

## The Role Of Corporate Social Responsibility In Sustainable Tourism Development Through a Case Study On Melati Bintan Resort

Nurul Septiyaningsih<sup>1\*</sup>, Bambang Suharto<sup>2</sup>

<sup>1,2</sup>Departemen Bisnis, Destinasi Pariwisata, Fakultas Vokasi, Universitas Airlangga

[\\*nurul.septiyaningsih-2021@vokasi.unair.ac.id](mailto:nurul.septiyaningsih-2021@vokasi.unair.ac.id)

Received: July 2024. Approved: Agustus 2024. Published: September 2024

### ABSTRACT

The tourism industry is a dynamic economic sector, contributing significantly to the global economy, including in Indonesia. Although it provides economic benefits such as job creation and increased state revenues, negative impacts on the environment and local communities are also found. The concept of sustainable tourism and corporate social responsibility (CSR) practices are in focus to mitigate these impacts. The Melati Bintan Resort case study demonstrates the successful implementation of CSR, focusing on cultural preservation, environmental protection, and community development. The systematic literature review (SLR) method was used to explore the latest trends and practices of CSR in the tourism industry. The results show that CSR can enhance a company's image and attract travelers who care about sustainability. Through the integration of CSR in its operations, Melati Bintan Resort creates positive sustainable impacts, although there is still room for improvement and innovation in achieving broader and more impactful sustainability.

**Keywords:** *Corporate Responsibility, Sustainable Tourism, Bintan Resort*

### INTRODUCTION

The tourism industry has experienced rapid growth globally, as evidenced by the continuous increase in the number of international tourists over the years. According to the United Nations World Tourism Organization (UNWTO), the number of international tourists reached 1.4 billion in 2019 and is projected to rise to 1.8 billion by 2030. This rapid growth is driven by various factors, including rising income levels, improved transportation accessibility, and the diversification of tourism products. Furthermore, technological advancements have significantly contributed to the expansion of the tourism industry through online booking platforms and social media. The tourism sector makes a substantial contribution to the global economy by generating employment opportunities and increasing national income. In Indonesia, tourism is one of the largest contributors to foreign exchange earnings and serves as a vital sector in promoting national economic growth.

However, the tourism industry also has negative impacts on the environment and local communities. Pollution, environmental degradation, and the exploitation of natural resources are among the common consequences of tourism activities. Recognizing these issues, the concept of sustainable tourism has gained significant traction in recent decades. Sustainable tourism is defined as "development that meets the needs of present tourists while safeguarding the future of environmental and social resources and



Article DOI:

enhancing the quality of life of communities living in tourist destinations" (R. H. Cassen, 2016).

The tourism industry often significantly impacts the environment, local culture, and the economy of a destination. Therefore, Corporate Social Responsibility (CSR) practices are essential to ensuring that tourism growth occurs responsibly and sustainably. CSR in tourism can encompass various aspects, including environmental protection, local community economic development, and cultural heritage preservation. CSR is becoming increasingly important in the tourism industry as tourism companies recognize the impacts they have on the environment and local communities. Tourism companies play a vital role in supporting sustainable tourism through the implementation of various CSR programs. These programs not only benefit the environment and local communities but also enhance the company's reputation and attract environmentally and socially conscious travelers.

## **LITERATURE REVIEW**

### **Corporate Social Responsibility**

Corporate Social Responsibility (CSR) is a concept that emphasizes the importance of companies not only pursuing financial profit but also considering the social and environmental impacts of their activities. CSR can be defined as a company's commitment to contributing to sustainable economic and social development while protecting the environment through collaboration with stakeholders (Maulidiana, 2018).

### **The Role of CSR in Sustainable Tourism Development**

Sustainable tourism is a concept that emphasizes the importance of tourism development that benefits not only the economy but also society and the environment (Sunaryo, 2015). CSR can play a vital role in advancing sustainable tourism through the following efforts:

- a) Preserving local culture and traditions: Companies can contribute to the preservation of local culture and traditions by supporting cultural and artistic activities and by training local communities to provide high-quality tourism services.
- b) Protecting the environment: Companies can help safeguard the environment by adopting eco-friendly practices, such as conserving energy and water, reducing waste, and using environmentally friendly materials.
- c) Enhancing local community welfare: Companies can improve the well-being of local communities by creating job opportunities, providing training and education, and supporting community development programs.

