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## **SUSTAINABLE DEVELOPMENT GOALS IN THE TOURISM INDUSTRY (CASE STUDY OF THE HOSPITALITY INDUSTRY IN CENTRAL KALIMANTAN, INDONESIA)**

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### **Abstract**

Tourism is one way to achieve the Sustainable Development Goals (SDGs) but there has been no evaluation of whether the accommodation industry which has a consumptive character plays a role in creating sustainable development. Hotel accommodation that has a global network cannot avoid the consumptive aspect that emphasizes luxury so that it exploits resources such as electricity and is not environmentally friendly. The study uses a qualitative approach to evaluate the theory of consumption and further development using two hotels with global networks in Central Kalimantan focusing on the environment because of its proximity to the White and Half-White National Challenges Park to demonstrate the commitment of the global hotel industry to the SDGs. The results show that tourism through the accommodation industry sector cannot be separated from consumptive behavior so that it is only in the early stages of supporting sustainable development goals and directly at points 6, 7, 13 and 15.

**Keywords:** Hospitality; Sustainable Development Goals.

### **1. Introduction**

Tourism is an alternative to achieve the Sustainable Development Goals (SDGs) will end in 2030. One developing country is that Indonesia is not expected to achieve all of those goals because there is still poverty, hunger and inequality, plus the COVID-19 Pandemic. One way to reach SDGs is through the tourism sector that is most influenced by pandemics, while industry with significant global footprints is the tourism that has footage up to some of the most remote parts of the world (Zapata & Hall, 2012). Therefore, there's no question that this segment is anticipated to help the household to reach one of the SDGs through the hotel industry (Diez-Busto et al., 2022), This claim is supported by Sharpley (Sharpley, 2020), who

argues that the parish to contribute straightforwardly and not directly to 17 SDGs and 169 related targets. Likewise, based on [Mabibibi et al. \(2021\)](#) noted that the parish is frequently considered a SDGs because it has great neighbourhood and territorial associations.

Apart from being one of the foremost imperative drivers of financial development and becoming one of the speediest developing financial segments, the pre COVID 19 tourists are in fact still in debate because of their unsustainable ways ([World Health Organization, 2019](#)). According to [Baum et al. \(2016\)](#), the hotel sector, in particular, is confused by a number of successive challenges that need to be tackled in order to adjust its operations with the SDGs plan, such as bad wages and working conditions, high-level replacements, And bad records of gender and equation problems.

The debate on the role of travel against the SDGs also emerged in the Middle East marked by travellers complaining about the impact of mass travel on the environment ([Bakhmatova, 2021](#)). Some scientists say that understanding and execution of SDGs is still very minimal in hotels in developing countries ([Ishatono & Santoso, 2014](#)). Therefore, the latest study suggests that environmental awareness can provide the impact of SDGs and leadership can describe social, cognitive, and social learning hypothesis ([Blasi et al., 2022](#)). The research provides a theoretical contribution, practical suggestions, and valuable suggestions for supervisors and understudies within the lodging industry ([Darvishmotevali & Altinay, 2021](#)).

Nevertheless, the contribution of the COVID-19 pandemic is having an unprecedented impact on the tourism and hospitality industry ([Liu et al., 2022](#)). Failure to manage the hotel industry to play a role in reaching the SDGs in some previous studies contributes to an increase in the population of the poor who are expected to receive comfort from the presence of the hotel sector ([Njerekai, 2019](#)). With less than 10 years until the end of the SDGs programme, a discussion emerged to consider the application of the adoption of the SDGs after 2030 ([Kaitano, 2020](#)). The last 10 years have also been required as one entry for decision-makers to proceed with the SDGs, as the global leader claimed in 2019. It means providing input and evaluation from the SDGs-long travel sector in Central Kalimantan especially the hotel industry in Central Kalimantan as a case study.

Travellers' consumption behavior is tested based on the sociological theory of consumption. Baudrillard explains that the issue of consumption has something to do with satisfaction over what is commonly known as 'necessity' ([Baudrillard, 2011](#)). Needs are created from the division of subjects and objects. The idea of such needs was created to

connect them (Putri, 2019). Thus, struggles are based on the affirmation of each other as subjects and objects as values, signs, and images rather than use values, the underlying logic is no longer the logic of need, but the logic of desire (Kang et al., 2020).

## **2. Methods**

The research was conducted in 2021 using qualitative research methods. The data collection techniques were carried out through observation, interviews, and document studies. The observations used are non-participant observations, namely observations that make researchers as spectators or witnesses to the symptoms or events that are the topic of research (Sugiyono, 2009). A subjective approach was embraced for this consider using auxiliary information from two hotels, namely the Swiss Bell Danum hotel and the BRITS hotel. The two hotels that have a global network in Central Kalimantan are focused on ecotourism due to their proximity to Tanjung Puting and Sebangau National Parks to demonstrate the commitment of the global hospitality industry to SDGs.

