



ANALYSIS OF THE IMPLEMENTATION OF GREEN HOTEL WITH ZERO-WASTE CONCEPT IN. OPERATIONS AT THE WESTIN RESORTS, NUSA DUA, BALI

I Putu Gede Satria Wiraharja^{1*}, I Wayan Chandra Adyatma²

¹Sistem Informasi Akuntansi, Fakultas Vokasi, Universitas Warmadewa
Jl. Terompong No. 10, Denpasar, Indonesia

²Akuntansi Perpajakan, Fakultas Vokasi, Universitas Warmadewa
Jl. Terompong No. 10, Denpasar, Indonesia

^{1*}e-mail: satriawiraharja@warmadewa.ac.id, ²chandraadyatma8@gmail.com

Received: Juni, 2024	Accepted: September, 2024	Published: Desember, 2024
----------------------	---------------------------	---------------------------

Abstract

The idea of the zero-waste concept is an approach and application of urban waste processing systems and technology on an individual and regional scale in an integrated manner with the target of reducing the volume of waste to a minimum. The Westin Resort Nusa Dua, Bali is a family and environmentally friendly 5-star hotel. An attractive hotel for tourists with our accommodation located in the same location as the Bali International Convention Center. The green and perfectly maintained resort area offers a safe and comfortable vacation spot by the beach. The Westin Resort Nusa Dua, Bali has been committed to environmental sustainability, such as not using plastic bottles and straws in any department, organic gardens and farming, locally sourced ingredients, improving environmental performance by minimizing waste, conserving natural resources and preventing pollution and committing to reducing greenhouse gas emissions, and other initiatives, as well as a commitment to zero-waste. Based on the background that has been explained, the problem formulation in this research can be determined as follows: 1. How is the Green Hotel implemented with the zero-waste concept in operations at The Westin Resort Nusa Dua, Bali? 2. What is the impact of implementing a Green Hotel with a zero-waste concept in operations at The Westin Resort Nusa Dua, Bali? The research method used is qualitative with a qualitative descriptive research approach which aims to describe, describe and summarize various conditions, situations or variables that arise in the hotel department which is the object of research. The instrument used in this research is an instrument in the form of questions for each department which contains data and interview results related to the variables in this research. The results of this research show that overall, the implementation of the Green Hotel with the Zero-Waste concept in operations at The Westin Resort Nusa Dua has been implemented well by each department and has had a positive impact in improving service quality and environmental sustainability.

Keywords: green hotel, zero-waste, operations, resort

Abstrak

Konsep dari zero-waste ini sendiri adalah suatu proses dari dimulainya produksi sampai berakhirnya produksi dan dapat meminimalisir terjadinya limbah. Konsep zero-waste ini menerapkan prinsip 3R (Reduce, Reuse, Recycle). Gagasan dari konsep zero waste adalah pendekatan serta penerapan sistem dan teknologi pengolahan limbah perkotaan skala individual dan skala kawasan secara terpadu dengan sasaran untuk dapat mengurangi volume sampah seminimal mungkin. The Westin Resort Nusa Dua, Bali adalah hotel bintang 5 yang ramah keluarga dan lingkungan. Hotel yang menarik bagi wisatawan dengan akomodasi kami yang berlokasi sama dengan Bali International Convention Center. Area resort yang hijau dan terawat sempurna menawarkan tempat berlibur yang aman dan nyaman di tepi pantai. The Westin Resort Nusa Dua, Bali telah berkomitmen terhadap keberlanjutan kelestarian lingkungan, seperti tidak memakai botol dan sedotan plastik di setiap departemen, kebun dan pertanian organik, bahan-bahan yang bersumber secara lokal, meningkatkan kinerja lingkungan dengan meminimalkan limbah, melestarikan sumber daya alam dan mencegah polusi serta berkomitmen untuk mengurangi emisi gas rumah kaca, dan inisiatif lainnya, serta komitmen terhadap zero-waste. Berdasarkan latar belakang yang telah dijelaskan, dapat ditentukan rumusan masalah dalam penelitian ini adalah: 1. Bagaimana penerapan Green Hotel dengan konsep zero-waste dalam operasional di The Westin Resort Nusa Dua, Bali? 2. Bagaimana dampak dari penerapan Green Hotel dengan konsep zero-waste dalam operasional di The Westin Resort Nusa Dua, Bali? Metode penelitian yang digunakan adalah kualitatif dengan pendekatan penelitian deskriptif kualitatif yang bertujuan untuk menggambarkan, mendeskripsikan, meringkaskan berbagai kondisi, situasi atau variabel yang timbul di departemen hotel yang menjadi objek penelitian. Instrumen yang digunakan dalam penelitian ini adalah instrument dalam bentuk pertanyaan untuk setiap departemen yang berisi data dan hasil wawancara terkait dengan variabel dalam penelitian ini. Adapun hasil dari penelitian ini menunjukkan bahwa secara keseluruhan, penerapan Green Hotel dengan konsep Zero-Waste dalam operasional di The Westin Resort Nusa Dua sudah dilaksanakan dengan baik oleh setiap departemen dan memberikan dampak yang positif dalam meningkatkan kualitas pelayanan dan keberlanjutan lingkungan

