

UNDERGRADUATE THESIS

**IMPLEMENTATION OF GREEN PRACTICES TO SUPPORT
SUSTAINABLE TOURISM IN THE FOOD AND BEVERAGE
DEPARTMENT AT BLOOMINGTON-NORMAL MARRIOTT
HOTEL & CONFERENCE CENTER**



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**TOURISM DEPARTMENT
POLITEKNIK NEGERI BALI
BADUNG
2024**

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**This research proposal is submitted as one of the requirements to create an
undergraduate thesis in Tourism Management Study Program in Politeknik
Negeri Bali**



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UNDERGRADUATE THESIS APPROVAL SHEET

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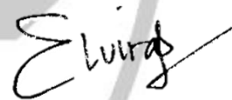
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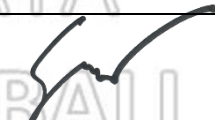
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DEPARTMENT AT BLOOMINGTON-NORMAL MARRIOTT HOTEL
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which content in my own work, thereby free from plagiarism. Being stated, I am ready to bear the risk or any sanctions impose to me in accordance with regulation.

Badung, July 2024

Who made the statement,



Yoga Wicahyono

ACKNOWLEDGEMENT

Praise the author to Almighty God for blessings and the author's grace to write a research paper titled "Implementation of Green Practice to Support Sustainable Tourism in the Food and Beverage Department at Bloomington-Normal Marriott Hotel & Conference Center" well, and the author is able to finish it on time.

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The author realizes that this thesis is not perfect, but criticism and suggestions are needed to make this thesis better and can be useful for many people.

Author

Yoga Wicahyono



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ABSTRACT

Wicahyono, Yoga, 2024. Implementation of Green Practice to Support Sustainable Tourism in the Food and Beverage Department at Bloomington-Normal Marriott Hotel & Conference Center. Thesis: Tourism Business Management, Department of Tourism, Politeknik Negeri Bali.

This thesis has been approved and obtained by the Supervisor I: I Gusti Agung Mas Komala Sari, S.Si, M.Si and Supervisor II: Elvira Septevany, S.S., M.Li

Keywords: Green Practice, Sustainable Tourism, Food and Beverage Department

This research discusses the Implementation of Green Practice to Support Sustainable Tourism in the Food and Beverage Department at Bloomington-Normal Marriott Hotel & Conference Center. The purpose of this study was to determine the implementation of green practice in the Food and Beverage Department at the Bloomington-Normal Marriott Hotel & Conference Center and to find out how the relationship between green practice and sustainable tourism in the Food and Beverage Department at the Bloomington-Normal Marriott Hotel & Conference Center. Data collection methods are carried out by observation, interviews, questionnaires, documentation, and literature study. The sample used was 15 respondents with sampling techniques with a general non-probability sampling approach, namely total or saturated sampling. The data analysis method used is qualitative and quantitative methods, qualitative methods include several stages, namely data reduction, data presentation, and conclusion drawing, while quantitative research through descriptive statistics. The data processing of this research uses the help of Microsoft excel, the data obtained through the distribution of questionnaires which are then calculated scores and percentages. The results of this study indicate that the Food and Beverage Department at Bloomington-Normal Marriott Hotel & Conference Center has implemented green practice, namely the green action indicator obtained an average of 84,89 %, green food obtained an average of 88 %, green donation obtained an average of 65,53 %, so it can be concluded that the three green practice indicators obtained a total average of 78,81%, which means that green practice in the Food and Beverage Department at Bloomington-Normal Marriott Hotel & Conference Center has been implemented well. The relationship between green practice to support sustainable tourism in the Food and Beverage Department at Bloomington-Normal Marriott Hotel & Conference Center can be seen that green action has a relationship with aspects of the physical environment, green food indicators have a relationship with environmental and socio-cultural aspects, and green donation has a relationship with aspects of the physical environment and socio-culture, so it can be concluded that green action is the indicator most related to sustainable tourism in the sub-indicator of physical environmental aspects.

ABSTRAK

Wicahyono, Yoga, 2024. *Implementation of Green Practice to Support Sustainable Tourism in the Food and Beverage Department at Bloomington-Normal Marriott Hotel & Conference Center*. Skripsi: Manajemen Bisnis Pariwisata, Jurusan Pariwisata, Politeknik Negeri Bali.

