

UNDERGRADUATE THESIS

**THE IMPLEMENTATION OF GREEN PURCHASING TO
ENHANCE PRODUCT DURABILITY AND RESOURCE
EFFICIENCY IN THE RECREATION DEPARTEMENT AT
INTERCONTINENTAL BALI RESORT**



POLITEKNIK NEGERI BALI

I Kadek Adi Kastawa

**TOURISM DEPARTMENT
POLITEKNIK NEGERI BALI
BADUNG
2025**

UNDERGRADUATE THESIS

**THE IMPLEMENTATION OF GREEN PURCHASING TO
ENHANCE PRODUCT DURABILITY AND RESOURCE
EFFICIENCY IN THE RECREATION DEPARTEMENT AT
INTERCONTINENTAL BALI RESORT**



POLITEKNIK NEGERI BALI

**I Kadek Adi Kastawa
NIM 2115834163**

**JURUSAN PARAWISATA
POLITEKNIK NEGERI BALI**

**TOURISM DEPARTMENT
POLITEKNIK NEGERI BALI
BADUNG
2025**

UNDERGRADUATE THESIS

THE IMPLEMENTATION OF GREEN PURCHASING TO ENHANCE PRODUCT DURABILITY AND RESOURCE EFFICIENCY IN THE RECREATION DEPARTEMENT AT INTERCONTINENTAL BALI RESORT

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



POLITEKNIK NEGERI BALI

**JURUSAN PARIWISATA
POLITEKNIK NEGERI BALI**

**I Kadek Adi Kastawa
NIM 2115834163**

**TOURISM BUSINESS MANAGEMENT STUDY PROGRAM
TOURISM DEPARTMENT
POLITEKNIK NEGERI BALI
BADUNG
2025**

ABSTRACT

Kastawa, I Kadek Adi. (2025). The Implementation of Green Purchasing to Enhance Product Durability and Resource Efficiency in The Recreation Department at Intercontinental Bali Resort. Undergraduate Thesis: Tourism Business Management, Tourism Department, Politeknik Negeri Bali.

This undergraduate thesis has been supervised and approved by Supervisor I: Drs. I Ketut Astawa, M.M., and Supervisor II: Dr. Drs. I Ketut Utama, MA.

Keywords: green purchasing, product durability, resource efficiency, recreation department

The concept of green purchasing has gained significant traction in recent years as organizations increasingly recognize the importance of sustainability. Green purchasing refers to the procurement of products and services that minimize environmental impact throughout their life cycle, a practice particularly relevant in the hospitality industry, where resource consumption and waste generation are substantial (Khan et al., 2022). This research investigates the implementation of green purchasing within the Recreation Department at Intercontinental Bali Resort, focusing on two primary questions: How does the implementation of green purchasing enhance product durability and resource efficiency? And does this implementation indeed lead to improved outcomes in these areas? Utilizing qualitative data, this study employs a postpositivist philosophy and triangulation methods, including interviews, historical documentation, and organizational analysis, to explore the current practices and impacts of green purchasing. Findings indicate that sustainable procurement practices significantly enhance environmental responsibility, product durability, and resource efficiency, ultimately benefiting both the environment and the financial health of the organization. Key recommendations for the Recreation Department include regular assessments of suppliers based on sustainability practices, investment in training for procurement teams, and the adoption of a lifecycle approach to product evaluation. Additionally, fostering innovation through supplier partnerships can lead to the development of new, sustainable products that prioritize durability and resource efficiency. This research underscores the critical role of green purchasing in promoting sustainability within the hospitality sector, particularly in enhancing operational practices in the Recreation Department at Intercontinental Bali Resort.

ABSTRAK

Kastawa, I Kadek Adi. (2025). *Penerapan Green Purchasing untuk Meningkatkan Daya Tahan Produk dan Efisiensi Sumber Daya di Departemen Rekreasi Intercontinental Bali Resort*. Skripsi: Manajemen Bisnis Pariwisata, Jurusan Pariwisata, Politeknik Negeri Bali.

Skripsi ini telah diperiksa dan disetujui oleh Pembimbing by Supervisor I: Drs. I Ketut Astawa, M.M.and Supervisor II: Dr. Drs. I Ketut Utama, MA.

