

Application of Green Hotels in Increasing Room Occupancy at Sanctoo Suites & Villas

I Putu Subali Adi Putra ^{1*}, I Gusti Agung Mas Krisna Komala Sari ², Ni Ketut Bagiastuti ³

¹Tourism Business Management, Politeknik Negeri Bali, Indonesia

²Tourism Business Management, Politeknik Negeri Bali, Indonesia

³Tourism Business Management, Politeknik Negeri Bali, Indonesia

*Corresponding Author: putrasubali2000@gmail.com

Abstract: This study aims to determine the application of green hotel concept to Sanctoo Suites & Villas, and to find the impact of green hotel in increasing room occupancy rates. Information's were determined using the purposive sampling technique. Data collection techniques using observation methods, questionnaires, interviews, literature study, and documentation. The results showed that, Sanctoo Suites & Villas had implemented the green hotel concept well. This is supported by the implementation of six indicators of green hotel, namely green design, energy Management, Environment Protection, Reduce Consumptions, Green Product and Services, Socio-economic and environment benefits, however, there are several assessment indicators from the Green Hotel concept that can be improved, such us the use of new energy and energy sources as well as disposable tableware. The results of the analysis is formulated into a model that is used to find the relationship between Green Hotel and Room Occupancy rates. The results of the relationship model between Green Hotel and Room occupancy rates are that each indicator in Green Hotels has relationship with room occupancy rates with good values, but there is one indicator that can be added to improve the relationship between Green Hotels and sustainable tourism, namely new energy.

Keywords: green hotel, room occupancy rate, Sanctoo Suites & Villas

History Article: Submission to Repository on October 2022

Introduction

Hotel is a form of accommodation that is managed in a commercial form, which provides a variety of lodging services including food and beverages. These services are generally provided to those who spend the night at the hotel or who only use certain facilities owned by the hotel (Cahyo & Solikhin, 2015). The increase in the number of tourists coming to Bali is expected to be in line with efforts to increase the quantity and quality of adequate infrastructure, one of which is hotel accommodation facilities. In this case, the tourism sector is expected to be a part of efforts to create an environment based on Go Green. In addition, to minimize the negative impact of tourism on the environment, the concept of sustainable tourism can be used (Adnyana, 2020). This also affects the tendency of tourists to be more selective in choosing hotels that have consistently applied the Green Hotel concept by utilizing energy-saving resources and based on local products or those incorporated in the green industry (Suki, 2015). Hotel development over time can cause problems such as reduced natural resources, social, cultural and environmental problems. The negative impacts that then occurred were drought, reduced water quality and discharge, damage to the soil, and traffic jams around the hotel (Putri, 2020).

Bali is one of the world's top tourist destinations. In 2018, Bali received an award as the best tourist destination in the world from Trip Advisor. Most of the accommodations spread across Bali have been declared as environmentally friendly hotels, as evidenced by the receipt of awards by a number of hotels in the Green Hotel Awards (Darmaputra, 2020). The implementation of green hotels in Bali every year since 2018 is reported to have always increased both in terms of quantity and quality. One of the most well-known hotels in Bali is Sanctoo Suites & Villas, which is located on Jalan Raya Singapadu, Gianyar. In early 2020, like other hotels, Sanctoo Suites & Villas experienced a decrease in room occupancy due to the impact of Covid-19, as presented in the Table 1.

Table 1. Occupancy rate of Sanctoo Suites & Villas for the period 2017-2021

Year	Occupancy
2017	61.44%
2018	75.30%
2019	84.79%
2020	39.28%
2021	35,17%

Source: Front Office Department Sanctoo Suites & Villas, 2020

Based on this data, it is known that Sanctoo Suites & Villas has experienced a drastic decline due to the Covid-19 Pandemic. Seeing conditions like this, of course, it is necessary to adapt different strategies and creativity in marketing, namely maximizing the Green Hotel Concept, thereby increasing the room occupancy rate at Sanctoo Suites & Villas. One of them is by offering a variety of activities that are environmentally friendly, such as inviting guests to reuse linen and minimizing the use of plastic. Yu, et al (2017) argue that the operational activities of all departments in the hotel have environmental impacts, such as water pollution, sanitary pollution, decreased ecosystem quality and so on. Therefore, it is necessary to apply the green hotel principle to minimize the costs incurred and at the same time provide a positive impact for the hotel, staying guests, and the environment. So that it will create a green experience (Abdou, 2020).

