UNDERGRADUATE THESIS

IMPLEMENTATION OF GREEN TRAINING AND DEVELOPMENT TO ENHANCE ENVIRONMENTAL PERFORMANCE AT ALILA VILLAS ULUWATU

POLITEKNIK NEGERI BALI

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TOURISM DEPARTMENT
POLITEKNIK NEGERI BALI
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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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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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The writer realizes that this undergraduate thesis is still not perfect, the writer expects criticism and suggestions to make this undergraduate thesis better so that it can be useful for many people and the development of the tourism industry.

Writer

Kadek Dwi Artini

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ABSTRACT

Artini, Kadek Dwi. 2024. Implementation of Green Training and Development to Enhance Environmental Performance at Alila Villas Uluwatu. Thesis: Tourism Business Management, Department of Tourism, Bali State Polytechnic.

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Keywords: Green Training and Development, Environmental Performance, Green Human Resources Management, GHRM

This research discusses the implementation of green training and development at Alila Villas Uluwatu and its impact on enhancing environmental performance. This research aims to find out whether the implementation of green training & development can enhance environmental performance at Alila Villas Uluwatu. This research analyzes the implementation of green training and development at Alila Villas Uluwatu and its influence on environmental performance. The sample was selected using proportional stratified random sampling, and data was collected through observation, questionnaires, interviews, and literature review. The data analysis techniques used include descriptive statistics analysis, qualitative descriptive analysis, and simple linear regression analysis. Based on the results of the analysis, it shows that the implementation of green training and development at Alila Villas Uluwatu as a whole is in very high criteria, there is a positive and significant influence on the green training and development variable on the environmental performance variable as evidenced by the t count value of 7.407 which is greater from the t table 1.294 which means that there is an influence of the green training and development variable on environmental performance and the regression coefficient value is positive which indicates that the implementation of green training and development has a positive influence on environmental performance. The results of the analysis of the coefficient of determination show a figure of 43.5%, which means that the implementation of green training and development to improve environmental performance is 43.5%, while 56.5% is influenced by other variables outside the research.

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ABSTRAK

Artini, Kadek Dwi. 2024. *Implementation of Green Training and Development to Enhance Environmental Performance at Alila Villas Uluwatu*. Skripsi: Manajemen Bisnis Pariwisata, Jurusan Pariwisata, Politeknik Negeri Bali.

Skripsi ini telah disetujui dan diperiksa oleh Pembimbing I: Dr. Drs. I Ketut Sutama, MA dan Pembimbing II: Ni Putu Lianda Ayu Puspita, SE., M.Tr.Par

Kata kunci: *Green Training and Development, Environmental Performance, Green Human Resources Management, GHRM*

Penelitian ini membahas tentang implementasi *green training and development* di Alila Villas Uluwatu dan pengaruhnya terhadap peningkatan *environmental performance.* Penelitian ini bertujuan untuk mengetahui apakah implementasi *green training & development* dapat meningkatkan *environmental performance* di Alila Villas Uluwatu. Penelitian ini menganalisis mengenai implementasi *green training and development* di Alila Villas Uluwatu dan pengaruhnya terhadap *environmental performance.* Sampel dipilih dengan menggunakan *proporsional stratified random sampling,* dan data dikumpulkan melalui observasi, kuesioner, wawancara, dan tinjauan pustaka. Teknik analisis data yang digunakan meliputi analisis statistik deskriptif, analisis deskriptif kualitatif, dan analisis regresi linier sederhana. Berdasarkan hasil analisis menunjukkan bahwa implementasi *green training and development* di Alila Villas Uluwatu secara keseluruhan sudah berada dalam kriteria sangat tinggi, terdapat pengaruh positif dan signifikan pada variabel *green training and development* terhadap variabel *environmental performance* yang dibuktikan dengan nilai t hitung sebesar 7.407 yang lebih besar dari t tabel 1.294 yang berarti terdapat pengaruh yang dari variabel *green training and development* terhadap *environmental performance* dan nilai koefisien regresi yang bernilai positif yang mengindikasikan bahwa implementasi *green training and development* memberikan pengaruh yang positif terhadap *environmental performance*. Hasil analisis koefisien determinasi menunjukkan angka 43.5% yang berarti bahwa implementasi *green training and development* untuk meningkatkan *environmental performance* sebesar 43.5%, sedangkan 56.5% dipengaruhi oleh variabel lain diluar penelitian.

