

**THE IMPLEMENTATION OF GREEN PRACTICE  
AT AYUNG GARDEN RESTAURANT OF  
THE ROYAL PITA MAHA UBUD**

COVER



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**TOURISM DEPARTMENT  
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BADUNG  
2022**

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which content is 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 2022  
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**THESIS**

**THE IMPLEMENTATION OF GREEN PRACTICE  
AT AYUNG GARDEN RESTAURANT OF  
THE ROYAL PITA MAHA UBUD**

The proposal of this research is proposed as one of the requirements to compile a thesis of the applied S1 Tourism Business Management Study Program



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**THESIS**

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# **IMPLEMENTASI PRAKTIK HIJAU DI AYUNG GARDEN RESTAURANT THE ROYAL PITA MAHA UBUD**

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## **ABSTRAK**

*Penelitian ini bertujuan untuk mengetahui implementasi praktik-praktik restaurant hijau di Ayung Garden Restaurant serta memberikan rekomendasi yang dapat diberikan terhadap manajemen dalam penerapan green practice. Metode pengumpulan data yang digunakan adalah dengan melakukan wawancara dengan informan kunci dan pendukung dari internal dan eksternal hotel, teknik observasi menggunakan observasi partisipan, studi pustaka, dan teknik dokumentasi. Metode analisis data yang digunakan adalah penelitian kualitatif berdasarkan teori Miles and Huberman's melalui reduksi data, penyajian data, dan penarikan kesimpulan. penelitian menunjukkan beberapa praktik hijau yang diterapkan antara lain praktik hemat air, praktik hemat energi, penggunaan barang-barang ramah lingkungan, pengolahan sampah, pemanfaatan lahan melalui kebun organik, menggunakan bahan-bahan produksi lokal, menawarkan makanan organik dan menggunakan bahan organik, menggunakan bahan musiman, mendukung makanan nabati dengan menawarkan makanan vegetarian, memberikan pelatihan terhadap staff peduli lingkungan, Edukasi kepada pelanggan mengenai produk yang tidak ramah lingkungan dan pendidikan hijau, kontribusi staf Ayung Garden Restaurant untuk kegiatan clean up campaign, serta memberikan masyarakat sekitar lapangan pekerjaan. Hasil penelitian ini menunjukkan bahwa penerapan green practice yang diklasifikasikan menjadi green action, green food, dan green donation telah berjalan dengan baik sesuai dengan hasil indicator yang digunakan dalam penelitian ini, namun masih ada beberapa tindakan yang harus ditingkatkan oleh Ayung Garden Restaurant dalam meningkatkan implementasi green practice di restaurant sesuai dengan rekomendasi-rekomendasi dalam meningkatkan penerapan green practice di Ayung Garden Restaurant.*

*Kata kunci: Restaurant Hijau, Praktik Hujau, Aksi Hijau, Makanan Hijau, Donasi Hijau,*

# **THE IMPLEMENTATION OF GREEN PRACTICE AT AYUNG GARDEN RESTAURANT OF THE ROYAL PITA MAHA UBUD**

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## **ABSTRACK**

*This study aims to determine the implementation of green restaurant practices at Ayung Garden Restaurant and provide recommendations that can be given to management in implementing green practice. The data collection method used is by conducting interviews with key informants and supporters from internal and external hotels, observation techniques using participant observation, literature study, and documentation techniques. The data analysis method used is qualitative research based on Miles and Huberman's theory through data reduction, data presentation, and drawing conclusions. The research shows that some of the green practices implemented include water-saving practices, energy-saving practices, the use of environmentally friendly goods, waste management, land use through organic gardens, using locally produced ingredients, offering organic food and using organic materials, using organic ingredients. seasonal, supporting plant-based foods by offering vegetarian food, providing training to staff who care about the environment, educating customers about products that are not environmentally friendly and green education, contributing Ayung Garden Restaurant staff to clean up campaign activities, as well as providing local communities with employment opportunities. This shows that the implementation of green practice which is classified into green action, green food, and green donation has been going well according to the results of the indicators used in this study, but there are still some actions that must be improved by Ayung Garden Restaurant. in improving the implementation of green practice in restaurants in accordance with the recommendations in increasing the application of green practice at Ayung Garden Restaurant.*

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



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JURUSAN PARIWISATA  
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Badung, July 2022  
The Writer

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# CHAPTER I

## INTRODUCTION

### 1.1 Background

The increasing growth of the hospitality business in providing accommodation facilities and services as a support for these tourism activities coincides with the rapid development of the tourism industry. The various hotel establishments that appear in every area of Bali demonstrate the industry's mass tourism development. However, this is not matched with a balance of environmental sustainability, as many of these industries have yet to implement the hospitality industry, which prioritizes environmental sustainability in their business development.

Tourism has been known as the smokeless industry for years. As an industry, tourism could gain revenue and other social, cultural, and economic benefits without establishing big factories that release smokes that could harm the environment. However, this statement is still debatable. Since, people travel by using many transportation modes that contribute to the carbon emission in some places, the traffic congestion caused by tourism activities releases carbon and emission that could harm the environment. Many tourism facilities, such as hotels, restaurants, theme parks, or even an event or art performance that caters to the needs of tourists in the destination are also producing a lot of garbage, using a lot of energy for their operation system (Andari and Setiyorini, 2016).



