

**“ZERO-WASTE LUXURY: INTEGRATING SUSTAINABILITY AND
WASTE MANAGEMENT AT XXX VILLA**

By

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STATEMENT BY THE AUTHOR

I hereby declare that this submission is my own work and to the best of my knowledge, it contains no material previously published or written by another person, nor material which to a substantial extent has been accepted for the award of any other degree or diploma at any educational institution, except where due acknowledgement is made in the thesis.

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ABSTRACT

This study examines the sustainability practices of the XXX Villa , Bali, as a representation of the concept *of sustainable luxury* in Indonesia. The focus of the research covers three aspects: waste management systems, the integration of luxury and environmental sustainability, as well as the challenges of their implementation. A qualitative approach with a single case study design was used in this study. Data were collected through semi-structured in-depth interviews with seven key informants, non-participant observations, and documentation studies, then analyzed using Miles, Huberman's model supported by Root Cause Analysis.

The results showed that hotels implemented a comprehensive waste management system based on integrated 3R principles, supported by *the Sustainability Lab* on-site, self-contained STP, BSF composting, and total elimination of single-use plastics since 2021. The integration of luxury and sustainability is realized through *an experiential luxury* philosophy, *a farm-to-table program* (70% local ingredients), and a biophilic design that has received a positive response from guests. Key challenges include HR culture transformation, local supply chain inconsistencies, and the long ROI of green infrastructure. This study concludes that *luxury and environmental sustainability* are harmonious and mutually reinforcing, and provide an operational model that can be adapted by the Indonesian hospitality industry.

Keywords: *waste management; sustainable luxury; sustainable hospitality;*

DEDICATION

I dedicate this work to Indonesia, in support of a more sustainable future for
hospitality.



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