

Green Accounting Practices in Bali's Hospitality Industry: A Strategic Approach to Sustainable Hotel Management

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ABSTRACT

The hospitality industry in Bali faces increasing pressure to balance economic growth with environmental sustainability due to its significant ecological impact from resource consumption and waste generation. This study aims to examine the implementation of green accounting practices in ten major hotels in Bali, focusing on environmental protection, waste management, eco-friendly purchasing, and energy conservation. A qualitative approach was employed, utilizing semi-structured interviews with hotel managers and direct field observations to gather data. The findings reveal that most hotels demonstrate good to excellent green accounting practices, including energy-efficient technologies, organic waste composting, local product sourcing, and community-based conservation initiatives. Notable performers include St. Regis Bali Resort and Conrad Bali, while others, such as Grand Hyatt Bali, show moderate adoption. These practices enhance operational efficiency and corporate reputation. The study concludes that green accounting supports sustainable tourism in Bali, though standardization of environmental reporting is needed for greater transparency. Recommendations include developing standardized frameworks and investing in local recycling infrastructure to strengthen sustainability efforts, ensuring Bali remains a leading environmentally responsible tourism destination.

Keywords: Bali Tourism, Environmental Management, Green Accounting, Hospitality Industry, Sustainability.

ABSTRAK

Industri perhotelan di Bali menghadapi tekanan yang semakin besar untuk menyeimbangkan pertumbuhan ekonomi dengan keberlanjutan lingkungan karena dampak ekologisnya yang signifikan dari konsumsi sumber daya dan produksi limbah. Studi ini bertujuan untuk mengkaji penerapan praktik akuntansi hijau di sepuluh hotel besar di Bali, dengan fokus pada perlindungan lingkungan, pengelolaan limbah, pembelian ramah lingkungan, dan konservasi energi. Pendekatan kualitatif digunakan, memanfaatkan wawancara semi-terstruktur dengan manajer hotel dan observasi lapangan langsung untuk mengumpulkan data. Temuan tersebut mengungkapkan bahwa sebagian besar hotel menunjukkan praktik akuntansi hijau yang baik hingga sangat baik, termasuk teknologi hemat energi, pengomposan limbah organik, sumber produk lokal, dan inisiatif konservasi berbasis masyarakat. Pelaku yang menonjol termasuk St. Regis Bali Resort dan Conrad Bali, sementara yang lain, seperti Grand Hyatt Bali, menunjukkan adopsi sedang. Praktik ini meningkatkan efisiensi operasional dan reputasi perusahaan. Studi ini menyimpulkan bahwa akuntansi hijau mendukung pariwisata berkelanjutan di Bali, meskipun standarisasi pelaporan lingkungan diperlukan untuk transparansi yang lebih besar. Rekomendasi termasuk mengembangkan kerangka kerja standar dan berinvestasi dalam infrastruktur daur ulang lokal untuk memperkuat upaya keberlanjutan, memastikan Bali tetap menjadi tujuan wisata yang bertanggung jawab terhadap lingkungan.

Kata kunci: Pariwisata Bali, Manajemen Lingkungan, Akuntansi Hijau, Industri Perhotelan, Keberlanjutan.

INTRODUCTION

The global emphasis on sustainable development, as outlined in the 2030 Sustainable Development Goals (SDGs), has heightened the urgency for industries to integrate environmental conservation into their operations (Kusnita et al., 2024). In Indonesia, this imperative is particularly relevant for the tourism sector, where Bali stands out as a premier destination renowned for its natural beauty and cultural heritage. The hospitality industry, a cornerstone of Bali's tourism economy, significantly impacts the environment through resource consumption and waste generation. Consequently, hotels are increasingly adopting green accounting practices to address environmental challenges while maintaining economic viability. Green accounting, as defined by Erdogan and Baris (2007), integrates environmental costs and impacts into financial reporting, enabling businesses to align with sustainability goals. This study examines the implementation of green accounting in Bali's hospitality industry, focusing on ten major hotels to assess their adherence to environmental responsibility criteria.

