



Front Office as a Green Hotel Practice at Novotel Bali Ngurah Rai Airport

Mega Angeli Pakpahan¹, I Ketut Utama²,
I Ketut Suparta³, Raden Roro Rieta Anggraheni⁴
^{1,2,3,4}Politeknik Negeri Bali, Indonesia

1megaangelipakpahan@gmail.com, 2tomsutama@gmail.com, 3ketutsuparta@pnb.ac.id, 4rororie.taanggraheni@pnb.ac.id

Received on 26 October 2022	Revised on 8 November 2022	Accepted on 20 November 2022
--------------------------------	-------------------------------	---------------------------------

Abstract

Purpose: This study aimed to determine the readiness of the Front Office Department towards a green hotel through the implementation of green practice at the Novotel Bali Ngurah Rai Airport.

Research methods: This research data collection method was carried out by observation, interviews, literature study and documentation. The data analysis technique uses descriptive qualitative analysis to determine whether the implication of green practice at Novotel Bali Ngurah Rai Airport has gone to a green hotel or not.

Findings: The results show that 90% of green practice has been implemented in the Front Office Department of Novotel Bali Ngurah Rai Airport where of the 3 green practice indicators with a total of 10 sub-indicators, 9 of them have been implemented and 1 has not been implemented in the Front Office Department at Novotel Bali Ngurah Rai Airport is on the green action indicator with sub-indicators doing recycling.

Implication: The Front Office Department at Novotel Bali Ngurah Rai Airport is almost eligible to support Novotel Bali Ngurah Rai Airport to become a green hotel.

Keywords: hotel, front office department, green practice, green hotel

INTRODUCTION

One of the areas in Indonesia that relies on tourism as a support for people's lives is Bali. Bali is one of the most popular tourist destinations in Indonesia, so far it has been able to attract both local and foreign tourists to travel. Natural wealth and cultural customs that are still thick make Bali has its own charm and is often the choice for tourists to travel. The tourists in traveling usually need travel facilities and infrastructure such as transportation, travel agencies, hotels and others.

Hotel has always been a choice that is widely used by tourists as one of the lodging accommodations in traveling. Hotel is a type of accommodation that uses all or part of a building to provide lodging, eating and drinking services and other services for the public that are managed commercially (Artini et al, 2020; Cahyani et al, 2020; Dewi et al, 2019; Dewi et al, 2020; Putra et al, 2020). According to Sulastiyono in Wahyuni (2018), hotel is an industry that is managed by the owner by providing room facilities and facilities, food and beverage services to travelers who are able to pay the amount in accordance with the services received without

any special agreement. According to Krestanto (2019), based on the location, hotels are divided into several types, namely: (1) Mountain Hotels are hotels located in mountainous areas, (2) Beach Hotels are hotels located around the beach, (3) Highway hotels are hotels which is located on the edge of a freeway and is usually between two cities, (4) Airport Hotel is a hotel located within the airport or not far from the airport area, (5) Resort Hotel is a hotel located in a tourist area, and (6) City Hotel is a hotels located in urban areas.

It is important to note that many hotels in Indonesia have implemented the green hotel concept. The green hotel concept is one of the concepts of sustainable tourism development that has been implemented since 2011 (Erlangga et al, 2017). Green hotels are environmentally friendly lodging accommodations that implement various policies to reduce negative impacts on the environment and protect nature (Yi et al, 2018). According to the Green Hotel Association (2008) in (Sugianto et al, 2017), green hotels are hotel operational activities that implement various environmentally friendly programs such as saving water and energy, having environmentally friendly purchasing policies, and reducing emissions or waste disposal to protect the environment and reduce operational costs. Bali as one of the tourist destinations that is in great demand by tourists, is very aggressive in supporting sustainable tourism or the term go green. The main goal of going green is not only to support an environmentally friendly business environment but also to reduce possible operating costs from excessive use of business materials (Yi et al, 2018). This can be seen from the number of hotels in Bali that are verified as green hotels which in their operations apply green practices or so-called green practices. Hotels with a green hotel concept themselves apply green practices that are in accordance with green hotel criteria recognized by the relevant institution.

According to Kim et al (2017), green practice is a business activity that aims to reduce negative impacts on the environment. Green practice leads to actions to protect the environment and the products produced are minimal in environmental damage (Tzschentke in Budiantoro et al, 2015). Environmentally friendly practices or green practices in the hotel industry include several things, especially energy savings, reduced water consumption and waste management and reduction (Abdou et al, 2020). According to Schubert (2008) in Tannur & Jokom (2019), green practice measures in hotels are categorized into 3 main areas, namely green action, green product, and green donation.

