

Green Action by Front Office Staff in Increasing Environmental Concern at the Sofitel Bali Nusa Dua Hotel

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Abstract: The hotel industry is increasingly under pressure to implement sustainable practices due to environmental concerns. This research explores the implementation of environmentally friendly actions carried out by front office staff at the Sofitel Bali Nusa Dua Hotel, which aims to increase environmental awareness among guests and employees. Using descriptive qualitative research methods, data was collected through interviews, observation and document analysis. These findings reveal a significant commitment to sustainability in front office operations, reflected in waste reduction, energy efficiency and guest engagement in environmentally friendly practices. This research shows that the hotel's commitment to sustainability has fostered a culture of environmental awareness, leading to positive behavioral changes and increased guest satisfaction. The integration of environmentally friendly practices into hotel operations and the active participation of staff and guests in these initiatives have proven instrumental in advancing the hotel's sustainability agenda. This study contributes to understanding the practical application of environmental sustainability in the hospitality industry, highlighting the important role of front office staff in promoting environmentally friendly initiatives.

Keywords: front office, green action, hotel, sustainability.

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Introduction

Sustainable practices in the hospitality industry have gained significant momentum globally as environmental awareness increases among consumers, investors and regulators. The industry faces the challenge of balancing operational demands with the need to reduce environmental impact, leading to the adoption of environmentally friendly practices such as energy and water conservation, waste reduction, and sustainable resource procurement (Isrososiawan et al., 2021). Hotels around the world are implementing these practices to improve their ecological footprint, meet growing consumer demand for eco-friendly accommodations, and comply with increasingly stringent environmental regulations. The shift towards sustainability is also driven by the understanding that long-term environmental management can contribute to operational efficiency, cost savings and a positive brand image (Sjioen et al., 2023). Therefore, the ecotourism hotel concept which supports the sustainable practice could help to maintain the nature and its resources (Thenmozhi & Maheswari, 2023).

In Bali, which is a well-known tourist destination, the importance of sustainable practices in the hospitality industry is especially pronounced due to the fragile ecosystem of the island and the important role tourism plays in its economy. Balinese

culture, with its deep respect for nature, complements the move towards sustainable tourism (Pemayun, 2017). Hotels in Bali are increasingly adopting eco-friendly certification, implementing eco-friendly operations such as the use of solar energy, water recycling systems and plastic reduction initiatives. This shift is a response to global trends as well as local pressures and an opportunity to maintain Bali's natural beauty and cultural heritage, which is critical to the island's tourism appeal (Sutaguna & Ariani, 2017). Also, prior research also unravelled the benefits of implementing sustainable practices in Bali hotel industries, including brand image improvement, cost efficiency, risk reduction, and innovation encouragement (Iswara, Astawa, & Darma, 2024).

The increasing demand for environmentally friendly operations in Bali and globally is driven by the increasing number of informed and conscious travelers who prioritize sustainability in their travel choices. This consumer trend is encouraging hotels to adopt and promote environmentally friendly actions more visibly and effectively (Kesuma et al., 2023). To accommodate the needs of these tourists, hotels in Bali are starting to implement environmentally friendly accommodation management due to environmental conditions that are getting more apprehensive every day (Setiawan, et al., 2021). As a result, sustainability is becoming a key factor in competitive differentiation in the hotel industry. In Bali, where the natural and cultural environment is a major attraction, sustainable practices are essential for the long-term viability of the tourism sector. These practices not only help preserve the environment but also enhance the guest experience, contributing to the economic and social sustainability of the region (Juniawan, 2023).

The research questions for this study were designed to investigate specific sustainable practices adopted by the front office at the Sofitel Bali Nusa Dua Hotel, investigating the nature and implementation of these environmentally friendly actions. The first question seeks to identify what environmentally friendly measures are implemented by the front office department, aiming to understand the scope and variety of existing environmentally friendly practices. This includes exploring initiatives such as energy efficiency measures, waste management strategies and sustainable guest services. The aim is to catalog the specific actions taken by the hotel to promote sustainability in its front office operations, thereby providing a detailed picture of the hotel's commitment to environmental management.

The second question examines how these environmentally friendly actions are implemented by the front office, with a focus on processes, policies, and employee involvement in these practices. This involves assessing the integration of sustainable practices into daily operations and the extent to which these actions are supported by training, resources and management commitment. The goal is to understand the operationalization of green initiatives, how they are managed and maintained over time, and their alignment with the hotel's overall sustainability goals. This part of the research aims to reveal the challenges and successes in implementing environmentally friendly measures, providing insight into the practical aspects of implementing sustainable practices in a hotel environment.