Kata kunci: Pembelian hijau, daya tahan produk, efisiensi sumber daya, departemen rekreasi

Konsep pembelian hijau telah mendapatkan daya tarik yang signifikan dalam beberapa tahun terakhir karena organisasi semakin menyadari pentingnya keberlanjutan. Pembelian hijau mengacu pada pengadaan produk dan layanan yang meminimalkan dampak lingkungan sepanjang siklus hidupnya, sebuah praktik yang sangat relevan dalam industri perhotelan, di mana konsumsi sumber daya dan pembangkitan limbah sangat besar (Khan et al., 2022). Penelitian ini menyelidiki implementasi pembelian hijau di Departemen Rekreasi di Intercontinental Bali Resort, dengan fokus pada dua pertanyaan utama: Bagaimana penerapan pembelian hijau meningkatkan daya tahan produk dan efisiensi sumber daya? Dan apakah implementasi ini memang mengarah pada peningkatan hasil di bidang-bidang ini? Memanfaatkan data kualitatif, penelitian ini menggunakan filosofi postpositivis dan metode triangulasi, termasuk wawancara, dokumentasi historis, dan analisis organisasi, untuk mengeksplorasi praktik dan dampak pembelian hijau saat ini. Temuan menunjukkan bahwa praktik pengadaan berkelanjutan secara signifikan meningkatkan tanggung jawab lingkungan, daya tahan produk, dan efisiensi sumber daya, yang pada akhirnya menguntungkan lingkungan dan kesehatan keuangan organisasi. Rekomendasi utama untuk Departemen Rekreasi mencakup penilaian rutin terhadap pemasok berdasarkan praktik keberlanjutan, investasi dalam pelatihan untuk tim pengadaan, dan penerapan pendekatan siklus hidup untuk evaluasi produk. Selain itu, mendorong inovasi melalui kemitraan pemasok dapat mengarah pada pengembangan produk baru yang berkelanjutan yang mengutamakan daya tahan dan efisiensi sumber daya. Penelitian ini menggarisbawahi peran penting pembelian hijau dalam mempromosikan keberlanjutan dalam sektor perhotelan, khususnya dalam meningkatkan praktik operasional di Departemen Rekreasi di Intercontinental Bali Resort.

TABLE OF CONTENT

UNDERGRADUATE THESIS	i
UNDERGRADUATE THESIS	ii
UNDERGRADUATE THESIS	iii
LETTER OF FREE PLAGIARISM STATEMENT	vi
ACKNOWLEDGEMENT	vii
ABSTRACT	ix
ABSTRAK	x
TABLE OF CONTENT	xi
LIST OF TABLES	xiii
LIST OF FIGURES	xiv
LIST OF APPENDICES	xv
CHAPTER I INTRODUCTION	1
1.1 Research Background	1
1.2 Problem Statements	3
1.3 Research Objectives	3
1.4 Research Significance	4
1.4.1 Theoretical Benefit	4
1.4.2 Practical Benefit	4
1.5 Limitations and Scope of Problems	5
CHAPTER II LITERATURE REVIEW	6
2.1 Theoretical Basis	6
2.1.1 Hotel	6
2.1.2 Leisure and Recreation department	7
2.1.3 Green Purchasing in Tourism industry	8
2.2 Previous Research	9
CHAPTER III RESEARCH METHOD	12
3.1 Location and Research Period	12
3.2 Research Object	13
3.3 Variable Identification	13
3.4 Definition of Operational Variable	13
3.5 Types and Data Sources	16
3.5.1 Types of Data	17
3.5.2 Sources of Data	17
3.6 Informant Determination	18
3.7 Data Collection Technique	18
3.7.1 Observation	18
3.7.2 Questionnaire	19