Kata Kunci: *green hotel, zero-waste, operasional, resort*

1. INTRODUCTION

(judul bab ditulis dengan huruf capital, Cambria, 12, Bold)

1.1 Research Background

Bali Province is one of the provinces in Indonesia which has cultural, natural and ethnic diversity. Most of the people in Bali Province work in the tourism industry, the rest work in the agricultural and industrial sectors (Indonesian Ministry of Tourism, 2005). The development of tourism in Indonesia and especially in Bali certainly has many very positive impacts and also negative impacts. The negative impacts caused include environmental pollution and traffic jams in various places. This is the driving factor for many countries to be interested in developing the tourism industry as a development sector, especially for developing countries like Indonesia. One of the tourism industries that is growing rapidly in Indonesia, especially in Bali, is hotels.

A hotel is a type of accommodation that uses part/entire of a building to provide accommodation, food and drink services which are managed commercially and meet the requirements set by the government (Bataafi, 2005:4). According to Sulastiyono (2011), a hotel is a company or industry that is managed commercially by its owner by providing places to eat, drinks, room facilities and other facilities to people or the public and is able to pay a reasonable amount and in accordance with the services received by guests

ANALYSIS OF THE IMPLEMENTATION OF GREEN HOTEL WITH ZERO-WASTE CONCEPT IN OPERATIONS AT THE WESTIN RESORTS, NUSA DUA, BALI

I Putu Gede Satria Wiraharja, I Wayan Chandra Adyatma

without there are special rewards or binding agreements. Currently, hotels in Bali are starting to implement environmentally friendly accommodation management, where this accommodation is related to the provision of hotel rooms owned by each hotel. Currently, an innovation is becoming a trend in accommodation management, namely green hotel management. There are many hotels in Bali and one of the well-known hotel company brands in the tourism industry is Marriott International, where Marriott International has a policy, namely Serve 360, where the contents of this policy include green hotels.

Green hotels are one part of the green tourism product, while green tourism itself is part of sustainable tourism which is defined as tourist travel activities to realize sustainability by preserving natural and cultural resources and contributing to the economic sector (Graci and Dodds, 2008). According to the Green Hotels Association (2018), green hotels are hotels that use environmentally friendly goods where hotel managers have programs to save water, save energy and reduce waste with a Zero-Waste concept from hotel activities to help protect the earth. Therefore, hotels that decide to implement the green hotel concept can help preserve the environment for the future.

The concept of zero-waste itself is a process from the start of production to the end of production and can minimize the occurrence of waste. This zero-waste concept applies the 3R principle (Reduce, Reuse, Recycle). The idea of the zero-waste concept is an approach and application of urban waste processing systems and technology on an individual and regional scale in an integrated manner with the target of reducing the volume of waste to a minimum. The impacts of climate change, such as loss of biodiversity, water and land growth, pollution, deforestation, and waste of resources and materials from productive use, are widely accepted (Nizar et al., 2018; Rojas et al., 2021). Therefore, if the waste produced is not managed properly, it can cause environmental pollution and cause unpleasant odors, which can trigger the emergence of disease. This is also related to the tourism industry, especially hotels which provide accommodation services and provide food and beverage services (Urmila et al., 2022). Based on the problems above, to be able to manage these resources and waste, a waste processing and utilization system is needed which can then be carried out optimally, so that it can be beneficial for operations, guests and the hotel. This is very necessary to compete and adapt to advances in the tourism sector, especially hotels, so that hotel management is required to be able to innovate and implement waste management to maximize the operational performance of all departments in a hotel (Radwan et al., 2012; Sujai & Juwana , 2021).

