

UNDERGRADUATE THESIS

**IMPLEMENTATION OF GREEN ACTION IN AN EFFORT
TO SUPPORT ENVIRONMENTAL AWARENESS
IN THE FOOD AND BEVERAGE DEPARTMENT
AT THE BLOOMINGTON NORMAL MARRIOTT HOTEL
AND CONFERENCE CENTER**



POLITEKNIK NEGERI BALI

Putu Sintya Adya Putri Ningsih

**TOURISM DEPARTMENT
POLITEKNIK NEGERI BALI
BADUNG
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**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

IMPLEMENTATION OF GREEN ACTION IN AN EFFORT TO SUPPORT ENVIRONMENTAL AWARENESS IN THE FOOD AND BEVERAGE DEPARTMENT AT THE BLOOMINGTON NORMAL MARRIOTT HOTEL AND CONFERENCE CENTER

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UNDERGRADUATE THESIS VALIDITY SHEET

This undergraduate thesis entitled:


**IMPLEMENTATION OF GREEN ACTION IN AN EFFORT
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AND CONFERENCE CENTER**

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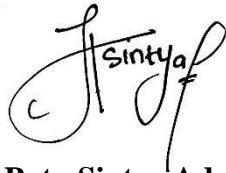
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Badung, 31 Juli 2024



Putu Sintya Adya Putri Ningsih

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Praise the author's gratitude to God Almighty, because of His blessings and grace the author can complete the Undergraduate Thesis entitled "Implementation of Green Action in an Effort to Support Environmental Awareness in the Food and Beverage Department at the Bloomington Normal Marriott Hotel & Conference Center." in a timely manner. Writing this Undergraduate Thesis is a forum for channeling knowledge and student interest in conducting research as a first step in fulfilling the requirements for completing Applied Education S1 Tourism Business Management at Politeknik Negeri Bali.

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This Undergraduate Thesis is far from perfect considering the limited knowledge and experience that the author has so that the author hopes that this Undergraduate Thesis can be useful for students. Finally, the author would like to thank and apologize if there are any mistakes in the writing.

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ABSTRACT

Ningsih, Putu Sintya Adya Putri. 2024. *Implemntation of Green Action in an Effort to Support Environmental Awareness in the Food and Beverage Department at the Bloomington Normal Marriott Hotel and Conference Center*. Undergraduate thesis: Tourism Business Management, Tourism Department, Politeknik Negeri Bali.

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Keywords: Green Action; Environmental Awareness; Food and Beverage Department; Eco-Friendly Products

This study discusses about the implementation of green action in an effort to support environmental awareness in the food and beverage department at the Bloomington Normal Marriott Hotel & Conference Center. The purpose of this research is to find out how the implementation of green action is carried out by the food and beverage department and to find out how green action supports environmental awareness by employees at the Bloomington Normal Marriott Hotel & Conference Center. The data collection method in this study was carried out by interviewing four informants. The research sample used was purposive sample. The data analysis used is qualitative descriptive analysis. The results of this study indicate that the implementation of green action in an effort to support environmental awareness carried out by Bloomington Normal Marriott Hotel & Conference Center employees is mostly good and maximum, although there is one indicator of green action that is still not maximally implemented, namely plastic reduction. The implementation that must be improved and consistently implemented is the use of environmentally friendly products. So it can be concluded that the implementation of green action in an effort to support environmental awareness at Bloomington Normal Marriott Hotel & Conference Center by employees has been mostly implemented optimally which can be seen in the results of interviews conducted.

ABSTRAK

Ningsih, Putu Sintya Adya Putri. 2024. Penerapan *Green Action* dalam upaya mendukung kepedulian lingkungan pada *Department Food and Beverage* di Hotel Bloomington Normal Marriott dan Conference Center, Skripsi: Manajemen Bisnis Pariwisata, Jurusan Pariwisata, Politeknik Negeri Bali.

Skripsi ini telah disetujui dan diperiksa oleh Pembimbing I: I Nyoman Rajin Aryana, S.Pd., dan pembimbing II: Dr. Ni Nyoman Sri Astuti, SST.Par., M.Par.

