

Green Housekeeping Implementation for Environment Sustainability at Novotel Bali Ngurah Rai Airport

I Made Juli Adhi Putra ^{1*}, I Putu Krisna Arta Widana ², I Ketut Astawa ³

¹ Study Programme of Tourism Business Management, Department of Tourism, Politeknik Negeri Bali

² Study Programme of Tourism Business Management, Department of Tourism, Politeknik Negeri Bali

³ Study Programme of Tourism Business Management, Department of Tourism, Politeknik Negeri Bali

*Corresponding Author: elianaputra@gmail.com

Abstract: This research is intended to analyze the implementation of green housekeeping for environmental sustainability at Novotel Bali Ngurah Rai Airport. The method of collecting data are observation, interview, and questionnaire. Interviews were conducted with key management staff of Novotel Bali Ngurah Rai Airport, while a questionnaire was distributed to 17 housekeeping staff of Novotel Bali Ngurah Rai Airport. The analysis used is descriptive qualitative. The research results indicate that green housekeeping has been implemented daily and supports environmental sustainability. The writer hopes the result of this research could benefit the development of green housekeeping in the hotel industry.

Keywords: Implementation, Green Housekeeping, Environment Sustainability, Novotel Bali Ngurah Rai Airport

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Introduction

A hotel is one of the tourism stakeholders that play a very important role in the success of tourism development in the region and the country. There are thousands of hotels with different standards and management procedures. ACCOR is one of the established standards for hotel management worldwide, including in Bali, Indonesia.

The ACCOR has been a committed group for years and has constantly worked to redefine boundaries. The Planet 21 program demonstrates the group's ambitious goals, based on four strategic priorities: work with its employees, involve its customers, innovate with its partners and work with local communities. Two key issues will be food and buildings (ACCOR, 2020). This program, in line with United Nations, established United Nations Environmental Programme (UNEP), has proved how countries in the world are paying attention to the environment and sustainability of the earth. It is also implemented in Indonesia generally, especially Bali, as a province that pays serious attention. It is regulated based on Bali Governor's regulation (PERGUB) Number 97 in the Year 2018 regarding the restriction of usage of one-use plastic causing trash.

Novotel Bali Ngurah Rai Airport is one of the ACCOR properties in Bali, implementing the Planet 21 ACCOR program and the Bali Governor's regulation to support green hotel management. Every department at Novotel Bali Ngurah Rai Airport is implementing green hotel management, including Room Division Department. Room Division manages the front office operations, housekeeping, and recreation (studio room, spa, gym, rooftop, and premier lounge).

Studies on green hotels emphasize the environmental and financial benefits that conventional hotels do not provide to society or companies. However, these benefits may not be the ones that resonate best with its potential customers (Jiang, 2015). A unified definition of "green hotels" remains non-existent; however, this "green" concept is occasionally defined as hotels that are "environmentally responsible" and "environmentally friendly" (Kim & Han, 2010). Another definition states that "green hotels" should use "recycled", "low-polluting," or "energy-saving" materials (Chen & Chen, 2012). Hotel housekeeping may encounter various challenges in promoting environmental sustainability strategies in daily operations (Choy, 2021). The hotel's housekeeping department creates a home away from home. The primary endeavor is to provide clean, well-

maintained, comfortable rooms with warm surroundings that offer value for money (Bhatnagar & Dheeraj, 2019). Today green housekeeping management is needed by hotels (Setiawan, 2021).

Sustainability has been applied to numerous industries, including hospitality (Mak & Chang, 2019). The United Nations Environment Program (UNEP) and World Tourism Organization (UNWTO) (2005) define sustainable tourism as tourism that takes full account of its current and future economic, social and environmental impacts. They also address the needs of visitors, the industry, the environment, and host communities". One of the main objectives of sustainable tourism is to "make optimal use of environmental resources that constitute a key element in tourism development" (United Nations World Tourism Organization, 2005).

The housekeep contributes to successful green hotel implementation such as related towels, water, energy, amenities, paper, and plastic products, using an eco-certified cleaning product, LEDs, light bulbs, etc. Implementation of green housekeeping is interesting to be analyzed how far this section could contribute to the environment and sustainability, considering a much action can be taken by this section. However, the guidelines established by ACCOR might not be maximumly implemented. Therefore, the writer is interested in conducting research under the title "Green Housekeeping Implementation for Environment Sustainability at Novotel Bali Ngurah Rai Airport".

