

The Implementation of Green Housekeeping to Increase the Efficiency of Operational Cost of Housekeeping Department at Holiday Resort Lombok

I Ketut Murta Jaya Kusuma ^{1*}, Dewa Made Suria Antara ², Ni Gst. Nym. Suci Murni ³

¹Study Program of Tourism Business Management, Department of Tourism, Politeknik Negeri Bali

²Study Program of Tourism Business Management, Department of Tourism, Politeknik Negeri Bali

³Study Program of Tourism Business Management, Department of Tourism, Politeknik Negeri Bali

*Corresponding Author: ketutjaya.hri@gmail.com

Abstrak: Penelitian ini merupakan penelitian terhadap penerapan green housekeeping pada department housekeeping guna meningkatkan tingkat efisiensi terkait dengan pengeluaran biaya-biaya operasional department housekeeping di Holiday Resort Lombok. Penelitian dengan basis observasi ini bertujuan untuk melihat dampak yang bisa ditimbulkan akibat penerapan green housekeeping di Hotel Holiday Resort Lombok. Pengumpulan data yang dilakukan selama 3 (tiga) bulan melalui teknik pengamatan, wawancara, serta dokumentasi, melibatkan sebanyak 4 (empat) orang narasumber ini, memperhatikan pengaruh faktor internal dan eksternal dalam kaitannya dengan pengefisienan pengeluaran biaya operasional. Metode yang digunakan untuk menganalisis data yaitu menggunakan teknik analisis deskriptif kuantitatif. Penerapan green housekeeping menunjukkan dampak positif yang memungkinkan untuk menurunkan biaya operasional atau dengan kata lain mampu meningkatkan jumlah penghematan setiap tahunnya. Data tersebut menunjukkan sebelum penerapan green housekeeping pada tahun 2018, total penghematan biaya operasional adalah sebesar Rp 2.045.750.506 sedangkan pada tahun 2019 jumlah penghematan lebih besar dari tahun sebelumnya dimana terdapat hasil yang signifikan sebesar 18,43% lebih hemat pada tahun 2019 karena penerapan green housekeeping. Melihat tren global dalam green hotel, Holiday Resort Lombok ingin menunjukkan dan menegaskan keuntungan yang diberikan. Hal ini juga menunjukkan bahwa Holiday Resort Lombok dapat menjadi tujuan yang lebih kompetitif mengingat potensi dan sumber dayanya.

Kata Kunci: green housekeeping, biaya operasional, department housekeeping

Abstract: This research studies the implementation of green housekeeping to decrease operational costs at the housekeeping department at Holiday Resort Lombok. This observation-based research aims to observe the impact that could be caused by the application of green housekeeping at the Holiday Resort Lombok. 3 (three) months of collecting data through observation, interview, and documentation techniques, involving as many as 4 (four) informants discussing the influence of Internal and External factors in the efficiency of cost operations. The data analysis technique is by using descriptive quantitative analysis technique. The implementation of green housekeeping shows a positive impact that can decrease operational costs or, in other words, the green act can increase the number of savings yearly. The data shows that before the implementation of green housekeeping in 2018, total savings of operational costs was in the amount of Rp 2,045,750,506. In 2019 the number of savings was bigger than in the previous year, which is a significant result of 18.43% more frugal in 2019 due to the green implementation. The data identified the positive impact of the implementation of green housekeeping at Holiday Resort Lombok. Looking at global trends in green hotels, Holiday Resort Lombok points out and affirms the advantages. It also suggests that Holiday Resort Lombok can become a more competitive destination considering its potential and resources.

Keywords: green housekeeping, operational cost, housekeeping department

Informasi Artikel: Submission to Repository on October 2022

Introduction

Tourism is a global industry involving hundreds of millions of people annually in international and domestic travel. Tourism has been known as the smokeless industry for years. People travel by using many transportation modes that contribute to carbon emissions in some places, and the traffic congestion caused by tourism releases carbon and emission that could harm the environment. Many tourist facilities, such as hotels, restaurants, theme parks, event, or art performance that caters to the needs of tourists in the destination, are also producing a lot of garbage. It uses a lot of energy for its operation system, and greenhouse gases are rated as one of the causes of global warming (Gunn, 2002). But in certain accumulations, the hotel greatly affects the

use of resources such as water, energy (electricity, fuel), and environmental impacts from waste (Baker, Davis, and Weaver, 2014; Jaiswal and Kant, 2017). In recent decades, there has been a change in people's interest in traveling by demanding more variety in needs, types, and patterns of travel. Special-interest tourism is now more about putting on a journey with emphasis on environmental and social aspects that have spawned the "humanization of travel" (Weiler and Hall, 1992).

