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Implementation Of The Green Hotel Concept To Support Sustainable Tourism

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Abstract

This study aims to analyze the implementation of the green hotel concept in support of sustainable tourism. A qualitative approach with a case study design was employed. Research informants were selected using purposive sampling. Data were collected through interviews, observations, and documentation. Data analysis followed the interactive model developed by Miles and Huberman, consisting of data reduction, data display, and conclusion drawing. To ensure data validity, the study utilized both source and technique triangulation. The findings indicate that the implementation of the green hotel concept is realized through energy efficiency, water conservation, the reduction of single-use plastics, waste management, and the utilization of local products. Such practices have the potential to enhance operational efficiency, strengthen a hotel's competitiveness, and foster the engagement of both employees and the local community. Implementation is supported by staff involvement, the availability of facilities and technology, and guest participation. However, the process faces several challenges, including budget constraints, uneven levels of guest awareness, varying degrees of understanding among employees, and suboptimal communication regarding sustainability efforts. Overall, the green hotel concept has the potential to support sustainable tourism, provided it is integrated into operational policies and accompanied by consistent oversight and measurable impact evaluation.

Keywords: Green Hotels, Sustainable Tourism, Environmental Management

INTRODUCTION

Tourism is a sector that plays a vital role in driving economic growth, creating jobs, and increasing community income (Fadilla, 2024) . However, tourism development also poses environmental challenges, particularly related to energy use, water consumption, and increased waste volume (Nofriya et al., 2019) . This situation demonstrates that tourism success is not solely measured by increasing the number of tourist visits, but also

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requires consideration of its impact on the environment and society (Hasan et al., 2025) .Therefore, the application of sustainability principles is a crucial requirement in managing the tourism industry.

One aspect that requires attention in realizing sustainable tourism is the hotel industry. Hotels require relatively large amounts of energy and water to support operations, from lighting and air conditioning to food preparation and cleaning services. Furthermore, hotel operations generate waste and garbage, which, if not managed properly, can increase pressure on the environment surrounding tourist destinations (Umul et al., 2025) . These issues require hotel managers to implement more efficient and environmentally responsible operational systems.

The green hotel concept is an approach to reducing the environmental impact of hotel operations. This concept refers to the implementation of environmentally friendly practices, such as energy and water conservation, reducing the use of single-use plastics, waste sorting, recycling, and the use of more environmentally friendly products (Lestari et al., 2025) . The implementation of this concept is not only related to the provision of facilities, but also includes management policies, employee behavior, and guest involvement in supporting sustainable habits (Putri & Wisnawa, 2025) . Thus, green hotels can be an important part of efforts to build a more responsible hospitality industry.

However, the implementation of the green hotel concept does not always run optimally. Some hotel managers may face obstacles such as limited investment funds, a lack of understanding of environmental management, and the lack of established operational habits oriented toward resource efficiency (Karta, 2025) . Furthermore, the implementation of environmentally friendly practices requires consistency to ensure they are not merely symbolic or promotional activities. This situation highlights the importance of examining how the green hotel concept is implemented in operational activities and the extent to which these practices support sustainable tourism management.

In the context of sustainable tourism, the implementation of green hotels needs to be understood through the *Triple Bottom Line theory* proposed by (Elkington, 1997). This theory explains that sustainability must consider three dimensions in a balanced manner: environmental, economic, and social. From an environmental perspective, environmentally friendly practices have the potential to reduce resource waste and waste generation. From an economic perspective, efficient use of energy and water can help control operational costs in the long term. Meanwhile, from a social perspective, the implementation of this concept can encourage increased environmental awareness among employees, tourists, and the surrounding community. These three aspects are in line with research (Helena et al., 2026) which implements the principles of sustainable tourism in an integrated manner through five main dimensions: *Environmental*

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Sustainability, Social Sustainability, Economic Sustainability, Governance, and *Green Innovation* .