Lastly, this research aims to measure tourists' perceptions regarding environmentally friendly actions implemented in hotels, especially those managed by the front office. These questions explored guests' awareness, approval and response to the hotel's sustainability efforts, and whether these initiatives influenced their satisfaction and perception of the hotel brand. Understanding tourists' perceptions is important as it reflects the effectiveness and impact of environmentally friendly actions not only on a hotel's environmental impact but also its reputation and attractiveness in

the competitive hospitality market. This aspect of the research will provide valuable feedback on how environmentally friendly practices are received by guests and their potential to contribute to a positive hotel experience.

Sustainability in the hotel industry encompasses a set of practices aimed at minimizing the environmental impact of hotel operations while ensuring economic and social benefits. Environmentally friendly actions in this context refer to specific initiatives undertaken by hotels to promote sustainability, such as energy conservation, waste reduction, water conservation, and the use of environmentally friendly materials and products (Putri et al., 2023). These actions are becoming increasingly important in the industry as they are a response to environmental challenges and meet increasing consumer demand for responsible and sustainable travel options. Green action research at the front office at Sofitel Nusa Dua Bali highlights that sustainable practices in the hospitality sector not only contribute to environmental protection but also increase customer satisfaction and loyalty, showing a positive correlation between environmentally friendly actions and business performance.

A hotel's front office plays an important role in raising environmental awareness, acting as a liaison between the hotel's sustainability initiatives and its guests (Maiti & Bidinger, 1981). This is important in communicating and implementing environmentally friendly practices, from encouraging guests to participate in energy savings programs to providing information about the hotel's sustainability efforts. Customers' perceptions of environmentally friendly practices are significantly shaped by their interactions with front office staff, whose attitudes and knowledge about sustainability can influence guests' views and willingness to engage in environmentally friendly behavior (Utami, 2021). According to Sari & Yogantara (2020), a hotel's environmental commitment, as perceived by guests, can significantly improve its image and increase customer loyalty. Therefore, the front office not only contributes to the operationalization of sustainability practices but also plays an important role in embedding environmental awareness in the guest experience, thereby strengthening the hotel's reputation as a responsible and sustainable business.

Reviewing and synthesizing relevant studies, theories and models regarding environmentally friendly actions in hotel operations forms a comprehensive framework that integrates sustainability into the hospitality sector. At the heart of this framework is the concept of sustainable tourism, which includes economic, environmental and social dimensions, ensuring that hotel operations contribute positively to the community and its ecosystem while remaining economically viable. According to Michael et al (2019) the Triple Bottom Line theory is often applied, emphasizing the need to balance economic growth with environmental protection and social justice. It includes the ecological, social, and economy (Widiana, et al., 2022). Research in this area often focuses on how hotels can implement environmentally friendly measures, such as energy efficiency, waste management, and sustainable supply chain practices, to achieve these goals. According to Hasmidyani et al (2022) models such as the Theory of Planned Behavior offer insight into understanding and predicting how organizational behavior towards sustainability can be influenced by attitudes, subjective norms and perceived behavioral control, thus facilitating the implementation of more environmentally friendly actions. strategic in hotel operations.

Research has also examined the role of certifications such as Green Globe or LEED in standardizing and promoting sustainable practices in the hotel industry, providing benchmarks and guidelines that hotels must follow. Research conducted by Dimas Jayadi & Batubara (2023) and others has highlighted the importance of management commitment, staff training, and customer involvement in the successful

implementation of environmentally friendly practices. Wadud (2021) Resource-Based View underlies strategic advantages that can be gained from unique resources and capabilities in sustainability, suggesting that hotels with innovative environmentally friendly practices can achieve competitive differentiation and enhance reputation. By integrating these theoretical perspectives and empirical findings, the framework for analyzing environmentally friendly actions in hotel operations becomes multifaceted, combining internal organizational factors with market influences and the external environment, thereby providing a holistic understanding of sustainability in the hospitality sector.

Thus, under the concerns aforementioned, the current study's research question is "How is the implementation of environmentally friendly actions initiated by the front office in Sofitel Bali Nusa Dua?".

Methodology

A qualitative approach to researching sustainable practices in hotel operations, particularly in the front office context of the Sofitel Bali Nusa Dua Hotel, involves a detailed and nuanced exploration of the subject. Data collection was carried out through semi-structured interviews, which allowed for an in-depth understanding of the experiences, attitudes and insights of both staff and guests regarding the environmentally friendly actions carried out by the hotel. These interviews were complemented by direct observation, where the researcher dived into the situation to witness firsthand the implementation of sustainable practices. This method provides contextual background to the verbal data collected, offering a comprehensive view of practices in hotel operations. Additionally, document analysis was conducted to examine the hotel's internal policies, reports, and promotional materials regarding its sustainability initiatives. This multifaceted data collection process allows for comprehensive analysis, combining different perspectives and data sources to gain a holistic understanding of how environmentally friendly actions are integrated and perceived within the hotel's front office operations.

