

**THE IMPLEMENTATION OF GREEN HOUSEKEEPING
TO INCREASE EFFICIENCY OF OPERATIONAL COST
OF HOUSEKEEPING DEPARTMENT
AT HOLIDAY RESORT LOMBOK**



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BADUNG
2022**

THESIS

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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, 11 August 2022

Statement made by,

I Ketut Murta Jaya Kusuma

**THE IMPLEMENTATION OF GREEN HOUSEKEEPING
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THESIS

This thesis was prepared as one of the requirements for obtaining an Applied Bachelor's Degree in the Tourism Business Management Study Program at the Department of Tourism, Politeknik Negeri Bali



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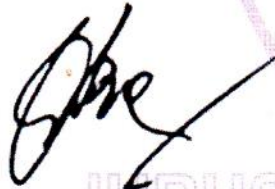
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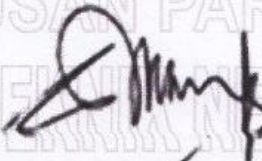
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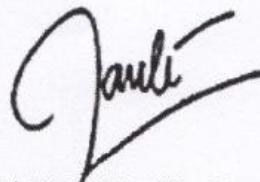
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The writer realized that there is a lot of mistakes and weaknesses in this thesis, hence any corrections, comments, and critics from readers would be grateful to improve and make this thesis become better. I hope this research thesis will be useful and could give input or knowledge as well for readers, especially the student in Politeknik Negeri Bali at Tourism Department.

Badung, August 2022

The Writer

ABSTRAK

PENERAPAN *GREEN HOUSEKEEPING* PADA DEPARTMENT HOUSEKEEPING UNTUK MENINGKATKAN EFISIENSI BIAYA OPERASIONAL DEPARTMENT HOUSEKEEPING DI HOLIDAY RESORT LOMBOK

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Penelitian ini merupakan penelitian terhadap penerapan *green housekeeping* pada department housekeeping guna meningkatkan tingkat efisiensi terkait dengan pengeluaran biaya-biaya dioperasional 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 ingin menunjukkan dan menegaskan keuntungan yang diberikan oleh hotel hijau. Hal ini juga menunjukkan bahwa Holiday Resort dapat menjadi tujuan yang lebih kompetitif mengingat potensi dan sumber dayanya. Saran yang diberikan adalah Holiday Resorts Lombok mengalokasikan lebih banyak dana untuk pengomposan dan pengomposan vermi, biometanasi, dan biosanitizing.

Kata Kunci : *green housekeeping*, biaya operasional, department housekeeping

ABSTRACT

THE IMPLEMENTATION OF GREEN HOUSEKEEPING TO INCREASE EFFICIENCY OF OPERATIONAL COST OF HOUSEKEEPING DEPARTMENT AT HOLIDAY RESORT LOMBOK

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This research is to study towards the implementation of green housekeeping at Housekeeping department to decrease operational costs at 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 technique, involving as many as 4 (four) informant discussing influence of Internal and External factors in relation to the efficiency of cost operations. Data analysis technique is by using descriptive quantitative analysis technique. The implementation of green housekeeping shows a positive impact that possible to decrease operational cost or in other word the green act able to increase number of saving yearly. The data shows before the implementation of green housekeeping in 2018 total saving of operational cost is in amount of Rp 2.045.750.506 while in 2019 the number of saving is bigger than on previous year which there is a significant result by 18.43% more frugal in 2019 due to the green implementation. The data clearly identified the positive impact of the implementation of green housekeeping at Holiday Resort Lombok. Looking at global trends in green hotel, Holiday Resort is to point out and affirm the advantages provided by the green hotels. It also suggests that Holiday Resort can become a more competitive destination considering its potential and resources. The advice given is Holiday Resorts Lombok allocate more funds for composting and vermi composting, biomethanation, and biosanitizing.