The hospitality sector in Bali faces mounting pressure to balance economic growth with environmental stewardship. The island's tourism boom has led to increased energy and water consumption, as well as waste production, necessitating sustainable practices to preserve its ecological and cultural assets (Cohen & Robbins, 2011). Green accounting serves as a strategic tool to quantify and manage these environmental impacts, fostering transparency and accountability. By incorporating environmental data into financial reports, hotels can demonstrate compliance with regulations, enhance their reputation, and appeal to environmentally conscious consumers. This aligns with legitimacy theory, which suggests that businesses must operate within societal expectations to maintain credibility (Deegan, 2011). Similarly, stakeholder theory emphasizes the importance of addressing the needs of diverse groups, including guests, local communities, and regulatory bodies, through transparent environmental reporting (Andriof et al., 2017).

Despite the growing adoption of green accounting, a research gap exists regarding its practical implementation in Bali's hospitality industry. According to Manap et al. (2023), while green accounting is widely discussed in manufacturing sectors, its application in service-oriented industries like hospitality remains underexplored, particularly in developing economies. Many studies focus on Western hospitality markets, leaving a gap in understanding how cultural and economic contexts in destinations like Bali influence green accounting practices (Buric et al., 2022; Dianthy & Ruhiyat, 2024; Song & Wei, 2025). Additionally, there is limited research on the standardization of green accounting reporting in hotels, which hinders comparability and accountability. This study addresses these gaps by analyzing the extent to which Bali's hotels implement green accounting principles, as outlined by Erdogan (2007), and identifying barriers to comprehensive adoption.

The objective of this research is to evaluate the application of green accounting in ten major hotels in Bali, focusing on environmental protection programs, solid waste management, eco-friendly purchasing, and energy efficiency. By employing a qualitative approach with interviews and field observations, this study seeks to provide insights into how these practices contribute to sustainability and corporate reputation. Furthermore, it aims to propose recommendations for standardizing green accounting reporting to enhance transparency and comparability across the hospitality sector. This study builds on existing literature while incorporating new perspectives to address the unique challenges faced by Bali's hotel industry.

To enrich the theoretical foundation, this study draws on additional scholarly works. Gray (2010) highlights the role of environmental accounting in promoting corporate accountability, emphasizing its relevance in tourism-driven economies. Similarly, Savitz (2013) triple bottom line framework underscores the need for businesses to balance economic, social, and environmental performance, which is critical for Bali's hospitality sector. Recent studies, such as those by Ardiana et al. (2023), suggest that green accounting enhances consumer trust and market competitiveness. Additionally, research by Srivastava et al. (2023) indicates that cultural factors influence the adoption of

sustainable practices in Asian hospitality markets. These insights, combined with the original citations from Erdogan and Baris (2007), Cohen and Robbins (2011), and Deegan (2011), provide a robust framework for analyzing green accounting in Bali.

LITERATURE REVIEW

Green Accounting Theory and Financial Reporting

According to Gray (2010), green accounting integrates environmental impacts into financial reporting to enhance corporate accountability and sustainability. This approach quantifies resource consumption, such as energy and water, and tracks waste and emissions to mitigate ecological harm. In Bali's hospitality industry, green accounting enables hotels to assess their environmental footprint, aligning with global sustainability goals (Erdogan & Baris, 2007). For instance, hotels can measure the costs of energy-efficient technologies or waste management systems, ensuring transparency in environmental performance. Research by Adams and Larrinaga (2019) highlights that green accounting fosters stakeholder trust by making environmental costs visible, particularly in tourism-driven economies like Bali. However, Manap et al. (2023) note that its application in service sectors like hospitality is less studied compared to manufacturing, indicating a need for context-specific frameworks.

The adoption of green accounting in hotels faces challenges, including inconsistent reporting standards and limited expertise in environmental cost measurement (Al-Wattar et al., 2019). Recent studies suggest that integrating green accounting with digital tools, such as sustainability dashboards, can improve data accuracy and accessibility (Mgbame et al., 2022). In Bali, where tourism relies on natural beauty, green accounting supports hotels in maintaining ecological balance while enhancing competitiveness. Scholars like Singh et al. (2014) emphasize that green accounting not only reduces environmental impacts but also lowers long-term operational costs, making it a strategic tool for sustainable hospitality management. This study builds on these insights to explore how Bali's hotels implement green accounting practices.

