

UNDERGRADUATE THESIS

**THE IMPLEMENTATION OF
ENVIRONMENTAL MANAGEMENT SYSTEM (EMS)
TO INCREASE EMPLOYEES' AWARENESS
BY THE FRONT OFFICE DEPARTMENT
AT MAYA SANUR RESORT AND SPA**



POLITEKNIK NEGERI BALI

Ni Made Winda Antari

**TOURISM DEPARTMENT
POLITEKNIK NEGERI BALI
BADUNG
2023**

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**This undergraduate thesis is submitted as one of the requirements to earn
Applied Bachelor's Degree in Tourism Management Study Program
in Politeknik Negeri Bali**



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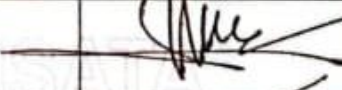
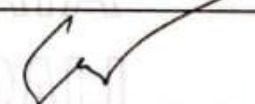
This undergraduate thesis entitled:

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For that, with all humility, writer expects some critics and suggestions especially from readers and hopes that this thesis could be beneficial for the study as well as the development of the tourism industry.

Writer



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ABSTRACT

Antari, Ni Made Winda. (2023). The Implementation of Environmental Management System (EMS) to Increase Employees Awareness by The Front Office Department at Maya Sanur Resort and Spa. Undergraduate Thesis: Tourism Busines Management, Tourism Department, Politeknik Negeri Bali.

This undergraduate thesis has been supervised and approved by Supervisor I: Made Sudiarta, SS., M. Par, and Supervisor II: Elvira Septevany, S.S., M.Li.

Keywords: Environmental Management System (EMS), employee's awareness, Front Office Department, hotel

This study aims to determine the implementation of an Environmental Management System (EMS) in the Front Office Department of Maya Sanur Resort and Spa and assess the employees' awareness of EMS in the Front Office Department of Maya Sanur Resort and Spa. This research collected data through observations, interviews, questionnaire distribution, documentation, and literature review. The research sample employed a saturated sampling technique involving 30 respondents and one informant. The questionnaire was distributed to the respondents via a QR barcode with online links. The data obtained from the questionnaire were analyzed using SPSS 26 for Windows software, employing frequency, mean, and standard deviation as data analysis techniques to evaluate the implementation of EMS in the Front Office Department of Maya Sanur Resort and Spa. Additionally, correlation analysis was used to measure the relationship between employees' awareness and the implementation of EMS. The research findings indicate that the implementation of EMS in the Front Office Department of Maya Sanur Resort and Spa has reached an optimal level. Furthermore, the correlation analysis results demonstrate a high correlation between employees' awareness of EMS and its implementation in the Front Office Department of Maya Sanur Resort and Spa, with a correlation coefficient value of 0,671.

ABSTRAK

Antari, Ni Made Winda. (2023). The Implementation of Environmental Management System (EMS) to Increase Employees Awareness by The Front Office Department at Maya Sanur Resort and Spa. *Skripsi: Manajemen Bisnis Pariwisata, Jurusan Pariwisata, Politeknik Negeri Bali.*

Skripsi ini telah disetujui dan diperiksa oleh Pembimbing I: Made Sudiarta, SS., M. Par, dan Pembimbing II: Elvira Septevany, S.S., M.Li.

Kata kunci: Environmental Management System (EMS), kesadaran karyawan, departemen kantor depan, hotel

