

UNDERGRADUATE THESIS
ANALYSIS OF GREEN MEETING IMPLEMENTATION
ON HOTEL SUSTAINABILITY
AT RENAISSANCE BALI NUSA DUA RESORT



POLITEKNIK NEGERI BALI

Komang Sarita Danaswara Dharma Putri

TOURISM DEPARTMENT
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Komang Sarita Danaswara Dharma Putri
NIM 2115834168

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**This undergraduate thesis is submitted as one of the requirements to earn
Applied Bachelor's Degree in Tourism Management Study Program
in Politeknik Negeri Bali**



POLITEKNIK NEGERI BALI

**Komang Sarita Danaswara Dharma Putri
NIM 2115834168**

**TOURISM BUSINESS MANAGEMENT STUDY PROGRAM
TOURISM DEPARTMENT
POLITEKNIK NEGERI BALI
BADUNG
2025**

ABSTRACT

Putri, Komang Sarita Danaswara Dharma. (2025). *Analysis of Green Meeting Implementation on Hotel Sustainability at Renaissance Bali Nusa Dua Resort*. Undergraduate Thesis: Tourism Business Management, Tourism Department, Politeknik Negeri Bali

This undergraduate thesis has been supervised and approved by Supervisor I: Ir. I Gusti Agung Bagus Mataram, MIT, and Supervisor II: Dr. Ni Nyoman Sri Astuti, SST.Par., M.Par.

Keywords: green meeting, hotel sustainability, hotel, green practices

This study aims to analyze the implementation of green meeting practices at Renaissance Bali Nusa Dua Resort and their influence on hotel sustainability. A mixed-method approach was used, involving 80 respondents and 2 informants. The sample size was determined using the Slovin formula and selected through stratified random sampling. Data were collected through observation, questionnaires, interviews, and literature review. Quantitative data were examined using simple linear regression, and qualitative data were obtained from interview results and observation. The results show that the implementation of green meeting practices has been partially applied, with some areas still requiring further improvement and consistency. Quantitative results indicate a strong and significant positive influence on hotel sustainability, with a correlation value of 0.857. Simple linear regression test shows an increase in green meeting implementation will lead to an increase in hotel sustainability, supported by an R^2 value of 0.734, meaning 73.4% of hotel sustainability is explained by green meeting, while the remaining 26.6% is influenced by other factors. It is suggested that hotel enhance green meeting practices through better waste management, eco-friendly materials, staff training, and further sustainability research.

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ABSTRAK

Putri, Komang Sarita Danaswara Dharma. (2025). Analysis of Green Meeting Implementation on Hotel Sustainability at Renaissance Bali Nusa Dua Resort. *Skripsi: Manajemen Bisnis Pariwisata, Jurusan Pariwisata, Politeknik Negeri Bali.*

Skripsi ini telah disetujui dan diperiksa oleh Pembimbing I: Ir. I Gusti Agung Bagus Mataram, MIT, dan Pembimbing II: Dr. Ni Nyoman Sri Astuti, SST.Par., M.Par.

Kata Kunci: green meeting, hotel sustainability, hotel, green practices

Penelitian ini bertujuan untuk membahas implementasi praktik green meeting di Renaissance Bali Nusa Dua Resort serta pengaruhnya terhadap keberlanjutan hotel. Pendekatan yang digunakan adalah mix method dengan melibatkan 80 responden dan 2 informan. Sampel dihitung menggunakan rumus Slovin dan ditentukan melalui teknik stratified random sampling. Pengumpulan data dilakukan melalui observasi, kuesioner, wawancara, dan studi pustaka. Analisis data kuantitatif menggunakan regresi linier sederhana dan data kualitatif didapatkan dari hasil wawancara dan observasi. Hasil penelitian menunjukkan bahwa implementasi green meeting telah diterapkan sebagian, namun beberapa aspek masih memerlukan peningkatan dan konsistensi lebih lanjut. Hasil kuantitatif menunjukkan adanya pengaruh positif yang kuat dan signifikan terhadap keberlanjutan hotel, dengan nilai korelasi sebesar 0,857. Uji regresi linear sederhana menunjukkan bahwa peningkatan implementasi green meeting akan berdampak pada peningkatan keberlanjutan hotel, yang didukung oleh nilai R^2 sebesar 0,734. Artinya, 73,4% keberlanjutan hotel dijelaskan oleh praktik green meeting, sementara 26,6% sisanya dipengaruhi oleh faktor lain. Disarankan agar hotel meningkatkan praktik green meeting melalui pengelolaan limbah yang lebih baik, penggunaan material ramah lingkungan, pelatihan staf, dan penelitian lanjutan terkait keberlanjutan.

