



## A Boutique Hotel's Journey into Turning 'Green': A Case Study of Atanaya Hotel Bali

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**Abstract: Purpose:** This article is a case study which aimed to briefly evaluate the journey of Atanaya hotel towards green predicate; how they operate on a daily basis to emulate green lifestyle and to minimize their unfavorable business impacts on natural environment.

**Research methods:** This study was performed in a qualitative approach, in which the data collection was summarized through a case study in the form of on-the-spot field research and questionnaires, followed by interviews with the General Manager as well as the Owner of Atanaya Hotel Bali.

**Findings:** Common rooms are airy and surrounded by plantations, while guest rooms have also already been supplied with eco-friendly appliances. The hotel has carried out this type of management since 2018. Overall, considerable efforts have been put by Atanaya Hotel Bali into adapting environmentally-friendly concepts, although the hotel itself has not publicly announced its green hotel policy.

**Implication:** Atanaya Hotel Bali successfully followed the protocol towards being accredited as a sustainable, ecological hotel while maintaining their rates at competitive level.

**Keywords:** greenhouse gas, green hotel, boutique hotel.

### INTRODUCTION

In the past 10 years, environmental awareness has become one of the most vital crises faced by citizens all around the world. Our earth is in need of huge supports from its inhabitants to mitigate pollutions and minimize greenhouse gas emission to prevent climate change and further destructions to nature. Greenhouse gas (GHG) is an accumulation of gases that are trapped inside the earth's atmosphere, where this atmosphere acts as a blanket to maintain the heat on the earth's surface, otherwise the actual temperature of the land we live in now could be  $-18^{\circ}\text{C}$  (Mikhaylov et al., 2020). In the case of GHG emission, a percentage of the gases is irradiated back to earth because the heat is unable to escape from the blanket due to humans causing a lot of pollutions from producing nitrous oxide, methane, and carbon dioxide (Voigt et al., 2017). Other than GHG, one of the factors that heavily affects the earth's environment status is the movement of people, namely tourism activities. Rahmafritria stated that a well-practiced tourism is intended not only to minimize environmental damage, but also to boost the welfare of the people as well as nurturing regional development

(Rahmafitria, 2014). Various literatures have stressed the importance of adapting green tourism and its development in our daily lives (Chengcai et al., 2017) (Misso et al., 2018) (Gavrilović & Maksimović, 2018).

In tourism industry, hotels play a major part where people need accommodations to stay out during their travel (Erlangga et al., 2016). In Indonesia itself, the total number of local tourists reached more than 7 million with the growth rate of 7,3%. This number has therefore contributed to the increased number of accommodation facilities in the form of starred hotels and non-starred hotels as of 2012. Therefore, it is expected for the number of hotels and accommodations to keep increasing (Rahmafitria, 2014). United Nations World Tourism Organization (UNWTO) revealed that 40% of carbon dioxide emissions generated by the global tourism sector were contributed to hotels and similar accommodation types (Mbulu & Gunadi, 2018). The concept of green accommodations has actually been introduced since 2013 by the Indonesian Ministry of Tourism. In 2015, filtered from [venuemagz.com](http://venuemagz.com) website, it shows that there were 20 hotels being rewarded for their eco-friendliness and pro-environment commitment. Following this award, 4 hotels in Sanur were later certified as "green" in 2018 ([bali-travelnews.com](http://bali-travelnews.com)).

Based on the author's perspective, it seems that these green hotel accreditations were mostly given to upper-market hotels in tourist-congested areas like Canggu, Seminyak, and Sanur (Sudjana et al., 2019). Whereas in the provincial capital of Bali, Denpasar, there is limited discussion regarding hotels being labelled as "green". Hence the interest in writing this article came from this situation, where there was no substantial number of talks about the existence of hotels with sustainable green operations in or near Denpasar area. Based on these observations, Atanaya Hotel was chosen as the subject to become an example of how Green can a boutique hotel in a less favourite international tourist area could be.

