

**THE ANALYSIS OF SWISS-BELINN LEGIAN'S GREEN
EFFORTS AS PART OF CORPORATE SOCIAL
RESPONSIBILITY**



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**TOURISM MANAGEMENT
POLITEKNIK NEGERI BALI
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, August 12th, 2022

Statement made by,



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**THE ANALYSIS OF SWISS-BELINN LEGIAN'S GREEN
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THESIS

This thesis was prepared 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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The writer hopes that this research proposal can be useful and could be beneficial for the study as well as the sustainability of green environment and the tourism industry especially.

Badung, August 12th, 2022

The Writer

ABSTRAK

ANALISIS UPAYA HIJAU SWISS-BELINN LEGIAN SEBAGAI BAGIAN DARI TANGGUNG JAWAB SOSIAL PERUSAHAAN

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Masalah sampah khususnya sampah plastik dapat mengakibatkan kerusakan lingkungan dan ekosistem apabila tidak dikelola dengan baik. Penelitian yang berjudul “The Analysis of Swiss-Belinn Legian’s Green Efforts as Part of Corporate Social Responsibility” dilakukan dengan tujuan untuk mengetahui upaya-upaya yang telah dan akan dilakukan oleh manajemen Swiss-Belinn Legian dalam mengurangi penggunaan plastik sekali pakai dalam operasional hotel sebagai bagian dari tanggung jawab perusahaan terhadap lingkungan dan untuk mengidentifikasi dampak biayanya. Metode yang digunakan dalam penelitian ini adalah wawancara dan observasi langsung di lapangan serta pemeriksaan dokumen. Analisis data dilakukan secara deskriptif kualitatif dan kuantitatif. Hasil penelitian menunjukkan bahwa ada beberapa upaya yang sudah dan akan dilakukan dalam mengurangi penggunaan plastik sekali pakai dalam operasional housekeeping seperti mengganti kantong plastik laundry menjadi bahan kain untuk pakaian kotor dan keranjang rotan untuk pakaian bersih setelah laundry, mengganti air kemasan plastik di dalam ruangan. menjadi bahan kaca, mengganti botol plastik perlengkapan mandi di kamar mandi dengan dispenser, mengganti pengaduk plastik di kamar dengan sendok teh. pada tahun 2019 hotel mulai menerapkan program pengurangan penggunaan plastik sekali pakai khususnya pada operasional housekeeping dan hasilnya, konsumsi pemakaian plastik sekali pakai mengalami penurunan baik dari segi kuantitas maupun biaya.

Kata kunci : Sampah, sampah plastik, plastik sekali pakai, masalah lingkungan, biaya, tanggung jawab sosial perusahaan.

ABSTRACT

THE ANALYSIS OF SWISS-BELINN LEGIAN'S GREEN EFFORTS AS PART OF CORPORATE SOCIAL RESPONSIBILITY

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The problem of waste, especially plastic waste, can cause damage to the environment and ecosystem if it is not managed properly. The research entitled The Analysis of Swiss-Belinn Legian's Green Efforts as Part of Corporate Social Responsibility was conducted with the aim of knowing the efforts that have been and will be made by Swiss-Belinn Legian management in reducing the use of single-use plastics. in hotel operations as part of the company's responsibility to the environment and to identify the cost impact. The method used in this research is interviews and direct observation in the field as well as document examination. Data analysis was performed descriptively both qualitative and quantitative forms. The results showed that there are some efforts that have been and will be undergone in reducing the single-use plastic in housekeeping operation such as change laundry plastic bag into fabric material for dirty clothes and rattan basket for clean clothes after laundry, replace plastic bottled water in the room into glass material, replace plastic amenities bottles in bathroom with dispenser, change plastic stirrer in the room with teaspoon. In 2019 the hotel began implementing a program to reduce the use of single-use plastics, especially in housekeeping operations and as a result, the consumption of single-use plastics has decreased both in terms of quantity and cost.

Keywords: Waste, plastic waste, single-use plastic, environmental problems, cost, corporate social responsibility.

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CHAPTER I

INTRODUCTION

1.1 Research Background

The use of plastic as a wrapper for both food and other products is very commonly used in society to replace wood and metal considering the advantages it has, such as light weight, strength, and corrosion resistance. The low awareness of citizens to reduce the single-use and sorting plastic waste properly can lead to environmental problems and damage to natural ecosystems because plastic waste can last for hundreds of years and cannot decompose naturally (Scholz et al., 2020).