POLITEKNIK NEGERI BALI

TABLE OF CONTENTS

COVER	i
TITLE PAGE.....	ii
REQUIREMENT SHEET	iii
APPROVAL SHEET	iv
VALIDITY SHEET	v
STATEMENT LETTER.....	vi
ACKNOWLEDGEMENT.....	vii
ABSTRACT	ix
ABSTRAK	x
TABLE OF CONTENTS	xi
LIST OF TABLES.....	xiii
LIST OF FIGURES	xiv
APPENDICES	xv
CHAPTER I INTRODUCTION.....	1
1.1 Research Background.....	1
1.2 Research Questions	4
1.3 Research Objectives	4
1.4 Research Significance	4
1.5 Limitations and Scope of Research.....	5
CHAPTER II LITERATURE REVIEW	6
2.1 Theoretical Basis	6
2.1.1 Hotel.....	6
2.1.2 Green Meeting.....	9
2.1.3 Hotel Sustainability	12
2.2 Empirical Review	14
2.3 Hypothesis	18
CHAPTER III RESEARCH METHOD	20
3.1 Research Location and Period.....	20
3.2 Research Object.....	20
3.3 Variables Identification	20
3.3.1 Independent Variable	20
3.3.2 Dependent Variable	21
3.4 Definitions of Operational Variables	21

3.5	Type and Data Sources	22
3.5.1	Types of Data.....	23
3.5.2	Source of Data	23
3.6	Population and Sample Determination.....	24
3.6.1	Population.....	25
3.6.2	Sample	25
3.7	Data Collection.....	27
3.7.1	Observation	27
3.7.2	Documentation	27
3.7.3	Questionnaire	28
3.7.4	Interview.....	28
3.7.5	Literature Study.....	29
3.8	Data Analysis.....	29
3.8.1	Quantitative Analysis	29
3.8.2	Qualitative Analysis	35
CHAPTER IV RESULTS AND DISCUSSION		38
4.1	Overview of Research Location	38
4.1.1	History	38
4.1.2	Organizational Structure.....	40
4.1.3	Facilities	43
4.2	Research Results	49
4.2.1	Description of Respondents	49
4.2.2	Results of Instrument Testing and Data Analysis.....	52
4.2.3	Green Meeting Implementation at Renaissance Bali Nusa Dua Resort....	61
4.2.4	The Influence of Green Meeting on Hotel Sustainability at Renaissance Bali Nusa Dua Resort.....	74
CHAPTER V CONCLUSION AND SUGGESTION		79
5.1	Conclusion.....	79
5.2	Suggestion.....	80
REFERENCES.....		82
APPENDICES		86

LIST OF TABLES

Table 3.1 Variables and Indicators	21
Table 3.2 Number of samples from each department	26
Table 3.3 Likert Scale	28
Table 4.1 Validity Test Result.....	53
Table 4.2 Reliability Test Result	54
Table 4.3 Correlation Test Result	55
Table 4.4 Normality Test Result.....	56
Table 4.5 Linearity Test Result	56
Table 4.6 Heteroscedasticity Test Result.....	57
Table 4.7 Simple Linear Regression Result	58
Table 4.8 Simultaneous Test (F-test) Result.....	58
Table 4.9 Partial Significant Test (t-test) Result	59
Table 4.10 Coefficient of Determination Result	60

