

**GREEN PRACTICES IMPLEMENTATION IN F&B SERVICE
IN SUPPORTING GREEN HOTEL CONCEPT
AT GRAND HOTEL DES ALPES**



I KADEK PETIT ARSENAL

**JURUSAN PARIWISATA
POLITEKNIK NEGERI BALI**

**TOURISM DEPARTMENT
POLITEKNIK NEGERI BALI**

**BADUNG
2022**

THESIS

GREEN PRACTICES IMPLEMENTATION IN F&B SERVICE IN SUPPORTING GREEN HOTEL CONCEPT AT GRAND HOTEL DES ALPES

The proposal of this research is proposed as one of the requirements to compile a thesis of the applied S1 Tourism Business Management Study Program



Proposed by:
I KADEK PETIT ARSENAL
NIM 1815834024

**TOURISM BUSINESS MANAGEMENT STUDY PROGRAM
TOURISM DEPARTMENT
POLITEKNIK NEGERI BALI
BADUNG
2022**



POLITEKNIK NEGERI BALI

KEMENTERIAN PENDIDIKAN, KEBUDAYAAN,
RISET, DAN TEKNOLOGI
POLITEKNIK NEGERI BALI
Jalan Kampus Bukit Jimbaran, Kuta Selatan, Kabupaten Badung, Bali – 80364
Telp. (0361) 701981 (hunting) Fax. 701128
Laman: www.pnb.ac.id Email: poltek@pnb.ac.id

STATEMENT OF ORIGINALITY

The undersigned below,

Name : I Kadek Petit Arsenal
SIN : 1815834024
Study Program : Tourism Business Management
Tourism Department, Politeknik Negeri Bali

I hereby declare that my thesis entitled:

GREEN PRACTICES IMPLEMENTATION IN F&B SERVICE IN
SUPPORTING GREEN HOTEL CONCEPT AT GRAND HOTEL DES ALPES

which content is my own work, thereby free from plagiarism. Being stated, I am
ready to bear the risk or any sanctions impose to me in accordance with regulation.

Badung, July 2022

Who made the statement,



I Kadek Petit Arsenal

THESIS

GREEN PRACTICES IMPLEMENTATION IN F&B SERVICE IN SUPPORTING GREEN HOTEL CONCEPT AT GRAND HOTEL DES ALPES

This thesis is submitted as one of the requirements
to create an undergraduate (S1) thesis for the Degree of Applied Bachelor
Politeknik Negeri Bali



I KADEK PETIT ARSENAL

NIM 1815834024

JURUSAN PARAWISATA
POLITEKNIK NEGERI BALI

**TOURISM BUSINESS MANAGEMENT STUDY PROGRAM
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2022**

**GREEN PRACTICES IMPLEMENTATION IN F&B SERVICE
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HOTEL DES ALPES**

**I KADEK PETIT ARSENAL
NIM.1815834024**

Has been kindly approved and accepted by :

Supervisor I,

Supervisor II,



**Ni Nyoman Sri Astuti, SST.Par., M.Par.
NIP. 198409082008122004**

**I Nyoman Rajin Aryana, S.Pd., M.Hum.
NIP. 197507042002121002**

JURUSAN PARIWISATA
POLITEKNIK NEGERI BALI

**Acknowledge by
The Head of Tourism Department,**



**Prof. Ni Made Ernawati, MATM., Ph.D
NIP.196312281990102001**

THESIS
**GREEN PRACTICES IMPLEMENTATION IN F&B SERVICE IN
SUPPORTING GREEN HOTEL CONCEPT AT GRAND HOTEL DES
ALPES**

Has been examined and passed the examination on:

Thursday 04th August 2022

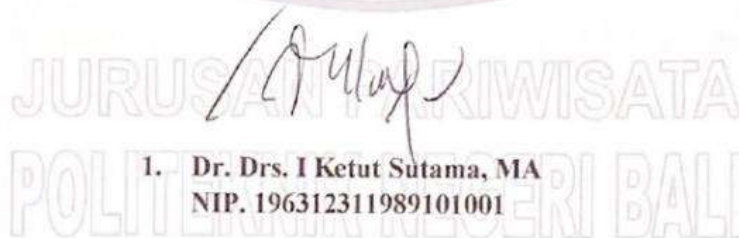
EXAMINERS:

HEAD:



Ni Nyoman Sri Astuti, SST.Par., M.Par.
NIP. 198409082008122004

MEMBERS:



1. Dr. Drs. I Ketut Sutama, MA
NIP. 196312311989101001



2. Ni Putu Lianda Ayu Puspita, SE., M.Tr.Par
NIK. 202111012

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Badung, January 2022

The Writer

ABSTRACT

GREEN PRACTICES IMPLEMENTATION IN F&B SERVICE IN SUPPORTING GREEN HOTEL CONCEPT AT GRAND HOTEL DES ALPES

I Kadek Petit Arsenal
NIM 1815834024

This study focuses on implementing Green practices in F&B service in supporting Green hotel concept. The purposes of this study is to analyze the implementation of Green practices with Green hotel concept in Grand Hotel des Alpes, France and to know how to support Green hotel concept through Green practices in F&B Service at Grand Hotel des Alpes, France The method used for this research was a descriptive statistic by distributing questionnaires to 14 employees in Grand Hotel des Alpes. Data collection methods used in this study were observation, documentation, literature review, and questionnaires. The result of this study indicates that the Green practices has been well implemented to support the Green hotel concept implementation at Grand Hotel des Alpes, Chamonix, France.