The Westin Resort Nusa Dua, Bali is a family and environmentally friendly 5-star hotel. An attractive hotel for tourists with our accommodation located in the same location as the Bali International Convention Center. The green and perfectly maintained resort area offers a safe and comfortable vacation spot by the beach. The reason researchers chose The Westin Resort Nusa Dua, Bali is because they have committed to environmental sustainability, such as not using plastic bottles and straws in every department, organic gardens and farming, locally sourced materials, improving environmental performance by minimizing waste. , preserving natural resources and preventing pollution and committing to reducing greenhouse gas emissions,, and other initiatives, as well as a commitment to zero-waste. Using industrial symbiosis, recycling, or “up cycling,” the goal of zero-waste is to use and consume resources in a circular economic model with minimal environmental damage, based on the “no-waste” principle of nature (Burlakovs et al., 2018; Ezeah et al., 2015; Hamid et al., 2020). Based on this problem, researchers are interested in analyzing how the Green Hotel with the Zero Waste Concept is implemented in operations at The Westin Resort Nusa Dua, Bali.

2. RESEARCH METHODS

Research Design and Scope

This research utilizes qualitative data, which refers to information in the form of words, sentences, graphs, images and photos. Sugiyono (2013) explains that qualitative data places more emphasis on the interpretation of information found in the field. In the context of this research, qualitative data covers various aspects, such as history, location, organizational structure, hotel products and facilities, as well as job descriptions in operational departments, especially the role of the Head of Department (HOD), and interview results.

The triangulation method was applied in this research as an approach to increase data validity. Triangulation involves a combination of various data collection techniques to ensure the information obtained comes from the same source and is reliable. Researchers use participant observation, interviews, and documentation simultaneously to collect data from the same source. This approach not only enriches research results with diverse points of view, but also tests the accuracy and reliability of data obtained from various sources. Thus, this research reflects a holistic approach in understanding and describing the phenomenon being researched.

Location and Time of Research

This research will be carried out at The Westin Resort Nusa Dua, South Kuta District, Badung Regency, Bali Province over a period of one year, starting from February 2023 to November 2023.

Determining Data Source

Approach Method Based on the problem formulation and research objectives used is an empirical juridical approach. An empirical juridical approach is used to provide a qualitative description of the Analysis of the Implementation of Green Hotels with the Zero-Waste Concept in Operations at The Westin Resort Nusa Dua, Bali. In carrying out this empirical juridical approach, the method used is a qualitative method. This method is used because of several considerations, namely, first, it is easier to adapt this method when dealing with multiple realities, second, this method presents directly the nature of the relationship between researcher and respondent, third, this method is more sensitive and more adaptable to many mutual influences. of the value patterns encountered. The specifications used in this research are descriptive analysis research, which is intended to provide data that is as accurate as possible about a situation or other symptoms.

The data source in this research is primary data, namely the data source obtained or collected directly in the field by the person conducting the research and is the main data in this research. (Hasan, 2004). The primary data source in this research is data obtained from The Westin Resort Nusa Dua, Bali. Secondary data in this research is data that functions as support for the main (primary) data and is obtained and collected by the person conducting the research. Secondary data sources in this research are local community leaders, documents, photos of activities and village archives.

The data collection techniques used in this research are as follows:

1. Observation

Observation is a researcher's observation technique of the object of research with the aim of collecting data on events that occur. The instruments used are observation sheets, observation guides and recordings. The observation method can produce detailed data regarding behavior (subjects), objects, or events (objects) in the field than the interview method. The object of this research is the Head of Department at The Westin Resort Hotel and the area of local community activities. The observations carried out by researchers are direct observations, where researchers try to collect data regarding events in detail from the subjects and objects of research (Purhantara, 2010).

