

STUDY ON THE IMPLEMENTATION OF THE GREEN HOTEL CONCEPT AT GRAND HYATT, NUSA DUA, BALI

Roro Listya Angela Naibaho^{*}, Raja Fadhilah Firdaus, & Cindy Fariida Dwiandara

Institut Teknologi Bandung, Indonesia

Email: roronaibaho94@gmail.com^{}*

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Abstract

This study examines the implementation of the green hotel concept at Grand Hyatt Bali, a five-star luxury resort located in the Nusa Dua Tourism Area, Bali, Indonesia. The growing environmental challenges caused by tourism activities have encouraged the hospitality industry to adopt more sustainable and environmentally responsible practices, making the green hotel concept increasingly significant. This study aims to identify the extent to which Grand Hyatt Bali has implemented the eleven criteria of the ASEAN Green Hotel Standard and to determine areas that still require improvement. A descriptive qualitative method was employed, with primary data obtained through a purposive interview with the hotel's Environmental Officer and supported by secondary data from relevant literature and official documents. The findings reveal that Grand Hyatt Bali has fulfilled ten out of eleven ASEAN Green Hotel Standard criteria, demonstrating strong implementation across environmental policy, green product use, community collaboration, human resource development, solid waste management, energy efficiency, water efficiency and quality, air quality management, noise pollution control, and wastewater management. The one criterion that remains partially unfulfilled pertains to hazardous waste and chemical management, specifically the absence of clearly marked dedicated sorting facilities for hazardous waste in public areas. This study recommends that the hotel install clearly labeled hazardous waste collection points, strengthen guest education through campaign materials, and conduct regular monitoring to ensure proper waste segregation. Addressing this gap would enable Grand Hyatt Bali to achieve full compliance with the ASEAN Green Hotel Standard and further contribute to sustainable tourism development in Nusa Dua, Bali.

Keywords: ASEAN Green Hotel Standard, Grand Hyatt Bali, Green Hotel, Nusa Dua, Sustainable Tourism.

A. INTRODUCTION

Tourism development has long been recognized as an important driver of economic, social, and environmental prosperity in many destinations worldwide (Hall, 2008). In addition to contributing to economic growth, tourism also has a transformative role in increasing public awareness of environmental conservation and sustainability issues. According to Bushell and Bricker (2017), many tourist destinations depend heavily on natural landscapes and ecological assets as their primary attractions, encouraging local governments and communities to prioritize environmental protection. Furthermore, sustainable tourism development is closely linked to the achievement of the Sustainable Development Goals (SDGs), including economic growth, social harmony, and strengthened international relations (UNWTO, 2017). In this context, environmental sustainability has become an increasingly important concern in tourism development, particularly in destinations with intensive tourism activities.

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Environmental issues such as global warming, climate change, pollution, and resource depletion have encouraged many industries, including tourism and hospitality, to shift toward a greener and more sustainable development model (Holden, 2013 in Moise and Gil-Saura, 2020; Wang et al., 2024). Leroux and Pupion (2018) explain that tourism activities are highly dependent on a preserved environment, making sustainability an essential aspect of tourism management. This condition has also increased pressure from consumers, regulators, investors, and other stakeholders for the tourism sector to reduce carbon emissions and adopt environmentally responsible practices (McKinsey, 2022). As a result, many tourism businesses are no longer treating sustainability merely as a complementary initiative, but rather as a strategic necessity for maintaining competitiveness and long-term business continuity.

Within the hospitality sector, the implementation of green practices has become increasingly significant as hotels are considered one of the major contributors to energy consumption, waste generation, and environmental degradation in tourism destinations (Manthe et al., 2025). Green practices generally refer to environmentally sustainable actions and strategies aimed at minimizing the negative impacts of business operations on the environment (Wang et al., 2024). Kim et al. (2017) describe green hotel practices as a value-added business strategy that supports hospitality operations through environmental protection initiatives. Meanwhile, Moise et al. (2021) emphasize that green practices in hotels include activities such as recycling, reusing resources, conserving water and energy, utilizing environmentally friendly transportation and landscaping, and purchasing local products and materials. These practices indicate that sustainability in the hotel industry extends beyond operational efficiency and has become part of broader environmental responsibility.

