

UNDERGRADUATE THESIS

**ENVIRONMENTAL AWARENESS OF FRONT OFFICE
DEPARTMENT STAFF IN IMPROVING GREEN ACTION
AT THE WESTIN RESORT NUSA DUA, BALI**



POLITEKNIK NEGERI BALI

Ni Made Krisna Masandewi

**TOURISM DEPARTMENT
POLITEKNIK NEGERI BALI
BADUNG
2024**

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**Ni Made Krisna Masandewi
NIM 2015834056**

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



POLITEKNIK NEGERI BALI

**Ni Made Krisna Masandewi
NIM 2015834056**

**TOURISM BUSINESS MANAGEMENT STUDY PROGRAM
TOURISM DEPARTMENT
POLITEKNIK NEGERI BALI
BADUNG
2024**

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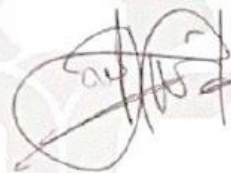
This Undergraduate Thesis has been approved by the Supervisors and the Head of
Tourism Department of Politeknik Negeri Bali on July 16, 2024

Supervisor I,



Dra. Ni Nyoman Triyuni, M.M
NIP 196212311990102001

Supervisor II,



Ni Putu Lianda Ayu Puspita S.E., M.Tr.Par.
NIK 202111012

Acknowledge by,
Head of Tourism Department
Politeknik Negeri Bali




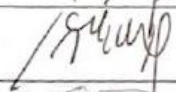

Dr. Ni Nyoman Sri Astuti, S.ST.Par., M.Par.
NIP. 198409082008122004

UNDERGRADUATE THESIS VALIDITY SHEET

This undergraduate thesis entitled:

**ENVIRONMENTAL AWARENESS OF FRONT OFFICE
DEPARTMENT STAFF IN IMPROVING GREEN ACTION
AT THE WESTIN RESORT NUSA DUA, BALI**

by **Ni Made Krisna Masandewi (2015834056)** has been successfully defended in front of the Board of Examiners and accepted as partial fulfilment of the requirements for the Applied Bachelor's Degree of Tourism Business Management in **Undergraduate Thesis Examination** on Day Tuesday Date 16 July, 2024

	Name of Examiner Team	Signature
Leader	Dra. Ni Nyoman Triyuni, M.M NIP 196212311990102001	
Member	Dr. Drs. I Ketut Sutarna, MA NIP 196312311989101001	
Member	Putu Virgananta Nugraha, S.TI., M.Eng NIP 199309052022031009	

Acknowledge by,
Head of Tourism Department
Politeknik Negeri Bali



Dr. Ni Nyoman Sri Astuti, S.ST.Par., M.Par.
NIP. 198409082008122004

LETTER OF FREE PLAGIARISM STATEMENT

I am the undersigned below:

Name : Ni Made Krisna Masandewi
Student Identification Number : 2015834056
Study Program : D-IV Tourism Business Management

Hereby honestly state that this Undergraduate Thesis entitled:

**ENVIRONMENTAL AWARENESS OF FRONT OFFICE
DEPARTMENT STAFF IN IMPROVING GREEN ACTION
AT THE WESTIN RESORT NUSA DUA, BALI**

That is written as partial requirement for the Applied Bachelor's Degree of Tourism Business Management is my own work. All the information contained in this undergraduate thesis which is derived from the work of others had been given an award by citing the name of the source authors correctly according to the academic norms, rules, and ethics.

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Who made the statement,



Ni Made Krisna Masandewi

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The writer expects criticism and suggestions to make this undergraduate thesis better thus it can be useful for many people.



Writer

Ni Made Krisna Masandewi

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POLITEKNIK NEGERI BALI

ABSTRACT

Masandewi, Ni Made Krisna. 2024. *Environmental Awareness of Front Office Department Staff in Improving Green Action at The Westin Resort Nusa Dua, Bali*. Undergraduate Thesis: Tourism Business Management, Tourism Department, Politeknik Negeri Bali.

