

UNDERGRADUATE THESIS

**PRO ENVIRONMENTAL BEHAVIOR OF FRONT OFFICE
STAFF TO SUPPORT ENVIRONMENTAL SUSTAINABILITY
AT SOFITEL BALI NUSA DUA BEACH RESORT**



POLITEKNIK NEGERI BALI



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**TOURISM DEPARTMENT
POLITEKNIK NEGERI BALI
BADUNG
2023**

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**TOURISM BUSINESS MANAGEMENT STUDY PROGRAM
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UNDERGRADUATE THESIS

This undergraduate thesis is submitted as one of the requirements to earn Applied
Bachelor's Degree in Tourism Management Study Program
in Politeknik Negeri Bali



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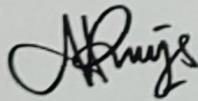
UNDERGRADUATE THESIS APPROVAL SHEET

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PRO ENVIRONMENTAL BEHAVIOR OF FRONT OFFICE STAFF TO SUPPORT ENVIRONMENTAL SUSTANABILITY AT SOFITEL BALI NUSA DUA BEACH RESORT

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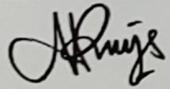
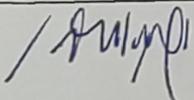
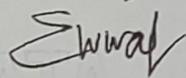


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This undergraduate thesis entitled:

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which content is my own work, thereby free from plagiarism. Being stated, I am ready to bear the risk or any sanctions impose to me in accordance with regulation.

Badung, 26th of July 2023

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Foremost, I would like to thank Ida Sang Hyang Widhi Wasa who has given His blessing to the writer to compose a thesis therefore the writer can finish this thesis entitled “**Pro Environmental Behavior of Front Office Staff to Support Environmental Sustainability at Sofitel Bali Nusa Dua Beach Resort**”. This title is chosen as the rising concern of environmental damage caused by hotel operation still persists, and a solution is needed to offset the damage and potential issue in the future. The thesis is one of the terms composed of a bachelor thesis of Diploma IV Tourism Business Management in Tourism Department in Politeknik Negeri Bali. On this occasion, the writers would like to thank profusely those who always provide support, guidance, and assistance during the compilation and writing process:

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Badung, ... July 2023

The Writer



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ABSTRAK

Satya Suardana, I Made, (2023), *Pro Environmental Behavior of Front Office Staff To Support Environmental Sustainability At Sofitel Bali Nusa Dua Beach Resort*. Skripsi: Tourism Business Management, Tourism Department, Politeknik Negeri Bali.

Skripsi ini telah diawasi dan disetujui oleh Pembimbing 1: I Nyoman Rajin Aryana, S.Pd., M.Hum. Dan Pembimbing 2: Ir. I Gusti Agung Bagus Mataram, MIT.

Kata kunci: Pro Environmental Behavior, Environmental Sustainability, Front Office Staff, Importance Performance Analysis