The hotel industry's motivations to switch to sustainable management include competitiveness, customer loyalty, labor retention, recognition and award, policy / political compromise, risk management, and enhancing the company's brand value (Graci and Kuehnel, 2011). Green tourism is one form of eco-tourism that focuses on sustainable visitors or means no damage at the site being visited. In addition to evaluating environmental and cultural factors, green tourism is also an integral part of promotional activities for reduce, reuse, recycle, energy efficiency, water conservation, and community empowerment to develop economic activities. Moreover, it can minimize the destruction of nature, support the protection of the region, empowerment of local communities, appreciation of culture and local values, and maximize public awareness of nature conservation and the environment (WTO, 2002).

One of the leisure and business accommodations is Holiday Resort Lombok. It has concerned with creating and enhancing green hotels based on green tourism. Referring to research conducted by Ramadhan (2020), "Environmental Friendly Concepts in Office," Holiday Resort Lombok intends to adopt the concept known as 6R, which stands for refine, reduce, reuse, recycle, recover, and retrieve energy. This practice cannot be thoroughly accepted yet. Various obstacles, such as perceptions and procedures about green housekeeping identical with high cost-high maintenance, support, and government participation through a policy that has not been optimal and understanding of green hotel procedures, are part of the constraints of the green hotel practices in Lombok. Meanwhile, tourists tend to care more about the environment and are aware of the importance of green products. Eco-labels are another driving factor that will further enhance the spread of green hotel practices. This research analyzes whether green housekeeping implementation can affect the Housekeeping Department's cost savings. Based on Robinot and Giannelloni (2015), savings on various expenses are the most important benefit for a hotel. Therefore, the hotel can maximize efforts efficiently and reduce waste to become more cost-effective than its competitors. Moreover, it is a more competitive destination considering its potential and resources with the new technology of implemented natural waste processing in a hotel to support the green activity of composting and vermin composting, biomethanation, and biosanitizing. In addition, this research highlighted the implementation of green behavior in the Housekeeping Department at Holiday Resort Lombok and the effectiveness of green housekeeping at the hotel.

Method

This research occurred at Holiday Resort Lombok and was accomplished through descriptive quantitative analysis techniques. Qualitative descriptive analysis is a method of research on post-positive and is more interpretive to research conditions of natural objects. The data collection technique was based on triangulation (a combination of observation, interviews, and documentation) then the data obtained tended to be qualitative (Sugiyono, 2018). Data analysis is inductive or qualitative, and research results are intended to understand meaning, uniqueness, construct phenomena, and find hypotheses. This research will focus on the result of interview, observation, and documentation to determine internal factors, including strengths, weaknesses, and external factors, including opportunities and threats to the company. The population in this research ranges from the president director to employees in the Housekeeping Department. In total, as many as 20 persons have been interviewed and observed. Sugiyono (2016) explained that saturation sampling is the technique when all members of the population are sampled; it caused due to the population being relatively small, less than 30. The research attempts to examine variables as identified into two factors; Internal Factors and External Factors. The Internal Factor adapts the concept of Ramadhan (2020), known as 6R (Refine, Reduce, Reuse, Recycle, Recovery, and Retrieve energy). In contrast, based on Walker et al. (2008) in Rosydi (2021), the

indicator of an external variable consists of government regulation, consumer, competition, and social environment.