According to the Green Hotel Association, a green hotel is a hotel that saves water and energy use in a constructive way and reduces solid waste to protect the environment (Holcomb et al., 2007). Sanctoo Suites & Villas is careful in every operational activity concerned to always care about reducing the impact on the environment. The use of sustainable products and re- sources requires an action to care for the environment and protect the environment around the hotel and preserve existing resources for future generations (Han et al., 2011). Based on the results of an interview with the Chief Engineer, Sanctoo Suites & Villas has implemented the eco-friendly resort concept with the implementation pillar of the Green Hotel concept with various rescue and environmental conservation programs such as planting 20 types of rare flora for breeding in the hotel area, implementing B3 waste properly, the use of biodegradable chemicals, energy-saving programs by using efficient lamps and controlling the use of underground water, conservation of protected fauna, not using sterofom and single-use plastics.

Putri et al (2020) in their research entitled "Management Policies and Customer Reactions to the Application of Green Hotels" found that Harris implemented the green concept because of government regulations and the desire to implement sustainable environmental principles. Harris Hotel & Conventions Malang makes policies in terms of buildings, energy efficiency, product selection, and waste management according to the Green Hotel concept standard, except for water efficiency policies that are not maximized. In addition, customer reactions tend to be supportive if Harris Hotel & Conventions Malang becomes a green hotel. Putri (2020) in her research entitled "Analysis of Green Hotel Implementation (Case Study At Hyatt Regency Yogyakarta Hotel)" concluded that the implementation of green hotels showed that the overall implementation of green hotels implemented by Hyatt Regency Yogyakarta was high, at 84.13%.

Based on the exposure and previous studies, the authors are interested in conducting research on the application of green hotels in increasing room occupancy rates at Sanctoo Suites & Villas.

Methodology

This research was conducted at Sanctoo Suites & Villas, located in the Gianyar area, which is located at Jl. Raya Singapadu, Kec. Sukawati, Gianyar Regency, Bali. The object of this research is about the application of Green Hotels in increasing room occupancy rates at Sanctoo Suites & Villas, so the research variables are green hotels and room occupancy rates. Sources of data in this study using primary data that is obtained directly in the form of data from observations, interviews and questionnaire results. This study used informants who were determined using the purposive sampling method, so that 9 research informants were obtained consisting of human capital manager, front office manager, chief engineer, executive house keeper, chief accounting, senior sales manager, head chef, restaurant manager, and spa manager. Data collection methods used are observation, interviews, questionnaires, literature study, and documentation. The data that has been collected is then analyzed using qualitative. The stages of analysis according to Ahyar (2020) consist of data reduction, data presentation, drawing conclusions, and data validation.

Results and Discussions

At Sanctoo Suites & villas the implementation is carried out in stages to support the go green program whose benefits are for savings in hotel operations. In this study, the application of green hotels is focused on six aspects, including:

Green Design is a method for planning that is environmentally friendly as well as the efficiency and effectiveness of the use of resources or energy used. The application of environmentally friendly concepts at Sanctoo Suites & Villas can be seen from the use of shingle roofs in the lobby and villa buildings. In addition, the use of reeds for the roof in one of the buildings within the hotel area. The area around the villa building is planted with various kinds of trees that aim to add coolness to the guests. The indicators for implementing green design are as follows: Architecture. In the application of environmentally friendly architecture at Sanctoo Suites & Villas, it maximizes the use of doors and windows made of glass so that the use of lights can be minimized during the day. In addition, the use of wood materials is also used in the exterior of the room so that it can absorb sunlight.