Penelitian ini memiliki tujuan untuk mengetahui penerapan Environmental Management System (EMS) pada departemen kantor depan di Maya Sanur Resort and Spa dan mengetahui bagaimana kesadaran karyawan mengenai EMS pada departemen kantor depan di Maya Sanur Resort and Spa. Metode pengumpulan data dalam penelitian ini dilakukan dengan observasi, wawancara, penyebaran kuesioner, dokumentasi, dan studi kepustakaan. Sampel penelitian menggunakan teknik sampling jenuh (saturated sampling), dengan total 30 responden dan satu informan. Kuesioner yang digunakan dalam penelitian ini disebar kepada responden melalui QR barcode dan link online. Data dari kuesioner tersebut dianalisis menggunakan perangkat lunak SPSS 26 for Windows, dengan teknik analisis data berupa frekuensi, rata-rata (mean), dan standar deviasi untuk mengevaluasi penerapan EMS di departemen kantor depan di Maya Sanur Resort and Spa. Selain itu, analisis korelasi digunakan untuk mengukur tingkat hubungan antara kesadaran karyawan dengan penerapan EMS. Hasil penelitian menunjukkan bahwa penerapan EMS di departemen kantor depan di Maya Sanur Resort and Spa telah mencapai tingkat yang optimal. Selain itu, hasil analisis korelasi menunjukkan bahwa tingkat kesadaran karyawan terkait penerapan EMS di departemen kantor depan di Maya Sanur Resort and Spa memiliki hubungan yang tinggi, dengan nilai koefisien korelasi sebesar 0,671.

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CHAPTER I

INTRODUCTION

1.1. Research Background

The development of tourism industry in the current era of globalization is rapidly growing. Tourism is one of the mainstay sectors that have the potential to be developed to advance development in Indonesia. Undeniably, the development of the tourism industry in Indonesia has proven to be the foundation of national economic development. The tourism sector has made a significant contribution to the Indonesian economy, including state revenues, by increasing the economy of the population of tourist destinations and increasing the country's foreign exchange. Indonesia, the largest archipelagic country in the world from Sabang to Merauke, has a lot of potential for tourist destinations that have been developed or are starting to be developed. Many tourist destinations in Indonesia have their beauty and characteristics. One of the most popular is the Island of Bali.

Bali is at the top of the list as the most visited destination in Indonesia because it has a "magnet" as an attraction that can attract tourists from various regions. The diversity and types of tourism offered to make Bali an inherent image in the minds of tourists, such as "The Island Of Gods" and "The Last Paradise". Tourism in Bali offers natural beauty, unique customs, and the hospitality of the people, which is an added value for tourism in Bali. Thus, the number of tourist visits to Bali will continue to increase. This increase can be seen in the following statistical table,

which shows the number of monthly foreign tourists to Bali by entrance (person) from August to December 2022.

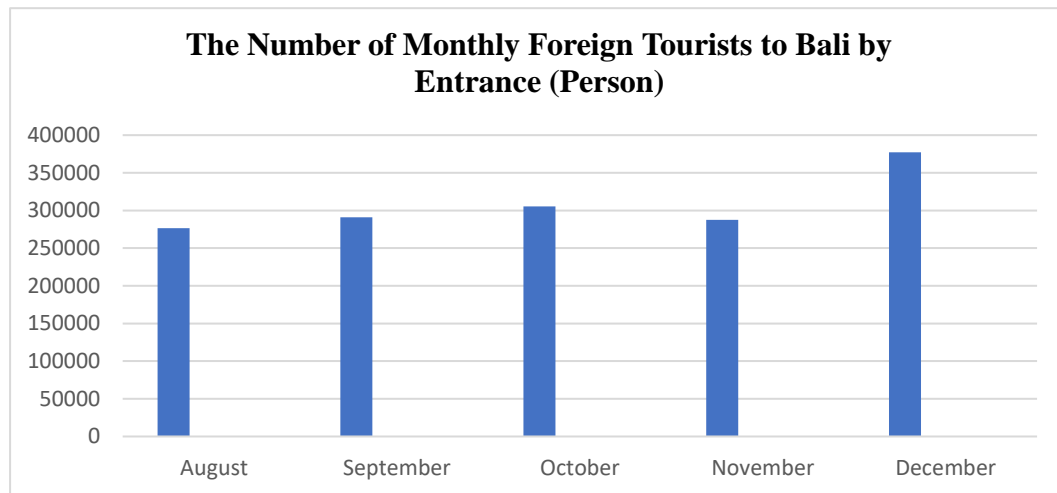


Figure 1.1 The Number of Monthly Foreign Tourists to Bali by Entrance (Person)
Source: BPS Bali (2021)

From the Figure 1.1, tourist arrivals have increased significantly after the covid pandemic. Tourism can be a driving force for other sectors, such as industry and services, so the increase in tourists to Bali can affect other sectors. To attract tourists, we must be ready in all aspects, both the quality and quantity of services from human resources and facilities from the tourism sector.

