

**UNDERGRADUATE THESIS**

**IMPLEMENTATION OF ECO-FRIENDLY BEHAVIOUR  
BY FRONT OFFICE DEPARTMENT  
TO SUPPORT GREEN HOTEL IN GRAND ZURI KUTA BALI**



**POLITEKNIK NEGERI BALI**

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**TOURISM DEPARTMENT  
POLITEKNIK NEGERI BALI  
BADUNG  
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This undergraduate thesis is submitted as one of the requirements to earn Applied Bachelor's Degree in Tourism Management Study Program in Politeknik Negeri Bali



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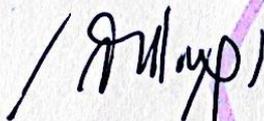
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**TO SUPPORT GREEN HOTEL IN GRAND ZURI KUTA BALI**

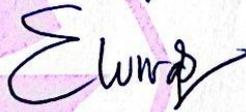
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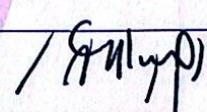
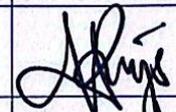
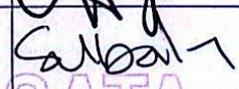
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Therefore, the writer expects some critics and suggestions for improvement in future writing. The writer hopes that this proposal could be beneficial for the study as well as the development of the tourism industry

Writer

Luh Vony Erliasih

## ABSTRACT

Erliasih, Luh Vony (2023). Implementation of eco-friendly behavior by Front Office Department to Support Green Hotel in Grand Zuri Kuta Bali. Undergraduate Thesis: Tourism Business Management, Tourism Department, Politeknik Negeri Bali

This Undergraduate Thesis has been supervised and approved by Supervision I : Dr. Drs. I Ketut Sutarna, MA and Supervision II : Elvira Septevany, S.S., M.Li

Keywords: Eco-friendly, Behaviour, Green Hotel, Front Office Department.

This research entitled "Implementation of eco-friendly behavior by Front Office Department to Support Green Hotel in Grand Zuri Kuta Bali" was conducted with the aim of knowing the Implementation of Eco-Friendly Behavior consisting of the variables Energy Conservation, Transportation and Mobility, Waste Avoidance, Consumerism , and Environmental Conservation in supporting the Green Hotel at Grand Zuri Kuta Bali, as well as knowing which variables from the Green Hotel should be improved again. The research location in Grand Zuri Kuta Bali Hotel from July 2022 to June 2023. Data collection methods used are observation, interviews with the front office manager, front desk agent, reservation and bellboy, documentation in hotel's area and literature studies. The data analysis technique used is qualitative analysis.

Based on the results of data processing from observations, interviews, documentation and literature studies conducted, the results obtained are that Eco-friendly behavior has been able to support green hotels on the points of Energy Management, Environmental Protection and Green Products and Services, but on Green Design, Reduce Consumption and Socio Economic and Environmental Benefits still need to be improved. In an effort to increase this, Grand Zuri Kuta Bali will segregate waste based on type, replace plastic and paper signs with wooden signs, and conduct socialization regarding green hotel actions at Grand Zuri Kuta Bali.

## ABSTRAK

Erliasih, Luh Vony (2023). Implementation of eco-friendly behavior by Front Office Department to Support Green Hotel in Grand Zuri Kuta Bali. Skripsi: Manajemen Bisnis Pariwisata, Jurusan Pariwisata, Politeknik Negeri Bali.

Skripsi ini telah disetujui dan diperiksa oleh Pembimbing I : Dr. Drs. I Ketut Utama, MA and Pembimbing II : Elvira Septevany, S.S., M.Li

