

UNDERGRADUATE THESIS

**IMPLEMENTATION OF PRO-ENVIRONMENTAL BEHAVIOUR
TO SUPPORT GREEN HOTEL PRACTICE AT THE DALMAR
AND ELEMENT HOTEL FORT LAUDERDALE**



POLITEKNIK NEGERI BALI

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**TOURISM DEPARTMENT
POLITEKNIK NEGERI BALI
BADUNG
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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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I Made Aris Bagia Hendrawan

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ABSTRACT

Hendrawan, I Made Aris Bagia. 2025. Implementation of Pro-Environmental Behaviour to Support Green Hotel Practice at The Dalmar and Element Hotel Fort Lauderdale. Undergraduate Thesis: Tourism Business Management, Tourism Department, Politeknik Negeri Bali.

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Keywords: Pro-environmental behaviour, green hotel practice, sustainability, hospitality industry

This study aims to analyze the implementation of pro-environmental behaviour to support green hotel practices at The Dalmar and Element Hotel Fort Lauderdale. Data collection methods include observation, interviews, and supporting documents. Interviews were conducted with the Front Office Manager, Assistant Front Office Manager, and Front Office staff. The analysis method used is qualitative descriptive analysis. Based on the research findings, pro-environmental behaviour among Front Office employees at The Dalmar and Element Hotel has been well implemented in all of pro-environmental behaviour dimensions. The implementation of pro-environmental behaviour has been proven to support green hotel practices in all of the dimensions such as green action, green product and green donation. To enhance the well-implemented pro-environmental behaviour, it is suggested that management providing regular training on green practices and improving supporting facilities, such as better waste sorting stations, will also help maintain consistency. Expanding green donation initiatives to include guests or community engagement can further strengthen the hotel's commitment to environmental sustainability.

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ABSTRAK

Hendrawan, I Made Aris Bagia. 2025. Implementation of Pro-Environmental Behaviour to Support Green Hotel Practice at The Dalmar and Element Hotel Fort Lauderdale. Skripsi: Manajemen Bisnis Pariwisata, Jurusan Pariwisata, Politeknik Negeri Bali.

Skripsi ini telah diperiksa dan disetujui oleh Pembimbing I: Dra. Ni Nyoman Triyuni, MM. dan Pembimbing II: Ni Putu Lianda Ayu Puspita, SE., M.Tr.Par.

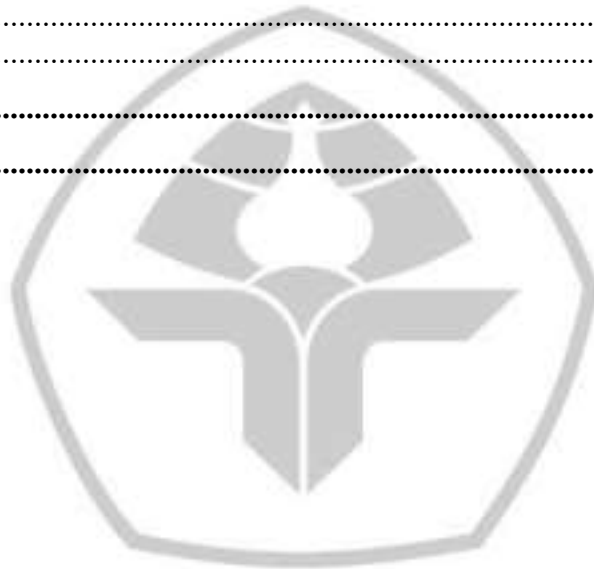
Kata Kunci: Perilaku pro-lingkungan, praktik hotel ramah lingkungan, keberlanjutan, industri perhotelan