Keywords: *green housekeeping*, operational cost, housekeeping department

TABLE OF CONTENTS

| | |
|---|-------------|
| COVER | i |
| TITLE OF THESIS TITLE | ii |
| STATEMENT OF ORIGINALITY | iii |
| PAGE OF THESIS SUBMISSION | iv |
| PAGE OF THESIS APPROVAL | v |
| PAGE OF THESIS EXAMINATION AND VALIDATION | vi |
| ACKNOWLEDGEMENTS | vii |
| ABSTRAK | ix |
| ABSTRACT | x |
| TABLE OF CONTENTS | xi |
| LIST OF FIGURES | xiii |
| LIST OF TABLE | xiv |
| | |
| CHAPTER I INTRODUCTION | 1 |
| 1.1 Background | 1 |
| 1. 2 Problem Identification | 21 |
| 1. 3 Purpose of the Research | 21 |
| 1. 4 Significances of the Research | 21 |
| | |
| CHAPTER II LITERATURE REVIEW | 9 |
| 2.1 Theoretical Framework | 9 |
| 2.1.1 Hotel | 9 |
| 2.1.2 Housekeeping | 14 |
| 2.1.3 Green Hotel | 19 |
| 2.1.4 Green Housekeeping..... | 26 |
| 2.1.5 Cost Efficiency | 28 |
| 2.1.6 Internal and External Variables of Green Housekeeping | 29 |
| 2.2 Previous Research | 33 |
| | |
| CHAPTER III RESEARCH METHODOLOGY | 42 |
| 3.1 Research Location and Period | 42 |
| 3.2 Research Object | 43 |
| 3.3 Variable Identification | 43 |
| 3.4 Definition of Operational Variable | 44 |
| 3.5 Type and Data Source | 47 |
| 3.5.1 Type of Data | 47 |
| 3.5.2 Source of Data | 47 |
| 3.6 Method of Determining Key Informan | 48 |
| 3.7 Method of Collecting Data | 50 |
| 3.8 Data Analysis Technique | 51 |

| | |
|---|------------|
| CHAPTER IV DISCUSSION | 52 |
| 4.1 Holiday Resort Lombok | 52 |
| 4.1.1 Hotel History | 52 |
| 4.1.2 Organization Chart | 53 |
| 4.1.3 Housekeeping Job Description | 55 |
| 4.2 Discussion | 56 |
| 4.2.1 Implementation of Green Housekeeping at Holiday Resort Lombok | 56 |
| 4.2.2 The Impact of Green Housekeeping at Holiday Resort Lombok | 79 |
| CHAPTER V CONCLUSION | 103 |
| 5.1 Conclusion | 103 |
| 5.2 Recommendation | 104 |
| REFERENCES | 105 |
| APPENDIXES | 108 |

LIST OF FIGURES

| | | |
|------------|---|----|
| Figure 3.1 | Map of Holiday Resort Lombok | 42 |
| Figure 4.1 | Housekeeping Organization Chart | 55 |
| Figure 4.2 | Interview with Resort Manager Holiday Resort Lombok | 73 |
| Figure 4.3 | Interview with Room Division Manager Holiday Resort Lombok | 76 |
| Figure 4.4 | Interview with Executive Housekeeper Holiday Resort Lombok | 80 |

LIST OF TABLE

| | | |
|-----------|---|-----|
| Table 3.1 | Definition of Operational Internal Variable | 44 |
| Table 3.2 | Example of applicability in tourism and hospitality industry | 45 |
| Table 3.3 | Definition of Operational External Variable | 47 |
| Table 3.4 | Source of Key Informant | 50 |
| Table 4.1 | Internal factors of Implementation Green HK at Holiday Resort | 60 |
| Table 4.2 | External factors of Implementation Green HK at Holiday Resort | 71 |
| Table 4.3 | Room Occupancy on May 2022 | 84 |
| Table 4.4 | Data Comparison Operational Cost Before and After Implementation of Green Housekeeping | 102 |

CHAPTER I

INTRODUCTION

1.1 Background

Tourism is now a global industry involving hundreds of millions of people in international as well as domestic travel each year. Tourists are now spoilt for choice of tourist destinations, which must compete for attention in markets cluttered with the messages of substitute products as well as rival places. Then one of the most possible ways to develop a tourist area in the developing countries with the maximum in addition to relying on the budget of the government is to involve the private sector in investment activities. Touristic activity generates significant economic benefits to both host countries and tourists' home countries alike. Especially in developing countries, one of the primary motivations for a country to promote itself as a tourism destination is the expected economic improvement, mainly through foreign exchange earnings, contributions to government revenues, and generation of employment and business opportunities.

Through its Ministry of Tourism and Creative Economy, Indonesia promotes itself as a tourist destination in foreign countries with its "Wonderful Indonesia" campaign. It is important for the government to invest in such promotional campaigns to spread a positive image of Indonesia as most western countries mostly receive negative headline stories from Indonesia (for example radical Islam, natural disasters such as a tsunami or massive volcanic eruptions,

and dirty country), causing an undue negative image of the country. It is also important for authorities to build a magnetic brand for the country as a whole.