Penelitian ini bertujuan untuk meminimalkan masalah lingkungan. Praktik berkelanjutan, seperti perilaku pro-lingkungan, sangat penting dalam industri terutama pariwisata dan perhotelan. Hotel telah mengadopsi konservasi energi, efisiensi air, pengelolaan limbah, dan program daur ulang. Accor Hotels mempromosikan konservasi sumber daya. Penelitian ini mengeksplorasi perilaku pro-lingkungan dari staf front office di Sofitel Bali Nusa Dua Beach Resort, mengatasi kesenjangan antara perilaku pro-lingkungan yang diimplementasikan dan mendukung keberlanjutan lingkungan. Penelitian ini menginvestigasi implementasi perilaku pro-lingkungan oleh staf front office untuk berkontribusi pada masa depan yang lebih hijau. Penelitian ini dilakukan di Sofitel Bali Nusa Dua Beach Resort dari Maret hingga Juli 2023. Variabel yang termasuk meliputi perilaku pro-lingkungan (Conservation, Avoid, Transform, Influence, initiative) dan keberlanjutan lingkungan. Data dikumpulkan melalui observasi, wawancara, survei, dan dokumentasi. Statistik deskriptif digunakan untuk analisis data. Dan Analisis Importance Performance digunakan untuk mengutamakan area perbaikan. Studi ini melibatkan 40 responden, dengan mayoritas laki-laki (72,5%) dan berbagai posisi. Uji validitas dan reliabilitas mengonfirmasi efektivitas kuesioner. Analisis Importance Performance mengkategorikan atribut ke dalam empat kuadran, menyoroti area yang perlu diperbaiki dan area yang berkinerja baik dalam keberlanjutan lingkungan. Studi ini mengklasifikasikan indikator ke dalam empat kuadran berdasarkan tingkat kepentingan dan kinerja. Kuadran I memerlukan perbaikan dalam pendidikan tamu dan praktik berkelanjutan. Kuadran II memerlukan pemeliharaan kinerja yang baik sesuai harapan. Kuadran III membutuhkan peningkatan dalam penggunaan produk ramah lingkungan dan kolaborasi dengan rekan kerja, sementara Kuadran IV membutuhkan penyesuaian dan harus memprioritaskan perbaikan pada area lain. Rekomendasi meliputi peningkatan pendidikan tamu, promosi produk ramah lingkungan, penghematan energi, dan penanganan pembuangan limbah. Kolaborasi antar rekan kerja dan alokasi sumber daya juga disarankan. Rencana aksi komprehensif dengan pemantauan, pelatihan, dan komunikasi adalah kunci untuk implementasi dan keberlanjutan.

ABSTRACT

Satya Suardana, I Made, (2023), *Pro Environmental Behavior of Front Office Staff To Support Environmental Sustainability At Sofitel Bali Nusa Dua Beach Resort*. Undergraduate Thesis: Tourism Business Management, Tourism Department, Politeknik Negeri Bali.

This undergraduate thesis has been supervised and approved by Supervisor 1: I Nyoman Rajin Aryana, S.Pd., M.Hum. And Supervisor 2: Ir. I Gusti Agung Bagus Mataram, MIT.

Keyword: Pro Environmental Behavior, Environmental Sustainability, Front Office Staff, Importance Performance Analysis

This study aims at minimizing environmental issues. Sustainable practices, like pro-environmental behavior, is crucial in industries especially tourism and hospitality. Hotels have been adopting energy conservation, water efficiency, waste management, and recycling programs. Accor Hotels promotes resource conservation. This research explores pro environmental behavior of front office staff at Sofitel Bali Nusa Dua Beach Resort, addressing the gap between the implemented pro-environmental behavior and supporting environmental sustainability. The study investigated the front office staff's implementation of pro-environmental behavior to contribute to a greener future. This research was conducted at Sofitel Bali Nusa Dua Beach Resort from March to July 2023. The variables include pro-environmental behavior (conservation, avoidance, transformation, influence, initiative) and environmental sustainability. Data were collected through observations, interviews, surveys, and documentations. Descriptive statistics are used for data analysis. And Importance Performance Analysis is employed to prioritize improvement areas.. The study included 40 respondents, with a majority of males (72.5%) and various positions. Validity and reliability tests confirmed the effectiveness of the questionnaires. The Importance Performance Analysis categorized attributes into four quadrants, highlighting areas for improvement and areas performing well in environmental sustainability. The study classifies indicators into four quadrants based on importance and performance levels. Quadrant I requires improvement in guest education and sustainable practices. Quadrant II requires maintaining good performance that meets expectations. Quadrant III requires improvement to using environmental friendly products and collaboration with co-worker, while Quadrant IV requires adjustment and must prioritize improvement to other areas. Recommendations include enhancing guest education, promoting eco-friendly products, conserving energy, and addressing waste disposal. Collaboration among coworkers and resource allocation are also advised. A comprehensive action plan with monitoring, training, and communication is crucial for implementation and sustainability