2. Interview (Interview)

Interviews are a data collection method used in almost all qualitative research. According to Moleong (2005), an interview is a conversation with a specific purpose, the conversation is carried out by two parties, namely the interviewer who asks questions and the interviewee who provides answers to the questions. According to Stewart and Cash (2008), an interview is defined as an interaction in which there is an exchange or sharing of rules, responsibilities, feelings, beliefs, motives and information (Herdiansyah, 2012: 117). In this research, informants were divided into department heads at The Westin Resort Nusa Dua, Bali.

3. Documentation

The documentation method is a data collection method used in social research methodology. The core of this method is the method used to trace historical data (Bungin, 2013). Documentation is usually carried out to collect secondary data from various sources, both personal and institutional. Data such as personnel recapitulation, organizational structure, regulations, production data, wills, life histories, and so on, are usually available at the research location (Sanusi, 2011). Data collected through the documentation method includes the profile of The Westin Hotel, the structure of hotel department members, performance reports and documentation.

4. Data analysis technique

After the data is collected, the next step is data analysis using the descriptive analysis method, namely after the collected data is compiled and explained, then analyze and interpret the meaning of the data in the form of facts from research results that are not in the form of numbers and then draw conclusions (Surahmad, 1980).

5. Research Population and Sample

Sample Determination Method The population is all objects or all symptoms or all units to be studied. Because populations are usually very large and extensive, it is often impossible to research the entire population, but only a portion of it is taken to be studied as a sample to provide an accurate and correct picture. The population in this study is the Head of Department at The Westin Resort Nusa Dua. Regarding the number of samples to be taken according to Soemitro (2001), in principle there are no strict regulations that absolutely determine what percentage of the sample must be taken from the population.

The sampling technique used is purposive random sampling, namely purposive sampling which is carried out by taking subjects (certain criteria) based on certain objectives. Related to the criteria in question is the Analysis of the Implementation of Green Hotels with the Zero-Waste Concept in Operations at The Westin Resort Nusa Dua, Bali. So based on this opinion, the researcher determined the technique for selecting samples from sources who were considered to know more about this matter as follows:

Data Collection Techniques In this research, primary data and secondary data will be examined. Thus, there are two main activities that will be carried out in carrying out this research, namely literature study and field study. Primary data is data obtained directly from the community by means of observation, interviews and interviewing. Primary data in this research used free, guided interviews. Interviews were conducted with heads of departments as information to complete the analysis of the problems formulated in this research.

Meanwhile, secondary data is data obtained through literature, by reviewing literature books, laws, brochures/writings that are related to the problem being studied. In this research, the secondary data used is data that is related to the implementation of Zero-Waste in Operations carried out by The Westin Resort Nusa Dua, Bali. In this

research, secondary data includes primary material, namely material that provides instructions and explanations for primary and secondary customary law materials.

Data Analysis After the data has been collected, it will be inventoried and then selected as suitable to be used to answer the main problem of this research. Next, it is analyzed qualitatively to achieve clarity on the problem to be discussed. In analyzing this research data, a qualitative analysis method was used, namely a research method that produces analytical descriptive data, namely what is stated by respondents in writing or orally and also their real behavior, which is researched and studied as a whole.

In this research the author used the Miles and Huberman model data analysis technique, where there are several stages, namely:

1. Data Reduction The essence of data reduction is the process of combining and standardizing all forms of data obtained into one written form (script) that will be analyzed. The results of observations, interviews, documentation studies or other results are converted into written form according to their respective formats.

2. Data Presentation Data presentation in qualitative research in principle is processing semi-finished data that is uniform in written form and already has a clear theme flow (which has been arranged in a theme accumulation table) into a categorization matrix according to the themes that have been grouped. and categorized, and will break down these themes into a more concrete and simpler form called subthemes which ends by providing a code for the subthemes according to the verbatim interviews that have previously been conducted (Herdiansyah, 2012).

3. Conclusion Drawing and Verification This stage is expected to produce conclusions from the analysis carried out and review these conclusions. Initial conclusions found strong evidence support at the next stage of data collection. However, if the conclusions put forward at the initial stage are supported by valid and consistent evidence when the researcher returns to the field to collect data, then the conclusions put forward are credible conclusions (Sugiyono, 2013).

Identification of Research Variables

In this research, the research variable is the Implementation of Green Hotels with a Zero-Waste Concept in Operations at The Westin Resort Nusa Dua, Bali. These variables were tested using quantitative testing with the method described previously.

