

UNDERGRADUATE THESIS

**IMPLEMENTATION OF ECO-FRIENDLY BEHAVIOR TO
SUPPORT GREEN HOTEL AT THE DALMAR AND
ELEMENT FORT LAUDERDALE DOWNTOWN**



POLITEKNIK NEGERI BALI

Ni Putu Messy Rusmita Sari

**TOURISM DEPARTMENT
POLITEKNIK NEGERI BALI
BADUNG
2024**

UNDERGRADUATE THESIS
IMPLEMENTATION OF ECO-FRIENDLY BEHAVIOR TO
SUPPORT GREEN HOTEL AT THE DALMAR AND
ELEMENT FORT LAUDERDALE DOWNTOWN



POLITEKNIK NEGERI BALI

Ni Putu Messy Rusmita Sari
NIM. 2015834038

TOURISM DEPARTMENT
POLITEKNIK NEGERI BALI
BADUNG
2024

UNDERGRADUATE THESIS

**IMPLEMENTATION OF ECO-FRIENDLY BEHAVIOR TO
SUPPORT GREEN HOTEL AT THE DALMAR AND
ELEMENT FORT LAUDERDALE DOWNTOWN**

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



POLITEKNIK NEGERI BALI

**Ni Putu Messy Rusmita Sari
NIM. 2015834038**

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

UNDERGRADUATE THESIS APPROVAL SHEET

IMPLEMENTATION OF ECO-FRIENDLY BEHAVIOR TO SUPPORT GREEN HOTEL AT THE DALMAR AND ELEMENT FORT LAUDERDALE DOWNTOWN

This Undergraduate Thesis has been approved by the Supervisors and the Head of
Tourism Department of Politeknik Negeri Bali on July, 24th 2024.

Supervisor 1,

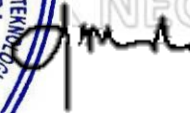
Supervisor II,



Dra. Ni Nyoman Triyuni, MM
NIP. 196212311990102001

I Gusti Agung Mas Krisna Komala Sari, S.Si, M.Si
NIP. 198809282014042001

Acknowledged 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:

IMPLEMENTATION OF ECO-FRIENDLY BEHAVIOR TO SUPPORT GREEN HOTEL AT THE DALMAR AND ELEMENT FORT LAUDERDALE DOWNTOWN

by **Ni Putu Messy Rusmita Sari (2015834038)** has been successfully defended
in front of the Board of Examiners and accepted as partial fulfillment of the
requirements for the Applied Bachelor's Degree of Tourism Business
Management in **Undergraduate Thesis Examination**

On Day Wednesday Date 24th July 2024

	Name of Examiners	Sign
Head	Dra. Ni Nyoman Triyuni, MM NIP. 196212311990102001	
Member	Ni Kadek Herna Lastari, M.Pd NIP. 199505302022032015	
Member	Putu Tika Virginiya, S.Pd., M.Pd NIP. 199009222022032010	

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 Putu Messy Rusmita Sari
Student Identification Number : 2015834038
Study Program : D-IV Tourism Business Management

Hereby honestly state that this Undergraduate Thesis entitled:

IMPLEMENTATION OF ECO-FRIENDLY BEHAVIOR TO SUPPORT GREEN HOTEL AT THE DALMAR AND ELEMENT FORT LAUDERDALE DOWNTOWN

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 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.

If it is discovered in the future that a portion or the whole thesis is not my original work or that there is a case of plagiarism. I willingly accept the consequence of my academic title withdrawal and other sanctions as postulated by Indonesian National Law.

Badung, July 24th 2024
Who made the statement,



10000
REPUBLIK INDONESIA
10000
METERA
TEMPEL
TEFD9ALX294518983
Ni Putu Messy Rusmita Sari

ACKNOWLEDGEMENT

Foremost, the writer would like to express gratitude to Almighty God; because of the blessing he has given to the writer, the writer was able to complete the undergraduate thesis entitled “Implementation Eco-Friendly Behavior to Support Green Hotel at The Dalmar and Element Fort Lauderdale Downtown.” This undergraduate thesis is submitted as one of the requirements to learn Applied Bachelor’s Degree in Tourism Business Management Study Program in Politeknik Negeri Bali.

