

Analysis of green practice at food and beverage department of ML hotel

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Abstract - The aim of this research is to find out how far green practice behaviour has been implemented in the food and beverage department at the ML hotel, Bali. Green practices are important to practice because this is one way to support efforts to reduce global warming. Green practice includes green action, green food and green donation. Green action is demonstrated by activities that protect and preserve nature, such as reducing the use of plastic and recycling waste, using environmentally friendly equipment. Green food consists of using local and organic food ingredients that support the environment for the long term. Meanwhile, green donations take the form of donating funds, participating in community projects, and educating the public about the impacts of environmental damage and how to overcome them. This research data collection method was carried out using interviews, observation, documentation and literature study. Interviews were conducted with 4 people as informants. They are manager of food and beverage, supervisor of food and beverage service, bar supervisor and *chef de partie*. This research uses qualitative analysis techniques. The data is then reduced by summarizing and grouping the data and then displaying it in a table for further conclusions. In this research it is known that the food and beverage department has implemented green practices but still needs to be improved.

Keywords: back to nature, global warming, green practice, green business, green management

1. Introduction

Global warming is a form of imbalance in the ecosystem on earth due to the process of increasing the average temperature of the atmosphere, sea and land on earth (Utina, 2009; Hasan, 2016; Alfauzi & Hidayah, 2021; Herdia, 2023). The increase in the average temperature of the earth's surface is due to increased greenhouse gas emissions, such as; carbon dioxide, methane, nitrous oxide, hydrofluorocarbons, perfluorocarbons and sulphur hexafluoride in the atmosphere (Utina, 2009; Fitri et al., 2023; Suryati, 2007). These emissions mainly result from the process of burning fossil fuels (petroleum and coal) as well as due to deforestation and burning of forests. Global warming is of concern to world leaders, entrepreneurs and society. In the hospitality business sector, concern for global warming is demonstrated by implementing environmentally friendly behaviour by the Accor hotel group, one of which is the M hotel.

Accor Hotels has an environmentally friendly program called Planet 21 which has become Accor's strategy to minimize environmental impacts and maximize social contributions involving all

levels of hotel operational activities (Sukmananda & Panindriya, 2021; Damayanti et al., 2022). In its application, the green hotel concept is not only perceived by things that smell green, such as green open spaces and landscaping. The green concept is actually a concept that is related to the issue of energy efficiency, which ultimately reduces the exploitation of nature (Manongko, 2018). The environmentally friendly concept applied in this program is saving water and energy, such as guests being able to use branded towels again, so that they can afford to plant one tree per day, use ecological cleaning products, reduce waste and not sell food menus that use endangered fish (Anonymous, 2022). This is in line with the Ministry of Craft's strategy which also applies environmentally friendly standards and criteria to encourage hotel managers to have attitudes and actions to protect, foster the environment, and improve sustainable and environmentally sound management (Supriadi & Roedjinandari, 2017; Kairi et al., 2023; Hattori et al, 2023; Pantiyasa et al, 2023; Wajdi et al, 2023; Susanto et al, 2023).

The standards created include hotel management, land use, building concepts, use of environmentally friendly building materials and local products, energy efficiency, water conservation and waste management (Supriadi & Roedjinandari, 2017). The Planet 21 program framework is founded on 4 key stakeholder engagement in our hotel operations; people, guests, partners and local communities. In addition, Planet 21 addresses 2 focus areas that are current challenges; Food and Beverage and Buildings (Anonymous, 2022). Food and beverage is one of the focuses of an environmentally friendly strategy which is realized in the form of green practice because this has the potential to cause significant environmental damage if not managed well. Therefore, management must always strive to improve the quality of green practice implementation in order to provide satisfaction to guests and also support environmentally friendly programs. Green practice is an action to protect the environment and the products produced cause minimal environmental damage (Tzschentke et al., 2008). Some green actions implemented in the hospitality business include using local or organic products, installing water-saving devices, and saving energy (Tzschentke, 2008). The Green Restaurant Association aims to create sustainable restaurants by providing several guidelines for green practice steps which are grouped by Schubert (2008) into green action, green food, and green donation.