Research Instruments

The instrument used in this research is an instrument in the form of questions aimed at the Head of Department at The Westin Nusa Dua which contains data and interview results related to the variables in this research. The list of Heads of Departments addressed is as follows:

1. Front Office Manager (Front Office Department)
2. Director of Service (Housekeeping Department)
3. Director of Food and Beverage (Food and Beverage Department)
4. Director of Engineering (Engineering Department)
5. Director of Human Resources (Human Resources Department)
6. Director of Finance (Accounting Department)
7. Director of Sales and Marketing (Sales and Marketing Department)

3. RESULT AND DISCUSSION

3.1 RESULT

ANALYSIS OF THE IMPLEMENTATION OF GREEN HOTEL WITH ZERO-WASTE CONCEPT IN OPERATIONS AT THE WESTIN RESORTS, NUSA DUA, BALI

I Putu Gede Satria Wiraharja, I Wayan Chandra Adyatma

Implementation of a Green Hotel with a Zero-Waste Concept at The Westin Nusa Dua:

This research aims to find out the implementation and impact of the Green Hotel with the Zero-Waste concept in each department within The Westin Resort Nusa Dua. The Westin Nusa Dua is one of the hotels under Marriot that has implemented a Green Hotel or an environmentally friendly hotel, both in terms of energy use, waste and waste. The following is the implementation of each department that has implemented Green Hotel with the Zero-Waste concept:

1. Front Office Manager (Front Office Department)

According to the Front Office Manager, his department has made efforts or practices related to implementing Green Hotels with the Zero-Waste concept, such as saving paper usage, using recycled paper and also saving electrical energy usage such as reducing AC use in the lobby, and adding green plants. in the front office department area. In an interview with Mr. Wayan Geria Juliarta, as Front Office Manager, he said "*If there is a printing error or the paper is no longer needed, we usually reuse it and make the paper for absent casual workers or as note paper.*" Apart from that, the Front Office Department also holds regular training related to green hotels twice a month.

2. Director of Service (Housekeeping Department)

The Housekeeping Department at The Westin Resort Nusa Dua has implemented steps related to reducing waste in operations, especially related to the use of cleaning materials and solid waste management such as Housekeeping for TV menus no longer using paper but instead setting it up directly on the TV when the TV is turned on, then it's like saving electricity in each room by using a digital card (if the card is not placed then the electricity will turn off). Furthermore, in their SOP that supports green hotels and zero-waste, staff always report every activity in the Whatsapp group, so leaders can monitor developments or what activities are carried out when cleaning rooms or rooms. In an interview with Mrs. Ririn Widarsih, as Director of Service at The Westin Nusa Dua regarding how Housekeeping manages textile waste and damaged or unused goods, she said that "*we work together with a vendor or company which manages waste, both wet waste, "paper waste, oil waste, tin waste, glass waste, etc., which the company will later process the waste into compost which will later be distributed in parks owned by The Westin.*"

3. Director of Food and Beverage (Food and Beverage Department)

For now, the F&B department still uses vendors or companies that manage waste which will later become compost, but starting in July we will use machines where this machine will convert waste in just 24 hours into compost in terms of managing organic waste and non-organic in restaurants. Apart from that, in terms of collaborating with local suppliers or organic farmers to reduce the environmental impact of the supply chain by always purchasing enough organic ingredients, meaning placing orders according to existing orders so not ordering on a large scale but periodically and in accordance with order. In an interview with Mr. I Made Kurniawan, as Assistant Manager of Restaurants and Bars at The Westin Nusa Dua regarding whether there is a policy being implemented to reduce the use of single-use plastic in food and beverage services, he said that "*At the Westin we no longer use plastic, instead we use boxes that can be processed and we often ask whether guests have brought lunch boxes or drinking bottles.*" *The Food and Beverage Department has also taken steps to increase energy efficiency in the cooking, storage and food processes by using chillers for storage so that food does not spoil quickly and several machines for processing dough and food.*"

4. Director of Engineering (Engineering Department)

The engineering department has taken steps related to increasing energy efficiency and reducing environmental impacts, including the use of renewable energy such as using

