

Green Practice Leading to Green Hotel at Clay Craft Restaurant, Renaissance Bali Uluwatu Resort & Spa

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Green Practice Leading to Green Hotel at Clay Craft Restaurant, Renaissance Bali Uluwatu Resort & Spa

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ABSTRACT

Implementing green hotel is very important to protect environment. One of each department that implements green practice in this hotel is the beverage & food department. However, in practice, Clay Craft Restaurant has not been maximized in the application of green practice regarding green practice. The research work was conducted to analyses the implementation of green practice at Clay Craft Restaurant and green practice lead to green hotel at Renaissance Bali Uluwatu Resort & Spa. The variables used are green practice and green hotel. The total key persons are five. Data collection method used are interview, documentation, questionnaires. Data analysis technique used are descriptive qualitative and descriptive statistics. The implementation of green practice has a percentage value of 79,17 percent. Consist of, Green Food (100,00 percent), Green Action (87,50 percent), and Green Donation (50,00 percent). Green Practice led to the Green Hotel show a percentage value of 79,22 percent. Clay Craft Restaurant should improve the implementation of Green Practice to all indicators, especially the green donation and green action.

1. INTRODUCTION

Hotel is an accommodation that could damage the environment. Hotels as one of the places sought by tourists can have a real impact on the environment. Hotels are a major energy and water intensive sector in the tourism and hospitality industries since they consume enormous amount of energy and resources (e.g. water, lighting, and many disposable products) in their daily operations, which has posed a great challenge to the environment (Bohdanowicz, 2006; Hu, 2012; Verma & Chandra, 2018). In its operational activities can endanger environmental sustainability. Therefore, implementing green hotel is very important to protect environment. Green hotel is one of form of hotel development and management sustainable with the concept environmentally friendly (Han et al., 2010; Pakpahan, 2021; Singh et al., 2014). Development play an important role in mitigating Gas Green House in conservation efforts and energy and water efficiency which consists of: environmentally friendly hotel management, insightful hotel operations environment, land use, efficiency use of building materials, water efficiency, energy efficiency, air quality, and waste management (Radwan et al., 2012; Yu et al., 2021; Yuniati, 2021).

The term green is related to environmentally friendly. Other similar terms are green practice, green approach, green or green attributes, and environmental practice (Han et al., 2010; Perdana 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 (Apriyanti et al., 2012; Atzori et al., 2018; Budiantoro et al., 2015). Green practices or environmentally friendly movements are generally described through the 3R, namely: reduce, reuse, recycle (Deraman, 2017; Leonardo et al., 2014; Verma & Chandra, 2018). One of each department that implements green practice in this hotel is the beverage & food department, this department has several outlets in implementing green practice, one of them is Clay Craft Restaurant (Halim et al., 2021; Jiang & Gao, 2019; Leonardo et al., 2014). This restaurant has implemented green practice. However, in practice, Clay Craft Restaurant has not been maximized in the application of green practice regarding green practice and also the Renaissance Bali Uluwatu Resort & Spa hasn't had Green Hotel certificate (Hsiao et al., 2014; Mohamad et al., 2014; Zet al., 2021).

In line with previous study, with the title "Pengaruh Green Practice Terhadap Green Consumer Behavior Di The Kemangi Restaurant, Hotel Santika Pandegiling Surabaya" (Halim et al., 2021). The similarities between previous research and this research is that both of them use descriptive statistics as a data analysis technique and use a questionnaire to collect data and the variable used is green practice.

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Meanwhile, research with the title "Green Practices In Hotel Industry: Factors Influencing The Implementation" (Deraman, 2017). The differences between previous research with this research are in how to analyze the research, in this study the data analysis technique used was descriptive qualitative and descriptive statistics. Meanwhile, in previous research, the data analysis technique used was thematic analysis (Budiantoro et al., 2015; Jiang & Gao, 2019). In addition, there is difference in the research location.

Based on the above problems, the implementation of green practice at Clay Craft Restaurant has not been maximized and green practice is very important for restaurants to do. Therefore, the researcher is interested in researching implementation of green practice at Clay Craft Restaurant with the title "Implementation of Green Practice Leading to Green Hotel at Clay Craft Restaurant at Renaissance Bali Uluwatu Resort & Spa".

2. METHODS

This research was conducted at Renaissance Bali Uluwatu Resort & Spa, this hotel is a 5 star hotel located at Jalan Pantai Balangan I, No 1 Ungasan, Kec. Kuta Selatan, Kab. Badung, Bali. This research was conducted from March – July 2022. This research focuses on Beverage and Food department. The research object used by the researcher in this study is the implementation green practice leading to green hotel at Clay Craft Restaurant at Renaissance Bali Uluwatu Resort & Spa.

