

Implementation of Green Practice in Food and Beverage Department to Support Green Restaurant at Hilton Bali Resort

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Abstract: This study aims to determine the implementation of green practice in the food and beverage department at Hilton Bali Resort. This research aims to determine the implementation of green restaurants in Food & Beverage Department to support green restaurants at Hilton Bali Resort. The sample in this study found 5 people consisting of Food & Beverage workers at the Hilton Bali Resort. The data collection techniques in this study are: through interviews, observations, questionnaires, documentation and literature review. Processing data done using Microsoft Excel. The analysis technique used in this study are qualitative descriptive and statistics descriptive. The steps involved in processing the data is to find the percentage and average of each indicator. Green restaurant indicator that used in this study were Green Action with a percentage of 87.00 percent, Green Food with a percentage of 81.33 percent, and Green Donation with a percentage of 75.33 percent. From the results of the application of green practice, it gives a good influence in terms of food focused, environmental focused, and administration focused.

Keywords: Implementation, Green Practice, Green Restaurant

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Introduction

The demand for tourism continues to increase along with economic growth. The growth of tourism makes a lot of new tourist attractions appear, both natural and artificial tourism. At this time also environmental issues arise, encouraging us to evaluate how to maintain nature so that tourism that exists today can not only be enjoyed for the present but also in the future. Tourism is also part of the global warming debate, to help address the issue of globalization, birthing tourism policies and strategies. By showing the profile of 'green' and the concept of sustainable. (Holden, 2016)

Tourists today also have considerations when choosing accommodation, one of which is choosing a hotel that has a green concept. Because many of the tourists are aware of the importance of developing environmentally friendly tourism. With the green concept, making the hotel has a differentiating factor and uniqueness from other hotels. So that today many hotels are racing to continue to make innovations for sustainable tourism (Moha & Loindong, 2016). But the food and beverage industry can give negative impact to the environment through excessive use of resources such as water, gas, and electricity, the use of non-recyclable products and ineffective recycling procedures, the use of chemicals that are harmful to the environment, and the contribution of carbon emissions through the daily use of electricity and water and vehicles used by workers (DiPietro et al., 2013). Currently many companies are starting and have implemented green practices and implement food processing with organic and environmentally friendly ingredients. Such as, doing waste processing, actively participating in environmentally friendly activities, replacing plastic-based goods with paper-based or basic materials that are easy to recycle, and many more (Halim et al., 2021).

Green practice can be defined as a practice consisting of efficient use of energy and water, recycling, sustainable food, reducing waste and also pollution, Also can be interpreted as actions, activities, and processes to protect the environment and products and services made to minimize the negative impact of a business on the ecosystem (Atzori et al., 2016). According to (Hieu & Rašovská, 2017) that the term green or is related to environmental friendliness. Green practice is a process that aims to minimize negative impacts on the environment by implementing 3R (reduce, reuse, and recycle) and 2E (effective and efficient). Compounding the restaurant industry's hesitation to implement green practices is the lack of knowledge available on customer attitudes and behavioural intentions regarding green restaurants, including their willingness to pay more for such restaurants, if necessary (Schubert et al., 2010).

(Kwok et al., 2016) Define a green restaurant as a restaurant that implements green practices, aware of and participates in efforts to minimize the negative impact of the industry on the environment. And a restaurant can be called a green restaurant if it has three attributes, namely food focused, environmental focused and administration focused. One of hotels in Bali that already do green practices is Hilton Bali Resort. Then researcher want to know more about the application of green practices at Hilton Bali Resort that can be used to support green restaurant, maintain the environment, environmentally friendly and create new things to show to guests in order to achieve more advanced and sustainable tourism. Also to find out that the steps and practices are appropriate and can be branded as an effort to support Green Restaurant. From that background, researchers are interested in taking the title "Implementation of Green Practice In Food and Beverage Department To Support Green Restaurant at Hilton Bali Resort"

Method

This research was conducted for six months at Hilton Bali Resort by taking Implementation of Green Practice In Food and Beverage Department to Support Green Restaurant at Hilton Bali Resort. The types and sources of data used are quantitative and qualitative data with primary and secondary data. Determination of the right sample or resource as the data in this study is to use a purposive sampling technique. According to Sugiyono (2013:156) purposive sampling is a sampling technique with certain considerations. Where the relevant parties know in detail about the information and meet several criteria, namely: (1) clearly knowing the application of green practice in the food and beverage department at the Hilton Bali Resort and (2) participating and having the authority to operate to support a green restaurant at the Hilton Bali Resort.