Skripsi ini telah disetujui dan diperoleh oleh Pembimbing I: I Gusti Agung Mas Komala Sari, S.Si, M.Si dan Pembimbing II: Elvira Septevany, S.S., M.Li

Kata kunci: *Green Practice, Sustainable Tourism, Food and Beverage Department*

Penelitian ini membahas tentang *Implementation of Green Practice to Support Sustainable Tourism in the Food and Beverage Department at Bloomington-Normal Marriott Hotel & Conference Center*. Tujuan dari penelitian ini adalah untuk mengetahui implementasi *green practice* pada *Food and Beverage Department* di Bloomington-Normal Marriott Hotel & Conference Center dan untuk mengetahui bagaimana keterkaitan antara *green practice* dan *sustainable tourism* pada *Food and Beverage Department* di Bloomington-Normal Marriott Hotel & Conference Center. Metode pengumpulan data dilakukan dengan observasi, wawancara, kuisioner, dokumentasi, dan studi pustaka. Sampel yang digunakan sebanyak 15 responden dengan teknik pengambilan sampel dengan pendekatan umum *non-probability* sampling yaitu sampling total atau jenuh. Metode analisis data yang digunakan adalah metode kualitatif dan kuantitatif, metode kualitatif meliputi beberapa tahapan yaitu reduksi data, penyajian data, dan penarikan kesimpulan, sedangkan penelitian kuantitatif melalui statistika deskriptif. Pengolahan data penelitian ini menggunakan bantuan dari *Microsoft excel*, data yang diperoleh melalui penyebaran kuisioner yang selanjutnya dihitung skor dan persentasenya. Hasil penelitian ini menunjukkan bahwa *Food and Beverage Department* di Bloomington-Normal Marriott Hotel & Conference Center sudah mengimplementasikan *green practice*, yaitu indikator *green action* memperoleh rata-rata sebesar 84,89 %, *green food* memperoleh rata-rata sebesar 88 %, *green donation* memperoleh rata-rata sebesar 65,53 %, sehingga dapat disimpulkan dari ketiga indikator *green practice* tersebut memperoleh total rata-rata sebesar 78,81% yang berarti *green practice* pada *Food and Beverage Department* di Bloomington-Normal Marriott Hotel & Conference Center sudah diterapkan dengan baik. Keterkaitan *green practice* untuk mendukung *sustainable tourism* pada *Food and Beverage Department* di Bloomington-Normal Marriott Hotel & Conference Center dapat diketahui bahwa *green action* memiliki keterkaitan dengan aspek lingkungan fisik, indikator *green food* memiliki keterkaitan dengan aspek lingkungan dan sosial budaya, dan *green donation* memiliki keterkaitan dengan aspek lingkungan fisik dan sosial budaya, sehingga dapat disimpulkan bahwa *green*

action adalah indikator yang paling berkaitan dengan *sustainable tourism* pada sub-indikator aspek lingkungan fisik



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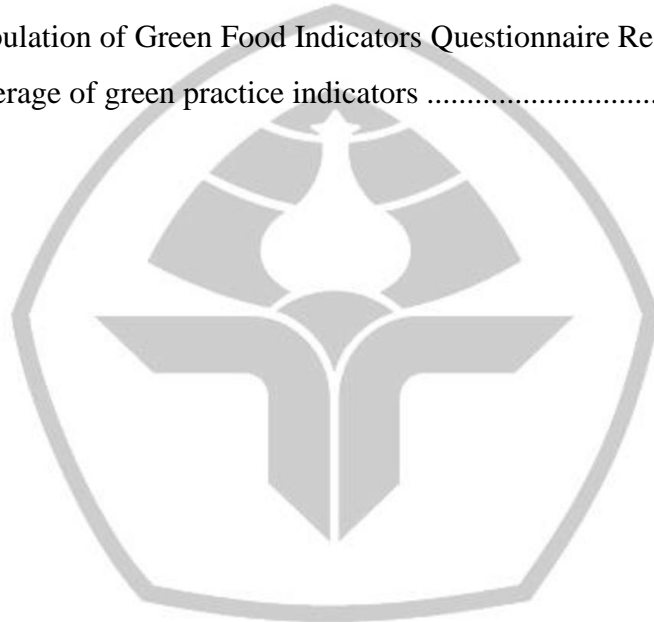
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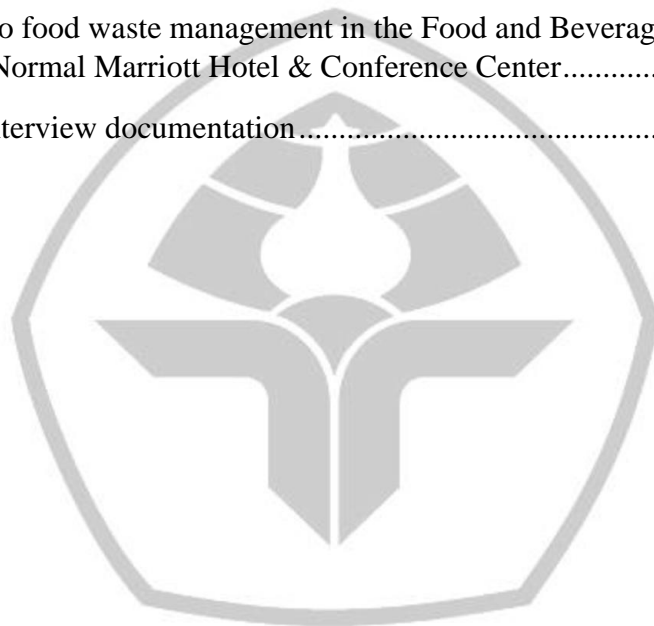
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CHAPTER 1

