

ECOPRENEURSHIP BUSINESS MODEL OF NUSA DUA HOTELS RESORT AREA

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Abstract The purpose of this research is to examine the ecopreneurship business model applied by star hotels in Nusa Dua Resort integrating environmental elements into tourism business. Related to the concept of sustainable tourism development that emphasizes the development of eco-tourism and efforts to achieve the prospective ideal conditions. To discover it, the necessary data from several five star hotels that linked to international chains in Nusa Dua Resort area used as samples. Analyzed using descriptive qualitative analysis technique where the elements of ISO 14001 are used as the indicators, and guidelines for the interview and questionnaires. The data that has been obtained, processed and extracted, into some graphs and tables, and described as a basis for conclusions of ecopreneurship business model applied by star hotels in Nusa Dua Resort. As the result, this research shows that the ecopreneurship business model applied by star hotels in Nusa Dua Resort in integrating the environmental elements into tourism business has 4 phases. Such as P-D-C-A where Plan adapted into environmental management system planning, Do adapted into implementation of environmental labeling and recycling, Check adapted into an environmental audit examination and evaluation of environmental performance, and Action adapted into action on regular management review.

Key Words: *Ecopreneurship, sustainable development, sustainable tourism development, ISO 14001, P-D-C-A*

I. INTRODUCTION

The increasing of growth number of five-star accommodation services in Bali would have brought a positive benefit to the stakeholders of tourism including tourists, taxes paid to the government, formal and informal employment and other multiplier effects arising from such activities. On the other hand, the phenomenon accommodation facilities establishment in Bali has been under the spotlight regarding the exploitation of natural resources and management of material waste that pollute the environment surrounding the accommodation establishments are located.

Based on the background of the problems described earlier, this study intends to examine ecopreneurship or concept that integrates between the entrepreneur and the sustainable development that is implemented by the management of five-star hotel in the area of Nusa Dua Resort by integrated it into environmental elements of tourism business.

II. RESEARCH METHODS

This research method is descriptive qualitative where the technique of collecting data is through the literature review by examining the theories that are related to entrepreneurship, sustainable development, as well as ecopreneurship. The indicators are used as a reference in the development of business models ecopreneurship is the International Organization for Standardization or ISO 14001. In addition, to obtain the information and data from the research sites, unstructure interview techniques are used also through the questionnaire. Presentation of the results of the data analysis is done formally (in the form of graphs and tables) and informally (in narrative form).

To get an information about the development of ecopreneurship business models conducted by the hotels in Nusa Dua Resort, the authors conducted a survey of three hotels (Grand Hyatt Bali by Hyatt, The Laguna by Starwood, and Club Med) of the entire hotel totaling 17 hotels located in Nusa Dua Resort. In determining the sample in this study, the authors adopted a purposive sampling approach, where the sampling is based on several criteria and aim.

III. RESULTS AND DISCUSSION

3.1 Results

The ecopreneurship business model applied by the five-star hotel in Nusa Dua Resort integrating to the environmental elements of tourism business has four phases which is called P - D - C - A or Plan (Planning), Do (Implementation), Check (audit and Evaluation), and Action (Periodic Management Review). Where the details of the four phases are as follows:

1. Phase Plan (Planning Environmental Management System). The five-star hotel in Nusa Dua Resort has:
 - a. The commitment in the form of written policy about Environmental Management System, one example of the policy or the policy is Earth Check Policy.
 - b. Appointing one department to handle environmental issues. Department appointed by the company include the Human Resource Department and Engineering Department.
 - c. Having short-term, medium and long-term programs to achieve the purpose of Environmental Management System, such as mangrove planting, earth hour, Tri Hita Karana, PROPER, Earth Check and Green Globe.
 - d. The companies have priority consideration in the purchase, sale, or promotion of products and services in terms of:
 - a. Assessing and testing the environmental performance of supplier companies.
 - b. Require suppliers to perform the environmental analysis.
 - c. Informing consumers about the steps to reduce its environmental impact.
 - d. Have priority in applying environmental management, such as:
 - e. The written environmental policy
 - f. Training programs on the environment in the workplace for employees in the form of training to manage hazardous products, managing waste, responsible, and prevent occupational hazards and environment-friendly attitude
 - g. Public environmental report
 - h. The activities related to sustainable tourism practices such as managing hazardous products and manage waste
 - i. The five-star hotels in Nusa Dua Resort adopting some standard system of environmental management in their company. The standard system of environmental management were adopted, namely the Tri Hita Karana, PROPER, Earth Check, and Green Globe.