The researcher decided to use this technique for determining the sample because the subject of this study must have a relationship with the research background: the respondents selected in this study are Chef de Cuisine, Sous Chef, Chef de Partie and Restaurant Staff. The respondents were chosen because they are considered to know information about the application of green practice and green restaurants at the Food and Beverage Department at the Hilton Bali Resort.

The data collection method are through observation, interview, questionnaires (Ahyar, 2020) often use checklists and rating scales, literature review, and documentations. Data Analysis Techniques is a method for processing data into information so that the characteristics of the data become easy to understand and also useful for finding solutions to problems regarding a research. In this study, the method used as an analytical tool in the study are descriptive qualitative analysis and statistic descriptive. The data obtained through interviews in this study were analyzed using qualitative descriptive analysis. This analysis technique is carried out to describe the information collected during the research. The interview data in this study is the main source that becomes the material for data analysis to answer the proposed problem formulation and make conclusions and suggestions for the research conducted.

Analysis of Data by Miles and Huberman (1992) is divided into three activities that occur simultaneously. These three stages are (1) Data reduction (data reduction) (2) Presentation of data (data display) and (3) Withdrawal of conclusions. Hasan (2001:7) explains that descriptive statistics or deductive statistics are part of statistics that study how to collect data and present data so that they are easy to understand. Descriptive statistical analysis is a data analysis technique to explain data in general or generalization, by calculating the minimum value, maximum value, average value (mean), and standard deviation (standard deviation) a data or state or phenomenon. In other words, descriptive statistics function to explain conditions, symptoms, or problems (Coleman & Fuoss, 2017). This study use criteria by (Hartono, 2019), to find the suitability between green practice and green restaurant to answer the second problem of the research.

This is the table of criteria that writer use :

Index Number	Description
$X \leq 1,80$	Very Low
$1,80 < X \leq 2,60$	Low
$2,60 < X \leq 3,40$	Medium
$3,40 < X \leq 4,20$	High
$4,20 < X \leq 5,00$	Very High

Source: Hartono, 2019

To find out the percentage of green practice and green restaurant whether it has achieved a match between the application of green practice to support green restaurant. The writer use the criteria of Sugiyono, 2014.

Table 2. Percentage Of Green Practice And Green Restaurant

Index Number	Description
$X \leq 20\%$	Very Low
$20\% < X \leq 40\%$	Low
$40\% < X \leq 60\%$	Enough
$60\% < X \leq 80\%$	High
$100\% < X$	Very High

Source: Sugiyono, 2014

The Table 2 above shows the percentage with five categories. If the percentage shows 0% to 20%, it states in the very low category, 20% to 40% in the low category, 40% to 60% in the enough category, 60% to 80% in the high category, and 80% above is in the very high category.

Result and Discussion

The results of this study were taken from a questionnaire conducted by the hotel management at Hilton Bali Resort. In addition, to get more complete data, the author also conducted interviews with the management at Hilton Bali Resort. Data analysis was carried out by interviewing 5 important informants in the food & beverage department at Hilton Bali Resort. Interviews were conducted to get clear information about the implementation of green practices carried out by the food & beverage department at Hilton Bali Resort. Green Practices in restaurants are divided into 3, namely green action, green food, and green donation. Based on the information that has been obtained through the interview process. The author creates a table to summarize the interview results of each indicator so that the data presentation can illustrate the conclusions. The table below shows the assessment of the green practice indicators at Hilton Bali Resort.