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Keywords: environmental awareness, green action, front office department, hotel

This study aims to identify the barrier of environmental awareness of Front Office Department staff in implementing green action at The Westin Resort Nusa Dua, Bali. Data collection methods used are observation, interviews, documentation, literature review and triangulation. The interviews were done with six informants. The analysis used is qualitative. The research results revealed that Front Office Department staff at The Westin Resort Nusa Dua, Bali have a good environmental awareness, but environmental awareness itself is not sufficient to determine the implementation of green action. There are other factors that influence the implementation of green action, cost, convenience, operational movements, quality, and customer attitudes. The indicators of green action that have not improved are environmentally friendly products and pollution prevention. In order to improve green action implementation especially using eco-friendly products and pollution prevention indicators, the Front Office Department could try to survey to find eco-friendly products that could be used in the Front Office Department that meet the standard of Front Office Department operational as well as make regulations to optimize soft copy document for pollution prevention.

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ABSTRAK

Masandewi, Ni Made Krisna. 2024. *Kesadaran Lingkungan Karyawan dalam Meningkatkan Green Action di Front Office Departemen di The Westin Resort Nusa Dua, Bali*. Skripsi: Manajemen Bisnis Pariwisata, Jurusan Pariwisata, Politeknik Negeri Bali.

Skripsi ini telah disetujui dan diperiksa oleh Pembimbing I: Dra. Ni Nyoman Triyuni, M.M, dan Pembimbing II: Ni Putu Lianda Ayu Puspita S.E., M.Tr.Par.

Kata kunci: environmental awareness, green action, front office departemen, hotel

Penelitian ini bertujuan untuk mengidentifikasi hambatan antara kesadaran lingkungan karyawan Front Office Departemen dalam meningkatkan penerapan green action di The Westin Resort Nusa Dua, Bali. Metode pengumpulan data yang digunakan adalah observasi, wawancara, dokumentasi, tinjauan literature dan triangulasi. Wawancara dilakukan dengan jumlah informan sebanyak enam orang. Untuk analisis yang digunakan adalah analisis kualitatif. Hasil penelitian menunjukkan bahwa karyawan Front Office Department di The Westin Resort Nusa Dua, Bali memiliki kesadaran lingkungan yang baik, akan tetapi kesadaran lingkungan itu sendiri tidak cukup menentukan dalam pengimplementasian green action. Adanya faktor lain yang memengaruhi penerapan green action yaitu biaya, kenyamanan, pergerakan operational, kualitas dan sikap tamu. Adapun indikator green action yang kurang meningkat yaitu, eco-friendly product dan pollution prevention. Untuk meningkatkan implementasi green action khususnya penggunaan eco-friendly product dan indikator pollution prevention, Front Office Department dapat mencoba melakukan survei untuk menemukan produk ramah lingkungan yang dapat digunakan di Front Office Department yang juga memenuhi standar operasional Front Office Department serta-merta membuat peraturan untuk mengoptimalkan dokumen soft copy untuk pollution prevention.

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CHAPTER I

INTRODUCTION

1.1 Background of Study

Environmental issues are growing rapidly in today's life. People need to have the environmental awareness which can help the earth to recover. Environmental awareness explains people's level of anxiety about the pollution of the Earth and the environment, rapid consuming of resources and climate change (Ting et al., 2019). Increasing the awareness level of individuals to protect the environment will also increase the level of protection, and preservation of the environment. Environmental awareness is not only knowledge about the environment, but also the whole of concrete steps taken to solve environmental problems. Environmental awareness is considered as the personal attitude towards facts and others behavior that have some impacts on the environment (Suki, 2013). Such actions include recycling paper, printing on both sides, preserving the available resources such as water and electricity. Environmental awareness has three concepts that include environmental motivation, knowledge and skills (Kokkinen, 2013). Employee environmental awareness is one of the factor that contributes to the hotels environmental. Environmental awareness is expected to have a significant impact on green action. Individuals with high environmental awareness are expected to understand and implement green action for environmental protection (Ting et al., 2019). A way to understand the importance of protecting such things and the vulnerability of the environment around us can be practiced by having environmental awareness.