JURUSAN PARIWISATA
POLITEKNIK NEGERI BALI

LIST OF FIGURES

Figure 1.1 Number of Meetings in the past year at Renaissance Bali Nusa Dua Resort	2
Figure 2.1 Theoretical Framework.....	18
Figure 3.1 Correlation Coefficient Interval.....	31
Figure 3.2 Qualitative Data Analysis	36
Figure 4.1 Food & Beverage Department at Renaissance Bali Nusa Dua Resort	40
Figure 4.2 Gender Distribution of Respondents	50
Figure 4.3 Age Distribution of Respondents.....	51
Figure 4.4 Educational Background of Respondents	52
Figure 4.5 Renaissance Shuttle Bus Schedule	62
Figure 4.6 Vegetarian Menu Options	63
Figure 4.7 Water Dispensers and Coffee & Tea Urns	64
Figure 4.8 Glass Water Bottles for the Meeting.....	65
Figure 4.9 Balian Water and Brew Me Tea.....	66
Figure 4.10 Mesh/Wooden Food Cover and Paper Takeaway Cup	69
Figure 4.11 Electric Buggy from Gerobak Listrik	70
Figure 4.12 Automatic Faucet.....	73
Figure 4.13 Paper Straw	76
Figure 4.14 Plastic-free Lunch Meeting Setup	77

APPENDICES

Appendix 1. Research Permit Letter	86
Appendix 2. Research Questionnaire	87
Appendix 3. Interview Guideline	92
Appendix 4. Questionnaire Tabulation	93
Appendix 5. Interview Results	99
Appendix 6. SPSS Output	103
Appendix 7. Data Collection Documentation	115



JURUSAN PARIWISATA
POLITEKNIK NEGERI BALI

CHAPTER I

INTRODUCTION

1.1 Research Background

Minister of Tourism and Creative Economy, Sandiaga Salahuddin Uno, in the *Asik Bareng Kemenparekraf* Discussion, stated that organizing events in Bali, both at the regional, national, and international levels, play an important role in restoring Bali's economy, which was affected by the COVID-19 pandemic (Kemenparekraf, 2024). As Bali's recovery progresses, many hotels are getting the opportunity to host international events such as the G20 Summit, AIS (Archipelagic and Island States) Summit, and the IAF (Indonesia-Africa Forum) that have been held in the last two years. Organizing such events requires meticulous planning across various stages, from pre-event to post-event, with considerations including budgeting, venue selection, human resources, catering, and security, all essential to ensuring the event's success. A successful event held by a company can offer something of value to customers and potential customers (Dassah, 2023).

One of the event categories, the MICE (Meetings, Incentives, Conferences, Exhibitions) industry, is now recognized as one of the key contributors in the tourism sector. The high demand and supply of conventions and meetings has shown rapid growth in the last ten years (Wee et al., 2021). The implementation of MICE in Bali is well-supported by adequate infrastructure, including the Bali Mandara Toll Road, Bali Nusa Dua Convention Center (BNDCC) as an international convention center, and a variety of 4 and 5-star accommodations scattered in various parts of Bali. One of them is the Renaissance Bali Nusa Dua

Resort, a five-star hotel located in Nusa Dua, which has frequently served as a venue for various meeting events in the past year, as shown in Figure 1.1

