

Green Hotel Practices in Sanur, Bali: A Pathway to Sustainable Coastal Tourism Ecosystems

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Article History	Abstract
Received: 19 January 2026 Accepted: 28 April 2026 Published: 27 June 2026	<p><i>This study analyzed the implementation of the green hotel concept by hotels in Sanur, Bali, and its contribution to building a sustainable coastal tourism ecosystem. While Sanur is renowned for its tranquil environment and successful community-based tourism, the application of green practices within its hotel industry remains under-explored and inconsistent. Using qualitative methods, including interviews with hotel management and direct observation, this research identified key initiatives and the challenges hotels face in adopting sustainable practices. The findings revealed that several hotels have implemented sustainable practices in five key areas: hotel environment, energy use, tourist education, amenities, and waste management. Initiatives range from utilizing green open spaces and local building materials to using refillable amenities and composting organic waste. Some hotels also engage in community-based programs, such as providing free traditional dance training for local children. Hotels faced significant obstacles, primarily a lack of awareness among staff and guests, limited funding for higher operational costs, and the absence of clear government regulations and incentives. This study concludes that a more structured and collaborative approach is needed and supported by synergy between local government, hotel associations, and the community to provide training, monitoring, and promotion.</i></p> <p>Keywords: <i>green hotel, implementation, sustainable tourism, tourism ecosystem</i></p>



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INTRODUCTION

Bali is a highly popular tourist destination in Indonesia, attracting millions of visitors from all over the world each year. The management of tourism in Bali is governed by the Standard for the Implementation of Balinese Cultural Tourism, which states that the standards are based on principles inspired by the Tri Hita Karana philosophy, rooted in the Sad Kerthi local wisdom. These principles include: (a) environmental friendliness, (b) sustainability, (c) balance, (d) favoring local resources, (e) self-reliance, (f) public participation, (g) togetherness, (h) a participatory approach, (i) transparency, (j) accountability, and (k) benefits. Thus, tourism management in Bali not only focuses on economic gain but also considers environmental and social aspects, ensuring that the benefits are felt by the local community. The goal is to create tourism that is eco-friendly, supports community welfare, and preserves Balinese culture. With this approach, Bali strives to become a sustainable tourist destination, maintaining its cultural identity while meeting the needs of tourists.

The rapid development of tourism in Bali has not only brought economic benefits but also

various negative impacts. One of the most prominent impacts is the pressure on the environment, including pollution, ecosystem damage, and increased waste. Additionally, inadequate infrastructure is often overwhelmed by the surge in tourist numbers, which in turn leads to traffic congestion and sanitation problems. These negative impacts are also felt by local communities, who face socio-cultural changes and an increased cost of living due to rising prices for goods and property. An over-reliance on the tourism sector also makes Bali's economy vulnerable to fluctuations in tourist numbers.

Amidst the negative impacts of tourism growth in several destinations in Bali, Sanur remains a tourist destination that offers tranquility to visitors. Sanur has successfully maintained its calm and peaceful natural charm, making it an ideal place for tourists seeking a quiet escape from the hustle and bustle. Moreover, Sanur is also known for several initiatives related to the implementation of the sustainable tourism concept. Tourists can enjoy various eco-friendly activities such as cycling along safe and shady bike paths, which also offer beautiful coastal views. Additionally, there is educational tourism that promotes environmental awareness, encouraging tourists to learn and participate in nature conservation efforts. Marine conservation programs in Sanur also provide opportunities for tourists to get involved in preserving coral reefs and the marine ecosystem. With its combination of tranquility, natural beauty, and a commitment to sustainability, Sanur serves as a real-world example of how a tourist destination can develop sustainably without sacrificing environmental quality and local community welfare.