Several previous studies have shown that green hotel practices contribute to sustainable tourism. (Gede et al., 2023) found that the implementation of environmentally friendly practices is carried out through the management of energy, water, and waste in hotels. This study emphasized that the success of green hotels is strongly influenced by management commitment and employee involvement. Furthermore, (Sihombing et al., 2025) found that green hospitality strategies can improve energy efficiency through the use of solar panels, energy-efficient lighting, and better waste management, while simultaneously supporting the achievement of sustainable development goals. Meanwhile, (Dewi & Dewi, 2024) found that the implementation of the green hotel concept is still limited and uneven, although some hotels have implemented conservation programs and environmentally friendly training for employees. These three studies indicate that studies on green hotels generally focus on the form of environmentally friendly practices, operational efficiency, the role of management, and implementation challenges. However, research specifically linking the implementation of the green hotel concept to its contribution to sustainable tourism in specific hotel contexts is still limited. The novelty of this study lies in its effort to analyze the implementation of the green hotel concept not only as a hotel operational practice but also as part of a strategy supporting sustainable tourism. Thus, this study attempts to fill the gap between green hotel practices at the hotel level and sustainable tourism development goals at the destination level.

Based on the above description, the study entitled "Implementation of the Green Hotel Concept in Supporting Sustainable Tourism" aims to analyze the application of the green hotel concept in hotel operations, identify supporting factors and obstacles to its implementation, and explain its contribution to sustainable tourism management. The results of the study are expected to provide academic benefits for the development of sustainable tourism studies as well as become practical considerations for hotel managers in developing more environmentally friendly operational policies. Thus, the implementation of green hotels is expected to not only be part of an effort to improve service quality, but also be a concrete step in maintaining environmental sustainability and supporting the sustainability of tourist destinations.

Method

This research uses a descriptive qualitative approach with a case study design. This approach was chosen because the study aims to deeply understand the process of implementing the green hotel concept in hotel operations and its relationship to efforts to support sustainable tourism. A qualitative approach allows researchers to explore

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meanings, policies, practices, perceptions, and barriers that cannot be explained solely through numerical data. The case study design was chosen because the green hotel phenomenon needs to be studied in the real context of one or several specific hotels, resulting in more contextual and in-depth findings.

The object of this research is the application of the green hotel concept to hotels located in tourist areas. Locations were selected purposively, considering hotels that have implemented or are attempting to implement sustainability programs, have operational activities relevant to environmental issues, and are located in areas developing as tourism destinations.

Research informants were determined using purposive sampling, selecting informants based on their knowledge, experience, and direct involvement in activities related to green hotel implementation. Key informants included managers or personnel responsible for sustainability programs, operational employees from housekeeping, food and beverage, front office, and engineering or utilities departments.

Data collection was conducted through interviews, observation, and documentation. Interviews were conducted semi-structured using guidelines developed based on green hotel indicators and the *Triple Bottom Line dimensions* . Observations were conducted to directly observe energy saving practices, water and waste management, the use of environmentally friendly materials, and local community involvement in hotel operations. Meanwhile, documentation studies were used to verify information obtained from interviews and observations, for example through internal policies, activity reports, or hotel publications.

Data analysis was conducted using the Miles and Huberman interactive analysis model, which consists of data reduction, data presentation, and conclusion drawing. Data reduction was performed by selecting, focusing, and simplifying data relevant to the research focus. The reduced data was then presented in the form of descriptive narratives, thematic tables, or matrices to facilitate understanding of green hotel implementation patterns. Conclusions were drawn gradually throughout the research process and revised as new relevant data was discovered.

To ensure data validity, this study employed source and technical triangulation. Source triangulation was conducted by comparing information from management, employees, and tourism stakeholders, while technical triangulation was conducted by comparing interview results, observations, and documentation. Furthermore, the researcher conducted *member checking* by reconfirming interview results with informants to ensure interpretations aligned with the actual situation.

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RESULTS AND DISCUSSION

Implementation of the Green Hotel Concept

The results of the study indicate that the implementation of the green hotel concept is reflected in three dimensions of sustainability: environmental, economic, and social. These findings can be analyzed using the Triple Bottom Line framework proposed by (Elkington, 1997), which places environmental performance (*planet*), social welfare (*people*), and economic benefits (*profit*) as interrelated elements. In the hospitality context, the implementation of this concept is not only related to reducing environmental impacts, but also to operational efficiency, employee engagement, and the hotel's relationship with the local community.