(1). Green Action. Green action means activities that aim to protect and have a positive impact on the environment, such as recycling and reducing the use of plastic (Kassaye, 2001). According to Schubert (2008) which includes in the green action category are energy and water efficiency, use of environmentally friendly materials, recycling and pollution prevention.

(2). Green Food. Green Food is local and organic food ingredients that support the environment for the long term. According to the National Organic Standards Boards of the U.S. Department of Agriculture the term organic means something that is produced naturally through standard production processes (Nandwani & Nwosisi, 2016). To achieve a healthy lifestyle, restaurants must serve food with balanced nutrition (Allison, 2017). Healthy food, low-fat food, food without chemicals. Using local materials can also reduce the use of materials that are exposed to air pollution. Therefore, restaurants must be sure to offer local ingredients, organic ingredients, farm-harvested fish and seafood on the menu (Cavanaugh, 2007). According to Maynard et al., (2020) the indicators for reviewing green food are (a). Buy and use local and organic ingredients in the cooking process. (b). Make changes to the menu according to the use of local, seasonal ingredients. (c). Provide special information on the menu, such as vegetarian and others.

(3) Green Donations. It is the restaurant's effort to contribute funds, participate in community projects, and educate the public about the impact of environmental damage by restaurants and how to overcome it.

At the M hotel the food and beverage department is divided into two divisions, namely food and beverage service and food and beverage product. The restaurant that serves food and drinks is Ancak Restaurant. The implementation of green practices at Ancak Restaurant in the food and beverage service section is the use of food covers so that the food is more hygienic and protected

from insects, the use of barcode scanning on the menu so that it makes it easier for guests to see the menu and the use of takeaway boxes made from paper which are lined with banana leaves so that they are not used plastic and styrofoam which contain dangerous chemicals. What is done in the food and beverage product section is to use local and organic ingredients, make menu changes according to the use of local seasonal ingredients, provide special information on the menu, such as low fat, vegetarian, vegan and others.

However, the efforts made have not been maximally implemented based on the 3 green practice indicators consisting of green food, green action and green donation, such as there are problems when guests scan the menu barcode, guests cannot scan the menu due to the signal for scanning so guests feel dissatisfied and complaints when at the restaurant. The next problem is when ordering food or drinks, you still use the captain order using the manual method, where there are three papers of different colours in one order, which makes it ineffective and inefficient and increases the use of paper, this should have been replaced by using a more effective system. The aim of this research is to find out the extent to which green practices have been implemented in the food and beverage department at the ML hotel, Bali.

Previous researches show that green practices have been implemented in several hospitality businesses such as *The Influence of Food and Beverage Department Service Quality on Consumer Satisfaction at the Daily Inn Jakarta Hotel* by Herlina & Muliani (2020). The title of the study is clear and informative, indicating the focus on the influence of food and beverage department service quality on consumer satisfaction at the Daily Inn Jakarta Hotel. The use of the Slovin Formula for calculating the sample size and the utilization of SPSS for statistical analysis are standard and appropriate methods for this type of research. It's good to see that the study applied a 10% error tolerance for sample calculation, which can help improve the reliability of the results.

The results indicate that service quality has a strong influence on consumer satisfaction, with an 83.8% coefficient of determination. This suggests a substantial relationship between the two variables. However, it is essential to consider the 16.2% unexplained variance, which may be due to other factors not accounted for in the study. It would be beneficial if the study discussed potential variables that might contribute to the unexplained variance.

The mention of the T-test is appropriate for evaluating the significance of the relationship. It's reported that H0 was rejected and H1 was accepted, indicating that service quality (X) has a significant effect on consumer satisfaction (Y). The report of the statistical findings is clear and appropriate. The study mentions differences and similarities with previous research. Highlighting the differences in data collection, sample size, and research location is valuable for contextualizing the study. However, the statement is somewhat vague. Providing more specific details about these differences would enhance the reader's understanding.

