

THESIS

**IMPLEMENTATION OF GREEN PRACTICE
IN HOUSEKEEPING DEPARTMENT
AT ALOFT ABU DHABI HOTEL**



POLITEKNIK NEGERI BALI

I NYOMAN LUCKY SADHYA KARUNA

**TOURISM DEPARTMENT
POLITEKNIK NEGERI BALI
BADUNG
2022**

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Badung, August 2022

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**IMPLEMENTATION OF GREEN PRACTICE
IN HOUSEKEEPING DEPARTMENT
AT ALOFT ABU DHABI HOTEL**

THESIS

Compiled as one of the requirements for obtaining an Applied Bachelor's Degree
in the Tourism Business Management Study Program at the Department of
Tourism, Politeknik Negeri Bali



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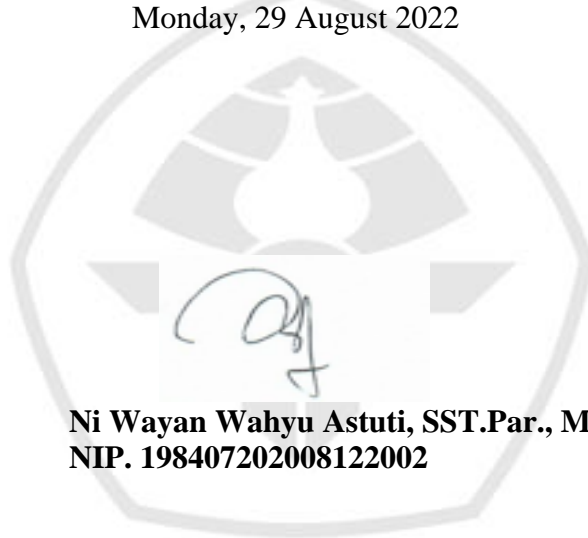
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PREFACE


First and foremost, praise and thanks to God, the Almighty, for His showers of blessings in completing this research proposal on time. This Thesis which is entitled **Implementation of Green Practice in Housekeeping Department at Aloft Abu Dhabi Hotel** was composed to fulfil one of requirement to obtain the Diploma IV Tourism Business Management Study Program at Tourism Department, Politeknik Negeri Bali. During composing this Thesis, I have been guided, advice, comparison and support by some peoples, so in this opportunity I would like to say thank you to:

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11. Mr. I Wayan Sutawan and Ni Putu Alit Ayu Mawartini Both of the writer parents for the endless support, advice, and motivation.

I hope this thesis will be useful and could be able to give any input or knowledge for the reader especially for the student in Politeknik Negeri Bali Tourism Department.

Badung, August 2022



The Writer

**IMPLEMENTATION OF GREEN PRACTICE IN HOUSEKEEPING
DEPARTMENT AT ALOFT ABU DHABI HOTEL**

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ABSTRAK

Penelitian ini membahas tentang Implementasi Green Practice pada Housekeeping Departemen di Hotel Aloft Abu Dhabi. Penelitian ini merupakan penelitian kualitatif dengan tujuan untuk mengetahui penerapan Green Practice pada Housekeeping Departemen di Hotel Aloft Abu Dhabi. Penelitian ini menggunakan data kualitatif yang diperoleh melalui observasi, dokumentasi, dan wawancara. Metode yang digunakan dalam penelitian ini adalah deskriptif kualitatif dengan menjelaskan penerapan praktik hijau yang diklasifikasikan menjadi tindakan hijau, produk hijau, dan donasi hijau. Hasil penelitian menunjukkan beberapa green practice yang dilaksanakan, antara lain praktik hemat air, praktik hemat energi, pengurangan sampah, pemilahan sampah (pemilahan), penggunaan fasilitas ramah lingkungan, penggunaan alat ramah lingkungan, pengurangan fasilitas pengemasan sampah, penggunaan kembali linen, dan penggunaan bahan kimia yang ramah lingkungan dan baik untuk kesehatan staf housekeeping di Aloft Abu Dhabi Hotel. Dari segi Green Product dilakukan dengan menggunakan produk ramah lingkungan seperti ECOLAB dan eco fresh. Dalam hal Green Donation dilakukan dengan meningkatkan kesadaran staf untuk memiliki perilaku pro lingkungan melalui pelatihan dan mobilisasi saat briefing, memberikan pelatihan kepada staf tentang cara membersihkan kamar dengan benar, mengedukasi staf housekeeping tentang penggunaan produk yang tidak ramah, dan edukasi dalam penggunaan alat yang tidak ramah. benar dan ramah lingkungan dalam pembekalan. Selain upaya ramah lingkungan yang dilakukan dalam mendukung keberlanjutan lingkungan, green practice yang dilakukan juga berdampak baik terhadap peningkatan kebersihan lingkungan di Aloft Abu Dhabi hotel. Dapat disimpulkan bahwa green practice di Aloft Abu Dhabi Hotel telah dilaksanakan dengan baik. Secara akademis, hasil kajian memperkaya publikasi dan referensi tentang green practice khususnya pada departemen housekeeping dan memberikan masukan, informasi dan pertimbangan bagi Aloft Abu Dhabi Hotel.