Method

Research location at Novotel Bali Ngurah Rai Airport from March to July 2022. The informant in this research is all parties who know in detail the information related to this research, and the criteria are General Manager, Room Division Manager, and Asst. Executive Housekeeping. The main reason why the researcher determined the key informant above is because they are management level who have a full understanding related to the matters, as well as the execution person (frontline staff) practicing day-to-day business operations. It will provide the researcher with the full picture of the subject matter in this research. Data collection methods are observation, interview, documentation, and questionnaires using tired sampling, considering less than 30 participants from the housekeeping staff. Data analysis technique using the Likert scale and qualitative analysis.

Result and Discussion

Novotel Bali Ngurah Rai Airport is a hotel with a Novotel brand that is the same across the network as a member of ACCOR group hotels. They started implementing green hotel management starting June 2013, when the hotel was built. The standard of green hotel management is implemented across their departments, including room division, especially housekeeping. The program was continuously improved from time to time, including recently, in 2020, introducing paperless rooms. In addition, they removed the hotel information book, room menu card, and hotel directory to be electronic using TV plasma or QR code. Novotel works with its service providers and guests to realize its program.

The writer interviews key management personnel at Novotel Bali Ngurah Rai Airport to better understand the implementation of green housekeeping for environmental sustainability using key specific questions. Key personnel management is the General Manager, Room Division Manager, and Asst. Executive Housekeeping. The writer used procedures established by ACCOR Hotels Group as documented in ACCOR Planet 21 and also based on ASEAN Green Hotels Standard (ASEAN, 2016) to conduct the interview. The summary of the interview is described below:

Green hotels and green housekeeping perceptions

All of them describe the green hotel and also green housekeeping in line with the ASEAN Green Hotel Standard as well as ACCOR Planet 21, how the hotel is managed by considering environment sustainability, using green products, water management, energy efficiency, promoting green action thru their Planet 21 the program, work with local communities such as corporate social responsibility (CSR), and staff awareness to support the green hotel's program.

Environmental policy of the hotel

Novotel Bali Ngurah Rai Airport, one of ACCOR Hotel Group properties, uses ACCOR Planet 21 Program to support environmental sustainability. The staff is specially trained in ACCOR Planet 21 Program and contributes to the implementation and supplier management to support its program. The management of its implementation conducts the monitoring, and they must update the report monthly. It includes the result of CSR for the room linen policy.

The use of green products and green practices

Novotel Bali Ngurah Rai Airport uses green products for the hotel, especially related to housekeeping, as below action:

1. Using eco-friendly amenities (soap, shower gel, shampoo). The product used specifically has a recognized eco-label. This product is especially for Novotel amenities as part of ACCOR Group Hotels, which is used all across the Novotel brand around the world.
2. Using eco-certified cleaning products. The cleaning product used in Novotel Bali Ngurah Rai Airport is standard for all Novotel brands worldwide. In addition, they have green labels such as Green Seal Certified, EU Flower, Nordic Swan, EcoLogo, and Safer Choice.
3. Eliminate disposal of plastic cups. Novotel Bali Ngurah Rai Airport has removed all plastic cup and only use glass cup, which is a reusable product.
4. Offer an alternative to a water bottle. Novotel Bali Ngurah Rai Airport has no longer providing water bottles in plastic bottles/containers, and water are provided in glass bottles/containers for all areas, including rooms.
5. Offer eco-friendly sheets and duvet covers. Novotel Bali Ngurah Rai Airport also has been implementing eco-friendly sheets and duvet covers in all rooms. They must use green label products such as Label Oekotex standard 100 Confiance Textile.
6. Provide eco-friendly towels. Novotel Bali Ngurah Rai Airport uses towels with specific eco-label, such as Label Oekotex standard 100 Confiance Textile.
7. Have eco-designated bedding in the guest room. Novotel Bali Ngurah Rai Airport uses the eco-designated product for bedspreads, pillowcases, bed bases, and mattresses. The product has eco-label such as Oekotex standard 100 Confiance Textile, PEFC, and FSC.
8. Single-use product for toilet papers and tissues. Novotel Bali Ngurah Rai Airport uses single-use products for toilet paper and tissues, which do not harm the environment.
9. Eco-friendly printing papers. Novotel Bali Ngurah Rai Airport has significantly reduced the use of paper, and all papers have been eliminated in the room. The menu is available in QR code and TV plasma. The guest can turn on the TV and find all information related menu, hotel contact numbers, and other hotel information.
10. Use the eco-friendly magnetic key card for the guest room. Novotel Bali Ngurah Rai Airport has not been implementing eco-friendly products for the magnetic card, which is suggested on ACCOR Planet 21. It should be made from natural materials such as wood and bamboo with a message to promote eco-friendly initiatives such as "Acting Here Planet 21". Currently, the magnetic key card has plastic material, and the cost to replace it with eco-friendly material significantly impacts their budget. Novotel Bali Ngurah Rai Airport expects to implement an eco-product magnetic key card by Q4 2022, considering this initiative has been delayed due to the COVID-19 pandemic.
11. Propose guests reuse towels and linens. This initiative reduces energy and wastewater for laundering towels and linens. The guest can support this by hanging their towels instead change them every day. The notice is also displayed in the room. The cost of laundry will be donated to CSR for the Pajajaran Mangrove Project in Northern Bali. Every non-laundry towel will be counted, and the hotel will allocate the laundry budget for CSR.
12. Comply with standard flow rates for all showers, taps, and toilets. For example, Novotel Bali Ngurah Rai Airport determined standard flow rates based on ACCOR Planet 21, as shown in Table 1.