Green hotels are commonly understood as accommodation establishments that incorporate environmentally friendly features and operational systems (Lee and Cheng, 2018). Although green hotels continue to provide lodging services similar to conventional hotels, hotel management pays greater attention to operational details in order to reduce environmental impacts and encourage environmental awareness among guests and employees (Lee and Cheng, 2018). Environmental protection measures frequently implemented by green hotels include energy and water conservation, waste sorting, recycling programs, reducing disposable amenities, and using eco-labeled products (Lee and Cheng, 2018). In line with this, ASEAN (2016) defines green hotels as hotels that are environmentally friendly and adopt energy conservation measures. According to the Green Hotel Association (2008), green hotels are hotel operations that implement various environmentally friendly programs, such as water and energy conservation, environmentally responsible purchasing policies, and reducing emissions and waste to protect the environment while lowering operational costs. From these definitions, it can be concluded that the green hotel concept refers to hotel accommodations in the tourism sector that prioritize environmental responsibility through policies focused on resource and energy efficiency, as well as reducing emissions and waste disposal.

According to ASEAN Green Hotel Standard, these are 11 standard guidelines that can be implemented to realize the Green Hotel concept, including: (1) Environmental policy and actions for hotel operation; (2) Use of Green products; (3) Collaboration with the community and local organizations; (4) Human resource development; (5) Solid waste management; (6) Energy efficiency; (7) Water efficiency and water quality; (8) Air quality management (indoor and outdoor); (9) Noise pollution control; (10) Waste water treatment and management (water quality); (11) Toxic and chemical substance disposal management.

The growing implementation of green hotel practices is also influenced by changes in tourist behavior and preferences. Tourists today are increasingly aware of environmental issues and tend to consider sustainability aspects when choosing accommodation (Kim et al., 2016). Manthe et al. (2025) found that hotels' green efforts positively influence guests' trust toward

environmentally responsible hospitality services. In addition, social norms and public environmental awareness are increasingly shaping tourist behavior towards more sustainable practices (Liu et al., 2026). However, despite the increasing acceptance of sustainability hospitality, several studies note that some guests still perceive green policies as reducing comfort and luxury, particularly when operational efficiency measures affect room temperature, lighting, or service amenities (Kim et al., 2016; Manthe et al., 2025). This situation indicates that implementing green hotel practices requires a balance between environmental responsibility and guest satisfaction.

In Indonesia, particularly in Bali, the issue of sustainable tourism has become increasingly relevant due to the rapid growth of tourism infrastructure and accommodation facilities. Nusa Dua is widely recognized as one of Bali's premier tourism destinations, known for its resort-based tourism environment and relatively organized tourism development. The area offers a quieter and more exclusive tourism atmosphere compared to several other tourism areas in Bali, making it attractive to both domestic and international tourists. Along with the growth of tourism activities in Nusa Dua, hotels and resorts have continued to develop, including accommodations that adopt green concepts to support sustainable tourism development. In recent years, tourists have increasingly considered sustainability aspects in selecting hotels, not only to experience environmentally responsible services but also to gain closer interaction with natural surroundings.

One of the prominent hotels in the Nusa Dua area is Grand Hyatt Bali, a luxury resort that operates within one of Bali's major tourism zones. As a large-scale hospitality establishment, the hotel inevitably contributes to resource consumption, waste generation, and environmental impacts resulting from tourism activities. Therefore, examining the implementation of green hotel concepts at Grand Hyatt Bali becomes important to understand how sustainability principles are applied within hotel operations and how these practices support environmentally sustainable tourism development in Nusa Dua. This study is expected to provide insight into the extent to which green hotel principles are implemented in practice, while also identifying the relevance of sustainable hospitality strategies in responding to current environmental challenges and tourism industry demands.

B. LITERATURE REVIEW

Green Hotel Theory

Green hotel refers to an accommodation establishment that integrates environmentally responsible policies and operational practices into every aspect of its business activities. The concept emphasizes minimizing the environmental impacts of hotel operations through efficient resource management, waste reduction, and the use of environmentally friendly products while maintaining service quality for guests (Han et al., 2020). Green hotels are designed not only to reduce operational costs through energy and water conservation but also to enhance environmental performance and corporate sustainability. Furthermore, green hotel practices involve active participation from hotel management, employees, guests, suppliers, and local communities in supporting environmental conservation initiatives (Yu et al., 2024). Therefore, the green hotel concept represents a strategic approach that balances environmental responsibility, economic performance, and customer satisfaction within the hospitality industry. Indicators of Green Hotel:

- Environmental policy implementation
- Green product utilization
- Energy conservation

- Water conservation
- Waste management
- Environmental education
- Stakeholder participation

