

**GREEN HOTEL PRACTICES BASED ON EARTH CHECK  
CERTIFICATION AT THE APURVA KEMPINSKI BALI  
TO SUPPORT SUSTAINABLE DEVELOPMENT**



**POLITEKNIK NEGERI BALI**

**I KETUT ALIT WIDIANA**

**TOURISM DEPARTMENT  
POLITEKNIK NEGERI BALI  
BADUNG  
2022**

**THESIS**

**GREEN HOTEL PRACTICES BASED ON EARTH CHECK  
CERTIFICATION AT THE APURVA KEMPINSKI BALI  
TO SUPPORT SUSTAINABLE DEVELOPMENT**



**I KETUT ALIT WIDIANA  
SIN. 1815834001**

**TOURISM BUSINESS MANAGEMENT STUDY PROGRAM  
TOURISM DEPARTMENT  
POLITEKNIK NEGERI BALI  
BADUNG  
2022**



POLITEKNIK NEGERI BALI

KEMENTERIAN PENDIDIKAN, KEBUDAYAAN,  
RISET, DAN TEKNOLOGI  
**POLITEKNIK NEGERI BALI**

Jalan Kampus Bukit Jimbaran, Kuta Selatan, Kabupaten Badung, Bali – 80364  
Telp. (0361) 701981 (hunting) Fax. 701128  
Laman: [www.pnb.ac.id](http://www.pnb.ac.id) Email: [poltek@pnb.ac.id](mailto:poltek@pnb.ac.id)

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**STATEMENT OF ORIGINALITY**

The undersigned below,

Name : I Ketut Alit Widiana  
SIN : 1815834001  
Study Program : Tourism Business Management  
Tourism Department, Politeknik Negeri Bali

I hereby declare that my thesis entitled:

“GREEN HOTEL PRACTICES BASED ON EARTH CHECK  
CERTIFICATION AT THE APURVA KEMPINSKI BALI TO SUPPORT  
SUSTAINABLE DEVELOPMENT”

In which content is my own work, thereby free from plagiarism. Being stated, I am  
ready to bear the risk or any sanctions imposed to me in accordance with regulation.

Badung, July 2022

Who made the statement,



I Ketut Alit Widiana

## **THESIS**

# **GREEN HOTEL PRACTICES BASED ON EARTH CHECK CERTIFICATION AT THE APURVA KEMPINSKI BALI TO SUPPORT SUSTAINABLE DEVELOPMENT**

The thesis is submitted as one of the requirements to compile a thesis for the  
applied S1 Tourism Business Management Study Program



**POLITEKNIK NEGERI BALI**

**JURUSAN PARIWISATA**  
**I KETUT ALIT WIDIANA**  
**SIN. 1815834001**  
**POLITEKNIK NEGERI BALI**

**TOURISM BUSINESS MANAGEMENT STUDY PROGRAM**  
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**I KETUT ALIT WIDIANA  
SIN.1815834001**

**Has been kindly approved and accepted by:**

**Supervisor I,**



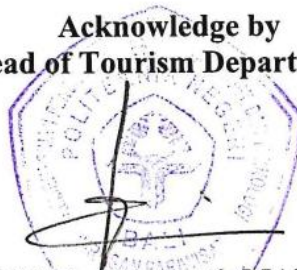
**Drs. I Ketut Astawa, MM  
NIP. 196107211988111001**

**Supervisor II,**



**Dra. Ni Nyoman Triyuni, MM  
NIP. 196212311990102001**

**Acknowledge by  
Head of Tourism Department,**



**Prof. Ni Made Ernawati, MATM., Ph.D.  
NIP.196312281990102001**

## THESIS

### **GREEN HOTEL PRACTICES BASED ON EARTH CHECK CERTIFICATION AT THE APURVA KEMPINSKI BALI TO SUPPORT SUSTAINABLE DEVELOPMENT**

Has been examined and passed the examination on:  
Monday, 1<sup>st</sup> August 2022