The study mentions the use of a "coefficient of determination" and a "T-test," but it would be helpful to provide references or citations for the statistical methods used. This adds credibility to the study and allows readers to explore the methods in more detail. The study provides valuable insights into the relationship between service quality and consumer satisfaction in the context of the Daily Inn Jakarta Hotel. To enhance the study, consider providing a more detailed methodology section, discussing the implications of the findings, and citing relevant sources for the statistical methods used.

Tannur and Jokom (2019) studies Indonesian Community Behaviour in Supporting Green Practices in Hotels: Analysis of the Theory of Planned Behaviour Model. The study aims to determine the behaviour of people in Indonesia in supporting green practices in hotels. It specifies the use of the Theory of Planned Behaviour (TPB) model to analyse the influence of eco-friendly attitude, subjective norms, and perceived behaviour control on behavioural intention. This provides a clear research objective and theoretical framework.

The data was collected from 205 respondents using a questionnaire and processed using the Structural Equation Modelling (SEM) method. SEM is a robust statistical method for assessing

relationships between variables. It is important to mention the methodology, but the study could benefit from a more detailed explanation of the questionnaire and the SEM analysis.

The results indicate that eco-friendly attitude and perceived behaviour control have a significant positive effect on behavioural intention, while subjective norms have no significant effect. The reporting of these findings is clear and concise, which is good. The study briefly mentions differences between this research and another conducted by the author, specifically related to the number of respondents and data processing. However, providing more specific details on these differences would add depth to the comparison.

The study does not include any references or citations to support the Theory of Planned Behaviour model or the SEM method. It's important to provide proper references to the sources from which these methods were derived to establish credibility. The study mentions that the research was conducted in a hotel, but it could be beneficial to specify the location for added context.

This study provides valuable insights into the application of the Theory of Planned Behaviour model to analyse the behaviour of individuals in supporting green practices in Indonesian hotels. To enhance the study, consider providing more details about the methodology, discussing the implications of the findings, and citing relevant sources to support the theoretical framework and research methods used.

Consumer Awareness of the Implementation of Green Practice at Starbucks Indonesia was researched by Halim et al., (2019). The study aims to assess consumer awareness of the implementation of green practices at Starbucks Indonesia. It's important to have a clear research objective that guides the study. The study mentions that data was collected using an online-based questionnaire and analysed using descriptive quantitative methods. The choice of an online-based questionnaire is practical for data collection, and descriptive quantitative analysis is appropriate for assessing awareness levels.

The study reports that the level of awareness among respondents regarding the implementation of green practices at Starbucks Indonesia is high. This is a straightforward and clear finding, which is valuable in understanding consumer awareness.

The study briefly mentions differences between this research and another conducted by the author, particularly in terms of sample size and research location. Expanding on these differences with more specific details would be beneficial. This study contributes to understanding consumer awareness of green practices at Starbucks Indonesia. To enhance the study, consider providing more details about the questionnaire, discussing the implications of the high level of awareness, specifying the research locations within Indonesia, and citing relevant sources to support the research context and methodology (Sibarani & Christin, 2023; Sitepu et al, 2023).

Budiantoro et al., (2015) investigate the influence of green practices on green consumer behaviour, specifically at The Kemangi Restaurant in Hotel Santika Pandegiling Surabaya. It's important to have a well-defined research objective. The research employs a quantitative approach with multiple linear regression analysis, which is a suitable method for studying the relationships between variables. The mention of a survey conducted with 100 samples is essential for understanding the research scope.

The study reports that the three independent variables (green donation, green action, and green food) have a positive effect. However, only the green donation variable has a positive and significant influence on green consumer behaviour. This reporting is clear and provides valuable findings. It's good that the significance of each variable's influence is discussed.

The study briefly mentions differences between this research and another study, particularly in the research location and the number of samples. Expanding on these differences with more specific details would enhance the reader's understanding.