To show that Indonesia is very rich in culture and nature, the government of Indonesia has set 10 tourism destinations to be a development priority since 2016 besides Bali. These ten areas are Lake Toba – North Sumatra, Mandalika – West Nusa Tenggara (NTB), Morotai- North Maluku, Tanjung Lesung-Banten, Labuan Bajo-NTB, Kepulauan Seribu-DKI Jakarta, Wakatobi-Southeast Sulawesi, Belitung Islands, Bromo-East Java and Jogjakarta.

Tourism has been known as the smokeless industry for years. As an industry, tourism could gain revenue and other social, cultural, and economic benefits without establishing the big factory that release smokes that could harm the environment. But in the fact, people traveling by using many transportation modes that contribute to the carbon emission than in some places, the traffic congestion cause by tourism activities releases carbon and emission that could harm the environment. Many tourism facilities, such as hotels, restaurants, theme parks, or even an event or art performance that caters to the needs of tourists in the destination is also producing a lot of garbage, using a lot of energy for their operation system, and the greenhouse gases rated as one of the causes of global warming. 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 putting on a journey emphasis on environmental and social aspects that have spawned "humanization of travel" (Hall, 1992).

Green tourism is one form of eco-tourism, which focuses on sustainable visitors or means no damage at the site that is being visited. The purpose of green tourism is providing insight and concern with the environment, and increasing greater appreciation for nature. The concept of green tourism travel includes programs that minimize the negative aspects of conventional tourism on the environment and enhance the cultural integrity of local people. Therefore, 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 the community empowerment to develop economic activities. The practice green tourism will promote environmental sustainability, culture, and communities on tourist sites visited. Model of conventional tourism development and ignore the environment had to be abandoned and switch on the model-based green tourism travel. Green tourism carrying the ideals of conservation-based eco-tourism can cause a change that is the more meaningful and sustainable impact upon local communities who are directly involved in it. Moreover, it can minimize the destruction of nature, support the protection of the region, promoting the empowerment of local communities, appreciate more the culture and local values, and serve to raise public awareness of nature conservation and environment (Special Report, The US Ecotourism Market, WTO, 2002).

In Lombok, West Nusa Tenggara, several tourism industries such as accommodation have started implementing green tourism. Accommodation is a group of rooms or building which someone may live or stay and is important to

any tourists who want to travel to another destination or on a trip as you are always going to need a place to stay such as hotels, caravan parks, and camp sites. The hotel is a highly complex operation where several departments function and interact to create a home away from home. Hotel as a functional unit comprises of several departments. The major departments of the hotel are front office, housekeeping, food and beverage service, kitchen or food and beverage production, engineering and maintenance, accounts, security, human resources department, sales and marketing, purchase and store.

One of the leisure and business accommodations is Holiday Resort Lombok. It is one of the four-star hotels in the Senggigi West Lombok area. Holiday Resort Lombok has concerned to creating and enhancing green hotels based on green tourism. Green hotel is a commonly practiced marketing strategy to maintain customer relationships and generate return business. Green hotel was formed with the aim of creating an accommodation that supports environmental sustainability in every hotel department including housekeeping department. Housekeeping is an operational department in a hotel, which is responsible for cleanliness, maintenance, aesthetic upkeep of rooms, public area, back area and surroundings. Thus, the major part of the hotel's margin of profit comes from the room sales, because a room once made can be sold over and over again. The effort that a housekeeping department makes in giving a guest a desirable room has a direct bearing on the guest's experience in a hotel. Guestrooms are the heart of the hotel. The housekeeping department not only prepares clean guestroom on a timely basis for arriving guest, but also cleans and maintains everything in the

hotel so that the property is as fresh and attractive as the day it opened for business. Housekeeping, thus, is an ancillary department that contributes in a big way towards the overall reputation of a property.

For supporting the green housekeeping, it has been developed indirectly, created several standard operating procedures and special Holiday Resort application programs that support establishment of hotel green housekeeping. It has a great influence on reducing waste, environmental damage, energy wastage and all eliminates processes that are known to be harmful to the environment, both for the short term or long term.

In housekeeping department, green program is comprehensive and integrated cleaning resources that promotes environmental responsibility and educated the guest how and why potential liability and concepts of learning for health and sustainable. Green cleaning products should not contain hazardous chemicals, and so they are likely to pose fewer health risks. They are also, typically, much safer and more suitable for use around people with weakened immune systems or health conditions.