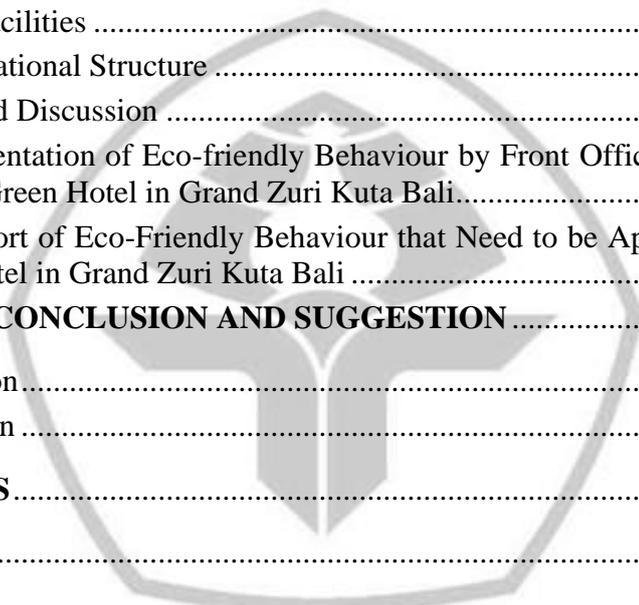
Kata Kunci: Eco-friendly, Behaviour, Green Hotel, Front Office Department.

Penelitian yang berjudul “Implementasi Perilaku Ramah Lingkungan oleh Front Office Department untuk Mendukung Green Hotel di Grand Zuri Kuta Bali” ini dilakukan dengan tujuan untuk mengetahui Implementasi Perilaku Ramah Lingkungan yang terdiri dari variabel Konservasi Energi, Transportasi dan Mobilitas, Pengendalian Limbah, Konsumerisme, dan Pelestarian Lingkungan dalam mendukung Green Hotel di Grand Zuri Kuta Bali, serta mengetahui variabel apa saja dari Green Hotel yang harus ditingkatkan lagi. Lokasi penelitian di Hotel Grand Zuri Kuta Bali pada bulan Juli 2022 sampai Juni 2023. Metode pengumpulan data yang digunakan adalah observasi, wawancara dengan front office manager, front desk agent, reservasi dan bellboy, dokumentasi di area hotel dan studi literatur. Teknik analisis data yang digunakan adalah analisis kualitatif. Berdasarkan hasil pengolahan data dari observasi, wawancara, dokumentasi dan studi literatur yang dilakukan, diperoleh hasil bahwa perilaku Ramah Lingkungan telah mampu mendukung green hotel pada poin-poin Energy Management, Environmental Protection dan Green Product and Services, namun tentang Green Design, Reduce Consumption dan Social Economic and Environmental Benefits masih perlu ditingkatkan. Sebagai upaya untuk meningkatkan hal tersebut, Grand Zuri Kuta Bali akan melakukan pemilahan sampah berdasarkan jenisnya, mengganti plastik dan kertas tanda dengan tanda kayu, serta melakukan sosialisasi mengenai aksi green hotel di Grand Zuri Kuta Bali.

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# CHAPTER I

## INTRODUCTION

### 1.1 Research Background

Today, the tourism industry is growing very fast and dynamic. In Indonesia itself the tourism industry is growing from year to year. If a country is able to manage and create advanced tourism, then of course the tourism industry sector will bring in large income for the country. Tourism is explained as a form of activity in which there are accommodations, tourist areas to visit, places to buy mementos, then there are also travel agents, places to buy food and drinks and many others (Yuniati, 2021).

The development of tourism which is increasing rapidly from year to year certainly will not be avoided from various problems such as environmental damage due to increasing population and rapid economic growth through utilization activities that consume resources and the development of various fast-growing infrastructure. Environmental problems are getting bigger and more widespread, the impact on the environment is increasing, for example during the dry season it will cause drought problems due to the reduced number of trees that absorb water during the rainy season (Leu, 2021).

Due to the lack of understanding of green hotels that have a concept to practice awareness of environmental quality, this if left unchecked will have a negative impact on the environment or the course of sustainable development. This problem was conveyed by the Minister of Tourism and Creative Economy.

The Ministry of Tourism in the 2011 National Green Hotel Award event stated that in Indonesia there are still many hotels that do not understand the concept of green hotels. Many hotels are established in Indonesia and do not understand the green hotel concept. Green hotels themselves are hotels that use very environmentally friendly objects where hotel management has programs and strategies to save water, save energy and reduce waste from hotel activities to help protect the earth (Sugianto et al., 2019).