Table 1. Water flow rates

Equipment	Flow	Location	Solution
Sink taps	6 litres/ min	Rooms and public areas	Listed flow regulator
Showers	9-12 litres/ min	Room, spa, swimming pool	Listed flow regulator
Shower heads	9 litres/ min	Rooms	Listed flow regulator
Toilet flush with dual flush system	Low flow rate: 3 L High flow rate: 6 L	Rooms and public area	Dual flush system
Urinal	2 litres / flush	Public areas	

Source ACCOR Planet 21, 2022

13. Use of LEDs or energy-efficient light bulbs. Novotel Bali Ngurah Rai Airport uses 75% of LEDs with energy-efficient light in rooms, public areas, lobby, meeting rooms, toilets, restaurants, and signs.
14. Wastewater management. Novotel Bali Ngurah Rai Airport conducts wastewater management by reusing the water after being treated and using it for plantation in their garden areas.
15. Automatic metering and sub-metering of water, energy, and temperature. Novotel Bali Ngurah Rai Airport uses automatic water and energy metering, especially in public areas and toilets. Temperature is set in a controlled manner, while for the room, the automatic room key card controls energy usage. Water control using taps based on standard flow rate.
16. Training staff on health and well-being. Novotel Bali Ngurah Rai Airport mandates all their staff to be trained for health and well-being. It includes the ACCOR Planet 21 action.

Collaboration with community and local organizations

Novotel Bali Ngurah Rai Airport works with local organizations such as Pajajaran Mangrove Project in Northern Bali, Schooling in Bedugul, and governmental bodies/agency. The hotel also implements CHSE standards and certified by the Government of Indonesia thru the Ministry of Tourism and Economic Creative with certificate number IL.04.02/208/M-K/2020 dated 07 November 2020. Novotel also received a CHSE certificate from Sucofindo, CHSE 000115/2020, dated 07 November 2020. The CHSE result is satisfactory.

Proper waste management

Wastewater treatment was used for the plantation, and the food waste reduction target was set at zero. However, the food waste is treated based on ACCOR guidance, such as recreation (the majority of food waste is recreated for further consumption) and donated to a social organization such as orphanages donate to live-stock.

Toxic and chemical substance disposal management

Novotel Bali Ngurah Rai Airport uses Ecolab for toxic and chemical disposal management. The company has a green certificate in managing toxic and chemical disposal management.

Noise Pollution Control

Novotel Bali Ngurah Rai Airport uses soundproofing in every guest room to manage noise pollution in the room, ensuring guests stay comfortable.

Service Provider Management

Novotel Bali Ngurah Rai Airport has a policy to set for service providers and to procure hotel needs ensuring all suppliers have a corporate policy in environmental management.

