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Analysis of Green Product Implementaion in Sudamala Resort Komodo

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Abstract: Sudamala Resort Komodo, a five-star hotel in Labuan Bajo, exemplifies sustainable tourism by integrating green products into its operations. This qualitative research investigates Sudamala Hotel's role in implementing sustainable programs through green products. Data collection involved interviews, observation, documentation, and literature study. Respondents included key figures from Sudamala Resort Komodo. The analysis, following Miles and Huberman, revealed consistent and sustainable implementation of green products, meeting ASEAN Green Hotel Standard criteria for local and environmentally friendly product use. Despite successes, challenges persist in adopting green practices, emphasizing the need for ongoing commitment to overcome obstacles and enhance sustainability.

Keywords: Green hotel standard, green product

JEL Classification: Q56, Q58

Introduction

Labuan Bajo stands out as a super priority destination in Indonesia, committed to the principles of sustainable tourism, as outlined in Law Number 9 of 2021 regarding the guidelines for sustainable tourism destinations. The government of West Manggarai has introduced the "Lingko Award," inspired by Bali's "Tri Hitakarana Award." Lingko, meaning Manggarai Garden, symbolizes a heritage shared among the Manggarai community. This regional award recognizes hotels implementing sustainable tourism principles, ensuring the quality of tourism management. Aligned with the principles of sustainable tourism development, this award emphasizes economic, social, and environmental impacts for long-term sustainability (Ministry of Tourism and Creative Economy of the Republic of Indonesia, 2021).

Sustainable tourism development principles include the application of environmentally friendly concepts in hotels, characterized by the use of green products. Green products, as defined by Kasali (2005), are those that pose no harm to the environment during manufacturing or consumption. They do not deplete resources, create excessive waste, or have adverse effects on humans or the environment (Tjoanda 2008). Environmentally friendly products, or green products, are designed to anticipate and mitigate environmental damage sustainably (ASEAN Green Hotel Standard, 2016).

Green products contribute positively to the environment and human health by reducing natural resource consumption during production, minimizing environmental impacts, preventing hazardous side effects, decreasing health concerns, promoting recycling, and enhancing overall environmental friendliness (Albino et al., 2010). The ASEAN Green Hotel Standard (2016) identifies two indicators for green products: the Utilization of Local Products and the Utilization of Eco-friendly Items. Encouraging the use of local items, such as food and handicrafts, and promoting environmentally friendly products, such as recyclables, in hotel operations are crucial for meeting these indicators.

Implementing green products in the hotel industry, a challenging endeavor, necessitates the integration of environmentally friendly concepts into hotel construction and operations. Commitment to the ASEAN Green Hotel Standard is evident in hotels in Labuan Bajo, exemplified by Sudamala Resort Komodo. This five-star hotel, embracing an environmentally friendly concept in its architecture that reflects the local culture of East Nusa Tenggara (NTT), stands out as a model for sustainable development.

However, challenges persist in hotel operations, particularly in fostering employee knowledge about green product implementation and maintaining a consistently sustainable environment. Additionally, difficulties in sourcing recycled products in Labuan Bajo pose a recurring obstacle for Sudamala Komodo Labuan hotel. Addressing these challenges is crucial for sustained commitment to the principles of sustainable tourism and the ASEAN Green Hotel Standard.

Research Method

This research was conducted at Sudamala Resort Komodo, situated on Pantai Pede Street KM 3, Gorontalo Village, Labuan Bajo Flores, West Manggarai, East Nusa Tenggara, Indonesia. The selection of Sudamala Resort Komodo as the research location is attributed to its esteemed status as one of the premier accommodations in Labuan Bajo. Notably, it is the sole establishment among the top accommodations designed as a resort, showcasing local products.

Employing a qualitative approach, this research presents data collected through various methods. Observations focused on the utilization of green products, specifically the use of Local Products and eco-friendly alternatives. Interviews were conducted with selected participants, including the Human Resource Manager, Food & Beverage Manager, Executive Housekeeping, and employees from various departments at Sudamala Resort Komodo in Labuan Bajo.

Data collection also involved documentation, encompassing policies, appeals, and materials related to the implementation of green products based on the ASEAN Green Hotel Standard. Additionally, visual documentation in the form of photos and images was gathered, specifically pertaining to environmentally friendly and local products. Literature review contributions were derived from various sources, including journals, the internet, and other relevant publications related to the research.

The chosen respondents provided valuable insights into the utilization of green products at Sudamala Resort Komodo. Data collected through observation and interviews were processed through recording, noting, and typing. Qualitative analysis, following the framework of Miles and Huberman (1992), involved data collection, reduction, and verification. The credibility of the data was ensured through source triangulation.