The development of the tourism sector in Sanur has a positive impact on the social life and economy of the local community (Kurniawan, 2021). Tourism development in Sanur has had a significant social impact, including the emergence of local traders, the ability of residents to speak foreign languages, and the creation of harmony within the community. This progress has encouraged locals to be more active in economic and social activities, creating a more dynamic and harmonious environment. In addition to these social effects, tourism in Sanur also provides great economic benefits, opening up new business opportunities and jobs for residents. The increase in tourist visits has driven the growth of sectors such as hospitality, culinary arts, and other services. As a result, community income has increased significantly, improving their overall economic well-being. Thus, tourism in Sanur not only enriches the social lives of the community but also strengthens the local economic foundation. This development shows how well-managed tourism is crucial for creating a balance between social and economic benefits for the community.

Sanur is known as a destination that actively involves the local community in tourism activities and businesses, making it a successful example of sustainable tourism. This local participation covers various aspects, from managing homestays and restaurants to organizing cultural events that attract tourists. This involvement not only provides an additional source of income for residents but also helps preserve local culture and traditions. Furthermore, many Sanur residents are involved in environmental conservation initiatives, such as coral reef preservation programs and regular beach clean-ups. Local entrepreneurs are also encouraged

to run their businesses in an eco-friendly manner, for instance, by reducing the use of single-use plastics and implementing good waste management systems. In this way, Sanur has succeeded in creating synergy between tourism and community empowerment, which provides long-term benefits for both the environment and the local economy. As a result, Sanur is a destination that is not only naturally beautiful but also offers an authentic and sustainable tourist experience.

Despite the various existing sustainability initiatives, the implementation of the sustainable tourism concept in hotels in Sanur is rarely heard of and not widely promoted (Dewi S Dewi, 2024). This is surprising, as Sanur is one of Bali's tourist areas that offers a wide range of accommodation options, from five-star hotels to budget guesthouses. Hotels in Sanur have great potential to implement sustainable tourism practices that could support environmental preservation and local community empowerment efforts. For example, hotels can adopt efficient waste management programs, use renewable energy, and reduce single-use plastics. They can also collaborate with local communities to promote local products and culture, which would provide direct economic benefits to the community. With the increasing awareness of environmental issues among tourists, the implementation of the sustainable tourism concept in Sanur hotels can become a unique selling point.

An initial observation of five starred hotels in Sanur shows that only one hotel has an initiative to compost organic waste. This observation indicates that although Sanur has great potential for developing sustainable tourism, its implementation in the hotel sector is still limited. The organic waste composting initiative carried out by Hotel Tandjung Sari is a positive step that can support environmental preservation efforts and attract environmentally conscious tourists. However, the lack of uniformity in the implementation of the sustainable tourism concept at other hotels shows a significant opportunity to increase awareness and commitment to sustainable practices. In addition to Hotel Tandjung Sari, the Hyatt Regency Bali also conducts green training for hotel staff.

Furthermore, according to the Tri Hita Karana Foundation (THK Foundation) website, four other hotels/villas were listed in the 2023 Tri Hita Karana Award (THK Award). Hotels/villas are eligible to register for assessment in the THK Award. The assessment process for the THK Award took place in 2023. The following are the hotels included in the 2023 THK Award assessment list.

A study by Sebayang (2023), has undertaken an initiative to foster pro-environmental behavior among its employees. The Hyatt Regency conducts green training to instill a character and attitude that supports environmental protection. Another hotel in Sanur that has been studied in relation to the implementation of an environmental management system is Maya Sanur, examined by Antari, Sudiarta, Jendra, S Septevany (2024). The results of that study found that Maya Sanur needs to make improvements in several practices related to its environmental management system, specifically in optimizing energy use and ensuring that front office employees are regularly reminded about environmental management practices. Another study by Agustini (2023) reviewed the implementation of a sustainable event at Maya Resort Sanur.

This research found that Maya Resort Sanur still uses plastic floral decorations.

The findings from previous studies and preliminary observations reveal a critical issue in the implementation of the green hotel concept in Sanur. While sustainability principles have been widely promoted within Bali's tourism policies particularly those rooted in the Tri Hita Karana (THK) philosophy their translation into operational practices at the hotel level remains inconsistent. This indicates the existence of a policy–practice gap, where sustainability is formally embedded in regulatory frameworks but not fully implemented in practice. Moreover, prior studies tend to examine sustainability initiatives in isolation, without providing a comprehensive framework that captures both ecological performance and culturally embedded values. Therefore, a more integrative and systematic approach is needed to better understand how sustainability is operationalized within the hotel sector.