The critical document analysis of the annual report deemed appropriate for this study was obtained Authoritatively and freely accessible data that has been examined and considered a substantial and exact representation. The yearly report is inquired about broadly to distinguish steps the company is taking to investigate the SDGs-aligned exercises received between 2015 and 2020. In expansion, Key terms utilized to rummage around for reports beneath consider included terms such as “Sustainable Headway Goals” and “Agenda 2030.” This information is triangulated with prove of essential information collected amid interviews and field perceptions.

## **3. Results and discussion**

Sustainable development requires an approach to achieving sustainability or the sustainability of various aspects of life which include ecological, economic, socio-cultural, political, and defense and security sustainability. Sustainable development is an effort to develop a country that includes economic, social, environmental, and even cultural aspects for the needs of the present but does not sacrifice or reduce the needs of future generations and to create a society that can interact with each other and with the environment (Arida, 2012).

The measurement of sustainability has become a topic of intense debate among researchers, policy makers and other stakeholders (Holden et al., 2014). The adoption of the 2030 Agenda and the Sustainable Development Goals (SDGs), targets and indicators related  
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to the Sustainable Development Goals has enriched recent discussions (Allen et al., 2019). The 2030 Agenda has been adopted to achieve a better and sustainable future for all. It tries to manage the huge challenges that will be faced, it must be recognized that poverty alleviation requires strategies that can work on economic growth by ensuring environmental protection and managing a range of social needs including health, education, and gender equality (Costanza et al., 2016).

This continued development takes place universally and the whole country in the world has an obligation to achieve the goals and targets that exist. As many as 193 countries in the world attended this hearing stipulate that the SDGs have officially replaced the Millennium Development Goals (MDGs) 2000-2015. As for those 17 agendas: poverty eradication and hunger, health improvement, quality education, gender equality, clean water and decent sanitation, clean and long-term energy, decent work and economic growth, innovative industry and infrastructure, reduced spawning, sustainable cities and communities, responsible consumption and production, Tackling climate change, marine ecosystems, land ecosystems, peace, justice and rigorous vulnerabilities, as well as leadership towards the goals (Susanty, 2020).

Building a tourist that doesn't notice the environment is a bumper for the tourist industry. Continues means the need for travel for the moment will but still not reduce or discourage the need for future generations (Obot & Setyawan, 2017). Through continued journeys, all resources can be managed to meet the needs and preserve the needs of culture, biodiversity, the ecological dimension, and the life of the system. Thus, travelling continues to be described as a form of travelling that sees the current and future impacts (economic, social, and environmental impacts), and meets the various needs of travellers, industry, and local society, and society, environment (Zamfir & Corbos, 2015).

A challenge that my tourist enthusiasts no longer have doubts arises mainly from the fact that the existence of all companies, including those moving in the tourist sector, must find their foundation, inter alia, in building and maintaining their competitive pride. It is clear that actors in the tourism industry must also join in the process of creating their sustainable competitive advantage as a particular guarantee for the future of their business. It is our belief that competitive superiority continues in the parish (Zamfir & Corbos, 2015).

Looking at the sustainability aspect from a different perspective, sustainability has both static and dynamic meanings. From a static perspective, sustainability is defined as the utilization of renewable natural resources at a constant rate of technology, while dynamic DOI: <https://doi.org/10.7454/jessd.v5i1.1148>

sustainability is defined as the utilization of non-renewable natural resources at a constantly changing level of technology. Because of the existence of multidimensional and multi-interpretation (Arida, 2012).

In general, there is a stable response to the execution of the Central Kalimantan SDGs by the hotel industry (Diez-Busto et al., 2022), This was backed up by a call for the tourism industry to play a driving part within the implementation of the SDGs when the UNWTO announced 2017 as the year of the Parisian Movement (Postma et al., 2017). Before the declaration, previous studies from Postma et al. (2017) showed that both companies do not have the right strategy to deal with their social, cultural, and business environment.

For example, first, Social Investment Services projects are to a great extent ungraceful and targeted at low-impact ventures such as the granting of crops to the environment. Turns out the SDGs framework gives the hotel industry an opportunity to rethink its approach to progress in this sector because SDGs provides more coordinated guidance, However, there are challenges in reporting on SDGs, although this division is on the right track to address some socials and global challenges (Diez-Busto et al., 2022)

Secondly, the company deals with some very important problems for the tourism industry by providing the very necessary job opportunities for talented and semi-skilled workers, which gives them the opportunity to take part within the economy. Within the same activity, the company also participates in the community developments initiative and overcomes some environmental constraints confronted by industry and society. A few other issues highlighted by this Industry incorporate endeavors to guarantee vitality effectiveness (SDGs 7). Achieving vitality effectiveness is very important if the world wants to reach zero clean, especially in lodging buildings that devour large vitality utilized for cooling (Smitt et al., 2020).