3.7.3 Interview	19
3.7.4 Documentation.....	20
3.7.5 Literature Study	20
3.8 Data Analysis Technique	20
3.8.1 Data Condensation	21
3.8.2 Data Display.....	21
3.8.3 Conclusion: Drawing / Verification	22
CHAPTER IV RESEARCH FINDINGS AND DISCUSSION	23
4.1 Brief Summary of Research Settings	23
4.1.1 Brief History of InterContinental Bali Resort	23
4.1.2 Business Activity	25
4.1.3 Hotel Facilities.....	27
4.1.4 Organizational Structure	37
4.2 Result and discussion.....	44
4.2.1 The Implementation of Green purchasing in Recreation department at InterContinental Bali.....	44
4.2.2 The Implementation of Green purchasing to enhance product durability and resources efficiency in Recreation department at InterContinental Bali	48
CHAPTER V	63
CONCLUSION AND SUGGESTION	63
5.1 Conclusion	63
5.2 Suggestions	64
REFERENCES.....	67
APPENDICES	69
Appendix 1. Interview Guideline	69
Appendix 2. documentation.....	74
Appendix 3. interview recapitulation.....	78

JURUSAN PARIWISATA
POLITEKNIK NEGERI BALI

LIST OF TABLES

Table 3.1 Operational Definition of the Variables.....	14
Table 3.2 Selected Informants List.....	19



JURUSAN PARIWISATA
POLITEKNIK NEGERI BALI

LIST OF FIGURES

Figure 3. 1 Data Analysis Process of Qualitative Research Method	21
Figure 4. 1 Hotel Labels under InterContinental Hotel Group.....	24
Figure 4. 2 Hotel accommodation InterContinental bali resort	28
Figure 4. 3 Dinning option at InterContinental bali resort	29
Figure 4. 4 SPA and Fitness center at InterContinental bali resort	30
Figure 4. 5 Swimming Pool at InterContinental bali resort	31
Figure 4. 6 Beach Acces at InterContinental bali resort.....	32
Figure 4. 7 Meeting And Event at InterContinental bali resort	33
Figure 4. 8 Recreation activities at InterContinental bali resort.....	35
Figure 4. 9 Kids club at InterContinental bali resort.....	36
Figure 4. 10 Recreation Organizational structure	38
Figure 4. 11 Full Cycle of Purchasing process in Recreation Department at Intercontinental Bali Resort	46
Figure 4. 12 The Relation between green purchasing affecting to product durability and resources efficiency.....	62

JURUSAN PARIWISATA
POLITEKNIK NEGERI BALI

LIST OF APPENDICES

Interview guideline.....	38
--------------------------	----



JURUSAN PARIWISATA
POLITEKNIK NEGERI BALI

CHAPTER I

INTRODUCTION

1.1 Research Background

The concept of green purchasing has gained significant traction in recent years as organizations increasingly recognize the importance of sustainability. Green purchasing refers to the procurement of products and services that have a reduced impact on the environment throughout their life cycle. This approach is particularly relevant in the hospitality industry, where resource consumption and waste generation are substantial (Khan et al, 2022)

InterContinental Bali Resort, a prominent player in the hospitality sector, has committed to sustainable practices to enhance its environmental performance. The Recreation Department, responsible for various leisure activities and amenities, plays a crucial role in this initiative. According to Khan et al, (2022) by adopting green purchasing practices, the department can influence not only the sustainability of its operations but also the durability of the products it utilizes.

Product durability is a key factor in assessing the effectiveness of green purchasing. Durable products tend to have a longer lifespan, leading to reduced waste and lower resource consumption over time. This aligns with the broader goals of sustainability, as it minimizes the need for frequent replacements and promotes efficient use of resources (Joshi & Rahman, 2015)

Resource efficiency is another vital aspect of green purchasing. It involves optimizing the use of materials, energy, and water in the procurement process. By selecting products that are designed for longevity and minimal environmental

impact, the Recreation Department can significantly enhance its resource efficiency, ultimately contributing to the resort's overall sustainability objectives (Min & Galle, 1997).

