

UNDERGRADUATE THESIS

**IMPLEMENTATION OF ECO-FRIENDLY BEHAVIOR BY
FRONT OFFICE STAFF TO SUPPORT GREEN HOTEL
AT ALILA VILLAS ULUWATU**



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**TOURISM DEPARTMENT
POLITEKNIK NEGERI BALI
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**This undergraduate thesis is submitted as one of the requirements to earn an
Applied Bachelor's Degree in Tourism Business Management Study Program
at Politeknik Negeri Bali**



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Writer,

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ABSTRACT

Suantari, Ni Kadek Indah. (2025). *Implementation of Eco-Friendly Behavior by Front Office Staff to Support Green Hotel at Alila Villas Uluwatu*. Undergraduate Thesis: Tourism Business Management, Tourism Department, Politeknik Negeri Bali.

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Keywords: Eco-Friendly Behavior, Green Hotel, Environmentally Friendly, Sustainability

This study aims to analyze the implementation and the relation of eco-friendly behavior to support green hotel at Alila Villas Uluwatu. The research focuses on six dimensions of eco-friendly behavior: energy conservation, transportation and mobility, waste avoidance, consumerism, recycling, and environmental conservation. This research employs a quantitative and qualitative method with a descriptive approach and a correlation test. Data were collected through a questionnaire and distributed to 39 respondents selected using purposive sampling to the front office staff only, not including the daily workers. In addition, qualitative data were gathered through interviews with three top-tier Front Office personnel at Alila Villas Uluwatu, namely the Front Office Manager, the Residence Manager, and one of Head Host. The quantitative results of this study indicate that the eco-friendly behavior implemented by the Front Office staff at Alila Villas Uluwatu has been carried out very well, demonstrating a strong relationship between such behavior and the successful implementation of green hotel practices. However, qualitative insights from interviews and observations reveal inconsistencies in daily practices, largely due to limited awareness, time constraints during busy periods, high occupancy levels, and technological limitations.

ABSTRAK

Suantari, Ni Kadek Indah. (2025). *Implementation of Eco-Friendly Behavior by Front Office Staff to Support Green Hotel at Alila Villas Uluwatu*. Skripsi: Manajemen Bisnis Pariwisata, Jurusan Pariwisata, Politeknik Negeri Bali.

Skripsi ini telah disetujui dan diperiksa oleh Pembimbing I: I Nyoman Rajin Aryana, S.Pd., M.Hum, dan Pembimbing II: Putu Gita Suari Miranti, S.Si, M.Si

Keywords: Perilaku Ramah Lingkungan, Hotel Hijau, Ramah Lingkungan, Keberlanjutan

Penelitian ini bertujuan untuk menganalisis penerapan dan hubungan perilaku ramah lingkungan dalam mendukung konsep hotel hijau di Alila Villas Uluwatu. Penelitian ini berfokus pada enam dimensi perilaku ramah lingkungan, yaitu konservasi energi, transportasi dan mobilitas, penghindaran sampah, konsumerisme, daur ulang, dan pelestarian lingkungan. Penelitian ini menggunakan metode kuantitatif dan kualitatif dengan pendekatan deskriptif serta uji korelasi. Data dikumpulkan melalui penyebaran kuesioner kepada 39 responden yang dipilih menggunakan teknik purposive sampling, yang terdiri dari staf Front Office saja dan tidak termasuk pekerja harian. Selain itu, data kualitatif diperoleh melalui wawancara dengan tiga pimpinan utama di bagian Front Office Alila Villas Uluwatu, yaitu Front Office Manager, Residence Manager, dan salah satu Head Host. Hasil kuantitatif dalam penelitian ini menunjukkan bahwa perilaku ramah lingkungan yang diterapkan oleh staf Front Office di Alila Villas Uluwatu telah berjalan dengan sangat baik dan menunjukkan hubungan yang kuat antara perilaku tersebut dengan keberhasilan implementasi konsep hotel hijau.

