

ENVIRONMENTAL SUSTAINABILITY PRACTICES IN THE HOSPITALITY INDUSTRY (CASE STUDY: FOUR STARS AND FIVE STARS HOTELS IN MANADO)

PRAKTIK KEBERLANJUTAN LINGKUNGAN DALAM INDUSTRI PERHOTELAN (STUDY KASUS: HOTEL BINTANG 4 DAN HOTEL BINTANG 5 DI MANADO)

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Abstract: At this time, the environment is getting worse. There are many people who really care to take the role of improving the environment, and there are still many people who do not care, or accustomed to and accidentally damage the environment. Environmental sustainability is concerned with whether environmental resources will be protected and maintained for future generations. Not only by littering, people do not realize that the company is wasting too much natural resources, or producing a lot of pollution. Hospitality industry is one of the polluting industry that caused environmental damage. Business has always depended on, and had an impact on the natural world. Businesses affect the environment through the extraction and utilisation of environmental resources, and through pollution that is released through the processes. The objective of this research is to find out how is the environmental sustainability in 4 and 5 stars hotels in Manado. This research used qualitative analysis. The population in this research refers to the managers of the 4 and 5 stars hotels in Manado and samples used in this study of 6 informants. Finding of this research shows that the hospitality industry in Manado do some practices towards environmental sustainability, but some have not. The hotels should keep improving their practices to do more about preventing environmental damage. There is no loss in this matter. Maybe for some aspects, hotel must spend some money for it, but that's how the hotel gaining competitive advantages and risk management.

Keyword: *Environmental Sustainability, Hospitality Industry, Business, Environment*

Abstrak: Saat ini, lingkungan semakin parah. Masih banyak orang yang sangat peduli untuk mengambil peran memperbaiki lingkungan, dan masih banyak orang yang tidak peduli, atau terbiasa dan tanpa sengaja merusak lingkungan. Kelestarian lingkungan berkaitan dengan sumber daya lingkungan akan dilindungi dan dipelihara untuk generasi mendatang. Tidak hanya membuang sampah sembarangan masyarakat tidak menyadari bahwa perusahaan terlalu banyak membuang sumber daya alam atau banyak menghasilkan polusi. Industri perhotelan merupakan salah satu industri pencemar yang menyebabkan kerusakan lingkungan. Bisnis selalu bergantung, dan berdampak pada alam. Bisnis mempengaruhi lingkungan melalui ekstraksi dan pemanfaatan sumber daya lingkungan, dan melalui polusi yang dilepaskan melalui proses. Tujuan dari penelitian ini adalah untuk mengetahui bagaimana kelestarian lingkungan pada hotel bintang 4 dan 5 di Manado. Penelitian ini menggunakan analisis kualitatif. Populasi dalam penelitian ini adalah pengelola hotel bintang 4 dan 5 di Manado dan sampel yang digunakan dalam penelitian ini berjumlah 6 orang informan. Temuan penelitian ini menunjukkan bahwa industri perhotelan di Manado telah melakukan beberapa praktik terhadap kelestarian lingkungan, namun sebagian belum. Hotel harus terus meningkatkan praktik mereka untuk berbuat lebih banyak dalam mencegah kerusakan lingkungan. Tidak ada kerugian dalam hal ini. Mungkin untuk beberapa aspek, hotel harus mengeluarkan sejumlah uang untuk itu, tapi begitulah cara hotel mendapatkan keunggulan kompetitif dan manajemen risiko.

Kata Kunci: *Keberlanjutan Lingkungan, Industri Perhotelan, Bisnis, Lingkungan*

INTRODUCTION

Research Background

Our environment is constantly changing. There is no denying that. However, as the environment changes, so does the need to become increasingly aware of the problems that surround it. With a massive influx of natural disasters, warming and cooling periods, different types of weather patterns and much more, people need to be aware of what types of environmental problems the planet is facing. In the present era, tourism has become an important source of national income for many countries (Donyadideh, 2010). Despite the existing recession in the world economies, tourism is continuing to grow in some countries. Tourism has been one of the world's fastest growing industries, and there are large societies entirely dependent upon the visitor for their sustenance.