**EXAMINERS:**

**HEAD:**



**Drs. I Ketut Astawa, MM  
NIP. 196107211988111001**

**MEMBERS:**



**1. Prof. Ni Made Ernawati, MATM., Ph.D  
NIP. 196312281990102001**



**2. Dr. Drs. I Ketut Sutama, MA  
NIP. 196312311989101001**

## PREFACE

Foremost, I would like to thank God almighty, Ida Sang Hyang Widhi Wasa, who has been given His blessing to the writer for compiling this thesis entitled **“Green Hotel Practices Based on Earth Check Certification at The Apurva Kempinski Bali to Support Sustainable Development”** on time. This thesis is one of the terms to compose a bachelor thesis of Diploma 4 Tourism Business Management in the Tourism Department in Politeknik Negeri Bali. On this occasion, the writer would like to thank profusely those who always provide support, guidance, and assistance during the compilation and writing process:

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For that, with all humility, the writer expects some critics and suggestions especially from readers and hopes that this thesis could be beneficial for the study as well as the development of the tourism industry.

Badung, July 2022

Writer



# **GREEN HOTEL PRACTICES BERDASARKAN EARTH CHECK CERTIFICATION PADA THE APURVA KEMPINSKI BALI UNTUK MENDUKUNG SUSTAINABLE DEVELOPMENT**

**I KETUT ALIT WIDIANA  
NIM.1815834001**

## **ABSTRAK**

*Penelitian ini bertujuan untuk mengetahui implementasi praktek-praktek hotel hijau yang diterapkan oleh hotel Apurva Kempinski Bali yang dianalisis dengan indikator yang dikembangkan oleh Earth Check yang dikenal sebagai 10 area kinerja utama untuk bisnis akomodasi hotel. Earth Check adalah satu-satunya program benchmarking dan sertifikasi global untuk perjalanan dan pariwisata berkelanjutan. Penelitian ini juga bertujuan untuk mengetahui pengaruh dari penerapan praktek hotel hijau oleh Apurva Kempinski Bali. Metode pengumpulan data yang digunakan adalah dengan melakukan wawancara dengan informan kunci dan pendukung dari internal dan eksternal hotel, teknik observasi menggunakan observasi partisipan, studi pustaka, dan teknik dokumentasi. Metode analisis data yang digunakan adalah penelitian kualitatif melalui data transkrip, reduksi data, penyajian data, dan penarikan kesimpulan. Hasil penelitian ini menunjukkan bahwa hotel Apurva Kempinski Bali telah memenuhi persyaratan sertifikasi dan telah menerapkan praktik hotel hijau di dalam kawasan hotel untuk mendukung pembangunan berkelanjutan yang meliputi efisiensi energi, sumber daya air tawar, pengelolaan air limbah, pengelolaan limbah padat, ekosistem dan konservasi, perencanaan tata guna lahan, perlindungan kualitas udara, pengelolaan sosial budaya hingga pengelolaan zat berbahaya. Tetapi beberapa perbaikan perlu diperhitungkan seperti evaluasi potensi pembangkit energi terbarukan (misalnya, angin, matahari), tambahan pemasangan kontrol cerdas AC dan pendingin, tempat sampah terpisah dengan kode warna di area tamu, dan bahan atau kemasan yang digunakan untuk fasilitas kamar dan tamu yang berkelanjutan. Akhirnya, pada kesimpulan dari penelitian ini, hotel Apurva Kempinski Bali siap untuk mengikuti sertifikasi Earth Check dengan perbaikan yang disebutkan di atas.*

*Kata Kunci: Sertifikasi Earth Check, Hotel Hijau, Pembangunan Berkelanjutan, Tujuan Pembangunan Berkelanjutan*

# **GREEN HOTEL PRACTICES BASED ON EARTH CHECK CERTIFICATION AT THE APURVA KEMPINSKI BALI TO SUPPORT SUSTAINABLE DEVELOPMENT**

