



Green Action Practices of Front Office Department at Marriot Hotels in Bali

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Abstract. This study investigates the green action practices implemented by the Front Office Department at Marriot Hotels in Bali, highlighting their role in promoting sustainable tourism. As the first point of contact for guests, the Front Office Department plays a crucial role in shaping visitors' perceptions and encouraging eco-friendly behaviors. The research employs a qualitative approach, including in-depth interviews with front office staff and leaders, observations, and document analysis. Key green practices identified include energy-saving initiatives, waste-reduction programs, and the use of eco-friendly materials and technologies. Results indicate that Marriot's Front Office Department significantly contributes to the hotel's overall sustainability goals by fostering a culture of environmental responsibility among staff and guests. The findings provide valuable insights for other hospitality businesses aiming to implement or enhance their green action practices. This research underscores the importance of the front office in driving sustainability efforts and offers practical recommendations for integrating eco-friendly strategies in daily operations, thereby advancing the broader goals of sustainable tourism in Bali.

Keywords: Front Office Department, Green Action Practices, Marriot Hotels In Bali

1 Introduction

The hospitality industry has experienced rapid growth in recent years. Environmental issues such as water, energy, and waste affect hotels (Graci & Kuehnelt, 2011). Hotels consume more water for heating, cooling, and lighting, and 20.6 kg of carbon dioxide per room per night with 130 Megajoules of energy per room (Gössling et al., 2005). Lastly, hotels are the largest waste producers in Nusa Dua, Bali, with 1.43 kg per room or 7.3 tons per day (Widyarsana et al., 2020). Preserving the natural environment has become a top priority in recent decades. Hotel green efforts include educating customers and employees, reducing the amount of waste disposed of, and saving money (Alexander, 2002).

Positive contribution to the environment can be achieved through the Green Action method (SG Eco Office, 2022; Susila et al., 2024). Marriot Hotels Bali has many departments that are responsible for running its operations well. These departments consist of the front office department, food and beverage department, and housekeeping

department, each with different duties and responsibilities. The front office department is one of the hotel's departments, which helps run the hotel operations smoothly (Astuti et al., 2020).

One of the most important parts of the hospitality industry is the Front Office Department, which is responsible for serving guests directly (Pakpahan et al., 2022). Receptionists and concierges are the hotel staff who interact most frequently with customers. One of the main duties of a receptionist is to greet guests, check them in and out, provide information about hotel facilities and the surrounding area, handle guest complaints, and provide good customer service. In addition, the Front Office Department is responsible for maintaining the security and cleanliness of the lobby and working with other hotel departments to meet guest needs. To maintain a hotel's reputation and success, the Front Office Department must provide a good customer experience (Shweta & Main, 2024).

To protect the surrounding environment, hotels can take green actions. Green actions are programs that encourage hotel businesses to conserve water, energy, and solid waste as well as reduce operating costs and protect the environment (Teng et al., 2013). Some examples of green actions that are commonly taken by hotels include using local or organic products, installing water-saving devices, and conserving energy (Tzschentke et al., 2008). In addition, preserving the environment is a task that cannot be postponed any longer and is not only the responsibility of the government but also the responsibility of every person living on Earth, from toddlers to adults (Bodin & Björklund, 2022). No matter how small the effort made will greatly help keep the Earth habitable for the next generation. Ignorance about waste is one of the many consequences of waste that can threaten human life, including substances that are harmful to humans, soil, and water (Aziz et al., 2019).

As one of the world's leading hospitality brands, Marriott Hotels has a significant presence in Bali, one of Indonesia's most popular tourist destinations. Marriott International has numerous properties in Bali, including luxury resorts, business hotels, and resorts with stunning beach views (Murni et al., 2023). Each Marriott property in Bali offers a high-quality stay experience with modern amenities, quality service, and Balinese hospitality. Marriott Hotels Bali offers a variety of accommodations from white sandy beaches to green mountains, catering to the needs and preferences of guests. This makes it a favorite place for domestic and foreign tourists visiting the island.

