

## GREEN & CLEAN HOSPITALITY: AN ANALYSIS OF THE INTEGRATION OF BUSINESS ETHICS AND SUSTAINABILITY IN GRAND ARTOS HOTEL, MAGELANG

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### Abstract

The Grand Artos Hotel in Magelang, near Borobudur Temple, plays a role in sustainable tourism by obtaining CHSE, ISO 9001, and ISO 14001 certifications and implementing CSR. However, business ethics challenges remain, such as employee workload and training. The purpose of this study is to analyze and evaluate how Grand Artos Hotel applies business ethics principles in implementing sustainable tourism practices. This study uses a descriptive qualitative case study, where the researcher serves as the primary instrument in collecting and analyzing data. Hotel Grand Artos was selected purposively due to its commitment to sustainability and business ethics, recognized through CHSE and ISO certifications, the implementation of eco-friendly concepts since the beginning of operations, its strategic position involving many stakeholders, and its complex and representative operational scale for the hospitality industry. Therefore, the findings of this study support the importance of integrating moral principles into business plans to achieve sustainability that is not only symbolic but also comprehensive and measurable. This study offers theoretical implications for the creation of a moral business model in the local hospitality industry and useful contributions to hotel management. This research analyzes the implementation of green and clean hospitality at Hotel Grand Artos, Magelang, through business ethics and the Triple Bottom Line principles. Qualitative methods reveal practical practices such as energy efficiency, waste management, and community engagement. Despite challenges, business ethics positively enhance guest satisfaction, efficiency, and the hotel's image.

**Keywords:** Business Ethics; Sustainable Tourism; Green and Clean Hospitality; Triple Bottom Line; Hotel Grand Artos

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### INTRODUCTION

The hospitality industry plays an important role in supporting sustainable tourism development, especially in strategic destination areas such as Borobudur Temple. Since its designation as a national super-priority destination, Borobudur has experienced a surge in tourist visits which has a direct impact on increasing the need for accommodation services, transportation, and other supporting services. Grand Artos Hotel, located in Magelang and about 17 km from Borobudur, is strategically positioned as part of this destination's support network. With its status as a four-star hotel, Grand Artos is not only required to provide high-quality services, but must also be able to apply the principles of sustainability and business ethics in its daily operations.

The hotel has taken a number of initiatives such as obtaining SNI CHSE, ISO 9001, and ISO 14001:2015 certifications, as well as implementing CSR programs involving local communities. However, there are still challenges in implementing business ethics principles, especially in terms of employee welfare, such as excessive workload and lack of ethics training. This issue is important because business ethics is not only about regulatory compliance, but also reflects the company's commitment to moral values and long-term sustainability.

Until now, there have not been many academic studies that specifically discuss the integration between sustainability and business ethics in four-star hotels in the Central Java region. Most studies still focus on aspects of the physical environment or on large-scale hotels in metropolitan areas. Therefore, this research becomes relevant to fill the gap, by examining how Grand Artos Hotel integrates the principles of ethics and sustainability in the context of local hospitality.

This research is to analyze and evaluate how Grand Artos Hotel applies business ethics principles in carrying out sustainable tourism practices that support environmental, social, and economic sustainability. Specifically, this research will analyze the application of the tourism code of ethics which includes:

1. Tourism is an activity that benefits the host country and its people.
2. The obligations of stakeholders in tourism development.
3. Tourism is one of the factors of sustainable development

This analysis will be conducted using the 5W+1H approach:

- a. What: Analysis and evaluation of the implementation of business ethics and sustainability principles at Grand Artos Hotel.
- b. Where: Located at Jl. Mayjen Bambang Soengeng No. 1, Mertoyudan, Magelang, Central Java, Indonesia, directly connected to Artos Mall, and about 17 km from Borobudur Temple.
- c. Who: Hotel management, employees, guests, local community, local government, NGOs, and suppliers.
- d. When: a visit to Grand Artos Hotel was conducted on May 20, 2025 as part of the field observation process.
- e. Why: To ensure that the hotel's operations are in line with sustainability principles and provide benefits to all stakeholders.
- f. How: Through a qualitative approach, including in-depth interviews, field observations, and analysis of policy documentation

Theoretically, this research expands the Triple Bottom Line framework by including the tourism code of ethics as a binding element between profit, people, and planet. Practically, the results of this study are expected to serve as a strategic guide for hotel management in designing environmentally friendly SOPs, sustainable business ethics training modules, and multi-stakeholder engagement mechanisms.