One of the hotels that has implemented the green hotel is the Grand Zuri Kuta Bali, which is located in the tourism center of Kuta. Grand Zuri Kuta Bali is one of the hotels that preserves the environment and also culture which is of course an attraction for visiting tourists. Where in the lobby there are Balinese cultural accessories such as pajeng, then the Grand Zuri logo with Balinese script, as well as a gong mounted on the lobby area wall. When we enter the restaurant area there are many Balinese displays such as statues, then accessories in the form of Balinese offerings, during breakfast there are also photo spots with Balinese dancers, and there is also a rindik played by hotel employees who have the ability to play this typical Balinese musical instrument. This will certainly make tourists aware that it is important to protect the culture and environment. One of the best eco-friendly environment is the fish pond, that surround by tree and garden that make the guest fall in love with this green hotel. It shown by many positive review in google and trip advisor.



Figure 1.1 Guest Review about green environment

Source: Grand Zuri Kuta Bali 2023

Not only that, the Grand Zuri Kuta Hotel has also implemented energy saving activities such as using energy efficient LED lights, using dry hands in the toilet to reduce tissue use, using recycled paper to print all reports in the front office.

However, the implementation of eco-friendliness has not run optimally because as seen in Grand Zuri Kuta Bali, because it still doesn't decompose waste according to type, this is of course a problem because apart from causing disease due to not separating waste, it can damage the environment because waste that should be recycled is just thrown away, besides that the paperless concept also still minimally used, for example, the registration process still uses paper which should already be done online. Based on the background description above, the authors are interested in conducting research with the title "Implementation of Eco-Friendly Behaviour by Front Office Department to Support Green Hotel in Grand Zuri Kuta Bali".

## 1.2 Problem Identification

Based on the background above, the formulation of the problem that can be drawn from this research is as follows

1. How is the implementation of eco-friendly behaviour in supporting the green hotel at Grand Zuri Kuta Bali?
2. What are the efforts to improve the implementation of eco-friendly behaviour at Grand Zuri Kuta Bali?

### **1.3 Purposes of the Research**

Based on the formulation of the problem that has been formulated by the researcher, the objectives to be achieved are:

1. To explore the implementation of eco-friendly behaviour in supporting the green hotel at Grand Zuri Kuta Bali
2. To identify the efforts needed to improve the implementation of eco-friendly behaviour in supporting the green hotel in the Front Office Department at Grand Zuri Kuta Bali

### **1.4 Benefit of The Research**

There's the benefit of this research, are:

#### **1.4.1 Theoretical benefits**

Theoretically, the findings of this study may inform and educate future research on the topic of "Implementation of Eco-Friendly Behaviour By Front Office Department To Support Green Hotel In Grand Zuri Kuta Bali," as well as help to advance knowledge in that area.

#### **1.4.2 Practical benefits**

1. Benefit for Politeknik Negeri Bali

This is believed that this research will work as a resource to students at Bali State Polytechnic who conduct additional research on Implementation of Eco-Friendly Behaviour By Front Office Department To Support Green Hotel In Grand Zuri Kuta Bali.

## 2. Benefit for Grand Zuri Kuta Bali

This is hoped that this research proposal will also become substance for consideration and input for all staff on the importance of Front Office Department Implementation of Eco-Friendly Behaviour by Front Office Department to Support Green Hotel In Grand Zuri Kuta Bali.

## 3. Benefit for Students

This research is one of the requirements for students to complete applied undergraduate studies at the Bali State Polytechnic and is expected to be able to become a comparison and implementation in the field with the provision of theory and practice obtained on campus.

### **1.5 Limitation and Scope of Research**

The scope of the research includes the "The Implementation of Eco-friendly Behaviour by Front Office Department to Support Green Hotel in Grand Zuri Kuta Bali". The variables used in this study consist of the Eco-friendly Behaviour as the independent variable (X) and Green Hotel as the dependent variable (Y).