Environmental pollution is unavoidable as a result of this large enterprise. The rest of the hotel's operational execution is something that management must think about. The correct management of garbage and waste is sometimes forgotten or even ignored, resulting in environmental hazards. The Food and Beverage Department has the most impact on environmental harm of all the hotel departments. The restaurant industry, according to (Schubert, 2008), has contributed to environmental damage through energy use, trash management, and the use of non-recyclable materials or the incorrect recycling procedure.

Restaurants have a strong appeal to tourists when deciding where to stay because that are is of the reasons they choose a hotel as a location to stay. Seeing the environmental damage that is occurring is slowly changing the way tourists make these decisions they are no longer choosing delicious and luxurious dishes with world-class facilities and architecture, but instead are becoming more interested in enjoying green products as a new behavior in selecting and enjoying products. According to (Irawan & Budiantoro, 2015) green practice is an activity carried out to protect the environment through green action (efficient use of water, pollution, and the use of environmentally friendly materials), green food is the processing of local and organic food ingredients, and green donation is a contribution made by management in assisting and participating in the community in educating and repairing environmental damage.

One of the hotels that consider to apply such a green practice is The Royal Pita Maha Ubud, all of the measures are done in every department in The Royal Pita Maha Ubud 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 often tends to be unfriendly to the environment. For instance in restaurant, according to GRA (Green Restaurant Association), an average restaurant produces 100,000 pounds of garbage per year and on average, uses up to 5-7 times more energy per square foot than other commercial buildings, and on average a restaurant uses 300,000 gallons of water every year.

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

From the above background, the authors are interested in conducting research with the title "The Implementation of Green Practice at Ayung Garden Restaurant of The Royal Pita Maha Ubud".

## **1.2 Problems Identification**

1. How the green practices be implemented at Ayung Garden Restaurant?
2. What efforts can be recommended to the management of Ayung Garden Restaurant in maximizing the implementation of green practice?

## **1.3 Purpose of The Research**

1. To find out the implementation of green practice at Ayung Garden Restaurant.
2. To find out the efforts can be recommended to management of Ayung Garden Restaurant in maximizing the implementation of green practice.

## **1.4 Benefits of The Research**

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

### **1.4.1 Theoretical Benefits**

This study's findings are expected to provide more knowledge and insight into the academic community. It is intended that it will serve as a useful resource for future academics interested in doing study on the application of green practices.

### **1.4.2 Practical Benefits**

1. For the management of The Royal Pita Maha Ubud

The findings from this study are expected to be used by the management of The Royal Pita Maha Ubud as a source of knowledge and consideration, as well as a reference, in order to implement green practice at restaurants.

2. For Bali State Polytechnic

The findings from this study can be used as study materials in an effort to update learning materials and provide students with more sources of information.

3. For the researchers

To improve understanding and application of theory learned in college and immediately implemented in the industry, particularly in the research field.



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## **CHAPTER V**

### **CONCLUSION AND SUGGESTIONS**

#### **5.1 Conclusion**

Based on the previous Results and Discussion chapter, there are several conclusions obtained from this study as follows:

The application of green restaurant by Ayung Garden Restaurant has been well maintained. This could be seen from the results of interviews and observations through green practice (green action, green food and green donation) as indicators in this study. Sustainability programs have been planned, some of which have been successfully implemented at Ayung Garden Restaurant.

The effect of implementing green hotel practice by Ayung Garden Restaurant has a significant impact both internally and externally to the hotel. Greening practices have an impact on the environment in or around the hotel area, starting from the application of green action by implementing water and energy saving practices, reducing waste generated, and managing waste by implementing 3Rs (reduce, reuse, recycle). The application of green food by applying the use of local, organic and seasonal ingredients, as well as providing a vegetarian menu. And the last is the implementation of green donation by implementing pro-environment behavior staff training, educating customers, participating in environmental care activities, and giving rice fields to the surrounding community to be utilized. These

practices have a good impact on the environment. Social and economic aspects are also affected, from local communities being prioritized for employment to fields from rice field and organic farming on restaurant, green practices at Ayung Garden Restaurant help reduce budgetary costs specifically for food and beverage costs. The Ayung Garden Restaurant has shown the restaurant contribution to the environment, social and economy around the hotel area

Based on the previous explanation, it can be concluded that the implementation of green practices implemented at Ayung Garden Restaurant has been going well. With the implementation of green action, green food and green donation carried out by restaurant management, it has helped reduce damage to the environment due to restaurant operations and has a positive impact on restaurant external parties. However, there are some improvements should take into account by the restaurant. Those improvements are served as the result of the research findings to be followed up by the restaurant, the improvement could be seen on the chapter IV specifically on point 4.2.2 The efforts can be recommended to management of Ayung Garden Restaurant in maximizing the implementation of green practice.

## **5.2 Suggestions**

Referring to the results and discussion in the previous chapter, there are several suggestions in this study, as follows:

### **1. For companies**

From the results of interviews and observations, suggestions for companies are presented in chapter IV point 4.2. There are several actions that need to be taken

by organizations in improving the implementation of green practice that have not yet been implemented at Ayung Garden Restaurant, recommendations for actions that need to be carried out by management in improving the application of green practice refer to the indicators used in this study.

## **2. For Future**

Research This research uses qualitative techniques through interviews with internal and external parties related to the practice of green restaurants. However, interviews with guest perceptions are still less related to green practice practices implemented by restaurants. Therefore, this research further suggests more direct interviews with guests to find out the guest's point of view. In addition, further research should be able to compare one or two restaurants that apply green practice to find out the application of green practice in terms of sustainable development in restaurant operations, the equipment used, processing food ingredients, application of water and energy savings and also to measuring water and energy consumption and production.

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