This research presents a new approach in analyzing the relationship between business ethics and sustainability practices in the local hospitality sector, with a case study of Grand Artos Hotel Magelang. Different from previous studies that tend to discuss business ethics or sustainability separately, this study examines the integration of both holistically, especially in the context of managerial decision-making and policies towards employees.

Table 1. Comparison between previous studies and this study

Previous Studies	Focus	Method	Limitation	Innovations in This Study
Hasan et al. (2022)	TBL in large hotel	Quantitative	Not focused on ethics	TBL + business ethics
Prasetyo (2022)	Code of ethics in destinations	Qualitative	No hotel case studies	Focus on local case studies
This study	TBL + ethics in local hotels	Qualitative case studies	-	Micro and theoretical integration

Source: Google Scholar

In addition, there are not many academic studies that evaluate the implementation of ethical and sustainability principles in four-star hotels in the Central Java region with an in-depth qualitative approach. Therefore, this research provides a new contribution to the development of sustainable ethical business concepts on a regional scale.

The results of this study show that the implementation of corporate ethics has a positive impact on operational and social sustainability at Grand Artos Hotel. The code of conduct implemented is proven to be able to encourage efficient use of resources, increase customer trust, and strengthen guest loyalty. In addition, a more disciplined work culture also contributes to the improvement of the hotel's overall operational performance. The findings confirm that the integration of ethical principles in business strategy is not only morally important, but also has strategic value in supporting long-term sustainability in a systematic and measurable manner. The implications of this study are useful for hotel management in formulating more transparent and sustainability-oriented policies, creating a more conducive work atmosphere for employees, and improving service quality for guests. More broadly, these results can be used as examples of practices that can be applied by other hotels, as well as being a reference material for the development of business ethics and sustainability studies in the academic world, especially in the tourism sector.

### **LITERATURE REVIEW AND HYPOTHESIS FORMULATION**

The Triple Bottom Line (TBL) concept emphasizes that business success is not only measured by financial gain (profit), but also by social impact (people) and the environment (planet). In the context of hospitality, the implementation of TBL means that hotels must consider the impact of their operations on the local community, employee welfare, and environmental sustainability. Research shows that hotels that implement TBL can improve brand image and customer loyalty (Hassan et al., 2022). Although the concept continues to evolve and the components of TBL are still unclear. The triple bottom line (TBL) was later reinvented by Carter and Rogers (2008) with economic, environmental, and social aspects, an attempt to improve the suitability of organizations to participate with the natural environment and society to influence in a positive way to reflect competitive advantage and economic benefits in the future. For example, at Conrad Bali Hotel, eco-friendly implementation through waste management, energy efficiency and community collaboration has been recognized as enhancing the hotel's sustainability reputation (Wiratama, Pitanatri & Launingtya, 2024).

A tourism code of conduct is a set of principles designed to guide the behavior of tourism industry players to be responsible and sustainable. This code of conduct covers various aspects, such as respecting local cultures, protecting the environment, and providing economic benefits to local communities (UNWTO, 1999). The implementation of a tourism code of conduct in hospitality can help create a more positive and sustainable tourism experience. Hotels that adhere to the code of ethics will strive to reduce negative impacts on the environment and local culture (Prasetyo, 2022).