Green action means activities aimed at protecting both the environment and the surrounding community (Tannur & Jokom, 2019). According to Schubert (2008) in Budiantoro et al (2015), those included in the green action category are energy and water efficiency, use of environmentally friendly materials, recycling, pollution prevention.

Green products are products that have a smaller impact on the environment or are less harmful to human health than traditional products. According to Kasali (2005) in Masturoh (2017) it is called a green product if: not harmful to humans

and the environment, not wasteful of resources, never produce excessive waste, never involve cruelty to animals.

According to Tannur (2021), green donation is an effort to participate in community projects that are located in the vicinity of the hotel and educate staff and consumers on the environmental impact of the hotel industry.

In Bali, there are some hotels that have not yet become green hotels but participate in implementing green practices in their hotels in order to get to a green hotel. This can be seen from the hotel industry itself which has channeled initiatives to show their willingness to support sustainability, such as installing eco-labels, implementing practices related to sustainable behavior and implementing environmental management systems. With this green hotel concept, all hotel departments must implement green practice as a real embodiment of this concept. One of the hotel departments involved is the Front Office Department. The Front Office Department is a department that becomes the guest's first and last impression, where guests who come to the hotel will meet the Front Office first to check in and when guests are going to check out they will also be in touch with Front Office staff (Budi in Sari et al, 2020).

Novotel Bali Ngurah Rai Airport is one of those who implement this green movement. This is known by the existence of Planet 21 which is a sustainable development program from Accor which is its management. A number of hotels under the auspices of Accor including Novotel Bali Ngurah Rai Airport are committed to using and implementing things that are friendly to the environment. With the implementation of this green practice, of course, all departments within the hotel have implemented this green practice, including the Front Office Department. At Novotel Bali Ngurah Rai Airport, green practices have been implemented in the Front Office Department, such as: saving energy by turning off some lights in the lobby area and Front Office Department during the day and using natural lighting from open areas and replacing the use of air conditioning with fans. in the hotel lobby area. There are also trash bins consisting of three types of trash bins, namely organic, non-organic and B3 trash cans.

RESEARCH METHODS

This research was conducted at Novotel Bali Ngurah Rai Airport by taking the object of implementing green practice towards a green hotel at the front office of the Novotel Bali Ngurah Rai Airport department. The type of data used is qualitative data, namely the results of interviews with the Front Office Novotel Bali Ngurah Rai Airport. And quantitative data is in the form of tables of many rooms at Novotel Bali Ngurah Rai Airport. There are two sources of data, namely: (1) Primary data, namely data collected from original sources (Kuncoro, 2009 in Hamid & Susilo 2015).

In this study, the primary data source was found through interviews with Front Office at Novotel Bali Ngurah Rai Airport. (2) Secondary data, namely a collection of data that has been collected by other parties (Kuncoro 2009 in Hamid & Susilo, 2015). In this study, the secondary data used by the author are journals,

books, documents, literature reviews related to those being studied, which support the primary data that the authors have collected.

The informant determination method used in this study is purposive sampling, namely the researcher as a research instrument determines informants who can provide information related to the problem to be studied (Diana et al, 2017). In this study there are key informants, namely one Front Office Supervisor and two Guest Service Agents. Data collection methods in this study are through observation, interviews, documentation, literature study, triangulation. The data analysis technique used in this research is descriptive qualitative.

FINDINGS

Based on the results of observations and interviews that have been carried out at Novotel Bali Ngurah Rai Airport on the implementation of green practice towards green hotels at the front office department of Novotel Bali Ngurah Rai Airport, there are two discussions, namely how to implement green practice in the Front Office Department and how to implement green practice towards green hotel in the Front Office Department.



Figure 1. Green Practice Implementation: Donation Box (Left) and Trash Box (Right)

(Source: Pakpahan, 2022).

The following are the results of interviews that have been conducted with the three informants by asking a total of ten sub-indicators of the three green practice indicators regarding the implication of green practice in the Front Office Department.

