

THESIS
GREEN PRACTICE AT SUKU RESTAURANT IN CONRAD BALI



POLITEKNIK NEGERI BALI

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TOURISM DEPARTMENT
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BADUNG
2022

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A Thesis

Presented in Partial Fulfilment of the Requirements for The Degree of Bachelor of
Science of in Applied Tourism in Politeknik Negeri Bali



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PREFACE

Praises and thankfulness are always prayed by the writer to The Almighty Ida Sang Hyang Widhi who has given His blessings to the writer in completing a research thesis entitled “**Green Practice at Suku Restaurant in Conrad Bali**”.

The research thesis is presented in partial fulfillment of the requirements for The Degree of Bachelor of Science of in Applied Tourism in Politeknik Negeri Bali. In this occasion, the writer would like to deeply thank those who always provide support, guidance, and assistance during the writing process of this research thesis:

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The writer expects some critics and suggestions from the readers in order to be much better and wishes that this research thesis could be beneficial for the study as well as development of tourism industry.

POLITEKNIK NEGERI BALI

Badung, July 2022

The Writer

ABSTRAK

PRAKTEK HIJAU PADA SUKU RESTORAN DI CONRAD BALI

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Penelitian ini membahas tentang penerapan praktek hijau pada Suku Restaurant di Conrad Bali. Penelitian ini merupakan penelitian kualitatif dengan tujuan untuk mengetahui penerapan praktek hijau pada Suku Restaurant di Conrad Bali. Penelitian ini menggunakan jenis data kualitatif yang diperoleh melalui observasi, dokumentasi, serta wawancara. Metode yang digunakan dalam penelitian ini adalah deskriptif kualitatif dengan menjelaskan penerapan praktek hijau yang diklasifikasikan menjadi aksi hijau, makanan hijau, dan donasi hijau. Hasil penelitian menunjukkan beberapa praktik hijau yang diterapkan antara lain praktik hemat air, praktik hemat energi, pengurangan sampah, pemilahan sampah (pemilahan), penggunaan barang-barang ramah lingkungan, pemanfaatan lahan melalui kebun mini, mendukung bahan-bahan produksi lokal, menawarkan makanan organik dan menggunakan bahan organik, menggunakan bahan musiman, mendukung makanan nabati dengan menawarkan makanan vegetarian, mendukung Bali Pink Ribbon dan SOS Bali, Menciptakan kesadaran staf tentang perilaku hijau, Edukasi kepada pelanggan mengenai produk yang tidak ramah lingkungan dan pendidikan hijau, kontribusi staf Suku Restaurant untuk kegiatan pembersihan pantai, serta kontribusi staf Suku Restaurant untuk penanaman dan konservasi mangrove. Dapat disimpulkan bahwa green practice pada Suku Restaurant Conrad Bali telah dilaksanakan dengan baik. Secara akademis, hasil kajian memperkaya publikasi dan referensi tentang green practice khususnya di restoran serta memberikan masukan, informasi dan pertimbangan bagi Conrad Bali.

Kata kunci: Restoran, Praktik Hujau, Aksi Hijau, Makanan Hijau, Donasi Hijau

ABSTRACT

GREEN PRACTICE AT SUKU RESTAURANT IN CONRAD BALI

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This research discusses the implementation of green practice at Suku Restaurant in Conrad Bali. This research is a qualitative study with the aim of finding out the implementation of green practice at Suku Restaurant in Conrad Bali. This research uses qualitative type of data obtained through observation, documentation, as well as interview. The method used in this research is descriptive qualitative by explaining green practice implementation classified into green action, green food, and green donation. The results showed several green practices implemented including water saving practice, energy saving practice, reducing waste, sorting waste (segregation), using eco-friendly goods, the utilization of land through mini garden, supporting locally produced ingredients, offering organic food and using organic ingredients, using seasonal ingredients, supporting plant-based food by offering vegetarian items, supporting Bali Pink Ribbon and SOS Bali, Creating staff awareness of green behavior, Education to customers regarding un-environmentally friendly product and green education, Staff of Suku Restaurant contribution to beach cleaning activity, as well as staff of Suku Restaurant contribution to mangrove plantation and conservation. It can be concluded that green practice at Suku Restaurant in Conrad Bali has been well implemented. Academically, the study results enriches publication and references on green practice particularly in restaurant as well as providing input, information and consideration for Conrad Bali.

Keywords: Restaurant, Green Practice, Green Action, Green Food, Green Donation

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CHAPTER I

INTRODUCTION

1.1 Background

Global warming is one of the worst problem faced by mankind in this era. “Global Warming is an increase in the average temperature of the atmosphere, sea, and land” (Mulyani, 2021, p. 3). Human activities that look small yet are basically not environmentally friendly have a significant impact on global warming (Andini et al., 2020). Some of those include littering, excessive use of electricity, usage of motor vehicle, and others.