In addition to the interview conducted by the writer with key management personnel, the writer also conducted a questionnaire to personnel in the housekeeping section. The questionnaire uses ranges from 1 to 5. They are 1 (not implemented), 2 (less implemented), 3 (implemented), 4 (very implemented), and 5 (strongly implemented). There are 17 staffs in housekeeping, including one laundry staff and two public areas participating in the questionnaire with the result as follow:

1. There are a total of 17 respondents from housekeeping staff having 29.4 months of working experience with Novotel Bali Ngurah Rai Airport.
2. Result of using eco-friendly amenities (soap, gels, shampoo) is shown in Table 2.

Table 2. Eco-friendly amenities (soap, gels, shampoo)

Rating	Frequency	Percent (%)	Cumulative (%)
Implemented	11	64.7	64.7
Very Implemented	5	29.4	94.1
Strongly Implemented	1	5.9	100
Total	17	100	

Based on Table 2, it can be explained that 11 respondents stated Implemented, representing 64.7% result, while five respondents stated Very Implemented, representing 29.4%, and lastly, one respondent stated Strongly Implemented, representing 5.9%. There is no respondent state Not Implemented, and Less Implemented. Therefore, it can be concluded that eco-friendly amenities (soap, gels, shampoo) are implemented.

3. Result of the eco-certified cleaning products is shown in Table 3.

Table 3. Eco-certified cleaning products

Rating	Frequency	Percent (%)	Cumulative (%)
Implemented	9	52.9	52.9
Very Implemented	6	35.3	88.2
Strongly Implemented	2	11.8	100
Total	17	100	

Based on Table 3, nine respondents stated Implemented, representing 52.9%. There are six respondents stated Very Implemented, representing 35.3%, and two respondents stated Strongly Implemented, representing 11.8%. There is no result of Not Implemented and Less Implemented. This concluded that Eco-certified cleaning products are implemented.

4. Result of the standard water flow rate at showers, taps, and toilets is shown in Table 4.

Table 4. Standard water flow rate at showers, taps and toilets

Rating	Frequency	Percent (%)	Cumulative (%)
Implemented	10	58.8	58.8
Very Implemented	6	35.3	94.1
Strongly Implemented	1	5.9	100
Total	17	100	

Table 4 shows that ten respondents stated Implemented, representing 58.8%, six respondents stated Very Implemented, representing 35.3%, and one respondent stated Strongly Implemented, representing 5.9%. There is no respondent state Not Implemented, and Less Implemented. It means the standard water flow rate at showers, taps, and toilets is implemented.

5. Result of the rooms are clean and eco-friendly, as shown in Table 5.

Table 5. Rooms are clean and eco-friendly

Rating	Frequency	Percent (%)	Cumulative (%)
Implemented	7	41.2	41.2
Very Implemented	9	52.9	94.1
Strongly Implemented	1	5.9	100
Total	17	100	

Based on Table 5, seven respondents stated Implemented, representing 41.2%, nine respondents stated Very Implemented, representing 52.9%, while one respondent stated Strongly Implemented,

representing 5.9%. No respondent stated Not Implemented, and Less Implemented. It means rooms are clean and eco-friendly, and very well implemented.

6. Result of the rooms are comfortable and safe, as shown in Table 6.

Table 6. Rooms are comfortable and safe

Rating	Frequency	Percent (%)	Cumulative (%)
Implemented	9	52.9	52.9
Very Implemented	7	41.2	94.1
Strongly Implemented	1	5.9	100
Total	17	100	

Based on Table 6, nine respondents stated Implemented, representing 52.9%, seven respondents stated Very Implemented, representing 41.2%, while one respondent stated Strongly Implemented, representing 5.9%. There is no respondent state Not Implemented, and Less Implemented. It means rooms are comfortable and safe.

7. Result of the room facility, lighting in the room is efficient and satisfying, as shown in Table 7.

Table 7. Lighting in the room is efficient and satisfying

Rating	Frequency	Percent (%)	Cumulative (%)
Implemented	10	58.8	58.8
Very Implemented	6	35.3	94.1
Strongly Implemented	1	5.9	100
Total	17	100	

Based on Table 7, ten respondents stated Implemented, representing 58.8%, six respondents stated Very Implemented, representing 35.3%, and one respondent stated Strongly Implemented. There is no respondent state Not Implemented and Less Implemented. It means lighting in the room is efficient and satisfying.

