-friendly and sustainable tourism practices. Hotel companies have been involved in the formulation and implementation of environmental policies and programmes leading to pollution prevention, waste minimization, climate change mitigation,

environmental health risk minimization, cost savings, market positioning and improvement in the wellbeing of host communities among other ends.

The award that a hotel can get if it has implemented the environmentally friendly standard a certificate of green hotel. In various regions of the world aimed at improving the implementation of green hotel. For instance hotel eco-certifications, Green Globe Certification, Green Tourism Active, Leadership in Energy and Environmental Design (LEED), ASEAN Green Hotel, up to international-class professional organizations have participated in promoting the implementation of environmentally friendly hotels such as the WTO (World Tourism Organization), WWF (World Wildlife Fund), the UNEP (United National Environmental Program), and Green Star Rating System developed by the Australian Building Council (Yuniati, 2021).

Indonesia has a green hotel certification from minister of tourism and creative economy. The standardization of green hotel based on Minister of Tourism and Creative Economy has 14 policies of green hotel standard that related to environmentally friendly and regulation of hospitality industry compliance. Green hotel indicators based on the Minister of Tourism and Creative Economy regulate the rules for implementing green hotels in accordance with predetermined regulations, while indicators based on ASEAN focus on implementing green hotels in hotel operations with environmentally friendly. The general criteria based on ASEAN green hotel standard is suitable for this research because of term and condition in the research location.

To support the environmentally friendly standard in the hotel operation, the research is purpose to analyze the implementation of green hotel based on ASEAN green hotel standard at Infinity8 Bali.

Method

The location of this research is in Infinity8 Bali which is located at Jl. By-pass Ngurah Rai No.88A, Jimbaran, Kec. Kuta Sel., Kabupaten Badung, Bali. The data collection technique used in this study is direct observation, questionnaire and interview. The analysis technique is descriptive statistics by explaining data in general or generalization, by calculating the minimum value, maximum value, average value (mean), and standard deviation (Nuryadi et al., 2017).

The sample determination is by using key informants as respondents of questionnaires. Key informants are person those have the authority, general knowledge and willing to share the information to the researcher to explore all of the research object (Sugiyono, 2017). The selected respondents in this research are the head of department and the supervisor of departments at Infinity8 Bali. The data summarizes all the “yes” answer of questionnaire that has been filled out by the respondents. After getting the data, the researchers analyzed the data by processing and calculating the answers of the green hotel implementation questionnaire by:

$$\text{Percentage of "yes" answer} = \frac{\text{total "yes" answer} \times 100\%}{\text{total score}}$$

The “yes” answer will get a score 1 and “no” answer will get score 0. Based on the percentage calculation, the calculation results will be classified into 5 categories (Arikunto, 2016). The writer uses will determine the category for the level of conformity:

Table 1. Category of Implementation

No.	Percentage range	Category
a.	81% - 100%	Very appropriate
b.	61% - 80%	Appropriate
c.	41% - 60%	Quite appropriate
d.	21% - 40%	Less appropriate
e.	0% - 20%	Not appropriate

The results of the questionnaire will be compared with the level above. If the result is above 50%, the hotel passes the limit value to get certified for a green hotel (ASEAN, 2016). After conducting the analysis, the researcher will conclude about the implementation of green hotels based on ASEAN green hotel standards at Infinity8 Bali.

Result and Discussion

The result and discussion are to explain how the implementation of green hotel based on ASEAN green hotel standard at Infinity8 Bali. The interview and questionnaire technique are used to find out the answers of the implementation of green hotel in Infinity8 Bali which then will be explained as the final result. Based on ASEAN Green Hotel Standard, green hotel has to implement 11 variables namely environmental policy and actions for hotel operation, use of green products, collaboration with the community and local organizations, human resource development, solid waste management, energy efficiency, water efficiency and water quality, air quality management (indoor and outdoor), noise pollution control, waste water treatment and management (water quality), toxic and chemical substance disposal management (ASEAN, 2016). The percentage of green hotel implementation in Infinity8 Bali shows data variation. The percentage of all variables can be seen on Figure 1.