ANALYSIS OF THE IMPLEMENTATION OF GREEN HOTEL WITH ZERO-WASTE CONCEPT IN OPERATIONS AT THE WESTIN RESORTS, NUSA DUA, BALI

I Putu Gede Satria Wiraharja, I Wayan Chandra Adyatma

energy-saving technology such as saving electricity and using solar panels. In an interview with Mr. I Gede Somonita, as Director of Engineering, it was said that "*Engineering adjusts electrical efficiency to suit guests, if the guests are not too busy then we don't turn on all the hotel coolers as well as events. If there is no event at the Westin then we will close BICC. and turn off all cooling and light or lighting there.*" Moreover, the efficient water management system at The Westin is in collaboration with Nusa Dua, where waste water is usually used to water plants in the hotel while saving clean water.

5. Director of Human Resources (Human Resources Department)

The Human Resources Department carries out training related to environmental awareness for all departments and holds events related to environmental love and environmental cleanliness every month to effectively support the company's sustainability initiatives. In an interview with Mr. Dhaniel Tumpal Fernando, as Director of Learning and Development, he said that "*we always support and have even implemented a manager for gardening and then a director of hygiene related to cleanliness.*" This is done to support the recruitment and retention of employees who have an interest or expertise in the field of sustainability or the environment.

6. Director of Finance (Accounting Department)

The accounting department manages the budget for Green Hotel programs at The Westin Nusa Dua every month. Apart from that, the Finance department manages the budget to ensure that hotel activities continue to run efficiently while paying attention to the principles of sustainability and reducing waste by means of the Department always asking about the budget by using the internet which we help reduce paper waste as well and apart from that regarding the budget or budget can access to the folder containing all departments. In an interview with Mr. I Wayan Yudhi Arsana, as Chief Accountant & Cost Controller of The Westin Nusa Dua, regarding whether there is a financial reporting or monitoring system that is used to measure the effectiveness of investment in sustainability or waste reduction initiatives. It was stated that "*Yes, of course there is, every month each department makes financial-related reports that reflect environmental programs, especially green waste.*"

7. Director of Sales and Marketing (Sales and Marketing Department)

The efforts and steps taken by the sales and marketing department contribute to promoting the image of The Westin Resort Nusa Dua as an environmentally friendly hotel by promoting it digitally via the internet which can reach wider customers. Furthermore, sales and marketing also offer to hold events outside, such as near the beach or park, which can help save electricity. In an interview with Mrs. Cindy Ay Li Budiman, as Director of Sales, was there any effort made to measure the impact and effectiveness of marketing campaigns related to sustainability? It was stated that "*Yes, we always use marketing analysis and differentiate digital marketing from direct marketing and it is more profitable and saves costs with digital marketing.*"

3.2 DISCUSSION

Impact of Green Hotel with Zero-Waste Concept at The Westin Nusa Dua:

The implementation of a green hotel with a zero-waste concept at The Westin Resort Nusa Dua has had a significant impact on operational progress at the hotel. The following are the impacts that can be explained:

1. Supporting Efforts to Implement Green Hotels: Hotels are very efficient in using paper, especially recycled paper which is used as note paper, and save water and electricity usage in hotel activities, only if necessary.

2. Hotel SOPs for Reducing Plastic Use: In hotel rooms and restaurants, all mineral water uses glass bottles, food uses boxes that can be processed and TV menus no longer use paper, but are set up on the TV.

3. Efficient Use of Renewable Energy: The engineering department already uses renewable technology or energy-saving technology.

4. Human Resource Empowerment and Training Related to Environmental Awareness: The Human Resource Department routinely holds environmental related activities once a month.

Overall, the implementation of the Green Hotel with the Zero-Waste concept in operations at The Westin Resort Nusa Dua has had a positive impact in improving service quality and environmental sustainability.

4. CONCLUSION

4.1 Conclusion

This research aims to analyze the implementation and impact of a Green Hotel with a Zero-Waste Concept in operations at The Westin Resort Nusa Dua. Through a qualitative approach with a case study method, this research succeeded in collecting data from in-depth interviews, field observations and analysis of related documents. The research results show that the implementation of the Green Hotel with the Zero-Waste concept in the operations of each department has been implemented to support The Westin Nusa Dua to become a hotel that is caring and environmentally friendly.

