



UDC 332

PROMOTING SUSTAINABLE PRACTICE IN BALI'S TOURISM SECTOR THROUGH RESPONSIBLE PROCUREMENT

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ABSTRACT

Sustainable practices in Bali are gaining popularity and increasing, making Bali a responsible world tourism destination. Bali's dependence on the tourism sector reaches 60%, which means that Bali must have a powerful strategy to manage its tourism sustainably. Sustainability is truly a journey as well as a space for contemplation, correction and cohesion by not only making economic aspects the ultimate goal but also balancing and harmonizing environmental and social aspects to ensure we can meet the needs of the present without having to sacrifice the interests of future generations in meeting their needs. This article focuses on the efforts of the tourism industry in Bali to implement sustainable practices by selecting supporting products and services through responsible procurement. This article also seeks to map the strategy and its implications for the tourism industry in Bali. Data collection methods in this research are literature, observation, in-depth interviews, and Focus Group Discussions. The experts in this research are the government, tourism industry, private sector, academics, and the community, who use a purposive sampling technique. The results of this study are the benefits and challenges of implementing responsible procurement and effective strategies for implementing responsible procurement.

KEY WORDS

Responsible procurement, sustainable tourism, Bali, public service.

Waste has long been a global problem. However, now the global community's attention is focused on the amount of plastic waste scattered throughout the sea, polluting the ecosystem and negatively impacting the environment. As an island that attracts foreign tourists, Bali's waste problem is chronic. Indonesia is the second largest contributor of marine litter after China. Plastic waste that fills rivers and oceans has been causing problems for years. Based on data obtained from the Indonesian Plastic Industry Association (INAPLAS) and the Central Statistics Agency (BPS), Indonesia is the second largest contributor to plastic waste globally. Plastic waste in Indonesia reaches 64 million tons/year, of which 3.2 million tons are plastic waste disposed into the sea. According to the same source, plastic bags are thrown into the environment as many as 10 billion pieces per year or as many as 85,000 tons of plastic bags.

Tourism is not the only sector that contributes to plastic waste in Bali, but the reality is that the tourism sector still uses single-use plastics; for example, plastic mineral water packaging is still part of the amenities placed in hotel rooms or used in restaurants, other plastic objects are disposable plastic straws, disposable plastic bags, and also take away food containers. However, the problem of single-use plastic waste has received a positive response from the tourism sector through the Suksma Bali 2018 movement initiated by Paiketan Krama Bali; tourism components have made a joint movement through the Sapta Kryamana declaration, which is seven concrete steps that have an impact on the future, Bali



tourism components made a declaration to reduce and eliminate single-use plastic materials in hotels or restaurants in Bali. This movement became one of the drivers of the issuance of Regulation Number 97 of 2018, which regulates the limitation of single-use plastic waste generation. Bali became Indonesia's first province to ban single-use plastics (PSP).

According to the Ministry of Tourism (2016), green hotel is one form of sustainable hotel development and management with an environmentally friendly development concept that plays a vital role in mitigating GHG (Greenhouse Gas) in conservation efforts and energy and water efficiency consisting of aspects of environmentally sound hotel management, environmentally sound hotel operations, land use, efficient use of building materials water efficiency, energy efficiency, air quality, and waste management. In line with this spirit, the obligation to maintain environmental sustainability has become the main agenda for hotel managers. This trend has changed most organizations to be oriented towards a sustainable economic and environmental hotel industry where the focus of the hotel industry is not only on the production process of goods and services but also actively able to preserve the existence of the environment (Setiawati & Sitorus, 2014).