The hospitality sector presents a variety of environmental aspects that, depending on the activity, may have a significant impact on the environment. Its users are consuming resources such as energy and water on a daily basis and generating a great deal of solid waste and effluents (de Tolode and Demajorovic, 2006). Environmental sustainability is the rates of renewable resource harvest, pollution creation, and non-renewable resource depletion that can be continued indefinitely (Daly, 1990). If it cannot be continued indefinitely then it is not sustainable. Basically the world's standard definition of environmental sustainability is sustainable development, which means sustainable economic growth, which is an oxymoron. No form of economic growth can be continued indefinitely.

Indonesia is both—worst affected by the annual fires and haze in Southeast Asia, and at the forefront of attempts to address this multifaceted challenge which has grave consequences for the environment and on the lives of people living in the region. Indonesia's rating is fairly bad for the component. In 2017 Indonesia's ranking is ranked 131 out of 136 world countries. While in 2015, Indonesia's ranking was ranked 134 out of 141 countries.

This study targets 5 stars and 4 stars hotels in Manado, because hotel is one of the big business / industries in the city. It would be a pity if these hotels do not have regulations or requirements regarding the environment inside. There are also tourism laws for environmental preservation, and tourism-specific regional regulations. Business activities impact the environment, but the environment also affects business activities. Companies have come to realize that in order to achieve business goals, the company need to operate in an environmentally responsible and sustainable way.

Research Objective

The research objective is:

1. To find out the environmental sustainability practices in four stars and five stars hotels in Manado

THEORETICAL REVIEW

Business

Business is the activity of making one's living or making money by producing or buying and selling products (such as goods and services), (American Heritage Dictionary). Having a business name does not separate the business entity from the owner, which means that the owner of the business is responsible and liable for debts incurred by the business. If the business acquires debts, the creditors can go after the owner's personal possessions. A business structure does not allow for corporate tax rates. The proprietor is personally taxed on all income from the business. Business is a financial activity. According to different economists definition of is also different. But a decision reached by reasoning is that, an institution or organization or economic system which or where goods and services are exchanged for money called business. Every business requires investment and customers. Because the output can be sold on a consistent basis in order to make a profit. Businesses can be various types. Privately owned, not for profit, state owned.

Hospitality Industry

The hospitality industry is a broad category of fields within the service industry that includes lodging, food and drink service, event planning, theme parks, transportation, cruise line, traveling and additional fields within the tourism industry (Industries at a Glance: Leisure and Hospitality). The hospitality industry is an industry that depends on the availability of leisure time and disposable income. A hospitality unit such as a restaurant, hotel, or an amusement park consists of multiple groups such as facility maintenance and direct operations (servers, housekeepers, porters, kitchen workers, bartenders, management, marketing, and human resources etc.).

Environmental Sustainability

Environmental sustainability is the rates of renewable resource harvest, pollution creation, and non-renewable resource depletion that can be continued indefinitely. If the business cannot be continued indefinitely then the business are not sustainable (Daly, 1990). According to the physical environment includes the natural and biological environments, Environmental sustainability is the ability to maintain the qualities that are valued in the physical environment. Environmental sustainability programs include actions to reduce the use of physical resources, the adoption of a 'recycle everything/buy recycled' approach, the use of renewable rather than depletable resources, the redesign of production processes and products to eliminate the production of toxic materials, and the protection and restoration of natural habitats and environments valued for their livability or beauty (Sutton, 2004).

Previous Research

Fabricia, Luana (2016) the environmental sustainability is a multidisciplinary subject and its scope has attracted the attention of researchers from various fields of knowledge. In this perspective, the environmental management in the hotel industry stands out for two aspects: first, the economic importance of the hotels, a key element of the tourism sector, and second, the environmental impacts generated that need to be managed. Thus, it is important to examine how this subject has been addressed by the academia. In this sense, the objective of this research, exploratory and descriptive in nature, consists of mapping the theme of sustainability management in hotels, according to the delimitations set by researchers. To accomplish this purpose, people used the Knowledge Development Process - Constructivist (ProKnow-C). At the end of the survey, 13 articles were identified, published in international journals within the framework established by the researchers. The development of the Bibliographic Portfolio (BP) has taken into account some aspects: relevance and adherence to the theme of the articles; proposals and results obtained in the research; theoretical and methodological contribution of the research published in the BP items. The results show that the topic is relevant and current, and that it lacks a structured process to evaluate the environmental management, in order to support management decisions.