1. Environmental Dimension

In the environmental dimension, the implementation of green hotels is evident through energy efficiency, water conservation, reduction of single-use plastics, and waste management. Observations show that the hotel uses LED lighting, utilizes natural lighting, implements a card key system to control electricity usage in rooms, and regulates air conditioning temperatures. Machines in the kitchen and laundry areas are also operated at optimal capacity, accompanied by regular inspections of electrical equipment. These findings are reinforced by interviews with management, who stated that electricity savings are implemented to reduce operational costs without compromising guest comfort, while simultaneously fulfilling the hotel's environmental responsibilities. This demonstrates that energy efficiency has become part of the effort to integrate environmental and operational interests.

Water conservation efforts include the use of water-efficient faucets and showerheads, a policy of reusing towels and linens, and regular inspections of water installations to prevent leaks. Interviews with housekeeping staff indicated that these policies are well-understood by staff and generally elicit a positive response from guests when their benefits are explained. These findings indicate that water savings depend not only on the availability of amenities but also on consistent policy implementation and guest participation during their stay.

In waste management, the hotel has separated organic, inorganic, and hazardous and toxic waste (B3). Organic waste from the kitchen and dining area is separated for further use where possible, while inorganic waste is collected separately, and B3 waste is stored in special containers before being handed over to the authorities. The hotel also strives to reduce the use of single-use plastics and minimize food waste through optimal raw material utilization. Although employees understand the importance of waste sorting, interviews indicate that its implementation is not yet consistent, especially as operational activity increases. Guest awareness of waste sorting also varies. This condition indicates

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that the existence of waste management procedures needs to be balanced with supervision and habituation for more consistent implementation.

In addition, hotels are starting to reduce plastic in room amenities, using some cleaning products that have a lower environmental impact, and utilizing local products for operational needs. Using local products has the potential to support the local economy and reduce dependence on supplies from more distant regions.

These results are in line with research (Khoir et al., 2025) which found that efforts to improve energy and water efficiency, reduce emissions, and manage waste are important indicators in implementing sustainable tourism based on *Earth Check standards* .

2. Economic Dimension

From an economic perspective, implementing green hotels has the potential to improve operational cost efficiency while strengthening business competitiveness. Efficient energy and water use can help control expenses, while waste reduction has the potential to reduce waste management costs. Furthermore, the image of a hotel committed to sustainability can be an added advantage in attracting tourists who consider environmental aspects when choosing accommodations. However, these economic benefits need to be distinguished between expected potential and measurable financial results.

Observations indicate that a number of environmental practices implemented by the hotel, such as the use of LED lighting, room electrical management, utilization of natural lighting, and optimal equipment operation, are also aimed at improving resource efficiency. This is supported by interviews with hotel management, which emphasized that the success of the green hotel program depends on policy consistency, budget support, and daily oversight. Management views the green hotel as a long-term commitment that needs to be reflected in policies and operational implementation, not simply a formality. This statement demonstrates that economic and environmental sustainability are viewed as two mutually reinforcing goals.

On the other hand, implementing green hotels faces challenges in the form of initial investment costs. Procuring energy-efficient equipment, water treatment facilities, waste management systems, and environmentally friendly products can be more expensive than conventional alternatives. This situation requires management to consider long-term benefits, budgetary capabilities, and investment priorities. Therefore, decisions to implement environmentally friendly technologies need to be supported by cost-benefit evaluations so that the program can be implemented gradually without compromising service quality.

From a competitive perspective, environmentally friendly practices have the potential to strengthen a hotel's reputation, particularly when supported by consistent

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implementation and transparent communication with guests. Therefore, the economic contribution of green hotels in this study is better understood through resource efficiency mechanisms and the potential for strengthening business image, rather than as quantitatively proven profit increases.

These results are in line with research (Julita et al., 2024) which found that implementing sustainability programs has a positive impact on reducing costs, emissions, and waste, while increasing guest interest in green accommodation.

3. Social Dimension

In the social dimension, the implementation of green hotels involves employees, guests, and the local community. Observations indicate that most employees understand basic environmentally friendly practices, such as saving electricity, using water wisely, and sorting waste. However, this level of understanding is not uniform across departments. Employees directly involved in energy use, water use, and waste management tend to be more familiar with these practices than employees in other departments. An interview with one employee stated that the habit of sorting waste and turning off unused equipment requires supervision from superiors. These findings demonstrate that employee involvement is a crucial element in building a work culture that supports sustainability.