The Sofitel Bali Nusa Dua Hotel is an ideal research site to study environmentally friendly actions in the hospitality industry due to its well-documented commitment to sustainability and innovative environmental practices. The hotel is known for its comprehensive green initiatives, including waste management, energy conservation and community engagement programs, making it a representative example for examining the effectiveness and impact of sustainable practices in the luxury hotel sector. The participant selection criteria in this study focused on individuals directly involved in or impacted by the hotel's sustainability initiatives, including front office staff, management, and guests. These participants were selected based on their ability to provide insight into the implementation, management and perception of environmentally friendly actions in hotels. The data for this study were selected to provide a comprehensive view of the hotel's sustainability efforts, including internal documents, sustainability reports, and customer feedback, thereby ensuring a thorough analysis of the hotel's environmentally friendly practices and their acceptability.

Results and discussions

Results

Research at the Sofitel Bali Nusa Dua Hotel revealed a series of environmentally friendly actions initiated by the front office, reflecting the hotel's commitment to

environmental sustainability. These actions include implementing energy-efficient lighting and air conditioning systems, using digital check-in and check-out processes to reduce paper use, and providing reusable amenities and recycling bins in guest rooms. The front office also plays an important role in communicating the hotel's sustainability ethos to guests, promoting programs such as towel reuse and local community support initiatives.

Staff response to these eco-friendly measures was overwhelmingly positive, and employees expressed a strong sense of pride in their contribution to the hotel's sustainability efforts. Training sessions and workshops are held regularly to ensure that all team members are knowledgeable about the hotel's environmental policies and motivated to actively participate in these initiatives. Staff highlighted the importance of these actions in not only preserving the environment but also enhancing the guest experience and increasing operational efficiency.

Guest feedback, gathered through interviews and online reviews, shows a high level of appreciation for the hotel's environmentally friendly initiatives. Many guests specifically mentioned their satisfaction with the hotel's efforts to minimize environmental impact, such as avoiding the use of single-use plastics and promoting local culture and heritage. This positive reception is reflected in the hotel's guest satisfaction scores and contributes to the hotel's reputation as a leader in sustainable hospitality in Bali.

Internal documents, including sustainability reports and policy manuals, provide further evidence of the hotel's systematic approach to environmental management. These documents outline the hotel's goals, strategies and achievements in areas such as waste reduction, energy and water conservation and community engagement. They also revealed the hotel's plans for future sustainability initiatives, demonstrating a long-term commitment to environmental stewardship.

Analysis of these findings shows that the Sofitel Bali Nusa Dua Hotel has successfully integrated environmentally friendly measures into its front office operations and broader hotel management. The positive reception from staff and guests underscores the importance of this initiative in today's hospitality industry, where environmental awareness is increasingly influencing consumer choices and business strategies. The hotel's proactive approach to sustainability not only contributes to environmental preservation but also enhances its competitive advantage and aligns with the broader goals of the global hospitality sector.

Discussions

The implementation of environmentally friendly actions at the Sofitel Bali Nusa Dua Hotel has had an important impact in increasing environmental awareness among both hotel guests and staff, fostering a culture of sustainability that permeates various aspects of the hotel experience. For guests, the visibility and communication of these initiatives has increased understanding and appreciation of sustainable practices in the hospitality context. Guests receive regular information about the hotel's environmental efforts through in-room information materials, digital platforms and direct interactions with staff. This active involvement helps educate guests about the importance of sustainability and encourages their participation in environmentally friendly programs, such as recycling, conserving water and supporting local sustainability projects.

For hotel staff, these environmentally friendly actions serve as an educational tool and source of motivation. Training programs and regular sustainability meetings ensure that employees are well versed in the hotel's environmental policies and understand their role in implementing these practices. This education fosters a sense

of responsibility and empowerment among staff, who become active participants in the hotel's sustainability journey. Commitment to environmentally friendly actions has also been integrated into staff performance evaluations, further embedding environmental awareness in the hotel's operational culture.

The environmental awareness generated through these actions has brought about a real change in behavior among both guests and staff. For example, there has been a marked reduction in waste generation and an increase in recycling efforts, demonstrating a collective commitment to minimizing the hotel's ecological footprint. Water and energy consumption data also shows an increase, which is due to improvements in technology and changes in individual behavior driven by environmentally friendly initiatives undertaken by hotels.

Moreover, the impact of these actions goes beyond the hotel's boundaries, affecting the wider community and the hotel industry in Bali. The hotel's sustainability efforts have been recognized at various industry forums and have inspired other hotels in the region to implement similar practices. This ripple effect contributes to a larger movement towards sustainability in Bali's tourism sector, highlighting the role of companies like Hotel Sofitel Bali Nusa Dua in driving change across the industry.