As in other regions, Bali's tourism destination also aspires to become sustainable tourism. That is, the desire of the government and the community as well as entrepreneurs to make Bali a tourist destination that is not only successful now but also forever, while the number of hotel rooms in Bali in 2018 total 146,000 rooms and 102,000 rooms were located in Badung Regency, while 44,000 rooms were spread across other districts/cities in Bali (PHRI Badung, 2019). For this reason, various efforts are carried out, both systematically with the government as a regulator, as well as creatively carried out by entrepreneurs and the community, by developing various alternative tourism, which does not accentuate profit-seeking businesses but sells pro-environmental and pro-social cultural tourism services, as well as selecting suppliers who provide products and supporting environmentally friendly services and have awareness in maintaining the sustainability of environmental and social aspects. Tourism and the environment will influence each other depending on how the two process each other. Tourism is an industry whose survival is determined by the good and bad of the environment. Bali cannot avoid various external influences that will enter, for in the future, Bali must have an "Open Fort", where tourism accepts various changes in globalization but avoids negative impacts. For this reason, it must have strength/fortification to resist the onslaught of various impacts that cannot be avoided.

LITERATURE REVIEW

Environmental awareness is a way to understand the fragility and importance of protecting the environment (Khoulid et al., 2017). Environmental awareness is a form of public attention to care for the surrounding environment (Hanjani & Widodo, 2019). The willingness and awareness of the public to consume environmentally friendly products will affect green product purchasing decisions (Rusniati & Rahmawati, 2019). Consumers make purchasing decisions when buying a product (Nelly et al., 2021). Before reaching a purchase decision, consumers go through several processes. In the first stage, it begins with understanding the problem or need. In the next stage, consumers will seek information about the needed product. After searching for information, consumers will make judgments about several existing alternatives. The fourth stage is the purchase decision. The last stage is post-purchase behavior. Consumers will provide an assessment of the products that have been purchased (Firmansyah, 2018). Consumer green product purchasing decisions are influenced by several factors that can encourage them to make purchasing decisions. Responsible procurement includes activities to reduce, reuse and recycle raw materials in the purchasing process (Ninlawan et al., 2010). According to Pramesti et al. (2020), two indicators influence the implementation of responsible procurement, namely supplier selection and 3R's procurement process. Supplier selection is the process of selecting suppliers based on the criteria needed by the company. 3R's Procurement Process is a procurement process that includes reducing, reusing, and recycling. It is essential to consider both factors in the hotel procurement process as an ideal responsible procurement



implementation step to meet hotel operational needs while minimizing environmental impact.

Research conducted by Khan and Qianli (2017) found that the implementation of responsible procurement directly and positively impacts company performance because its implementation can protect the environment from hazardous and toxic materials and significantly impact company performance. In addition, responsible procurement provides tremendous opportunities for hotels to increase their selling points and market share. The importance of responsible procurement is that it is a conscious and planned effort that integrates environmental, social and economic aspects into procurement strategies to ensure the fulfillment of the company's needs and directly ensures the integrity of the environment and the safety, capability, welfare and quality of life of present and future generations (Rao & Holt, 2005).

Responsible procurement, also known as green purchasing, implements environmental criteria in selecting products or services (Jayanti et al., 2013). According to (Ramakrishnan et al., 2015), Green Purchasing is an organization's preference to buy products from environmentally conscious suppliers and its efforts to ensure that the products purchased have environmentally friendly attributes. The attributes are that products and services must be able to save energy and water, minimize waste generation and pollutant release, and, of course, can be recycled (Dubey et al., 2013). According to the Institute for Supply Management, responsible procurement involves supply management decisions, cost savings, reuse, and environmentally friendly practices to enhance its reputation and image for market expansion (Foo et al., 2021). Responsible procurement is not just about being 'green'; this concept more profoundly discusses the purchasing process that fulfils social and ethical responsibilities, purchasing procedures that protect the environmental balance, bring economical solutions and are carried out with noble business practices and do not harm other parties.

