



Implementation of Green Practices at Natys Restaurant Ubud, Bali

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Abstract

Purpose: The purpose of this research is to explore the implementation of green practices and the impact of implementing green practices at Natys Restaurant Ubud at Natya Resort Ubud, Bali, Indonesia.

Research methods: The research method used is a qualitative method. Its variable is green practice including green action, green food, and green donation. The data collection techniques used are questionnaires, observations, document studies, and interviews using purposive sampling techniques.

Findings: The green food variable has a relatively high average value and respondents consider this indicator important, so this is done by innovating Natys Restaurant Ubud to create environmentally friendly products and processes and the impact of implementing green practices is good for companies to carry out the 3Rs (reduce, reuse and recycle).

Implications: The concept of green tourism is an important aspect that needs to be implemented in protecting the environment. Green restaurants are an option for the tourism industry to implement green tourism towards sustainable environmental sensitivity. ⁶

Keywords: restaurant, food, green practices, good impact

INTRODUCTION

The development of the tourism industry provides great benefits for the economy and society. Tourism causes high consumption of energy, water and non-recyclable items used in operations (Ahn & Pearce, 2013). Current tourism



activities put more pressure on the environment, increasing quantity, as well as rapid infrastructure development causing an increase in the amount of pollution, waste, rubbish as well as sanitation and aesthetic problems (Gandasari & Dwidienawati, 2020). For this reason, attention, awareness and solutions are needed so that it does not backfire on the next generation. The concept of green tourism is an important aspect that needs to be implemented in protecting the environment.

Green tourism handles rubbish and waste and uses local and organic ingredients in the menu (Abdou et al., 2020). Restaurants with a green concept carry out the concept of green practices in their operational activities, implementing efficient use of energy and water, sustainable food, recycling, minimizing pollution and waste (Astawa et al., 2021). The practice of greening is an activity carried out in order to protect the environment in a safe manner. exist and the products that will be produced can reduce the impact on environmental damage (GSTC Industry, 2016).

Green tourism is ecotourism development implementing sustainable tourism, the need for environmental, economic, social and cultural resources can be guaranteed in the future (Blau & Panagopoulos, 2022). Sustainable tourism focuses on the tourism needs of future generations. The development of green tourism emphasizes the concept of tourism business participation in environmental empowerment, showing respect for nature, caring for the environment and local culture as an effective form of tourism.

Green restaurants are an option for the tourism industry to implement green tourism with sustainable environmental sensitivity. Restaurants like this have a positive effect on the economy in several factors: cultural richness, people's lifestyles and natural resources found in an area (Akmese et al., 2019; Santich, 1996). This restaurant has a negative impact on the sustainable environment. For this reason, measures are needed to minimize the use of energy, water and reduce waste. The application of green practices in restaurants is a practice activity aimed at reducing social and environmental problems directly or indirectly effectively from its activities and has a design framework structure that is operated in an environmentally friendly manner, has a work output that saves resources and energy.

Implementing a green-based restaurant is an action to reduce damage to the environment and produce products with positive effects on the environment. Making a program that can encourage tourism business actors to minimize the use of water, energy and reduce solid waste, as well as reduce (Jeong & Jang, 2010). Apart from that, operational costs can protect the earth (Lenzen et al., 2018). The implementation of green practices can be described in terms of the 3Rs, namely reuse, recycling and product reduction.

There are 3 things in implementing green practices in restaurants, including (Jo et al., 2020; Tan & Yeap, 2012): green action, with this activity the aim is to protect both the environment and within the organization; green food is that which has sustainable food coverage by using food ingredients that can support the surrounding environment for a long period of time; and green donation which is useful in participating in various organizational projects and contributing to developing issues (Abdou et al., 2020; D'Amato et al., 2017; Ginsberg & Bloom, 2004). Mature readiness and high consistency in implementing green practices, providing knowledge and training regarding green practices intended for employees and management are the keys to the success of green practices in restaurants and at the same time with a sense of responsibility for maintaining environmental harmony and balance (Madanaguliet al. ., 2022).