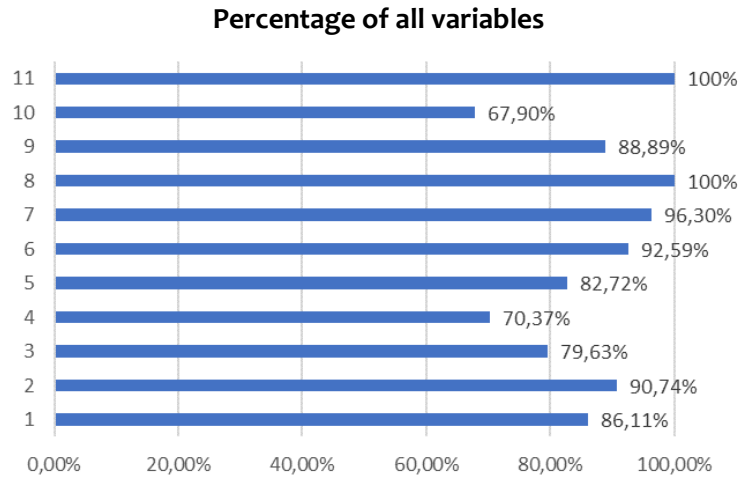


Figure 1. Percentage of all variables
(Source: data processed, 2022)

Table 2. Result of questionnaire

No.	Variable	Percentage	Status
1	Environmental policy and actions for hotel operation	86,11%	Very appropriate
2	Use of green products	90,74%	Very appropriate
3	Collaboration with the community and local organizations	79,63%	Appropriate
4	human resource development	70,37%	Appropriate
5	solid waste management	82,72%	Very appropriate
6	energy efficiency	92,59%	Very appropriate
7	water efficiency and water quality	96,30%	Very appropriate
8	air quality management (indoor and outdoor)	100%	Very appropriate
9	noise pollution control	88,89%	Very appropriate
10	waste water treatment and management (water quality)	67,90%	Appropriate
11	toxic and chemical substance disposal management	100%	Very appropriate

The result of questionnaire is explained based interview from the Infinity8 Bali staff which are described as follows:

1. Environmental policy and actions for hotel operation

The Figure 1 shows the respondent's answers to the implementation of environmental policies and actions for hotel operations is 86,11% and the level of implementation is very appropriate. The value is supported by the interview with the head of housekeeping department that is in this case environmental management plan focus on natural resources. The environmental management plan that already implemented is by increasing the number of reforestation plants, especially those that absorb air pollution. Infinity8 Bali has a narrow area so it uses potted plants such as palm trees in pots for greenery. Some of the plants grown are used as garnish on foods such as purple geranium flowers. In addition, Infinity8 Bali flushes areas that are expected to be dusty (eg, vehicle entry and exit areas, parking areas, etc.).

Environmental policies and actions for hotel operations also discusses about the plan for raising staff to be aware of the environment i.e. training. It is in accordance based on the interview from Human Resource Department (HRD) that The Infinity8 Bali has not yet a plan for training the staff to be aware of environment and focus about the safety and management rules. Infinity8 Bali do the promotion of environmental activities in order to encourage the involvement of hotel staff, clients and suppliers to participate in environmental management practices is by beach clean program. This is in accordance with the statement from one of the Infinity8 Bali staff that in the beginning of operations, Infinity8 Bali has a program to clean the beach that was carried out by the internship trainee. However, based from the observation that Infinity8 Bali have not done the beach clean program over the past few months. This observation was strengthened by the results of an interview with one of the staff who said that recently, this activity had not been carried out for a long time.

Infinity8 Bali has a monitoring program like pest control that carried out by the housekeeping department and sewage treatment plant (STP) by engineering department. Environmental monitoring that already carried out in Infinity8 Bali is monitoring the number of reforestation plants planted and ensuring that the plants are always in a fertile condition by routinely watering plants carried out by the housekeeping department. Besides that, Infinity8 Bali monitors the drainage that it is functioning properly or not so that when it rains there are no floods or puddles.

2. Use of green products

The percentage of use of green products implementation is 90,74% and the level of implementation is very appropriate. The variable 2 has 2 indicators namely encouragement for the use of local products for hotel operation and encouragement for the use of environmentally friendly products. The implementation of use local's product is by involved local vendor to supply the amenities by housekeeping department. The menu in Layangan and Langit Restaurant provide the local food beside western food to the guest. Besek Wolu is one of the local menus that sell at In-finity8 Bali.

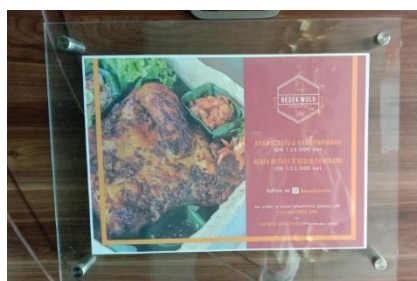


Figure 2. Besek Wolu as local menu

The encouragement to use environmentally friendly products seems from the furniture on the wall and lobby area. The material of furniture that used is wood based. Infinity8 Bali provide liquid soap and shampoo in one container with large size and the liquid soap and shampoo can refill in that container. So, it reduces the use of plastic because the container can be used many times. The suggest to Infinity8 Bali to use

environmentally friendly products by using a toothbrush with wooden handle, wooden hanger, change the mineral bottle plastic to water pitcher so it can refillable.