2 Methodology

Data were collected using methods such as direct observation, interviews, literature research, and documentation (Dewi, 2021). Interviews were conducted in a semi-structured manner using interview guides for important informants from each stakeholder. The purpose of interviews with important informants is to obtain specific information about a problem (McGehee, 2012). The informants in this study were the front office manager, assistant front office manager, and the front office staff of three hotels included in Marriot Hotels Bali: The St. Regis Bali Resort, The Westin Resort

Nusa Dua Bali, and The Laguna, A Luxury Collection Resort & Spa, Nusa Dua, Bali. They were selected to be interviewed through a purposive sampling method, which means that the informant is a person or organization that understands the problem and can provide accurate information. To select respondents, saturated sampling is used, which means that all members of the population are taken as samples (Sugiyono, 2019). At the front office department of Marriot Bali Hotels, green action implementation was analyzed using qualitative descriptive analysis. This analysis is used to create a picture of a phenomenon, test hypotheses, and determine the implications of the problem to be studied (Hossain, 2011).

3 Result and Discussion

3.1 Result

The Front Office Department serves as the first person to interact with guests at the hotel. This position provides a great opportunity to not only implement green practices in their operations but also to inform and influence guests about environmental issues. This qualitative research will examine the various green action initiatives of the front office department at Marriott Hotels Bali, ranging from the use of environmentally friendly materials to waste management and pollution prevention.

The hospitality industry has become more aware of the importance of sustainability in recent years, and many hotels have adopted green practices to reduce their environmental impact. This study examines the green action practices that the front office department of Marriott Hotels in Bali implemented, focusing on four key areas: energy and water efficiency, use of environmentally friendly materials, recycling and composting, and pollution prevention. Below are the findings of this research.

Energy and Water Efficiency

Timer on Air Conditioning (06.00-03.00). This measure ensures that air conditioning is only active during necessary hours, reducing energy waste. It allows for efficient cooling during operational hours while conserving energy during off-peak times.

Turning Off Lights and Scheduling Lighting. Staff are reminded to turn off lights in unused office areas, promoting energy-conscious behavior. Scheduled lighting in lobby and office areas ensures illumination is optimized based on actual needs and occupancy patterns.

Mineral Water in Glass Bottles. By producing mineral water in-house using glass bottles, the hotel reduces plastic waste significantly. This practice also cuts down on transportation emissions associated with bottled water delivery.

Sleep Mode on Computers and E-mail Invoices - enabling sleep mode on computers when not in use conserves energy. Sending invoices via email instead of printing them reduces paper waste and streamlines the billing process.

Linen and Towel Replacement Program. This program allows guests to opt out of daily linen and towel changes, reducing water and energy consumption from unnecessary laundry. It also extends the lifespan of linens and towels, decreasing the need for frequent replacements.

Use of Environmentally Friendly Materials

Wooden Room Keys. Replacing plastic key cards with wooden ones reduces plastic waste and introduces a biodegradable alternative. This change also adds a unique, eco-friendly touch to the guest experience.

Paperless, Contactless, and Mobile Check-In. These methods significantly reduce paper usage and physical contact points. They also enhance guest convenience and streamline the check-in process.

Eliminating Single-Use Plastics. By removing single-use plastics from the Front Office, the hotel reduces its plastic waste footprint. This change encourages the use of reusable or biodegradable alternatives.

Recycling and Composting

Double-sided Paper Use and Document Shredding. Using both sides of paper maximizes its utility before disposal. Separate document shredding ensures sensitive information is securely destroyed while facilitating proper paper recycling.

Waste Sorting System. Implementing a waste sorting system enables efficient recycling and proper disposal of different types of waste. This practice reduces the amount of waste sent to landfills and promotes resource recovery.

Pollution Prevention

Non-Smoking Policy in The Front Office Area. This policy improves air quality for staff and guests in The Front Office. It also reduces the need for additional cleaning and air purification, contributing to a healthier indoor environment.

3.2 Discussion

The results of this study provide insights into the implementation of green action practices in the front office department of Marriott Hotels Bali and its impact on

increasing environmental awareness. These findings reflect a holistic and innovative approach to integrating sustainability into the hotel's daily operations.