The integration of ethics and sustainability is a holistic approach that emphasizes that businesses should operate ethically and responsibly towards the environment and society. In the context of hospitality, this integration means that hotels must consider the ethical impact of every business decision, as well as strive to reduce negative impacts on the environment and society (Werther & Chandler, 2014). Research in Malaysia found that green hotel practices (environmental management, energy savings, and ecological value) significantly increase customer satisfaction, return intentions, and word-of-mouth, supporting reputation and customer loyalty (Chang et al, 2024).

### **RESEARCH METHODS**

This research uses a descriptive qualitative case study design, where the researcher acts as the main instrument in collecting and analyzing data. Grand Artos Hotel was purposively selected due to its commitment to sustainability and business ethics that has been recognized through CHSE and ISO certifications, the implementation of eco-friendly concepts since the beginning of operations, a strategic position that involves many stakeholders, and a complex and representative operational scale for the hospitality industry. In addition, the hotel's involvement in social and environmental programs makes it a relevant location to illustrate sustainable tourism practices. The population in this study includes all stakeholders involved in the operation of Grand Artos Hotel,

namely hotel management, operational staff (housekeeping, front office, food & beverage), hotel guests, local communities, local government agencies, and NGOs that focus on sustainable tourism. From this population, the sample was taken purposively by considering the representation of roles and experience in the implementation of business ethics and sustainability practices. For example, operations and HRD managers were selected as they are responsible for policy formulation, while housekeeping and front office staff represent the daily operations. Local community and local government representatives were selected to provide an external perspective on multi-stakeholder engagement.

In collecting data, researchers developed instruments in the form of semi-structured interview guidelines and participatory observation sheets. The interview guidelines were developed based on the business ethics framework (tourism code of conduct) and the Triple Bottom Line dimensions (environmental, social, economic). Each instrument was pre-tested on two non-sample respondents to ensure clarity of questions and completeness of topics. In-depth interviews were scheduled with 5-7 key informants, including management, staff, and community representatives, lasting 30-60 minutes per session, recorded with informants' permission, and transcribed verbatim. Furthermore, researchers conducted participatory observations during the main visit period at Grand Artos Hotel from May 15-22, 2025 to observe operational practices such as waste management, energy use, and staff interactions with guests and the community. Documentation studies were also conducted by analyzing internal documents (company policies, sustainability reports, eco-friendly SOPs, business ethics training materials) and certifications (SNI CHSE, ISO 9001, ISO 14001:2015). All documents were classified based on their relevance to environmental, social and economic dimensions.

The data analysis technique refers to the Miles and Huberman model (1994) which consists of three stages. First, data reduction was conducted by focusing and simplifying interview transcripts, observation notes, and document excerpts, so that only information relevant to the application of business ethics and sustainability principles was retained. Second, data presentation was done by organizing the findings into thematic matrices and descriptive narratives to facilitate the identification of patterns and interrelationships between themes. Third, in the conclusion drawing and verification stage, researchers interpreted the meaning of the data, tested the veracity of the findings through source triangulation (interviews, observations, documentation) and member checking with several key informants, and recorded the analysis process in detail in an audit trail to ensure transparency and accountability.

During the research process, the researcher was directly present at the location (Grand Artos Hotel) and interacted intensively with informants, so as to understand the nuances of the natural context. Key informants assisted the researcher in verifying preliminary findings and providing feedback on interim findings. The research took place over one week of primary observation, with interviews and document collection taking place from early May 2025. Validity check efforts included data triangulation, member checking, and audit trail, so that the research results are expected to be valid, reliable, and describe the real conditions related to sustainable tourism practices at Grand Artos Hotel.