Moreover, the integration of green purchasing into the Recreation Department's operations can serve as a model for other departments within the resort. The ripple effect of these practices can inspire broader organizational change, fostering a culture of sustainability across the entire resort. This is especially important in a region like Bali, where environmental preservation is critical to maintaining the natural beauty that attracts tourists. According to Luo et al., (2021) the influence of green purchasing on product durability and resource efficiency is not just a theoretical concern, it has practical implications for the resort's operational costs and guest satisfaction. By investing in high-quality, eco-friendly products, the Recreation Department can enhance the overall guest experience while simultaneously reducing its environmental footprint (Luo et al., 2021)

Research from Luo et al., (2021) shown that consumers are increasingly aware of and concerned about sustainability issues. As such, resorts that prioritize green practices may attract a more environmentally conscious clientele. This can lead to increased brand loyalty and a competitive advantage in the marketplace, underscoring the importance of aligning purchasing decisions with sustainable values according to Luo et al., (2021). In the context of InterContinental Bali Resort, the implementation of green purchasing practices can also enhance the resort's reputation as a leader in sustainable tourism. By showcasing its

commitment to environmental stewardship, the resort can better position itself in an increasingly competitive industry that values sustainability.

As the global focus on sustainability continues to grow, the Recreation Department at InterContinental Bali Resort stands at the forefront of this movement. According to Khan et al., (2023) by examining the influence of green purchasing on product durability and resource efficiency, the department can refine its practices and contribute meaningfully to the resort's sustainability goals and the broader environmental movement.

1.2 Problem Statements

Based on the research background, the problem statements of this research are as follows:

1. How is the implementation of green purchasing in recreation department at Intercontinental Bali Resort?
2. How Does the implementation of green purchasing enhance the product durability and resources efficiency in recreation department at Intercontinental Bali Resort?

1.3 Research Objectives

Based on the research problems, the purposes of this research are as follows:

1. To identify the implementation of green purchasing in recreation department at Intercontinental Bali Resort.

2. To analyze the implementation of green purchasing implementation to enhance product durability and resources efficiency in recreation department at Intercontinental Bali Resort.

1.4 Research Significance

1.4.1 Theoretical Benefit

This thesis has the purposes to know the implementation of green purchasing to enhance product durability and resources efficiency in recreation department at Intercontinental Bali Resort.

1.4.2 Practical Benefit

1. Benefits for the Industry

Through this thesis, it will influence to using green purchasing to significantly enhance operational effectiveness and sustainability.

2. Benefit for Politeknik Negeri Bali

Through this thesis, Bali State Polytechnic will have more references for the next students who will conduct their thesis, especially those who wants to do research on green purchasing and recreation department.

3. Benefit for Writer

This thesis is the project to fulfil the requirements for finishing the applied bachelor degree in State Polytechnic Bali. This thesis also helps to enrich the knowledge of researcher in green purchasing influence for recreation department.

1.5 Limitations and Scope of Problems

The scope and limitations of the research will explain the extent to which a study will be examined. Essentially, the scope of the research defines the coverage of the study and what will be the focus of the discussion. In this research, there are several scopes and limitations, specifically:

1. This research only discusses how the implementation of green purchasing to enhance products durability to support operational activities in guest activities and the pool area.
2. This research only discusses how effective green purchasing product from managerial and staff comment.
3. This research limitation on short time evaluation meanwhile green purchasing product for sustainability need long time to evaluate.
4. This research only discusses the comparison of the durability and resources efficiency of green products with products currently used in the area.

JURUSAN PARIWISATA
POLITEKNIK NEGERI BALI

CHAPTER V

CONCLUSION AND SUGGESTION

5.1 Conclusion

Based on the discussion of the implementation of Green Purchasing to Enhance Product Durability and Resources Efficiency, it can be summarized:

1. Green Purchasing at InterContinental Bali Resort especially in the Recreation Department The research on green purchasing in the recreation department at Intercontinental Bali Resort reveals the significant impact that sustainable procurement practices can have on environmental responsibility. By prioritizing eco-friendly products and services, the department is not only reducing its ecological footprint but also fostering a culture of sustainability throughout the resort. This hands-on involvement creates a deeper connection between guests and the environment, making their stay more meaningful. Moreover, by embracing green purchasing, the recreation department enhances the resort's reputation as a leader in sustainable tourism, attracting travelers who are conscious of their environmental impact. This commitment to sustainability aligns with the department's long-term goals, ensuring that future operations are responsible and beneficial to the planet. Overall, the findings highlight how the recreation department at Intercontinental Bali Resort is setting a positive example for others in the hospitality industry, demonstrating that a focus on sustainability is not just good for the environment but also enriches the guest experience and contributes to a healthier planet for future generations.