Table 3. Percentage of Green Practice Implementation

Variable	Indicator	Sub Indicator	Implemented	Percentage	
Green Practice	Green Action	Energy and Water Efficiency	Done	100%	
		Use Environmentally Friendly Products	Done		
		Recycling and Composting	Done		
		Pollution Prevention	Done		
	Green Food	Using local and organic products	Done	100%	
		Provide information About Menu (Vegan, etc)	Done		
	Green Donation	Green Do-nation	Involved in community projects	Not Done	33,33%
			Educating about how to save environment	Done	
			Donating/ funding regarding environmental project	Not Done	
	Total				77,78%

Table 4. Criteria of Green Practice

Index Number	Description
$X \leq 20\%$	Very Low
$20\% < X \leq 40\%$	Low
$40\% < X \leq 60\%$	Enough
$60\% < X \leq 80\%$	High
$100\% < X$	Very High

Source : Sugiyono, 2014

From the Table 4 above show that the implementation of green practice in Food and Beverage Department at Hilton Bali Resort in the range of 60 percent to 80 percent, it means the implementation of green practice is in High category, based on Sugiyono, 2014. Here is the model that the writer could make based on the discussion :

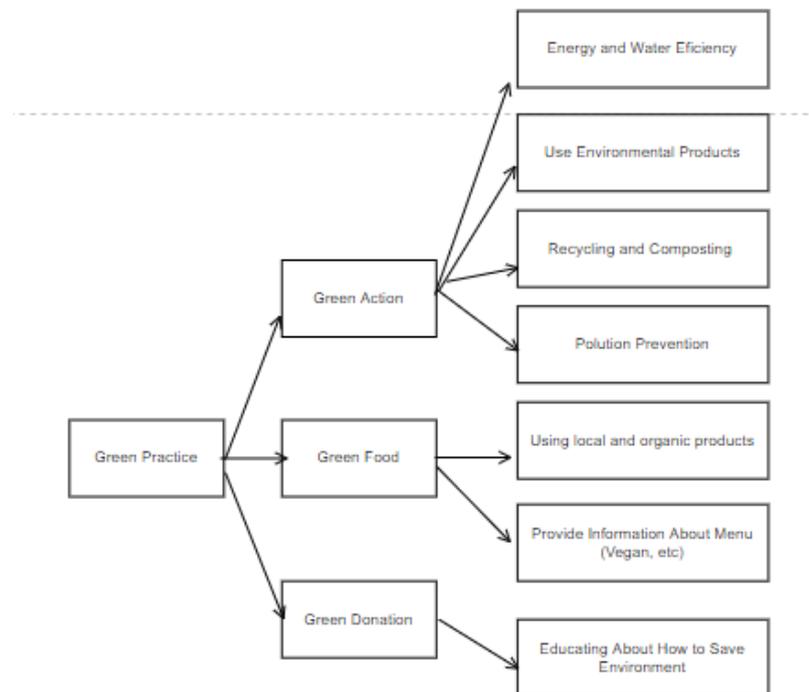


Figure 1. Model Implementation of Green Practice In Food and Beverage Department at Hilton Bali Resort,2022

Based on the information obtained through the process of filling out the questionnaire and processing data using excel. The data was obtained on the percentage of green practice to support green restaurants. And also it would be tested whether the categories or criteria for the percentage of green practice and green restaurants are appropriate between the application of green practice and green restaurants. This study uses the Hartono Criteria, 2019 to find out how the level of adjustment between green practices and green restaurants is described.

Table 5. Criteria of Green Practice to support Green Restaurant

Index Number	Description
$X \leq 1,80$	Very Low
$1,80 < X \leq 2,60$	Low
$2,60 < X \leq 3,40$	Medium
$3,40 < X \leq 4,20$	High
$4,20 < X \leq 5,00$	Very High

Source : Hartono, 2019

The Table 5 above shows that if the percentage of green practice and green restaurant is at 0 to 1,80, the description or category is very low, 1,81 to 2,60 in the low category, 2,61 to 3,40 in the medium category, 3,41 to 4,20 in high category, 4,21 to 5,00 in very high category. Then, to be able to find out the categories or criteria of the percentage of green practice and green restaurant whether they have achieved compatibility between the implementation of green practice to support green restaurant, in this study using the criteria of Sugiyono, 2014 to

find out how the level of conformity between green practice and green restaurant. The following is a table of criteria that the writer uses:

Table 6. Percentage Criteria of Green Practice to Support Green Restaurant

Index Number	Description
$X \leq 20\%$	Very Low
$20\% < X \leq 40\%$	Low
$40\% < X \leq 60\%$	Medium
$60\% < X \leq 80\%$	High
$100\% < X$	Very High

Source : Sugiyono, 2014

Table 7. Relationship between Green Action and Green Restaurant

Green Action with Green Restaurant		
No	Percentage	Conclusion
1	87,00	Very High

Based on the data in the table above, it can be stated that the relationship of green action to green restaurant variable has percentage of 87,00 percent, which means it is included in the assessment criteria for the "Very High" category based on Sugiyono, 2014. It can be proved from the implementation of using waste water filtered, use environmental friendly products such as use wood plate, make organic fertilizers, and using exhaust to support environmental focused.