INTRODUCTION

1.1 Research Background

Globalization has opened up accessibility to tourism destinations around the world. Developments in transportation, information technology, and infrastructure have made it easier for people to travel to different countries and tourist destinations. The internet has made travel products globally accessible at a much lower cost it has become the most sought-after amenity in hotel rooms, airports, travel information, and entertainment centers (Rasyidah, 2020). Globalization has brought strong cultural influences to the tourism industry. Tourism destinations often face the challenge of maintaining the authenticity of local culture while still meeting the increasingly diverse expectations of international travelers. Through the internet and social media, information about tourism destinations is widespread and fast, and it influences travelers' decisions to choose destinations and access information in real-time. One of the impacts of globalization that everyone is starting to feel is global warming. Because of this, many hotels began to implement environmentally friendly programs, which made them one of the attractors of tourist interest. The application of being environmentally friendly makes a hotel competitive.

A hotel is a type of accommodation that is managed commercially and professionally, provided for everyone who wants to get lodging services (rooms), food and beverage, entertainment such as night clubs, discotheques, and other exciting services (Undang-Undang No.10 Tahun 2009 Tentang Kepariwisataaan).

While the definition of a hotel according to Lawson (1976), a hotel is a means of public residence for tourists by providing room services, food and beverage providers, and accommodation on payment terms. Management in a hotel is essential for tourists because, in the current era, tourists are good at choosing hotels that provide the best service and that do not harm the environment. Currently, many hotels are implementing the Green Hotel concept to avoid adverse effects on the environment.

In ASEAN TOURISM STANDARDS, the definition of a green hotel is friendly to the environment and uses renewable energy. Green hotels are hotels that use environmentally friendly goods where hotel managers have a program to save water, save energy, and reduce waste from hotel activities to help protect the earth, according to the Green Hotels Association (Dewi & Sanjiwani, 2022) Awareness of environmental concerns has led to the emergence of efforts to reduce environmental damage. One such effort is implementing Green Practices.

According to Schubert (2010)., Green Practices are efforts to preserve and protect the environment and are strongly related to the three dimensions of green action: green food and green donation. Green practices are implemented due to limited natural resources and the increasing amount of waste. Using the right natural resources and reducing non-recyclable materials is one of the steps to preserve the environment. The implementation of Green Practice can accommodate the needs of customers who are aware of the importance of the environment and can increase the hotel's image. With the proper implementation of green practices, sustainable tourism can be achieved.

Federation of Nature and National Parks (Isyana et al., 2022), sustainable Tourism means all types of tourism development, management, and activities that are carried out as well as possible so that the integrity of natural and cultural resources is maintained in the long term, both in terms of social, economic, environmental, and welfare. An environmentally friendly hotel is one step that can be taken to reduce environmental damage, which, of course, greatly affects the sustainability of tourism. The idea of being environmentally friendly not only attracts tourists but also has the potential to increase tourist loyalty, good relations with local communities, and healthy governance. (Pramesti, 2019). One hotel in the United States that supports Sustainable Tourism is The Bloomington-Normal Marriott Hotel & Conference Center.