Lauren (2003) the hospitality industry is growing rapidly in its practice and implementation of green initiatives in order to preserve the natural environment and successfully meet the needs and desires of green-minded consumers. The purpose of this study was to assess the environmental sustainability practices in the hotel and special events industries of Orange County. Data was collected from participants representing seven different hotel and event venues in Orange County. The instrument used consisted of semi-structured, with some forced-choice interview questions pertaining to the sustainability practices of each property. The results indicated that the seven properties are actively establishing and practicing environmental sustainability practices and are motivated to continuously seek further improvement.

RESEARCH METHOD**Research Approach**

This research also uses qualitative research method. According to Sekaran and Bougie (2009), the purpose of qualitative research is to gain deep understanding, knowing the comprehension of others and can assess how people organize and give meaning to everyday life. (Sugiyono, 2011), concluded that qualitative research method is based on the philosophy post positive, is used to examine the condition of the object that is natural, where researchers are as instrument key, sampling data source is purposive, collection technique by triangulation (combined), and qualitative research result further emphasize the significance of the generalization.

Population, Sample, and Sampling Technique

The population of this research is the managers of the five star and four star hotels in Manado. Sample is a part of the population, within research sample is divided within the current population in order to find the right entity for the research. The sample size of the research will be 6 respondents in this case managers in the hotels. Sample in qualitative research is not called as respondents instead as a sources, participants, informants, friend and teacher in research process. It is also not statistical sample, but a theoretical and constructive sample.

Data Collection Method

In this research, the data will be taken with primary data which is divided into two types; through interview and observation in the social situation. In-depth interview is an unstructured one-to-one discussion

session between a trained interviewer and respondents. While interview, the researcher also do some observation. Observation itself is a part of collecting data that conduct directly from the company. This research will get through observation are the description of company performance, company environment, etc.

Operational Definition of Research Variables

Table 1. Variable Definition

Variable	Sub Dimension	Definition	Indicators
Environmental Sustainability (The rates of renewable resource harvest, pollution creation, and non-renewable resource depletion that can be continued indefinitely.)	1. Environmental awareness & Management	A flexible, modular-based, program to heighten participants awareness of ways in which their operations can affect the environment., the principle of environmental management and the practical steps it is need to take as individuals and as an organization to improve environmental performance.	<ol style="list-style-type: none"> 1. Presence of policy statement 2. Actual EA (environmental assessment) 3. Membership in environmental scheme 4. Steps taken to rectify any environmental problems identified
	2. Energy Efficiency	Is the goal to reduce amount of energy required to provide products and services.	<ol style="list-style-type: none"> 1. Energy conservation plan 2. Energy consumption monitored 3. Energy conservation measure
	3. Water Efficiency and monitoring	Reducing water wastage by measuring the amount of water required for particular purpose and the amount of water used or deliver. And analysis of water quality in permanent points, data processing, and prognosis of trends.	<ol style="list-style-type: none"> 1. Water conservation plan 2. Scheduled water consumption monitoring 3. Water conservation measure
	4. Recycling and Reuse	Recycle means turning an item into raw materials which can be used again. Reuse refers to using an object as it is without treatment. This reduces pollution and waste, thus making it a more sustainable process	<ol style="list-style-type: none"> 1. Type of waste most generated 2. Percent of materials recycled or reused
	5. Solid waste management	The collecting, treating, and disposing of solid material that is discarded because it has served its purpose or is no longer useful.	<ol style="list-style-type: none"> 1. Solid waste management plan 2. Systematic disposal of degradable and non-degradable waste in a way that is environmentally-friendly and non-polluting
	6. Waste water management	Wastewater treatment is a process used to remove contaminants from wastewater or sewage and convert it into an effluent that can be returned to the water cycle with minimum impact on the environment, or directly reused. Waste water management therefore means	<ol style="list-style-type: none"> 1. Waste water management plan 2. Attitude to waste water management 3. System of waste water disposal