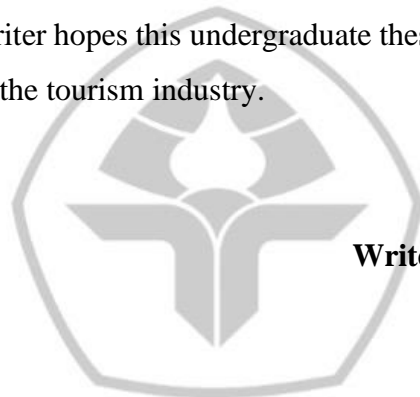
On this occasion, the writer would like to thank profusely those who consistently provide support, guidance, and assistance during the compilation and writing process:

1. I Nyoman Abdi, SE, M.eCom., as Director of Politeknik Negeri Bali, who has allowed the writer to gain knowledge at Politeknik Negeri Bali.
2. Dr. Ni Nyoman Sri Astuti, S.ST.Par., M.Par., as the Head of Tourism Department at Politeknik Negeri Bali, for the direction and guidelines during the period of the writer’s study.
3. Putu Tika Virginiya, S.Pd., M.Pd., as the Secretary of the Tourism Department at Politeknik Negeri Bali., for the direction and guidelines during the writer’s study.
4. Made Satria Pramanda Putra, S.H., S.E., M.M., as Coordinator of Tourism Business Management, has allowed the author to study at the Tourism Business Management Study Program, Politeknik Negeri Bali.
5. Dra. Ni Nyoman Triyuni, MM, as Supervisor I, who provide guidance, given direction, and supports also advised to complete this undergraduate thesis.
6. I, Gusti Agung Mas Krisna Komala Sari, S.Si, M.Si, as Supervisor II, who provided guidance, direction, and support and also gave advice to complete this undergraduate thesis.
7. Mrs. Doris Cespedes as Front Office Manager, and Mr. Jeffrey Lee as Director of Housekeeping at The Dalmar and Element Fort Lauderdale Downtown,

willingly provided the writer with opportunities, knowledge, and information until the writer could compile this undergraduate thesis.

8. All seniors in the Front Office and Housekeeping Department who are willing to help the writer by providing the opportunity and information related to this research.
9. All lectures in the Tourism Business Management Study Program have patiently guided the writer during studies at the Tourism Department Politeknik Negeri Bali.
10. Mr. I Ketut Sudiarta and Mrs. Ni Wayan Resmi, beloved parents, for their endless supports and loves to the writer.

Therefore, the writer expects some criticism and suggestions for improvement in future writing. The writer hopes this undergraduate thesis could benefit the study and the development of the tourism industry.



Writer

JURUSAN PARIWISATA
POLITEKNIK NEGERI BALI

Ni Putu Messy Rusmita Sari

ABSTRACT

Sari, Ni Putu Messy Rusmita. (2024). Implementation of Eco-Friendly Behavior to Support Green Hotel at The Dalmar and Element Fort Lauderdale Downtown. Skripsi: Manajemen Bisnis Pariwisata, Jurusan Pariwisata, Politeknik Negeri Bali

This undergraduate thesis has been supervised and approved by Supervisor I: Dra. Ni Nyoman Triyuni, MM, and Supervisor II: I Gusti Agung Mas Krisna Komala Sari, S.Si, M.Si.

Keywords: Implementation, Eco-Friendly Behavior, Green Hotel, Front Office, Housekeeping

This research entitled “Implementation of Eco-Friendly Behavior to Support Green Hotel at The Dalmar and Element Fort Lauderdale Downtown” was conducted with the aim of analyze the implementation of eco-friendly behavior to support green hotel at The Dalmar and Element Fort Lauderdale Downtown, as well as knowing which variables from the eco-friendly behavior should be improved again for the future. The data analysis techniques are descriptive statistic analysis, qualitative descriptive analysis, and simple regression linear. This research sample was determined by simple random sampling with Slovin Formula with 60 people from Front Office and Housekeeping department as respondents. The results of this research concluded that the implementation of eco-friendly behavior has been implemented with an average of 82.86%, which means it is very good. Eco-Friendly Behavior and Green Hotel variables has positive relationship with a Pearson Correlation value of 0,476. Also, it can be concluded that 21.3% of the green hotel variable is influenced by eco-friendly behavior, while the remaining 78.7% is affected by other factors outside this research. Improvements are needed for The Dalmar and Element Fort Lauderdale Downtown in waste avoidance, recycling, and environmental conservation to do for the future.

