

THE GREEN HOTEL CONCEPT AS A MODEL OF SUSTAINABLE ACCOMMODATION FACILITIES

Vanessa Jaklin¹, Wiwik Nirmala Sari²

Universitas Pradita, Indonesia^{1,2}

E-mail: vanessa.jaklin@student.pradita.ac.id¹, wiwik.nirmala@pradita.ac.id²

KEYWORDS

Green-Hotel; Sustainable concept; Accommodation facilities

ABSTRACT

Green-hotel is a concept in the accommodation industry that integrates sustainable practices to reduce environmental impact and encourage social responsibility. This study aims to explain and evaluate the concept of green-hotel as a model of sustainable accommodation facilities. This concept includes the use of environmentally friendly technology, efficient resource management, and community involvement in sustainable efforts. The study notes that green hotels can reduce energy, water, and waste consumption and promote the use of recycled materials. In addition, green hotels also implement social practices such as training the local workforce, promoting local culture, and supporting the local economy. In the context of climate change and growing environmental awareness, the green hotel concept provides a clear view of how the accommodation industry can play a role in preserving the environment and improving the quality of life of local communities. Thus, green hotels are a model of sustainable means of accommodation that have the potential to bring significant economic, social, and environmental benefits.

INTRODUCTION

The concept of sustainable tourism commonly known as sustainable tourism is growing rapidly accompanied by an increase in accommodation capacity that is expected not to hurt the environment and society and can maximize positive impacts that can be started by choosing more environmentally friendly accommodation (Khairunnisa, 2020). In addition, the concept of sustainable tourism must also consider the needs of tourists and nature by utilizing natural resources optimally to help nature conservation by contributing to its preservation (Adnyana, 2020). The concept of sustainable tourism must also have a positive impact on the environment, society, culture, and economy for the present and future as well as on all local communities and tourists who visit (Kemenparekraf, 2021). The implementation of the tourism concept must be able to realize national tourism development that is feasible according to local culture and socially acceptable by prioritizing local communities in a fair and environmentally friendly manner and based on the law of the Ministry of Creative Economy number 9 of 2021.

Accommodation is part of tourism facilities that must be available and very influential because accommodation can have an impact on various aspects (Talib & Sunarti, 2020). Currently, accommodations that strive to implement a more environmentally friendly hotel concept through efficient use of energy, water, and materials while still providing quality service can also be referred to as green hotels. (Alexander & Kennedy, 2020). Meanwhile, according to the Green Hotel Association in Yuniati, 2021, green hotels are hotel operations that implement environmentally friendly programs in the form of saving water, saving energy, and having environmentally friendly purchasing policies, as well as reducing emissions or

waste disposal to protect the environment and reduce operational costs. Thus green hotels instill environmentally friendly practices to support the defense of ecological measurements.

The green-hotel concept, which is also one of the components contained in sustainable tourism, has a sustainable goal to maintain and maintain the sustainability of the environment around the hotel and the preservation of resources for future generations (Han, et al in Arismayanti, 2022). In addition, the concept of green hotels contained in sustainable tourism is also related to ecotourism which is a form of tourism (Adnyana, 2020). This invites the industry to reduce the negative effects usually produced by conventional hotels. The development of the hotel industry must also be accompanied by basic prerequisites, one of which is the facilities of the accommodation (Mahardika, 2020). These accommodation facilities must be able to adapt to the environment, as well as utilize alternative energy sources (Bulatović, in Kumaji 2021). As occupancy rates increase, accommodation with facilities that support environmental conservation is needed.



Figure 1

Average occupancy rate of star hotel rooms in Indonesia in 2019-2022 (Source: BPS)

Figure 1 shows a graph of the average Room Occupancy Rate (TPK) of star-rated hotels in Indonesia from 2019 (54.81%), 2020 (33.79%), 2021 (36.26%), and 2022 (47.60%) which can be seen that TPK in 2020 decreased due to the impact of COVID-19 and began to increase again in 2022. The assessment by the Ministry of Tourism in the green accommodation program throughout Indonesia is that only 76 accommodations have passed certification (Ni Luh in Akhwan & Nughraini, 2021). Hotels contribute considerable carbon emissions that affect water resources, hotels also contribute a lot of food waste, and carbon dioxide emissions (National Statistics in Youssef, 2022). Currently, star hotels are also starting to think about environmentally friendly concepts and starting to implementing the green hotel concept as a contribution to environmental conservation (Akhwan & Nugrahaini, 2021).