Sustainability Theory and Green Accounting

Andriof et al. (2017) through the triple bottom line framework, argues that businesses must balance economic, social, and environmental performance to ensure long-term viability. In Bali's hospitality sector, sustainability theory guides hotels to optimize resource use, reduce energy and water consumption, and implement responsible waste management (Cohen & Robbins, 2011). For example, hotels adopting energy-efficient technologies contribute to environmental preservation while appealing to eco-conscious guests. Januar (2024) highlight that sustainable practices enhance guest loyalty and market competitiveness, critical for Bali's tourism-driven economy. Moreover, sustainability initiatives align with the 2030 Sustainable Development Goals, emphasizing environmental stewardship (Kusnita et al., 2024).

Despite its benefits, implementing sustainability in hospitality faces barriers, such as high initial costs and lack of standardized metrics. In Bali, cultural and economic factors influence the adoption of sustainable practices, with local communities valuing hotels that support environmental and economic well-being. Research by Perkiss et al. (2023) suggests that sustainability reporting, supported by green accounting, enhances transparency and accountability. Hotels in Bali can leverage sustainability theory to integrate environmental data into financial systems, fostering long-term resilience. This study examines how sustainability principles are applied through green accounting in Bali's hotels, addressing gaps in practical implementation.

Legitimacy Theory and Green Accounting

Deegan (2011) posits that legitimacy theory requires businesses to align with societal expectations to maintain credibility and operational continuity. In Bali's hospitality industry, hotels use green accounting to demonstrate environmental responsibility, addressing public and regulatory demands for sustainability. Transparent reporting of

environmental impacts, such as waste reduction or energy efficiency, enhances corporate legitimacy among stakeholders. For instance, hotels in Bali that publish sustainability reports gain trust from environmentally conscious guests and local communities. Research by Peng et al. (2018) indicates that legitimacy is critical in tourism destinations where environmental degradation risks public backlash.

The challenge lies in balancing legitimacy with operational costs, as green initiatives often require significant investment (Scherer et al., 2013). In Bali, where tourism is a key economic driver, hotels must navigate cultural and environmental expectations to maintain legitimacy. Studies by Farooq (2023) suggest that consistent environmental reporting strengthens stakeholder confidence and supports long-term business sustainability. Green accounting serves as a tool to document and communicate these efforts, ensuring hotels align with societal norms. This study investigates how Bali's hotels use green accounting to achieve legitimacy in a competitive tourism market.

Stakeholder Theory and Green Accounting

Andriof et al. (2017) argues that stakeholder theory emphasizes accountability to diverse groups, including guests, employees, communities, and the environment. In Bali's hospitality sector, green accounting addresses stakeholder expectations by reporting environmental impacts, such as carbon footprints and waste management (Chen & Chen, 2012). Environmentally conscious guests prefer hotels with sustainable practices, while local communities benefit from businesses that support ecological and economic well-being. Widodo (2023) note that cultural factors in Asian markets, like Bali, influence stakeholder engagement in sustainability initiatives, enhancing trust and loyalty.

Implementing stakeholder-focused green accounting requires integrating environmental data into financial systems, which can be complex due to varying stakeholder priorities (Faizi et al., 2024). Research by Khartishvili et al. (2019) suggests that transparent sustainability reporting strengthens stakeholder relationships, particularly in tourism-dependent regions. In Bali, hotels that engage with local communities through environmental programs, such as recycling initiatives, foster positive stakeholder perceptions. Green accounting provides a framework for documenting these efforts, ensuring accountability to diverse stakeholders. This study explores how Bali's hotels use green accounting to meet stakeholder expectations for sustainability.

Environmental Economics Theory and Corporate Social Responsibility Theory

Long et al. (2018) assert that environmental economics theory internalizes environmental externalities, such as pollution or resource depletion, into financial calculations. In Bali's hospitality industry, green accounting quantifies costs associated with energy, water, and waste management, enabling hotels to reduce negative impacts. For example, hotels adopting solar energy or water recycling systems lower operational costs while mitigating environmental harm. Research by Hult et al. (2023) highlights that internalizing externality enhances competitiveness in sustainability-focused markets like Bali's tourism sector.

The lack of standardized environmental cost reporting remains a challenge, particularly in developing economies (Manap et al., 2023). Studies by Chan et al. (2014) and Seifert et al. (2023) suggest that advanced environmental accounting tools, such as life cycle assessments, can improve accuracy in cost measurement. In Bali, hotels implementing green accounting align with global sustainability standards, supporting long-term economic and environmental resilience. This study examines how environmental economics principles are applied through green accounting in Bali's hotels, addressing gaps in standardized reporting.