Kata kunci: Housekeeping, Praktik Hujau, Aksi Hijau, Produk Hijau, Donasi Hijau

**IMPLEMENTATION OF GREEN PRACTICE IN HOUSEKEEPING
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ABSTRACT

This study discusses the implementation of Green Practice in the Housekeeping Department at the Aloft Hotel Abu Dhabi. This study is qualitative research with the aim of knowing the application of Green Practice in the Housekeeping Department at the Aloft Hotel Abu Dhabi. This study uses qualitative data obtained through observation, documentation, and interviews. The method used in this research is descriptive qualitative by explaining the application of green practices which are classified into green actions, green products, and green donations. The results showed that several green practices were implemented, including water-saving practices, energy-saving practices, waste reduction, waste sorting (sorting), use of environmentally friendly facilities, use of environmentally friendly tools, reduction of waste packaging facilities, reuse of linen, and use of materials. environmentally friendly and good chemical for the health of housekeeping staff at Aloft Abu Dhabi Hotel. In terms of Green Product, this is done by using environmentally friendly products such as ECOLAB and eco fresh. In terms of Green Donation, it is carried out by increasing staff awareness to have pro-environmental behavior through training and mobilization during briefings, providing training to staff on how to clean rooms properly, educating housekeeping staff about the use of unfriendly products, and education in the use of unfriendly tools. . correct and environmentally friendly in debriefing. In addition to the environmentally friendly efforts made to support environmental sustainability, the green practices carried out also have a good impact on improving environmental cleanliness at the Aloft Abu Dhabi hotel. It can be concluded that green practice at Aloft Abu Dhabi Hotel has been implemented well. Academically, the results of the study enrich publications and references on green practice, especially in the housekeeping department and provide input, information and considerations for Aloft Abu Dhabi Hotel.

Keywords: Housekeeping, Green Practices, Green Actions, Green Products, Green Donations

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CHAPTER I

INTRODUCTION

1.1 Research Background





Tourism is sector of great importance for economy and society, accounting for 10.4% of global Gross Domestic Product, 7% of world exports, and 10% of employment (WTTC, 2018). On the downside, however, tourism activities generate 8% of greenhouse gases (Lenzen et al., 2018). Hotels consume high amounts of resources in its daily operations, with a detrimental impact on the environment (Legrand et al., 2016). For this reason, environmental sustainability has emerged as a vital issue in the marketing strategies of such companies (Legrand et al., 2016). This is evidenced by the fact that more and more hotels are incorporating green practices in their daily activities (Garcia et al., 2018). One of the main reasons for implementing sustainable practices is the environmental concern of guests, which drives their pro-environmental decisions (Han et al., 2018).

Implementing Green Practices is important and has a big impact in the hospitality industry. Green Practices was created for us all to learn how to position the world for the future of energy. Green Practices is an excellent decision. This is no longer a thing of the past. It is the way of life in the present. There are many ways of green practices. Green Practices means embracing a way of life that helps preserve the environment by reducing, reusing, and recycling items. Green Practices concept is learning and practicing an environmentally-mindful lifestyle

that contributes towards protecting the environment and preservation and conservation of the natural resources, habitats, and biodiversity.

There are four global tourism specific certification schemes currently operating in the UAE: Green Globe, Green Key, Blue Flag and EarthCheck. The table provides an overview of this certification program and its presence in the UAE. The information is gathered to help tourism executives make all the important decisions when choosing a certification program for their business (Bartalos et al., 2013).