Apart from that, this research highlights the impact of implementing this concept in every department of The Westin Nusa Dua, for example in the F&B department, which no longer uses plastic bottles for packaging mineral water in both restaurants and guest rooms. So, plastic waste can be reduced in hotel operations. Furthermore, the engineering department has initiated the use of renewable energy technology to support savings in energy use. Thus, what can be concluded from this research is that the implementation of the Green Hotel with the Zero-Waste concept by management in operations at The Westin Resort Nusa Dua has been successful, and has had a positive impact on maintaining environmental sustainability and improving the quality of service to guests. Therefore, it is important for local governments, related stakeholders, hotel managers, employees and local communities to continue to strengthen the implementation of Green Hotels as a sustainable foundation for the development of environmentally friendly hotel tourist destinations in Bali and other areas.

4.2 Suggestions

The suggestions in this research include: Regional governments and related stakeholders need to make efforts to increase public awareness about the importance of always preserving the surrounding environment so that it is not damaged and polluted. This can be done through counseling, training and educational programs that educate the public, nature protection and sustainable management.

Local communities must continue to be involved in participating in decision making regarding supporting hotels in the ITDC or Nusa Dua area in implementing Green Hotels.

Management or hotel management needs to strengthen and develop regulations related to the implementation of Green Hotels as a basis for making the hotel an environmentally friendly and sustainable hotel, especially in the management of natural and human resources and the use of existing technology.

From the results of research that has been carried out, there are still several variables that have not been discussed in this research because there is still research and development in implementing Green Hotels with the Zero-Waste concept at The Westin Nusa Dua hotel. The variable that wants to be studied more deeply in the next stage of research is the Zero-Waste empowerment concept which focuses on waste management which can have an impact on humans and the environment in the development of tourist destinations, especially the hotel industry.

The scope of further research will be carried out by covering a wider area or area, so as to provide the opportunity to further diversify respondents who will then be able to raise new questions and can be used as a reference for future researchers, so as to be able to describe the phenomena that occur in the concept of tourist destination development, especially hotel destinations in Bali and Indonesia in general. Furthermore, the contribution of this research can also influence the literature and industry practices including:

Practical Approach: Providing operational guidance for other hotels that want to adopt the zero-waste concept within the green hotel framework.

Local Context: Presenting a case study based on tropical tourist destinations such as Bali, which faces high waste challenges.

Sustainability Integration: Showing how sustainability can be a unique selling point that is in line with global market demands.

ACKNOWLEDGEMENT

We praise and thank God Almighty for all His blessings and mercy that have been bestowed upon our team, so that we can complete the proposed research proposal for novice lecturers entitled "Analysis of the Implementation of Green Hotels with the Zero-Waste Concept in Operations at The Westin Nusa Dua Resort, Bali".

We realize that this research proposal is still far from perfect, therefore we really hope for guidance, suggestions and criticism in order to improve the quality of this research proposal. Finally, we hope that this research activity proposal can be accepted and realized, so that it can make contributions for institution and communities who are partners in this activity.

We would like to express our deepest gratitude to the research team who have worked hard in completing this proposed activity, as well as to the leadership, lecturers and staff at Vocational Unwar, as well as the management and all respondents, such as the Head of Department of The Westin Resort Nusa Dua as a partner in this program who have provided-assistance for the completion of this proposed research activity.

We realize that this research proposal is still far from perfect, therefore we really need suggestions and input from various parties to improve it. Hopefully this research proposal can be useful for Warmadewa University, especially the Faculty of Vocational Studies and partners so that this program can later be designed as a mandatory program as an effort to maintain mental health and stress management and this activity can take place in a sustainable and sustainable manner.

Denpasar, 11 November 2024

Research Team

DAFTAR PUSTAKA

(tanpa ada nomor dan ditulis huruf capital, Cambria, 12, bold)

Abdullah, Febriyanti. 2018. Analisis Konsentrasi Udara Abien CO di Jalan Alternatif Car Free Day Kota Makassar Menggunakan Program CALINE4. Makassar: Departemen Teknik Lingkungan FT-UH.

Al Bataafi, Wisnu. (2005). House Keeping Departement, Floer and Publick Area,

Bandung: Alfabeta. Anwar Sanusi. (2011). Metode Penelitian Bisnis, Salemba Empat, Jakarta

Brodsky, S. (2005). Water conservation crucial to energy savings. Hotel and Motel Management, 220(13), 12.