According to Riyanto et al. (2018), one of the responsible procurement practices, eco-labeling, also influences purchasing decisions. Eco-labeling is a form of corporate responsibility to consumers that provides information about environmentally friendly products on product packaging (Rakhmawati et al., 2019). Eco-labeling is a factor that can influence consumer feelings and plans to buy a product. This can be in packaging labels, attributes, or symbols (Rahman & Widodo, 2020). According to Priansa (2017), eco-labeling is a type of label that links products to environmental issues. Eco-labeling is essential in educating consumers about environmentally friendly products (Pinem et al., 2018).

Companies can apply eco-labeling to encourage innovation in environmentally sound industries. In addition, eco-labeling can create a positive image for the product brand and the producing company (Nurmayanti, 2014). Eco-labeling helps encourage consumers to choose products with less environmental impact than similar products (Rakhmawati et al., 2019). The results of the Kantar Sustainability Foundation Study report show that 72% of Indonesians consider environmentally friendly and sustainable aspects or sustainability when shopping (Hidayat, 2022).

The following responsible procurement practice that can influence purchasing decisions is a green brand image (Apriliani & Aqmala, 2021). According to Rakhmawati et al. (2019), green brand image is a whole series of impressions, conceptions and concerns about brands by consumers related to sustainability and environmentally friendly issues. Green brand image is the consumer's view of the brand image of the product to be used (Apriliani & Aqmala, 2021). The brand is a crucial product attribute that is related to consumer assessments of the product's brand image. Brand image can help companies introduce a brand and increase sales of available brands (Suki, 2013). If consumers do not know or recognize the brand of an environmentally friendly product, consumers will feel less interested in purchasing environmentally friendly products (Hussein, 2014).

METHODS OF RESEARCH

The data analysis method used is qualitative research with qualitative descriptive analysis techniques. Qualitative descriptive data analysis technique is a research method



that utilizes qualitative data and describes it descriptively. Qualitative descriptive data analysis is often used to analyze events, phenomena, or social conditions. This method emphasizes the observation of phenomena and examines the substance of the meaning of these phenomena. Basri (2014) concluded that qualitative research focuses on the process and meaning of the results. Qualitative research focuses more on human elements, objects, and institutions and the relationship or interaction between these elements to understand an event, behavior, or phenomenon (Ahmad et al., 2010). Qualitative methods help the availability of detailed descriptions of phenomena. Qualitative encourages understanding of the substance of an event. Thus, qualitative research not only fulfils the researcher's desire to get a picture/explanation but also helps to get a more profound explanation (Sofaer, 1999). Data was collected through literature, observation, in-depth interviews and focus group discussions (FGDs). In addition, previous researchers' views in books, documents, and publications also played an important role in examining the research subject to provide a clear picture of new or alternative understandings and forms of knowledge. This research was conducted in Bali, particularly in the accommodation business.

RESULTS AND DISCUSSION

Sustainable procurement in Bali's hospitality industry rests on three pillars of responsible procurement: economic, social and environmental factors. In the concept of sustainable development, the current generation is not the owner of the existing natural resources. The current generation is analogous to a borrower of natural resources from future generations, so he must maintain and return the natural resources to future generations. Sustainable development means guaranteeing the quality of human life and not exceeding the ability of the ecosystem to support it. Thus, the definition of sustainable development is development to meet the needs of the present without compromising the ability of future generations to meet their needs.

Economic sustainability means purchasing at the right price while ensuring quality standards. Sustainable procurement programs should consider long-term benefits rather than short-term gains. This requires collaboration with suppliers to identify opportunities for cost savings, efficiency improvements and innovation. Social sustainability involves improving fair labour practices throughout the supply chain. Companies should ensure that their suppliers adhere to ethical sourcing policies prohibiting child labour, forced labour, and discrimination. By supporting socially responsible organizations through procurement activities, companies can help create a positive social impact in the communities where they operate. Environmental sustainability is an essential element of sustainable sourcing. Businesses need to consider the impact of their purchasing decisions on the environment by evaluating the life cycle of products, from raw material extraction to disposal or recycling. Sustainable purchasing includes selecting environmentally friendly products, such as those made from renewable resources or using energy-efficient processes.