Carroll (1999) emphasizes that CSR theory requires businesses to contribute to societal and environmental well-being beyond profit generation. In Bali's hospitality industry, hotels adopt green accounting to report on CSR initiatives, such as waste reduction and energy efficiency, building trust with stakeholders. For instance, hotels engaging in

community-based recycling programs enhance their reputation as socially responsible businesses. Research by Akbari et al. (2021) indicates that CSR initiatives in hospitality strengthen guest loyalty and brand image, particularly in culturally rich destinations like Bali. The challenge lies in integrating CSR into financial reporting, as environmental costs are often undervalued (Qian et al., 2021). Studies by Fakdawer (2024) suggest that green accounting enhances CSR transparency by quantifying environmental contributions. In Bali, hotels that align CSR with green accounting practices support sustainable tourism and community well-being.

RESEARCH METHOD

This study adopts a qualitative approach to explore the implementation of green accounting practices in Bali's hospitality industry, aiming to provide an in-depth understanding of how hotels integrate environmental considerations into their operations. The research focuses on ten prominent hotels in Bali, selected for their commitment to sustainability and their significant role in the island's tourism sector. By employing qualitative methods, the study captures nuanced insights into the practical application of green accounting, emphasizing environmental protection, waste management, eco-friendly purchasing, and resource conservation. The qualitative design allows for a detailed examination of hotel policies and practices, drawing on the perspectives of key stakeholders involved in sustainability initiatives (Braun & Clarke, 2006; Patton, 2015; Creswell & Poth, 2018).

Data collection was conducted through in-depth, semi-structured interviews with hotel managers responsible for sustainability and environmental management, ensuring that the information gathered reflects operational realities. The interview questions were adapted from a framework by Erdogan (2007), focusing on four key aspects of green accounting: environmental protection programs, such as greening initiatives and the use of eco-friendly materials; solid waste management, including strategies for reducing and recycling organic and inorganic waste; eco-conscious purchasing, which involves sourcing sustainable products and evaluating suppliers' environmental impact; and energy and resource conservation, encompassing efforts to reduce energy and water consumption through efficient technologies. These interviews were complemented by direct field observations to verify the implementation of reported practices, providing a comprehensive view of each hotel's green accounting efforts. The combination of interviews and observations ensures a robust dataset, capturing both stated policies and their practical execution (Yin, 2014).

To assess the extent of green accounting implementation, the study applied criteria established by Erdogan (2007), which evaluate the number of activities related to these four aspects. Hotels implementing all four aspects were classified as having excellent practices, those with three aspects as good, one to two aspects as fair, and none as poor. This framework guided the evaluation of each hotel's commitment to sustainability, allowing for a systematic comparison across the sample. Data analysis was conducted using content analysis techniques to identify patterns and themes in the interview responses, focusing on how hotels integrate green accounting into their operations. The analysis process involved coding the data to highlight recurring practices, such as waste recycling or energy-efficient technologies, and assessing their alignment with green accounting principles.

To ensure the validity and reliability of the findings, the study employed triangulation by cross-referencing interview data with secondary sources, such as hotel sustainability reports and relevant documents. This approach confirmed the accuracy of the collected data and mitigated potential biases in self-reported information. By combining multiple data sources, the study enhances the credibility of its findings and provides a comprehensive understanding of green accounting practices in Bali's hospitality industry. The methodology is designed to offer actionable insights into how hotels can strengthen their environmental accountability, contributing to sustainable tourism in Bali.

RESULTS

This study examined the implementation of green accounting practices in ten major hotels in Bali, focusing on four key aspects: environmental protection programs, solid waste management, eco-friendly purchasing activities, and energy use and resource conservation. Data were collected through semi-structured interviews with hotel managers responsible for sustainability and direct field observations of hotel operations. The findings, based on the criteria established by Erdogan (2007), reveal varying levels of adoption across the hotels, with most achieving good to excellent classifications. The results are summarized in Table 1, which presents the performance of each hotel across the four aspects and their overall green accounting classification.