3. Collaboration with the community and local organizations

The percentage answer to the implementation of collaboration with the community and local organizations is 79,63% and the level of implementation is appropriate. The variable of collaboration with the community and local organizations has 2 indicators namely existence of plans/activities to help improve quality of life of the community and existence of awareness rising programs for local community on environmental protection. The Infinity8 Bali has an activity to help improve quality of life of the community by gives a basic food as Corporate Social Responsibility (CSR) to the orphanages, local people and staffs.

CSR is done once every month. Infinity8 Bali also give some foods in a certain day like the owner's birthday to other people who are needed. So far, the CSR activity is using woven/non-plastic as a bag in distribution of basic food in CSR program. The woven bag can be used many times so it can reduce the plastic waste. Besides that, CSR is also carried out by prioritizing local people as Infinity8 Bali's operational workforce, as well as collaborating with Kelurahan and local organizations such as Sekaa Teruna Teruni (STT) in announcing the need for workers based on their qualifications. Infinity8 Bali has to make a program to increase the environment awareness for local community. It is in accordance based from interview with the human resources department (HRD) that Infinity8 Bali has not a program to increase the awareness for local community. So, to increase the environment awareness for local community, Infinity8 Bali can do socialization about the importance of awareness to protect the environment when distribute basic food. The socialization can be carried out by the HRD or professionals.

4. Human resource development

The percentage of Human resource development implementation is 70,37% and the level of implementation is appropriate. The Infinity8 Bali held the training program by Human Resources Department (HRD) in an uncertain time. The topic of training is usually about the safety of employees and hotel guests. The training about awareness of environment is usually carried out in each department by supervisor or head of department who is directly relate to operational such as food and beverage department, front office department, house-keeping department and engineering department. In the beginning, the trainer is a professional who are experts in their fields. More than 4 years, the HRD do the training directly to the hotel's staff. To provide a training program about environmental management, the Infinity8 Bali should conduct training about environment awareness to the staff once every month. For the right explanation, Infinity8 Bali can use the professionals who are experts in their fields in terms of providing training programs on environmental management. The training programs can explain about the waste management by providing trash bins according to the group (organic, inorganic), energy saving activities, water management, waste, air quality.

5. Solid waste management

The percentage of solid waste management implementation is 82,72% and the level of implementation is very appropriate. The variable of solid waste management has 3 indicators namely introduction of waste management techniques e.g., waste reduction, reuse, recycling, waste separation and composting, encouragement of the involvement of hotel staff in waste reduction, reuse, recycling, waste separation and composting program, encouragement of the involvement of hotel guest in reuse, recycling, waste separation.

The implementation to introduce of waste management techniques in Infinity8 Bali is waste separation between dry and wet garbage, hazardous waste, and medical waste. The head of housekeeping department said that Infinity8 Bali don't compost the organic waste because Infinity8 Bali disposes of its garbage to a public garbage shelter. Based on interview with the accounting staff that Infinity8 Bali pays Rp. 200.000 for wet waste and Rp. 200.000 for dry waste every month. So, the total is Rp. 400.000 for 1 month to pay the waste. This payment is in accordance with the contract agreement that has been agreed by both parties. In the current pandemic conditions, garbage collection is carried out according to occupancy.

The encouragement of the involvement of hotel staff is already implemented in waste reduction, reuse, and waste separation. Based on interview with front office staff that the waste reduction program carried out by the front office department is to reuse paper that can still be used in the check-in registration process. However, the waste separation program has not been fully implemented, due to the limited of availability the waste bins provided. Based on interview with head of housekeeping department that Infinity8 Bali has not implemented to encouragement of the hotel guest involvement. So, the plan to increase the encouragement of hotel guest, Infinity8 Bali has to provide a separate trash bin for organic and inorganic waste in the rooms. The trash bin in corridor and lobby area have to put an appeal to throw of garbage in its place and according to the type of waste.