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CHAPTER I

INTRODUCTION

1.1 Background of Study

Human activity has caused the majority of observed warming since the mid-20th century, as stated in the IPCC AR5. The global surface temperature rose by 0.85°C between 1880 and 2012 (IPCC, 2022) as observed in Figure 1.1

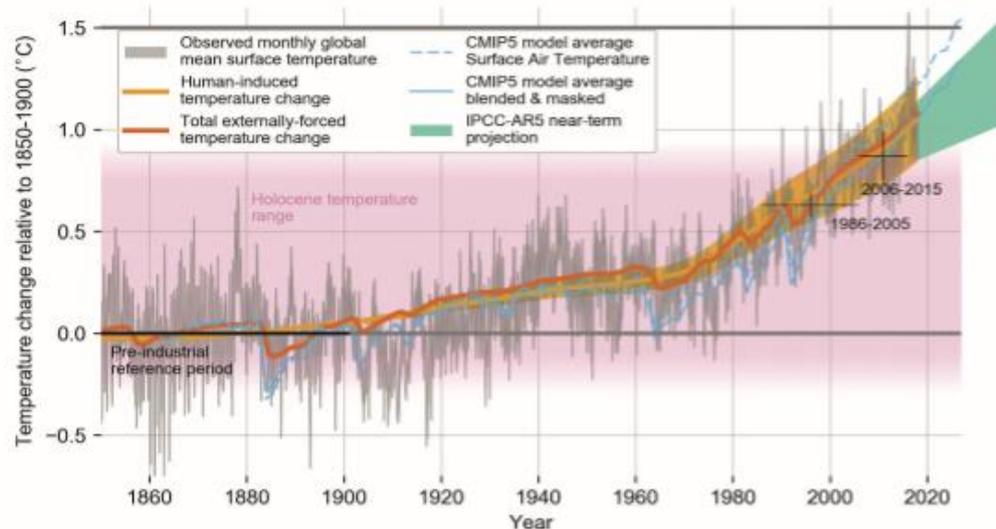


Figure 1.1 Temperature Increase Throughout The Year
Source: (IPCC, 2022)

The concentration of CO₂ in the atmosphere is increasing year on year as we burn fossil fuels, which enhances the natural greenhouse effect and warms the planet (Anderson et al., 2016). The warming of the Earth and depletion of the ozone layer have severe consequences for the planet, including higher temperatures and environmental damage resulting from a lack of care and protection (Sagala et al., 2019). Global warming of 1.5°C and 2°C will be exceeded during the 21st century unless deep reductions in carbon dioxide and other greenhouse gas emissions occur

in the coming decades (Pörtner et al., 2022). UU NO. 32 TAHUN 2009 stated that the decreasing quality of the environment has threatened the sustainability of human and other living beings, and thus a serious and consistent protection and management of the environment is necessary by all stakeholders; that the increasing global warming has caused climate change, which worsens the decline of environmental quality, and therefore, environmental protection and management are needed (Presiden Republik Indonesia, 2009).

Climate change and environmental issues are largely caused by human behavior and business activities. In order to prevent environmental disasters, there needs to be significant changes in human behavior. Sustainability is currently a major pursuit in many industries, including tourism and hospitality (Shen et al., 2020), and one way for individuals and businesses to reduce their negative impact on the environment is to engage in pro-environmental behavior. Pro Environmental Behavior refers to behaviors that minimize harm or even benefit the environment. (Fatoki, 2019). Many hotels have adopted environment sustainable practice that aim to minimize their environmental impact. These initiatives include conserving energy through the use of energy-efficient appliances and renewable energy programs, reducing water consumption by using water-efficient devices and equipment, and implementing linen and towel reuse programs. Additionally, hotels can manage and reduce waste by implementing recycling programs and promoting the use of durable items over disposable ones (Abdou et al., 2020).