Efforts to guarantee vitality proficiency are very important, there's a have to be degree how steps are taken to make a difference in pressuring environmentally friendly energy use and ensuring environmental efficiency (Postma et al., 2017). In spite of the fact that the fetched of renewable vitality installations has fallen drastically over the final few a long time (Elia et al., 2021), it seems that the zero point of carbon neutrality remains difficult to overcome climate emergencies, which also threatens the development of continued travel (Postma et al., 2017).

Another important effort taken as part of the SDGs implementation agenda is one of the efforts to ensure conservation (Fauzi & Oxtavianus, 2014). The protection of flora and fauna DOI: <https://doi.org/10.7454/jessd.v5i1.1148>

that characterize natural travel in the Middle East is very important for SDGs 15 - life on the ground, bearing in mind that there are serious concerns about the decline of global diversity (Cerf, 2019). The decay in biodiversity has harming results for the worldwide tourism industry (WTTC, 2011). Climate change has also affected clean water supply and demand, although flood disasters do not occur rarely and directly affect the tourism industry (Dube et al., 2020).

Therefore, the efforts of the hotel industry to implement SDGs, namely water and sanitation (SDGs 6), are essential in responding to the challenges facing this sector and the world as a whole (Cerf, 2019). In any case, there's a require for industry to degree and track advance from time to guarantee that there's advance in that respect (Nisa et al., 2022), given the reported challenge of tackling water and sanitation problems as in one of the countries in the Middle East, namely the Egyptian countries in the hotel industry (Abdou et al., 2020).

The best importance of this sector is to deal with water and sanitation in an appropriate way, bearing in mind the dangers postured by climate alter, which are likely to trigger water dependency with a harmful impact on that division (Fauzi & Oxtavianus, 2014). Making strides water productivity will require speculation in retrofitting in numerous inns. Be that as it may, speculation may well be hampered by the liquidity challenges forced on the segment by the COVID-19 widespread, clearing out numerous lodgings on the skirt of a liquidity crunch and confronting collapse (Yacoub & ElHajjar, 2021).

Given that the lodging industry is additionally dependable for a few of the contamination challenges that have caused disasters to the marine and arrive biological systems, endeavors to decrease and reuse a few industrial materials in the hotel should be praised (Hsiao et al., 2018). It can help protect the environment in important efforts in the implementation of SDGs 13. Therefore, the need to expand activities throughout the hotel group and continue to measure, monitor, and give ideas - innovative ideas that strengthen the efforts of SDGs 13 now (Cerf, 2019).

In addition, reducing the use of plastic also remains a large challenge for the hotel industry (Yacoub & ElHajjar, 2021). The hotel industry (Majid et al., 2015), has done and communicated to the suppliers that the catering supply chain in the hotel industry has begun to innovate and provide environmentally friendly packaging (Cerf, 2019). As far as there is clear evidence from the hotel industry's willingness to implement SDGs 15 in protecting, restoring (Fauzi & Oxtavianus, 2014), and increasing the tolerance of land ecosystem use,



continuing forest management, reducing desert land, fighting forest revolts halting and restoring land degradation, - and halt the loss of biodiversity (Star et al., 2020).

The analyzed report shows that there is still a lot of induction to implement and train hoteliers about various SDGs and components of each SDGs to make reports on the implementation of SDGs on each goal and various targets better. Given that the environment with the SDGs framework is not in many ways an important consideration shown by this study, there's an ought to address the environment quickly. With a few natural SDGs being very specialized, there may be an ought to get outside inspectors and verifiers to guarantee that the is doing the correct thing and not taking part in greenwashing, as in most cases within the tourism and neighborliness segment.

#### **4. Conclusion**

The progress of implementing SDGs by the hotel industry that emphasizes ecotourism in Central Kalimantan is still premature. This sector has not realized the full potential that must be achieved in 2030 due to the delay in exploring SDGs and the challenges of the COVID-19 pandemic. The study also finds that the SDGs framework offers the hospitality industry an opportunity to focus on sustainability initiatives as more tourists demand hospitality products that take social, economic and environmental factors into account. However, there is almost no climate change mitigation and adaptation from the hotel industry sector due to the use of energy that is large enough to meet consumptive needs. Based on this study, accommodation industry activities only implicitly support SDGs at points 6,7,13 and 15.

The number of hotels is still limited to 2 hotels that have implemented sustainable development goals only in Central Kalimantan and do not cover all hotels in Central Kalimantan or other regions or Indonesia, so the results of this study still have limitations in explaining the theory of consumption and overall sustainable development in Indonesia. Central Kalimantan. It is hoped that current research can be a reference in the future, especially related to consumption theory and sustainable development in hospitality in Indonesia.

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### Author Contribution

Each author has made a substantial contribution to this article. The five authors have their own responsibilities. Tommy Christomy on the concept, methodology, and title of the article; Sunu Wasono review, editing, and formal analysis; Fabianus Hiapianto Koesoemadinata on the idea of the Cisadon Coffee logo design and field investigations; Frans Assisi Datang in charge of data interpretation; and Rahmatia was in charge of drafting articles, finishing, and also served as project administration in funding this article. All team members were involved in the preparation or substantive revision of this article.

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