## CHAPTER V

### CONCLUSION AND SUGGESTION

#### 5.1 Conclusion

Based on the results of the discussion regarding this research regarding the implementation of eco-friendly behavior by front desk agents to support green hotels in Grand Zuri Kuta Bali, it can be concluded that:

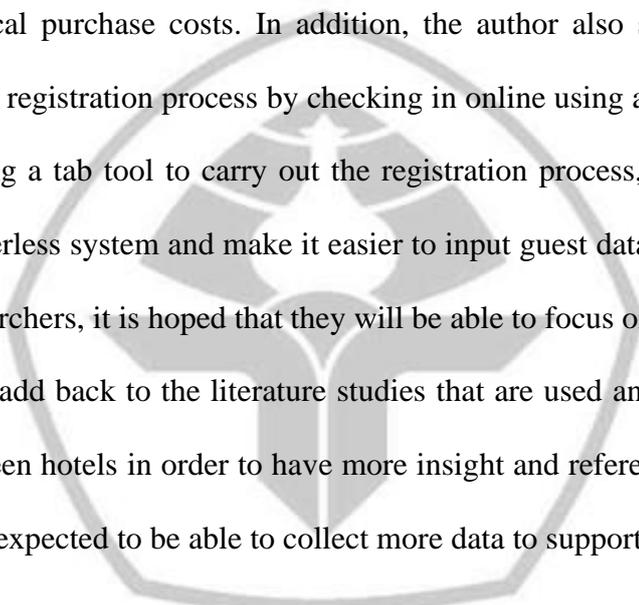
1. In the process of implementing eco-friendly behavior in supporting the green hotel at Grand Zuri Kuta Bali, the front office department has carried out all indicators of eco-friendliness, such as energy management which is carried out through the application of energy conservation through saving water and electricity, such as turning off lights when they are not needed and then turning off the lobby fan at night, using a hand dryer and using an eco-flush toilet which is of course able to support green hotels, especially in terms of energy management, then in the second indicator namely transportation and mobility activities have been carried out such as buying fuel such as pertalite and Pertamina and not make deliveries from the parking lot to the lobby with a buggy entering at green product points and service at green hotel support points. Furthermore, there is also a waste avoidance point which explains about using WhatsApp as a communication medium and the use of computer storage folders that are included in the environmental protection point at the green hotel. Then there is also explaining about consumerism that can be done regarding providing a welcome drink in the form of a glass and using recycled paper which is included in the point of green products and services as well as reducing

2. consumption. Then finally there is environmental conservation with actions such as educating guests about the conservation card and also actively protecting the green environment which is included in the point of green design well keep by staff and socio economic and environmental benefits.
3. After analyzing again regarding the implementation of eco-friendly and its relationship to supporting green hotels, the result is that there are 3 indicators of green hotels that are not running optimally, namely green design well keep by staff, reduced consumption, and Socio Economic and Environmental Benefits, then from the results interviews with all section representatives in the front office department obtained suggestions, namely by separating waste according to its type by utilizing trash bins, there are 3 in the front office to be used as 1 place then given a garbage sign according to its type, effort to change paper that already use to be new paper to support reduce consumption, besides that there is also an effort to replace an appeal sign made of plastic and paper into wood by utilizing leftover wood from an engineering project in the basement which will be made by the front office team later, then finally there is an effort by conducting green hotel insight training during the front office monthly meeting and effort to stop using plastic by providing guest paper bags from natural fibers which are easy to decompose to support socio economic benefits from the guest side

## **5.2 Suggestion**

Based on the results of the discussion regarding this research about the implementation of eco-friendly behavior by front desk agents to support green

hotels in Grand Zuri Kuta Bali, the authors can give suggestions that after making an effort to separate waste, the waste must be processed, organic waste such as fruit peels or vegetables can be processed into eco-enzymes, as writer I know eco-enzymes closely, therefore the campus is ready to train hotel employees at Grand Zuri Kuta Bali on how to process eco-enzymes and apply them in hotels, the benefits are of course besides Participating in protecting the environment can also save on chemical purchase costs. In addition, the author also suggests using a paperless-based registration process by checking in online using a barcode scan or maybe procuring a tab tool to carry out the registration process, so that you can carry out a paperless system and make it easier to input guest data via a computer. For future researchers, it is hoped that they will be able to focus on the study being researched and add back to the literature studies that are used and related to eco-friendly and green hotels in order to have more insight and references. And future researchers are expected to be able to collect more data to support this research.



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