2. Green purchasing is essential for improving product durability and resource efficiency, benefiting both the environment and the organization's financial health. When businesses focus on eco-friendly procurement, they often select materials that are sustainable and more resilient. For instance, items made from recycled materials or designed for longevity typically have a longer lifespan, which reduces the frequency of replacements. This emphasis on quality over quantity ensures that products can endure wear and tear, ultimately leading to less waste. Additionally, green purchasing promotes the efficient use of resources. By opting for products that consume less energy and water during their production and usage, organizations can significantly decrease their overall resource consumption. This strategy also aids in minimizing waste, as many sustainable products are either recyclable or made from recycled materials, conserving resources and reducing the environmental impact of disposal. Furthermore, partnering with suppliers who prioritize sustainability can inspire innovative practices that enhance resource efficiency even more.

5.2 Suggestions

To fully leverage the advantages of green purchasing in enhancing product durability and resource efficiency, the Recreation Department can implement several impactful strategies. First and foremost, conducting regular assessments of suppliers based on their sustainability practices and the longevity of their products is crucial. This evaluation process ensures that the materials acquired are not only environmentally friendly but also possess the durability necessary to withstand the

rigors of use, thereby reducing the frequency of replacements and minimizing waste.

Additionally, investing in comprehensive training programs for procurement teams is essential. Such training equips team members with the knowledge and skills required to make informed purchasing decisions that prioritize sustainability. By understanding the principles of green purchasing, procurement professionals can better evaluate suppliers and products, ultimately leading to more responsible sourcing practices.

Embracing a lifecycle approach to product evaluation can further strengthen these efforts. This methodology enables organizations to assess the environmental impact of items throughout their entire lifecycle from production and transportation to usage and disposal. By considering the full spectrum of a product's impact, the Recreation Department can make more informed choices that align with sustainability goals.

Encouraging innovation through strategic partnerships with suppliers is another effective strategy. Collaborating with suppliers who are committed to sustainability can lead to the development of new, eco-friendly products that emphasize durability and resource efficiency. Such partnerships can foster a culture of innovation, where both parties are motivated to explore sustainable solutions that benefit the environment and enhance product performance.

Moreover, raising awareness among employees and customers about the significance of green purchasing is vital for cultivating a culture of sustainability within the organization. By educating stakeholders on the benefits of sustainable

practices, the Recreation Department can inspire collective action and commitment to environmentally responsible choices.

Finally, establishing clear sustainability objectives is essential for monitoring progress and driving continuous improvement. Goals such as increasing the proportion of eco-friendly products in the inventory or reducing overall resource consumption provide measurable targets that can guide decision-making and inspire ongoing efforts toward sustainability.

By adopting these comprehensive strategies, organizations can significantly enhance their commitment to green purchasing, resulting in more durable products and improved resource efficiency. This proactive approach not only contributes positively to the environment but also positions the Recreation Department as a leader in sustainable practices, ultimately benefiting both the organization and the community it serves.