ABSTRAK

Sari, Ni Putu Messy Rusmita. (2024). Implementation of Eco-Friendly Behavior to Support Green Hotel at The Dalmar and Element Fort Lauderdale Downtown. Skripsi: Manajemen Bisnis Pariwisata, Jurusan Pariwisata, Politeknik Negeri Bali

Skripsi ini telah disetujui dan diperiksa oleh Pembimbing I: Dra. Ni Nyoman Triyuni, MM, dan Pembimbing II: I Gusti Agung Mas Krisna Komala Sari, S.Si, M.Si.

Kata kunci: Implementation, Eco-Friendly Behavior, Green Hotel, Front Office, Housekeeping

Penelitian yang berjudul “Implementation of Eco-Friendly Behavior to Support Green Hotel at The Dalmar and Element Fort Lauderdale Downtown” ini dilakukan dengan tujuan untuk menganalisis penerapan perilaku *eco-friendly behavior* untuk mendukung *green hotel* di The Dalmar and Element Fort Lauderdale Downtown, serta mengetahui variabel mana saja dari *eco-friendly behavior* yang perlu ditingkatkan lagi untuk kedepannya. Teknik analisis data yang digunakan adalah analisis statistik deskriptif, analisis deskriptif kualitatif, dan regresi linier sederhana. Sampel penelitian ini ditentukan secara *simple random sampling* dengan rumus Slovin dengan jumlah responden sebanyak 60 orang yang berasal dari departemen Front Office dan Housekeeping. Hasil penelitian menyimpulkan bahwa penerapan *eco-friendly behavior* sudah dilaksanakan dengan rata-rata 82,86% yang berarti sangat baik. Variabel *eco-friendly behavior* dan Green Hotel mempunyai hubungan positif dengan nilai *Pearson Correlation* sebesar 0,476. Dapat disimpulkan pula bahwa sebesar 21,3% variabel green hotel dipengaruhi oleh *eco-friendly behavior*, sedangkan sisanya sebesar 78,7% dipengaruhi oleh faktor lain di luar penelitian ini. Perbaikan diperlukan untuk The Dalmar dan Element Fort Lauderdale Downtown dalam penghindaran limbah, daur ulang, dan pelestarian lingkungan untuk masa depan.

TABLE OF CONTENTS

COVER	i
TITLE PAGE	ii
REQUIREMENT SHEET	iii
APPROVAL SHEET	iv
VALIDITY SHEET	v
STATEMENT LETTER	vi
ACKNOWLEDGEMENT	vii
ABSTRACT	ix
ABSTRAK	x
TABLE OF CONTENTS	xi
LIST OF TABLES	xiii
LIST OF FIGURES	xiv
LIST OF APPENDICES	xv
CHAPTER I INTRODUCTION	1
1.1 Research Background	1
1.2 Research Questions	3
1.3 Research Objectives	4
1.4. Research Significance	4
1.5 Limitations and Scope of Research	5
CHAPTER II LITERATURE REVIEW	6
2.1. Theoretical Basis	6
2.1.1 Hotel	6
2.1.2 Green Hotel	7
2.1.1 Eco-Friendly Behavior	10
2.1.6 Implementation	13
2.2 Empirical Review	13
2.2. Hypothesis.....	18
CHAPTER III RESEARCH METHOD	20
3.1. Research Location and Period.....	20
3.2 Research Objects	20
3.3 Variables Identification	21
3.4. Definitions of Operational Variables	21
3.5 Types and Data Sources	23
3.5.1 Types of Data	23