Result and Discussion

Holiday Inn Resort Lombok is a four-star hotel established in 1994 and inaugurated (Grand Opening) by the Governor of NTB, Mr. Warsito, on October 2nd, 1995. Since January 2006, Holiday Inn Resort Lombok has changed to Holiday Resort Lombok, owned by PT Lombok Seaside Cottage, part of the PT Blue Bird Group. The slogan of Hotel Holiday Resort Lombok is “Absolutely Leisure,” which means “Really Enjoying Your Free Time.” With this slogan, Holiday Resort Lombok hopes that it will become the first choice place for customers to stay with a very pleasant and calm atmosphere so that customers take the time to enjoy it. Regarding operations, Holiday Resort Lombok has a structured organization to ensure the hotel’s operation is running well. The organization’s structure is very necessary; the organizational structure plays a role in regulating relations between team units, effectively dividing and cooperating with tasks and authorities. Below is the organizational structure of Holiday Resort Lombok as follows:

President Director

President Director is responsible for implementing existing plans and policies, improving the company’s financial strength, supporting ongoing digital business transformation, and setting future strategies.

General Manager

General Manager is an executive responsible for managing the revenue and cost elements of a company’s income statement, known as profit & loss (P&L) responsibility. A general manager usually oversees most or all of the firm’s marketing and sales functions as well as the day-to-day operations of the business. Frequently, the general manager is responsible for effective planning, delegating, coordinating, staffing, organizing, and decision-making to attain desirable profit-making results.

Resort Manager

A resort Manager is a person who manages all the business aspects of a lodging or resort location. Responsible for hiring and training staff, ordering supplies, marketing, and advertising, maintaining the budget, maintaining customer service, and accommodating guests’ needs.

Department Head

Department Head is a person who has knowledge and responsibility for their department in different roles and responsibilities.

Employees

Employees support all operational activity to ensure everything is running well and report any issue or information to the leader, which will be passed through to the department head.

Based on an interview with the Executive Housekeeper and Supervisor, some of the impacts of green housekeeping at Holiday Resort Lombok, i.e., reduced operational cost, saved energy consumption, offered eco-friendly facilities, encouraged sustainable environment, improved image of the hotel, and reduced carbon footprint. Eco-green housekeeping refers to implementing energy saving, waste management, and eco-friendly products as part of the accommodation sector’s business operation practices to achieve the goals of environmentally sustainable development strategies. The result of the study indicates that green housekeeping, both from Internal variables, used the eco-friendly concept of 6R (Refine, Reduce, Reuse, Recycle, Recovery, and Retrieve energy and external variables, consisting of government regulation, consumer, and competitive factors, are implemented properly.

Due to growing consumer awareness of environmental problems, Holiday Resort Lombok has been developing green practices in response to the environmental concerns of their guests, improving their image, and increasing the degree of trust and satisfaction of their guests to maintain long-term relationships. For example, holiday Resort Lombok has collaborated with local waste entrepreneurs who offer alternative hotel

waste-collecting programs. In addition, Holiday Resort Lombok collaborates with the World Wide Fund for Nature (WWF) protects the environment through turtle conservation. The implementation of green housekeeping in hotels has an economic impact. There was a significant decrease in operating costs described in the following table comparison before the implementation in 2018 compared to 2019 after the implementation of green behavior at the Housekeeping Department at Holiday Resort Lombok.

Table 1. Data comparison operational cost, before and after the implementation of green housekeeping

Month	2018		2019		Variant	
	Occ.	Total Saving	Occ.	Total Saving	Saving	Percentage
January	49.63 %	145,582,567	59.62 %	169,960,455	24,377,888	16.75
February	52.06 %	135,098,172	56.42 %	158,833,928	23,735,756	17.57
March	58.51 %	182,101,627	62.93 %	211,250,518	29,148,891	16.01
April	52.93 %	160,934,314	56.58 %	186,990,039	26,055,725	16.19
May	70.59 %	204,391,203	72.64 %	237,162,003	32,770,800	16.03
June	40.75 %	87,947,058	47.39 %	107,234,680	19,287,622	21.93
July	82.47 %	216,718,719	89.06 %	268,110,267	51,391,548	23.71
August	79.86 %	235,905,152	88.56 %	288,236,264	52,331,112	22.18
September	67.41 %	180,998,395	74.74 %	209,460,266	28,461,871	15.72
October	58.15 %	155,941,493	62.82 %	182,658,239	26,716,746	17.13
November	60.09 %	170,065,903	68.64 %	200,269,335	30,203,432	17.76
December	58.12 %	170,065,903	79.84 %	202,517,075	32,451,172	19.08
TOTAL		2,045,750,506		2,422,683,069	376,932,563	18.43