Table 1.1 Green Certificate

Green Certification Programs Comparison				
	 Green Globe	 Green Key	 EarthCheck	 Blue Flag
Origin (umbrella organization, country, date and website)	WTTC & UNWTO 1993 Australia http://greenglobe.com/	The Foundation for Environmental Education 2003 Denmark http://www.green-key.org/	Sustainable Tourism Cooperative Research Centre 1997 Australia http://www.earthcheck.org/	The Foundation for Environmental Education 1987 France http://www.blueflag.org/
Global market share	370 establishments awarded	2100 establishments awarded in 41 countries	1,300 organizations awarded in more than 70 countries	Voluntary eco-label awarded to 3850 beaches and marinas in 46 countries
Launch in UAE	2010	2010	2006	2010
Target Sectors	Hotels & Resorts, Tourism Business, Golf courses, Spas, Cruise Ships, Meetings and exhibitions and more (In the UAE Hotels only)	Hotels, campsites, attractions, restaurants and small accommodations (In the UAE Hotels only)	Businesses, enterprise clusters, destinations management, national strategies and policy (In the UAE Hotels only)	Public and private beaches, marinas
Key Focus and Impacts	<ul style="list-style-type: none"> ■ Sustainable Management ■ Environmental ■ Social Economic ■ Cultural Heritage ■ Business Ethics 	<ul style="list-style-type: none"> ■ Economical management ■ Environmental Education and preservation ■ Marketing strategy 	<ul style="list-style-type: none"> ■ Policy forming ■ Environmental focus ■ Benchmarking ■ Performance ■ Communication 	<ul style="list-style-type: none"> ■ Environmental Management ■ Environmental Education ■ Safety and Services ■ Water Quality
UAE Market Penetration	55 certified hotels in Middle East and Africa 70% in the Middle East, 18 hotels in the UAE 25% Africa, 5% Asia High growth rate in the UAE	2013 – 22 certified hotels in the UAE UAE has the fastest growth rate compared to other countries	43 certified members in Middle East and Africa 2013 - 10 member hotels in the UAE UAE is a growth market	2012 – 12 certified beaches and marinas 2013 – 15 more is projected to certify UAE has the fastest growth rate compared to other countries
Services	<ul style="list-style-type: none"> ■ Solutions Center ■ PR Solutions ■ greenglobe.travel ■ Checklists ■ Certificate 	<ul style="list-style-type: none"> ■ Toolkits ■ Checklists ■ Certificate plaque 	<ul style="list-style-type: none"> ■ Cloud Platform "My EarthCheck" ■ Training Academy ■ EarthCheck Research Institute (not-for-profit) 	<ul style="list-style-type: none"> ■ Toolkits ■ Checklists ■ Certificate Flag
Audit	<ul style="list-style-type: none"> ■ Third party yearly audit by Farnek ■ Auditors are based in Dubai, UAE ■ ISO based audit principles ■ GreenGlobe logo without /with tick 	<ul style="list-style-type: none"> ■ Third party audit by Emirates Green Building Council (Dubai) the first year and every two years (1, 2, 5...) ■ Green Key logo is given after achieving certification 	<ul style="list-style-type: none"> ■ Third party audit ■ Regionally base auditors, relationship management team ■ ISO based audit principles ■ Silver, Gold, Platinum Logo system 	<ul style="list-style-type: none"> ■ Third Party Audit by WWF ■ Blue Flag is given and can be displayed after achieving certification
Costs (Hotels with 250 rooms plus capacity)	AED 18,400 annual membership (\$5000) + audit fees	AED 7240 annual membership (1500 EURO)	AED 13,960 annual membership (\$AUD 3800)	Public beach: AED 1000 Private beach: AED 5/room Marina: AED 12/ berth annual certification fee
Worth Noting!	Requires its members to develop a Sustainability Management Plan 337 compliance indicators applied to 41 individual sustainability criteria Linked with GSTC	Not for profit organization 112 indicators from 12 certification criteria where environmental education is a key element Closely linked with Blue Flag and affiliated with UNEP, IUCN, UNWTO and Emirates Green Building Council	Requires a written Environmental and Social Sustainability Policy Environmental science based Build statistics for each of its members worldwide Linked with EC3, GSTC	Not for profit organization that delivers Health and Safety Standards It's the only certification program of its kind Closely linked with Green Key and affiliated with UNEP, UNWTO, EWS-WWF, IUCN