Guest participation is also an integral part of environmental program implementation. Interviews with several guests indicate that they tend to respond positively to practices that are readily visible, such as encouraging towel reuse, energy conservation, reducing plastic waste, and utilizing local products. These practices are seen as a form of environmental responsibility by the hotel and an added value to the guest experience. However, guest understanding does not yet encompass the full range of programs implemented. Some guests are aware of the towel reuse policy, but are unfamiliar with waste sorting and waste management. This highlights the need for clearer and more educational communication to ensure guests are not only aware of specific policies but also understand the overall sustainability goals.

Local community involvement through the use of local products also broadens the social dimension of green hotel implementation. This practice has the potential to open market opportunities for local suppliers and strengthen the relationship between the hotel and its surrounding social environment. Overall, the social dimension demonstrates that the success of a green hotel is determined not only by facilities and policies, but also by awareness, involvement, and communication among stakeholders.

Supporting Factors for Green Hotel Implementation

Based on observations and interviews, green hotel implementation is supported by management commitment, employee involvement, the availability of facilities and

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technology, and guest participation. These four factors are interrelated in determining the consistency of sustainability program implementation.

1. Management Commitment

Management commitment is fundamental to the program's sustainability, as it relates to policymaking, budget allocation, oversight, and exemplary behavior in operational activities. Interviews with hotel management revealed that they view green hotel implementation as a long-term commitment that must be reflected in daily policies and practices. This commitment is crucial to ensuring the program doesn't stop at providing facilities or recommendations, but is integrated into the hotel's work procedures.

2. Employee Engagement

Employee involvement is also crucial, as they directly implement environmentally friendly practices, from controlling electricity and water usage to sorting waste and providing explanations to guests. Differences in understanding between departments suggest that regular training and supervision are necessary. This finding aligns with research (Jatiwardani et al., 2025) , which found that environmentally-based training, performance evaluations, and rewards contribute to the formation of a work culture that supports sustainability.

3. Availability of Facilities and Technology

The use of energy-efficient lighting, water-saving devices, electrical control systems in rooms, and waste sorting facilities helps employees implement environmental policies more practically. However, the effectiveness of these facilities still depends on maintenance, proper use, and regular monitoring. Therefore, the provision of technology must be accompanied by clear operational procedures to maintain its benefits.

4. Guest Participation

The positive response to towel reuse and energy-saving policies demonstrates the potential for engaging guests in sustainable practices. To ensure equitable participation, hotels need to communicate the program's goals and benefits in easy-to-understand language, without creating the impression that environmental policies diminish the quality of service. Synergy between management, employees, facilities, and guests is a crucial foundation for more consistent green hotel implementation.

Inhibiting Factors in the Implementation of Green Hotels

Although a number of environmentally friendly practices have been implemented, the study identified several barriers that impact the consistency of program implementation. These barriers include budget constraints, uneven guest awareness, differences in employee understanding, and suboptimal sustainability communication.

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1. Budget Limitations

Budget constraints primarily relate to the initial investment required for energy-efficient equipment, water treatment facilities, waste management facilities, and environmentally friendly products. These needs can be challenging when hotels must balance service quality, profitability, and environmental responsibility. Therefore, program implementation needs to be prioritized, taking into account budgetary capabilities and long-term benefits. Cost-benefit evaluations are also necessary to help management determine the most appropriate program for the hotel's operational conditions.

2. Uneven Guest Awareness

Another obstacle is uneven guest awareness. Some guests don't yet understand the purpose of energy conservation and towel reuse, while others still expect daily linen and room amenities to be replaced. This situation suggests that implementing environmental policies requires informative and persuasive communication. Explaining the benefits of towel reuse, for example, can help guests understand that the policy is part of a resource-saving effort, not simply a reduction in service.

3. Differences in Employee Understanding

Consistency of implementation by employees is also a challenge. Differences in understanding between departments and increased workloads during peak hours can lead to overlooked practices such as waste sorting and energy conservation. These findings suggest that initial socialization alone is insufficient to establish sustainable work habits. Regular training, operational oversight, clear division of responsibilities, and integration of environmental indicators into each department's work standards are needed to improve implementation consistency.