Sustainable Tourism Theory

Sustainable tourism is a tourism development approach that seeks to balance environmental protection, economic prosperity, and social well-being for present and future generations. According to the United Nations World Tourism Organization (UNWTO, 2018), sustainable tourism aims to optimize the use of environmental resources while preserving ecological processes and biodiversity. This approach also promotes respect for local culture, encourages community participation, and ensures long-term economic benefits for all stakeholders. Recent studies emphasize that sustainable tourism has become an essential strategy for destinations facing increasing environmental pressures caused by tourism development (Jeelani & Shah, 2024). Consequently, sustainability is regarded as a fundamental principle guiding tourism planning, destination management, and hospitality operations worldwide. Indicators of Sustainable Tourism:

- Environmental sustainability
- Economic sustainability
- Social and cultural sustainability
- Community participation
- Resource conservation
- Long-term tourism development

ASEAN Green Hotel Standard Theory

The ASEAN Green Hotel Standard is a regional sustainability framework developed by ASEAN to encourage environmentally responsible hotel operations across Southeast Asia. The standard provides measurable criteria that assist hotels in improving environmental performance while maintaining service quality and competitiveness (ASEAN, 2016). It promotes continuous environmental management through efficient resource utilization, pollution prevention, stakeholder involvement, and responsible operational practices. The framework has become one of the most widely adopted sustainability assessment tools for hotels in ASEAN member countries because it integrates environmental, social, and managerial dimensions into hotel operations. Accordingly, many recent studies continue to employ the ASEAN Green Hotel Standard as the principal framework for evaluating green hotel implementation and sustainable hospitality performance. Indicators of ASEAN Green Hotel Standard:

- Environmental policy and actions for hotel operation
- Use of green products
- Collaboration with local communities and organizations
- Human resource development
- Solid waste management
- Energy efficiency
- Water efficiency and water quality
- Air quality management

- Noise pollution control
- Wastewater treatment and management
- Toxic and chemical substance disposal managemen

C. RESEARCH METHODOLOGY

This study was conducted to identify the implementation of the green hotel concept at Grand Hyatt Bali, located in the Nusa Dua Tourism Area managed by ITDC (InJourney Tourism Development Corporation). Grand Hyatt Bali is a five-star hotel and is known as one of the largest resorts in the area, occupying approximately 17 hectares of land. This research employed a descriptive qualitative method. As defined by Mukhtar (2013), a descriptive qualitative method is used to describe, interpret, and understand a particular phenomenon based on data collected within a specific research context. This approach was considered appropriate because the study aims to explain how the green hotel concept is implemented at Grand Hyatt Bali rather than to measure it statistically.

The research was carried out through several stages. The first stage was the identification of the research focus, namely, the implementation of the green hotel concept in hotel operations. The second stage involved determining the assessment criteria by referring to the eleven indicators of the ASEAN Green Hotel Standard (ASEAN, 2016). These criteria were used as the basis for examining the extent to which Grand Hyatt Bali applies environmentally friendly practices in its policies, programs, facilities, and operational activities.

The third stage was data collection. The data used in this study consisted of primary and secondary data. Primary data were obtained through a semi-structured purposive interview with the Environmental Officer under the Engineering Department of Grand Hyatt Bali. The interviewee was selected based on their direct responsibility for the hotel's environmental management programs, making them the most informed and relevant source. The interview was conducted to obtain information regarding the hotel's environmental policies, green programs, waste management practices, energy and water conservation efforts, and other supporting facilities related to the green hotel concept. Secondary data were collected from relevant literature, peer-reviewed articles, official documents, and media sources related to green hotels, sustainable tourism, and Grand Hyatt Bali.

The final stage was data analysis. The collected data were analyzed using descriptive qualitative analysis. The analysis was conducted by organizing the data based on the eleven criteria of the ASEAN Green Hotel Standard, interpreting the findings, and describing the implementation of the green hotel concept at Grand Hyatt Bali. The results of the analysis were then used to identify the hotel's existing green practices, supporting factors, and aspects that still require improvement.

It is acknowledged that this study has limitations. The primary data relied on a single interviewee, which may not fully represent all operational departments of the hotel. Future research would benefit from triangulating data through interviews with multiple departments (e.g., Food and Beverage, Housekeeping, and Front Office), direct observation, and analysis of internal hotel documents such as EarthCheck audit reports and standard operating procedures.