Energy and Water Efficiency. Marriott Hotels Bali shows its strong dedication to saving energy by implementing a smart timer system for air conditioning and a well-planned lighting schedule in the lobby. This forward-thinking way of managing energy does more than just cut back on use; it shows the hotel is taking the lead in tackling one of the biggest environmental issues in the hotel business. By carefully controlling when these energy-hungry systems run, the hotel not only uses much less energy but also opens the door to big drops in running costs.

The hotel's creative approach to producing its mineral water and bottling it in glass bottles is also a way to boost eco-friendly hospitality. By using glass bottles, which can be cleaned and used again many times, this plan has a huge impact on the environment. It cuts down on plastic waste by a lot and might even lead to getting rid of one-time-use plastic bottles. By using glass bottles, the hotel shows its commitment to both guest comfort and environmental care. Other hotels can learn from this on-site water production and bottling system; it offers a workable option to the industry's strong dependence on store-bought bottled water. Marriott Hotels Bali is raising the bar for green practices in the hotel business by showing that such a project is good for the environment and also doable and save money over time. This method cuts down the hotel's harm to the environment and also boosts its brand image as a frontrunner in eco-friendly hospitality drawing in guests who care about the planet and creating a lasting economy.

The linen and towel replacement program that guests can request at Marriott Hotels Bali has a big impact on eco-friendly hotel practices. It shows how hotels can get guests involved in saving resources. This idea turns guests from people who just use things into people who help the hotel be more sustainable. Guests can choose when they want their sheets and towels changed. They do this by putting a special marker on the bed or putting towels in a certain basket. This way, the hotel saves water and energy. It also makes guests feel more responsible for the environment.

This program has an impact that goes beyond just saving resources. It works as a strong teaching tool making guests more aware of how their choices affect the environment during their stay. Every time guests choose to use their towels or sheets again; they take a real step to save water and energy. This helps them see how they're helping with sustainability efforts. This increased awareness often leads to more eco-friendly behavior even after guests check out changing their habits in their everyday lives.

What's more, Marriott shows its dedication to using technology for environmental good by adopting digital solutions like sending invoices by email and offering newspapers through online apps. These methods have a big impact on cutting down paper use and lowering paper waste. Besides the clear benefits for the environment, these digital moves also make operations run smoother. Electronic invoicing speeds up the check-out process, cutting down on wait times and making guests happier. Digital newspapers don't just save paper; they also give guests a more convenient and current way to read, which fits well with what tech-savvy travellers want.

Use of Environmentally Friendly Materials. The switch from plastic to wooden room keys at Marriott Hotels Bali shows a big change in how the hotel cares about the environment. It gives guests something they can touch that proves the hotel is serious about being green. The wooden keys are made from trees grown just for this or from old wood cut down on plastic trash. They also give guests a special feel reminding them of how the hotel fits in with nature and Bali itself.

This project does more than just work well. It gets people talking, making guests think about how everyday things affect the environment and inspiring them to look for eco-friendly options in their own lives. The wooden keys, with their natural feel and look, are very different from the smooth cold plastic cards you get at hotels. This creates a part of the stay that guests will remember matching Bali's culture and care for nature.

Putting paperless, contactless, and mobile check-in methods into action also shows how Marriott can adapt to new tech and changing guest needs after the global pandemic. These digital solutions cut down paper waste by a lot getting rid of the paper used when guests check in. The no-touch options don't just make things more hygienic, which is important now that we've been through a pandemic, they also make the whole process smoother for guests. This means less time waiting and more chances to give each guest personal attention.

The mobile check-in feature, which guests can use on their phones, shows that the hotel understands how tech-savvy today's travelers have become. This approach has an impact on how well the hotel runs by freeing up staff to handle more complex guest needs. It also gives guests more control over how they check-in. It meets the growing desire among travelers to do things themselves while also cutting down on the environmental effects of old-school check-in methods.