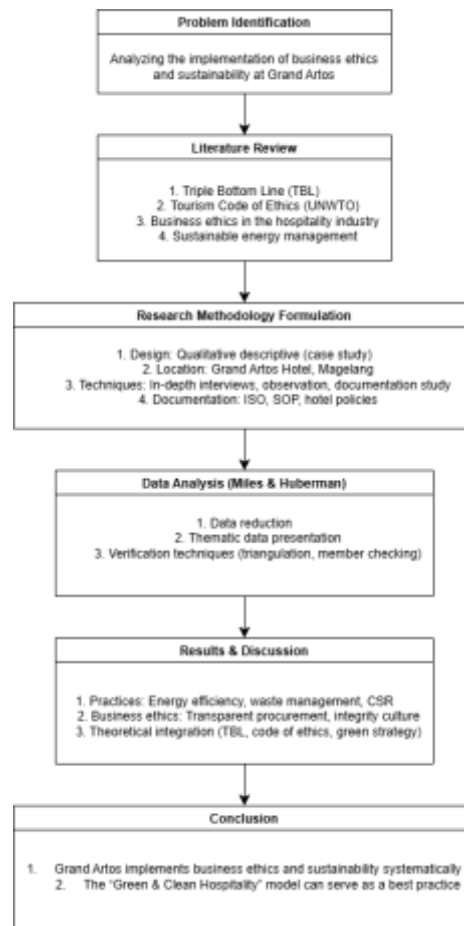


Figure 1. Research Flow Chart

## RESULTS AND DISCUSSION

Table 2. Findings linking empirical data with TBL dimensions

TBL Dimensions	Practices at Grand Artos Hotel	Impact Generated
People	Business ethics training for operational and managerial staff	Improving job satisfaction and service quality
People	Local community involvement in CSR programs	Improving social relations and community support
Planet	Energy and water efficiency	Reducing costs and environmental impact
Planet	Systematic waste management	Maintaining cleanliness and the hotel's eco-friendly image
Profit	Transparent and selective procurement of business partners	Improving supply chain efficiency and integrity
Profit	Enhancing guest loyalty through the "Green & Clean" image	Increasing occupancy and customer trust

Source: Interviews and internal documents from Grand Artos Hotel, 2025

The following table illustrates the implementation of the Triple Bottom Line (TBL) principle which includes the dimensions of People, Planet, and Profit in the operation of Grand Artos Hotel. Each dimension is explained through the real practices carried out and the resulting positive impacts, such as improving service quality, environmental efficiency, and strengthening business image. This presentation aims to show the relationship between the application of business ethics and the

sustainability of hotel operations in a systematic and measurable manner, so that it can be a reference in responsible and competitive hospitality management.

The findings of this research directly answer the formulation of the problem regarding how the integration of business ethics and sustainability principles is applied in the operations of Grand Artos Hotel. Through in-depth interviews and direct observation, a real picture of the ethical and sustainable practices that have been implemented, such as energy use efficiency, involvement of local partners (MSMEs), and various initiatives in maintaining cleanliness and environmental sustainability around the hotel.

Furthermore, these findings are systematically linked to existing theoretical frameworks, such as the Triple Bottom Line approach (Stoddard et al., 2012), UNWTO's Global Code of Conduct, and Yusak Tanoto's sustainable energy management guidelines. This theoretical approach not only enriches the analysis, but also strengthens the validity of the findings that Grand Artos has indeed applied economic, social and environmental principles in a balanced manner in its operations.

In terms of business ethics practices, the hotel demonstrates its commitment through transparent procurement mechanisms, selection of business partners that meet social and environmental standards, and the establishment of a work culture that upholds integrity and fairness. This has a positive impact not only on internal management, but also builds customer confidence in the quality of service provided.

The research also shows that Grand Artos is able to adapt the Triple Bottom Line theory, which is generally used on a macro scale, into the micro internal management practices of the hotel. This answers an important question in the research, which is how the theory can be applied in a local context and service sector such as hospitality.

Finally, the synergy between ethical values, sustainability, and business strategy implemented by Grand Artos proves that ethics is not only a normative aspect, but also part of a long-term corporate strategy to create a competitive and highly competitive "Green & Clean Hospitality" image. Thus, the findings provide comprehensive answers to the research questions and open up opportunities for the development of sustainable hospitality management models in Indonesia.