3.5.2 Data Sources	24
3.6. Population and Sample Determination	25
3.7 Data Collection	26
3.8 Data Analysis	28
3.8.1 Descriptive Statistic Analysis	28
3.8.2 Qualitative Descriptive Analysis	30
3.8.3 Simple Regression Analysis.....	30
3.8.4 Validity Test.....	31
3.8.5 Reliability Test.....	31
3.8.6 Correlation Test.....	32
3.8.7 Classis Assumption Test	33
3.8.8 Modeling Test (Simple Linear Regression Analysis)	33
CHAPTER IV RESEARCH FINDINGS AND DISCUSSION.....	35
4.1 Brief Summary of The Dalmar and Element Fort Lauderdale Downtown ...	35
4.1.1 History of The Dalmar and Element Fort Lauderdale Downtown.....	35
4.1.2 Facilities Hotel of The Dalmar and Element Fort Lauderdale	36
4.1.3 Organizational Structure	47
4.2 Research Finding.....	53
4.2.1 Implementation of Eco-Friendly Behavior	54
4.2.2 The Impact Implementation of Eco-Friendly Behavior to Support Green ...	71
CHAPTER V CONCLUSION AND SUGGESTION	81
5.1 Conclusion	81
5.2. Suggestions	82
REFERENCES.....	84
APPENDICES	85



 JURUSAN PARIWISATA
 POLITEKNIK NEGERI BALI

LIST OF TABLES

Table 3. 1 Independent Variable (X): Eco-Friendly Behavior.....	21
Table 3. 2 Dependent Variable (Y): Green Hotel	22
Table 3. 3 The Likert Scale Score & Percentage	27
Table 3. 4 Table of Criteria	29
Table 3. 5 Correlation Criteria	32
Table 4. 1 Criteria Classification	55
Table 4. 2 Characteristics of Respondents by Gender	55
Table 4. 3 Characteristics of Respondents Based on Department	55
Table 4. 4 Characteristics of Respondents Based on Length of Work.....	56
Table 4. 5 Implementation of Energy Conservation Results	58
Table 4. 6 Implementation of Transportation and Mobility Results	60
Table 4. 7 Implementation of Waste Avoidance Results	62
Table 4. 8 Implementation of Consumerism Results	65
Table 4. 9 Implementation of Recycling Results	67
Table 4. 10 Implementation of Environmental Conservation Results	69
Table 4. 11 The Results of "Implementation of Eco-Friendly Behavior"	70
Table 4. 12 Validity Test.....	72
Table 4. 13 Reliability Test Result of Variable X.....	73
Table 4. 14 Reliability Test Result of Variable Y	73
Table 4. 15 Correlation Test Result	74
Table 4. 16 Linearity Test Results	75
Table 4. 17 Normality Test Result	76
Table 4. 18 Heteroscedasticity Test Result	77
Table 4. 19 Simple Linear Regression Test Result	78
Table 4. 20 Partial Test (t-Test) Result	79
Table 4. 21 Coefficient of Determination Test Result	79

LIST OF FIGURES

Figure 4. 1 Dalmar Flagler Suite.....	37
Figure 4. 2 Dalmar City Suite	38
Figure 4. 3 Federal Suite	39
Figure 4. 4 Dalmar Canal Suite.....	40
Figure 4. 5 Dalmar Larger King Guest Room.....	40
Figure 4. 6 Dalmar Larger Double Queen Guest Room	41
Figure 4. 7 Dalmar King Guest Room	42
Figure 4. 8 Dalmar Double Queen Guest Room	43
Figure 4. 9 Terrace Grill.....	43
Figure 4. 10 Rose's Coffee Bar	44
Figure 4. 11 Sip-N-Dip	44
Figure 4. 12 Lounge and Bar	45
Figure 4. 13 Sparrow Rooftop Bar	45
Figure 4. 14 Fitness Center	46
Figure 4. 15 Swimming Pool	47
Figure 4. 16 Organizational Structure Front Office Department.....	48
Figure 4. 17 Turn Off the AC	59
Figure 4. 18 Beach Shuttle	61
Figure 4. 19 EV Charging Stations	61
Figure 4. 20 Marriot Barcode.....	63
Figure 4. 21 Shampoo and Soap Dispenser	64
Figure 4. 22 Hand Dryer	66

LIST OF APPENDICES

Appendix 1 Research Questionnaire	86
Appendix 2 Respondent Assessment	90
Appendix 3 Interview Guideline	95
Appendix 4 Interview Transcript	97
Appendix 5 Data Tabulation	102



JURUSAN PARIWISATA
POLITEKNIK NEGERI BALI

CHAPTER I

INTRODUCTION

1.1 Research Background

Millions of domestic and foreign visitors each year, tourism is one of the primary sources of foreign exchange earnings in the United States. It can support the country's economic growth. The tourism industry in the United States has grown over the years to spur interest in travel. Travelers from outside come to the United States to explore its cities, entertainment venues, historic sites, and natural wonders (Rasool et al., 2021).