7. Pollution effects management	<p>handling wastewater to protect the environment to ensure.</p> <p>Handling the effects of pollution that destroying the environment people live in, contaminating our food and water, causing diseases and cancers in humans and wildlife, and destroying the air we breathe and the atmosphere that protects us from harmful ultra-violet radiation.</p>	<ol style="list-style-type: none"> 1. Hazardous waste management plan 2. Deliberate action taken to reduce pollution levels
8. Visual pollution (conformity to local vernacular)	<p>An aesthetic issue and refers to the impacts of pollution that impair one's ability to enjoy a vista or view. Visual pollution disturbs the visual areas of people by creating harmful changes in the natural environment.</p>	<ol style="list-style-type: none"> 1. Planning permission obtained 2. Conformity to local vernacular

Source: Data Processed (2019)

Validity and Reliability

In qualitative research validity has to do with description and explanation, and whether or not the given explanation fits a given description. While to ensure reliability in qualitative research, examination of trustworthiness is crucial (Seale, 1999).

RESULT AND DISCUSSION

Result

This result use qualitative research and use in-depth interview as the tool to gain information. The population of this research are 6 managers of four stars and five stars hotel in Manado.

Informant 1

He has been working as a manager for 5 months. Lion Hotel was founded in 2012. Lion Hotel itself is a domestic company. Lion Hotel has a cleaning program every week, in the hotel environment. There is also a program every month for public service, not far outside the hotel area. Also a towel cleaning program on request. Wash towels if requested. These are the small things that management thinks to start preserving the environment. Waste disposal also exists. The limitations was from the mindset of the guests themselves. There are still guests who did not care, like littering. The idea of preservation comes from management, also from Lion group itself has a go green program. There is a discussion from management to preserve the environment. There are advantages of saving towels and recycled paper, a possible loss was in making events. Depending on what the program is like. As long as the central management orders, people will also go green.

Informant 2

She has been working for 8 months as a manager in the hotel. The hotel was established in 2017. The hotel is a foreign company, America. They're from Marriot. Regarding environmental conservation at the hotel, the hotel has a program called take care. Take care is divided into three, take care of yourself, towards colleagues, and the surrounding environment. One of them is environmental preservation, in this case for example, reduction of plastic waste, for example plastic straws have been replaced with paper. Then towels as well, towels in the room will be given a note for guests in order to preserve the environment it is recommended that guests do not change towels every day. In order to reduce water use. For the restaurant area the employees used to cut plants to decorate, but now it is replaced by rice plants and gave them a note "water me because I'm rice". There is also waste disposal. The limitation is support. For example a beach cleaning event. There must be approval and support from the government, as well as nearby hotels.

The idea of environmental preservation comes from them managers. The profit and loss from the hotel cannot be calculated in money, but the impact on the community is improved because of the environment. Government support is definitely there for environmental preservation.

Informant 3

The hotel was founded in 2008. He has been working as a manager for a year. The hotel from a domestic company. Environmental preservation is done by reducing plastic waste. The limitation that is lacking in preserving the environment was finding solutions. Finding solutions to where to use and how. The idea of reducing plastic waste was from the management. Reduction in plastic waste gives the hotel an advantage, also support from the government remains.

Informant 4

He has been working for 1 year as a manager in the hotel. The hotel was founded in 2009, because at that time there was a world ocean conference event in 2010, that's why the hotel is opened. The hotel is from a foreign company, managed by Accor Group hotels, from France. There are 1300 hotels in the world, in Manado there are 3 hotels namely, Novotel, Mercure, and ibis. But the hotel owner is Indonesian. There is a planet 21 program in the hotel, for example the hotel reduce plastic, plastic straws and aqua bottles are not provided, in each room provided gallons of water, breaking down electricity usage by turning off electricity in the parts of the rooms that are not used, automatically the water also turns off. Towels that do not want to be replaced must be hung, no need to ask to be washed or replaced, so it is on request as well. Hotel prioritizes local products. Follow existing laws, otherwise the hotel will not stand up. Planting plants around the hotel, waste disposal has also been given government permission. Owned limitations may be for the moment there is a delay in processing permits in management. Also support comes from Accor Group itself, required by all hotels to join planet 21. From environmental conservation measures bring benefits such as saving towels. Also supplied of gallon water, initially spent a lot of money, but compared to the supplied of aqua bottles 3-4 bottles per day, is more expensive. While gallon water can last for days. Straws are a bit expensive to replace, but many guests already understand.