Green Action

To find out the implication of *green action*, an interview was conducted with the staff of the *Front Office Department* at Novotel Bali Ngurah Rai Airport. The results of the interview are as follows:

Table 1. Interview Result of Green Action's Indicator (Front Office Supervisor)

Green Action	Done	Not Yet	Information (If so, what has been done. If not, why hasn't it been done)
Energy and Water Efficiency	√		<ul style="list-style-type: none"> - Eco-flusher throughout the toilet - using keytag for electric - Toilets use motion sensors - During the day, the lights and AC are turned off, using natural light and air except when high season. - Using LED lights low-watt
Using friendly Materials/products	√		<ul style="list-style-type: none"> - Using recycled paper (frosted paper) for internal purposes FO - Reuse used HVS blank side paper for internal purposes FO - Using LED lights low-watt
Doing recycling		√	Done yet because there is no program from Accor management to be done at the Front Office Department. The recycle in accordance with the planet21 program is still applied to the housekeeping and F&B kitchen.
Doing pollution prevention	√		<ul style="list-style-type: none"> - All parts of the hotel are soundproofed - Indoor area are non-smoking areas - There is an area for smoking

Table 2. Interview Result of Green Action's Indicator (Guest Service Agent 1)

Green Action	Done	Not Yet	Explanation (If so, what has been done. If not, why hasn't it been done)
Energy and water efficiency	√		<ul style="list-style-type: none"> - Turning off the lights in the office when in-charge in the morning - Reducing electricity usage during the day - Turning off computers that are not used in the office and front desk if nothing is in-charge. - Toilets in the Front Office Department and lobby already use a sensor system for lights and water
Using friendly materials/products	√		<ul style="list-style-type: none"> - Using recycled paper for FO purposes - Reuse used HVS paper - Reuse keyholder

Doing recycling	√	Because there's no recycle program in the Front Office Department according to the planet21 program
Doing pollution prevention	√	<ul style="list-style-type: none"> - All indoor areas are non-smoking areas - There are open areas such as gardens - There is an area for smoking

Table 3. Interview Result of Green Action's Indicator (Guest Service Agent 2)

Green Action	Done	Not Yet	Information (If so, what has been done. If not, why hasn't it been done)
Energy and water efficiency	√		<ul style="list-style-type: none"> - Turning off computers in the Front Office Department office and also in the front desk area is only turned on if there are in-charge. - Turning off the lights in the office in the morning and afternoon - The toilets in the Front Office Department and lobby areas already use a sensor system for lights and water and also use an eco-flusher.
Using friendly materials/products	√		<ul style="list-style-type: none"> - Using recycled paper - Reuse keyholders - Reuse waste paper
Doing recycling		√	Because in the Front Office Department itself there is no program to recycle according to Accor sustainable program.
Doing pollution prevention	√		<ul style="list-style-type: none"> - All parts of the hotel are soundproofed - All indoor areas are non-smoking areas - There is an open area such as a garden which is used as a smoking area.



Figure 2. Beach Cleaning at Kelan Beach
(Source: Pakpahan, 2022).

Green Products

Green Products are products that have a smaller impact on the environment or are less detrimental to human health than traditional products. According to Kasali in Sari et al (2020) it is called *green product* if:

- a. Not harmful to humans and the environment
- b. Not wasteful of resources
- c. Do not produce excessive waste
- d. Does not involve cruelty to animals

To find out the implication of *green product*, an interview was conducted with the staff of *the Front Office Department* Novotel Bali Ngurah Rai Airport. The results of the interviews are as follows:

Table 4. Interview Result of Green Product's Indicator (Front Office Supervisor)

Green Product	Done	Not Yet	Information (If so, what has been done. If not, why hasn't it been done)
Not harmful to humans and environment	√		All products used are products that are not harmful to humans and the environment such as electronic goods, paper, and so on.
Not wasteful of resources	√		- LED lamp wattage - Using recycled paper
Does not generate excess waste	√		- Reuse paper that the other side is still blank for internal purposes

- Reuse provided that it is in good condition and has no rips or scratches

Does not involve cruelty to animals	√	All products used are not derived from acts of cruelty committed against animals and there is no treatment involving violence against animals because the hotel also does not allow any type of animal to be brought into the hotel.
-------------------------------------	---	--

Table 5. Interview Result of Green Product's Indicator (Guest Service Agent 1)

Green Product	Done	Not Yet	Explanation (If so, what has been done. If not, why hasn't it been done)
Not harmful to humans and environment	√		All products used are products that are commonly used in daily hotel operations
Not wasting resources	√		- LED lamps low-wattage - Using recycled paper
Does not produce excess waste	√		- Reuse paper that the other side is still blank for internal purposes - Reuse keyholder provided that the condition is still good and there are no rips or scratches
Does not involve cruelty to animals	√		Products that used by <i>the Front Office Department</i> that involve animals and animals are not allowed to enter the hotel.