8. Result of eco-friendly sheets and duvet covers is shown in Table 8.

Table 8. Eco-friendly sheets and duvet cover

Rating	Frequency	Percent (%)	Cumulative (%)
Implemented	10	58.8	58.8
Very Implemented	5	29.4	88.2
Strongly Implemented	2	11.8	100
Total	17	100	

Based on Table 8, ten respondents stated Implemented, representing 58.8%, five respondents stated Very Implemented, representing 29.4%, and two respondents stated Strongly Implemented, representing 11.8%. There is no respondent state Not Implemented, and Less Implemented. It means room facilities with eco-friendly sheets and duvet covers are implemented.

9. Result of the magnetic key card for the guest room to control energy, as shown in Table 9.

Table 9. Magnetic key card for the guest room to control energy

Rating	Frequency	Percent (%)	Cumulative (%)
Implemented	9	52.9	52.9
Very Implemented	7	41.2	94.1
Strongly Implemented	1	5.9	100
Total	17	100	

Based on Table 9, nine respondents stated Implemented, representing 52.9%, seven respondents stated Very Implemented, representing 41.2%, and one respondent stated Strongly Implemented, representing 5.9%. There is no respondent state Not Implemented, and Less Implemented. It means magnetic key card for the guest room to control energy is implemented.

10. Result of introducing paperless rooms, such as menu and hotel information, using QR code or on the TV screen, as shown in Table 10.

Table 10. Introducing paperless rooms such as menu information and hotel information using QR code or on the TV screen

Rating	Frequency	Percent (%)	Cumulative (%)
Implemented	10	58.8	58.8
Very Implemented	5	29.4	88.2
Strongly Implemented	2	11.8	100
Total	17	100	

Based on Table 10, ten respondents stated Implemented, representing 58.8%, five respondents stated Very Implemented, representing 29.4%, and two respondents stated Strongly Implemented, representing 11.8%. No respondent stated Not Implemented, and Less Implemented. It means introducing paperless rooms, such as menu and hotel information using a QR code or TV screen, is implemented.

11. Result of Work Procedures: reuse of towel and linen, change on a request basis, as shown in Table 11.

Table 11. Reuse of towel and linen, change on a request basis

Rating	Frequency	Percent (%)	Cumulative (%)
Implemented	10	58.8	58.8
Very Implemented	5	29.4	88.2
Strongly Implemented	2	11.8	100
Total	17	100	

Based on Table 11, ten respondents stated Implemented, representing 58.8%, five respondents stated Very Implemented, representing 29.4%, and two respondents stated Strongly Implemented, representing 11.8%. No respondent stated Not Implemented, and Less Implemented. It means reuse of towel and line, change on request basis is implemented.

12. Result of Work Procedures: Remove plastic straws, stirrers, cotton buds, and plastic cups, as shown in Table 12.

Table 12. Removing plastic straws, stirrers, cotton buds, and plastic cups

Rating	Frequency	Percent (%)	Cumulative (%)
Implemented	9	52.9	52.9
Very Implemented	7	41.2	94.1
Strongly Implemented	1	5.9	100
Total	17	100	

Based on Table 12, nine respondents stated Implemented, representing 52.9%, seven respondents stated Very Implemented, representing 41.2%, and one respondent stated Strongly Implemented, representing 5.9%. No respondent stated Not Implemented and Less Implemented. It means removing plastic straws, stirrers, cotton buds, and plastic cup are implemented.

13. Result of Work Procedures: eco-friendly gifts and other products in the room, as shown in Table 13.

Table 13. Eco-friendly gifts and other products in the room

Rating	Frequency	Percent (%)	Cumulative (%)
Implemented	10	58.8	58.8
Very Implemented	6	35.3	84.1
Strongly Implemented	1	5.9	100
Total	17	100	

Based on Table 13, ten respondents stated Implemented, representing 58.8%, six respondents stated Very Implemented, representing 35.3%, and one respondent stated Strongly Implemented, representing 5.9%. There is no respondent state Not Implemented, and Less Implemented. It means eco-friendly gifts and other products in the room are implemented.

14. Result of Work Procedures: Water bottles are recycled and eco-friendly (i.e., using recycled glass), as shown in Table 14.