Table 1. Summary of Green Accounting Implementation in Ten Major Hotels in Bali

Hotel Name	Environmental Protection Program	Solid Waste Management	Purchasing Activities	Energy Use & Conservation	Overall Conclusion
The Westin Resort Nusa Dua	Good	Good	Good	Good	Good
Ayana Resort and Spa	Excellent	Good	Fair	Good	Good
Four Seasons Resort Bali at Sayan	Good	Fair	Good	Good	Good
Grand Hyatt Bali	Fair	Fair	Fair	Fair	Fair
Bali Dynasty Resort	Fair	Good	Fair	Fair	Fair
Conrad Bali	Excellent	Good	Good	Excellent	Good
The Legian Bali	Good	Excellent	Excellent	Good	Good
St. Regis Bali Resort	Excellent	Good	Excellent	Excellent	Excellent
Mulia Resort	Good	Excellent	Good	Good	Good
Hard Rock Hotel Bali	Fair	Fair	Fair	Fair	Fair

The Westin Resort Nusa Dua demonstrated strong commitment to environmental protection programs. The hotel has implemented digital platforms to reduce paper usage, replacing printed materials with electronic check-in systems and digital menus. Additionally, the hotel encourages guests to minimize single-use plastics by providing reusable water bottles and promoting eco-friendly activities, such as walking tours and bicycle rentals. In solid waste management, the hotel separates organic and inorganic waste, with food scraps sent to composting facilities and plastics recycled through local partners. For purchasing activities, The Westin prioritizes local suppliers for fresh produce and uses biodegradable packaging for amenities. Regarding energy use, the hotel employs energy-saving lighting and water-efficient fixtures, achieving significant reductions in consumption. These efforts resulted in a good classification across all four aspects, as shown in Table 1.

Ayana Resort and Spa exhibited notable environmental protection initiatives. The resort operates a rainwater harvesting system to irrigate its gardens and supports mangrove planting programs to prevent coastal erosion in Nusa Dua. Field observations confirmed the presence of extensive greenery and eco-friendly signage educating guests about conservation. In solid waste management, the resort composts organic waste and recycles inorganic materials, though recycling efforts are less consistent due to limited local facilities. Purchasing activities focus on sustainable products, but the resort relies on

imported eco-friendly items, limiting its performance in this area. Energy conservation includes the use of solar water heaters and low-energy appliances, contributing to reduced electricity usage. Table 1 indicates an excellent rating for environmental protection, good for waste management and energy use, fair for purchasing, and an overall good classification.

Four Seasons Resort Bali at Sayan showed robust environmental protection programs. The hotel organizes Tree Planting Day, engaging guests and staff in reforestation efforts, and maintains organic gardens using compost from food waste. Observations noted educational programs for guests on environmental stewardship. Solid waste management includes composting but lacks a comprehensive recycling system for inorganic waste, resulting in a fair rating. Purchasing activities emphasize local and organic products, with the hotel sourcing vegetables from nearby farms. Energy use involves LED lighting and water recycling systems for landscaping, achieving good performance. As presented in Table 1, the hotel received good ratings for environmental protection, purchasing, and energy use, fair for waste management, and an overall good classification.

Grand Hyatt Bali reported moderate green accounting practices. Environmental protection efforts include basic landscaping and guest education on reducing plastic use, but no large-scale conservation programs were observed. Solid waste management involves separating organic and inorganic waste, with limited composting and recycling due to infrastructure constraints. Purchasing activities rely on standard suppliers, with minimal focus on eco-friendly products, earning a fair rating. Energy conservation includes some energy-efficient appliances, but the hotel lacks advanced technologies like solar panels. Table 1 shows fair ratings across all four aspects, resulting in an overall fair classification, reflecting a baseline commitment to green accounting.

Bali Dynasty Resort demonstrated fair environmental protection initiatives. The hotel promotes eco-friendly guest behaviors, such as towel reuse programs, and maintains small garden areas. Solid waste management includes composting food waste and recycling plastics, earning a good rating due to consistent efforts observed during fieldwork. Purchasing activities involve limited use of biodegradable products, with most supplies sourced conventionally, resulting in a fair rating. Energy use incorporates water-saving fixtures but lacks significant energy-efficient technologies. As indicated in Table 1, the hotel achieved a good rating for waste management, fair for the other aspects, and an overall fair classification.