The rapid rise of the tourism industry has led to increased utilization of natural resources such as energy and water, resulting in significant waste generation. This has caused substantial environmental harm, including global warming and uncontrolled pollution (Wahyuni, 2023). Driven by population growth and economic expansion, tourism exacerbates deforestation, habitat destruction, and carbon emissions. It also strains local water supplies and increases transportation-related emissions, worsening climate change. Balancing tourism growth with environmental sustainability is crucial for our planet's health. Environmental problems are becoming increasingly widespread, and their ecological impact is increasing. Understanding green hotels that practice awareness of environmental quality is essential. Hoteliers should be able to read their consumers' wishes about ecological issues and conduct hospitality activities using environmentally friendly insights (Purnama, 2016). Green hotels use very environmentally friendly objects,

and hotel management has programs and strategies to save water, save energy, and reduce waste from hotel activities to help protect the earth. The hotel industry must have self-awareness employees who show eco-friendly behavior to support the green hotel, which has 6 (six) dimensions of behavior, including Energy Conservation, Transportation and Mobility, Waste Avoidance, Consumerism, Recycling, and Environmental Conservation (Novita, 2020). Nowadays, hotel management emphasizing environmentally friendly principles is competitive and has high selling points. The high competitiveness and marketability of the green hotel concept makes guests from various parts of the world make green hotel an option and necessity in choosing a hotel (Pangestu, 2020).

One of the hotels that has implemented the green hotel is The Dalmar and Element Fort Lauderdale Downtown. The Dalmar and Element Fort Lauderdale Downtown, in supporting green hotels for sustainable tourism, have implemented the zero-waste movement and carbon and water footprint. Zero-waste means hotels reuse products that can be used and avoid products that could potentially become rubbish. All departments, including the Front Office and Housekeeping Departments, implemented energy-saving and zero-waste initiatives. Efforts to reduce waste in the front office work area include reducing paper usage by printing a document using the print both sides option, using recycled paper when printing documents, and using environmentally friendly products that are not made from plastic and can be recycled repeatedly (Sattenspiel & Wilson, 2009).

However, based on the review in TripAdvisor, the implementation of eco-friendliness has not run optimally because, as seen in The Dalmar and Element Fort

Lauderdale Downtown, it still does not decompose waste according to type, this is of course a problem because apart from causing disease due to not separating waste, it can damage the environment because waste that should be recycled is just thrown away, besides that the paperless concept also still minimally used, for example, the registration process still uses paper which should already be done online. Based on the background description above, the authors are interested in conducting research titled “Implementation Eco-Friendly Behavior to Support Green Hotel at The Dalmar and Element Fort Lauderdale Downtown.”

1.2 Research Questions

Based on the background above, the problem formulation that can be drawn from this research is as follows.

1. How is the implementation of eco-friendly behavior at The Dalmar and Element Fort Lauderdale Downtown?
2. How is the impact of implementing eco-friendly behavior to support green hotel at The Dalmar and Element Fort Lauderdale Downtown?

1.3 Research Objectives

Based on the formulation of the problem that the researcher has formulated, the objectives to be achieved are:

1. To analyze the implementation of eco-friendly behavior at The Dalmar and Element Fort Lauderdale Downtown.
2. To analyze the impact of implementing eco-friendly behavior to support green hotel at The Dalmar and Element Fort Lauderdale Downtown

1.4 Research Significance

There are the benefits of this research are:

1.4.1 Theoretical Benefits

Theoretically, this study's findings may inform and educate future research on "Implementation of Eco-Friendly Behavior to Support Green Hotel at The Dalmar and Element Fort Lauderdale Downtown" and help advance knowledge in that area.