Table 14. Water Bottles are recycled and eco-friendly (i.e., using recycled glass)

Rating	Frequency	Percent (%)	Cumulative (%)
Implemented	7	41.2	41.2
Very Implemented	8	47.0	88.2
Strongly Implemented	2	11.8	100
Total	17	100	

Based on Table 14, seven respondents stated Implemented, representing 41.2%, eight respondents stated Very Implemented, representing 47.0%, and two respondents stated Strongly Implemented, representing 11.8%. There is no respondent state Not Implemented, and Less Implemented. It means water bottles are recycled and eco-friendly (i.e., using glass for recycling).

15. Result of the room rates acceptable for eco-friendly services provided is shown in Table 15.

Table 15. Room rates acceptable for eco-friendly services provided

Rating	Frequency	Percent (%)	Cumulative (%)
Implemented	9	52.9	52.9
Very Implemented	7	41.2	84.1
Strongly Implemented	1	5.9	100
Total	17	100	

Based on Table 15, nine respondents stated Implemented, representing 52.9%, seven respondents stated Very Implemented, representing 41.2%, and one respondent stated Strongly Implemented, representing 5.9%. There is no respondent state Not Implemented, and Less Implemented. It means room rates acceptable for eco-friendly services provided are implemented.

16. Result of saving energy is used for life improvements (CSR, etc.), i.e., reducing the frequency of changing linen/towels.

Table 16. Saving energy is used for life improvements (CSR, etc.), i.e., reduce the frequency of changing linen/towels

Rating	Frequency	Percent (%)	Cumulative (%)
Implemented	9	52.9	52.9
Very Implemented	7	41.2	84.1
Strongly Implemented	1	5.9	100
Total	17	100	

Based on Table 16, nine respondents stated Implemented, representing 52.9%, seven respondents stated Very Implemented, representing 41.2%, and one respondent stated Strongly Implemented, representing

5.9%. There is no respondent state Not Implemented, and Less Implemented. It means saving energy is used for life improvements (CSR, etc.), i.e., reducing the frequency of changing linen/towels.

According to qualitative data such as interviews and observation, the writer identified seven questions plus one question with 16 items of explanation regarding green housekeeping. The green housekeeping implemented at Novotel Bali Ngurah Rai Airport, such as: Using eco-friendly room amenities (soap, gel, shampoo); Using eco-certified cleaning products, and the plastic cup, has been eliminated and using glass containers, water bottles are presented in glass bottles; Sheets and duvet covers are made from the eco-friendly product; Towels and linen have an eco-label product; Paperless implemented in rooms in which menu and hotel information are presented in QR code, and TV screen; Water flow rate for showers, taps, and toilets are set as per standard; Use of LEDs in all rooms for energy saving, automatic metering for energy and temperature; Each room has noise pollution control using sound prove the system. Lastly, the towel/linen policy is changed on a request basis to reduce energy and water consumption, and the cost for any change will be posted for CSR.

The writer analyzed quantitative data by distributing a questionnaire to 17 housekeeping staff with 15 questions regarding green housekeeping. The result of the average total is 60.07 and divided by 17 respondents come up to 3.533, which states green housekeeping is Implemented in day-to-day operations.

$$\text{Implementation Index of Green Housekeeping} = \frac{\text{Average Total}}{\text{Total Respondents}}$$

$$\text{Implementation Index of Green Housekeeping} = \frac{60.07}{17} = 3.553 \text{ (implemented)}$$

Conclusion

The research regarding the implementation of green housekeeping for environmental sustainability at Novotel Bali Ngurah Rai Airport could be concluded that green housekeeping is implemented at Novotel Bali Ngurah Rai Airport with evidence such as using eco-friendly room amenities (soap, shower gels, and shampoo), using an eco-certified cleaning product, using certified eco-label for linens, sheets, duvet covers and towels, recycled bottles and no longer plastic cups, eliminating paper usage in a room, water efficiency using standard water flow rate in taps, toilets, and showers, energy efficiencies such as LEDs lights and automatic energy metering using a magnetic key card, amenities container certified with biodegradable, noise pollution control with soundproofing in each room, and promoting towels and linens change reduction to support corporate social responsibility. This green housekeeping implementation is related to the guest's satisfaction and comfort while staying at Novotel Bali Ngurah Rai Airport. They are also contributing to the implementation, especially on water and energy efficiency, as Novotel is promoting it to them by placing a notice in the door for participating in the program.

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