Kata Kunci: *Green Action, Environmental Awareness, Food and Beverage Department, Eco-Friendly Products*

Penelitian ini membahas mengenai penerapan green action dalam upaya mendukung kepedulian lingkungan pada food and beverage department di Bloomington Normal Marriott Hotel & Conference Center. Tujuan dari penelitian ini adalah untuk mengetahui bagaimana penerapan green action yang dilakukan oleh food and beverage department dan untuk mengetahui bagaimana green action mendukung kepedulian lingkungan oleh karyawan pada Bloomington Normal Marriott Hotel & Conference Center. Metode pengumpulan data pada penelitian ini dilakukan dengan cara wawancara dengan populasi sebanyak empat narasumber. Sampel penelitian yang digunakan adalah purposive sample. Data analisis yang digunakan adalah analisis deskriptif kualitatif. Hasil penelitian ini menunjukkan bahwa penerapan green action dalam upaya mendukung kesadaran lingkungan yang dilakukan oleh karyawan Bloomington Normal Marriott Hotel & Conference Center sebagian besar sudah baik dan maksimal walaupun terdapat satu indikator dari green action yang masih belum maksimal diterapkan yaitu pengurangan plastik. Penerapan yang harus ditingkatkan dan diterapkan secara konsisten adalah penggunaan produk yang ramah lingkungan. Sehingga dapat disimpulkan bahwa penerapan green action dalam upaya mendukung kesadaran lingkungan di Bloomington Normal Marriott Hotel & Conference Center oleh karyawan sudah sebagian besar diterapkan secara maksimal dimana dapat dilihat dalam hasil wawancara yang dilakukan.

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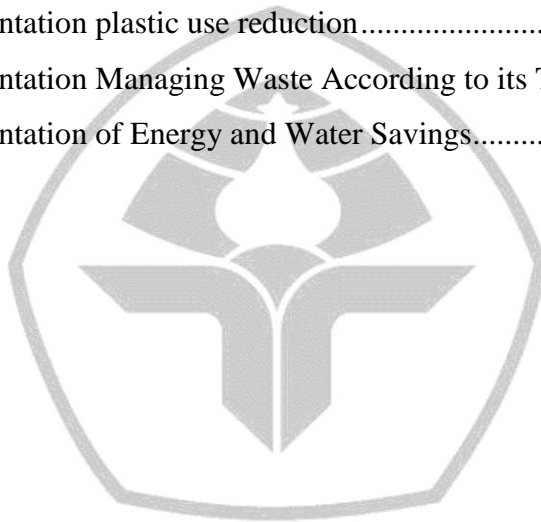
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CHAPTER I

INTRODUCTION

1.1 Research Background

Tourism is a complex business because there are many activities involved in managing tourism. These activities include hospitality businesses (homestays), arts/concepts, travel businesses, food and beverage business and other businesses. The tourism business can be linked to the primary means of tourism, that is, companies whose livelihoods and livelihoods depend heavily on the influx of people who travel for tourism.

Every country must have a tourism attraction that makes the country crowded with foreign tourists. One of them is the United States or known as Uncle Sam. The American region has a lot of tourism potential ranging from natural, historical and artificial tourism. So this region is the destination of choice for people in the world besides Europe. The seasons in the United States are also one of the attractions for foreign tourists. The seasons include fall, winter, spring and summer. Winter is the most awaited season because you can see the snow that falls in that season. Because in some countries there is no snow.

Bloomington Normal Marriot Hotel & Conference Center is a AAA Four Diamond Hotel located right in the heart of Uptown Normal, offering unparalleled access to a variety of nearby attractions, including Illinois State University, Children's Discovery Museum and Anderson Aquatic Center. The hotel has several

departments namely Human Resources, Sales and Marketing, Front Office, Food and Beverage, House Keeping, and Engineering. The hotel also provides an international conference center. Because the hotel has a conference room, the high profit of the hotel is obtained from group guests who stay and use the conference room. The existence of the conference center makes the hotel get high profits. Every hotel must have a different season every year. Approximately the beginning of July to August, Bloomington Normal Marriott Hotel & Conference Center is experiencing low season. Below is an estimation of hotel occupancy for a week where the hotel is experiencing low season obtained from the sales and marketing department.

Date	Occupied	Arrivals	Stayovers	Departures	Occupancy %
07/08/2024	120	94	26	32	52.63
07/09/2024	127	60	67	53	55.70
07/10/2024	121	51	70	57	53.07
07/11/2024	118	62	56	65	51.76
07/12/2024	128	85	85	75	56.14
07/13/2024	115	34	81	47	50.44
07/14/2024	72	52	20	95	31.58
Total			801		50.28

Figure 1.1 Rooms Forecast/week

Source: Bloomington Normal Marriott Hotel & Conference Center

While from October to March Bloomington Normal Marriott Hotel & Conference Center experiences a high season, where in this increase in occupancy the hotel uses more products, this makes the hotel automatically get increased waste. With this high season, Bloomington Normal Marriott Hotel & Conference Center employees can implement green actions to the fullest such as always paying

attention to the use of environmentally friendly products, being able to sort waste properly, and increasingly caring about the environment around the hotel. When employees implement green action well, guests will feel comfortable when staying at a hotel that cares about its environment.

Food and Beverage service is part of the food and beverage department or usually abbreviated as the F&B department at a hotel. These services are available to restaurants, bars, guest rooms and banquets. This department is very important department because it can generate or profit from the services it provides, namely food and beverage. The hotel guests not only have a bed (room), but also food and drinks provide by the food and beverage department (Bakara, 2018: 4).