The study specifies the location where the research was conducted, which is important for contextualizing the findings, but it doesn't mention any references or citations. To support the research and its context, it's essential to provide references to relevant literature on green practices

and consumer behaviour. This research provides insights into the influence of green practices on green consumer behaviour.

Angela et al., (2022) study clearly outlines the purpose of the study, which is to analyse and determine the implementation of green marketing strategies in a tourism service industry that offers accommodation services. It's mentioned that the research was conducted in a specific tourism service industry. However, it would be beneficial to specify the location or name of the company to add context and make the study more relatable.

The abstract briefly mentions the methods used for data collection, including observation and document study. It would be helpful to provide a bit more detail on the methodology to give readers an understanding of how the research was conducted. The results of the study states that the quality of the company's green marketing strategy is rated as "A" with a final score of 86.78. However, it doesn't explain what this rating or score represents. Providing a brief explanation of the scoring system or criteria used would be helpful. The mention of the dominant strategy (preserving the surrounding environment) is informative, but it would be beneficial to elaborate on how this strategy is implemented and its significance. The reference to the "Tri Hita Karana" guidebook is interesting, but it might be helpful to provide a bit more context about its cultural or ethical significance. This will make the reader understand how it's being applied in the company's green marketing strategy. The study successfully outlines the research's key findings but lacks a clear conclusion or implication of the results. Consider adding a sentence or two that briefly summarizes the significance of the study's findings.

Method

This research is qualitative research. Sugiyono in Amelia (2022) stated that research with a qualitative approach is based on post-positivist philosophy which is used by researchers to study the state of major natural objects (not experiments). Means include targeted data sampling from data sources. The survey method uses triangulation (combination), data analysis is inductive or qualitative, and qualitative findings are not generalizations. Therefore, the data used is qualitative data, namely data presented in the form of verbal words, not in the form of numbers. So, qualitative data is data that can only be measured indirectly and usually the data is in the form of verbal words, not in the form of numbers (Fitrah, 2018). Data sources include primary data and secondary data. 1) Primary data is obtained directly from the first source. Data obtained directly from sources or informants by answering a series of interview questions. Primary data was collected using a structured interview method. Interviews were conducted with 4 people as informants (Mekarisce, 2020). They are manager of food and beverage, supervisor of food and beverage service, bar supervisor and *chef de partie*. Primary data is also obtained from observation, namely by observing certain activities and events that occur. This is to get data or information that matches what is seen and is in accordance with reality. 2) Secondary data is a source of research data obtained by researchers indirectly through intermediary media. Secondary data is in the form of physical evidence, historical records or reports that have been compiled in archives or documentary data. The data that has been collected is then analysed (Wachyuni et al., 2018). There are three stages when conducting qualitative data analysis, including the following: 1. Data reduction at the data collection stage, a researcher will obtain raw data. Therefore, the raw data needs to be selected, focused, simplified, abstracted and transformed. The next stage, the researcher grouped and analysed the informants' answers to the same answers by taking and recording any information that was useful and in accordance with the research theme. 2. Data model (data display). After data reduction, the next stage is the data model. The data model is the presentation of data by grouping data according to each problem. In qualitative research, data is presented in text form which is usually narrative in nature. 3. Conclusion. The final step of data analysis is drawing conclusions. In qualitative research, conclusions are made from the beginning of data collection, until the end, meaning is carried out, noting regularities or patterns so that

explanations, configurations, possibilities, causal flows and propositions occur, so that at the final stage the researcher can easily draw conclusions

3. Results and Discussion

Based on the results of observations and interviews that have been carried out at food and beverage department at M hotel on the implementation of green practice based on 3 indicators it can be summarized as follows.