D. RESULT AND DISCUSSION

Data Description or Result

This section presents the findings regarding the implementation of the green hotel concept at Grand Hyatt Bali based on the ASEAN Green Hotel Standard. The assessment was conducted by referring to eleven main criteria: environmental policy and actions for hotel operations, use of green products, collaboration with local communities and organizations, human resource development, solid waste management, energy efficiency, water efficiency

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and quality, air quality management, noise pollution control, wastewater management and treatment, and hazardous waste and chemical management.

The results show that Grand Hyatt Bali has implemented the majority of indicators required under the ASEAN Green Hotel Standard. Out of the eleven main criteria, ten criteria were fully fulfilled, while one criterion hazardous waste and chemical management was partially fulfilled. The unfulfilled indicator relates specifically to the provision of clear signs and dedicated sorting facilities for hazardous waste in public areas, while appropriate management of hazardous waste disposal at the back-of-house level has been implemented. A detailed assessment is presented in Table 1.

Table 1. Implementation of the Green Hotel Concept at Grand Hyatt Bali Based on the ASEAN Green Hotel Standard

No.	Main Criteria	Indicator	Fulfilled
1	Environmental policy and actions for hotel operations	Promotion of environmental activities to encourage the involvement of hotel staff, customers, and suppliers in environmental management practices	✓
		Existence of a plan to increase staff environmental awareness, for example, through training	✓
		Existence of an environmental management plan for hotel operations	✓
		Existence of a monitoring program for hotel environmental management	✓
2	Use of green products	Encouragement to use local products in hotel operations, such as food and handicrafts	✓
		Encouragement to use environmentally friendly products	✓
3	Collaboration with local communities and organizations	Existence of plans or activities to help improve the quality of life of local communities	✓
		Existence of programs to raise local community awareness of environmental protection	✓
4	Human resource development	Provision of training programs for operational and management staff regarding environmental management	✓
5	Solid waste management	Introduction of waste management techniques such as reduction, reuse, recycling, separation, and composting	✓
		Encouragement of hotel staff involvement in waste management programs	✓
		Encouragement of hotel guest involvement in waste reuse, recycling, and separation	✓
6	Energy efficiency	Introduction of energy-saving techniques and/or energy-efficient technologies and equipment to reduce energy consumption	✓

		Installation of meters or equipment to monitor energy consumption	✓
		Encouragement of hotel guest involvement in energy saving	✓
7	Water efficiency and quality	Introduction of water-saving techniques and/or water-efficient technologies and equipment to reduce water consumption	✓
		Regular maintenance of water-saving equipment	✓
		Encouragement of hotel guest involvement in water conservation	✓
		Ensuring the quality of water used in the hotel	✓
8	Air quality management, indoor and outdoor	Designation of smoking and non-smoking areas	✓
		Regular monitoring and maintenance of hotel equipment and facilities to ensure air quality, such as air conditioning systems	✓
9	Noise pollution control	Existence of a noise control program for hotel operations	✓
10	Wastewater management and treatment	Use of mechanisms to prevent water contamination and reduce wastewater production	✓
		Promotion of recycled water or greywater use for operations, such as watering plants	✓
		Encouragement of the use of an appropriate wastewater treatment system	✓
11	Hazardous waste and chemical management	Provision of clear signs for hazardous materials	✗
		Appropriate management of hazardous waste disposal	✓

Source: Adapted from the ASEAN Green Hotel Standard (ASEAN, 2016) and field interview findings, 2024

Based on Table 1, Grand Hyatt Bali has demonstrated a strong overall implementation of the green hotel concept, fulfilling 27 out of 28 indicators (96.4%) across the eleven criteria of the ASEAN Green Hotel Standard. The hotel has fully met the indicators related to environmental policy, green products, community collaboration, human resource development, solid waste management, energy efficiency, water efficiency and quality, air quality management, noise pollution control, and wastewater management. The one partially unfulfilled indicator, the provision of clear signs and dedicated sorting facilities for hazardous and toxic waste in public areas, represents the primary area requiring further attention and improvement.

The findings indicate that the implementation of the green hotel concept at Grand Hyatt Bali is supported by formal environmental policies, operational programs, staff training, and environmentally friendly facilities. One of the main enabling factors is the hotel's participation

in the EarthCheck certification program, which provides structured guidance and independent evaluation for sustainable tourism practices. Through this certification, the hotel is required to conduct regular environmental monitoring and continuously improve its operational practices, including waste management, packaging reduction, and infrastructure quality. This is consistent with the argument by Manthé et al. (2025) that formal green certification frameworks play a significant role in shaping hotel management behavior and increasing accountability in environmental performance.