Based on an initial survey conducted in the food and beverage department, several problems were found, namely as follows: there is still the use of plastic-based products such as food packaging, although the hotel has environmentally friendly packaging such as paper bags, paper cups, paper boxes, some staff are still seen using the plastic packaging. Some staff also still use hand glove to serve food. This shows that green action has not been implemented optimally in supporting environmental awareness by the food and beverage department at the Bloomington Normal Marriot Hotel & Conference Center.

Table 1.1 Quantity of Eco-Friendly Product Orders/Month

NO	Name of Item	Quantity
1.	Paper Boxes	2 Boxes
2.	Paper Plates	2 Boxes
3.	Paper Bowls	2 Boxes
4.	Paper Cups	3 Boxes
5.	Lid Cups	3 Boxes
6.	Paper Straws	1 Boxes
7.	Paper Bags	2 Boxes
8.	Paper Bowl Mini for Sauce	1 Boxes
9.	Bamboo Cutlerys	1 Boxes

Source: Result Interview with Executive Chef of Bloomington Normal Marriott Hotel & Conference Center

This above table show how many Bloomington Normal Marriott Hotel & Conference Center orders environmentally friendly products specifically used by Food & Beverage Department. This product is used daily to serve and package takeaway food. The Executive Chef of the Bloomington Normal Marriott Hotel & Conference Center always orders this product every month, so that staff always consistently use environmentally friendly products. When the hotel experiences high season, it automatically orders more environmentally friendly products to be ordered.

Green Hotel is a hotel that uses environmentally friendly products, where the hotel has a program to save water, save energy and reduce waste from hotel activities to help protect the environment (Green Hotels Association, 2018). The goal of green hotel is to minimize negative impacts on the environment. This concept focuses energy and water, but also on waste management, using of eco-

friendly products, and creating a healthy and sustainable environment for hotel guests and employees.

Green practices are a green movement that can protect the environment by using environmentally friendly (Jargalsaikhan et al., 2019). Research on green hotel practices has been conducted in different countries of the world, especially in developing countries. Green practices in the industrial world include various initiatives and strategies aimed to reducing the negative impact on the environment in hotels. By implementing green practices in hotels, it not only helps to reduce the negative impact on the environment, but can also improve the efficiency of management and hotel reputation or hotel image in the eyes of customers. In the writer's observation during the On the Job training (OJT), the implementation of green practices has not been implemented optimally where there is still the use of plastic, paper in serving the needs of related guest in an effort to support environmental awareness.

Green action means activities to protect and preserve the environment, such as reducing the use of plastic, recycling waste and having a positive impact on the environment (Schubert, 2008). In addition, green action also includes using renewable energy, reducing carbon emissions, promoting environmentally friendly transportation. Green action has four indicators, namely energy and water efficiency, use of environmentally friendly products, sorting of waste by type, and pollution prevention.

Environmental awareness is an active action that aims to protect and preserve the environment. By implementing environmental awareness, the hotel benefits not

only for environment, but also for the economic, financial and social aspects of the hotel, ultimately contributing to sustainability for a long time in the hotel industry. Environmental awareness has 3 indicators, namely reducing the use of plastic, managing waste in its type, saving energy. Environmental awareness in hotels is an activity or action that must be implemented by employees to reduce negative impacts on the environment. In addition to the environment, environmental awareness also helps hotel in saving costs, it can also be a guest attraction. With a high attitude of environmental care, guests will feel comfortable when staying in an environmentally friendly hotel. Measures such as reduced use of single-use plastics, recycling, and organic waste composition can help reduce the hospitality industry's negative impact on the environment.

The implementation of green action in the food and beverage department has been carried out in an effort to support environmental awareness at the Bloomington Normal Marriott Hotel & Conference Center. Through the implementation of green action based on environmentally friendly is expected to be the right solution to protect the environment in the future through the use of facilities and infrastructure based on environmentally friendly.

The importance of implementing green actions is to reduce the negative impact of all activities on the environment and as a positive step towards the sustainability of the hotel environment in the long term and create added value to the services provided to guests.

On the basis of the above problems and the importance of green action on environmental awareness, especially in the food and beverage department, then the topic of this study is **“Implementation of Green Action in an Effort to Support Environmental Awareness in the Food and Beverage Department at the Bloomington Normal Marriott Hotel & Conference Center.”**

1.2 Research Question

Based on the background explanation above, the following problems can be described:

1. How is the implementation of green action in the Food and Beverage Department at the Bloomington Normal Marriott Hotel and Conference Center?
2. How can green actions to support environmental awareness at the Bloomington Normal Marriott Hotel & Conference Center?