In conclusion, the environmentally friendly actions implemented by the Sofitel Bali Nusa Dua Hotel have significantly increased environmental awareness among guests and hotel staff. This increased awareness is not only important in achieving hotel sustainability goals but also plays an important role in shaping the sustainable development of the hospitality industry at large. The case of the Sofitel Bali Nusa Dua Hotel provides an example of how targeted and well-communicated sustainability initiatives can produce positive environmental outcomes and foster a culture of responsibility and concern for the environment.

Based on research conducted by the Sofitel Bali Nusa Dua Hotel, it is in line with previous literature which shows that effective implementation of environmentally friendly actions can significantly increase environmental awareness and participation among hotel guests and staff. Studies such as those conducted by Suprastayasa & Indrayani (2023) have emphasized the role of sustainability initiatives in improving environmental performance and guest satisfaction in the hotel industry. Similar to these findings, the case of the Sofitel Bali Nusa Dua Hotel shows how integrated sustainability practices not only contribute to environmental preservation but also improve the overall guest experience, reinforcing the positive correlation between environmentally friendly practices and customer satisfaction mentioned in the literature.

However, in contrast to some aspects of previous literature, research at the Sofitel Bali Nusa Dua Hotel highlights the important role of staff involvement and education in the success of environmentally friendly initiatives. Although previous research, focused primarily on guest perceptions and behavior, findings from Sofitel Bali Nusa Dua illustrate the importance of hotel staff empowerment and education as key drivers for implementing sustainable practices. This suggests that internal culture and employee support are as important as guest participation in achieving sustainability goals, an area that has received less attention in some previous research.

This research also highlights the operational and strategic challenges faced in implementing sustainable practices, a topic widely documented in the literature. For example, research conducted by Rahayu (2023) has discussed barriers to implementing environmentally friendly practices in hotels, such as financial constraints and lack of staff training. Although Sofitel Bali Nusa Dua has demonstrated significant progress in integrating sustainability into its operations, these findings align with the

literature's identification of ongoing challenges, including the need for ongoing training and alignment of sustainability with economic goals.

Additionally, these findings contribute to the literature by providing a more nuanced understanding of the relationship between sustainability practices and brand image. Based on research by Syafi'i et al (2023) Sofitel's efforts in sustainability are not only related to operational efficiency and environmental impact but also about building a strong and responsible brand image. These dual benefits of sustainability efforts, although acknowledged in previous literature, are clearly illustrated in the case of Sofitel, which offers a concrete example of how environmentally friendly actions can improve brand reputation and guest loyalty.

In summary, the findings from the Sofitel Bali Nusa Dua Hotel are largely in line with existing literature on the positive impact of green actions in the hospitality industry, but also add depth to understanding of staff engagement and the broader strategic implications of these initiatives. They underscore the need for a holistic approach to sustainability, involving both guests and staff, and highlight the balance between operational, environmental and branding objectives in implementing eco-friendly practices.

Conclusions

Research conducted at the Sofitel Bali Nusa Dua Hotel offers valuable insights into the practical implementation of environmentally friendly measures in the hotel industry and their impact on environmental awareness among staff and guests. This research shows that the hotel's commitment to sustainability has fostered a culture of environmental awareness, leading to positive behavioral changes and increased guest satisfaction. The integration of environmentally friendly practices into hotel operations and the active participation of staff and guests in these initiatives have proven instrumental in advancing the hotel's sustainability agenda.

The results of this study are in line with previous literature on the importance of sustainable practices in the hospitality industry, which emphasizes the benefits of such initiatives in terms of operational efficiency, customer satisfaction and brand reputation. However, they also highlight the need for ongoing education and involvement of hotel staff to ensure effective implementation and sustainability of environmentally friendly practices. This underlines the role of internal stakeholders as important agents in the success of environmental initiatives.

Based on the research, it is recommended that hotels wishing to increase their sustainability efforts should focus on comprehensive staff training and engagement programs to foster a strong culture of environmental responsibility. Additionally, hotels must continually evaluate and adapt their environmental practices to reflect changing environmental standards and guest expectations. Collaborating with environmental experts and integrating innovative sustainability technologies can also help advance hotels' green initiatives.

The Sofitel Bali Nusa Dua Hotel serves as an interesting case study in the successful implementation of sustainable practices in the hospitality industry. The observed positive results not only contribute to environmental goals but also strengthen the hotel's position in the competitive hospitality market. Future research could explore the long-term impacts of these eco-friendly measures and investigate the potential for replicating similar sustainability models in other hotel contexts, both in Bali and globally.

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