In terms of environmental policy and hotel operations (Criterion 1), Grand Hyatt Bali has implemented several measures to encourage environmental awareness among staff and guests. The hotel provides three types of waste bins: residual waste, recyclable waste, and organic waste, in both back-of-house and guest areas. Environmental information is also planned to be delivered through a dedicated television channel in guest rooms, particularly to increase awareness regarding hazardous and toxic waste. This indicates that environmental management at Grand Hyatt Bali extends beyond internal operations and is actively communicated to guests as part of their overall stay experience. Such an approach aligns with Wang et al.'s (2024) assertion that guest-facing green communication is essential for maximizing the effectiveness of sustainability programs.

Regarding the use of green and local products (Criterion 2), the hotel prioritizes Balinese local culture and reduces single-use plastic materials. For instance, local cultural elements such as traditional Balinese music and dance performances are incorporated, involving local community members. Guest room amenities such as shampoo and soap are provided in larger, more environmentally friendly refillable containers rather than small single-use plastic bottles. The hotel also operates a nursery, composting area, and maggot village, which support internal resource circulation and reduce dependency on external supplies. These practices reflect the broader principle of circular economy integration within hotel operations, as emphasized by Mitev et al. (2025).

Collaboration with local communities and organizations (Criterion 3) is implemented through cooperation with local vendors, support for local cultural activities, provision of a market space for local sellers, and beach cleaning programs involving hotel guests. These practices demonstrate that the green hotel concept at Grand Hyatt Bali is not limited to environmental management, but also encompasses social and cultural dimensions. This is consistent with the sustainable tourism framework advocated by Bushell and Bricker (2017), which recognizes that hotels must contribute not only to environmental protection but also to local community welfare and cultural preservation.

Human resource development (Criterion 4) is another important dimension of the hotel's green practices. Grand Hyatt Bali provides environmental sustainability training for all staff, incorporating both theoretical instruction and practical activities. The training program focuses on waste separation techniques and efficient energy use. As highlighted by Kim et al. (2017), employee awareness and active participation are essential for ensuring that sustainability policies are consistently and effectively implemented in daily hotel operations. The hotel's structured approach to staff training therefore represents a critical institutional mechanism for sustaining its green performance.

In solid waste management (Criterion 5), the hotel has implemented waste reduction, separation, recycling, reuse, composting, and organic waste processing. Organic waste is partially processed through composting and maggot-based technology (Black Soldier Fly, BSF), while the remaining food waste is managed through partnerships with licensed local vendors. The hotel has also implemented The Pledge on Food Waste at Garden Cafe, a structured program to monitor and reduce food waste generation. Weekly inspections are conducted in the kitchen and public areas to ensure that waste separation is properly

implemented. Although guest participation in waste separation has been encouraged through three-column bins and in-room information, participation remains voluntary. This represents an area for further development, as making guest engagement more systematic could significantly enhance overall waste management performance (Moise et al., 2021).

Energy efficiency (Criterion 6) is implemented through several technological measures, including motion sensors for air conditioning systems in guest rooms, LED lighting throughout the property, inverter systems for swimming pool pumps, and metering systems to monitor electricity consumption. These technologies allow the hotel to reduce energy consumption without compromising guest comfort. Although Grand Hyatt Bali has not yet independently adopted renewable energy sources, its energy-saving technologies demonstrate a practical and measurable effort to reduce energy consumption and carbon emissions, consistent with the net-zero travel transition agenda outlined by McKinsey (2022).

Water efficiency and quality management (Criterion 7) are carried out through the installation of tap regulators, water metering systems, and routine maintenance. The hotel uses multiple water sources, including PDAM (municipal water supply), groundwater, Seawater Reverse Osmosis (SWRO), and recycled water purchased from ITDC. The metering system allows the hotel to detect abnormal consumption patterns, such as sudden increases that may indicate leakage. Water quality is routinely monitored to ensure that water used by guests and in hotel operations meets applicable hygiene and safety standards.

For air quality management (Criterion 8), the hotel has designated smoking and non-smoking areas throughout the property. Smoking is prohibited in guest rooms and most public facilities, while designated outdoor areas are provided for guests who smoke. Routine maintenance of air conditioning systems and regular inspections of waste facilities also contribute to maintaining indoor and outdoor air quality. Noise pollution control (Criterion 9) is managed through operational measures, with construction or maintenance activities restricted to between 08:00 and 17:00 WIB to minimize guest disturbance. Work involving heavy equipment or high noise levels is conducted in isolated storage or workshop areas. While the hotel does not yet have a formal written noise control policy, these operational practices reflect a preventive approach to noise management. Formalizing these measures into a dedicated policy document would further strengthen the hotel's compliance with the ASEAN Green Hotel Standard.