2. Do (Implementation of Labelling Environmental and Recycling Products).
 - a. Adopting some of the environmental management system at the company's standards. The standard systems of environmental management were adopted, namely the Tri Hita Karana, PROPER, Earth Check, and Green Globe.
 - b. Providing information about the steps on environmentally friendly products and services. Such as the use of Eco-Label products and leave messages on each of its products to invite guests to participate and maintain environmental friendliness in every use of the products and services of the hotel.
 - c. Involving in environmental activities on a regional scale, national, and international levels. As Mangrove Planting, Earth Hour, Tri Hita Karana, Proper, Earth Check, and Green Globe Certification.
 - d. Getting awards like PROPER environment, Blue Certificate for B3, and Green Globe certificate.
 - e. Joining an organization that has a focus on environmental issues, such as Tri Hita Karana, Earth Check and Green Globe.
 - f. Having a policy of keeping the goods period used in either company's good be used for operations or products selling to the hotel guests.
 - g. Doing Recycling Waste by separating garbage by each type
 - h. Having a planned schedule in conducting environmental audits in each department. By applying an external audit, internal audit implementation, and development of indicators. The type of audit is an audit of clean water production and waste minimization, water conservation audit, energy conservation audit, audit the impurity/contamination location, and occupational health and safety audits.
 - i. Perform socialization to all employees regarding the policy of environmental management system
 - j. Disseminating the company's commitment to the environment to the community around the location of the company.
3. Check (Inspection Environmental Audit and Environmental Performance Evaluation).
 - a. Having a planned schedule in conducting environmental audits in each department. By applying an external audit, internal audit implementation, and development of indicators. The type of audit is an audit of clean water production and waste minimization, water

conservation audit, energy conservation audit, audit the impurity/contamination location, and occupational health and safety audits.

- b. Performing the socialization to all employees regarding the policy of environmental management system
 - c. Disseminating the company's commitment to the environment to the community around the location of the company.
4. Act (Actions Management Review Periodic).
- a. Periodically reviewing the overall environmental management system to ensure its continuing suitability, adequacy, the effectiveness of environmental management systems toward the changes.
 - b. Following the workshop and seminar environments.
 - c. Reporting the results of the audit and evaluation of the environmental management system to management.

3.2 Discussion

Based on the data obtained, The five-star hotel in Nusa Dua Resort area has not been completely adopted the ecopreneurship business models in running the business. But the hotels already has an awareness of running the business is needed the ecopreneurship concept to solve the environmental problems. It has been known in general that the limited resources that are owned, for example, water supplies, mineral or gas, which once consumed, these resources can not be recreated and will decrease over time, until no remaining natural resources even slightly if there is no consciousness to maintain it. Also, due to the economic activity and high consumption, most of the resources that have been consumed will be a waste. The result was a serious pollution problem affecting human life and also the ecosystem, causing the accumulation of greenhouse gasses and climate change potential, Volery (2002: 542). That's the important role of the concept ecopreneurship in finding alternatives in running a business without neglecting the values of the environment, for example by recycling or managing new energy sources, such as wind and solar (Arber & Speich, 1992; Barnes, 1994;). It has been applied by the five-star hotel in Nusa Dua Resort viewed through a phase P-C-D-A that have been adapted to the environmental management system.

IV. CONCLUSION

To integrate the environmental elements into the tourism business the Hotel star in Nusa Dua Resort implemented the ecopreneurship business model where there are four phases which P - D - C - A or Plan adapted into environmental management system planning, Do adapted into the implementation of environmental labeling and recycling, Check adapted into an environmental audit examination and evaluation of environmental performance, and Action adapted into action on a regular management review.

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