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CHAPTER I

INTRODUCTION

1.1 Research Background

Indonesia is a country rich in natural resources. Besides being rich in natural resources, Indonesia also has cultural diversity which, if used properly and correctly, will greatly benefit the country. One of the efforts to use it is to turn Indonesia's wealth into a tourism spot by luring tourists to travel through the natural beauty and cultural diversity that various regions have in Indonesia. The tourism industry has a huge role as a source of foreign exchange and can encourage national economic growth (Yakup, 2019). Shirinboyevna (2023) also stated that the tourism industry is one of the economic sectors that is developing rapidly and is promising because it has a significant influence on economic growth and employment in a country.

In the tourism industry, infrastructure is the most important thing that makes the government committed to improving and completing infrastructure (Cholik, 2017). In general, one of the infrastructures whose quality influences the level of service and development of the tourism industry is hotel (Hyshchuk, 2021). The hotel industry is one of the sectors which largely contribute to the environmental issues. Uncontrolled hotel construction has a negative impact on the environment, including traffic jams, damage and pollution (land and air), limited resources, reduction in productive agricultural land, reduction in air catchment areas and degradation of the quality of the living environment (Tunjungsari et al., 2017).

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Due to the many negative impacts on the environment, the hotel industry is starting to understand the importance of environmental performance due to pressure from many stakeholders, including the government, competitors, and society (Yusof et al., 2017). Environmental performance is a reflection of how dedicated a company is to protecting the natural environment (Paillé et al., 2014). The implementation of environmental performance in a company can be run consistently if there is willingness and initiative from each individual.

Green Human Resource Management (GHRM) is a win-win solution for the hotel and its stakeholders to enhance environmental performance (Yusoff, 2019). Green Human Resource Management (GHRM) practices are believed to be processes and techniques that are implemented to reduce the negative impact on the environment and aim to improve environmental performance (Arulrajah et al., 2015). To achieve environmental sustainability, it is critical to understand how GHRM practices influence employee, which in turn influences environmental performance (Isrososiawan et al., 2021). Furthermore, Alqudah & Yusof (2024) prove that one of the implementations of GHRM practices, namely green training and development, had a positive impact on environmental performance. Without proper implementation of green training and development, realizing environmental performance targets in the hotel industry is very difficult to achieve (Arulrajah et al., 2015).

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Alila Villas Uluwatu is one of the hotels that cares about environmental issues, pushing it out through green practices and policies that support nature conservation. Since its inception, Alila Villas Uluwatu has been conceptualized as

a model for reference for sustainable design and responsible tourism, marked by obtaining Platinum certification from EarthCheck (a world-class institution for certification, consultation and advisory for sustainable tourism). Alila Villas Uluwatu has taken proactive steps on the practice of GHRM through green training and development to equip employees with the knowledge and skills needed to adopt sustainable practices so that they can play an active role in preserving the environment. One of the implementations of green training and development is strengthening employees' way of thinking and culture in dealing with environmental issues through the implementation of training programs on energy efficiency, waste management, recycling, and development of environmentally friendly personal skills and regular monthly training by their sustainability consultants which takes topics regarding environmental issues and how to overcome them.

The following is the average hours of sustainability training in 2023 at Alila Villas Uluwatu in Figure 1.1.