1.4.2 Practical Benefits

a. Benefit for The Dalmar and Element Fort Lauderdale Downtown

Hopefully, this undergraduate thesis will also become a substance for consideration and input for all staff on the importance of eco-friendly behavior in supporting green hotels by the Front Office and Housekeeping Department.

b. Benefit for Politeknik Negeri Bali

This research will likely work as a resource for Politeknik Negeri Bali students who conduct additional research on implementing eco-friendly behavior to support green hotels.

c. Benefit for Students

This research is one of the requirements for students to complete applied undergraduate studies at the Politeknik Negeri Bali. It is expected to be able to become a comparison and implementation in the field with the provision of theory and practice obtained on campus.

1.5 Limitations and Scope of Research

The scope of the research includes the “Implementation of Eco-Friendly Behavior by Front Office Department to Support Green Hotel For Sustainability Tourism at The Dalmar and Element Fort Lauderdale Downtown.” The variables used in this study consist of eco-friendly behavior as the independent variable (X) and Green Hotels as the dependent variable (Y).



CHAPTER V

CONCLUSION AND SUGGESTION

5.1 Conclusion

Based on the results of data analysis and the description of the discussion in the previous chapter, the researcher obtained several conclusions as follows:

Based on the discussion from 4.2.1 above, it can be concluded that implementation of eco-friendly behavior at The Dalmar and Element Fort Lauderdale Downtown, it has been found that the overall implementation is at a high level with a total average of 82.8 which means “very implemented”. The highest score is in the implementation of transportation and mobility, with an average of 99%. However, the lowest scores are in waste avoidance and recycling, with averages of 75.33% and 77.17%, respectively. Other areas, such as energy conservation, consumerism, and environmental conservation, have high scores of 84.67%, 81%, and 80%, which means “implemented.” Improvements are needed in energy conservation such as use the stairs instead of the elevator when running operations, waste avoidance such as reuse the paper use by switch to digital-based services by word of mouth and reduce the use of plastic, consumerism such as use tissue adequately in work operations, recycling such as use the blank side of recycle paper when print internal hotel documents, and environmental conservation such as taking part of work environment also sort waste by disposing waste by the type to do for the future.

Based on the discussion from 4.2.2, the study also reveals a significant relationship between eco-friendly behavior and support for green hotels, with a Pearson

correlation of 0.476, indicating a moderate positive relationship. The simple linear regression test shows a coefficient of 0.181, demonstrating that eco-friendly behavior positively impacts green hotel initiatives. Additionally, the coefficient of determination test indicates that 21.3% of the green hotel variable is influenced by eco-friendly behavior, while the remaining 78.7% is affected by other factors outside this research. In conclusion, while The Dalmar and Element Fort Lauderdale Downtown have implemented several eco-friendly practices effectively, there is room for waste management and environmental conservation improvement. The positive relationship between eco-friendly behavior and support for green hotels underscores the importance of these initiatives in achieving sustainability goals.

5.2 Suggestions

Based on the questionnaire results, it was found that The Dalmar and Element Fort Lauderdale Downtown would benefit significantly from enhancing their implementation of eco-friendly practices to better support green initiatives within the hotel industry. Specifically, energy conservation measures are needed to prioritize, which contribute to cost savings in maintenance and help reduce the hotels' overall environmental footprint such as use the stairs instead of elevator. In addition to waste avoidance, improving digital communication tools for guests can significantly enhance their overall experience and satisfaction during their stay. Providing easy access to digital platforms for reservations, room service requests, and personalized recommendations can streamline operations and create a more seamless guest experience. This approach meets modern travellers' expectations

and reinforces the hotels' commitment to innovation and customer service excellence. In addition to consumerism, to address this, the hotel provides hand dryers as a sustainable alternative, helping to conserve tissue. However, better implementation of using hand dryers over tissues is needed to reduce waste and support our environmental conservation efforts. Also, in addition to recycling, to fully support the green hotel's sustainability goals, all staff must adhere to the policy of reusing paper whenever possible.