Accommodation is essential, especially for tourists who visit tourist destinations for more than a day or spend the night at tourist destinations. Thus it will lead to competition in the tourism sector, especially hospitality, so the hotel industry must develop a strategy to attract tourists, such as from environmental issues. The tourists staying at the hotel are starting to pay attention to matters relating to protecting the environment, for example, differentiating organic and non-organic waste and choosing hotels with natural concepts and environments.

According to Sharma & Prakash (2021), with increasing environmental awareness, the hospitality industry is also taking initiatives to incorporate eco-friendly measures into their daily operations, such as reducing waste and saving energy. In an effort to protect the environment, the standard set by the government is ISO 14001 regarding Environmental Management Systems (EMS).

SNI ISO 14001 is an internationally agreed standard for the requirements for implementing an Environmental Management System (EMS). The addition of environmental management into International Organization for Standardization (ISO) certification is monumental in significance. According to Habibi (2022), improving the effectiveness of environmental management is an important reason for a company to establish an environmental management system. EMS is a strategic environmental management system for hotels to compete effectively with other hotels. This application must be carried out because many hotels produce waste and use large amounts of energy. As we know, the impact of waste disposal can cause environmental damage. Therefore, awareness to protect the environment is essential. Adopting ecological management practices can promote a better image for hotels and increase their competitiveness of hotels. However, it will only work with the involvement of all hotel employees. One way to achieve an excellent EMS can be to start from a small scope, such as an organization or department within a hotel. Almost all departments in the hotel are closely related to the implementation of EMS in an effort to protect the environment. For example in the Accounting Department, which still uses a lot of paper in its operational activities such as for bills, invoices, etc so it cannot maximize the use of two sides of the paper. One of

the departments in the hotel that is closely related to operational activities is the Front Office Department. Implementing the duties and responsibilities of front office employees in providing services to guests must be balanced with applying good environmental management so they can build a good hotel image later.

The way to achieve an excellent EMS is by managing waste, such as maximizing the use of double-sided paper, using items that can be reused in operations, and recycling items that can still be used. Then examples of other things that can be done are energy savings, such as turning off electrical appliances and lights when not in use, using natural lighting and ventilation whenever possible, and using rechargeable batteries. Currently, many hotels still need to implement an excellent Environmental Management System (EMS) so that they are less attractive to guests and less able to protect the surrounding environment, especially in waste management and energy saving.

One of the five-star hotels implementing an eco-friendly concept is Maya Sanur Resort and Spa. Hotel management implements eco-friendly practices by its employees, a policy agreed upon with hotel management in protecting the surrounding environment. However, implementing an Environmental Management System (EMS), especially in the Front Office Department, has not been implemented optimally.

From the results of writer observations while conducting research at Maya Sanur Resort and Spa, several employees forgot to close the back-office door that was using air conditioning, excessive use of paper, and the use of electrical energy

was still excessive in several aspects (Appendix 1). With the problems, research is needed to assess employee awareness of the importance of implementing the Environmental Management System (EMS) at Maya Sanur Resort and Spa. Through these objectives, writer is interested in conducting research entitled "**The Implementation of Environmental Management System (EMS) to Increase Employees Awareness by The Front Office Department at Maya Sanur Resort and Spa.**"

1.2. Research Questions

Based on the background described, writer formulate the problems in this research are as follows:

1. How is the Environmental Management System (EMS) implemented in the Front Office Department at Maya Sanur Resort and Spa?
2. How is employee awareness of the Environmental Management System (EMS) in the Front Office Department at Maya Sanur Resort and Spa?

1.3. Research Objectives

Based on the background and problems of the research, the purpose of this research are as follows:

1. To analyze the implementation of the Environmental Management System (EMS) in the Front Office Department at Maya Sanur Resort and Spa.
2. To analyze employee awareness of the Environmental Management System (EMS) in the Front Office Department at Maya Sanur Resort and Spa.