ANALYSIS OF THE IMPLEMENTATION OF GREEN HOTEL WITH ZERO-WASTE CONCEPT IN OPERATIONS AT THE WESTIN RESORTS, NUSA DUA, BALI

I Putu Gede Satria Wiraharja, I Wayan Chandra Adyatma

- Bungin, Burhan. (2013). Metode penelitian sosial & ekonomi: format-format kuantitatif dan kualitatif untuk studi sosiologi, kebijakan, publik, komunikasi, manajemen, dan pemasara edisi pertama. Jakarta: kencana prenatal media group.
- Graci, S., & Dodds, R. (2008). Why go green? The business case for environmental commitment in the Canadian hotel industry. *Anatolia*, 19(2), 251-270.
- Green Hotel Association. (2018). Retrieved from: <http://greenhotels.com/index.php>
- 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*, 345-355.
- Haris herdiansyah. (2012). Metodologi Penelitian Kualitatif, Jakarta: Salemba Humanika
- Hasan.Iqbal, (2004). Analisis Data Penelitian Dengan Statistik, Jakarta: Bumi Aksara.
- Jarman-Walsh, J. (2019). Foundations of Zero-Waste Lead to Sustainable Tourism Success: The Case of Kamikatsu. *Journal of Yasuda Women's University*, 47, 249-260. https://yasuda-u.repo.nii.ac.jp/?action=pages_view_main&active_action=repository_view_main_item_detail&item_id=458&item_no=1&page_id=13&block_id=35.
- Moleong Lexy J. (2005). Metodologi Penelitian Kualitatif. Bandung: Remaja Rosdakarya.
- Nizar, M., Munir, E., Munawar, E., & Irvan, D. (2018). Implementation of zero waste concept in waste management of Banda Aceh City. 52045. <https://doi.org/10.1088/1742-6596/1116/5/052045>.
- Peraturan Menteri Pariwisata Republik Indonesia Nomor 29 Tahun 2015
- Purhantara, Wahyu. (2010). Metode Penelitian Kualitatif Untuk Bisnis, Yogyakarta: Graha Ilmu.
- Tentang Rencana Strategis Kementerian Pariwisata Tahun 2015-2019.
- Radwan, H. R., Jones, E., & Minoli, D. (2012). Solid waste management in small hotels: a comparison of green and non-green small hotels in Wales. *Journal of Sustainable Tourism*, 20(4), 533-550. <https://doi.org/10.1080/09669582.2011.621539>.
- Rojas, L. F., Zapata, P., & Ruiz-Tirado, L. (2021). Agro-industrial waste enzymes: perspectives in circular economy. *Current Opinion in Green and Sustainable Chemistry*, 100585. <https://doi.org/10.1016/j.cogsc.2021.100585>.
- Soemitro, Rochmat. (2001). Pajak Bumi dan Bangunan, Edisi Revisi. Bandung: Refika.
- Stewart, C. J., & Cash, William B.. (2012). *Interviu: prinsip dan praktik edisi 13*. Jakarta: Penerbit Salemba Humanika.
- Sugiyono. (2013). Metodologi Penelitian Kuantitatif, Kualitatif Dan R&D. (Bandung: ALFABETA)
- Sujai, S. R. A. N., & Juwana, I. (2021). Waste management planning toward zero waste in Hotel XYZ Bandung with circular economy principles (case study: Room service facility's solid waste). *IOP Conference Series: Earth and Environmental Science*, 940(1). <https://doi.org/10.1088/1755-1315/940/1/012052>.
- Sulastiyono, A. (2011). Manajemen penyelenggaraan hotel. Bandung: Alfabeta.
- Surakhmad, Winarno. 1980. Pengantar Penelitian Ilmiah Dasar, Metode dan Teknik, Edisi VII. Bandung: Tersito.
- Urmila., Astuti., & Triyuni. (2022). The Implementation of Zero Waste Concepts in Operational Six Senses Uluwatu, Bali. *International JBHOST (Journal of Business on Hospitality and Tourism)*. 8(2), pp. 345-352. <https://dx.doi.org/10.22334/jbhost.v8i2>