(Source: Sales Marketing Sanctoo Suites & Villas, 2022)

Figure 1. Villa photo from the front view

In the room using a high ceiling and spacious rooms so that air circulation becomes smooth while for the interior design in the room using a wooden floor so that it adds to the coolness of the room.



(Source: Sales Marketing Sanctoo Suites & Villas, 2022)

Figure 2. Photo of Suite type room from the front view

The landscape garden design is designed and adapted to the concept of Sanctoo Suites & villas itself, namely Home of the extraordinary by being planted with many tropical trees which aims to pamper guests to feel like they are in their own home. In addition, the combination of personal service is combined with a very homey situation for them to get satisfaction.

New energy. Sanctoo Suites & villas has not yet implemented new energy because it is still in the management evaluation stage. The planned application of new energy is the use of solar panels.



(Source: Engineering Sanctoo Suites & Villas, 2022)
Figure 3. Planned photo of the Solar Hybrid Panel

The picture above proves that Sanctoo Suites & Villas supports the implementation of smart living concepts and go green sustainability. In addition, the application of hybrid solar panels aims to reduce electricity costs because it maximizes the application of new energy from sunlight.

Water Conservation. Sanctoo Suites & Villas has implemented water conservation by using rainwater collection methods with infiltration patterns and a bio-pore system. This infiltration pattern method aims to return rainwater to the earth so that the water volume can be maintained. While this bio-pore system converts leaf waste into fertilizer so that it can be used to fertilize plants. In addition, the water savings implemented at Sanctoo Suites & Villas are based on the austerity plan reference, which is to minimize the use of water when washing hands or washing face where when using soap the water is temporarily turned off so as not to waste too much water. After the implementation of water conservation, the impact can save water use in Sanctoo Suites & Villas by 66.7% from before.



(Source: Engineering Sanctoo Suites & Villas, 2022)
Figure 4. Water conservation implementation

Energy Management. Replacement of TL lamps (tubular lamps) or 18-watt fluorescent lamps with 3-watt LEDs (Light Emitting Diode) where the lighting quality is not much different, the advantage of using LED lamps is that they consume 90% less electricity than light bulbs or other lamps. Timer installation, applied to swimming pool pumps so that the pump does not turn on for 24 hours but only turns on at certain times. This aims to minimize the use of electrical energy while maintaining the clarity of the pool water. Added access key tag in all guest rooms, to minimize the use of electricity or electronic equipment when guests are not in the room. This is very effective because the electricity will turn on after the guest room key is inserted into the available slot.



(Source: Engineering Sanctoo Suites & Villas, 2022)
Figure 5. Energy management implementation

Saving Energy Water. Maximizing the use of river water in the elephant bathing program (EMF). In this river water utilization program, Sanctoo Suites & villas places a pipe upstream to draw river water and flow it back into the river after being used to bathe the elephants. The use of STP water that has been treated for watering plants. The application of sewage treatment plan water is the treatment of waste water from spetitank which is processed first so that it can be used for watering trees around the hotel area. **Saving Energy Fuel & Gas.** The application is carried out by making a pool of water for LPG gas, so that LPG gas does not crystallize in the bottom layer of the tube, so as to maximize the use of LPG gas.



Source: Engineering Sanctoo Suites & Villas, 2022)
Figure 6. Saving energy and water implementation

Environmental Protection. Environmental protection tools: An example of application is using a refrigerator that does not use freon but ammonia, which does not contain CFCs which are harmful because they can damage the earth's ozone layer. Environment in the building: An example of application is the use of scrap wood from the electricity industry to be used as pillars in the hotel lobby. Aiming to save because it uses used wood that has guaranteed quality, it also looks natural from the wood itself. In addition, Sanctoo suites & villas also use the remaining ceramics as decorations in the lobby pathway and also decorations in the bar restaurant area. application of environmental indicators in buildings such as the use of materials from used wood waste for lamp covers and hand soap holders.