Conrad Bali showcased strong environmental protection programs, including coastal clean-up initiatives and partnerships with local communities for conservation projects. Observations confirmed active guest engagement in these activities. Solid waste management involves comprehensive waste separation, with organic waste composted and inorganic materials recycled, earning a good rating. Purchasing activities prioritize vendors with green certifications, such as those supplying biodegradable toiletries, achieving a good rating. Energy conservation includes solar panels and energy storage systems, as well as water reuse for irrigation, resulting in an excellent rating. Table 1 reflects excellent ratings for environmental protection and energy use, good for waste management and purchasing, and an overall good classification.

The Legian Bali excelled in solid waste management. The hotel operates a sophisticated waste separation system, composting organic waste for its gardens and sending inorganic waste to recycling facilities, as verified during observations. Environmental protection programs include beach clean-ups and tree-planting initiatives, earning a good rating. Purchasing activities focus on eco-friendly products, such as refillable toiletries and sustainable linens, achieving an excellent rating. Energy use involves LED lighting and water-efficient systems, contributing to a good rating. As shown in Table 1, The Legian received an excellent rating for waste management and purchasing, good for environmental protection and energy use, and an overall good classification.

St. Regis Bali Resort demonstrated exceptional green accounting practices. Environmental protection includes extensive reforestation programs and partnerships

with local organizations for marine conservation, observed during site visits. Solid waste management involves composting and recycling, with consistent efforts to minimize waste, earning a good rating. Purchasing activities prioritize sustainable and locally sourced products, such as organic foods and biodegradable amenities, achieving an excellent rating. Energy conservation includes solar energy systems and advanced water recycling, resulting in an excellent rating. Table 1 indicates excellent ratings for environmental protection, purchasing, and energy use, good for waste management, and an overall excellent classification.

Mulia Resort reported strong solid waste management practices. The hotel composts organic waste and recycles inorganic materials, with clear waste separation systems observed on-site, earning an excellent rating. Environmental protection includes landscaping and guest education programs, achieving a good rating. Purchasing activities focus on local and sustainable products, such as biodegradable packaging, resulting in a good rating. Energy use involves replacing conventional lighting with LEDs and installing low-energy air conditioning, contributing to a good rating. As presented in Table 1, Mulia Resort received an excellent rating for waste management, good for the other aspects, and an overall good classification.

Hard Rock Hotel Bali showed limited green accounting implementation. Environmental protection efforts include basic guest education on reducing plastic use and small garden maintenance, earning a fair rating. Solid waste management involves minimal composting and recycling, with most waste handled conventionally, resulting in a fair rating. Purchasing activities lack a focus on eco-friendly products, relying on standard suppliers, also earning a fair rating. Energy conservation includes some water-saving fixtures but no significant energy-efficient technologies, leading to a fair rating. Table 1 reflects fair ratings across all four aspects, resulting in an overall fair classification, indicating room for improvement in green accounting practices.

The findings from the ten hotels are summarized in Table 1, which provides a comprehensive overview of their green accounting performance. The table categorizes each hotel's performance across the four aspects environmental protection, solid waste management, purchasing activities, and energy use and assigns an overall classification based on Erdogan's (2007) criteria. The results indicate that St. Regis Bali Resort achieved the highest performance with an overall excellent classification, while Grand Hyatt Bali and Hard Rock Hotel Bali received overall fair classifications. The remaining hotels Westin Resort Nusa Dua, Ayana Resort and Spa, Four Seasons Resort Bali at Sayan, Bali Dynasty Resort, Conrad Bali, The Legian Bali, and Mulia Resort were classified as good overall, reflecting a strong but not universal commitment to green accounting practices. These findings highlight the varying degrees of adoption across Bali's hospitality sector, with most hotels demonstrating moderate to high engagement in sustainable practices.

DISCUSSION

The findings of this study reveal a robust adoption of green accounting practices among ten major hotels in Bali, with most achieving good to excellent classifications based on Erdogan's (2007) criteria. According to Yu (2023), the integration of environmental considerations into financial reporting enhances operational sustainability, a trend evident in hotels like St. Regis Bali Resort and Conrad Bali, which excelled in environmental protection and energy conservation. These hotels' initiatives, such as mangrove planting and solar energy adoption, align with the 3R principles (reduce, reuse, recycle), demonstrating a strategic commitment to balancing economic and ecological goals. The variation in performance, with hotels like Grand Hyatt Bali and Hard Rock Hotel Bali rated fair, suggests that while awareness of green accounting is widespread, implementation depth varies due to resource constraints and differing priorities.