**I KETUT ALIT WIDIANA  
SIN.1815834001**

## **ABSTRACT**

This research aims to find out the implementation of green hotel practices implemented by the Apurva Kempinski Bali analyzed by the indicators developed by Earth Check known as 10 key performance areas for hotel-accommodation business. Earth Check is the only global benchmarking and certification program for sustainable travel and tourism. This research also aims to find out the effects of the implementation of green hotel practices by the Apurva Kempinski Bali. Methods of data collection used are by conducting interviews with key and supporting informants from internal and external the hotels, observation techniques using participant observation, literature review, and documentation techniques has been done. The data analysis method used is qualitative research through transcript data, data reduction, data displaying, and drawing the conclusion. The result of this research shows that the Apurva Kempinski Bali has fulfilled the requirements of the certification and has applicated the green hotel practices within the hotel area to support the sustainable developments including energy efficiency, freshwater resources, waste-water management, solid waste management, ecosystem and conservation, land use planning, air quality protection, management of social and cultures to harmful substances management. But some improvements need to be taken into account such as the renewable energy generation (e.g., wind, solar) potential evaluation, additional air conditioner and chiller smart controls, color-coded garbage bin in the guest area, and sustainable room amenities materials. Finally, at the conclusion of this research, the Apurva Kempinski Bali is ready to join the Earth Check certification with the improvements stated above.

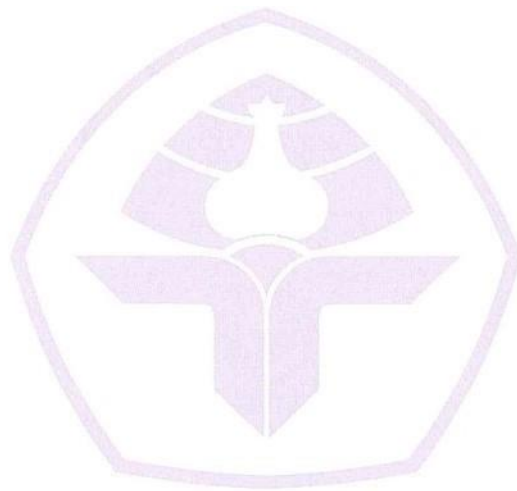
**Key Words:** Earth Check Certification, Green Hotels, Sustainable Development, Sustainable Development Goals.

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# **CHAPTER I**

## **INTRODUCTION**

### **1.1 Background**

The older the earth, the more damage it does and one of the causes is climate change. One important aspect of climate change is the increase in average temperature, which will not only have direct physiological effects on all species but also indirectly modifies abundances, interaction strengths, food-web topologies, community stability, and functioning (Brose et al., 2012). Climate change is impacting ecosystems through changes in mean conditions and climate variability, coupled with other associated changes such as increased ocean acidification and atmospheric carbon dioxide concentrations (Malhi et al., 2020). Based on the statement above, it could be stated that one of the impacts of climate change is global warming.

In order to maintain ecosystems, efforts are needed to reduce global warming through sustainable development. Sustainable development is the long-term stability of the economy, social, and environment, this is only achievable through the integration and acknowledgment of economic, environmental, and social concerns throughout the decision-making process. It has become one of the focal points of the unified nations, demonstrated by sustainability development which has its own objectives known as the global goals. The global goals also known as sustainability development goals (SDGs) is a global action plan agreed by world leaders, including Indonesia, to end poverty, reduce inequality and protect the

environment. It upholds three main pillars called people, profit and planet which can also be interpreted as social, economic and environmental. To support this effort, on 1992 specifically in the United Nations Rio De Janeiro Earth Summit the Earth Check Certified was built on the Agenda 21 principles for Sustainable Development endorsed by 182 head of states (Earthcheck, 2018). Earth Check Certified is recognized by the Global Sustainable Tourism Council or GSTC and complies with the Mohonk Agreement which outlines the guidelines and principles for an international sustainable tourism certification program (Earthcheck, 2018). This certification can help hotels in developing their business but still based on environmental, social and economic aspects.

The Earth Check certification has a strong relationship with the SDGs or Sustainable Development Goals, which is developed by the United Nations. 17 Goals of SDGs are aligned with 10 key performance areas by the Earth Check. This certification become a very important certification in an attempt to support the sustainable development. The support came from the contribution of each industries including hospitality to take an actions of green hotel practices. One of the hotels currently working on getting the certificate is the Apurva Kempinski Bali.