By considering these three pillars comprehensively, businesses can achieve sustainable sourcing goals while improving their corporate responsibility profile. Integrating these factors helps create more resilient and efficient supply chains capable of delivering long-term value to stakeholders across all sectors of society - including employees, customers and shareholders. The implementation of responsible procurement in the hotel industry in Bali has four benefits that have a direct impact on the company. The first benefit is to improve reputation and brand image, meaning that the hotel industry that conducts responsible procurement can demonstrate its commitment to social and environmental responsibility and fulfil the expectations of customers, investors, and the community. This can increase customer trust and loyalty and open up new market opportunities. The second benefit is saving costs and improving efficiency, where responsible procurement can help companies reduce operational and maintenance costs and optimize resource use. For example, companies can reduce energy consumption, greenhouse gas emissions and waste by choosing energy-efficient, environmentally friendly and durable goods and services. In addition, responsible procurement can also improve employee productivity and quality of



work by enhancing their health, safety and well-being. The third benefit is reducing risk and increasing resilience, meaning responsible procurement helps companies identify and manage risks associated with their supply chains, such as price uncertainty, supply disruptions, human rights abuses, corruption and negative environmental impacts. By doing so, companies can increase their resilience to changing market, regulatory and socio-environmental conditions. The fourth benefit is driving innovation and growth, meaning responsible procurement can encourage companies to innovate and create new, more sustainable solutions to meet the needs of customers and other stakeholders. This can improve the company's competitiveness and growth in the long term.

Responsible procurement in the hotel industry in Bali is carried out using four strategies. The first strategy starts with the applicable policies and procedures, namely the responsible procurement policy rules formed directly by the hotel. Responsible procurement policy contains rules to follow before purchasing products and services. The first procedure starts with "Are these products and services needed?" "Will this product harm the environment?" and other fundamental questions. Then, it goes on to buy products to support local industries, reject products with packaging that is not environmentally friendly, do not buy goods with disposable plastic packaging, choose natural and organic products, and buy goods that can be recycled anytime, anywhere. The second strategy is the purchasing checklist- do's and don'ts, which contain of what can be purchased and not. The hotel made this procedure to support the responsible procurement program. The third strategy is supplier selection, where the hotel chooses trusted suppliers to provide environmentally friendly products and services with the best quality and price. In providing environmentally friendly products, the hotel carries out a selection of prospective suppliers. One of the indicators is suppliers who have eco-labeling, have goals and implement environmentally friendly practices, are certified and have been audited as environmentally friendly, implement a Health, Safety and Environment system, and carry out quality management assessments in the production, packaging and delivery of their products. The fourth strategy is the implementation of 3R in the procurement process, which includes three indicators. The first indicator is reduction; for example, the activities carried out are efforts to reduce disposable plastic waste by purchasing products with environmentally friendly packaging, such as biodegradable plastic. In addition, hotel employees also reduce their waste by bringing their drinking bottles from home that can be refilled at the hotel and avoiding excessive product purchases so as not to become waste. The second indicator is reuse; hotels in Bali have implemented a reuse program. One example of a reuse program is not providing tissue at the dining table in every restaurant and replacing it with napkins so that it can be used continuously, then reusing paper that can still be reused. Namely, files over five years old will be dismantled and sorted into paper that can be reused. The third indicator is recycled; the recycling program has been implemented by hotels in Bali, which is the process of managing waste back into goods or products that can be reused, managing wastewater into clean water which can be used at least for watering gardens and plants.

Implementing the responsible procurement program positively impacts Bali as a responsible destination and the surrounding environment. Positive impacts resulting from the implementation of responsible procurement include maintaining environmental cleanliness, decreasing the amount of waste generated by hotel operational activities, and reducing industrial waste produced due to the use of biodegradable products. In addition, implementing responsible procurement can help the hotel industry achieve energy efficiency in Bali. That way, responsible procurement can support the environment and help it remain sustainable. All stakeholders can enjoy this positive impact, guests visiting Bali, and, most importantly, the health of the natural environment and the realization of a sustainable environment for future generations.