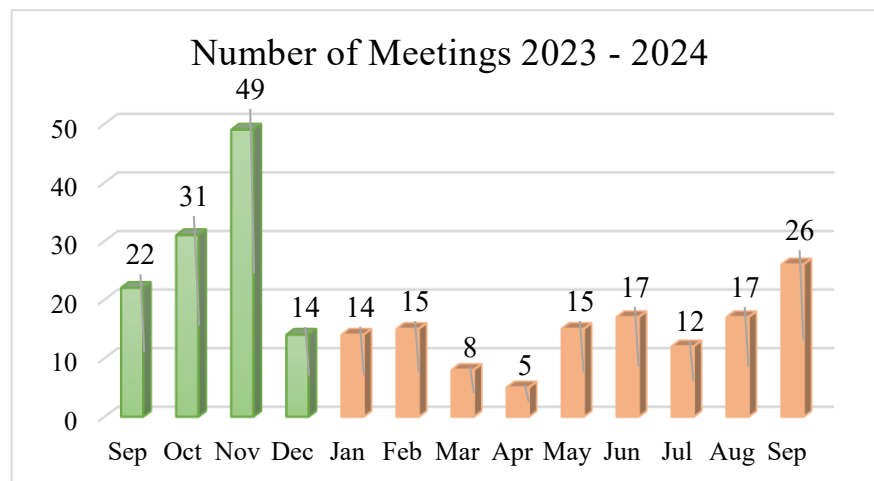


Figure 1.1 Number of Meetings in the past year at Renaissance Bali Nusa Dua Resort
Source: Renaissance Bali Nusa Dua Resort, 2024

One comprehensive definition of sustainability is offered by Unity Environmental University, United States (2024) on its official website. It emphasizes that sustainability means fulfilling our present needs without depleting the resources that future generations will also depend on. It acknowledges that humans rely on natural resources to survive, and that many of these resources are non-renewable. To support sustainable development, the World Travel and Tourism Council (2022) has developed comprehensive guidelines that outline key principles and recommended practices. These include three main pillars: Management & Efficiency, Planet, and People. Each pillar is supported by specific criteria that define practical actions and standards to guide the tourism and hospitality industry toward more sustainable operations.

According to Sarasswati et al. (2019), green meeting refers to five indicators: Management, Accessibility and Social Inclusion, Catering and Service, Energy and

Water Efficiency, and Waste Management. Meanwhile, Aksu et al. (2015) mentioned that green meeting has a perception of fostering social awareness, sustainable applications, eco-friendly material usage, and conservation measures. From these two perspectives, it can be concluded that green meeting plays an important role in supporting hotel sustainability. By not only helping hotels manage resources, but also raising awareness among internal and external stakeholders regarding environmental responsibility, which in turn can contribute to a positive image for the hotel.

Some of green meeting practices that have been carried out by Renaissance Bali Nusa Dua Resort include the use of paper cups and takeaway boxes for food and beverages, the provision of coffee and water stations during meetings, glass mineral water bottles, allocating food according to the number of participants, providing shuttle bus services, and using local-sourced food ingredients.

As the number of meetings increases, so does the associated need for resources and logistical support, such as vendors, daily workers, and participants, as well as event amenities to ensure the smooth running of the events. This increase in meetings leads to a rise in water usage, plastic waste, pollution, energy consumption, and food requirements within the hotel environment, which can have implications for the hotel's sustainability efforts. Given the number of meetings held, it is important to analyze how the implementation of green meetings can help minimize these negative impacts. However, the unavailability of information and clear policies related to green meeting practices and the limited awareness and

understanding of its contribution to hotel sustainability highlight a significant gap that needs to be addressed.

Therefore, this issue has drawn attention for research under the title **“Analysis of Green Meeting Implementation on Hotel Sustainability at Renaissance Bali Nusa Dua Resort”**.

1.2 Research Questions

Based on the background previously elaborated, the problems to be researched are as follows:

1. How is the green meeting implemented at Renaissance Bali Nusa Dua Resort?
2. How significant is the influence of green meeting implementation on hotel sustainability at Renaissance Bali Nusa Dua Resort?

1.3 Research Objectives

Based on the problems, the objectives of this thesis are:

1. To identify how green meeting is implemented at Renaissance Bali Nusa Dua Resort.
2. To analyze how significant the influence of green meeting implementation on hotel sustainability at Renaissance Bali Nusa Dua Resort.