**Tabel 1.1 Guest Night and Occupied Room**

<b>Month</b>	<b>2019</b>		<b>2020</b>		<b>2021</b>	
	<b>Guest Night</b>	<b>Occupied Room</b>	<b>Guest Night</b>	<b>Occupied Room</b>	<b>Guest Night</b>	<b>Occupied Room</b>
<b>January</b>	120	-	33,874	11,329	8,105	3,809
<b>February</b>	5,745	3,054	19,688	6,951	5,012	2,265
<b>March</b>	7,610	2,825	8,216	2,827	10,452	4,810
<b>April</b>	7,610	3,656	-	-	13,082	6,199
<b>May</b>	7,950	4,008	-	-	12,392	5,687



<b>June</b>	15,569	7,440	910	266	19,838	9,204
<b>July</b>	15,386	7,203	3,214	999	5,247	2,319
<b>August</b>	15,939	7,747	10,049	3,452	2,937	1,459
<b>September</b>	17,511	8,399	8,978	3,032	9,923	4,647
<b>October</b>	18,277	8,743	12,044	4,012	24,217	11,237
<b>November</b>	16,984	8,449	14,405	4,977	23,611	10,771
<b>December</b>	21,955	10,147	29,781	9,950	11,388	25,079
<b>Total</b>	150,656	71,671	141,399	47,795	146,204	87,486

Source: Earth Check Benchmarking Data the Apurva Kempinski Bali, 2022

Table.1.1 shows that The Apurva Kempinski Bali with its 14-hectare hotel and resort is one of the companies that has a high level of operational activity, evidenced by the number of guests staying in a year an average of 146 thousand guests. It is clear that a high operational level will have an impact not only on the social and economic but also on the environment aspect. However, based on preliminary observations, it can be stated that The Apurva Kempinski Bali has implemented sustainable development efforts, including on-site water management, wastewater management, solid waste generation management, the release of turtles as conservation efforts and other sustainable development efforts. However, this needs to be studied more deeply to find out whether the implementation of sustainable development at The Apurva Kempinski Bali is good and could be a model for other hotels who want to implement green practices to support sustainability development in their company especially in Province of Bali.

Thus, this research becomes an urgent and important study to find out what efforts are being made by The Apurva Kempinski Bali hotel to support sustainable development towards green hotels through green practices in the hospitality industry based on earth check certification. This research is also very important as

an analysis of hotel efforts in against the climate change and global warming as stated at the beginning of the paragraph. Therefore, researchers are interested in exploring this research with the title "Green Hotel Practices Based on Earth Check Certification at The Apurva Kempinski Bali to Support Sustainable Development".

## **1.2 Problems of the Research**

Based on the explanation of the background above, the statement of the problem of this research are could be seen on the following details:

1. What is the implementation of green hotel practices currently at The Apurva Kempinski Bali based on earth check certification to support sustainability development?
2. What is the effect of the implementation of green hotel practices at The Apurva Kempinski Bali in an attempt to support sustainability development?

## **1.3 Purpose of The Research**

Based on the previous explanation on the background and problems identification stated above, the purpose of this research concluded as follows:

1. To find out the implementation of green hotel practices currently at The Apurva Kempinski Bali based on earth check certification to support sustainability development.
2. To find out the effect of the implementation of green hotel practices at The Apurva Kempinski Bali in an attempt to support sustainability development.

## **1.4 Significances of The Research**

This research is expected to provide benefits both theoretically and practically. The benefits or the significances to be obtained in this research could be seen on the following details:

### **1. Theoretical Significances**

Theoretically, this research is expected to provide benefits for increasing insight and knowledge about the importance of sustainable development practices in the world of hospitality especially about the environment certification that is earth check certification.

### **2. Practical Significances**

#### **a. Benefits for Student**

For students, it is hoped that this research can provide new knowledge regarding the implementation of sustainable development based on earth check certification.