Green Food With Green Restaurant		
No	Percentage	Conclusion
1	81,33	High

Figure 2. Relationship between Green Food and Green Restaurant

Based on the data in the Figure 2 above, it can be stated that the relationship of green food to green restaurant variable has percentage of 81,33 percent, which means it is included in the assessment criteria for the "Very High" category based on Sugiyono, 2014. It can be proved from the implementation of using local and organic products, grown some plants in the garden and give information about menu (vegan, etc) to support food focused.

Green Donation With Green Restaurant		
No	Percentage	Conclusion
1	75,33	High

Figure 3. Relationship between Green Donations and Green Restaurants

Based on the data in the Figure 3 above, it can be stated that the relationship of green donation to green restaurant variable has percentage of 75,33 percent, which means it is included in the assessment criteria for the "High" category based on Sugiyono, 2014. It can be proved from the implementation of cleaning Sawangan Beach Area every once a week to support environmental and administration focused.

Conclusion

Based on interviews with the Food & Beverage Department at Hilton Bali Resort, the implementation of Green Practice in the Food & Beverage Department, from the three green practice indicators and nine sub-indicators used as references by the writer, Hilton Bali Resort has implemented seven sub-indicators of green practice well. The seven green practices are Energy and Water Efficiency, Use of Environmentally Friendly Products, Recycling & Composting, Pollution Prevention, Use of Local and Organic Products, Providing information about menus that have characteristics, and Educating about how to save the environment. From the three green practice indicators, there is one indicator got imperfect scores and two indicators got perfect scores. The Green Action and Green Food indicators scored 100 percent, while the Green Donation indicator scored 33 percent. The total percentage

value of the three Green Practice indicators is 77.78 percent. The writer can conclude that the implementation of Green Practice in the Food & Beverage Department at Hilton Bali Resort has been going well. From the 77.78 percent of green practices that have been implemented namely Green action in terms of energy and water efficiency, use environmental products, recycling and composting and also pollution prevention, from green food in terms of use local and organic products, and give information about the menu (vegan, etc), and for green donation in terms of educating about how to save the environment. However, 22.22 percent have not been implemented optimally. Namely, Green Donation in terms of being involved in projects, as well as providing donations for environmental projects. The writer can conclude that the implementation of Green Practice in the Food & Beverage Department has been good and has been implemented by 77.78 percent of all indicators and sub-indicators of green practice based on the theory of Schubert, 2008.

The result of the tabulation of respondent data regarding the relevance of the Green Practice to Support Green Restaurant at Hilton Bali Resort show an average value of 4,1 or in a percentage of 81,93 percent, and it state that the value in the high category. There are no average value in "Low and Very Low" category. Of the 27 existing questionnaire that has included indicators of green practice and green hotel, there are three statement in "Medium" category, thirteen statement in "High" category and eleven statements in "Very high" category.

Based on the data that has been processed that the relationship of green action to support green restaurant has percentage 87,00 percent, which means it is included in the assessment criteria for the "Very High" category based on Sugiyono, 2014. It can be proved from the implementation of using waste water filtered, use environmental friendly products such as use wood plate, make organic fertilizers, and using exhaust to support environmental focused. Then, the relationship of green food to support green restaurant has percentage 81,33 percent, which means it is included in the assessment criteria for the "High" category based on Sugiyono, 2014. It can be proved from the implementation of using local and organic products, grown some plants in the garden and give information about menu (vegan, etc) to support food focused. Also the relationship of green donation to support green restaurant has percentage 75,33 percents, which means it is included in the assessment criteria for the "High" category based on Sugiyono, 2014. It can be proved from the implementation of cleaning Sawangan Beach area every once a week. This shows that green practice can support green restaurant by 81,93 percent based on the result of interviews and questionnaire.

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