According to the cvent.com website, Bloomington-Normal Marriott Hotel & Conference is one of the hotels in the United States that is certified green and gets the green leaders silver level. However, it still carries the concept of luxury. Bloomington Normal Marriott Hotel & Conference includes premium brands and international chain hotels under the auspices of the Marriott company, located in Bloomington Normal in the state of Illinois, with complete properties and supporting tourism attractions around it. There are eight departments at Bloomington Normal Marriott Hotel & Conference, one of which is the Food & Beverage department.

The food and beverage department (F&B) is a department whose main task is to prepare and serve food and drinks for guests inside and outside the hotel. In addition, the Food and beverage department also handles services related to the

provision and sale of food and beverages, including equipment and events related to it, such as meetings, seminars, conferences, weddings, and performances (Sujatno, 2008). Food and beverage is one of the departments in the hotel that focuses on food and beverage services to achieve customer satisfaction. Memorable experience is certainly created by employees who have good service and skills to consumers.

Hotels managed with the concept of the environment (green) is one of the trends in other countries. This can be seen from the enthusiasm of the public for hotels that are managed on an environmental basis. In the United States, attention to hotel management that applies environmental concepts continues to be carried out and developed. This attention can be utilized by implementing the concept at Bloomington-Normal Marriot Hotel & Conference Center in the Food and Beverage department. The emergence of the green concept is motivated by the desire to reduce the use of energy and natural resources that harm human health and the environment. Tourism has a positive impact on the environment and the country, such as creating jobs and increasing foreign exchange. But besides that, tourism that is not managed properly will have a negative impact, including environmental destruction.

The result of the direct observation made by the author shows that the food and beverage department at Bloomington-Normal Marriott Hotel & Conference Center has implemented green practices. In the green action indicator, the F&B Department at Bloomington-Normal Marriott Hotel & Conference Center has used a switch from plastic cups to paper cups and eco-friendly cup grips. In the green

food indicator, the F&B Department at Bloomington-Normal Marriott Hotel & Conference Center has used food ingredients from local farmers or distributors, provided vegetarian menus, and used food tags for foods that have certain characteristics.

Regardless of the implementation of green practices that have been carried out by the food and beverage department (F&B) at Bloomington-Normal Marriott Hotel & Conference Center., several things are still not done in supporting the sustainable tourism program, such as in the application of green actions no management of food waste and for green donation, there is no environmental awareness activity that is participated in, the course harms sustainable tourism on the indicators of the physical environment aspect and if this continues it will have an impact on sustainable tourism (Sunaryo, 2013). Therefore, the concept of sustainable tourism is needed to prevent the negative impact of tourism. In addition, the application of sustainable tourism is carried out so that the existing tourism potential can be appropriately managed, the resulting negative impacts can be resolved. One of the things that can be done is to apply the concept of green practice to the Food and Beverage Department at the Bloomington-Normal Marriott Hotel & Conference Center, which includes green action, green food, and green donation. Based on the description above, the author is interested in conducting research with the title "Implementation of Green Practice to Support Sustainable Tourism in the Food and Beverage Department at Bloomington-Normal Marriott Hotel & Conference Center".

1.2 Research Question

Based on the background description of the problem above, the main problems in this study are:

1. Which of the green practice indicators are most implemented in the food and beverage department at Bloomington-Normal Marriott Hotel & Conference Center?
2. How is the implementation of Green Practices related to supporting Sustainable Tourism in the Food and Beverage department at Bloomington-Normal Marriott Hotel & Conference Center?

1.3 Research Objectives

According to the research question, this study aims to do the following:

1. To analyze which of the green practice indicators are most implemented in the food and beverage department at Bloomington-Normal Marriott Hotel & Conference Center;
2. To analyze the relevance of the Implementation of Green Practices to support Sustainable Tourism at Bloomington-Normal Marriott Hotel & Conference Center.

1.4 Research Benefits

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

1.4.1 Theoretical Benefits

In this case, the authors hope that this research can provide knowledge about the influence of Green Practices to support Sustainable Tourism at the Bloomington-Normal Marriott Hotel & Conference Center.

1.4.2 Practical Benefits

1. For researcher

One of the requirements for obtaining a bachelor's degree can be the development of scientific ideas and the development of knowledge in the field of Food & Beverage management.