Keywords: Green practices, Green hotel, Hotel



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ABSTRAK

PENERAPAN *GREEN PRACTICES* PADA F&B SERVICE DALAM MENDUKUNG KONSEP *GREEN HOTEL* DI GRAND HOTEL DES ALPES

I Kadek Petit Arsenal
NIM. 1815834024

Penelitian ini berfokus pada penerapan *Green practice* dalam layanan F&B dalam mendukung konsep *Green hotel*. Tujuan dari penelitian ini adalah untuk menganalisis penerapan *Green practice* dengan konsep *Green hotel* di Grand Hotel des Alpes, Prancis dan untuk mengetahui bagaimana mendukung konsep *Green hotel* melalui *Green practice* dalam F&B Service di Grand Hotel des Alpes, Prancis. Metode yang digunakan untuk Penelitian ini merupakan penelitian statistik deskriptif dengan menyebarkan kuesioner kepada 14 karyawan di Grand Hotel des Alpes. Metode pengumpulan data yang digunakan dalam penelitian ini adalah observasi, dokumentasi, studi pustaka, dan angket. Hasil penelitian ini menunjukkan bahwa *Green practice* telah diterapkan dengan baik untuk mendukung implementasi konsep *Green hotel* di Grand Hotel des Alpes, Chamonix, Prancis.

Kata kunci : *Green practices, Green hotel, Hotel*



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CHAPTER I

INTRODUCTION

1.1 Background

Rapid global economic growth over recent decades thanks to increasing consumer consumption has made human life more convenient and comfortable. However, rising levels of consumption have led to environmental deterioration through the overuse of natural resources (DeYoung et al., 2010). The tourism industry is a collection of tourism businesses that are interrelated in producing goods and services to fulfill the needs of tourists at a visited destination. One of the countries where the tourism being a major industry is France. France is a country located in Western Europe which includes encompasses medieval cities, alpine villages, and Mediterranean beaches which are being tourist destinations in this country. As a country, France offers an extraordinary historical heritage and the most diverse natural environment. In 2010, France was ordained as the first country to be recognized by UNESCO for culinary delights. The reputation of French food has been worldwide and this certainly makes many food enthusiasts want to taste it directly from their home country.

One of regions in France which has become the most popular destination is Chamonix-Mont Blanc. Chamonix-Mont Blanc is known as Chamonix which is commune in the Haute-Savoie department in the Auvergne Rhone Alpes region of Southeastern France. One of 5-star hotel in Chamonix is Grand Hotel des Alpes has a breakfast room called “ Petit Dejeuner “ restaurant which is on the -1th floor with

a garden view, and on the hot breakfast menu, can be found such as soft boiled eggs, fried eggs and also omlette, salty and sweet crepe, and outside the hot breakfast menu there's also many choices international cuisine and local culinary food that can be found on the buffet. Therefore, now many hotels have started using innovative methods, one of which is implementing Green practices in their operations.

Green practices leads to actions to protect the environment and the products produced are minimal in environmental damage. Some "green" actions implemented in the hospitality business include using local or organic products, installing water-saving devices, and saving energy. Grouping Green practices into green action, green food, and green donation. Green Action means activities that aim to protect and have a positive impact on the environment, such as recycling and reducing the use of plastic and paper, including energy and water efficiency, as well as the use of environmentally friendly materials, recycling and pollution prevention. Meanwhile, Green Food is local and organic food ingredients that support the environment in the long term. Meanwhile, Green Donation refers to efforts to donate funds, participate in community projects, and educate the public about the impacts of environmental damage by accommodation and how to overcome them.

The hotel is an integral part of the tourism business which according to the decision of the Minister of Tourism and Posts is mentioned as a commercialized accommodation business. The purpose of every hotel business is to seek profit by renting out facilities and selling services to accommodation service users. commercial support services. Green practices lead to actions to protect the

environment and the products produced are minimal in environmental damage. Some of the "green" actions implemented in the hospitality business include using local or organic products, installing water-saving devices, and saving energy. According to (Teng et al., 2014). Thus, hotels are required to apply the concept of Green practices. Increased public awareness of the environment, such as keeping the environment clean and disposing of waste in its place, has led to efforts to reduce the impact of environmental damage.