Table 6. Interview Result of Green Product's Indicator (Guest Service Agent 2)

Green Product	Done	Not Yet	Information (If so, what has been done. If not, why hasn't it been done)
Not harmful to humans and environment	√		All products used are products that are commonly used in daily hotel operations and do not have a bad effect on humans and around
Not wasting resources	√		All products that used using normal watt in industry and was using minimalizing, ex: Using low watt LED lamp

Does not produce excess waste	√	All products used are products that are minimized as much as possible to produce excess waste. For example: <i>reuse</i> of paper used in the internal <i>Front Office Department</i> , and <i>reuse of keyholders</i>
Does not involve cruelty to animals	√	No acts of cruelty were committed because the hotel is also not allowed to bring animals.

Green Donation

According to Tannur & Jokom (2019), *Green donation* is an effort to: (a) participate in community projects that are located in the vicinity of the hotel, and (b) educate staff and consumers on the environmental impact of the hotel industry. To find out the implication of the *green donation* ,an interview was conducted with the staff of *the Front Office Department* Novotel Bali Ngurah Rai Airport. The results of the interviews are as follows (Table 7).

Table 7. Interview Result of Green Donation's Indicator (Front Office Supervisor)

Green Donation	Done	Not Yet	Information (If so, what has been done. If not, why hasn't it been done)
Participated in local community projects	√		<ul style="list-style-type: none"> - Beach cleaning activities are carried out every 3 or 6 months by staff working at Novotel Bali Ngurah Rai Airport - Regular visits to Accor foundation studios and providing education and basic necessities to Accor foundation residents. - There is a donation box (charity) in the lobby which will be distributed to the foundation under the auspices of Accor
Conducting education to staff and consumers on the impact of environmental damage from the hotel industry	√		Planet21 training program was conducted for all staff working at Novotel Bali Ngurah Rai Airport.

Table 8. Interview Result of Green Donation's Indicator (Guest Service Agent 1)

Green Donation	Done	Not Yet	Information (If so, what has been done. If not, why hasn't it been done)
Participated in local community projects	√		<ul style="list-style-type: none"> - Visit to Accor foundation in Bali - Charity boxes to be distributed to children in Accor foundations - Beach cleaning activities are carried out every 3 or 6 months by staff at the hotel
Conducting education to staff and consumers on the impact of environmental damage from the hotel industry	√		There is training for new staff on hotels and sustainable programs (planet21) and there is also staff training conducted on a certain schedule.

Table 9. Interview Result of Green Donation's Indicator (Guest Service Agent 2)

Green Donation	Done	Not Yet	Information (If so, what has been done. If not, why hasn't it been done)
Participated in local community projects	√		There are beach cleaning activities by hotel staff every 3 or 6 months and visits to the Accor foundation to provide education and provide basic necessities.
Educate staff and consumers on the environmental impact of the hotel industry	√		All staff will receive <i>training</i> on planet21 when they join Novotel Bali Ngurah Rai Airport.

According to the data that the author has obtained from observations and interviews with Front Office Department at Novotel Bali Ngurah Rai Airport, this hotel has implemented a lot green practices to the maximum in the Front Office Department. Of the 10 green practice that have been matched with the green hotel there are 9 green practice that have been implemented by the Novotel Bali Ngurah Rai Airport in the Front Office Department. This shows that Novotel Bali Ngurah Rai Airport has implemented 90% green practices that have been matched with indicators of a hotel being said to be a green hotel. 10% of the

implementation of green practice that has not been carried out is that there is no recycle carried out by the Front Office Department indicator green action One sub-indicator that has not been implemented is recycling. This is because from the management that oversees and from the hotel itself there is no policy to carry out this recycling activity.

CONCLUSION

The implementation of green practice in the Front Office Department has been done by conducting green actions, green products, and green donations. The implementations carried out are: using energy and water effectively and preventing pollution in the implication of green actions, reusing paper that can still be used in the implication of green products, and also making donations and visits to the Accor foundation. and educating staff about Accor's sustainability program on the implementation of green donation.sub-indicator green action namely recycling, has not been implemented by the Front Office Department because from the hotel there is no further program regarding recycling in the Front Office Department. This recycle is only carried out in the Housekeeping by collecting soap in guest rooms to be combined and made into soap which will be distributed to those in need. and in the Food and Beverage Product by making orange marmalade made from orange peel.

The implication of green practice criteria green hotel at the Front Office Department at Novotel Bali Ngurah Rai Airport has been 90% implemented, which means that the Front Office Department of Novotel Bali Ngurah Rai Airport is almost eligible and almost ready to support Novotel Bali Ngurah Rai Airport to become a green hotel.