Green action is one of the various ways or steps to contribute to reducing environmental disruption. Green action activities aimed at protecting both the environment and the surrounding community (Tannur & Jokom, 2019). Those included energy and water efficiency, use of environmentally friendly materials, recycling, and pollution prevention. Green product is products that have a smaller impact on the environment or are less harmful to human health than traditional products, and green donation which is the hotel involvement in community projects and financial contributions for environmental issues brought on by the hotel industry (Leonardo et al., 2014).

Green action has been done by numerous hotels in Bali, one of those hotels is The Westin Resort Nusa Dua, Bali, a premium brand hotel under the management of Marriott International, Marriott International has a program called 'Serve 360' which means the company global environmental, social, and governance efforts toward sustainability to nurture the world or earth. 'Serve 360' is a path to make a positive and sustainable impact which have some programs in it such as carbon reduction, global energy reduction, renewable energy, water reduction, and waste reduction (Marriott, 2023). As part of Marriott International, The Westin Resort Nusa Dua, Bali consistently works in showing their support towards 'Serve 360' by implementing green action, one of which is Front Office Department.

The Front Office Department is known as the first impression and last impression of the guest, which means that the first impressions take place as guests check-in and last impressions take place as guests check-out by Front Office employee (Patriani et al., 2018). It is of the utmost importance the Front Office

Manager and staff have greater awareness as well as sensitivity towards environmental issues in order supporting the implementation of green practice in their operation. According to previous observation at The Westin Resort Nusa Dua, Bali, Front office Department have been implementing green action such recycling, waste management, and use of scrape paper. However there also some things that have yet done such use excessive amounts of paper and tissue for hotel information and oshibori and key card made out of acrylic. Furthermore low review regarding green action was found. These data shown that the implementation of green action has yet to be maximize.

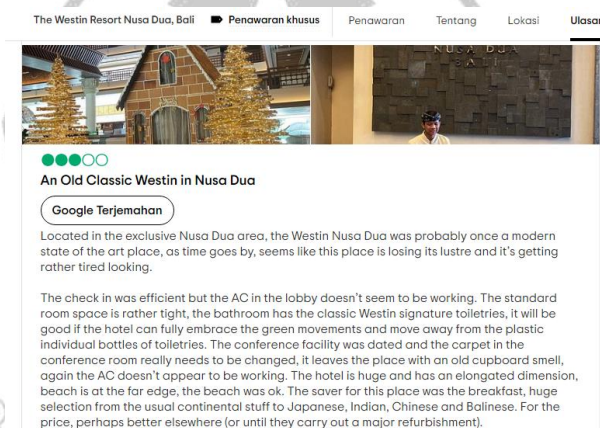


Figure 1.1 Review Tripadvisor

Source: Tripadvisor The Westin Resort Nusa Dua, Bali, 2024

Green action could be improve if the employee have environmental awareness, as stated by Curkan & Avcı (2023) that environmental awareness has a strong and positive effect on green action and as stated by another previous study that environmental awareness have a significant positive impact on green action which part of green practice (Agrawal et al., 2023). Therefore the writer is interested in doing research on "Environmental Awareness of Front Office Department Staff in Improving Green Action at The Westin Resort Nusa Dua, Bali". The aim of this

study is to find out the extent the environmental awareness that has been applied by the employee of Front Office department at The Westin Resort Nusa Dua, Bali in order to improve green actions implementation. This study will hopefully provide some insight in the initiatives being taken to promote green action in tourism industry in order to make it more sustainable.

1.2 Problem Statements

Based on description of the background above, the main problem in this research as follows:

1. How is the environmental awareness of Front Office Department staff at The Westin Resort Nusa Dua, Bali?
2. How can environmental awareness of Front Office Department staff improving green action at The Westin Resort Nusa Dua, Bali?