The strong performance in waste management, particularly at The Legian Bali and Mulia Resort, reflects effective waste separation and composting systems, which reduce environmental harm. These practices resonate with global sustainability trends, as noted by Han et al. (2018), where hotels leverage waste management to enhance brand image

and guest loyalty. However, challenges persist, such as Ayana Resort's reliance on imported eco-friendly products, which increases carbon footprints. This finding aligns with Manap et al. (2023), who argue that sustainable purchasing requires robust local supply chains to minimize environmental impact. The inconsistent recycling infrastructure in Bali, as observed in hotels like Four Seasons, underscores the need for systemic support to strengthen green accounting practices. Recommendations include developing large-scale composting systems and engaging local communities to enhance organic waste management, which could yield benefits like organic fertilizers for hotel gardens.

Energy conservation efforts, such as Mulia Resort's use of LED lighting and Conrad Bali's solar panels, reflect the application of environmentally friendly technologies to reduce operational costs and ecological impact. Khatter (2023) emphasize that such technologies are critical for long-term sustainability in hospitality, supporting the study's findings that energy-efficient practices enhance competitiveness. The Westin Resort Nusa Dua's digital platforms to reduce paper usage further illustrate how technology can replace resource-intensive practices, aligning with Mehra et al. (2025) advocacy for digital sustainability solutions. To advance these efforts, hotels could explore microorganism-based waste treatment systems to enrich soil and vertical greening projects to improve air quality and cooling efficiency, enhancing their environmental and economic performance.

The varied adoption of eco-friendly purchasing, with hotels like St. Regis and The Legian excelling, highlights the importance of sourcing sustainable products to meet stakeholder expectations. Gunawan et al. (2023) note that culturally sensitive sustainability practices, such as prioritizing local suppliers in Bali, foster community trust and economic benefits. However, the lack of standardized green accounting reporting across the hotels limits comparability and transparency, a gap identified by Hamrouni et al. (2023). Standardizing environmental data integration into financial reports could enhance accountability and support Bali's sustainable tourism goals, as hotels like Hard Rock Hotel Bali lag due to minimal eco-conscious procurement.

The implications of these findings are significant for Bali's hospitality industry and sustainable tourism. Green accounting practices not only improve operational efficiency but also strengthen corporate reputation and competitiveness in a global market increasingly driven by environmental consciousness. Hotels adopting comprehensive green accounting, like St. Regis, set a benchmark for others, demonstrating that sustainability can be a strategic advantage. Policymakers and industry leaders should support standardized reporting frameworks and invest in local recycling infrastructure to facilitate broader adoption. Additionally, engaging local communities in sustainability initiatives can amplify economic and environmental benefits, ensuring Bali remains a leading sustainable tourism destination. These efforts align with the 2030 Sustainable Development Goals, reinforcing the role of green accounting in fostering ecological and economic resilience.

CONCLUSION

This study confirms that green accounting practices are well-established in Bali's hospitality industry, with ten prominent hotels demonstrating varying degrees of commitment to sustainability. Hotels such as St. Regis Bali Resort, Conrad Bali, and The Legian Bali exhibit strong performance in environmental protection, waste management, eco-friendly purchasing, and energy conservation, achieving good to excellent classifications based on established criteria. These practices include adopting energy-efficient technologies, composting organic waste, sourcing local products, and engaging in community-based conservation initiatives. The findings highlight the role of green accounting in enhancing operational efficiency and supporting Bali's sustainable tourism goals. The collaborative efforts of hotel management, local government policies, and community initiatives like Bali Recycle contribute to these successes, reinforcing the importance of integrating environmental considerations into financial reporting.

The implications of this study are significant for Bali's hospitality sector, as green accounting strengthens corporate reputation and competitiveness in a global market increasingly focused on sustainability. However, limitations include the study's focus on only ten hotels, which may not fully represent the broader industry, and the reliance on qualitative data, which could benefit from quantitative metrics for greater precision. To address these limitations, future research should include a larger sample of hotels and incorporate quantitative indicators, such as carbon footprint measurements or cost-benefit analyses of green initiatives, to enhance environmental performance evaluation. Additionally, exploring the barriers to standardized green accounting reporting could inform policy development, ensuring greater transparency and accountability across the sector. These efforts would further support Bali's position as a leading sustainable tourism destination.

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