Penelitian ini bertujuan untuk menganalisis penerapan perilaku pro-lingkungan dalam mendukung praktik hotel ramah lingkungan di The Dalmar dan Element Hotel Fort Lauderdale. Metode pengumpulan data yang digunakan meliputi observasi, wawancara, dan dokumen pendukung. Wawancara dilakukan dengan *Front Office Manager*, *Assistant Front Office Manager*, dan staf *Front Office*. Metode analisis yang digunakan adalah analisis deskriptif kualitatif. Berdasarkan temuan penelitian, perilaku pro-lingkungan di kalangan karyawan *Front Office* di The Dalmar dan Element Hotel telah diterapkan dengan baik pada seluruh dimensi perilaku pro-lingkungan. Penerapan perilaku pro-lingkungan ini terbukti mendukung praktik hotel ramah lingkungan dalam semua dimensi, yaitu *green action*, *green product*, dan *green donation*. Untuk meningkatkan penerapan perilaku pro-lingkungan yang sudah baik ini, disarankan agar manajemen memberikan pelatihan rutin mengenai praktik ramah lingkungan serta peningkatan fasilitas pendukung, seperti tempat pemilahan sampah yang lebih baik, juga akan membantu menjaga konsistensi. Perluasan inisiatif *green donation* yang melibatkan tamu atau komunitas sekitar juga dapat semakin memperkuat komitmen hotel terhadap keberlanjutan lingkungan.

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CHAPTER I

INTRODUCTION

1.1 Research Background

After fuels and chemicals, tourism is currently the third-biggest export industry worldwide. This positions it ahead of both the food and automotive sectors in terms of export value (Rasool et al., 2021). Despite the positive economic impact of tourism growth, this increase also presents significant environmental challenges. The rising number of tourists contributes to a surge in carbon emissions, which is one of the major contributors to climate change. Environmental degradation has also been a major problem associated with hotel industry, since they are among the highest consumers of resources such as energy and water (Shehri, 2022). Sustainability is currently a major pursuit in many industries, including the hospitality industry, where it is a issue for industry development (Abdou et al., 2020). Green hotel practices have become increasingly important as a sustainable solution. Green hotel practices refer to environmentally friendly measures adopted by hotels to minimize energy and water consumption, reduce waste, and lower carbon emissions. Therefore, integrating green hotel practices supports environmental conservation, also contributes to the long-term sustainability of the hospitality and tourism industry.

Green hotel practices are considered to be one of the environmentally friendly initiatives that aim to eliminate the negative impact on the environment by saving energy (installing energy-efficient appliances and implementing renewable energy programs), reducing water consumption (installing water-efficient devices and

equipment and implementing a linen and towel reuse program) and waste management and reduction by implementing recycling programs and using durable items rather than disposable ones (Abdou et al., 2020). Green practices in the hospitality industry varies and is associated with different approaches. Green practices as a value-added business strategy that benefits a hospitality operation that engages in environmental protection initiatives (Kim et al., 2017). Green hotel practices refer to measures that eliminate the negative impact on the environment such as recycling and eco-purchasing. Green hotels is environmentally-friendly properties whose managers are eager to institute programs that save water, save energy, and reduce solid waste while saving money to help protect our one and only earth (Wolfe & Shanklin, 2001). A less environmentally damaging property which has made a commitment to various ecologically sound practices such as saving water, saving energy, and reducing solid waste (Manaktola & Jauhari, 2007).

The Dalmar and Element Fort Lauderdale Downtown are known for their commitment to sustainable practices as part of their green hotel initiatives. Efforts such as energy-saving measures and waste reduction have been introduced to support environmental conservation. However, despite these efforts, reviews and observations indicate that some behaviour, such as proper waste separation, maximizing paperless operations, recycling some of the stuffs have yet to be fully optimized.

There is a little research explaining how pro-environmental behaviour can support green hotel practices especially in Front Office department. A few studies just explain about green hotel practice (Abdou et al., 2020; Scholz et al., 2020;

Pakpahan et al., 2022). While other studies only discuss pro-environmental behaviour (Steg & Vlek, 2009; Blok et al., 2014; Mouro & Duarte, 2021). There is still little research conducted in the Front Office department on pro-environmental behaviour to support green hotel practices.

Given this context, this research aims to evaluate the implementation of pro-environmental behaviour to support green hotel practice at The Dalmar and Element Fort Lauderdale Downtown. The study will assess how effectively these behaviours are practiced by employees, particularly in the Front Office Departments to support green hotel practices and identify areas that require improvement. By examining these aspects, this research is expected to provide insights that can enhance the hotel's environmental sustainability efforts and support its sustainability objectives.

