

ABSTRACT

This research discusses the application of the concept of green hotels based on the standards and certifications that have been approved by ASEAN Green Tourism. A Green hotel is an environmentally friendly hotel and applies energy savings. Concept of a green hotel is being applied to one of the five-star hotels in the province of Bali, namely Padma Resort Legian, especially in the room division. The purpose of this research was to determine the application of the green hotel concept and its constraints and benefits. This research was conducted using descriptive qualitative methods by interviewing three respondents that are involved with the application of the concept of green hotel in the Room Division at Padma Resort Legian. The results of the study, showed that the application of the green hotel concept implemented by Padma Resort Legian was almost perfect, there was also a mixture of obstacles and advantages experienced by Padma Resort Legian while applying the green hotel concept. Whilst the result of the research showed the constraints experienced are cost and time. However, the overall the hotel benefits significantly in the creation of a positive image for the hotel in protecting the environment.

Keywords: Green Hotel, Green Tourism, Accommodation, Room Division, Padma Resort Legian