To address this limitation, this study adopts ecological indicators proposed by Bagheri et al. (2020) as a structured framework to assess hotel sustainability performance. However, unlike previous studies that rely solely on technical environmental metrics, this research integrates ecological indicators with the local wisdom of Tri Hita Karana (THK), thereby combining measurable environmental performance with socio-cultural values that underpin tourism development in Bali. This integrative approach represents the novelty of this study, as it bridges the gap between scientific sustainability assessment and local philosophical frameworks.

In addition, this study explicitly examines the policy–practice gap in the implementation of green hotel concepts, particularly how sustainability policies are translated into real operational practices within hotels. Despite the growing body of literature on green hotels and sustainable tourism, there remains a significant research gap in understanding how ecological indicators and local wisdom can be integrated while simultaneously addressing institutional and implementation challenges. Existing studies largely focus either on environmental indicators or cultural perspectives in isolation, without analyzing their interaction or their implications for practice. Therefore, this study seeks to fill this gap by providing a comprehensive analysis of green hotel implementation in Sanur, focusing on the interplay between ecological indicators, local wisdom (THK), and the policy–practice gap in sustainable tourism development.

RESEARCH METHOD

This study employed a qualitative research approach to provide an in-depth analysis of the implementation of the green hotel concept in Sanur. A qualitative design was selected as it allows for a comprehensive exploration of complex phenomena, particularly in understanding sustainability practices, stakeholder behavior, and contextual dynamics within the hospitality sector.

Sampling Strategy

The study applied a purposive sampling technique, selecting informants based on their

relevance and direct involvement in hotel management and sustainability practices. Seven hotels in Sanur were chosen to represent variations in hotel classification, operational scale, and sustainability engagement. These included Hotel Tandjung Sari, Prama Hotel Sanur, Mercure Bali Sanur Resort, Inna Sindhu Beach, The Meru, Puri Santrian, and Sudamala Resort. The selection was justified by their active participation in tourism activities and their potential or demonstrated engagement with green hotel practices, making them suitable cases for examining sustainability implementation in a coastal tourism context.

Data Collection

Data were collected through three primary techniques: in-depth interviews, direct observation, and literature review. Semi-structured interviews were conducted with hotel management to obtain insights into sustainability practices, operational challenges, and strategic perspectives. Observations were carried out to document actual practices related to environmental management, spatial design, and service operations. In addition, a literature review was used to support theoretical grounding and contextual interpretation.

Coding Process and Data Analysis

The qualitative data were analyzed using a thematic analysis approach, following a systematic coding process adapted from qualitative research procedures (Bakta, 2022). The analysis consisted of several stages: (1) data preparation and organization, including transcription of interview results; (2) initial reading to gain a holistic understanding of the data; (3) open coding, where relevant data segments were labeled and categorized; (4) axial coding, which involved grouping codes into broader categories based on relationships and patterns; and (5) theme development and interpretation, where key themes were identified and linked to the research framework, particularly ecological indicators and sustainability concepts. This structured coding process ensured that the analysis moved beyond descriptive reporting toward interpretative and conceptual insights.

Data Validation

To enhance the credibility and trustworthiness of the findings, this study employed several validation techniques. First, data triangulation was conducted by comparing information obtained from interviews, observations, and literature sources. Second, source triangulation was applied by involving multiple informants from different hotels. Third, member checking was performed by confirming key findings with selected informants to ensure the accuracy of interpretations. These validation strategies strengthen the reliability and internal validity of the study.

Justification of Methodological Approach

The use of a qualitative approach is justified by the exploratory nature of this study, which seeks to understand the implementation of green hotel practices within a real-world context

characterized by social, cultural, and institutional complexities. Unlike quantitative methods that focus on measurement and generalization, this approach enables a deeper understanding of the policy–practice gap, stakeholder perspectives, and contextual challenges in sustainability implementation. Furthermore, the integration of ecological indicators with local wisdom (Tri Hita Karana) requires interpretative analysis, making qualitative methods the most appropriate approach for achieving the research objectives.