The primary data of this research is the data obtained from interview, observation, documentation and questionnaire (Sugiyono, 2016:223). This data was obtained directly from a structured interview process also made to observe the implementation of green practice at the clay craft restaurant, documentation made to take proof of implementation of green practice at the clay craft restaurant. The last one is questionnaire; questionnaire were also made to find out the connection of implementation of green practice led to green hotel at the Clay Craft restaurant. Secondary data is data collected indirectly by the writer, but data collected by other parties needed in this research, such as the history of the establishment of the hotel, hotel organizational structure, hotel products, facilities job description in the Beverage and Food department.

Data analysis is a process of systematically searching for and organizing interview transcripts, field notes and other materials that can be collected to increase writers' understanding of them and enable writers to present what writer have found to the other. In this research the data analysis technique used is descriptive qualitative data analysis techniques. Descriptive statistics function to explain conditions, symptoms, or problems (Ahyar, 2020; Coleman & Fuoss, 2017).

3. RESULTS AND DISCUSSIONS

Implementation of Green Practice

Based on information that has been obtained through the interview process, the writer made a table to summarize the results of the interview from each indicator so that data presentation could carry out to draw conclusions. The assessment of the Green Practice indicator at Renaissance Bali Uluwatu Resort and Spa is show in Table 1.

Table 1. Percentage of Green Practice Implementation

Variable	Indicator	Sub Indicator	Done/Not Done	%
Green Practice	Green Action	Energy and Water Efficiency	Done	87,5
		Use of Environmentally Friendly Products	Done	
		Recycling and Composting	Half Done	
		Pollution Prevention	Done	
	Green Food	Using organic products	Done	100
		Serving food made from local or seasonal ingredients	Done	
		Provide information on food menus that have special characteristics	Done	
	Green Donation	Involved in community projects, give education to public about green practice	Not Done	50
Donate/funding for the following environmental project		Done		
Total			79,17	

Based on Table 1, it can be seen that the Green Practice indicator has a percentage value of 79,17 percent. It can be stated that the implementation of Green Practice at Renaissance Bali Uluwatu Resort and Spa is in high. The category used can be explained in Table 2.

Table 2. Criteria of Green Practice led to Green Hotel

Indicator 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

From the Table 2, show that the implementation of green practice at Clay Craft Restaurant in the range of 60 percent to 80 percent, it means the implementation of green practice is in high category. Of the three existing indicators, there are two indicators that do not get perfect scores and one indicator got perfect score. Namely, Green Action on composting and Green Donation on statement involved in community project, give education to public about green practice while Green Food got perfect score. Those indicators got a score of 100 percent for Green Food, 87,50 percent for Green Action and 50,00 percent for Green Donation. The high value of each of the statements above is in accordance with the results of interviews with the Beverage and Food Department of Renaissance Bali Uluwatu Resort & Spa. The managers stated that the implementation of Green Practice at Renaissance Bali Uluwatu Resort & Spa was good. However, Renaissance Bali Uluwatu Resort & Spa was not able to apply every point contained in the Green Practice.

Green Practice Led to Green Hotel

In this study, in addition to taking data through interviews, the writer also distributed questionnaires to five key informants to obtain clearer data information, where the questionnaires distributed were related to Green Practice and Green Hotels. Based on information that has been obtained through the questionnaires process and processed the data in Excel to find out the data percentage of green practice led to green hotel. Then, to be able to find out the categories or criteria of the percentage of green practice and green hotels whether they have achieved compatibility between the implementation of green practice to green hotels, in this study using the criteria to find out how the level of conformity between green practice and green hotels is explained. The criteria that the writer use is show in Table 3.

Table 3. Average Criteria of Green Practice led to Green Hotel

Indicator 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

Then, to be able to find out the categories or criteria of the percentage of green practice and green hotels whether they have achieved compatibility between the implementation of green practice to green hotels, in this study using the criteria of the level of conformity between green practice and green hotels is explained, as show in Table 4.

Table 4. Percentage Criteria of Green Practice led to Green Hotel

Indicator 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

The writer made a table to summarize the results of the questionnaires from each variable so that data presentation could be carried out to draw conclusions. Overall questionnaires result of green practice and green hotel is show in Table 5.