4. Suboptimal Sustainability Communication

Furthermore, communication regarding sustainability programs to guests is still suboptimal. Clear information can help guests understand policy objectives, increase trust, and encourage engagement. Hotels need to communicate the actual implementation of programs through easily accessible information channels, such as in-room materials and public areas, or through direct explanations from staff. This information should be accompanied by a proportionate explanation and avoid claims of unquantified environmental benefits. This finding aligns with research (Ningtyas & Falah, 2025) , which found that sustainability communication to guests remains a weakness in green hotel implementation in Indonesia.

Based on these findings, barriers to green hotel implementation are not only related to budget and technology availability, but also to behavioral and governance aspects. Therefore, improvements need to be implemented in an integrated manner through investment planning, employee competency development, strengthened

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oversight, and more effective communication with guests. This approach can help hotels maintain environmentally friendly practices while maintaining service quality.

The Relevance of Green Hotels to Sustainable Tourism

The implementation of green hotels is relevant to the development of sustainable tourism because hotel operations are directly related to energy and water use, waste production, and interactions with local communities. In this context, hotels serve not only as accommodation providers but also as part of the tourism system, influencing environmental quality and economic benefits at a destination.

On the environmental front, energy efficiency and water conservation support more responsible resource use. Reducing single-use plastics and managing waste also have the potential to reduce pressure on the destination's environment. Meanwhile, the use of local products can strengthen the economic link between hospitality activities and the surrounding community. These three aspects demonstrate that green hotel practices have the potential to link operational efficiency with broader sustainability goals.

These results are relevant to research (Sihombing et al., 2025) , which found that *green hospitality strategies* successfully increased energy efficiency through the use of solar panels, energy-efficient lighting systems, and improved waste management. Furthermore, integrating sustainability into hotel operations contributes to marine ecosystem preservation through reduced plastic pollution and responsible wastewater treatment.

In addition to supporting resource management, green hotels have the potential to strengthen accommodation competitiveness and enhance destination image. Sustainability commitments can be a valuable asset for travelers who consider environmental responsibility when choosing a hotel. However, these benefits are not achieved solely through the use of eco-labels or promotional messages. Hotels need to ensure that the information they convey aligns with actual practices and is supported by verifiable evidence. Transparent communication is also crucial to prevent a gap between the sustainability image they build and the implementation of programs on the ground.

Overall, the research results indicate that green hotel implementation has been reflected in energy efficiency, water conservation, waste management, employee engagement, and the use of local products. However, implementation still faces challenges such as limited investment, inconsistent behavior, and suboptimal communication. These findings emphasize that the success of green hotels cannot be solely measured by the existence of a program, but also by consistency of implementation, stakeholder engagement, and the hotel's ability to measure its impact. Strengthening governance and indicator-based evaluation are crucial steps to ensure that

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green hotel implementation can make a more measurable contribution to sustainable tourism.

CONCLUSION

Based on the research results, it can be concluded that the implementation of the green hotel concept is reflected in three dimensions of sustainability: environmental, economic, and social. In the environmental dimension, this implementation is realized through energy efficiency, water conservation, reduction of single-use plastics, and waste management. In the economic dimension, environmentally friendly practices have the potential to reduce operational costs and strengthen the hotel's competitiveness by enhancing its image as an environmentally conscious accommodation. Meanwhile, in the social dimension, the implementation of green hotels encourages employee engagement, guest participation, and the use of local products, which have the potential to support the local economy.

The successful implementation of green hotels is supported by management commitment, employee involvement, the availability of facilities and technology, and guest participation. However, implementation still faces several obstacles, particularly limited investment budgets, differences in employee understanding and consistency, uneven guest awareness, and suboptimal communication of sustainability programs. These conditions indicate that the provision of environmentally friendly facilities requires strengthening governance, regular training, operational oversight, and effective communication with all stakeholders.

Overall, the green hotel concept is relevant in supporting sustainable tourism through more responsible resource management, reduced environmental impact, and strengthened relationships with local communities. To realize these benefits sustainably, hotels need to integrate environmentally friendly practices into their policies and operational standards, accompanied by regular evaluations based on measurable indicators.

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