To this existing problem, businesses have taken an affirmative action by implementing environmental friendly practices in their daily operation. Many businesses start changing their orientations to be more environmentally friendly besides making maximum profit possible. One of the businesses is tourism. Tourism becomes one of the most affecting business to Global Warming due to several bad practices often carried out for-instance the practice of mass tourism, excessive usage of water, and waste produced by companies engaged in tourism, namely; hotel and restaurants. To these bad practices, tourism stakeholder can be defined as the key player. Despite the fact that a company primary focus is on making a profit, stakeholders of tourist industry play a significant role in ensuring social and environmental sustainability. (Wirananta & Sarja, 2020).

In Indonesia, especially in Bali, tourism becomes the biggest key sector of economy. So many hotels have been being built in Bali which some of them have

been concerning about the environmental issues by developing some noteworthy environmental practices to conserve the environment.

The environmental practice that is developed by hotels include saving energy through LED installation; water consumption saving through heating tap water or dual-flush water tank installation; ecological product usage such as environmental friendly cleaning products or food from local growers and producers; organic product usage; recycling items; education for the employees related to environmental issue (Alonso-Almeida et al., 2017).

One of those hotels that has implemented these practices is Conrad Bali. Conrad Bali is a 5-star hotel located on Pratama Street No.168, Tj. Benoa, South Kuta Sub-District, Badung Regency, Bali. This hotel has been concerning about Global Warming which this hotel realizes that the activities has done by hotels contribute to the bad impact on the surroundings. Due to this fact, Conrad Bali implements environmental practices in its operations.

All of the practices are done in every department in Conrad Bali starting from functional department to operation department. Special for operation department, the environmental measures are so concerned for the reason that these departments often use more energy, water, paper, etc. One of those departments is Food and Beverage Department. Every facility of hotel that becomes the responsibility of Food and Beverage used to be unfriendly to the environment for instance in restaurant. According to GRA (Green Restaurant Association) that every year, restaurant on average generates 100,000 pounds of waste (www.dinegreen.com/waste), compared to comparable commercial buildings a

restaurant utilizes 5-7 times more energy usage per square foot (www.dinegreen.com/energy), and every year, 300,000 gallons of water are consumed by a restaurant on average (www.dinegreen.com/water).

Acknowledging these facts, the noteworthy environmental practices in restaurant are done through implementing the guidelines to Green Restaurant provided by GRA (Green Restaurant Association) that had been classified by Schubert (2008) into three major areas, namely; **Green Action, Green Food, and Green Donation.**

Considering these facts come to restaurants encourage the writer in identifying the implementation of Green Practice at Suku Restaurant in Conrad Bali.

1.2 Problem of The Research

Based on the background above the writer can bring up the problem of the research as follow: How is the implementation of green practice at Suku Restaurant in Conrad Bali?

1.3 Purpose of The Research

The purpose of the writer of conducting this research is to find out the implementation of green practice at Suku Restaurant in Conrad Bali.

1.4 Significance of the Research

This research will hopefully bring some benefits, those are:

1. Theoretical Benefits

Theoretically, this research is expected to provide additional information in supporting other research and is expected to be the reference for the next researcher. Furthermore, the result of this research is expected to help and support the theories of green practice in the restaurant industry.

2. Practical Benefits

a) For researcher

The results of this study are expected to increase knowledge, experiences and insight to play a role in environmental sustainability through tourism activities, so that later can facilitate researcher in learning, especially regarding green practice in Restaurant.

b) For Politeknik Negeri Bali

The results of this study are expected to be used as a library reference of similar research in the near future.

c) For Companies

This research is expected to be beneficial for the management in Conrad Bali, especially Suku Restaurant as information and consideration in carrying out activities that will affect the surrounding environment and take a role in environmental sustainability in order to maintain its presence in the hospitality industry.

CHAPTER V

CONCLUSION AND SUGGESTION

5.1 Conclusion

Based on result and discussion of previous chapter could be concluded that green practice at Suku Restaurant in Conrad Bali has been well implemented which it could be seen from some practices carried out starting from Green Action that was done through water saving practice, energy saving practice, reducing waste, sorting waste (segregation), using eco-friendly goods, and the utilization of land through mini garden. In terms of Green food, it was done through supporting locally produced ingredients, offering organic food and using organic ingredients, using seasonal ingredients, and supporting plant-based food by offering vegetarian items. In terms of Green Donation it was done through supporting Bali Pink Ribbon and SOS Bali, creating staff awareness of green behavior, Education to customers regarding un-environmentally friendly product and green education, staff of Suku Restaurant contribution to beach cleaning activity, as well as staff of Suku Restaurant contribution to mangrove plantation and conservation.

5.2 Suggestion

Based on previous description, there were some suggestions that could be used by the industry or the next research. Those are;

1. For the Industry

Green Practice at Suku Restautant in Conrad Bali has been well implemented, the writer suggests that those implementations of green practice to be gradually

improved until Suku Restaurant is able to achieve its individualistic green certification, moreover Suku Restaurant management has to consider creating signage or pamphlet put in Suku Restaurant area as further effort to educate customers regarding un-environmentally friendly product.

2. For The Following Researcher

Based on the results of this study, the writer suggests to researchers who will continue developing this research to measure the application of green practice at the Suku Restaurant in Conrad Bali by analyzing the application of green practice based on the certification standards of green restaurant provided by GRA (Green Restaurant Association), so it can be measured the score of how well the implementation of green practice at Suku Restaurant is.



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