1.3 Research Objectives

1. To identify environmental awareness of Front Office Department staff at The Westin Resort Nusa Dua, Bali.
2. To analyze effect of environmental awareness in improving green action implementation in Front Office Department at The Westin Nusa Dua, Bali.

1.4 Research Significance

1. Theoretical Benefit

Theoretically, this study will contribute insight, knowledge, and understanding of how incorporating environmental awareness of Front Office Department staff can improve green action implementation at The Westin Resort Nusa Dua, Bali

2. Practical Benefit

a. The Westin Resort Nusa Dua, Bali

The goal of this study is to give the hotel more information and statistics to utilize as input and planning tools when implementing green actions to raise customer satisfaction at the Front Office Department of The Westin Resort Nusa Dua, Bali.

b. Politeknik Negeri Bali

The study is anticipated to offer knowledge and serve as a resource for future researchers who will examine related topics in an effort to strengthen and improve existing studies.

c. The writer

This study is intended to offer researchers new perspectives and to serve as a learning opportunity for using knowledge of science in scientific inquiry.

1.5 Limitations and Scope of Problems

It is vital to narrow the problem in order to focus research so that it has a specific scope because the material on the research topic of the implementation of green action is quite vast. This study used environmental awareness and green action are the research's variables. This study used a small informant size and was only conducted in Front Office Department at The Westin Resort Nusa Dua, Bali.

CHAPTER V

CONCLUSIONS AND SUGGESTIONS

5.1 Conclusions

Based on the analysis and discussion of research that has been carried out with the title "Environmental Awareness of Front Office Department Staff in Improving Green Action at The Westin Resort Nusa Dua, Bali" it can be concluded that the environmental awareness of Front Office Department at The Westin Resort Nusa Dua Bali showed a good outcome which means Front Office Department staff have a good knowledge, motivation and skill of environmental awareness.

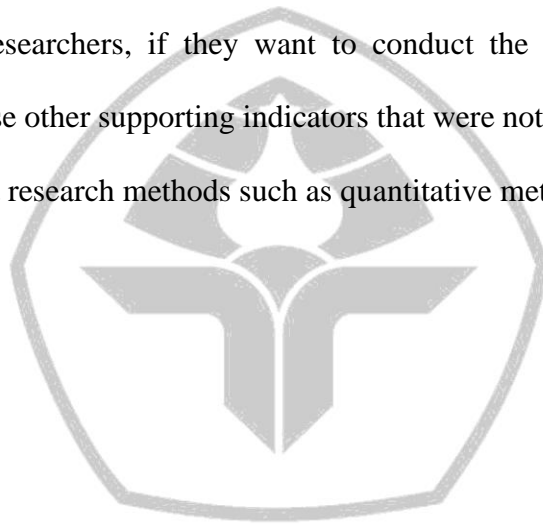
Based on the analysis conducted environmental awareness alone does not help determined Front Office Department practice in green action implementation. Front Office Department might have awareness yet it is not enough to determine their action. The results revealed Front Office Department green action hardly occurs simultaneously because their environmental awareness is influenced by several other factors, such as cost savings, convenience, operational movement, quality, and customer attitude.

5.2 Suggestions

Based on the results of the discussion and conclusions, the suggestion that the researcher would like to convey is for the management of Front Office Department at The Westin Resort Nusa Dua, Bali to implement green action more optimally because by implementing green action in every department can support the creation of a serve 360 program by Marriott International. In particular, eco-friendly product

usage and pollution prevention needs to be paid attention to in Front Office Department, because this department will provide the first and last impression for guests. In order to improve green action implementation especially using eco-friendly product and pollution prevention indicators, Front Office Department could try to survey in finding eco-friendly product that could be used in Front Office Department that meet the standard of Front Office Department operational as well as make regulations to optimize soft copy document for pollution prevention.

For future researchers, if they want to conduct the same research, it is recommended to use other supporting indicators that were not used in this research and to use different research methods such as quantitative methods.



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