RESEARCH METHODS

This journal is researched with a qualitative descriptive type through a case study of the green-hotel concept associated with sustainable tourism (Kristianto & Triyono, 2021). The design design of the research used is in the form of a literature review or literature review sourced from reviewing national scientific journal articles, and statistical data relevant to the problem and research objectives (Jamilah, 2020). The data collection method is carried out by searching for popular and scientific articles using keywords that are by this study, namely sustainable tourism, green-hotel, green-hotel, and accommodation concepts using search

engines at SINTA, and Google Scholar, Garuda, and DOAJ (Arcana, Suastuti, Ariesta Budiani, & Wiratnaya, 2022). In this study, the author reviewed 20 journals including 2 international journals and 18 national journals based on the Arismayanti journal which discussed the Green Hotel concept similar to the discussion of Kumaji, Melistyari, Adnyana, Saraswati, Ricardianto, Yuniati, and Akhwan journals. Several journals related to sustainable tourism were also taken by Khairunnisa, Talib, and Youssef.

RESULTS AND DISCUSSION

The development of the number of accommodation industries in Indonesia is growing rapidly. This can certainly have an impact on the environment, society, and culture, as well as society (Paramadita, Umar, & Kurniawan, 2020). Therefore, to minimize the negative impact caused by the development of the accommodation industry and maximize the positive impact of the development of the accommodation industry, the concept of green hotels is applied as a model of sustainable accommodation facilities. To meet the standardization of the green hotel concept by the Guidebook and Implementation of Green Hotels in Indonesia, namely by applying the dimensions of green hotels (Ahyar and Sukmana, 2020). The dimensions of the green hotel include green design that must consider the surrounding environment in its planning and design, so as not to cause deterioration in the local ecological system. These considerations can be in the form of the use of natural light, using environmentally friendly interior design. Continued by conserving water by collecting rainwater for recycling, building water-efficient toilets, and reducing pollution emissions, as well as utilizing solar energy and water-saving technology by filtering drinking water.

The use of recommended facilities include a refrigerator, an air conditioner without freon (SARI, 2020), and a heat-saving generator that can recycle smoke from the air conditioner into heat for the water heater, and group the materials to be washed to save the use of detergents and water, and use environmentally friendly decorations by not using disposable cutlery, Save paper by using recycled paper and decorate rooms with plants and put an appeal to save energy.

Furthermore, it applies recyclable dimensions that group paper, glass bottles, aluminum/iron, and plastic waste (Pramadita, 2021). The waste will be recycled by the company which will later give birth to new environmentally friendly products. However, the use of plastic and items that are difficult to decompose will be better to reduce their use. Then, the green hotel concept also invites the hotel to use organic ingredients and fresh vegetables to ensure the safety of raw materials, and not sell food from rare animals. Provide a non-smoking canteen, and do not use products manufactured by companies that harm the environment.

The energy-saving dimension is a dimension carried out when the hotel can save water and energy by utilizing solar energy, wind energy, biomass energy, and hydraulic power (Salsabilah, 2021). When a hotel can use energy effectively it will automatically reduce environmental pollution, reduce costs, and improve the reputation of the hotel itself. This is done because pollution caused by excessive use of energy hurts the environment.

Most of the impacts resulting from the implementation of the green hotel concept are positive impacts because the focus of the green hotel concept is to minimize negative impacts on the environment. The positive impact generated is in the form of reduced waste produced due to recycling from the use of amenities or facilities previously used and efficient use of energy which has a positive impact in the form of reduced carbon emissions.

The application of standardization of the green hotel concept is certainly inseparable from the help of human resources. The hotel must also conduct training on green programs and add environmental protection ideas to the training that will be carried out by hotel employees.

CONCLUSION

The concept of Green-Hotel as a model of sustainable accommodation facilities illustrates an innovative approach in the hospitality industry that not only promotes comfort and high-quality service for guests, but also has a strong commitment to environmental conservation, prudent resource management, and integration with local communities. By implementing eco-friendly technologies, efficient management practices, and various social measures that support sustainability, green hotels can reduce their negative impacts on the environment, such as energy consumption, water, and waste disposal.

In addition, the concept is instrumental in promoting environmental awareness among guests and the hospitality industry as a whole. By engaging local communities, green hotels also support economic growth and strengthen social ties in the surrounding region. In an era of climate change and increased awareness of environmental issues, green hotels are not only a wise choice for hotel owners and managers, but also an inspiring example for the wider accommodation sector.

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