2. For Bloomington Normal Marriott Hotel & Conference Center

As a reference to understand more about Green Practices and sustainable tourism at Bloomington Normal Marriott Hotel & Conference Center.

3. For Politeknik Negeri Bali

To add to library references so that they can be used as materials for students of the Tourism Department and interested parties for the same research material.

1.5 Scope and Limitation of Research

To avoid widespread problems in research, it is necessary to limit the problem. The problem restrictions in this study are:

1. Green practice in this study includes green action, green product, and green donation.
2. The department used in this research is the food and beverage department.

3. The aspects used in sustainable tourism are the physical environment, socio-cultural, and economic aspects.



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CHAPTER V

CONCLUSIONS AND SUGGESTIONS

5.1 Conclusions

Based on the results of the research and discussion described in the previous section regarding the implementation of green actions to support sustainable tourism in the Food and Beverage Department at the Bloomington-Normal Marriott Hotel & Conference Center, it can be concluded as follows:

5.1.1 The implementation of Green Practice in the Food and Beverage Department at Bloomington-Normal Marriott Hotel & Conference Center has 3 (three) indicators, namely Green Action, Green Food, and Green Donation. The first indicator, Green Action, has been implemented with an average value of 84,89% from 9 (nine) sub-indicators. This value shows that the implementation of Green Action in the Food and Beverage Department at Bloomington-Normal Marriott Hotel & Conference Center is classified as very implemented. However, in the Green Action indicator there are still sub-indicators that have not been implemented, namely the absence of sufficient ventilation to prevent air pollution. The second indicator, Green Food, has been implemented with an average score of 88% from 5 (five) sub-indicators. This value shows that the implementation of Green Food in the Food and Beverage Department at Bloomington-Normal Marriott Hotel & Conference Center is classified as very implemented. The third indicator, Green Donation, has been implemented with an average value of 65,53% from 3 (three) sub-indicators. This value shows that the implementation of Green

Food in the Food and Beverage Department at Bloomington-Normal Marriott Hotel & Conference Center is classified as implemented. However, in the Green Donation indicator there are still sub-indicators that have not been implemented, namely the absence of participation in activities to prevent environmental damage. The average results of the three Green Practice indicators obtained a value of 78,81%. From the description above, it can be concluded that the implementation of Green Practice in the Food and Beverage Department at Bloomington-Normal Marriott Hotel & Conference Center has been well implemented.

5.1.2 The related of green practice and sustainable tourism in the Food and Beverage Department of Bloomington-Normal Marriott Hotel & Conference Center is already well related. Sustainable Tourism is divided into 3 (three) aspects, namely aspects of the physical environment, socio-cultural aspects, and economic aspects. Based on the results of interviews regarding the relation of green practices to support sustainable tourism in the Food and Beverage Department at the Bloomington-Normal Marriott Hotel & Conference Center, it can be seen that the Green Action indicator has a relationship with aspects of the physical environment. Then the Green Food indicator has a relation to environmental and socio-cultural aspects. The last, Green Donation indicator has a relation to aspects of the physical environment and socio-culture. Of the three Green Practice indicators, it can be concluded that the Green Action indicator is the indicator that is most related to Sustainable Tourism in the physical environment aspect sub-indicator.

5.2 Suggestions

Based on the above research, the author has several suggestions to improve the implementation of green practices to support sustainable tourism in the Food and Beverage Department at the Bloomington-Normal Marriott Hotel & Conference Center as follows:

In implementing green practices to support sustainable tourism in the Food and Beverage Department at the Bloomington-Normal Marriott Hotel & Conference Center, the author hopes that there will be food waste management. It is intended that the food waste produced can be recycled so that the recycled results can be used as compost for plants around the hotel. In addition, a way to reduce food waste is to provide extra food for employee meals, this can minimize food waste and environmental damage.

The last suggestion is the need for participation in activities to protect the environment and provide bonuses to employees if they participate in these activities outside of working hours at the Food and Beverage Department at Bloomington-Normal Marriott Hotel & Conference Center. Activities to protect the environment are important activities to support sustainable tourism, the author hopes that in the future there will be activities to protect the environment that are followed and cooperation with the US Composting Council organization, which is an organization for composting and promoting sustainable practices. In addition, with the bonuses given when employees participate in activities to protect the environment outside of working hours, it is hoped that this will motivate employees

to carry out activities that support the prevention of environmental damage and get an additional salary.



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