### **Case Study: Melati Bintan Resort**

Melati Bintan Resort is a resort in Bintan, Indonesia, committed to implementing CSR principles in its operations (Natra Bintan, n.d.). The resort has established various CSR programs, including:

- a) Cultural Preservation Program: Melati Bintan Resort collaborates with local communities to preserve their culture and traditions. The resort organizes cultural events such as traditional dance and music performances.
- b) Environmental Protection Program: The resort adopts eco-friendly practices, including conserving energy and water, reducing waste, and using

environmentally friendly materials. It also runs programs to conserve nearby mangrove forests and coral reefs.

- c) Community Development Program: Melati Bintan Resort creates job opportunities for local residents and provides training and education. Additionally, the resort supports community development programs, such as health and education initiatives.

## **METHOD**

The research employs the Systematic Literature Review (SLR) method as the primary approach for collecting, evaluating, and synthesizing literature related to the research topic. The SLR method is utilized to thoroughly investigate recent research developments, review key findings, and identify knowledge gaps within the field of study. Through systematic and well-documented steps, SLR provides a clear framework for analyzing and organizing literature comprehensively, ensuring that the research outcomes are grounded in a solid and relevant knowledge base. This method offers an in-depth understanding of the developments and trends in the related scientific literature, serving as a robust foundation for building arguments and drawing conclusions in this study.

## **RESULTS AND DISCUSSION**

### **Overview of Corporate Social Responsibility in Resorts in Indonesia**

Corporate Social Responsibility (CSR) has become a crucial aspect of business operations in the contemporary era, particularly in the tourism sector. Melati Resort in Bintan, Indonesia, as a prominent tourist destination, actively engages in CSR implementation. Known for its natural beauty and high-quality services, Melati Resort in Bintan is one of Indonesia's top tourist attractions. With a significant number of visitors annually, the resort plays an important role in the local economy and tourism development in Bintan.

The resort actively participates in local community development through programs such as skills training, education, and economic empowerment. For instance, they collaborate with local educational institutions to provide skill development training for residents. Additionally, they recognize the importance of environmental conservation to maintain the sustainability of their tourism destination. The resort adopts eco-friendly practices such as efficient waste management, water conservation, and the use of renewable energy.

Melati Resort in Bintan also contributes to local economic development by creating employment opportunities for local residents and supporting small and medium enterprises in their supply chain (Natra Bintan, n.d.). Beyond their commitment to the surrounding community, the resort also prioritizes the welfare of their employees. They offer safe working facilities, employee welfare programs, and career development opportunities.

The resort actively fulfills its corporate social responsibilities by addressing the needs of the local community, preserving the environment, and ensuring the well-being of their employees. Through programs focusing on community development, environmental preservation, local economic development, and employee care, they aim to create a sustainable positive impact through their operations. However, there remains room for improvement and innovation in their efforts to achieve broader and more impactful sustainability outcomes.

### **Resort Strategies**

Melati Bintan Resort is committed to implementing sustainable strategies across various aspects of its operations. The resort focuses on tourism development and local collaboration by sourcing products and services from local suppliers, such as fresh food, handicrafts, and transportation services. This approach not only enhances the well-being of the surrounding community but also helps preserve local culture.

Melati Bintan Resort employs effective marketing strategies through social media platforms like Instagram to raise awareness and attract tourists to Bintan Resorts. Engaging content, high-quality photos and videos, and the use of hashtags and interactive features capture the attention of Instagram users. The resort has established strong branding with a philosophy reflecting creativity, environmental friendliness, and harmony, supported by slogans like "Wonderful" and "Pesonanya Indonesia" ("Indonesia's Charm").

Additionally, the resort offers a variety of facilities and recreational attractions, including world-class golf courses and other entertainment and leisure activities, aimed at enhancing visitor experiences and attracting new tourists. Located within the award-winning Bintan Resorts, a premier beachfront destination, Melati Bintan Resort benefits from collaborative promotions by Bintan Resorts International (BRI). BRI partners with trade organizations, travel agencies, and media outlets to promote Bintan Resorts and the broader Bintan Islands.