Hotel is a company engaged in services as a provider of resting places for tourists, which is equipped with the provision of food and beverages as well as services for tourists who visit or stay. Organizing a hotel business must be supported by adequate facilities and infrastructure. In general, the facilities and services that must be provided include room service, food, and beverages, as well as various other supporting facilities that can be enjoyed by tourists during their stay on terms of payment (Susepti et al., 2017). Grand Hotel des Alpes is a 5-star hotel and has successfully held the title of Green hotel, which is located at Chamonix mont blanc, france. Grand Hotel des Alpes implementing Green practices is a management system standard based on detailed requirements that can be applied to hotel business and operations with the aim of reducing the environmental impact of energy use, water, waste management, and other related factors, including the safety of the hotel and the people in it. Green practices which includes Reduce, Reuse, Recycle or use recycled materials, use low-energy lights, and also implement water-saving programs. Grand Hotel des Alpes seeks to implement Green practices, one of the departments that supports services by

implementing Green practices at Grand Hotel des Alpes, namely the F&B Service Department. Having previously implemented the Green hotel concept which has been carried out continuously in every season

The Food and Beverage Department has an important meaning in the progress of a hotel because it can attract guests and increase revenue for the hotel. Along with the times, the Food and Beverage Department as the part that handles food and beverages for guests is also a determinant for a hotel to be categorized as a star hotel. The better the taste and quality of the food served, the more the name of a hotel will be raised. Even some star and international standard hotels usually charge quite high prices for the food and drinks they offer. This has a positive impact on the hotel in terms of financial income, because the proceeds from the sale of food and beverages provide many benefits for the hotel's financial income. Not infrequently the income from the sale of food and beverages is the largest sector that provides benefits to the hotel's financial income.

To support the Green hotel concept that has been applied to the Grand Hotel des Alpes hotel, companies need to adapt and implement Green practices to train and manage their employees by improving the way they work to support the environment. As the number 1 Green hotel in Chamonix, France, which continues to practice the Green hotel concept, every season, especially in the F&B Service Department. Hotels still need to analyze the extent to which green practices have been implemented based on the Green hotel concept that has been applied, and in this case the hotel industry needs Green practices and Green hotels as the key to environmental management in achieving organizational environmental goals.

Therefore, this issue is interested in being researched under the title **"Green Practices Implementation In F&B Service In Supporting Green Hotel Concept At Grand Hotel Des Alpes ”**

1.2 Problems of The Research

1. How is Green practices implemented to support Green hotel concept at Grand Hotel des Alpes ?
2. How to support Green hotel concept through Green practices in F&B Service at Grand Hotel des Alpes?

1.3 Purpose of The Research

The purpose of the writer to do this research are:

1. To identify the implementation of Green practices with Green hotel concept in Grand Hotel des Alpes, France.
2. To analyze how to support Green hotel concept through Green practices in F&B Service at Grand Hotel des Alpes, France.

1.4 Benefits of The Research

This research hopefully will bring some benefits both theoretically and practically. The benefits to be obtained in this research are:

1. Theoretical Benefits

Theoretically, this research is expected to provide additional information in supporting other research and can add the list of bibliography in the academic environment. This research is expected to be reference material for the next

researcher and input for those who read. Moreover, the result of this research is expected to help and redeveloped, especially those related to the application of Green practices in hotels.

2. Practical Benefits

This research was conducted with the hope that it will provide benefits to:

a) For Companies

This research is expected to be an input for companies in implementing an effective and efficient Green practices so that it can help the company's performance.

b) For Academics

As study material and reference for Bali State Polytechnic students in conducting further research, especially regarding Green practices.

c) For Researchers

Adding insight and experience of researchers in applying knowledge and knowledge regarding the making of a scientific work.

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CHAPTER V

CONCLUSION AND SUGGESTION

5.1 Conclusions

Based on the results of the analysis and discussion, it can be concluded that the Grand Hotel des Alpes has implemented Green practices and Green hotel in line with the Green hotel association concept. The percentage of Green hotel implementation shows that the overall implementation of Green practices is implemented by Grand Hotel des Alpes, which is 67% and is included in the "Appropriate" category.

From the results of the analysis presented, Grand Hotel des Alpes applies Green practices that already support Green hotels in accordance with the Green hotel concept from the Green hotel Association. There are aspects that are implemented very appropriately, namely aspects of land use, aspects of energy efficiency, aspects of environmental management, and aspects of operational management. The aspects that are implemented accordingly are aspects of water conservation, aspects of the use of space materials, and aspects of Environmentally Friendly Hotel Operations.

Green practices activities implemented by Grand Hotel des Alpes to support aspects of the Green hotel concept, namely Green Action, Green Action and Green Donation. After being traced by researcher, not all activities in every aspect of Green hotel are carried out by hotels due to lack of knowledge of Green hotels and limited materials. Although there are several aspects that have not been

implemented based on the concept of the Green hotel association, it does not hinder the purpose of the Grand Hotel des Alpes because it is proven that the Grand Hotel des Alpes is one of the famous hotels in the city of Chamonix, France and throughout the world and is a five-star hotel that has complete facilities. and luxury that is in great demand by guests and hotel visitors.

5.2 Suggestion

Based on the results of this study, the researchers provide suggestions as follows:

1. Grand Hotel des Alpes must always implement Green practices to support Green hotel so that it can motivate other hotels to be moved by the importance of implementing Green practices and Green hotel.
2. Add activities that educate and help the community around the hotel by holding important activities to utilize waste, use environmentally friendly goods, and go green activities.
3. For further research can increase the number of respondents in the study so that researchers have a lot of data.

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