Hotel operators are well aware of the potential benefits of sustainability, and many of them publicly promote resource conservation (Bruns-Smith et al., 2014).

Accor Hotels' initiative has a dedicated focus on preserving and enhancing the environment. To achieve this, the company endeavors to minimize energy and water usage, as well as reduce food waste. (Thanh N, 2020). Based on writer's personal observation during 6-months of internship, the implementations of pro environmental behavior appear to be a challenge on day-to-day basis as there is demand for efficiency in timely manner for the Front Office staff in order to give the best performance possible to implementing pro environmental behavior, therefore the writer seeks to find out the gap if pro environmental behavior is implemented by the Front Office staff in order to support environmental sustainability. The writer chose the title for this research as **“Pro Environmental Behavior of Front Office Staff to Support Environmental Sustainability at Sofitel Bali Nusa Dua Beach Resort”**.

1.2 Research Problems

This part describes what seems to be the problem of the research. Problem statements are composed based on existing problem on environment sustainability.

1. How is the implementation of pro environmental behavior by Front Office staff in order to support environmental sustainability at Sofitel Bali Nusa Dua Beach Resort?
2. Which indicators of pro environmental behavior are needed to be maintained or improved in order to support environmental sustainability at Sofitel Bali Nusa Dua Beach Resort?

1.3 Research objectives

This part describes the purpose of this research, namely to find out.

1. To find out the implementation of pro environmental behavior by Front Office staff in order to support environmental sustainability at Sofitel Bali Nusa Dua Beach Resort.
2. To find out which indicators of pro environmental behavior are needed to be maintained or improved in order to support environmental sustainability at Sofitel Bali Nusa Dua Beach Resort.

1.4 Research Significance

The benefits in this research are:

1. Theoretical Practice

This research is expected to provide additional information to support future research and serve as a reference for academic purposes on pro environmental behavior and environmental sustainability.

2. Practical Benefits

1. For Students, this research can provide new knowledge pro environmental behavior and environmental sustainability.
2. For Politeknik Negeri Bali, this research provides additional information for Politeknik Negeri Bali students, specifically in The Tourism Department, regarding pro environmental behavior and environmental sustainability.
3. For hotel, this research is expected to provide suggestions and input or corrective actions to management about Implementation of pro environmental behavior and environmental sustainability.

1.5 Limitations and Scope of Problems

The systematic writing in this research will be compiled in 5 (five) chapters and each chapter will be described as follows

CHAPTER I INTRODUCTION

This chapter consists of background, problem identification, the purpose of research, significances of the research and writing systematically.

CHAPTER II LITERATURE REVIEW

This chapter will explain the theory related to this research, such as the theory about Hotel, Pro Environmental Behavior, Front Office, Environment, and Sustainability.

CHAPTER III RESEARCH METHODOLOGY

This chapter will explain about research location, period of research, variable identification, definition of operational variable, type and data source, method of determining informant, method of data collection, and data analysis.

CHAPTER IV RESULTS AND DISCUSSION

This chapter will present regarding research result and discussions, including the company profile and discussions using analysis technique that mentioned in the previous chapter.

CHAPTER V CONCLUSSION AND RECOMMENDATION

This chapter will give a conclusion and suggestions of the research results from the beginning chapter.

REFERENCES

This reference consists of several citations which the writer uses in this research starting from journal, book and reviews to support the research.

APPENDICES

This appendix is an extra part in this research. This appendix consists of interview guideline, observation guideline and other documentation which support the research.