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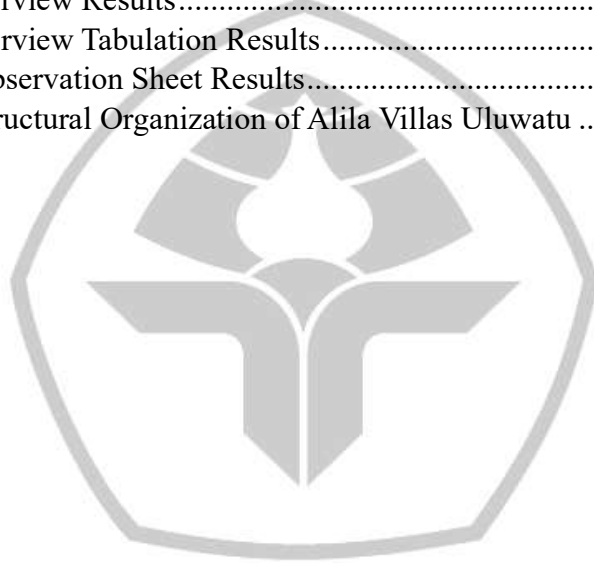
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CHAPTER I

INTRODUCTION

1.1 Research Background

In recent years, environmental issues have become a pressing global concern. The environment encompasses everything that affects the lives of humans and other living things (Febriani, 2022). In Indonesia, environmental damage is a major challenge that needs to be addressed. Based on the Environmental Performance Index (EPI) results from Yale University, Indonesia is ranked 164th out of 180 countries in 2022 with a score of 28.2. By 2024, Indonesia's score rose to 33.6, improving its rank to 163rd, reflecting increased awareness of environmental impacts and demand for sustainability.

Hotel operations are increasingly required to care about environmental issues due to the damage caused by hotel activities (Setiawati & Sitorus, 2014). The Ministry of Tourism and Creative Economy of Indonesia (2016), encourages the hotel industry in Indonesia to implement this concept to create an eco-friendly hotel. According to Booking.com's Sustainable Travel Report by Fogel (2023), a global survey of 33.000 travellers across 35 countries revealed the following preferences for green hotels:

Table 1.1 Traveller's Preferences for Green Hotels

Aspect	Percentage
Travellers believe sustainable travel at Green Hotel is essential.	80%
Travellers believe that sustainability action is needed for a sustainable future to protect the planet.	74%
Travellers plan to stay in eco-friendly accommodations or green hotels.	76%

Source: Booking.com's Sustainable Travel Report, 2023

Based on the above data, the majority of travellers show a strong interest in eco-friendly accommodations or green hotels. A study by Bruns-smith et al., (2015) found that hotels implementing eco-friendly practices see increased guest satisfaction and customer loyalty. This trend highlights the urgency for hotels to adopt eco-friendly practices to meet traveller expectations and stay competitive.

Eco-friendly behavior is one of the keys to the success of implementing green hotels. According to Kaiser and Wilson (2004), eco-friendly behavior is an action by individuals or organizations designed to minimize negative impacts on the environment (Novita et al., 2020). This eco-friendly behavior includes six main dimensions, namely: Energy Conservation, Transportation and Mobility, Waste Avoidance, Consumerism, Recycling, and Environmental Conservation (Kaiser and Wilson 2004; Novita et al., 2020).

Alila Villas Uluwatu is certified by Earth-Check, a globally recognized environmental management and sustainability certification for the tourism industry. This certification reflects the resort's commitment to sustainability practices. The success of this concept depends on hotel staff actively adopting eco-friendly behavior to ensure sustainability.

The front office is responsible for guest handling operations, from check-in to check-out, with daily activities that have the potential to damage the environment, especially due to high energy consumption, because the equipment operates almost 24 hours a day. Therefore, the front office needs to play an active role in implementing eco-friendly behavior to support green hotels. However, based on observation during training at Alila Villas Uluwatu from July until December

2024, the implementation of eco-friendly behavior in this department remains ineffective. Some employees prefer to use new paper instead of recycled paper. Energy-saving practices, like turning off computers and air conditioners after working hours are not consistently applied in some areas that are not operated for 24 hours, such as the villa host station.



Figure 1.1 Print for Internal Document Using a New Paper
Source: Personal Documentation, 2024

These challenges can be caused by habits that are difficult to change and limited understanding of eco-friendly behavior among staff. Therefore, raising awareness, providing adequate training, and fostering commitment at both the individual and organizational levels are critical steps to support the overall development of green hotels.

A study by Tun (2022) found that Green Human Resource Management (GHRM) significantly enhances employees' environmentally friendly behavior and positively impacts hotel environmental performance. Similarly, a study by Arsenal et al., (2022) examined the implementation of green practices at the hotel, showing effective support for the green hotel concept.

However, the study by Tun (2022) did not explore operational departments such as Front Office Department, which is critical for guest interaction and service management. Meanwhile, Arsenal et al., (2022) highlighted green practices but did

not analyse the impact of staff behavior on their implementation. These gaps led to the study at Alila Villas Uluwatu, which focuses on evaluating the eco-friendly behavior of front office staff to support management's commitment to a green hotel.