JURUSAN PARIWISATA
POLITEKNIK NEGERI BALI

REFERENCES

- B. Miles, Matthew & Huberman, A. M. (2014). *Qualitative Data Analysis*. SAGE.
- Babu, D. E., Kaur, A., & Rajendran, C. (2018). Sustainability practices in tourism supply chain: Importance performance analysis. *Benchmarking: An International Journal*, 25(4), 1148–1170.
- Bhandari, P. (2022). Triangulation in research| guide, types, examples. *Re-Trieved from Scribbr: <https://www.scribbr.com/methodology/triangulation>*.
- Costa, G., Glinia, E., Goudas, M., & Antoniou, P. (2004). Recreational services in resort hotels: Customer satisfaction aspects. *Journal of Sport & Tourism*, 9(2), 117–126.
- Galeazzo, A., Ortiz-de-Mandojana, N., & Delgado-Ceballos, J. (2020). Green procurement and financial performance in the tourism industry: the moderating role of tourists' green purchasing behaviour. *Current Issues in Tourism*, 24, 700–716. <https://api.semanticscholar.org/CorpusID:216340726>
- Haeruddin, M. I. M., Natsir, U. D., Aswar, N. F., Aslam, A. P., & Salam, R. (2023). Here Comes the Sun: Green hrm Implementation Toward SME's Sustainability in Tourism Industry. *International Journal of Professional Business Review*. <https://api.semanticscholar.org/CorpusID:258574805>
- Heryana, A., & Unggul, U. E. (2018). Informan dan pemilihan informan dalam penelitian kualitatif. *Universitas Esa Unggul*, 25(15).
- Joshi, Y., & Rahman, Z. (2015). Factors affecting green purchase behaviour and future research directions. *International Strategic Management Review*, 3(1–2), 128–143.
- Khan, S. A. R., Yu, Z., & Farooq, K. (2023). Green capabilities, green purchasing, and triple bottom line performance: Leading toward environmental sustainability. *Business Strategy and the Environment*, 32(4), 2022–2034.
- Khan, S. A. R., Yu, Z., Umar, M., & Tanveer, M. (2022). Green capabilities and green purchasing practices: A strategy striving towards sustainable operations. *Business Strategy and the Environment*, 31(4), 1719–1729.
- Kustini, H. (2017). *General hotel management*. Deepublish.
- Lenaini, I. (2021). Teknik pengambilan sampel purposive dan snowball sampling. *Historis: Jurnal Kajian, Penelitian Dan Pengembangan Pendidikan Sejarah*, 6(1), 33–39.
- Luo, J. M., Chau, K. Y., Fan, Y., & Chen, H. (2021). Barriers to the implementation of green practices in the integrated resort sector. *SAGE Open*, 11(3), 21582440211030276.
- Miles, M. B., Huberman, A. M., & Saldana, J. (2014). Fundamentals of qualitative data analysis. *Qualitative Data Analysis: A Methods Sourcebook*, 3.

- Min, H., & Galle, W. P. (1997). Green purchasing strategies: trends and implications. *International Journal of Purchasing and Materials Management*, 33(2), 10–17.
- Nurdin, I., & Hartati, S. (2019). *Metodologi penelitian sosial*. Media Sahabat Cendekia.
- Papaioannou, A., Koronios, K., Ntasis, L., Yfantidou, G., Balaska, P., & Spyridopoulou, E. (2024). Total Quality Management in Sport Tourism and the Hospitality Industry: The Case of Greek Luxury Resorts with Sport and Recreation Facilities and Services. *Sustainability*, 16(5), 1894.
- Purwanto, N. (2019). Variabel Dalam Penelitian Pendidikan. *Jurnal Teknodik*, 6115, 196–215.
- Sari, M. S., & Zefri, M. (2019). Pengaruh Akuntabilitas, Pengetahuan, dan Pengalaman Pegawai Negeri Sipil Beserta Kelompok Masyarakat (Pokmas) Terhadap Kualitas Pengelola Dana Kelurahan Di Lingkungan Kecamatan Langkapura. *Jurnal Ekonomi*, 21(3), 308–315.
- Sharma, A., & Foropon, C. (2019). Green product attributes and green purchase behavior: A theory of planned behavior perspective with implications for circular economy. *Management Decision*, 57(4), 1018–1042.
- Stinnett, T. B. (2013). *Sustainability and collegiate recreational sports facilities*. University of Louisville.
- Sugiyono, D. (2010). Metode penelitian kuantitatif, kualitatif dan R & D/Sugiyono. *Bandung: Alfabeta*, 15, 1–332.
- Tahiri, A., Kovaçi, I., Lekiqi, B., & Rexhepi, A. (2021). Tourism and Hotel Industry: Definition, Concepts and Development – The Case of Kosovo. *Quality - Access to Success*, 22, 110–115.
- Zand Hessami, H., & Yousefi, P. (2013). Investigation of major factors influencing green purchasing behavior: Interactive approach. *European Online Journal of Natural and Social Sciences*, 2(4), pp-584.

POLITEKNIK NEGERI BALI