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CHAPTER V

CONCLUSSION AND SUGGESTION

5.1. Conclusion

The research examines indicators of pro-environmental behaviors in the Front Office of Sofitel Bali Nusa Dua Beach Resort. It classifies the indicators into four quadrants based on their importance and performance levels:

1. The Implementation of Pro Environmental Behavior of Front Office Staff to Support Environmental Sustainability at Sofitel Bali Nusa Dua Beach Resort

At Sofitel Bali Nusa Dua Beach Resort, the Front Office staff actively engages in pro-environmental behavior. They prioritize conservation by using stairs instead of elevators, turning off lights and appliances when not in use, and opting for energy-saving modes. They also promote sustainable transportation options and avoid the use of air conditioning in open spaces when unnecessary. The staff actively avoids environmentally harmful practices by reducing plastic usage, minimizing paper consumption, and practicing responsible waste management. They advocate for the use of durable and recyclable products and encourage waste separation. The Front Office staff takes the initiative to influence and educate others about sustainable practices, both within the workplace and among guests. They bring reusable items to work and maintain a clean environment. Their proactive initiatives demonstrate their commitment to sustainability and contribute to a greener future at Sofitel Bali Nusa Dua Beach Resort.

2. Indicators of Pro Environmental Behavior That Needs to be Improved or to be Maintained in order to Support Environmental Sustainability at Sofitel Bali Nusa Dua Beach Resort

Using the Importance Analysis model, this research identifies four quadrants to assess the implementation of pro-environmental behavior in the Front Office staff. Quadrant I highlight indicators that require improvement and should be prioritized, including guest education, use of environment-friendly products, energy-saving modes, and limited elevator use.

Quadrant II acknowledges indicators that are already successfully implemented, such as workplace cleanliness, transportation minimization, proper waste disposal, and energy conservation. Quadrant III includes indicators of low priority, such as using durable products and coworker collaboration, due to operational needs and guest satisfaction. Quadrant IV consists of less crucial indicators, like double-sided printing and sustainable transportation, which can be deprioritized. It is important to find a balance between environmental considerations and efficient Front Office tasks, prioritizing impactful indicators and maintaining positive practices

5.2. Suggestion

1. The Implementation of Pro Environmental Behavior of Front Office Staff to Support Environmental Sustainability at Sofitel Bali Nusa Dua Beach Resort

To enhance pro-environmental initiatives at Sofitel Bali Nusa Dua Beach Resort, it is recommended to provide regular training sessions to keep the staff informed and motivated. Developing comprehensive communication strategies will

engage guests in sustainable practices. Continuous improvement through regular evaluation and feedback from staff and guests will drive innovation in environmental initiatives. By implementing these recommendations, the resort can create a greener and more environmentally conscious environment, inspiring staff and guests to actively participate in sustainable practices.

2. Indicators of Pro Environmental Behavior That Needs to be Improved or to be Maintained in order to Support Environmental Sustainability at Sofitel Bali Nusa Dua Beach Resort

1) Quadrant 1 (Concentrate Here)

- a) Improve guest education on environmental practices through effective communication strategies.
- b) Implement a monitoring system for responsible elevator usage.
- c) Increase awareness and adherence to energy-saving modes on electronic appliances through regular training and reminder

2) Quadrant II (Keep Up the Good Work)

- a) Maintain workplace cleanliness through regular schedules and employee training.
- b) Sustain energy conservation through monitoring, optimization, and staff awareness.

3) Quadrant III (Low Priority)

- a) Assess the feasibility of using more durable and recyclable products for daily needs, and explore potential partnerships with suppliers that offer sustainable alternatives.

b) Foster collaboration among coworkers for environmental preservation through team-building activities, workshops, or sharing best practices.

4) Quadrant IV (Possible Overkill)

a) Given the low importance and expectations for the indicators in this quadrant, allocate resources to higher-priority indicators in other quadrants that have a greater impact on pro-environmental behaviors.

Overall, it is essential to create a comprehensive action plan that addresses the improvement areas while maintaining the success achieved in pro-environmental behaviors. Regular monitoring, employee training, and continuous communication will be key to successfully implementing and sustaining these recommendations.



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