1.3 Research Objectives

From the research question described, there are research objectives, namely:

1. To analyze implementation of green action in the Food and Beverage Department at the Bloomington Normal Marriott Hotel and Conference Center.
2. To analyze effort in support green action and environmental awareness at the Bloomington Normal Marriott Hotel & Conference Center.

1.4 Research Significance

The benefits of this research consist of theoretical benefits and practical benefits with the following description:

1.4.1 Theoretical Benefits

The theoretical benefit of this research is expected to contribute to the literature, especially those related to the implementation green action to support environmental awareness, so that the results of this study can be used as a reference in further research.

1.4.2 Practical Benefits

1. For Politeknik Negeri Bali

The results of this study are expected to be a reference material for further research on implementation green actions in an effort to support environmental awareness and add to the library at Politeknik Negeri Bali.

2. For Company

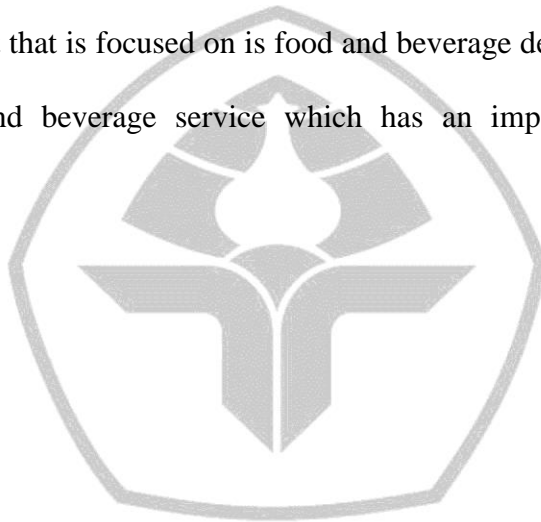
The results of this study can be used as input and a useful source of information for companies to make decisions on implementation green actions in an effort to support environmental awareness in Bloomington Normal Marriott Hotel & Conference Center.

3. For Writer

The benefits obtained from the author with this research are to increase knowledge and insight into green action, environmental awareness and food & beverage service, apply the knowledge and theories obtained during lectures.

1.5 Limitations and Scope of Research

1. This undergraduate thesis focuses on 4 indicators of green action, which are as follows: energy and water efficiency, use of environmentally friendly products, sorting of waste by type and pollution prevention.
2. This undergraduate thesis focuses on 3 indicators of environmental awareness, which are as follows: reducing the use of plastic, managing waste in its type, saving energy.
3. The department that is focused on is food and beverage department, especially in the food and beverage service which has an important role in hotel profitability.



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CHAPTER V

CONCLUSION AND SUGGESTION

5.1 CONCLUSION

After describing the problems regarding the implementation of green action in increasing environmental awareness discussed in chapter IV, the authors obtain several conclusions, namely the implementation of green action at Bloomington Normal Marriott Hotel & Conference Center has begun to be implemented starting from energy and water savings, waste sorting where Bloomington Normal Marriott Hotel & Conference Center is seen to have different bins for recyclable waste and for non-recyclable waste, has implemented pollution prevention. However, there is one implementation that has not been maximally implemented, namely the use of plastic based packaging, but Bloomington Normal Marriott Hotel & Conference Center is trying to reduce the use of plastic and use environmentally friendly products consistently.

The relationship between green action and environmental awareness is very close and mutually supportive. This can be seen from the indicators of each variable, namely energy and water savings by means of the Bloomington Normal Marriott Hotel & Conference Center installing automatic taps, replacing incandescent lamps using LED lights and using occupancy sensors in several places this aims to enable the hotel to achieve higher operational efficiency, provide comfort that is more efficient and efficient.

5.2 SUGGESTION

Based on the results obtained from this study, suggestions can be given to the hotel, namely all employees of Bloomington Normal Marriott Hotel & Conference Center, especially in the Food and Beverage Department, should be able to reduce the use of plastics such as the use of hand gloves when serving food, consistently using environmentally friendly product packaging when serving packaged food. Must always be committed to implementing green action, especially in the use of environmentally friendly products. This is one of the green action implementations that must be done in order to be maximally achieved.

Regarding the relationship between green actions and environmental awareness, the staff at Bloomington Normal Marriott Hotel & Conference Center must be able to implement it regularly, and be a role model for guests who stay overnight so that guests can also apply it indirectly. Environmentally conscious employees can help reduce the negative impact of hotel operations on the environment. This includes energy savings, reduced water usage, and better waste management. In addition to energy savings and operational savings, hotels that are known for being environmentally conscious tend to be more attractive to guests who are concerned about environmental issues. This can increase the number of guests coming and maintain their loyalty. And we know that environmental awareness is very important. Environmental awareness among hotel staff is not just about running a business more efficiently, but also about creating a positive, sustainable impact.

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