RESULT AND DISCUSSION

The findings of this study reveal that the implementation of green hotel practices in Sanur varies significantly across hotels, indicating different levels of sustainability maturity. While all hotels demonstrate partial adoption of environmentally friendly practices, only a few exhibit comprehensive and integrated approaches aligned with ecological indicators. Among the seven hotels analyzed, Hotel Tandjung Sari and Sudamala Resort emerge as the most advanced in implementing green hotel practices, particularly in waste management, cultural integration, and community involvement. In contrast, other hotels tend to adopt fragmented and operational-level practices without a strategic sustainability framework.

This variation highlights a critical policy–practice gap, where sustainability principles promoted at the policy level are not consistently translated into operational practices. The findings also suggest that sustainability implementation is influenced by internal commitment, resource availability, and stakeholder engagement, which will be further analyzed using ecological indicators and stakeholder theory.

1. The Implementations of Green Hotel Concepts in Sanur

Based on thematic analysis, the implementation of green hotel practices in Sanur can be categorized into six key areas: hotel environment, energy use, guest education, amenities, waste management, and community involvement. However, these practices are not uniformly implemented across all hotels. A comparative analysis shows that hotels with strong managerial commitment and community engagement tend to demonstrate higher levels of sustainability performance, particularly in dimensions related to cultural-economic activities and waste management.

From the perspective of ecological indicators (Bagheri et al., 2020), most hotels perform relatively well in environmental design and material usage but show limitations in energy innovation and integrated waste systems. Furthermore, from a stakeholder theory perspective, hotels that actively involve local communities and external partners exhibit stronger sustainability outcomes, indicating that collaboration plays a crucial role in advancing green hotel practices.

1.1 Hotel Environment

The first finding in this study shows that practices consistent with the green hotel concept and sustainable tourism are highly related to the hotel environment aspect. The hotel

environment includes the presence of green open spaces, the use of eco-friendly building materials, and a hotel design that supports sustainability principles. Of the seven hotels analyzed, all had extensive green open spaces with garden and landscape arrangements that not only beautified the environment but also contributed to the balance of the surrounding ecosystem. Some hotels, such as Sudamala Resort, even utilized their green open spaces as a multifunctional area that could be used for various events or activities without sacrificing sustainability elements. Thus, the presence of green open spaces not only provided aesthetic benefits but also played a role in improving air quality, creating a more comfortable atmosphere for guests, and supporting the green hotel concept oriented toward environmental preservation.

In addition to the availability of green open spaces, findings related to the environment also included the building materials used in the hotels. Most of the hotels analyzed in this study used roofs made of alang-alang grass, which is a local building material. The hotels were also made of bricks with wooden accents, making them look natural and integrated with nature. Hotel Tandjung Sari, one of the oldest hotels in Bali, has to this day maintained its old building, so its building materials also use local materials. One example is the use of window coverings made of bamboo.

Besides the availability of green open spaces and the use of local building materials, the hotel design aspect also became an important part of the hotel environment category that aligns with the green hotel concept. The seven hotels analyzed in this study had unique designs that reflected their efforts to implement sustainability principles. One interesting finding was Hotel Tandjung Sari, which was the only hotel in this study that had fully maintained its original Balinese architectural design since its establishment. This sustainability in the architectural aspect not only preserved cultural heritage but also reduced the environmental impact caused by large-scale renovations or the use of new materials.

In addition to the lobby area, hotel room design was also an object of observation in this study. The rooms in the seven hotels had large windows and used glass, so the hotel rooms received sunlight and served as a source of lighting during the day. This could reduce the use of electrical energy for lighting. The use of wide openings in the hotel buildings maximized natural lighting, thereby reducing the dependency on electricity usage.