6. Energy efficiency

The percentage answer to the implementation of energy efficiency is 92,59% and the level of implementation is very appropriate. The variable energy efficiency has 3 indicators namely introduction of energy saving techniques and / or energy saving technology and equipment for hotel to reduce energy consumption, installation of meters/equipment to monitor energy consumption, and encouragement of the involvement of hotel guest in energy saving. Infinity8 Bali introduce of energy saving techniques and/or energy saving technology and equipment by using TL (Tubular lamp). The tubular lamp consumes less energy than bulb. Based on journal from Nita Nurdiana, M. Saleh Al Amin, Abdurrahman Thohari with entitled “Konversi Lampu TL Ke Lampu Led (Studi Kasus: Jakabaring Shooting Range Jakabaring Sport City Palembang)” that LED lamp is better than TL for using in the guest room. Because TL have very bright glare while LED lamps have bright but not dazzling light because from the results of illumination calculations and observations, LEDs are very safe for the eyes and do not irritate the eyes even though the light is bright. And for the use of electricity, LED lamps are lighter than TL lamps because LED lamps produce small electrical power and TL lamps produce large electrical power so that they produce expensive electricity rates and the temperature also has an effect because the color temperature produced by TL is small and makes glare and make the room temperature warm quickly, while LED lights emit a color temperature that is not so bright and can reduce the use of air conditioners and reduce electrical power due to a small amount of air conditioning. And it can also save financial expenses for paying electricity tariffs (Nurdiana et al., 2018). So, based on journal from Nita Nurdiana, M. Saleh Al Amin, Abdurrahman Thohari, Infinity8 Bali is better to use LED lamp for saving energy and also for guest's convenience because the light of LED lamp is safe for eyes than TL.

Infinity8 Bali use AC with central system, it consumes more energy (electricity) than VRV. Infinity8 Bali can introduce to use variable refrigerant volume (VRV) air conditioner system because VRV air conditioners are able to minimize power consumption without compromising the quality of cooling and partial heating. VRV or VRF air conditioner has applied ozone free technology. That is, unlike conventional types of air conditioners that can damage the ozone layer. VRV type air conditioners are very environmentally friendly and do not cause ozone damage that can trigger global warming. The installation of meters/equipment to monitor energy consumption that carried out by the engineering department. The monitor energy consumption does third times a day (morning shift, evening shift and night shift) by engineer. The supervisor of engineering department will report the energy consumption and electricity usage costs every day. The encouragement of the involvement of hotel guest to save energy is made by accessing the room card to turn on the lights and electricity in the room, if guests leave the room and bring their access card, the electricity will automatically turn off in less than 5 minutes so energy will not be wasted if guests forget to turn off the lights or other electronic equipment when leaving the room. The involvement of hotel's guests is not completely implemented because some guests ask more than one room card access, so if they have 2 room cards access so the one room card will keep plugged in and another room card, they keep to access the room.

7. Water efficiency and water quality

The percentage answers to the implementation of water efficiency and water quality are 96,3% and the level of implementation is very appropriate. The variable water efficiency and water quality has 4 indicators namely introduction of water saving techniques and/or use of water saving technology and equipment to

reduce water consumption, regular maintenance for water saving equipment, encouragement of the involvement of hotel guest in water saving, ensure the quality of water used in the hotel. The introduction of water saving techniques and/or use of water saving technology and equipment to reduce water consumption is by using the aerator faucet because it will help limit the flow of water from the faucet so that water savings can be made over time. Also, using a shower instead of a bathtub helps reduce water usage. Infinity8 Bali only provides bathtub in suite rooms of which there are only 4 suite rooms. The regular maintenance for water saving equipment is usually done by housekeeping and engineering. Cleaning equipment in the room like water tap and shower is carried out by housekeeping and regular maintenance for hotel's water saving equipment and ensure the quality of water used in the hotel are carried out by engineering. Infinity8 Bali routine check the quality of water everyday by engineering department. Every morning the engineering staff will check the pH of the water especially pool water before the pool opens for the guests. Infinity8 Bali use shower and aerator faucet to save water usage. It is more save the water than plastic water faucet because an aerator faucet is a device that produces air bubbles whose function is almost the same as an oxygen-producing device in an aquarium. This water faucet will help to limit the flow of water from the faucet so that can save water over time. The guest's involvement in saving water is carried out by using shower and aerator faucet to save water usage.

8. Air quality management (indoor and outdoor)

The percentage answers to the implementation of air quality management are 100% and the level of implementation is very appropriate. The variable air quality management (indoor and outdoor) has 2 indicators namely designation of smoking and non-smoking area and regular monitoring and maintenance for equipment and hotel facilities to ensure the air quality i.e., air conditioning. Infinity8 Bali provides smoking area for staffs and guests. Smoking area for the guest is located in front of lobby, in front of the 8trium restaurant and on the rooftop. For the staff, smoking area is located in the basement, in front of the locker staff. During the check in, front office staff will explain that the guest can't smoke in the room and tell the smoking area for guest. If the guest smoke in the room, it will be fine Rp. 2.000.000. Regular monitoring and maintenance for equipment and hotel facilities to ensure the air quality i.e., air conditioning is carried out by engineering and housekeeping. The housekeeping will clean and check the room facilities especially air conditioner before guest check-in, so if there are facilities can't work properly, the housekeeping staff will report the problem to engineering by handy talky (HT). The engineering staff will check the problem and if the problem can't solve, the engineering staff will report to the front office department to ask move room.