The data shows before the implementation of green housekeeping in 2018, total savings of operational costs amounted to Rp 2,045,750,506, while in 2019, the total saving of operational costs amounted to Rp 2,422,683,069. This data shows there is a significant increment in 2019 compared to 2018. The implementation of green housekeeping in 2019 shows a significant increment of 18.43% in total savings than in the previous year. The data identified the positive impact of the implementation of green housekeeping to decrease operational costs at Holiday Resort Lombok.

Implementation of Green Housekeeping to Increase Efficiency of Operational Cost

The implementation of green housekeeping in Holiday Resort Lombok is divided into internal and external variables. Internal variables used in the eco-friendly concept of Ramadhan (2020), known as 6R, stand for refine, reduce, reuse, recycle, recovery, and retrieve energy. Further information is described in Table 2. External factors influence a business' results and performance from the outside. External factors are things outside a business that will impact its success. External factors consist of government regulation, consumers, and competitors. The implementation of external factors at Holiday Resort Lombok can be seen in Table 3.

Table 2. Internal factors of implementation of green housekeeping at Holiday Resort Lombok

Indicator	Implementation of Green Housekeeping at Holiday Resort Lombok
Refine	<p>Use eco-green chemicals.</p> <p>Use refillable dispensers for soaps, shampoos, and conditioners.</p> <p>Use washable cloth products and dishware instead of disposable ones. Install a water efficiency system.</p> <p>Use water filters instead of plastic bottles.</p> <p>Use paperless billing.</p> <p>Single-use products. By using hand dryers and washcloths in bathrooms instead of paper towels and hotels can decrease the rate of deforestation, global warming, and waste.</p> <p>Toiletries. Swap miniature bottles for bulk-size toiletries instead.</p>
Reduce	<p>Establish a water management plan.</p> <p>Minimize water usage from bathrooms.</p> <p>Minimize water usage from laundry services.</p> <p>Minimize water usage from swimming pools.</p> <p>Minimize water usage from landscaping.</p> <p>Taking showers rather than baths.</p> <p>Reduce solid waste.</p> <p>Reducing and reusing supplies and packaging materials.</p> <p>Reducing the number of paper products.</p> <p>Reduce chemical waste (fertilizers and pesticides).</p>
Reused	<p>Reuse linens, towels, pencils, laundry bags, glass covers, a notepad, and eco-green letters.</p> <p>Landscaping with native species that have adapted to their environment.</p>
Recycle	<p>Collecting rainwater and wastewater can be recycled for watering the path and garden.</p> <p>Collecting, sorting, and reprocessing old material into usable raw materials.</p> <p>Recycling consumables (such as shampoo and soap).</p>
Recovery	<p>Wastewater streams are suitable for treatment and reuse, from food-service wastewater to water, from bathroom fixtures to stormwater, and from roofs, grounds, and parking lots.</p> <p>The uses for safely treated recycled water go beyond landscaping. It includes water for flushing toilets, pressure-washing drives, walkways, and buildings.</p>
Retrieve Energy	<p>Improve the energy efficiency of the buildings.</p> <p>Replace light bulbs with more efficient ones.</p> <p>Update lighting with certified LED bulbs. Trade regular light bulbs for LED ones to improve sustainability and save money. It uses at least 75% less energy and last 25 times longer than incandescent lighting. Saving energy reduces air and water pollution as well as light bulb budgets.</p> <p>Educate and train staff on ways to improve energy efficiencies. Encouraging staff investment can make a program a success. For example, establish a green team for hotel efforts or a weekly staff meeting to educate and evaluate successes. In addition, the staff and guests should know the benefits of recycling and may want to encourage sustainability and environmental practices at Holiday resort Lombok.</p> <p>Incentivize staff to think of ways to reduce energy consumption across the hotel.</p> <p>Use signage and notes to remind guests of energy-saving best practices, such as reusing towels.</p> <p>Heating and cooling during periods of low occupancy.</p>