The tourism industry is one of the industries that is growing very rapidly throughout the world and is one of the contributors to foreign exchange for the country. Tourism cannot be separated from the beauty and cleanliness of both the environment and other tourism supporting facilities, one of which is the hospitality industry. Environmental cleanliness as one part of *Sapta Pesona*, namely: safe, orderly, clean, cool, beautiful, friendly, and memorable (*aman, tertib, bersih, sejuk, indah, ramah dan kenangan*) is an absolute requirement that must be maintained for the comfort of tourists. Currently the government, especially through the Ministry of Tourism, Economy and Creative Industries, has launched a guidebook on Green Hotels as part of the Sustainable Development Goals, which is one of topics that has recently become the main focus in every sector.

Most foreign hotel guests are beginning to gain an environmental awareness and feel that accommodation establishments should be more involved in sustainable practices. It is environmentally friendly products or services that have achieved considerable success in response to guests' increased sensitivity arising from concern about the constantly deteriorating environment.

Among the tourist destinations in Indonesia, Bali is one of the tourist destinations that is well known throughout the world and has been awarded the first rank as the world's Best Travel Destination 2021 version of the Traveller's Choice TripAdvisor which is a travel and review company site based in the United States. (USA) as an island that has a variety of natural beauty, marine and biological life, and cultural uniqueness. But of all that, the natural beauty of Bali is currently placed on spotlight by foreign tourists because of the problem of waste, especially plastic waste that is not managed properly so that it pollutes the environment and waters. This was once published in Time magazine which stated that Bali is a holiday like hell because Bali is full of garbage, industrial waste and traffic jams in southern Bali which are already acute (Marshall, 2011). In addition, in March 2018, a diver from the UK named Rich Horner recorded a video about the very poor condition of Bali's waters, which is filled with plastic waste. This video was recorded at the Manta Point Nusa Penida dive site and uploaded on the YouTube channel.

The hotel industry is one of the industries that produces a lot of waste such as organic, non-organic, toxic, or not. Along with the government's program to implement green tourism and green hotels for sustainable development purposes, the hotel industry is also starting to improve by looking at the environmental dimension in the company's goals in addition to improving the economic and social dimensions. A hotel can be called environmentally friendly if the hotel synergies its daily operations with efforts to reduce negative impacts on the environment through the preparation of energy efficiency systems, recycling programs, utilization of renewable energy, irrigation systems, the use of organic products in food and programs aimed at reducing water use (Ruiz-Molina et al., 2010).

Swiss-Belinn Legian, an international chain hotel is a modern 3-star hotel located on Jalan Padma Legian, North Kuta, Bali, operated since March 14, 2014, and managed by Swiss-Belhotel International. The hotel features 123 newly renovated and well-appointed guest rooms in three configurations. As a business unit, Swiss-Belinn Legian offers accommodation, food, beverage, and various other services, all of which are intended to support services to both domestic and international tourists. In this research, the writer using data from 2017-2019 considering in year 2020-2021 was pandemic situation and number of visitors both international and domestic were drop drastically so that it can't be compared to the previous years because of the long gap in numbers and make the research result unequal.

Table 1.1
Room Night sold & Total number of guest 2017-2019

Month	2017		2018		2019	
	Room Nights	Total Guests	Room Nights	Total Guests	Room Nights	Total Guests
January	2,886	5,519	2,530	4,699	2,650	4,857
February	2,655	4,859	2,625	4,779	2,020	3,662
March	2,641	4,893	2,968	5,491	2,523	4,583
April	2,938	5,443	2,781	5,034	2,497	4,451
May	3,371	6,305	3,451	6,246	2,778	4,954
June	3,410	6,402	3,323	6,216	3,001	5,621
July	3,581	6,712	3,585	6,827	3,186	5,943
August	3,736	7,026	3,634	6,608	3,672	6,892
September	3,230	6,105	3,422	6,004	3,389	6,410
October	3,491	6,310	3,630	6,544	3,608	6,684
November	3,207	5,891	2,947	5,101	3,410	6,405
December	2,356	4,384	2,755	5,136	3,197	6,087
Total	37,829	70,308	37,651	68,685	35,926	66,549

Source: Monthly report Swiss-Belinn Legian 2017-2019

As a hotel that operates 24 hours a day - 7 days a week, of course, it produces a lot of waste, especially plastic in supporting its operational activities especially in Housekeeping and Food & Beverage Departments. This of course can have an impact on the environment and even the company's economy or profitability if this plastic waste is not managed properly. To be able to carry out a program to reduce the use of plastic waste in hotel operations, it is not enough just to mobilize

employees, but also needs support from guests as the main consumers, so that the program for reducing the use of single-use plastics can run continuously and consistently. This is also in line with Bali Governor Regulation Number 97 of 2018 concerning Restrictions on the Single-use Plastic Waste (Pergub, 2018).