In implementing responsible procurement in Bali, there are also five challenges: 1) Focus on profit, meaning that some industries are still oriented towards one aspect, namely the economy, while ignoring environmental and social aspects. This happens because hotel industries still make a profit as the ultimate goal, so environmental and social aspects are only a complement. There are conditions in the hotel industry in Bali where the owner has



targeted the amount of profit that must be achieved per year so that the manager's primary focus is to meet the expectations and targets of the owner as the highest authority in the company's strategic direction. 2) Little support or pushback from suppliers, meaning that vendors who implement the concept of responsible procurement still need to be improved in Bali; although awareness related to sustainability is increasing, it still takes time for the tourism industry to find and adjust to the new ecosystem. As we all know, sustainability is a journey; we cannot do it instantly, like turning our palms. 3) Lack of government support, meaning that the seriousness of the government in participating in realizing sustainability in Bali is a big question because supervision and punishment for violations related to regulations related to the concept of sustainability are very weak, which causes the implementation to be backward and only run normatively. 4) Higher cost, meaning that the commitment to responsible procurement, in general, will require more expensive financing than conventional methods, and many industries in Bali that initially committed to responsible procurement slowly gave up because of the high and even unaffordable financing. 5) Difficulty accessing proper technology, meaning that responsible procurement in Bali has not been fully supported by adequate technology, so the implementation process is hampered and seems difficult and limited to do because the existing system has not been integrated directly, which can facilitate the industry, for example, hotels in Bali, to be able to select, select and evaluate vendors who have implemented sustainable procurement properly and sustainably. The problem lies in the need for more tools and technology. However, the challenges above do not diminish Bali's efforts to realize a sustainable destination through the responsible procurement program.

Responsible procurement is not the only thing that starts sustainability; it is also strengthened by partners with the same goal of creating sustainable procurement. Therefore, building good relationships with suppliers and other stakeholders is essential to create responsible procurement that positively impacts the environment, society, company, and consumers. Bali's businesses can encourage their partners to adopt more responsible and sustainable behaviors and decision-making by working together and holding each other accountable. This approach will also positively impact the relationships between the various stakeholders involved. So, responsible procurement is not just about fulfilling legal or ethical obligations but also about creating value for the company and society. Therefore, companies must adopt responsible procurement principles and practices in their business strategies and operations.

CONCLUSION

Responsible procurement is becoming increasingly crucial for tourism destinations that want to reduce their environmental impact and contribute to a greener future. By understanding the three pillars of responsible procurement and harmonizing economic, social, and environmental sustainability, tourism stakeholders, especially in the hotel industry in Bali, can make the right decisions about their purchasing practices. There are four benefits to implementing responsible procurement in the hotel industry in Bali, namely: 1) improving reputation and brand image, 2) saving costs and increasing efficiency, 3) reducing risk and increasing resilience, and 4) encouraging innovation and growth.

Implementing responsible procurement may require initial investment or process changes, but the long-term benefits are worth it. Not only will the hotel industry contribute to a more sustainable future, but it can also see cost savings from reduced waste and increased efficiency. There are four strategies for implementing responsible procurement: 1) responsible procurement policy, 2) purchasing checklist dos and don'ts, 3) supplier selection, and 4) 3Rs in the procurement process.

There are five challenges in implementing responsible procurement in the hotel industry in Bali, namely: 1) focus on profit, 2) little support or pushback from suppliers, 3) lack of government support, 4) higher costs and 5) difficulty accessing proper technology. Implementing responsible procurement practices is a journey, not a one-time thing; it requires commitment and continuous effort because sustainability is a journey, not a



destination. Periodically reviewing procurement processes and making necessary adjustments can help ensure that the hotel industry, including destinations, continues on the path to sustainability.

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