Melati Bintan Resort employs the 'DOT' (Destination, Origin, Time) and 'POS' (Placement, Origin, Time) approaches in its marketing strategies to increase tourist awareness and interest. The resort also hires employees across various departments and provides training and career development opportunities to enhance their skills and professionalism (Natra Bintan, n.d.).

By implementing these strategies, Melati Bintan Resort aims to achieve sustainability while creating positive impacts on the environment, the local community, and the tourism industry in the Bintan Islands.

## **Social Responsibility of Melati Bintan Resort**

### **a) Economic Aspects**

One of the primary focuses of Melati Bintan Resort's Corporate Social Responsibility (CSR) is job creation for the local community. The resort employs over 1,000 staff, with the majority coming from Bintan and its surroundings. This initiative positively impacts unemployment reduction and increases household incomes in Bintan. According to Melati Bintan Resort's 2023 annual report, employees work in various roles, including housekeeping, front office, food and beverage, and maintenance. The resort also provides training and career development programs to enhance employee skills and professionalism.

Melati Bintan Resort is also committed to supporting the local economy by sourcing products and services from local suppliers. The resort collaborates with farmers, artisans, and local entrepreneurs to purchase operational needs, such as fresh food, handicrafts, and transportation services. This effort not only boosts the income of local suppliers but also drives the growth and development of small and medium enterprises (SMEs) in Bintan. Data from the Bintan Regency Office of Cooperatives and SMEs shows that the number of SMEs in Bintan has steadily increased in recent years, partly due to rising demand from the tourism industry, including Melati Bintan Resort (BRC, 2020).

Melati Bintan Resort contributes to the development of public infrastructure and facilities in Bintan. The resort works with local governments to build roads, bridges, and schools in areas surrounding the resort. These efforts aim to improve the quality

of life for local communities and support economic growth in Bintan. For instance, the resort collaborated with the local government to construct village roads connecting nearby villages to tourist areas. This initiative facilitates local access to markets, allowing residents to sell their products to tourists and increase their income.

The resort also prioritizes improving the quality of education and healthcare for local communities. It provides financial assistance and training programs for schools in Bintan and offers free healthcare services for those in need. These initiatives aim to enhance the quality of life for local residents and foster a healthy and educated younger generation. According to data from the Bintan Regency Office of Education, the gross enrollment rate (GER) in Bintan has increased in recent years, partly due to improved educational access for school-age children.

#### **b) Socio-Cultural Aspects**

One of Melati Bintan Resort's programs that focuses on social aspects is the community development program. This program aims to improve the quality of life of the surrounding community by providing training and assistance in various fields, such as agriculture, fisheries, and tourism. For example, the resort collaborates with the Bintan District Agriculture Office to provide training to farmers on modern farming techniques (Natra Bintan, n.d.). This training helps farmers increase their crop yields and improve their income.

Additionally, Melati Bintan Resort works with the Bintan District Marine and Fisheries Office to provide training to fishermen on sustainable fishing techniques. This training helps fishermen preserve marine resources and enhance their income.

Melati Bintan Resort also provides assistance to the local community in the form of educational scholarships, infrastructure development, and humanitarian aid. The resort is also committed to preserving local culture. It organizes various cultural events involving the surrounding community, such as traditional art performances, festivals, and workshops. Furthermore, the resort purchases local products from SMEs (Small and Medium Enterprises) in the surrounding area. This helps boost the local economy and preserve local culture.

#### **c) Environmental Aspects**

Melati Bintan Resort has a comprehensive biodiversity conservation program (Lindex, 2022), including:

- 1) **Mangrove Conservation:** The resort has a 12-hectare mangrove forest that is preserved and rehabilitated. This mangrove forest plays a vital role in protecting the coastline from erosion, maintaining biodiversity, and absorbing carbon dioxide.
- 2) **Coral Reef Management:** The resort collaborates with local organizations to perform coral transplantation and monitor the health of coral reefs around the island. Coral reefs are an essential habitat for various marine species and play a crucial role in maintaining the balance of marine ecosystems.
- 3) **Wildlife Conservation:** The resort has an educational program for guests and employees about the importance of wildlife conservation. The resort also works with local organizations to protect wildlife habitats on the island.