During a Webinar session on September 29th, 2020, Body Shop's owner Mrs. Suzy Hutomo has presented data which showed that tourists are willing to pay US\$ 10 more if the accommodations they are staying support eco-friendly principles, where this is in accordance with the claim from International Ecotourism Society. They mentioned that more than 90% of tourists from the UK and approximately 70% of tourists from Australia and America, believe that environmental conservation and the sustained life of local communities are part of hotel responsibility (Mbulu & Gunadi, 2018). A high volume of MICE (meetings, incentive, convention, and exhibition) travelers has favored non-polluting, climate-friendly destinations. Moreover, a large number of governments around the world recommended their staffs to stay in "green" accommodation.

This paper intends to deliver a case study about Atanaya Hotel Bali, on how they follow eco-friendly principles in order to minimize unfavorable impacts caused on the natural environment and adapt sustainable tourism.

## RESEARCH METHODS

The data for this report were collected on the spot at Atanaya Hotel on Sunset Road, Kuta through a case study approach where it involved a mix methodology. Firstly, the illustrative qualitative analysis, particularly field survey and direct interviews with the Owner and the General Manager. This hotel is located right in the border of Denpasar and Kuta, and is a standalone, privately-owned boutique hotel that has been operating since 2011. It offers well-ventilated

guest rooms, spacious meeting rooms, and an outdoor rooftop pool. Research findings were documented, questions were pre-written, and answers were recorded accordingly. All questions and answers were recorded in a logbook manner. Secondly, questionnaires were filled by the hotel guests manually online upon their check out and the results were summarized mathematically.

## FINDINGS

The guidelines of green hotels and accommodations have been introduced since 2016 by the Indonesian Ministry of Tourism. The assessment of “how green is Atanaya Hotel Bali?” has become the author’s main interest to write this paper. Based on the on-the-spot location survey, there are highlighted findings related to green hotel through detailed observations. First, the lightings in the guest rooms, in the common and working areas of Atanaya hotel, including basements, have been replaced by the more energy-efficient LED lights. Not only LED lights use 75% less more energy, but also has much longer lifespan than that of incandescent and CFL ones. Moreover, LED lights do not contain mercury, which is a harmful gas released in landfill and into the atmosphere (Ganandran et al., 2014). Secondly, non-smoking policy started with putting non-smoking notice board in most areas of the hotel. Smoking is strictly prohibited in all guest and meeting rooms. Then, a well-suited ventilation system was installed. The existence of big, bright windows in the indoor meeting rooms would allow sufficient air circulation. To some extent, the existence of a semi-outdoor meeting room surrounded by green plantation really boosts the greener predicate of this hotel, showcased in figure 1.



Figure 1. Semi-outdoor meeting area  
(Source: Atanaya Hotel, 2020)

Last but not least, a proper waste management is pivotal since waste is always a big sector as it manifests many aspects of daily activities that lead to pollutions. Singh et al. studied what kind of waste hotel industries leave, and the results were presented in Table 1.

Table 1. Types of waste at hotels with F&B service (Singh et al., 2014)

Hotel names	Hotel A			Hotel B			Hotel C		
	AVE	%	Waste	AVE	%	Waste	AVE	%	Waste
Plastic bottle	61	10%	21.96	57.5	10%	20.70	61.33	9%	22.08
Other plastic	16.33	3%	5.88	10.67	2%	3.84	4.00	1%	1.44
Terracycle	15.00	3%	5.40	22.50	4%	8.10	20.00	3%	7.20
Aluminium	48.33	8%	17.40	16.83	3%	6.06	21.33	3%	7.68
Glass	27.00	5%	9.72	39.67	7%	14.28	40.00	6%	14.40
Newspaper	31.67	5%	11.40	30.67	5%	11.04	68.67	10%	24.72
Mixed office	55.00	9%	19.80	32.00	6%	11.52	20.67	3%	7.44
Cardboard	0.00	0%	0	7.00	1%	2.52	24.67	4%	8.88
Compost	259.33	44%	93.36	286.67	50%	103.20	306.67	46%	110.40
Trash	75.67	13%	27.24	65.33	11%	23.52	104.67	16%	37.68
Total	589.33	100%	212.16	568.83	100%	204.78	672.00	100%	241.92