Wastewater management (Criterion 10) at Grand Hyatt Bali is closely integrated with the centralized wastewater management system in the Nusa Dua area, administered by ITDC. Wastewater from the hotel is directed to Nusa Dua Lagoon, while recycled water from ITDC is reused for garden irrigation. The hotel also takes preventive measures to avoid water contamination, including regular cooperation with vendors to prevent the growth of harmful bacteria such as *Legionella* and *Salmonella* in water storage facilities. The use of grease traps helps reduce contamination from kitchen wastewater before it enters the broader wastewater treatment system.

The main area requiring improvement is hazardous waste and chemical management (Criterion 11). Although Grand Hyatt Bali maintains a temporary storage facility and cooperates with licensed vendors for hazardous waste processing, the hotel has not yet provided dedicated hazardous waste bins or clear signage in public guest areas. As a result, hazardous waste items brought by guests, such as batteries, electronic devices, or expired medications, may inadvertently be disposed of in residual waste bins. This creates a potential environmental risk, as hazardous materials require separate handling and specialized processing. This gap is particularly significant given the environmental sensitivity of the Nusa Dua coastal area.

A comparative perspective reinforces this concern. Studies of green hotels in other ASEAN contexts have found that hazardous waste visibility and guest communication are

among the most commonly unmet indicators even in otherwise well-performing properties (Lee and Cheng, 2018; Moise et al., 2021). To address this, Grand Hyatt Bali is recommended to: (1) install clearly marked and conveniently located hazardous waste collection points in public areas, including lobby spaces and guest room corridors; (2) strengthen guest education through targeted campaign videos in lobby screens and in-room televisions; and (3) conduct regular monitoring and quarterly audits to ensure that hazardous waste is properly segregated and handled throughout the property.

Overall, the implementation of the green hotel concept at Grand Hyatt Bali can be considered strong, particularly in terms of environmental policy, resource efficiency, waste management, community involvement, and staff training. The hotel's EarthCheck certification framework provides an effective institutional structure for continuous improvement. Closing the gap in hazardous waste communication and guest-facing signage would enable Grand Hyatt Bali to achieve full compliance with the ASEAN Green Hotel Standard and further consolidate its position as a model of sustainable luxury hospitality in Nusa Dua, Bali.

E. CONCLUSION

This study has examined the implementation of the green hotel concept at Grand Hyatt Bali using the eleven criteria of the ASEAN Green Hotel Standard as the assessment framework. The findings demonstrate that Grand Hyatt Bali has achieved a high level of green hotel implementation, fulfilling ten out of eleven criteria and meeting 27 out of 28 indicators (96.4%) of the standard. Strong performance was observed across environmental policy, green product use, community collaboration, human resource development, solid waste management, energy efficiency, water efficiency and quality, air quality management, noise pollution control, and wastewater management. These results reflect the hotel's sustained commitment to environmentally responsible operations, supported by participation in the EarthCheck certification program and a range of operational practices aligned with the principles of sustainable tourism.

The one criterion that remains partially unfulfilled pertains to hazardous waste and chemical management, specifically the absence of clearly marked, dedicated sorting facilities and signage for hazardous waste in public guest areas. While the hotel has appropriate back-of-house facilities and licensed vendor partnerships for hazardous waste disposal, the lack of guest-facing infrastructure and communication represents a gap with potential environmental consequences, particularly given the ecological sensitivity of the Nusa Dua coastal environment.

Based on the findings, this study recommends that Grand Hyatt Bali address the identified gap by: (1) installing clearly labeled hazardous waste collection points in high-visibility public areas; (2) developing targeted guest education campaigns through in-room television channels and lobby displays; and (3) conducting regular monitoring and audits to ensure consistent hazardous waste segregation throughout the property. Implementing these measures would allow the hotel to achieve full compliance with the ASEAN Green Hotel Standard and further strengthen its contribution to sustainable tourism development in Nusa Dua, Bali.

For future research, it is recommended that studies examine green hotel implementation using a multi-stakeholder approach, incorporating perspectives from guests, staff across multiple departments, and local community members. Quantitative methods, such as structured surveys measuring guest awareness and behavioral response to green practices, would complement the qualitative findings of this study and provide a more comprehensive understanding of the effectiveness of green hotel strategies in a luxury resort context.

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