Green Management has many benefits for hotels and can be involved in any cases, one of its which is to improve hotel quality. It improves worker safety and productivity, environment training and awareness, reduce chemical usage, reduce water use, reduce cleaning times, and reduce energy cost. Implementing a green program in the housekeeping department is certainly not easy.

Green housekeeping practice in Holiday Resort Lombok cannot be thoroughly accepted yet, but it can be said that there is a tendency for hotel

managers to continue to practice the concept of green housekeeping in real terms. 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 things that are part of the constraints of green hotel practices in Lombok. Tourist trends that show a tendency to care more about the environment and are aware of the importance of green products and eco-labels are another driving factor that will further enhance the spread of green hotel practices.

The tendency to use hotels with green hotel concept, from tourist side is also high; it's just that tourists still not fully understand what kind of green concept hotel. Foreign tourists more understand and able to accept environmentally friendly hotels, while domestic tourists tend to be still dubious and do not understand how the concept of green hotels. The role of the government and the hospitality industry in educating guests about green hotels is needed to increase the awareness of tourists how to live in a green hotel. Hotels also need to maintain the comfort of tourists even if the hotel implements environmentally friendly policies.

Based on the background above, the writer is interested in conducting research with the title “The Implementation of Green Housekeeping to Increase Efficiency of Operational Cost of Housekeeping Department at Holiday Resort Lombok”.

1.2 Problem Identification

Based on the explanation of background above, the problems that will be discussed in this research are as follows :

1. How is the implementation of Green Housekeeping at Holiday Resort Lombok?
2. What is the impact of the implementation of green housekeeping at Holiday Resort Lombok?

1.3 Purpose of the Research

Based on problems above, there are some objectives that need to reach out of the research:

1. To understand the implementation of green housekeeping at Holiday Resort Lombok.
2. To analyze the impact of green housekeeping whether the implementation of green housekeeping able to increase the efficiency of operational cost of Housekeeping Department at Holiday Resort Lombok.

1.4 Significances of the Research

This research is expected to bring some benefits both theoretically and practically. Benefits of these reserach following:

1. Theoretical Benefits

This research is expected contribute knowledge and additional information theoretically on implementing green housekeeping should be able to decrease

operational expense of the hotel. Further, also could be used as reference and material consideration for others researcher.

2. Practical Benefits

a. For Hotel

This research hopefully be useful as material information to maintain and develop more green housekeeping program in order to decrease operational cost of Housekeeping Department.

b. For Politeknik Negeri Bali

This research could be useful as an additional reading material in the library that can be used by students, especially at Tourism Department about the implementation of green housekeeping to increase operational cost efficiency in a hotel and hopefully helps the hotel management to develop more strategies to increase the efficiency of hotel itself.

c. For Writer

This research could be useful to increase insight and knowledge of writer regarding the effectiveness of green housekeeping implementation in a hotel with the aim of reducing fix cost.

CHAPTER V

CONCLUSION

1.1 Conclusion

Based on the results, several conclusions could be taken from this research. First, the implementation of green housekeeping in Holiday Resort Lombok divided into internal variable and external variable. Internal variables used eco-friendly concept that can be also 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 it 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 in place was the interest of the customers. This strategy also can be a beneficial factor to promote the hotel as customers of green hotel keep growing. Fourth, 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 possible to decrease operational cost or in other word the green act able to increase number of saving yearly. The implementation of green housekeeping has

a positive impact on reducing operational costs in the housekeeping department by increasing the total saving in a percentage of 18,43% in 2019.

5.2 Recommendation

Looking at global trends in green hotel, Holiday Resort is to point out and affirm the advantages provided by the green hotels. It also suggests that Holiday Resort can become a more competitive destination considering its potential and resources. The following recommendations could be given are:

1. It is recommended to the management of Holiday Resort Lombok to evaluate the policy towards green project to be done in the future. This evaluation was expected to be a key success of the implemented strategy at housekeeping department.
2. The management of Holiday Resort Lombok is suggested to allocate more funds to support green policy to be implemented at the hotel. Investation for implemented natural waste processing in a hotel to support green activity of composting and vermin composting, biomethanation, and biosanitizing.
3. For other researchers, it is recommended to conduct interview not only to the management and staff, but also to the visitors to figure out the impact of the implementation and collecting feedback given directly toward the implementation of green housekeeping.

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