Table 3. External factors of implementation of green housekeeping at Holiday Resort Lombok

Indicator	Implementation of External Factors
Government Regulation	Global code of ethics for tourism. ASEAN Green Hotel Standard. Regulation of the Minister of Environment and Forestry of Indonesia. NTB Provincial Regulation Number 5, 2019, about Waste Management.
Consumer	The consumer chooses the green hotel, i.e., more affordable, reduces carbon footprint, and is healthier.
Competition	Green hotel is a way to promote hotel image and Increase the degree of trust and satisfaction of their guests to maintain long-term relationships.
Social Environment	Recycling partnerships and Hotel management gets involved with local recycling initiatives.

Conclusion

The results of this study have offered a new perception of the findings of the earlier studies that could be of interest to researchers and hotel practitioners in understanding the effect of green hotel programs on customer satisfaction. Based on the results, several conclusions could be taken from this research. First, the implementation of green housekeeping at Holiday Resort Lombok divides into internal and external variables. Internal variables used an eco-friendly concept that can also be known as 6R, which stands for refine, reduce, reuse, recycle, recovery, and retrieve energy. External variables consist of government regulation, consumer, and competition. The Holiday Resort Lombok designed the whole property with green surroundings and utilized solar power to heat the property. The hotel could maximize the concept with the updated green design so it would still be on an updated model without leaving the green program. Second, Recycling programs represented conservation activity and a recycling program was the customers' interest. This strategy also can be a beneficial factor in promoting the hotel as customers of green hotels keep growing. Fourth, the energy-saving policy in Holiday Resort Lombok showed that the hotel run water-saving, electricity-saving, and energy-saving programs.

The implementation of green housekeeping shows a positive impact that can decrease operational costs or, in other words, the green act can increase the number of savings yearly. For example, implementing green housekeeping positively impacts reducing operational costs in the housekeeping department by increasing the total saving by 18.43% in 2019.

Acknowledgment

The writer thanks all team leaders and staff of Holiday Resort Lombok for their support and data during the research.

Reference

- Gunn, C. A. (2002). *Tourism planning: Basic, Concept, Cases (4th ed.)*. Routledge: Psychology Press.
- Kant, R., & Jaiswal, D. (2017). The impact of perceived service quality dimensions on customer satisfaction: An empirical study on public sector banks in India. *International Journal of Bank*, 35(3), 411-430.
- Baker, M. A., Davis, E. A., & Weaver, P. A. (2013). Eco-friendly attitudes, barriers to participation, and differences in behavior at green hotels. *SAGE Journal*, 55(1).
- Ramadhan, M. T. (2020). *Environmental friendly concepts in office*. Bandung: Politeknik Negeri Bandung.
- Robinot, E., & Giannelloni, J. L. (2015). Do hotels' "green" attributes contribute to customer satisfaction? *Journal of Services Marketing*, 24(2), 157-169.
- Rosydi, B. I. (2021). *Analisis faktor pendorong penerapan green supply chain management pada UKM Makanan Ringan Kota Salatiga*. Surakarta: Universitas Muhammadiyah.
- Sugiyono. (2018). *Metode Penelitian Kuantitatif, Kualitatif dan R&D*. Bandung: Alfabeta.
- Sugiyono. (2018). *Metode Penelitian Kuantitatif, Kualitatif dan R&D*. Bandung: Alfabeta.

- Graci, S. & Kuehnel, J. (2011). *How to Increase Your Bottom Line by Going Green*. Green Hotels & Responsible Tourism Initiative.
- Walker, H., Sisto, L. D., & McBain, D. (2008). Drivers and barriers to environmental supply chain management practices: Lessons from the public and private sectors. *Journal of Purchasing and Supply Management*, 14(1), 69-85.
- Weiler, B., & Hall, C. M. (1992), *Special interest tourism*. London: Belhaven Press.
- WTO. (2002). *The U.S. eco-tourism market*. Madrid: World Tourism Organization, Market Intelligence, and Promotion Section, Sustainable Development of Tourism Section.