Source: Engineering Sanctoo Suites & Villas, 2022)
Figure 7. Environmental protection implementation

Reduce Consumption. First, in the guest room, it is filled with invitations or appeals for information about reuse and water efficiency. One example of an appeal to guests about water efficiency is not to throw sanitary napkins into the closet. If you don't want to change towels, it is hoped that the towels will be hung on the hanger near the bathroom door. While the application of recycle in the room is to use bedsheets and towels that have been torn into pieces to be used as rags to clean things in the room. Second, places to eat. The application is carried out using environmentally friendly materials such as the use of biodegradable straws. Sanctoo Suites & Villas also provides boxes for take-out meals made of paper instead of plastic. In addition, the use of napkins in restaurants as an alternative to tissue replacement so that it can preserve the environment because the tissue is made of pulp made from wood fiber. Third, save paper. The use of recycled paper for internal printing purposes, as well as mini- mizing the use of paper by providing information about the guest in house to all Management using WhatsApp media. In addition, the daily work reports of each employee are no longer printed but have used the Slack system media for the reporting system. The last one is materials that need to be washed are grouped so that they save water use. The application of linen sorting can minimize the costs that will be incurred because it can save water and the right medicine.



Source: Engineering Sanctoo Suites & Villas, 2022)
Figure 8. Reduce consumption implementation

Green Products & Services. For Green guest room: Placement of indoor plants such as the use of ornamental plants in pots and orchids in guest rooms and bathrooms, planting trees around the lobby or public areas in the hotel, as well as implementing smoke-free rooms. For Green food are the use of organic ingredients and fresh vegetables in the FB department, and don't sell food from rare animals.



Source: Engineering Sanctoo Suites & Villas, 2022)
Figure 9. Green product & services implementation

Socio-economic and Environmental Benefits. Training, in the form of an understanding of K3 namely occupational health and safety and training on the benefits of saving energy programs. CSR & Gotong Royong. The implementation of CSR at Sanctoo Suites & Villas related to the green concept by cooperating with local residents to carry out a clean-up program and prioritize zero plastic. Meanwhile, Gotong royong is a routine activity held by Sanctoo Suites & Villas and the team to keep the hotel environment and surrounding area clean from waste, especially plastic. Another thing in the gotong royong program is the repair of public sewers to ensure maximum water disposal.

Discussions

1. Analysis of Green Hotel Implementation at Sanctoo Suites & Villas

Table 2. Application of green hotels in Sanctoo Suites & Villas

Variable	Dimension	Indicator	Implementation	Presented	
Green Hotel	Green Design	Architecture	√	66,7%	
		New energy	x		
		Water conservation	√		
	Energi Management	Implementing new methods of energy saving,	√	100%	
	Environmental Protection	Environmental protection tools	√	100%	
		The environment in the building	√		
	Reduce Consumption		Guest rooms	√	100%
			Place to eat	√	
			Save paper	√	
Materials that need to be washed are grouped			√		

Green Products and Services	Green guest rooms: Green food	$\frac{\sqrt{\quad}}{\sqrt{\quad}}$	100%
Socio-economic and environmental benefits	training on green programs	$\sqrt{\quad}$	100%
Total Average			94,45%

Based on the results of the analysis, it was found that the application of green hotels at Sanctoo Suites & Villas was 94.45% consisting of six dimensions of green hotels, namely: green design, energy management, Environmental Protection, Reduce Consumption, Green Products and Services and Socio-economic and environmental benefits. This means that the implementation of green hotels at Sanctoo Suites & Villas is very good because five dimensions of the total six dimensions of green hotels have been implemented by 100%. There is only one dimension that has not been implemented optimally, namely the green design dimension for new energy indicators because it has not implemented new energy because it is still in the management evaluation stage. The planned application of new energy is the use of solar panels. This is to support the implementation of smart living concepts and go green sustainability at Sanctoo Suites & Villas. In addition, the application of hybrid solar panels aims to reduce electricity costs because it maximizes the application of new energy from sunlight.