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Figure 1. 1 Average Hours in Sustainability Training in 2023
Source: Alila Villas Uluwatu, 2023

As the writer's observation from July to December 2023, Alila Villas Uluwatu already conducted green training and development for the employees, however, implementation has not been optimal as shown by the large amount of paper that is only used on one side, employees who do not turn off the office lights after finishing work and are wasteful in using water. Until now, there has been no research on how the implementation of green training and development at Alila Villas Uluwatu in enhancing environmental performance. The choice of focus on green training and development at Alila Villas Uluwatu is also based on the company's real practice of implementing regular training programs every month, where new employees are required to take part in training as part of Alila Villas Uluwatu's commitment to termination. With the existence of the Alila Villas Uluwatu sustainability lab and the presence of a sustainability consultant, as well as the implementation of regular training that covers demand aspects, green training and development is considered a key element of implementing Green Human Resources Management (GHRM) which is relevant to the company context.

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Based on the background above, the writer is interested in conducting research with the title "Implementation of Green Training and Development to Enhance Environmental Performance at Alila Villas Uluwatu".

1.2 Research Questions

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

1. How is the implementation of green training and development at Alila Villas Uluwatu?

2. How is the influence of the implementation of green training and development in enhancing environmental performance at Alila Villas Uluwatu?

1.3 Research Objectives

Based on the research problems, the purpose of this research are:

1. To analyze the implementation of green training and development at Alila Villas Uluwatu.
2. To analyze the influence of green training and development in enhancing environmental performance at Alila Villas Uluwatu.

1.4 Research Significance

The benefits of this research can be divided into two, including:

1. Theoretical benefit

This research is expected to add insight into the implementation of green training and development to enhance environmental performance. This research can also be used as a reference for further research.

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2. Practical benefit

a. For Alila Villas Uluwatu

This research is expected to provide additional information and suggestions to Alila Villas Uluwatu as material for consideration regarding the implementation of green training and development to enhance environmental performance.

b. For Politeknik Negeri Bali

This research is expected to be a reference for future researchers who will analyze green training and development with the aim of improving existing research.

c. For Writer

This research is expected to add insight into knowledge regarding the implementation of green training and development.

1.5 Limitations and Scope of Research

Based on the research topic about the implementation of green training and development, the material is very broad, therefore it is necessary to limit the problem to focus research so that it has a specific scope, including:

1. The variables in this research are green training and development and environmental performance.
2. This research took samples at Alila Villas Uluwatu.

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CHAPTER V

CONCLUSION AND SUGGESTION

5.1 Conclusion

Based on the results of the analysis and discussion described in the previous chapter, the following conclusions are obtained as follows:

1. Alila Villas Uluwatu has implemented green training and development. This can be proven by the fulfillment of all green training and development indicators with a total average of 89.41%, which means that green training and development is strongly implemented. The implementation of green training and development at Alila Villas Uluwatu such as AVU sustainability lab experience, palemahan screening, chemical knowledge training, ecological footprint knowledge, water saving, and colleague pulse survey.
2. Based on the results that have been carried out, it can be concluded that there is an influence of the implementation of green training and development in enhancing environmental performance at Alila Villas Uluwatu. The influence of the implementation of green training and development in enhancing environmental performance at Alila Villas Uluwatu is 43.5% while 56.5% is influenced by other variables outside of this research.

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5.2 Suggestions

Based on the results of the discussion and conclusions on previous chapter, there are some suggestions in this research, such as:

1. For the company

   Alila Villas Uluwatu is expected to continue implementing environmentally friendly training and development which has been well implemented to improve environmental performance at Alila Villas Uluwatu. Alila Villas Uluwatu is also expected to provide more motivation to employees to be consistent in implementing green training and development.

2. For the future research

   This research only focuses on one part of green human resource management, namely green training and development. Therefore, the author suggests that future research can examine other parts of green human resource management that can enhance environmental performance such as green job design and job analysis, green human resource planning, green recruitment, green selection. , eco-friendly induction, eco-friendly performance evaluation. , green reward management, green discipline management, green health and safety management, or green employee relations.

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