Recycling and Composting. The rollout of a waste sorting system at Marriott Hotels Bali shows a well-planned and innovative way to handle waste in hotels. This system does more than just recycle; it uses a multi-step sorting process. This means separate bins for food waste, items to recycle (split into paper, plastic, glass, and metal), and leftover trash. This careful sorting not only helps to recycle and compost more but also cuts down the amount of waste that ends up in landfills.

The hotel's teamwork with outside experts to process and recycle waste shows it gets that good environmental care goes beyond just the hotel grounds. By joining forces with local waste experts and recycling centers, Marriott makes sure sorted waste is handled in the best way getting the most out of resources and cutting down on harm to the environment. This team-up approach also helps the local economy and builds up a stronger green infrastructure in Bali showing the hotel's dedication to working with the community and meeting regional environmental targets.

In everyday operations in the front office department, it can be seen how careful they are about cutting down waste. They do things like using both sides of paper. This easy but useful step can cut paper use in half. Also, they have a smart way to shred documents. They shred the secret documents in-house, while fewer secret papers go to trusted outside companies to shred. This shows the hotel cares about keeping data safe and being good for the environment. This thoughtful plan makes sure private

information stays private, while still letting them recycle as much paper waste as they can.

These waste management practices show a complete view of sustainability that thinks about environmental impact and how well things run. By handling waste from when it's made to when it's thrown away or recycled, Marriott Hotels Bali cuts down on harm to the environment and might also spend less on getting rid of waste. This is also a clear effort to teach people to manage waste. They make staff and guests more aware of how important it is to handle waste.

Pollution Prevention. Marriott Hotels Bali's strict no-smoking rule in the Front Office Department and its surrounding areas shows they care about health and the environment in many ways. This rule does more than just follow indoor air quality laws; it takes action to create a healthier more pleasant space for guests and workers. By getting rid of secondhand smoke in this busy area, the hotel cuts down on indoor air pollution a lot.

This move shows a complete grasp of sustainability that covers not just environmental issues but also people's health and wellness. It matches the rising worldwide recognition of how smoking and secondhand smoke harm health, putting the hotel in front as a responsible business. This rule also makes the stay better overall for non-smokers and those with kids, while also creating a healthier workplace for employees. By making clean air a top priority in its shared spaces, Marriott Hotels Bali proves that green action can tackle environmental problems and boost the quality of life for everyone who comes to the hotel at the same time.

This paper highlights various creative sustainability initiatives that go well beyond what standard hotels do, like advanced waste sorting systems, wooden room keys, and on-site water generation. It demonstrates how environmental benefits can be achieved through the use of technology, such as computerized check-in and billing systems. The article makes the case for the hotel's adoption of a holistic approach to sustainability that takes into account not just its effects on the environment but also those on guests, staff production, and community involvement. Such a thorough examination will give the hospitality sector guidance on how to adopt sustainable methods that are efficient and respectful of guests.

4 Conclusion

The full rollout of Green Action practices in Marriott Hotels Bali's Front Office Department shows a strong dedication to protecting the environment while keeping guest service and comfort top-notch. The results back up the initial explanation at the start revealing a wide-ranging approach to sustainability that covers saving energy and water using eco-friendly materials managing waste and stopping pollution.

The study shows that the Front Office Department has a big impact on making guests and staff more aware of environmental issues. By weaving sustainability into everyday tasks and guest interactions, the hotel creates chances to teach and involve people, which might change their long-term habits even after they leave. The hotel's efforts,

like putting in energy-saving systems making water on-site, and switching to wooden key cards, don't just cut down on harm to the environment. They also make the guest experience better by letting visitors see and touch these green efforts. These practices line up with the world's growing awareness of environmental issues and more people wanting green travel options.

But the research also points out areas that could get better and need more study. While current methods are good, there's room to use more advanced tech, like IoT-based systems to manage energy or the use of AI to sort waste. Future studies could look into how these methods affect guest behavior and loyalty over time, and if they make financial sense in different market situations. Also, looking into how to scale these practices across different hotel properties and locations could give useful insights into the wider hospitality industry. Exploring the chance to create industry-wide standards for Green Action practices in front office operations could be another promising path for future studies.

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