2. The relationship between the application of green hotels in an effort to increase the room occupancy rate at Sanctoo Suites & Villas

Based on the results of the questionnaire distribution, it can be concluded that the application of green hotels is able to increase the room occupancy rate with a high value, namely 4.66. The statement with the highest score was "Sanctoo Suites & Villas has used organic ingredients and fresh vegetables to increase the number of room units sold" and the statement "Sanctoo Suites & Villas does not use products produced by companies that harm the environment can increase the number of room units sold" which got a score of 5. While the lowest score was obtained by the statement "Sanctoo Suites & Villas utilizes new renewable energy such as wind, hydropower, solar power, as well as biomass and geothermal energy which is able to increase the number of room units sold" and the statement "Sanctoo Suites & Villas using disposable tableware can increase the number of rooms sold." Both statements get a value of 4.18.

Conclusions

Based on the analysis and discussion, it can be concluded as follows. In the implementation of green hotels carried out at Sanctoo Suite & Villas, 94.45% of the six indicators according to the Green Hotel Association (2008), which shows that Sanctoo Suite & Villas has been a green hotel very well. This is supported by the implementation of six indicators from green hotels, namely Green Design (Architecture, New Energy, Water Conservation), Energy Management (Implementing new methods of energy saving), Environmental Protection (Environmental Protection, Indoor environment), Reduce Consumption (guest rooms), places to eat, save paper, materials that need to be washed are grouped so they can save the use of detergent and water), Green Products and Services (Green guest rooms, green food), Socio-economic and environmental benefits (Providing training on green programs for hotel employees) The relationship between green hotels and room occupancy rates has an average value of 4.66 which means it is very capable of increasing room occupancy. This means that by implementing a green hotel in Sanctoo Suite & Villas, you can increase room occupancy based on an environmentally friendly concept.

Acknowledgment

I do appreciate and would like to thank Sanctoo Suites & Villas for assisting in completing this research.

References

- Abdou, A. H., Hassan, T. H., & El Dief, M. M. (2020). A description of green hotel practices and their role in achieving sustainable development. *Sustainability*, 12(22), 9624.
- Adnyana, I. M. (2020). Dampak green tourism bagi pariwisata berkelanjutan pada era revolusi industri 4.0. *Jurnal Ilmiah MEA (Manajemen, Ekonomi, & Akuntansi)*, 4(3), 1582-1592.
- Ahyar, H. dkk. (2020). *Buku Metode Penelitian Kualitatif & Kuantitatif*. Yogyakarta: CV. Pustaka Ilmu. (Issue March).
- Cahyo, D. A., & Solikhin, A. (2015). Analisis peranan purchasing terhadap proses pengadaan barang di Hotel Lorin Solo. *Jurnal Pariwisata Indonesia*, 10(2), 1-22.

- Darmaputra, Putu Gede Eka. 2020. Green hotel assosition. *Jurnal bisnis hospitaliti*, 9(2), Politeknik Pariwisata Bali.
- Han, H., Hsu, L. T. J., Lee, J. S., & Sheu, C. (2011). Are lodging customers ready to go green? An examination of attitudes, demographics, and eco-friendly intentions. *International journal of hospitality management*, 30(2), 345-355.
- Holcomb, J. L., Upchurch, R. S., & Okumus, F. (2007). Corporate social responsibility: what are top hotel companies reporting. *International journal of contemporary hospitality management*.
- Putri, F. E. A. (2020). Analisis Implementasi Green Hotel. Universitas Sanata Dharma Yogyakarta.
- Putri, L. H. (2020). Kebijakan manajemen dan reaksi customer terhadap penerapan green hotel (studi kasus pada Harris Hotel & Conventions di Kota Malang). *Profit: Jurnal Administrasi Bisnis*, 14(2), 1-12.
- Suki, N. M., & Suki, N. M. (2015). Consumers' environmental behaviour towards staying at a green hotel: Moderation of green hotel knowledge. *Management of Environmental Quality: An International Journal*.
- Yu, Y., Li, X., & Jai, T. M. C. (2017). The impact of green experience on customer satisfaction: Evidence from TripAdvisor. *International Journal of Contemporary Hospitality Management*, 29(5): 1340–1361.