1.2 Research Questions

Based on the background above, the problem formulation that can be drawn from this research is as follows.

1. How is the implementation of pro-environmental behaviour at The Dalmar and Element Fort Lauderdale Downtown?
2. How is the implementation of pro-environmental behaviour to support green hotel practice at The Dalmar and Element Fort Lauderdale Downtown?

1.3 Research Objectives

Based on the formulation of the problem that the researcher has formulated, the objectives to be achieved are:

1. To analyze the implementation of pro-environmental behaviour at The Dalmar and Element Fort Lauderdale Downtown.
2. To analyze the implementation of pro-environmental behaviour to support green hotel practice at The Dalmar and Element Fort Lauderdale Downtown

1.4 Research Significance

The benefits of this research are to provide an academic contribution regarding theories and practical applications in the field to various stakeholders in the tourism industry. The benefits can be categorized into theoretical and practical benefits, as follows:

1. Theoretical benefits

Theoretically, this study's findings may inform and educate future research on "Implementation of Pro-environmental Behaviour to Support Green Hotel Practice at The Dalmar and Element Fort Lauderdale Downtown" and help advance knowledge in that area.

2. Practical Benefits

- a. This undergraduate thesis will also become a substance for consideration and input for all staff on the importance of pro-environmental behaviour in supporting green hotel practice by the Front Office Department.
- b. Serving as a reference for other hotel industries in enhancing the implementation of pro-environmental behaviour to support green hotel practice

3. Benefits for student

This research is one of the requirements for students to complete applied undergraduate studies at the Politeknik Negeri Bali. It is expected to be able to

become a comparison and implementation in the field with the provision of theory and practice obtained on campus.

1.5 Limitations and Scope of Research

The scope of this research is the implementation of pro-environmental behaviour to support green hotel practices at The Dalmar and Element Hotel, with a focus on the Front Office Department. This study will examine how pro-environmental behaviour is applied in various aspects of Front Office daily behaviour.

The limitations of this research include the implementation of pro-environmental behaviour by Front Office staff activities. This study assumes that the better the implementation of pro-environmental behaviour in the Front Office, the more effectively it will support the overall green hotel practices at The Dalmar and Element Hotel.



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CHAPTER V

CONCLUSION AND SUGGESTION

5.1 Conclusion

Based on the research findings, it can be concluded that pro-environmental behaviour among Front Office employees at The Dalmar and Element Hotel has been implemented in all of the dimensions. These include efficient temperature regulation on thermostats and reduce heating usage in unoccupied room under the heating dimension, printing with double-sided or one sheet narrow margin under printing, using mugs for drinking and wash the mug in a sustainable way (no use of washing-up liquids) under drinking, purchasing items with sustainability considerations under sustainable shopping, switching off or activating sleep mode on computers when leaving the office for a considerable period under computer use, switching off the lights when arriving at the office in the morning and switch off when leave office for a considerable period of time, and there is no one else under light use, and simple recycling for used cardboard into archive storage and used paper for notebook under recycling.

The implementation of pro-environmental behaviour has been proven to support green hotel practices in all of the dimensions such as green action, green product and green donation. Green action practice such as energy and water efficiency, using friendly materials/product, doing recycling and doing pollution prevention are support by all of dimension of pro-environmental behaviour. Green product practice such as not harmful to humans and environment, not wasting resources and does not produce excess waste are supported by all dimension of pro-

environmental behaviour. Green donation educates the staff on the impact of environmental damage from the hotel industry also supported by pro-environmental behaviour indicator.

5.2 Suggestion

Based on research findings, there are a few suggestions to further improve the implementation of pro-environmental behaviour in the Front Office Department at The Dalmar and Element Hotel Fort Lauderdale. To enhance the implemented pro-environmental behaviour, it is suggested that management providing regular training about pro-environmental behaviour, green practices, sustainability in hospitality and improving supporting facilities, such as better waste sorting stations, will also help maintain consistency. Expanding green donation initiatives to include guests or community engagement can further strengthen the hotel's commitment to environmental sustainability.

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