REFERENCES

- Artini, N. M. W. D; Suarja, I K; Sadguna, I G. A. J; Sudarmini, N. M. (2020). Implementing SOP to Improve Butler Performance. *International Journal of Glocal Tourism* Volume 1 Number 1 September; <https://ejournal.catuspata.com/index.php/injogt/article/view/16>.
- Abdou, A. H., Hassan, T. H., & Dief, M. M. E. (2020). A Description of Green Hotel Practices and Their Role in Achieving Sustainable Development. *Sustainability* 2020, 12(22), 9624. <https://doi.org/10.3390/su12229624>
- Budiantoro, A. V., Irawan, A., & Kristanti, M. (2015). Pengaruh Green Practice Terhadap Green Consumer Behavior di The Kemangi Restaurant, Hotel Santika Pandegiling Surabaya. *Jurnal Hospitality dan Manajemen Jasa*, 3(2), 86–101.
- Cahyani, N. P. E. Y., Astawa, I K., Triyuni, N. N. 2020. Increasing Room Occupancy and Room Revenue through Price Decision Strategy. *International Journal of Glocal Tourism* Volume 1 Number 1, September; <https://ejournal.catuspata.com/index.php/injogt/article/view/12>.

- Dewi, N. P. S. R. T., Astawa, I K., & Nadra, N. M. (2020). "Strategies to Apply Leadership Styles and Workloads to Hotel Employee Morale". *International Journal of Glocal Tourism* Volume 1 Number 1, September: <https://ejournal.catuspata.com/index.php/injogt/article/view/13>.
- Dewi, P.E.O; Astawa, I K., Ernawati, N. M., Suarta, I K. (2019). "The Impact of Hotel Staff Appraisal to Career Development". *International Journal of Green Tourism Research and Applications*, Volume 1 Number 1, 2019; <http://ojs.pnb.ac.id/index.php/IJOGTRA/article/view/1632>.
- Erlangga, T. F., Rahmafritria, F., & Rosita. (2017). Analisis Perbandingan Tamu Mancanegara Dengan Tamu Nusantara Terhadap Hotel Yang Berkonsep Green Hotel Di Kota Bandung. *Jurnal Manajemen Resort dan Leisure*, 13(2), 103–118.
- Kim, S.-H., Lee, K., & Fairhurst, A. (2017). The review of "green" research in hospitality, 2000-2014: Current trends and future research directions. *International Journal of Contemporary Hospitality Management*, 29(1), 247. <https://doi.org/http://dx.doi.org/10.1108/IJCHM-11-2014-0562>
- Krestanto, H. (2019). Strategi Dan Usaha Reservasi Untuk Meningkatkan Tingkat Hunian Di Grand Orchid Hotel Yogyakarta. *Jurnal Media Wisata*, 17(1), 1157–1164. <https://doi.org/10.31219/osf.io/2q53k>
- Putra, I P. S. S. A., Mudana, I G., Utama, I K., Sudarmini, N. M. (2020). Hotel and Spa Employee Intrinsic-Extrinsic Motivation and their Work Performance. *International Journal of Glocal Tourism* Volume 1 Number 1, September; <https://ejournal.catuspata.com/index.php/injogt/article/view/14>.
- Sari, I. G. A. M. K. K., Yulianthi, A. D., & Sadguna, I. G. A. J. (2020). Faktor-Faktor Yang Mempengaruhi Keputusan Wisatawan untuk Menginap di Green Hotel di Kabupaten Badung Bali. *Jurnal Bisnis dan Kewirausahaan*, 16(2), 188.
- Sugianto, E., Kurniawan, C. J., & Kristanti, M. (2017). Pengaruh Program Green Hotel Terhadap Minat Beli Konsumen Di Hotel Di Indonesia. *Jurnal Hospitality dan Manajemen Jasa*, 5(2), 390–400.
- Tannur, C. V., & Jokom, R. (2019). Perilaku Masyarakat Indonesia Dalam Mendukung Green Practices Di Hotel: Analisa Theory Of Planned Behavior Model. *Jurnal Hospitality dan Manajemen Jasa*, 7(1), 359. <https://publication.petra.ac.id/index.php/manajemen-perhotelan/article/view/10118>
- Wahyuni, R. (2018). *Peranan Rangkap Receptionist Sebagai Reservationist Dalam Meningkatkan Pelayanan Pada Front Office Department Di Grand Legi Hotel Mataram* [Universitas Mataram]. <http://eprints.unram.ac.id/5940/>
- Yi, S., Li, X., & Jai, T. M. (Catherine). (2018). Hotel guests' perception of best green practices: A content analysis of online reviews. *Tourism and Hospitality Research*, 18(2), 191–202. <https://doi.org/10.1177/1467358416637251>.