Green Action

Table 1 Green Action

Kinds of action	Done	Not Yet	Detailed actions
Energy and Water Efficiency	Done		1. Eco-flusher throughout the toilet 2. Using key-tag for electric 3. Toilets use motion sensors 4. During the day, the lights and AC are turned off, using natural light and air except when high season. 5. Using LED lights low-watt
Using friendly Materials/products	Done		1. Using recycled paper (frosted paper) for internal purposes of FB department 2. Reuse used HVS blank side paper for internal purposes of FB department 3. Using LED lights low-watt
Doing recycling	Done		The recycle in accordance with the guideline of the waste management program at F&B kitchen.
Doing pollution prevention	Done		1. Minimazing using loud speaker 2. Indoor area are non-smoking areas 3. There is an area for smoking 4. Avoiding burning waste

The provided table, "Table 1 Green Action," appears to outline a company or organization's efforts and practices related to environmentally friendly and sustainable actions. The table is divided into categories of green actions, indicating whether each action has been completed ("Done") or is still pending ("Not Yet"). Additionally, it provides some detailed actions or initiatives within each category. Let's analyse and interpret this table in-depth.

Energy and Water Efficiency

Eco-flusher throughout the toilet; this action likely involves installing water-saving flush systems in toilets, which can significantly reduce water usage in the organization. Using key-tag for electric: This suggests the use of key-tag or card systems to control access to electricity, which can help in reducing unnecessary energy consumption.

Toilets use motion sensors can help save water by ensuring that toilets are flushed only when necessary. The organization turns off lights and air conditioning during the day and utilizes natural light and air, except during high season. This is a good practice for reducing energy consumption. Replacing traditional incandescent or fluorescent lighting with energy-efficient LED lights can lead to significant energy savings.

Recycled paper for internal purposes of FB department: Using recycled paper is a sustainable choice, as it reduces the demand for new paper production and lowers environmental impact.

Reuse of HVS blank side paper: Reusing paper with one side already used is an excellent way to minimize waste and reduce the need for new paper.

Using low-watt LED lights: This is another mention of energy-efficient LED lighting.

Doing Recycling: Recycling according to waste management program guidelines: The organization follows a waste management program, likely involving sorting and recycling materials according to established guidelines.

Doing Pollution Prevention: Minimizing loud speaker use: Reducing the use of loudspeakers can help reduce noise pollution, which is a significant environmental concern in some areas.

Indoor smoking areas: Designating specific indoor areas for smoking helps prevent indoor air pollution in non-smoking areas.

Avoiding burning waste: This action aligns with efforts to prevent air pollution and the release of harmful emissions by avoiding the burning of waste materials.

Overall, this table demonstrates a commitment to sustainable and green practices within the organization. The actions taken in the areas of energy and water efficiency, use of environmentally friendly materials, recycling, and pollution prevention reflect a comprehensive approach to reducing the organization's environmental footprint. It's important for organizations to not only list these actions but also continuously monitor and evaluate their effectiveness to ensure a positive impact on the environment.

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.

Table 2 Green Product

Kinds of products	Done	Not Yet	Detailed actions
Not harmful to humans and environment	Done		1. All products of food and beverage used are products that are not harmful to humans and the environment and the packaging can be recycled. 2. Giving priority to the products produced by produced organically
Not wasteful of resources	Done		1. Giving priority to the products produced by local people 3. Always records the supply and demand 4. Using policy of first in first out.
Does not generate excessive waste	Done		1. Ordering supply based on the need 2. Making forecasting of the demand so the supply can be predicted 3. Keeping product in proper way so it minimizes rotten and wasteful product

The provided "Table 2 Green Product" appears to describe the green product-related practices within an organization. Let's critically analyse this table.

All products are not harmful to humans and the environment. This is a positive commitment to using products that are safe for both people and the environment. It also emphasizes the recyclability of packaging, which is an important aspect of sustainability. Prioritizing organic products is a sustainable choice, as organic farming practices typically involve fewer synthetic chemicals and promote soil health.

This category shows a strong commitment to product safety and environmental concerns. However, it could benefit from specifying the criteria or standards used to determine if a product is “not harmful.”

(1) Not Wasteful of Resources

- **Priority for products produced by local people:** Supporting local producers can reduce the environmental impact associated with transportation and foster local economies.
- **Supply and demand tracking:** Monitoring supply and demand is a key aspect of resource efficiency, ensuring that products are not overproduced or wasted.
- **First in, first out policy:** This policy helps minimize food waste by using products in the order they were received.