1.2 Energy Use

The data analysis also showed findings on energy use within the hotel environment. One aspect of energy use is the utilization of renewable energy, such as solar panels, as a power source. However, in the thematic analysis conducted for this study, the use of renewable energy or other energy sources in the seven hotels could not be identified. Beyond the use of renewable energy, the efficiency of electricity use in various public areas of the hotel is also a key aspect of green hotel implementation. Public areas like lobbies, restaurants, and hotel rooms contribute significantly to energy consumption, so effective energy management strategies are essential to reduce environmental impact. As previously explained, six of the seven hotels analyzed had a semi-outdoor lobby concept. This design allows for natural light during the day while

maximizing air circulation, thus reducing the dependency on air conditioning and electric lighting. Not only in the lobby areas, but all the hotels studied also had open-air concept restaurants. This provides a dual benefit: it reduces electricity consumption for lighting and cooling systems while creating a more natural dining experience for guests. The adoption of this open-concept design shows that hotels in Sanur are striving to optimize energy efficiency in their operations.

Sudamala Resort had a program different from the other hotels regarding energy use and conservation. The interviews found that Sudamala Resort had a program to turn off the electricity from 9:00 PM to 10:00 PM during a full moon. This program invited all guests to participate as an embodiment of the green hotel concept and a move toward sustainable tourism. In addition, Sudamala Resort has also started using solar panels for small electricity needs. The application of energy-efficient technology is also a crucial aspect of green hotel implementation, as seen in the use of LED lamp in those 7 hotels. Such technology contributes to energy efficiency by reducing the use of electricity. The installation of LED lamps aligns with the principles of sustainability in the hospitality industry, where reducing energy consumption is a primary indicator of eco-friendly operations. The use of smart technology in hotel operations, such as smart lighting and smart air conditioners, can decrease energy use, but it requires a large investment (Ramgade S Kumar, 2021).

1.3 Education to Guests

Education about the green hotel concept or sustainable tourism is a crucial category, as it is part of building awareness about the importance of practices that support both. The analysis results showed that the seven hotels have adopted educational measures by providing announcements to guests regarding their implemented sustainability efforts. Prama Hotel Sanur, Sudamala Resort, Inna Sindhu Beach, and Mercure Sanur implemented educational measures to increase guest awareness of sustainable practices. These hotels actively encouraged guests to contribute to environmental preservation by adopting a policy of towel reuse. Through notices provided in the rooms, guests were advised to use their towels more than once before having them washed. This initiative aimed to reduce water consumption used in the laundry process and to curb the use of chemicals like detergents and softeners, which can negatively impact the environment. Thus, this practice not only helped conserve natural resources but also reduced water pollution from chemical waste generated by the washing process.

The tourist education implemented by these three hotels has an impact on tourists' intentions to visit and stay at a hotel. This was found by Demir, et al. (2021), who stated that hotels with indirect and positive attention could influence tourists' decisions to visit hotels in northern Cyprus. Based on this research, educational measures for tourists, such as notices about the importance of good practices in implementing the green hotel concept and sustainable tourism, can be a factor that attracts tourists to visit and stay at a hotel.

1.4 Hotel Amenity

Hotel amenities, especially those provided in guest rooms, are a crucial aspect of analyzing the implementation of the green hotel concept. The use of eco-friendly amenities, such as biodegradable packaging or reusable products, reflects a hotel's commitment to reducing waste and supporting sustainability. Therefore, the selection and management of in-room amenities are relevant indicators for assessing the extent to which green hotel practices have been implemented.

In an effort to reduce plastic waste, Hotel Tandjung Sari, The Meru Sanur, Mercure Hotel Sanur, Sudamala Resort, and Puri Santrian have switched to using glass bottles to serve drinking water in guest rooms. This use of glass bottles is a positive step in supporting the green hotel concept because it can reduce plastic waste from single-use packaging and reflect the hotels' commitment to sustainable practices. Additionally, using glass bottles can give guests a more exclusive and aesthetic impression, which enhances their experience during their stay. With this policy, hotels not only contribute to global efforts to reduce plastic waste but also demonstrate their concern for the local environment around the Sanur tourist area.