1.4. Research Significance

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

The benefits to be obtained in this research are as follows:

1. Theoretical significances

This research is expected to provide benefits by adding insight and knowledge about the importance of implementing an Environmental Management System (EMS) by employees to increase employee awareness.

2. Practical significances

- a. Benefits for researcher

For researchers, the benefits of the results of this research can add insight or knowledge about EMS and as one of the terms to compose a bachelor thesis of Diploma 4 Tourism Business Management in the Tourism Department in Politeknik Negeri Bali.

- b. Benefits for Politeknik Negeri Bali

This research is expected to be additional information for students of the Bali State Polytechnic, especially as a source of information for students of the Department of Tourism regarding the implementation of EMS.

- c. Benefits for Maya Sanur Resort and Spa

For hotels management, this research is expected to provide suggestions and input as material for consideration in implementing EMS at Maya Sanur Resort and Spa.

1.5. Limitations and Scope of Problems

The scope of the research includes the "The Implementation of Environmental Management System (EMS) to Increase Employees Awareness by The Front Office Department at Maya Sanur Resort and Spa", which this research will examine how employees are aware of the implementation of the Environmental Management System (EMS), especially in the Front Office Department at Maya Sanur Resort and Spa. The variables used in this study consist of EMS as the independent variable (X) and Awareness as the dependent variable (Y). The scope of this research will be discussed in Chapter 3 Research Method, and Chapter 4 Discussion.



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CHAPTER V

CONCLUSION AND SUGGESTION

5.1. Conclusions

In research, concluding is important to ensure an accurate summary of the findings. Concerning Chapter IV, it can be concluded that implementing the Environmental Management System (EMS) in the Front Office Department at Maya Sanur Resort and Spa is already optimal. It can be observed from the first indicator concerning waste management, which has been well-directed and has greatly minimized the excessive use of paper. However, three areas still need to be optimal regarding the second indicator, saving energy. These areas include providing natural ventilation lighting, suboptimal use of air conditioning, and inadequate rechargeable equipment and batteries.

Front office employees' awareness of the Environmental Management System (EMS) at Maya Sanur Resort and Spa needs to be maintained or even further enhanced. The correlation coefficient results indicate that the employees' awareness of EMS implementation in the Front Office Department at Maya Sanur Resort and Spa has a high relationship, with a correlation coefficient 0.671.

5.2. Suggestions

Referring to the results of the research and discussion that have been presented, some suggestions can be put forward in this research. Suggestions can help researchers broaden the scope of the study and consider alternative approaches

or modes of inquiry. The following suggestions put forward in this research are as follows:

1. For further research

Referring to the analysis results, which showed a high correlation or relationship in influencing the EMS variable, it is suggested that future researchers add other variables that can affect the implementation of EMS, such as company performance variables, company profitability levels, etc.

2. For the hotel management of Maya Sanur Resort and Spa

- a) For the hotel management, it's hoped this research can assist the hotel in improving employee awareness. Therefore, it is recommended that Maya Sanur Resort and Spa provide training for employees regarding implementing the environmental management system (EMS). This training should be conducted for all front office employees, including daily workers (DW) and trainees, to ensure they understand the importance of implementing the EMS and its impact on the hotel and the environment.
- b) It is advised to continue mutual reminders to all front office employees. If these reminders become a habit, everyone will automatically and repeatedly perform them, for example, through verbal reminders, internal announcements, or written reminders placed in the front office area. In addition, it is suggested to create brochures or posters that remind front office employees to preserve the environment and conserve paper usage and energy. Using clear wording and attractive visuals can help convey the message more effectively. These

brochures or posters can be placed in strategic locations in the front office area, such as waiting rooms or workspaces.

These suggestions are expected to help Maya Sanur Resort and Spa improve awareness and implement environmentally friendly practices in the Front Office Department. With consistent efforts involving all employees, the resort can become a good example of environmental preservation and contribute to sustainability.



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