Based on the background above, research entitled "Implementation of Eco-Friendly by Front Office Staff to Support Green Hotel at Alila Villas Uluwatu" was conducted.

1.2 Research Questions

Based on the background described above, the questions of this research are:

1. How is the implementation of eco-friendly behavior by front office staff at Alila Villas Uluwatu?
2. How does eco-friendly behavior by front office staff support the green hotel at Alila Villas Uluwatu?

1.3 Research Objectives

Based on the research questions above, the objectives of this research are:

1. To analyse the implementation of eco-friendly behavior by front office staff at Alila Villas Uluwatu.
2. To analyse how eco-friendly behavior by front office staff supports the green hotel at Alila Villas Uluwatu.

1.4 Research Significance

This research provides two types of benefits, namely theoretical benefits and practical benefits, which are explained as follows:

1.4.1 Theoretical Benefits

The theoretical benefits of this study include providing valuable knowledge and insights in the hospitality field, particularly for the Front Office department, to improve eco-friendly behavior at Alila Villas Uluwatu.

1.4.2 Practical Benefits

The practical benefits of the results of this study include:

1. Benefits for Companies

The results of this study are expected to be used as input in determining the implementation of eco-friendly behavior by front office to support green hotel at Alila Villas Uluwatu.

2. Benefits for Politeknik Negeri Bali

It can provide additional knowledge and references for researchers who will investigate similar topics in the future, focusing on the same objectives.

3. Benefits for the Writer

This research is expected to develop and implement the knowledge obtained and increase useful literacy so that it can be applied directly in the world of work.

1.5 Limitations and Scope of Research

The research scope focuses on observing the implementation of eco-friendly behavior by front office staff to support green hotels at Alila Villas Uluwatu. The variables used in this study consist of eco-friendly behavior as the independent variable (X) and green hotel as the dependent variable (Y). Data collection in this research for the questionnaire has been carried out on 39 respondents of front office staff at Alila Villas Uluwatu. Then, the interview was conducted by 3 sources,

including the Front Office Manager, Resident Manager, and Front Office Leader Staff of Alila Villas Uluwatu.



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CHAPTER V

CONCLUSION AND SUGGESTION

5.1. Conclusion

Based on the results and discussions in the previous chapter, it can be concluded as the below.

1. The implementation of the six eco-friendly dimensions is very good, with a percentage of 84.9%. The waste avoidance dimension shows the highest level of implementation at 89.6%, followed by environmental conservation at 88.5%. Transportation and mobility, as well as recycling, are each at 85.5%. These four dimensions are included in the very high category. However, several dimensions still need to be improved, especially in the energy conservation section, which obtained the lowest score with a percentage of 79.8%. Followed by consumerism at 80.5%, both of which are in the high category. This is due to a lack of individual awareness, as seen in behaviors such as forgetting to turn off the AC in non-24-hour areas and the habit of storing personal stock of items, which indicates inconsistent adherence to green hotel policies.
2. The results of this study also prove that eco-friendly behavior has a very strong relationship with green hotels. In the interview, it was also stated that the success of Alila Villas Uluwatu in obtaining Earth Check certification is inseparable from the contribution of all departments, including the Front Office. The environmentally friendly behavior implemented by the Front

Office staff is closely related to this achievement because it supports energy efficiency, waste management, and overall sustainability.

5.2. Suggestion

Based on the research results and discussions, here are some suggestions that can be given for future improvements and development.

1. For Alila Villas Uluwatu to continue to maintain and improve its commitment to sustainability practices, especially through strengthening eco-friendly behavior in the Front Office operational line. Although the implementation of eco-friendly behavior has been running well, routine training, consistent supervision, and the provision of environmentally friendly supporting facilities are still needed to maintain consistency and increase staff awareness. In addition, guest involvement in environmental programs can also be increased through a more interactive and educational approach, so that the values of the green hotel can be felt and supported by all elements involved, both internal and external.
2. For further researchers, it is recommended to expand the scope of the study by involving more departments other than the Front Office, to obtain a more comprehensive picture of the implementation of eco-friendly behavior in the hotel environment. In addition, the use of mixed methods with a greater proportion of qualitative data, such as direct observation or long-term case studies, can provide a richer understanding of the dynamics of environmentally friendly behavior in the workplace. Research in other hotels

that have also been certified as green hotels can be conducted as a comparison to see the consistency of practices and factors that influence the success.



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