However, unlike those hotels, Prama Hotel Sanur still uses single-use plastic bottles to serve drinking water in guest rooms. The use of this plastic packaging has a significant environmental impact, primarily because single-use plastic is difficult to decompose and contributes to waste problems in tourist destinations. The plastic waste generated from single-use drinking water bottles can pollute the surrounding environment, including Sanur's beaches and sea, which are a major attraction for tourists.

In addition to providing drinking water, several of the analyzed hotels also provided various fruits for guests in their rooms. The fruits provided were generally locally sourced, such as salak, oranges, bananas, watermelon, and pineapple. The use of local fruit not only supports local farmers but also reduces the carbon footprint generated from the distribution of imported fruit, aligning with the principles of sustainability within the green hotel concept.

The way soap, shampoo, and conditioner are provided in hotel rooms is another important aspect of analyzing green hotel practices. The management of these bath amenities is closely related to a hotel's efforts to reduce waste generated from the use of single-use products. In the context of green hotel practices, the use of single-use packaging for these products can increase the amount of plastic waste that contributes to environmental pollution, so many hotels are starting to switch to more eco-friendly alternatives. Of the seven hotels analyzed in this study, six have implemented a refillable dispenser system for soap, shampoo, and conditioner in guest rooms. The use of dispensers allows these bath products to be refilled regularly by the hotel, which reduces the reliance on single-use plastic packaging that is typically only used during a guest's stay. Additionally, the use of dispensers helps the hotel control the amount of product used by guests, making it more operationally efficient and reducing waste.

1.5 Waste management

The final category that is part of the analysis of green hotel concept implementation in Sanur is waste management. Waste management is an important aspect of the green hotel concept because it relates to efforts to reduce the environmental impact generated from hotel operations. Hotels that implement this concept are expected to have effective strategies for managing waste, whether it originates from guest activities or from internal hotel operations, including the kitchen, restaurant, and housekeeping. In the thematic analysis conducted, three hotels were identified as having a waste management system.

Hotel Tandjung Sari has a clear approach to waste management as part of its green hotel concept implementation. Based on an interview with the hotel management, it was found that one of the main steps taken is the processing of organic waste into compost. This was confirmed by Informant 03, who stated that "Tandjung Sari has an eco-friendly concept where we process organic waste into compost." This effort reflects the hotel's commitment to reducing waste that ends up in landfills and also reusing organic waste for more beneficial purposes. With this processing system, the hotel not only reduces its environmental impact but can also support the maintenance of gardens and green spaces that are an important part of the hotel's environment.

Inna Sindhu Beach applies a composting system for organic waste. Inna Sindhu Beach creates composting pits that are then covered so they don't produce a smell. Not only that, but Inna Sindhu Beach also has trash cans consisting of three categories. In waste management, Inna Sindhu Beach cooperates with the traditional village for the collection of plastic waste. All plastic waste, especially plastic bottles and jerrycans, is collected and then given to the traditional village.

Sudamala Resort also has a structured waste management system. In waste management, Sudamala Resort collaborates with the Indonesian Waste Platform (IWP), which is a platform with a focus on waste handling in Indonesia. Additionally, Sudamala Resort also works with the traditional village on waste management, particularly in managing waste at the village's TPS3R (Waste Bank, Reduce, Reuse, Recycle). Sudamala Resort, as one of the hotels with a focus on green hotel implementation, is also in the process of managing used cooking oil (minyak jelantah). In managing used cooking oil, Sudamala Resort collaborates with Noovoleum, a company that focuses on utilizing used cooking oil to create high-value products. The Meru Sanur works together with Magi Farm to do composting while Mercure works together with Urban Compost.

1.6 Community involvement

Based on the results of the analysis, two hotels were identified as having community involvement programs. Hotel Tandjung Sari is one of these two hotels. Hotel Tandjung Sari has a cultural preservation program. The hotel operates under a foundation that has a traditional dance training program for children in the vicinity of the hotel. Children near Hotel Tandjung

Sari can join the dance practice free of charge. Generally, dance practice is held on weekends. The children who participate in the dance training are invited to perform when Hotel Tandjung Sari holds events.