Implementing new policy in hotel operation requires commitment of managers and front liners, to strengthen their motivation and to give enforcement to the staff of Swiss-Belinn Legian, a study will be conducted with a title 'The Analysis of Swiss-Belinn Legian's Efforts In Reducing Single-Use Plastic In House-Keeping Operation and Its Cost Impact', in order to identify the impact of reducing the usage of plastic in to the environment, the hotel operation especially house-keeping department and business profitability. It is expected that the results of the study could be used by the hotel as a reference, as well as to enrich academic publication on plastic usage.

1.2 Problem Identification

Based on the background described above, the problems that can be identified are:

1. What are the Swiss-Belinn Legian's efforts that have been and will be made by Management in reducing the use of single-use plastic in House-keeping operation as part of the company's responsibility to the environment?
2. What is the impact of Swiss-Belinn Legian's efforts to reduce the use of single-use plastic in house-keeping operations to operation cost?

1.3 Purpose of Research

Based on the problem identification above, the objectives of this research are:

1. To know the efforts that have been and will be made by the management of Swiss-Belinn Legian in reducing the use of single-use plastic in house-keeping operation as part of the company's responsibility to the environment.
2. To identify the impact of Swiss-Belinn Legian's efforts to reduce the use of single-use plastic in house-keeping operation to the operation cost

1.4 Benefits of Research

This research is expected to provide benefits both theoretically and practically.

The benefits to be obtained in this research as follows:

1. Theoretical

Theoretically, this research is expected to provide source information in supporting other similar research in the future especially related to waste management in a hotel and add the bibliography in the academic field.

2. Practical

- a. For the company (Swiss-Belinn Legian)

The result of this study are expected to help the company carrying out the program to reduce or even replace plastic packaging with other environmentally friendly materials and reuse whenever possible.

- b. For Politeknik Negeri Bali

The result of this study can be additional reading material and information for

further researchers who will analyze similar problems with the aim of improving and perfecting weaknesses in existing research.

c. For Writer

In addition, this research is useful for the writer in understanding the importance of reducing plastic waste and applying it at least in the writer's own home environment.

CHAPTER V

CONCLUSION AND SUGGESTIONS

5.1. Conclusion

Plastic waste with its characteristics as non-organic waste that is difficult to decompose, toxic and pollutes the environment, becomes a big problem in ensuring environmental sustainability both on land and in water that can harm living creatures. Serious efforts with an environmental perspective are needed for the management of plastic waste. The adoption of social responsibility positively affects the protection of the environment from pollution and is influenced by the following factors: increasing the participation of workers for healthy environmental; increasing the companies' economic and social activities toward protecting the environment from pollution; increasing the awareness of green consumers with the products it offers companies.

From the explanation above, the impact of Swiss-Belinn Legian's green efforts to reduce the use of single-use plastic in house-keeping operations to the operation cost in 2018, hotels have not maximally implemented the regulations regarding restrictions on the use of single-use plastics so that the use of plastic goods in operations is still high with high costs as well. Whereas, in 2019 since the implementation of the program to reduce the use of single-use plastics at the Swiss-Belinn Legian hotel especially in housekeeping operations, overall, in 2019 there has

been a decrease in total usage by 11.44 percent in quantity and costs of 20.31 percent or IDR 21.764.131 in amount compared to the average consumption of 2017 & 2018. Although the total amount of usage and costs have not been significantly reduced, this program has a positive impact both in terms of the environment and costs as long as it is carried out seriously so as to increase company profits.

5.2. Suggestions

Based on the conclusions of this study, it shows that the efforts that have been made to reduce the use of single-use plastics in house-keeping operations have shown a decrease in both quantity and cost, although not so significant. The suggestion that can be given to the hotel are as follows :

1. Engaging the staff to this program from the beginning. Inform and train them about issues around the use of plastics and how the hotel intends to cut down on single-use plastics. Besides employees, in the process of reducing single-use plastics in the hotel, it is very important that we communicate positively towards the guests. They must be informed on what we are doing, why we are doing it, and what they can do to support the efforts. Positive messaging and communication on removing single-use plastics can be placed throughout the hotel and staff can inform and explain more about plastic reduction program. Once they understand the issue with positive encouragement and are given the opportunity to get involved and make a difference, this will make achieving the program a lot easier. This is also in-line with the sustainability program that will be launched by Swiss-

Belhotel International to minimize or change plastic amenities in the room and other supporting equipment in hotel's operation to be replaced with more eco friendly products.

2. Consistent in sorting waste based on its type before being disposed to the landfill. Started a recycling program for goods that can still be used so as to reduce the cost of buying new goods and the most importantly reduce waste in landfills which has an impact on environmental sustainability.

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