Result and Discussion

Implementation of Green Product in Sudamala Resort Komodo Hotel

Based on the ASEAN Green Hotel Standard, there are two criteria for implementing green products, namely Utilization of Local Products and Utilization of eco-friendly item. These two green product criteria have been implemented at the Sudamala Komodo Hotel Labuan Bajo.

Utilization of Local Products

The use of local products implemented in Sudamala Resort Komodo using of local products from the East Nusa Tenggara (NTT) region. Sudamala Resort Komodo, implements the green product through design of building, decoration, food, and operational equipment. The building design implemented at the Sudamala Resort Komodo hotel tries to highlight local wisdom which is expressed in the form of building design which can be seen in Figure 1 and Figure 2 as follows.



Figure 1. Wae Rebo Restaurant
Source: documentation 2023



Figure 2. Design of Pool Bar
Source: Documentation, 2023

These local wisdoms include the shape of the roof of the Wae Rebo restaurant and pool bar which is inspired by the traditional building design of the Wae Rebo Village traditional house which has a conical shape. Design of the front of the lobby which uses Batu Compang, where the design is inspired by the design of Batu Compang in the Manggarai area. Design of front lobby can be seen on Figure 3 as follows.



Figure 3. Design of Compang in Sudamala Komodo Hotel

Source: Documentation, 2023

The utilization of local products at the Sudamala Resort Komodo hotel is implemented in the form of decoration. Decoration is one way for hotels to recognize or promote products in a destination. Hotel Sudamala Resort Komodo is one of the five-star hotels in Labuan Bajo. This hotel tries to apply green product criteria, namely using local products such as local handicrafts to be used as decoration materials in every area of the hotel. Decorations in each area of the Sudamala Komodo Labuan Bajo hotel utilize local handicrafts and utilize motifs from local handicrafts such as woven fabric motifs and mat motifs to be used as decoration materials. These decorations are expressed in the form of cloth decoration paintings and ceramic floor decorations. These decorations are applied in every area of the hotel such as the lobby, Room, restaurant and meeting rooms.

Paintings as one of the interior decoration materials in the lobby also pay attention to local uses where the motifs of the paintings are motifs that picturize about the culture in the Manggarai area. One example is a caci dance painting in Figure 4 as follows.



Figure 4. Painting of Caci Dance

Source: Documentation, 2023

The Caci dance is a traditional dance from the Manggarai region which is often performed by Manggarai people during traditional events. This painting is in the lobby as a way to show local wisdom when guests are in the Lobby area. A woven motif fabric also being displayed in lobby area. This fabric is a Manggarai woven motif fabric which is partly used to decorate the hotel lobby area, several benches in the lobby area, where the benches are decorated using woven fabric with a Maumere motif, East Nusa Tenggara (NTT), there are several pillows provided on guest seating in the area. lobby. The pillows are decorated using Larantuka woven fabric motifs, apart from that, the ceramics in the lobby area are also decorated using local motifs, namely flower and manuk eye motifs, these motifs are inspired by the mat motifs of the Manggarai people, East Nusa Tenggara (NTT).

The rooms at the Sudamala Hotel are decorated using cultural characteristics of the Flores region, from the floors, room displays, to the fabrics used which have regional motifs. The rooms at the Sudamala Hotel are decorated using cultural characteristics of the Flores region, from the floors, room displays, to the fabrics used which have regional motifs. Hotel rooms are decorated using local uses where the ceramic motifs are motifs inspired by floral motifs. This motif is inspired by the floral motifs on songke woven fabric. Songke woven cloth is a handcrafted woven cloth from the Manggarai people, East Nusa Tenggara (NTT). Apart from ceramic decoration, there is also interior design in the room area, namely woven cloth motifs which are framed and then displayed on the walls of the hotel room area. This cloth is a woven motif cloth woven from Ende, East Nusa Tenggara (NTT) which is partly used to decorate the hotel room area. The rooms at the Sudamala Hotel can be seen in Figure 5 as follows.



Figure 5. Bed Room in Sudamala Hotel

Source: Documentation, 2023

Like other decoration in the lobby and hotel rooms, the decoration of the meeting room and restaurant also uses Manggarai or Flores cultural characteristics shows in Figure 6 and Figure 7 as follows.



Figure 6. Table Decoration In Sudamala Hotel

Source: Documentation, 2023

Wae Rebo Restaurant uses woven cloth as table decoration material both at lunch and at dinner. The woven cloth used for table decorations at the Wae Rebo restaurant uses shawls, which is a woven fabric with Manggarai motifs.

The use of local products at the Sudamala Resort Komodo hotel is implemented in the form of equipment to support hotel operations. Based on the results of observations, there are several operational support equipment for the Sudamala Resort Komodo hotel provided

in every area of the hotel such as the lobby, rooms, restaurant and meeting rooms, some of the equipment are Rubbish bin, Wooden tissue holder, and flower vase, which made from rattan by local people shows in Figure 7 as follows.