Additionally, Sudamala Resort is also under the auspices of the Sudamala Bumi Insani (SBI) Foundation. This foundation was established as a form of Sudamala Resort's commitment to creating a positive impact on the community around the hotel, with a focus on social issues, education, arts and culture, and the environment. Sudamala Resort also actively collaborates with other foundations, such as the Bali Pink Ribbon Foundation, to support a wider range of social and CSR activities.

2. The Challenges in Implementing Green Hotel Concepts in Sanur

In implementing the green hotel concept, hotels in Sanur face various challenges stemming from both internal and external factors. Internal factors can include limited resources, higher operational costs, and difficulties in changing staff work habits to align with sustainability principles. Meanwhile, external factors encompass government regulations, support from the surrounding community, and the limited availability of eco-friendly infrastructure and technology.

Data and information regarding the challenges in applying the green hotel concept in Sanur hotels were obtained through interviews with the management of three hotels located in Sanur. The data analysis results identified three main obstacles in implementing the green hotel concept in hotels in Sanur.

2.1 Lack of understanding and awareness of the green hotel concept

One of the three biggest challenges in implementing the green hotel concept in Sanur is the low level of awareness among all involved parties, including hotel staff, guests, and business partners like vendors and suppliers. Although some hotels have already adopted eco-friendly practices, there are still individuals who do not fully understand or realize the importance of sustainability in hotel operations.

Additionally, hotel guests from diverse backgrounds and cultures have varying levels of awareness regarding sustainability. While some guests are accustomed to the green hotel concept and support initiatives like reducing single-use plastic or better waste management, others still expect conventional facilities without considering their environmental impact.

On the other hand, collaboration with vendors and suppliers also presents a specific challenge, especially in ensuring that products delivered to the hotel, such as room amenities and food ingredients, use eco-friendly packaging. The lack of awareness and understanding of sustainable practices among other parties was expressed by Informant 03, who stated, "The challenge is to get all parties working with Tandjung Sari Hotel to apply the same things, such as vendors not sending products/goods in single-use packaging."

This finding aligns with the research conducted by Ciptaningtyas S Rosanto (2023) at the Sava EcoRetreat Bali Hotel. Their study found that challenges in implementing an improved star

rating were due to a lack of knowledge and ongoing adjustments in eco-hotel practices. Without widespread awareness and commitment from all involved parties, the implementation of the green hotel concept may not be optimal, meaning the hotel's sustainability efforts will not have a maximum impact on the environment. Therefore, strategic steps are needed to raise awareness, whether through regular staff training, environmental awareness campaigns for guests, or stricter regulations when selecting business partners that align with sustainability principles.

2.2 The limited resources S funding on the implementation of green hotel concept

Another challenge faced by hotels in implementing the green hotel concept is the limited availability of supporting resources, particularly in terms of funding. Some hotels may have the intention and commitment to adopt eco-friendly practices, but budget constraints become a major obstacle to their realization. Informant 03 stated that "The most challenging factor is the maintenance cost in operations," which indicates that expenses for running a hotel with sustainability principles are often higher than with conventional practices. For example, the procurement of energy-efficient technology, effective waste management, and the use of eco-friendly products require a significant initial investment. Furthermore, hotels that want to switch to more sustainable systems, such as installing refillable dispensers for bathroom amenities or processing organic waste into compost, must also consider long-term maintenance costs. This finding aligns with a study by Mbasera, et al. (2017), which found that the implementation of green initiatives in hotels requires high investment, especially for older hotels where adjustments to support these initiatives are more extensive.

Informant 02 also highlighted funding as one of the challenges in implementing the green hotel concept, stating, "*Capital resources and training so that the whole team understands the goals and direction of the green hotel.*" According to Informant 02, funding is needed not only for maintenance and operations but also for training all hotel staff to ensure a shared understanding of the green hotel concept. Sangmanee (2020) also found a similar point, noting that investment to implement the green hotel concept should also be directed toward staff training.

2.3 The absence of regulations and limited of government support

The third challenge in implementing the green hotel concept is the limited government regulations and support for hotels with green initiatives. Although the green hotel concept is recognized as an approach that can support the sustainability of the hospitality industry, many hotels still face obstacles in adopting it due to a lack of clear policies and adequate incentives from the government.