#### **b. Benefits for Politeknik Negeri Bali**

This research is expected to be additional information for the student of Politeknik Negeri Bali particularly be the information source for the student in The Tourism Department regarding the sustainability development in the hospitality industry based on earth check certification.

#### **c. Benefits for the Apurva Kempinski Bali**

For hotels, this research is expected to provide suggestions and input or corrective actions to management to improve sustainable development in hotels through the implementation of green hotels based on earth check certification.

## **CHAPTER V**

### **CONCLUSION AND SUGGESTIONS**

#### **5.1 Conclusion**

According to the previous chapter of Result and Discussion, there are some conclusions obtained on this research as describe follows:

The implementation of green hotel by the Apurva Kempinski Bali already well-maintained. It shows from the interview result and observation through the 10 key performance areas as the indicators on this research. From the commitment of the organization shows by the sustainability policy to the equipment's installed supported the green practices implemented by the Apurva Kempinski Bali. Sustainability programs has been planned, some of them has been executed successfully, the Apurva Kempinski Bali heading to support the sustainable development goals by taking a part to join the Earth Check certification. By now the Apurva Kempinski Bali has achieved the benchmarking bronze certificate as the self-assessment reward by the Earth Check. This is become a good start for the hotel to seriously achieved the gold certificate as the sustainable hospitality business. Years counting, the Apurva Kempinski Bali continuously improved the sustainable development to create sustainable business for the environment, economy and social better future.

The effects of the implementation of green hotel practices by the Apurva Kempinski Bali has significant impact to the hotel and its surroundings. The green practices give impacts to the environment in or around the hotel area, from nursery

development to the turtle release, from the selection of biodegradable chemical only to the usage of organic pesticide, the practices give a good impact to the environment. Social aspect and economy aspect is also being affected, from local people are prioritize to be employed to the harvest result of the hydroponic and urban farming on-site hotel, the green practices at the Apurva Kempinski Bali helped to reduce the budget cost specifically for the food and beverage cost. As the hotel involved the external parties, this kind of activities surely gives a good impact to the externals. From Solemen to the Smile Bali Foundation, from local vendor to the corporate social responsibility, the Apurva Kempinski Bali has shown the hotel contribution to the environment, social and economy around the hotel area.

Based on the previous explanation, it could be concluded that the Apurva Kempinski Bali is ready to join the Earth Check certification. It is proven from the green hotel practices implemented by the Apurva Kempinski Bali from greenhouse gas emission minimization, energy efficiency, solid and waste water management, air quality protection, light and noise controls to the harmful substances management in the hotel area. In addition, the green hotel practices implemented by the Apurva Kempinski Bali is significantly affected both internal and external hotel, from donation to Solemen to the beach clean-up activity program has giving impacts to the environment, social and economy both for the hotel and hotel surroundings. However, there are some improvements should take into account by the hotel. Those improvements are served as the result of the research findings to be followed up by the hotel, the improvement could be seen on the next section specifically about the corrective action plan.

## **5.2 Suggestions**

Referring to the result and discussion on previous chapter, there are some suggestions in this research, as follows:

### **1. For the Company**

As the result of the interview and observation, the suggestions for the company are served in this corrective action plan on the appendix section no 10. There are some actions need to take by the organization before scheduling the certification audit by Earth Check. This will exactly give a plus point by the hotel when the hotel is able to followed up the findings, specifically for the renewable energy evaluation. As the hotel located on the beach where the rainfall intensity is very low, where the sun always shines almost all year round, the potential for renewable energy, especially for solar energy, is very possible to be applied.

### **2. For the Future Research**

This study implied a qualitative technique through interviews with internal and external parties of the hotel related with the green hotel practices. However, it has a lack of an interview with the guest perception related with the green hotel practices implemented by the hotel. Thus, this study further suggests more direct interviews with the guest to find out the perception point from the guest. In addition, for the future research, it will be better to be able to compare one or two hotels with using the Earth Check service program to find out the progressivity with in the hotel in term of sustainability development in the hotel business operational and also to measure the consumption and production of energy.

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