Figure 7. Rubbish Bin, Wooden Tissue Holder, & Flower Vase In Sudamala Hotel

Source: Documentation, 2023

Utilization of Eco-Friendly Product

To support the utilization of environmentally friendly products, Sudamala Komodo Labuan created a policy to support the use of environmentally friendly products. This policy has been in place since the Sudamala Resort Komodo hotel was built. Although until now the implementation of this policy has not been optimal. However, in operational terms, the Sudamala Resort Komodo hotel always tries to ensure that the hotel and the goods used are good and the production process of goods and services at the Sudamala Resort Komodo hotel is not harmful to the surrounding environment. This policy is contained in the form of waste water treatment. The waste water treatment policy at the Sudamala Resort Komodo (SKLB) hotel is divided into:

Liquid Waste Processing

Sudamala hotel has create a mechanism in processing liquid waste of the hotel in aim to support the utilization of environmentally friendly products. The proof of LWP shows in Figure 8 as follows.



Figure 8. STP Tanks in Sudamala Hotel

Source: Documentation, 2023

Sudamala Resort Komodo hotel has used STP (Sewage Treatment Plant) technology to process waste water into water that is suitable for use for watering gardens.

Solid Waste Processing

Sudamala hotel has create a mechanism in processing solid waste of the hotel in aim to support the utilization of environmentally friendly products. The proof of using bottle caps and gallon caps for reprocessing shows in Figure 9 as follows.



Figure 9. Key Chain Souvenirs In Sudamala Hotel

Source: Documentation, 2023

The bottle caps and gallon caps are processed to be used as key chain souvenirs; these key chain souvenirs are for use by guests.

B3 Waste (Toxic Waste)

Sudamala hotel has prepare mechanism in processing B3 waste of the hotel in aim to support the utilization of environmentally friendly products, which can be seen in Figure 3.9 as follows.



Figure 10. Temporary Shelter In Sudamala Hotel

Source: Documentation, 2023

The hotel has designated a specific room to function as a temporary shelter for managing the waste generated within the premises, encompassing both toxic and general hotel waste. Sudamala Resort Komodo demonstrates its commitment to environmentally friendly practices by incorporating products that can be recycled. The hotel has actively employed recycled materials, such as glass and paper, for various purposes, notably in product packaging to minimize the use of plastic waste. Operational equipment within the hotel, including items provided in guest rooms, exemplifies this commitment with features like drinking straws and takeaway drink boxes made from paper. Additionally, refill water bottles made of glass are provided in each room as a sustainable alternative. A visual representation of the

implementation of environmentally friendly products at Sudamala Hotel is illustrated in Figure 11.



Figure 11. Utilization Drinking Straws, Drink Box & Water Refill In Sudamala Hotel
Source: Documentation, 2023

Wae Rebo Restaurant at Sudamala Hotel offers drinking straws and takeaway boxes made from paper to reduce plastic waste. Glass refill bottles in hotel rooms contribute to environmentally friendly practices. Despite these efforts, the hotel still employs plastic packaging in various operations, including amenities for guests and bottled water in meeting rooms.

The Sudamala Resort Komodo Hotel faces obstacles in aligning with the ASEAN Green Hotel Standard. Challenges include a limited variety of local products, hindering their incorporation. Additionally, difficulties in finding recycling companies, persuading employees to reduce the use of disposable goods, and encouraging active participation in waste reduction efforts contribute to obstacles in implementing environmentally friendly products. While the study reveals the implementation of Green Products, both locally and ecologically, obstacles persist in adhering to the ASEAN Green Hotel Standard. Effective resolution of these challenges is crucial for the hotel's sustainable growth and commitment to green standards.

Conclusion

Based on the findings and discussions in this research on "The Role of Hotels in the Implementation of Sustainability Through Green Products," it can be concluded that the application of green products at the Sudamala Resort Komodo hotel is deemed successful. This assertion is supported by research results indicating that the implementation aligns with the criteria of the ASEAN Green Hotel Standard. Notably, the hotel incorporates the use of local products into its design and architecture, meeting one aspect of the standard. Additionally, environmentally friendly products are employed, particularly evident in the hotel's waste water treatment policy. The Sudamala Resort Komodo hotel has consistently and sustainably implemented green products.

However, the hotel has encountered obstacles in the implementation of green products, both in the use of local products and environmentally friendly ones. The limitation in the variety of local products poses a challenge, while difficulties in finding recycling suppliers and managing human resources hinder the effective use of environmentally friendly products. Human resource managers face challenges in motivating employees to actively contribute to waste reduction efforts that benefit the environment. Despite these obstacles, the Sudamala Resort Komodo Hotel remains committed to the ongoing and successful implementation of green products, aligning with sustainability standards.

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