Informant 5

She worked at this hotel as a manager for 13 years. The hotel was founded in 1997, it has been 22 years. The hotel is a domestic company. The hotel is very concerned about environmental preservation, it can be seen from the hotel grounds and the surrounding area which is beautiful and green. In improving the preservation of the environment, the hotel managed the hotel waste well by using third parties who are experts in the management of waste company and registered in the Ministry of the Environment. The hotel also transforms public landfills into parks. The limitation of the hotel is the use of third parties in managing waste. Cannot manage waste using hotel facilities. The idea of preservation came from the owner of the company and hotel management. With the preservation of the environment, the company's income cannot be seen clearly, but with the preservation of the environment the guests can feel comfortable, as well as the surrounding community. Company owners and management strongly support the preservation of the environment, by providing funds in support of environmental preservation has maintained. Likewise the employees and the community are very supportive of environmental preservation, by having voluntary work every week, inside the hotel or outside the hotel.

Informant 6

She worked as director of sales for 3 years, as a PR manager for 3 years. The grand opening of the hotel was in 2008. The hotel is from a domestic company. For environmental preservation, the hotel is very concerned. The hotel uses 3R (reduce, reuse, recycle). Since last year the hotel already reduced plastic waste, if there is a meeting the employees do not use plastic bottles but bring their own tumblr or provide poured glass. In the room also already uses glass tumblr, restaurant also no longer exists, plastic straws are gone. The hotel educated the guests that the hotel does not provide plastic. Water waste can also be treated, so hotel dirty water can be used to flush flowers. Owned limitations are facilities. Such as ordering tumblr must wait half a year, waste equipment is still not good, not as sophisticated as foreign equipment. Waste water is also still processed manually. This hotel also conducted an Earth Hour program in 2009, which was by shutting down electricity for 1 hour. The idea of preservation is given by the government, also the owner of the company is very concerned about the environment. So far there is no harm to the hotel, because with this action the hotel got positive impact, also got a positive value from the guests. For losses in the form of money, yes. Purchasing glass bottles is more expensive than plastic bottles. But for the purchase of a gallon is much cheaper compare to aqua ml bottle. Don't need water anymore

to flush plants, because it uses waste water. Existing support from hotel management was 100% for the environment.

Discussion

Environmental preservation by the four stars and five stars hotels is arguably lacking. Of course all hotels are doing their own way as much as possible, but there are still important things that have not been done. There are hotels that already do, for example recycling, but there are hotels that have not done it. The things that a lot of hotel do is materials management, water issues, waste management, product stewardship, environmental compliance, and environmental risk. . The scope of the environmental sustainability according to Antolin-Lopez et al. (2016), is energy conservation, materials management, water issues, waste management, climate change, biodiversity, product stewardship, environmental management systems, green suppliers, environmental reporting, environmental compliance, environmental risk.

CONCLUSION AND RECOMMENDATION

Conclusion

1. Some things that greatly applied by the four stars and five stars hotels in Manado are environmental awareness and management, water efficiency and monitoring, and Water Waste Management. But also there are already hotels that carry out recycling and reuse, and energy efficiency.
2. Based on the results obtained from all the informants, it is likely shown how the hotels do the practices towards environmental sustainability by doing 25% - 75% practices. The comparison between hotels that participating a lot for the environment with a few participating has an average of 83% for the most participating and 16% for a few participating. Thus how much hotel do practices for environmental sustainability.

Recommendation

Out of the six hotels, all hotels have done and do their own respective ways in maintaining and preserving the surrounding environment. Maybe the weaknesses of some of these hotels does not come from the ignorant period, but the limited facilities in Indonesia especially North Sulawesi. Maybe also from guests who have not been able to be educated about the environment, there are still guests who are indifferent. Or maybe the lack of income from the hotel to participate. All that can be started from small things, like all hotels and other businesses should have done, like reducing plastic waste, reducing plastic usage, turning off electricity when not in use, growing as many plants or trees. Also, CSR (Corporate Social Responsibility) is one of the important thing to put in the hotels environment policy or regulation, like provide free education programs for underprivileged children, greening project, ect. Manado city government must be more vigorous in this regard. Regulations for business people and tourist attractions have not been applied strictly. The use of plastic in supermarkets still exists. At least giving strict rules for environment is a good start to maintain and preserve the environment.

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