Regulations governing the implementation of eco-friendly practices in the hospitality industry are not yet fully structured or evenly implemented. Consequently, hotels that want to switch to a green concept often have to rely on their own initiatives without concrete support from the authorities. Yuniati (2021) also stated that the Indonesian government has not yet

provided optimal support, as evidenced by the absence of clear regulations to govern green hotels.

This was confirmed by Ni Luh Putu Riyastiti, S.S., M.Par., the Head of the Denpasar City Tourism Office, who stated:

"Regarding specific regulations for the implementation of the green hotel concept, we do not have any yet. Currently, the Denpasar City Tourism Office is still focused on managing Sanur as a coastal area. However, there are no specific regulations to govern green hotels. We do have incentives for hotels to help fund the implementation of green hotels, for example, for the procurement of goods and so on."

This indicates that the Denpasar City government, particularly the Tourism Office, is still focused on managing the Sanur area but has not yet targeted the implementation of the green hotel concept by hotels located in the area. Nevertheless, the Denpasar City Tourism Office is aware that proper regulations and incentive schemes can serve as a motivation for hotels to implement the green hotel concept and move toward sustainable tourism.

CONCLUSION

This study provides a comprehensive analysis of the implementation of green hotel practices in Sanur and highlights significant variations in sustainability performance across hotels. While most hotels have adopted selected environmentally friendly practices, only a limited number demonstrate integrated and systematic approaches aligned with ecological indicators. The findings confirm that sustainability implementation in the hotel sector remains uneven and is strongly influenced by internal commitment, resource capacity, and stakeholder engagement. Moreover, the study reveals a clear policy–practice gap, where sustainability principles embedded in tourism policies are not consistently translated into operational practices at the hotel level.

From a theoretical perspective, this study contributes to the literature by developing an integrative framework that combines ecological indicators with the Tri Hita Karana (THK) philosophy, thereby bridging the gap between technical environmental assessment and culturally embedded sustainability values. This integration not only enriches sustainability discourse in tourism studies but also provides a context-sensitive model applicable to destinations with strong socio-cultural foundations. Furthermore, this study advances stakeholder theory by empirically demonstrating that collaborative governance involving local communities, government institutions, and private sector actors is a critical determinant of successful green hotel implementation.

From a practical perspective, the findings offer strategic implications for both policymakers and industry practitioners. Local governments are encouraged to establish clearer regulatory frameworks, develop measurable sustainability standards, and provide financial and non-financial incentives to accelerate the adoption of green hotel practices. At the industry level, hotel managers should transition from fragmented sustainability initiatives

toward more integrated and long-term strategies, particularly in energy innovation, waste management systems, and community-based programs. Capacity building through continuous staff training and environmental education for guests is also essential to ensure consistent implementation.

Importantly, this study also highlights structural challenges such as limited funding, lack of awareness, and weak institutional support, which must be addressed through multi-level interventions. Without systemic support, sustainability efforts will remain symbolic rather than transformative. Therefore, strengthening cross-sector collaboration and embedding sustainability into core business strategies are critical steps toward achieving a resilient and sustainable coastal tourism ecosystem.

For future research, several directions are strongly recommended. First, future studies should employ mixed-method or quantitative approaches to validate the proposed integrative framework and measure sustainability performance using standardized indicators. Second, comparative studies across different tourism destinations both within Indonesia and internationally are needed to examine the generalizability of the findings and identify contextual differences in green hotel implementation. Third, longitudinal research is essential to assess the long-term impacts of green practices on environmental quality, economic performance, and community well-being. Finally, future scholars are encouraged to explore the role of digital technology, smart tourism systems, and green innovation in enhancing sustainability practices within the hospitality sector, as these aspects remain underexplored in the current study.

Overall, this study demonstrates that the successful implementation of green hotel practices requires not only environmental initiatives but also strong institutional support and collaborative governance. Future research is recommended to incorporate quantitative assessments, cross-destination comparisons, and longitudinal approaches to further validate and expand the proposed framework in different tourism contexts.

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