Additionally, Melati Bintan Resort implements a responsible waste management system and is committed to water conservation (Lindex, 2022). These efforts include:

- 1) Wastewater Treatment Plant (WWTP): The resort has an advanced WWTP to treat wastewater before it is discharged into the sea. This ensures that the wastewater released is safe for the environment and does not pollute the ocean.
- 2) Water Conservation: The resort implements various water-saving programs, such as installing water-saving showers, fixing water leaks, and educating guests to use water wisely. These efforts have successfully reduced the resort's water consumption.
- 3) Waste Management: The resort has a structured waste sorting and processing system. Organic waste is turned into compost, while non-organic waste is recycled or disposed of safely in landfills.

Melati Bintan Resort is also committed to reducing greenhouse gas emissions and using energy sustainably. These efforts include:

- 1) Renewable Energy Use: The resort uses solar panels to generate electricity and reduce dependence on fossil fuels.
- 2) Energy Conservation: The resort implements various energy-saving programs, such as installing LED lights, using energy-efficient appliances, and turning off lights and electronic equipment when not in use.
- 3) Energy Education: The resort educates guests and employees about the importance of energy conservation and using eco-friendly energy.

Melati Bintan Resort has demonstrated a strong commitment to environmental sustainability through various programs and comprehensive CSR initiatives. These efforts should be appreciated and serve as an inspiration for other resorts in Indonesia to implement sustainable and environmentally friendly business practices. Melati Bintan Resort's CSR efforts have made a positive contribution to biodiversity conservation, responsible waste and water management, and eco-friendly energy use on Bintan Island.

## CONCLUSION

The tourism industry has a significant impact on the global economy, including in Indonesia, with positive contributions such as job creation and increased national income. However, it also brings negative effects on the environment and local communities. Growing awareness of the importance of sustainable tourism has driven Corporate Social Responsibility (CSR) practices in this sector, where the concept of sustainable tourism emphasizes the development of tourism that is economically, socially, and environmentally beneficial. The case study of Melati Bintan Resort demonstrates how resorts in Indonesia have implemented various CSR programs to achieve these goals. In the context of Melati Bintan Resort, the resort has successfully integrated CSR practices into its operations, focusing on economic, social, cultural, and environmental aspects, creating a lasting positive impact on the environment, local communities, and the tourism industry in the Bintan Islands. However, there is still room for improvement and innovation in their efforts to achieve broader and more impactful sustainability.

## BIBLIOGRAPHY

- Agyearong, A., & Wang, C. (2020). Corporate social responsibility and sustainable tourism development: A meta-analysis. *Journal of Sustainable Tourism*.
- Bramwell, B., & Lane, B. (2016). Corporate social responsibility and tourism: A theoretical review.



- BRC, A. (2020). Pariwisata Bintan Bangkit Kembali. <https://bintanresortcakrawala.com/kadin-bintan-dukung-brc-bangkitkan-pariwisata-bintan/>
- Hall, M., & Jones, C. (2019). Corporate social responsibility and sustainable tourism: A critical review.
- Jeantheau, T., & Birin, A. (2018). Corporate social responsibility and sustainable tourism development: A case study of the Accor hotel group in France.
- Kementerian Pariwisata dan Ekonomi Kreatif. (n.d.). Kementerian Pariwisata dan Ekonomi Kreatif. <https://www.kemenparekraf.go.id/>
- Lindex. (2022). Sustainability Report 2022. Report., 1–69.
- Maulidiana, L. (2018). Pengaturan CSR Menuju Pembangunan Berkelanjutan. In Maulidiana, Lina.
- Mizoram, R. M. (2024). UNWTO: Perjalanan Internasional Melonjak di Tahun 2022 – DW – 18.01.2023. <https://www.dw.com/id/unwto-perjalanan-ninternasional-melonjak-di-tahun-2022/a-64431732>
- Natra Bintan. (n.d.). Natra Bintan, a Tribute Portfolio Resort. <https://www.marriott.com/en-us/hotels/tjntx-natra-bintan-a-tribute-portfolioresort/overview/>
- R. H. Cassen. (2016). Source : International Affairs ( Royal Institute of International Affairs 1944), Vol . 64 , No . 1 ( Vol. 64, Issue 1). <https://doi.org/0198772491>
- Sunaryo, S. (2015). Corporate Social Responsibility (Csr) Dalam Perspektif Pembangunan Berkelanjutan. Masalah-Masalah Hukum, 44(1), 26. <https://doi.org/10.14710/mmh.44.1.2015.26-33>