AVE = Average pounds per day, waste represents total waste in tonnes per year

The use of polymer plastic bottles in the guest rooms has also been completely ruled out and replaced by refillable jugs. Although these types of plastics are mainly cheap and recyclable, it is still better to have less waste needless to say. To further aid waste management, perhaps several types of rubbish bins could be placed in every common area, one is for general food scraps and the other is for dry recyclable garbage. In developed countries, normally recyclable waste bin comes in blue, while paper and packaging waste in yellow, whereas food and yard waste come in the same green-colored bin. F&B service is an essential part in every hotel. Consequently, this produces plenty of unfinished and spoiled food, but the good news is that this food could be nutritious for pigs in piggeries or used as composts (Singh et al., 2014). Atanaya hotel has yet to reach out a dedicated local Body for this waste management. To reduce plastic waste at the hotel, the use of plastic straws have completely been eliminated and replaced with cassava and paper straws as shown in figure 2.



Figure 2. Types of straws available to guests, where: a). cassava straw, b). paper straw, c). normal plastic straw  
(Photo/Documentation: I Emmanuelawati, 2020)

Additionally, in order to support greener waste water management, the hotel hangs a notice in every bathroom directing how to deal with towels, as captured in Picture 3. This procedure would reduce the water debt and therefore

lead to less detergents being put in during laundry washing. According to Mbulu when living with green Hotel protocol, guests are not expected to replace towels and sheets daily (Mbulu & Gunadi, 2018).

Fortunately, based on the report by the housekeeping staffs, the guests paid attention to what has been asked in that notice so far.



Figure 3. Sign for hotel guests mentioning where the bath towels should be put if they want a replacement or reuse (Documentation: Emanuelawati, 2020)

A selection of online questionnaires during check out was circulated to 100 guests in the span time of 7 days, where it asked about how environmentally-aware the guests who chose to stay at Atanaya Hotel were. The results came consistent with the claim by Mrs. Hutomo, 2020, where it showed that 67% of the hotel guests which consisted of 60% business traveller, 30% family with children, and 10% couple supported the management of the hotel. Hutomo, 2020 claimed that tourists actually know the importance of conserving environment and therefore choose to stay at eco-friendly places even if it involves a higher charge. Therefore, to some extent, the questionnaires validated this statement.

Even so, The Indonesian Ministry of Tourism expects that there is no conspiracy between Hotels and their green accreditation. They hope that green hotels literally concern about environmental sustainability and the economic in the future (Mbulu & Gunadi, 2018). Abiding by this policy, Atanaya Hotel maintain their competitive rate for the public whilst providing their guests with the comfort and sense of a green hotel. There are some aspects that are not implemented by Atanaya Hotel due to budgets and uncontrollable guest behaviors. Thus, the hotel could perform Corporate Social Responsibility (CSR) in the future, with the goal to educate the community regarding the significance of environmental preservation.

## CONCLUSIONS

Based on the field survey, interviews, and questionnaire answers, in order to move towards a greener facility, the case study at Atanaya Hotel could be summarized as follows. (1) Unfinished food or spoiled food are to be sent to a dedicated local Body so that the waste can be given to piggeries or farms. (2) The hotel managers welcomed any possibilities to involve the use of biodegradable detergents with plant-based ingredients can be applied to

minimize unwanted water contamination, hence helping the environment preservation. This could also be a big breakthrough for the implementation of green accommodation. (3) Rubbish bin types in common areas can be added and categorized, including dry or recycled such as resin plastic bottles from PET, HDPE, Polystyrene, cans, glass bottles, paper waste, and normal waste such as food or personal care waste. (4) The obstacles that were faced by the hotel staffs mainly come from their tourist market, where local guests are not really aware of the advantage of sustainability concept introduced by the hotel. Foreign tourists however, are much more familiar with this principle.

For further research, a Corporate Social Responsibility (CSR) concept could be introduced to this hotel to raise social awareness in terms of how important it is to protect the environment and why it is important to support green hotel living. CSR communication is one of the many ways to reach out to local communities while maintaining corporate roles. A highly-attractive topic to be researched, but is still considered under-rated (Ettinger et al., 2018).

To conclude, Atanaya Hotel Bali has successfully followed significant parts of the Green accommodation protocols as set by The Ministry of Tourism Republic Indonesia. Although there are a few aspects that have not been carried out to meet the 'green hotel' concept, Atanaya Hotel could smoothly move forward towards being fully accredited as a sustainable, ecological hotel while maintaining their rates at competitive level.

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