9. Noise pollution control

The percentage answers to the implementation of noise pollution control are 88,89% and the level of implementation is very appropriate. The noise control program from hotel operation is carried out by check generator engine decibels. The engineering will check the sound and make sure that it will not disturb guests. The noise also come from cleaning equipment used by house-keeping like floor machine. So, the housekeeping staffs have to choose the right time to use the floor machine. Cleaning the floor usually is done around 10 A.M. until 1 P.M. because at that time mostly the hotel guest already check-out and the check-in time is at 2 P.M. To improve the convenience of the guest about noise pollution, engineering and housekeeping department can download sound meter application on the phone to detect and control noise in the hotel.

10. Waste water treatment and management (water quality)

The percentage answers to the implementation of noise pollution control are 67,90% and the level of implementation is very appropriate. The variable waste water treatment and management (water quality) has 3 indicators namely the use of mechanisms to prevent water contamination and reduce waste water generation, promotion of the use of recyclable/grey water in operation i.e. watering trees, and encouragement for an appropriate use of wastewater treatment. Infinity8 Bali always check and clean the gutters and drains by engineering department to prevent water contamination and reduce waste water generation. If the gutters and drains are not cleaned regularly, they will clog the drains and smells bad in the guest room. Based from the interview with the engineering supervisor that the Infinity8 Bali use groundwater for watering trees. Infinity8

Bali does not have a place to collect rainwater, so the implementation of the use of recycled water cannot be implemented fully. Infinity8 Bali encourage the staff to use the waste water appropriately by explanation to save water that carried out by the supervisor in every department. The encouragement for an appropriate use of wastewater treatment is not fully implemented because the waste water after processing directly send to the city drain. So, to increase the percentage of implementation of encouragement for an appropriate use of wastewater treatment, Infinity8 Bali can use the waste water after processing to remove contamination or hazardous substances as the flusher or watering trees. It can save water and restore the amount of water in the soil. So, groundwater supplies at Infinity8 Bali remain stable.

11. Toxic and chemical substance disposal management

The percentage answers to the implementation of toxic and chemical substance disposal management are 100% and the level of implementation is very appropriate. The variable of toxic and chemical substance disposal management has 2 indicators namely provision of clear signs for toxic substance and appropriate hazardous waste disposal management. Infinity8 Bali has an appropriate hazardous waste disposal management. The hazardous waste management is carried out by separating types of hazardous waste such as wet waste, toxic hazardous waste, and medical waste. In addition, clear signs and proper storage of toxic substances are carried out to avoid the dangerous things that maybe happened. Chemicals are stored by housekeeping and engineering department in their store. At Infinity8 Bali, wastewater from the kitchen is managed using the Sewage Treatment Plant (STP) system. STP system is a process to remove contamination or hazardous content in waste that can disturb the surrounding ecosystem. The chemical that used in the STP process are EM4 and molasses. To produce treated water that is free from bacteria, germs and viruses so as not to disturb the environment. The final result of the new waste treatment is discharged into city drains and can even be used for watering plants.

Conclusion

Based on the results of the analysis and discussion, it can be concluded that Infintiy8 Bali has implemented a green hotel in accordance with the ASEAN Green Hotel Standard. The percent-age of implementation shows that the overall implementation of the ASEAN green hotel standard is above 60% which is at the appropriate and very appropriate level. There are implementation aspects that apply very well in a percentage range of 81% - 100%, namely environmental policy and actions for hotel operations, use of green products, solid waste management, energy efficiency, water efficiency and water quality, air quality management (indoor and outdoor), noise pollutions control, and toxic and chemical substance disposal management. The implementation aspect with the appropriate level in the range of 61% - 80%, namely collaboration with the community and local organizations, human resource development, and waste water treatment and management (water quality). Not all aspects of the ASEAN green hotel standard are carried out thoroughly due to several limitations and constraints such as lack of knowledge, limited space/land, and limited costs. Lack of knowledge causes fewer effective decisions made in implementing green hotel standards. This can be seen in the energy efficiency aspect, where the introduction of energy-saving techniques implemented, namely the use of TL (Tubular Lamp) still consumes a lot of energy compared to the use of LED lamps. Limited space and land cause some aspects of green hotels to not be fully implemented, such as solid waste management and waste water treatment and management (water quality).

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