The findings in this study were obtained through in-depth interviews with the management and operational staff of Grand Artos Hotel, as well as direct observation of the activities and work environment at the hotel. The interviews were semi-structured to explore their understanding of business ethics and sustainability practices, while the observations focused on real-world applications such as energy use, local partner involvement, and efforts to maintain cleanliness and environmental sustainability around the hotel.

In addition, external literature references such as the Triple Bottom Line approach (Stoddard et al., 2012), sustainable energy management in hotels (2023), The cross-country study highlights the critical role of synergies between ethics and sustainability in shaping excellent employer branding in the hospitality sector-this strategy not only enhances a company's reputation, but also helps attract and retain highly talented employees (Vasco Ribeiro Santos, Patrícia Simão, Filipa Martinho, et al., 2024). This integration between empirical data and theoretical references allowed the researcher to holistically understand how ethical and sustainability values are implemented in hotel operations.

The integration of business ethics and sustainability in the hospitality industry can be analyzed through the Triple Bottom Line (TBL) approach as described by Stoddard et al. (2012), which emphasizes the synergy between economic, social, and environmental dimensions in the management of tourism destinations. This approach is relevant to be applied at Grand Artos Hotel & Convention as a four-star hotel that not only pursues profitability, but is also required to contribute to the social welfare of the surrounding community and environmental preservation. From the operational side, Grand Artos can develop sustainability indicators such as occupancy rates, energy

efficiency, involvement of local MSMEs, and corporate social responsibility (CSR) programs to concretely realize the TBL principle.

The article titled "Sustainable Energy Management in Hotels" by Yusak Tanoto, Ph.D., comprehensively discusses strategies and practices for efficient and environmentally friendly energy management in the hospitality sector. The background of this article is driven by the high energy consumption in the hotel industry, which has a major impact on the environment, especially in the context of rising carbon emissions and climate change challenges. The author arranges the discussion in several important sections that include an overview of hotel energy consumption, the implementation of an energy management system (EMS) based on the ISO 50001 standard, energy audits, conservation, the application of renewable energy, to the importance of changing energy user behavior in the hotel environment.

From a normative perspective, the integration of ethics in tourism internationally is formulated by the UNWTO in the Global Code of Conduct for Tourism, which includes basic principles such as respect for local culture, environmental protection, fairness for workers, and corporate responsibility for the surrounding community. This code of conduct provides a strong conceptual basis for Grand Artos to develop internal ethical guidelines, conduct human resource training, and design ethical communication strategies to guests and business partners. The implementation of this code of conduct can also enhance the hotel's image as a competitive "Green & Clean Hospitality" destination.

Furthermore, according to an article published in *Warta Dharmawangsa* (2023), business ethics is seen as part of a long-term corporate strategy that contributes to the internal stability and external reputation of the company. In the context of hospitality, the implementation of business ethics can be manifested through transparent procurement mechanisms, selection of partners that comply with social and environmental standards, and a work culture that upholds integrity, fairness and responsibility. These values not only strengthen the relationship between management and employees, but also build trust from customers in the quality of hotel services.

Taken together, these four sources complement each other in building a holistic understanding of the integration of ethics and sustainability in hospitality management. Its implementation at Grand Artos can serve as an example of best practice at the local level that is grounded in international standards and the needs of the surrounding community. This integration is important to ensure that the growth of the tourism industry is not only economically beneficial, but also socially and ecologically responsible.

This research consistently links field findings with established knowledge structures and theories in the study of business ethics and sustainability in the hospitality sector. The results of interviews and observations that show the implementation of energy efficiency, involvement of local partners, as well as concern for the environment, are not analyzed in isolation, but are linked to theoretical approaches such as the Triple Bottom Line (Stoddard et al., 2012), the Global Code of Conduct from UNWTO, as well as academic articles related to sustainable energy management in hotels.