1.4 Research Significance

Based on the background, problems, and objectives of this thesis, the benefits that are expected to be obtained are:

1. Theoretical Benefits

This research is expected to contribute to the development of green meeting theory and its relationship with sustainability in the hospitality industry. Furthermore, the results of this research can be a reference for further research in similar fields or with variables that have not been discussed in this research.

2. Practical Benefits

It is hoped that this research will serve as a consideration for maintaining the consistency of well-implemented green meeting elements, while also focusing on the development of areas that still need improvement to further support hotel sustainability.

1.5 Limitations and Scope of Research

This research entitled “Analysis of Green Meeting Implementation on Hotel Sustainability at Renaissance Bali Nusa Dua Resort” has limitations and scope of research to be able to focus on the issues or problems to be studied, as follows:

1. This research is carried out only at one location, Renaissance Bali Nusa Dua Resort.
2. It focuses is limited to the variables of green meeting and hotel sustainability at Renaissance Bali Nusa Dua Resort.

CHAPTER V

CONCLUSION AND SUGGESTION

5.1 Conclusion

Based on the analysis presented in the previous chapter, it can be concluded that green meeting implementation has a positive and significant influence on hotel sustainability. The correlation value of 0.857 indicates a very strong relationship between the green meeting and hotel sustainability variables. Furthermore, the coefficient of determination value of 0.734 indicates that 73.4% of the variation in hotel sustainability is influenced by the implementation of green meeting practices, while the remaining 26.6% is influenced by other variables not examined in this study. The influenced statement is supported by several green meeting practices that have been implemented properly and consistently at Renaissance Bali Nusa Dua Resort. The findings demonstrate that this hotel has implemented various environmentally and socially responsible practices into its meeting operations, such as energy efficiency in meeting room usage, reduced plastic consumption, the provision of vegetarian menu options, and the donation of surplus food to charitable organizations through its partnership with Scholars of Sustenance (SOS) Indonesia – Yayasan Derma Atas Pangan.

However, there are still areas for improvement. Waste management needs further development across meeting-related activities. While hotel has taken initial steps in waste separation, these practices are not yet consistently applied in guest-accessible areas. Additionally, there is currently no structured program for food waste management. This presents an opportunity for hotel to enhance its

sustainability efforts. In conclusion, the green meeting practices implemented at Renaissance Bali Nusa Dua Resort show a strong alignment with the efforts of hotel sustainability and reflect a growing commitment to environmental and social responsibility.

5.2 Suggestion

To further enhance the implementation of green meeting practices, it is recommended that Renaissance Bali Nusa Dua Resort continue to consistently apply the green meeting practices that have already been implemented, while gradually introducing those that have not yet been implemented. Priority should be given to improving waste management, such as by providing clearly labeled waste bins in both guest-accessible and staff office areas, and separating waste into more specific categories such as organic waste, recyclables (paper, plastic, metal, and glass), and non-recyclable waste. Additionally, hotel should develop a structured waste management program. In terms of eco-friendly material usage, future improvements could include incorporating potted plants or flowers as booth dividers, utilizing recycled backdrops and banners, and selecting chairs and tables made from environmentally friendly materials. Continuous training and engagement of staff regarding green meeting practices can also help ensure consistent implementation and raise awareness of sustainability values across all departments. This is particularly important given the hotel's relatively high demand for meetings and other event-related activities. By advancing these efforts, hotel can strengthen its brand image as a sustainability hotel and serve as a model for environmentally responsible meeting operations in the hospitality industry.

Future research is suggested to explore additional variables that may influence hotel sustainability, such as guest engagement, environmentally friendly technology, or internal company policies. Expanding the scope of research to include these aspects may provide a more holistic understanding of how sustainability can be achieved and maintained in the hospitality industry.



JURUSAN PARIWISATA
POLITEKNIK NEGERI BALI

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