Furthermore, enhancing waste management practices is crucial for environmental sustainability and operational efficiency. In addition to energy conservation, improving digital communication tools for guests can significantly enhance their overall experience and satisfaction during their stay. For future researchers, this research is limited to Eco-Friendly Behavior (X) and Green Hotel (Y). The writer suggests that future research can add new variables that support green hotels beyond eco-friendly behavior. It is recommended to consider the effectiveness of eco-friendly behavior through various indicators or to connect it with sustainable tourism. Additionally, researchers should immerse themselves in relevant literature and journals to understand current trends and challenges in sustainable hospitality practices. This foundational knowledge will help in developing their thesis and provide a robust framework for exploring innovative solutions to environmental issues within the hospitality industry.

REFERENCES

- Alreahi, M. B. (2023). Sustainable Tourism in the Post-COVID-19 Era: Investigating the Effect of Green Practices on Hotels Attributes and Customer Preferences in Budapest, Hungary. *Sustainability (Switzerland)*, 15(15).
- Alyahia, M. A. (2024). Greenwashing Behavior in Hotels Industry: The Role of Green Transparency and Green Authenticity. *Sustainability (Switzerland)*, 16(3).
- Mulyadi, D. Y. (2016, Desember 20). Dampak Lingkungan Dari Pengembangan Bahari di Kawasan Konservasi Lamun Trikora, Bintan, Kepulauan Riau. 45, 95-111.
- Dewi, B. I. (2022). Implementation of Eco-Friendly Behavior by Front Office Employees to Support Green Hotel at The Ritz Carlton Bali. *International Journal of Green Tourism Reserach and Applications*, 68-85.
- Safiera, Y. S. (2017). Metode Importance-Perfomance untuk Mengetahui Faktor-Faktor yang Mempengaruhi Tingkat Kepuasan Pasien klinik Pratama RBG RZ Bantul Yogyakarta. *Jurnal Statistika Industri dan Komputasi*, 84-92.
- Griffiths, B. W. (2009). The carbon footprint of water. *Animal Science Reporter*, 3(2), 73-79.
- Novita, N. N. (2020). Pengaruh Green Perceived Knoledge dan Environmental Concern Terhadap Eco-Friendly Behavior. *Economic Education and Enterpreneurship Journal*, 35-50.
- Pangestu, K. S. (2020). Implementasi Green Hotel di Melia Bali Villas & Spa, Sol Beach House Benoa Bali, dan Ayodya Resort Bali. 21, 1-9.
- Pramudia, I. M. (2017). *Hotel Room Division Management*. Kencana.
- Purnama, R. A. (2016). nalisis Pengelolaan Lingkungan Hidup Peserta Proper Studi Kasus Di Hotel Ciputra Semarang. *Research Report*, 41-46.
- Ribeiro, N. G. (2022). The Impact of Green HRM on Employees' Eco-Friendly Behavior: The Mediator Role of Organizational Identification. *Sustainability (Switzerland)*, 14(5), 1-13.
- Sees, S. (2021, April 30). *What is Sustainable Tourism? Explaining the Concept*. Retrieved from Sustainable Travel: <https://sallysees.com/what-is-sustainable-tourism/#The-triple-bottom-line-%E2%80%93-economic-social-and-environmental>
- Tan. (2022). Exploring “Smart and Green” Concepts: A New Synergy for Irish Hospitality. *Tourism and Hospitality*, 276-296.
- Tan, Y. S. (2022). *Smart and Green Hotel*.
- Tun, N. M. (2022). The Effect Of Green Human Resource Management on Employee Eco-Friendly Behavior and Hotel Environmental Perfomance in Kalaw.
- Wachidayah, W. (2017). Front Office Department dan Peranannya Dalam Layanan Tamu Hotel.

- Wahyuni, N. W. (2023, Desember). Pro-Environmental Behavior of Employees to Realize Green Hotel at Novotel Bali Nusa Dua. *International Journal of Glocal Tourism*, 4.
- Wahyuningsih, N. M. (2023). Implementasi Eco-Friendly Behavior oleh Front Office Ambassador dalam Mendukung Green Hotel di Sofitel Bali Nusa Dua Beach Resort.
- Wiranatha, I. G. (2016). Assesment of Guests' Perception in Implementation of Green Hotel in Supporting Sustainable Tourism. *E-Journal of Tourism Udayana University*, 25-41.



JURUSAN PARIWISATA
POLITEKNIK NEGERI BALI