The Triple Bottom Line approach is used as a foundation to understand how Grand Artos not only pursues profit, but also pays attention to the social and environmental impacts of hotel operations. Meanwhile, principles from the UNWTO Code of Conduct were referenced in assessing the hotel's commitment to respecting local culture, social responsibility, and fairness for workers. Yusak Tanoto's article reinforced the technical understanding of energy efficiency and conservation, which was also found in practice at Grand Artos.

This integration between empirical data and theory shows that the research not only describes the phenomenon, but also positions it within a broader conceptual framework. This strengthens Grand Artos' position as a relevant case study in testing and modifying existing theories, especially in adapting a macro approach such as TBL to a micro context, namely internal hotel management in developing regions.

As such, this study successfully builds a bridge between empirical findings and established theoretical knowledge. The results not only confirm the validity of previous theories, but also expand the scope of their application within the service sector and smaller operational scales, such as four-star hotels in the region. This is an important contribution to knowledge development in the field of sustainable hospitality management.

This research has the potential to modify the integration theory of business ethics and sustainability in the context of the hospitality industry through the application of the Triple Bottom Line (TBL) approach more specifically to star hotel operations in developing regions. If previously the TBL approach (Stoddard et al., 2012) was widely used in the macro scope such as tourism destinations as a whole, this research offers theory development by adapting TBL at the micro level, namely internal hotel management such as energy efficiency, MSME involvement, and CSR programs.

In addition, the adaptation of sustainability indicators from the manufacturing sector into the hospitality context demonstrates the broadening of the scope of sustainable performance measurement theory. This leads to the modification of sustainability evaluation approaches that have not previously been widely applied in service sectors such as hotels.

From a normative perspective, the integration of UNWTO's Global Code of Ethics for Tourism with hotel business strategies also forms a new theoretical model that combines global ethical principles with local managerial practices, such as HR training, ethical communication strategies, and the development of internal hotel codes of conduct. This model reinforces the idea that the implementation of business ethics is not only a moral aspect, but also part of a strategy to increase competitiveness.

Finally, the synergy between ethical values, sustainability and long-term reputation as proposed by Warta Dharmawangsa (2023), opens the opportunity to develop a new integrative model that links employee satisfaction, customer trust and operational sustainability as a unified strategy in the hospitality industry. This model could be a significant theoretical contribution to the development of sustainable hospitality management science in Indonesia.

## CONCLUSION

This research shows that the integration between business ethics and sustainability principles can be implemented in the hospitality sector. Grand Artos Hotel successfully adapted the Triple Bottom Line framework (Stoddard et al., 2012). According to research by Citra Indriyati, Mona Foralisa Toyfur, and M. Haikal Badri (2023), the effectiveness of energy conservation in hotels - hinged on consumption control and building efficiency - can be improved through the application of Greenship and Green Building Index parameters, which directly affect cost savings and carbon reduction. The findings make a theoretical contribution by offering modifications to sustainability indicators relevant to hotels in developing regions and presenting the "Green & Clean Hospitality" model as a contextualized and competitive managerial model.

In its implementation, Grand Artos Hotel has undertaken a number of initiatives that reflect its commitment to sustainability and business ethics. These measures include efficient use of energy, collaboration with local MSMEs, transparent procurement systems, and the establishment of a work culture that upholds the values of fairness and integrity. This approach not only creates socially and environmentally responsible hotel operations, but also builds a positive image as a visionary and sustainable business entity. With these achievements, Grand Artos can be used as a reference as a best practice for other hotels in Indonesia that want to integrate sustainability and ethical principles into their business model. This research has several policy implications, both for the government and industry players. For the government, it is important to encourage regulations and incentives that support the implementation of sustainable hotels, including the provision of environmental certification, HR training, and tax incentives for hotels that practice ethical and environmentally friendly principles. For industry players, the results of this study encourage the integration of sustainability as part of a competitive advantage rather than as a strategic advantage merely

administrative fulfillment. It requires strong internal policies, engagement with local stakeholders, and a transparent and measurable monitoring system.

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