Source: UAE Government (2013)

Some examples of certified hotels and beaches in the UAE: Green Globe: Movenpick Hotels, Jumeirah Emirates Towers, Anantara, Green Key: Radisson Hotels, Marriott Hotels, EarthCheck: Dusit Thani, Shraton Dubai Mall of Palace, Banyan Tree Resorts, Blue Flag Public beaches: Abu Dhabi Corniche, Al-Mamzar Beach Dubai, Blue Flag Private beaches (hotel beach): Jebel Ali Golf & Spa beach and marina, Meridian Mina Seyahi beach, Emirates Palace in Abu Dhabi beach.

Hotel is a type of accommodation that uses part or all of its parts to provide lodging, food and beverage services and other supporting services for the public which is managed commercially. According to this definition which states that hotels provide services, lodging, food, and beverages, as well as other services (Mutiara, 2018). One of the hotels in the UAE is the Aloft Abu Dhabi Hotel, which is one of the hotels from Marriott International, which is located in the ADNEC (Abu Dhabi National Exhibition Center) area. Aloft Abu Dhabi Hotel started operating in 2009, with a total of 408 rooms. The Aloft brand is characterized by its modern architectural design style, most of Aloft hotels are located in the city center or near the airport and the name of the basic hotel facilities such as swimming pool is referred to as "splash" and bar referred to as WXYZ Rod.

To support smooth operations, there are several departments at Aloft Abu Dhabi hotel, namely Front Office, Food and Beverage Department, Housekeeping Department, and other departments with different duties and responsibilities. One of the departments that support the smooth operation of the hotel is the Housekeeping Department.

Housekeeping is one of the departments within the hotel that handles matters relating to the beauty, tidiness, cleanliness, completeness, and health of all rooms and other public areas, so that all guests and employees can feel comfortable and safe inside the hotel. In addition, the housekeeping department is part of the hotel household in charge of planning, maintaining or cleaning all guest rooms, office spaces, lobby terraces, corridors, lifts/elevators, public toilets, public spaces, lockers rooms, linen and uniform rooms, garden, swimming pool, and parking space (Mutiarra, 2018). A good housekeeping department in providing room service to guests who will stay at the hotel also needs to pay attention to environmental aspects. Housekeeping department must be able to provide good service for guests and how to provide benefits or impacts on the environment. One of the programs that the housekeeping department can do in providing good service for guests and how to provide benefits or impacts on the environment is green practice.

Green practices, which expectedly yields various benefits, such as energy saving and reducing waste, have become popular in hotel housekeeping (O'Neil, 2018). Despite the sustainable and responsible agenda within the hotel industry at the organisational level, it is expected that the effectiveness of green practices may not be high if it would hinder hotel operations (Linneberg et al., 2019). Similarly, the hotel housekeeping may encounter various challenges in promoting environmental sustainability strategies in daily operations. Numerous studies have examined the process of how hotel companies address environmental challenges based on hotels' corporate websites (Jones and Comfort, 2019). However, a scant number of studies have examined the thoughts of how the hotel employees, who

play a pivotal role in executing green policies, realise the value of environmental sustainability. Identifying the relevant mindset of frontline staff can increase the effectiveness of implementing green hotel practices in the departmental and individual levels within a specific contexti (Raub and Rios, 2019)

Before the Covid-19 pandemic the Housekeeping Department at Aloft Abu Dhabi hotel taught its employees to implement a green practice system such as recycling, for example, soap that has been used is collected and recycled, and also uses chemicals that are safe for the surrounding environment, but after the Covid - 19 pandemic took place there were several procedures that were changed, for example the hotel gave a "Change Linen" card to find out whether guests wanted to change the linen or not and made it easier for the room attendant to find out whether the linen would be changed or notand also in every room already using a refillable soap dispenser and conditioner dispenser. To achieve its goals, the hotel is also considering providing education to its employees to build awareness to save more energy, save water, reduce the use of transportation, and care about food waste in order to improve the hotel's environmental performance. Therefore, here the writer wants to know how the implementation of green practice in the housekeeping department at Aloft Abu Dhabi hotel and the impact of implementing green practice in the housekeeping department at Aloft Abu Dhabi hotel before the occurrence of Covid-19 and during Covid-19. environmental practices that need to be considered in hospitality, especially in the housekeeping department which have been classified by Schubert (2008), namely; Green Action, Green Product and Green

Donation. Seeing these facts prompted the author to identify the Implementation of Green Housekeeping in Aloft Abu Dhabi Hotel.

