

## **Green Business Model in Hospitality Industry in Yogyakarta**

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### **ABSTRACT**

The hospitality business is a business that is engaged in hospitality. This makes service the main value in this business. Yogyakarta, which is known as a city of education, tourism, and culture, has many hospitality businesses, hereinafter referred to as the hospitality industry. Yogyakarta has the slogan "Yogyakarta Never Ending Asia", this emphasizes that Yogyakarta has strong hospitality and local wisdom. Based on data from the World Economic Forum (WEF) in 2015, 2017, and 2019, Indonesia's tourism competitiveness is still low. Starting from 50th position in 2015, then increasing to 42nd rank in 2017, and becoming 40th rank in 2019 out of 140 countries. For the Southeast Asia Region, Indonesia is still inferior to neighboring countries, namely Singapore (17th in the world), Malaysia (29th in the world), and Thailand (31st in the world). It is known that Indonesia's score is 4.3 out of a scale of 7. The low-value aspects are the pillars of Healthy and Hygiene, Safety and Security, Environmental Sustainability, Tourist Service Infrastructure, and ICT Readiness.

As it is well known that the growth of industries and companies in Indonesia which continues to increase today, it also brings negative impacts to the environment and society, namely the increasingly widespread environmental damage. Thus, this encourages pressure and pressure from various groups for the government to make economic development green. Business people are also urged to immediately green businesses and companies through a green business approach. A green business model that is in line with sustainability and supports sustainable tourism is very relevant to be developed today. Green business adopts the principles, procedures, practices and policies of all business elements to improve business continuity, environmental protection, social welfare, and social responsibility. In previous studies, only discussing green strategy, such as green accounting, green marketing, green human resource management, green supply chain management, and so on. There is no research that examines the Green Business model, especially in the Hospitality Industry. For this reason, researchers want to examine the Green Business Model in the Hospitality Industry in Yogyakarta. The objectives of this research are: (1) Knowing the green business model in the hospitality industry in Yogyakarta and (2) Developing a green business model that is in accordance with the characteristics of the hospitality industry.

The design of this research is mixed methods, using a sequential mixed methods strategy, in particular using a sequential transformative strategy. The period of this research is 9 months starting from March to November 2022. The research is carried out in three stages, namely (1) the preparation stage, the implementation stage, and the final report preparation stage. The population in this study are business people in the Hospitality Industry in Yogyakarta. Furthermore, the samples in this study are business people in the Hospitality Industry such as the food and beverage business, lodging company, travel and tourism business, recreation business, and MICE business in Yogyakarta. The technique used in this study is a non-probability sampling technique. The method used is snowball sampling. Data collection techniques were carried out through observation, questionnaires, in-depth interviews, and documentation. The validity of the data was tested through triangulation of sources. Quantitative data analysis techniques are carried out by means of (1) Data Coding; (2) Preparation of Data Tabulation; and (3) Descriptive Analysis. Then the qualitative data analysis technique is carried out by (1) data reduction; (2) data presentation; and (3) conclusion drawing and verification. The output target of this research, for mandatory output, is international scientific articles in the International Journal of Research of Social Science, Economics, and Management with submitted status. Then for additional outputs, namely the Green Business Model in the Hospitality Industry.

Kata Kunci: *green\_business, hospitality\_industry, tourism\_industry, business\_model.*