This category focuses on resource efficiency and waste reduction. The inclusion of local products and supply chain management practices is positive for sustainability. However, the table lacks specific details on how these actions are implemented or monitored.

(2) Does Not Generate Excessive Waste:

- **Ordering supply based on need:** This is a good practice for reducing waste, as it prevents excess inventory and potential spoilage.
- **Demand forecasting:** Accurate demand forecasting can lead to better inventory management and reduced waste.
- **Proper product storage:** Ensuring that products are stored correctly to minimize spoilage and waste is essential for green product management.

This category highlights the importance of waste prevention. However, it could be improved by providing specific examples of how demand forecasting and proper storage techniques are implemented.

In summary, the table outlines several commendable green product practices related to safety, resource efficiency, and waste reduction. However, it would benefit from more specific and measurable details on how these actions are carried out and monitored. Additionally, providing information on any certification standards or criteria used to determine product safety and environmental friendliness would enhance the clarity of the organization’s commitment to green products.

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.

Table 3 Green Donation

Kinds of donation	Done	Not Yet	Detailed actions
Participating in local community projects	Done		1. Organizing local people to recycle the waste. 2. Involving local people to make decomposing waste so as it can be used for fertilizer 3. Sending employees to work together with local people in local activities.
Educating staff and consumers on the environmental impact of the hotel industry	Done		Serving reuse bottles to the customers. Using water as it is required

The provided table discusses "Green Donation" and details various kinds of donations that have been done and those that are yet to be done, along with associated actions. The table appears to pertain to the environmental and sustainability efforts of a hotel or organization.

Let us break down the table and analyse its content.

Kinds of Donation: The first column describes the different types of donations or actions related to environmental initiatives.

Done: This column indicates whether the particular kind of donation has been completed or is currently in progress.

Not Yet: This column lists actions or donations that are planned but have not yet been executed.

Detailed Actions: This column provides specific steps or actions taken as part of each kind of donation.

The interpretation and analysis appear each item in the table.

(1) Participating in Local Community Projects. **Done** indicates that this has been accomplished. The detailed actions are implemented by organizing local people to recycle waste. The organization has organized recycling efforts in the local community, likely to reduce waste and promote recycling.

Involving local people in decomposing waste for use as fertilizer involves a sustainable approach to waste management, where waste is converted into fertilizer, reducing environmental impact. Sending employees to work with local people in local activities is done in which the organization is actively engaged in community involvement, promoting cooperation and environmental awareness.

(2) Educating Staff and Consumers on the Environmental Impact of the Hotel Industry. **Done** means that this has also been accomplished. The detailed Actions implemented here is serving reusable bottles to customers. By serving drinks in reusable bottles, the organization is reducing plastic waste and encouraging a sustainable approach. Using water as required implies water conservation efforts, using water efficiently to minimize waste and environmental impact.

Overall, it seems that the organization has undertaken several environmentally friendly initiatives, both within the local community and within its own operations. These actions demonstrate a commitment to sustainability, waste reduction, and eco-conscious practices. The organization has not only implemented these initiatives but has also provided specific actions taken as part of each, which is a good practice for transparency and accountability.

In recapitulation, the table reflects an organization's efforts to promote environmental responsibility and sustainability through community engagement and responsible business practices. It's a positive step towards reducing the environmental impact of the hotel industry and fostering awareness among staff and consumers.

4. Conclusion

The implementation of green practice in food and beverage department at M hotel has been done by conducting green actions, green products, and green donations. Regarding to green action they minimize using electricity, water and products for food and beverage. Related to green product they use organic product and give priority to the product produced by local people especially related to fruit, meat, beverage and any other product for the restaurant requirements. Finally, green donation, the department involve local people to decompose the waste so as it can be used for organic fertilizer and some of the can be used for the additional food of chicken and pigs. Overall, the implementation of green practice criteria food and beverage department at M hotel has been 90% implemented, which means that food and beverage department at M hotel has met the criteria to become a green hotel.

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