1.2 Problem identification

Based on the background described above, this research will propose some questions as follow:

1. How is the implementation of Green Practice in Housekeeping Departement at Aloft Abu Dhabi Hotel?
2. How is the impact of implementing Green Practice in Housekeeping Department at Aloft Abu Dhabi Hotel?

1.3 Purpose of The Research

Based on the problem identification, the purpose of the writer of conducting this research is:

1. To identify the implementation of Green Practice in Housekeeping Department at Aloft Abu Dhabi Hotel.
2. To analyze the impact of Implementing of Green Practice in Housekeeping Department at Aloft Abu Dhabi Hotel.

1.4 Significances f The Research

This research is expected to bring some benefits both theoretically and practically. The benefits to be obtained in this research are:

1.4.1 Theoretical Significance

Through this research student will be able to implement all of the theories related to the subjects and they will be able to analyze and examine issues of awareness to implement green housekeeping who support environment in hotels industry.

1.4.2 Practical Significance

1. For Writer

The results of this research are expected to increase knowledge and experience in order to take a role in hospitality industry that support environmental sustainability

2. For Politeknik Negeri Bali

The results of this study are expected to provide information and comparisons on the application of green housekeeping carried out in Abu Dhabi so that this information can be adopted for teaching lecturers as a development of knowledge in the field of room divisionspecially Housekeeping, can develop knowledge in the fieldespecially housekeeping and as a library reference for similar research in the near future.

3. For Companies

This research is expected to be beneficial for the management in Aloft Abu Dhabi Hotel in carrying out activities that will affect the environment so that the hotel can take a role in environmental sustainability.

CHAPTER V

CONCLUSIONS AND SUGESTIONS

5.1 Conclusions

Based on the results of the research analysis that has been done, it can be concluded as follows:

5.1.1 Implementation of Green Practice at Housekeeping Departement in Aloft Abu Dhabi Hotel

Based on the results and discussion of the previous chapter, it can be concluded that the implementation of green housekeeping at Aloft Abu Dhabi Hotel has been carried out well, which can be seen from several practices carried out starting from Green Action which is carried out through water-saving practices, energy-saving practices, use of linen change cards, waste sorting. (sorting), the use of environmentally friendly amenities, the use of environmentally friendly tools, and the use of chemicals that are environmentally friendly and good for the health of the housekeeping staff at Aloft Abu Dhabi Hotel. In terms of Green Product, it is done by using environmentally friendly products such as ECOLAB and eco fresh. In terms of Green Donation, it is carried out by raising awareness for staff to have pro-environmental behavior through training and mobilization during briefings, providing training to staff on how to clean rooms properly, educating housekeeping staff about the use of unfriendly products, and education in the use of tools that are not friendly. correct and environmentally friendly in the briefing.

5.1.2 Impact of Implementation Green Practice in Housekeeping Departement at Aloft Abu Dhabi Hotel

Based on the results and discussion, the authors found the fact that the impact of implementing green practice on the housekeeping department at the Aloft Abu Dhabi hotel was good. This can be proven from the average GSS (Guest Satisfaction Survey) score every year from 2018 to 2021 the average GSS (Guest Satisfaction Survey) score reaches 76.0. So, it can be concluded that the impact of implementing green practice on the housekeeping department at Aloft Abu Dhabi has a positive and good effect.

5.2 Suggestions

Based on the conclusions that have been made, the suggestions that can be given in this study is the writer suggestion to the company management at Aloft abu dhabi hotel is that Green Practice at the Aloft Abu Dhabi Hotel has been carried out well, the author suggests that the implementation of green Practice be increased gradually until Aloft Abu Dhabi can achieve the desired goals. Also educating guests to participate in implementing going green for the sake of environmental health and caring for the environment. to always implement green housekeeping in a sustainable manner, and to continue to develop green housekeeping education for employees so that employee performance continues to improve so that the hotel can achieve its intended goals and also needs to provide education to guests who stay so that the meeting also understands the use of the linen card installed in the hotel. every room.

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