Table 5. Overall Questionnaires Result of Green Practice and Green Hotel

No	Indicators	Average	Percentage	Conclusion
1	Use of energy and water efficiency in support of the use of recycled materials	4,2	84,00%	High
2	Use energy and water efficiency for recycling	4,2	84,00%	High
3	Efficient use of energy and water to keep pollution low	4,2	84,00%	High
4	Efficient use of energy and water to save energy	5	100,00%	Very High
5	Use of environmentally friendly products in support of the use of recycled materials	4,2	84,00%	High
6	Use environmentally friendly products for recycling	4	80,00%	High
7	Use of environmentally friendly products to keep pollution low	4,8	96,00%	Very High
8	Use of environmentally friendly products to save energy	4,6	92,00%	Very High
9	Do recycling and composting in support of the use of recycled materials	3,8	76,00%	High
10	Recycle and compost for recycling	3,8	76,00%	High
11	Recycle and compost to keep pollution low	4,2	84,00%	High
12	Recycle and compost to save energy	4	80,00%	High
13	Pollution prevention in the use of recycled materials	4,4	88,00%	Very High
14	Prevention of pollution to the environment by recycling	4,2	84,00%	High
15	Pollution prevention in keeping pollution low	4,2	84,00%	High
16	Pollution prevention to save energy	4,4	88,00%	Very High
17	Using organic products to facilitate the use of recycled materials	3,8	76,00%	High
18	Use organic products for recycling	4	80,00%	High
19	Using organic products to keep pollution low	4,2	84,00%	High
20	Use organic products to save energy	4,2	84,00%	High
21	Serves food made from local or seasonal ingredients to make it easier to use recycled materials	4	80,00%	High
22	Serves food made from local or seasonal ingredients for easy recycling	4	80,00%	High
23	Serving food made from local or seasonal ingredients to keep pollution low	4	80,00%	High
24	Serving food made from local or seasonal ingredients to save energy	4	80,00%	High
25	Provide information on food menus that have characteristics to facilitate the use of recycled materials	3,2	64,00%	Medium
26	Provide information on food menus that have characteristics to facilitate recycling	3,2	64,00%	Medium
27	Provide information on food menus that have characteristics in keeping pollution low	3,2	64,00%	Medium
28	Provide information on food menus that have characteristics to save energy	3,2	64,00%	Medium
29	Engage in community projects, educate the public on green practices to understand the use of recycled materials	2,8	56,00%	Medium
30	Engage in community projects, educate the public on green practices to understand the importance of recycling	3,8	76,00%	High

No	Indicators	Average	Percentage	Conclusion
31	Engage in community projects, educate the public on green practices to provide information on keeping pollution low	3,4	68,00%	Medium
32	Engage in community projects, educate the public about green practices to save energy	3,6	72,00%	High
33	Donations/funding for environmental projects to implement the use of recycled materials	4	80,00%	High
34	Donation/funding for environmental projects to implement recycling	4	80,00%	High
35	Donations/funding for environmental projects to keep pollution low	4	80,00%	High
36	Donation/funding for environmental projects to save energy	3,8	76,00%	High
Average		4,0	79,22%	High

Based on the results of interviews with the Beverage and Food Department of Renaissance Bali Uluwatu Resort & Spa, implementation of Green Practice at Clay Craft Restaurant at Renaissance Bali Uluwatu Resort & Spa from the three existing indicators, there are two indicator that do not get perfect scores and one indicator that get perfect score. Those indicators got a score of 100 percent for Green Food, 87,50 percent for Green Action and 50,00 percent for Green Donation, it means Green Practice indicator has an average percentage value of 79,17 percent. It can be stated that the implementation of Green Practice at Renaissance Bali Uluwatu Resort and Spa has been in High category. It can be concluded that the implementation of Green Practice at Clay Craft Restaurant at Renaissance Bali Uluwatu Resort & Spa is "High" and has been implemented by 79,17 percent of all indicators and sub-indicators of green practice (Bell & Vachhani, 2020; Kusuma et al., 2022; Moubarak & Qassem, 2018).

The results of the tabulation of respondent data regarding the relevance of Green Practice lead to the Green Hotel at Clay Craft Restaurant at Renaissance Bali Uluwatu Resort & Spa show an average value of 4 or in a percentage of 79,22 percent, which means that the value is included in the criteria for the value of the High category (Luo & Fan, 2019; Yi et al., 2018; Yusof et al., 2017). Based on the data that has been processed that the relationship of green action to green hotel variable has percentage of 85,25 percent, which means it is included in the assessment criteria for the "Very High" category, and the relationship of green food to green hotel variable has percentage of 75,00 percent, which means it is included in the assessment criteria for the "High" category. Then, the relationship of green donation to green hotel variable has percentage of 73,50 percent, which means it is included in the assessment criteria for the "High" category. This shows that this green practice can support green hotel by 79,22 percent based on the results of interviews and questionnaire (Ahmed et al., 2021; Basir et al., 2014; Merli et al., 2019).

Suggestions or efforts that can be given to Renaissance Bali Uluwatu Resort & Spa, namely Renaissance Bali Uluwatu Resort & Spa, especially Clay Craft Restaurant, should improve the implementation of Green Practice to all indicators that the writer uses as a benchmark, especially the green donation's sub indicator, namely Involved in community projects, give education to the public about green practice so that the surrounding community is also positively affected by the hotel in the form of education on the importance of implementing Green Practice and one of the sub indicator on green action, namely composting to optimize the implementation of green practice at Clay Craft Restaurant at Renaissance Bali Uluwatu Resort & Spa.

4. CONCLUSION

Based on the data that has been processed that the relationship of green action to green hotel variable has high percentage, which means it is included in the assessment criteria for the "Very High" category, and the relationship of green food to green hotel variable has percentage, which means it is included in the assessment criteria for the "High" category.

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