RESEARCH METHODS

This research was conducted using a descriptive qualitative approach, where respondents used a questionnaire, respondents were selected using a purposive sample (Miles et al, 2014). The research location is Natys Restaurant Ubud at Natya Resort Ubud. The object of the research is the implementation of green practices (green action, green food and green donation) at Nastys Restaurant at Natya Resort Ubud.

Data sources in this research include primary and secondary data, where the primary data used comes from interviews with informants who are involved in implementing green practices (green action, green food and green donation) within the Natys Restaurant Ubud. Meanwhile, secondary data in this research are human resources in the form of organizational structure, data on the number of employees in the food and beverage department, scientific journals,

and reference books that are relevant to the problems discussed in this research.

Research data was collected through questionnaires, observation, interviews and documentation. Next, the research data is analyzed through a process of data reduction, data presentation, and drawing conclusions/verification.

FINDINGS

Based on the results of the instrument test by distributing questionnaires to 30 respondents, as in Table 1 it can be seen that all variable indicators in this study have a Pearson correlation value of more than 0.300. These results indicate that all the questions in the questionnaire in this study have met the validity requirements or are valid.

The implementation of Green Action related to the management of the use of environmentally friendly products at Natys Restaurant Ubud at Natya Resort Ubud, Bali can be presented in Table 2. The calculation results show that of the 5 variable measuring instruments determined, only one variable is included in the high category, namely: use of refill products so that waste can be minimized with a score of 3.47. The provisions set by management at Natys Restaurant Ubud are related to maximizing the use of refillable products so that waste can be minimized, such as buying food ingredients in large sizes, for example buying 5 liter tomato ketchup sauce to minimize waste. The remaining 4 variables fall into the fairly high category, namely using products and packaging that does not use plastic with a score of 3.30.

Table 1. Validity test results

No.	Variable	Instrument	Pearson Correlation	Description
		GA1	0,706	Valid
		GA2	0.638	Valid
		GA3	0.725	Valid
		GA4	0.759	Valid
		GA5	0.838	Valid
		GA6	0.749	Valid
		GA7	0.881	Valid

		GA8	0.804	Valid
		GA9	0.770	Valid
1	Greenaction(GA)	GA10	0.791	Valid
		GA11	0.740	Valid
		GA12	0.776	Valid
		GA13	0.686	Valid
		GA14	0.641	Valid
		GA15	0.781	Valid
		GA16	0.885	Valid
		GA17	0.719	Valid
		GA18	0.700	Valid
		GA19	0.806	Valid
		GA20	0.641	Valid
		GA21	0.739	Valid
2	Greenfood (GF)	GF1	0.726	Valid
		GF2	0.866	Valid
		GF3	0.866	Valid
		GF4	0.866	Valid
		GF5	0.766	Valid
3	Greendonat ion (GD)	GD1	0.747	Valid
		GD2	0.745	Valid
		GD3	0.745	Valid
		GD4	0.744	Valid

The implementation of Green Action related to recycling and composting at Natys Res-taurant Ubud at Natya Resort Ubud, Bali can be presented in Table 3. The overall calculation results show an average score of 3.40, which is in the quite high category. Of the 6 variable measuring instruments, three variables were determined to be in the high category, namely: Providing and sorting waste according to its type with a score of 3.70, recycling food waste into plant compost with a score of 3.57, and providing recycling bins in the area. restaurant with a score of 3.77.

Table 2. Implementation of green action related to water and energy efficiency

No.	Description	Average	Category
A Management and employees carry out energy and water efficiency in the workplace			
1	Using a water tap that automatically turns off when not in use.	3,30	High enough

2	Only serving customer water upon request	3,53	High
3	Using natural lighting	3,13	High enough
4	Turning off electronic equipment and kitchen equipment that use gas when not in use	3,43	High
5	Using energy-saving equipment such as using LED or CFL lights, using air conditioning with a temperature of 24-25 degrees Celsius	3,07	High enough
6	Using motion detectors for lights in restrooms	3,03	High enough
Average		3,22	High enough

Table 3. Implementation of green action related to the use of environmentally friendly products

No.	Description	Average	Category
B	Management directs the use of environmentally friendly products		
8	Using products and packaging does not use plastic	3,30	High enough
9	Using chemical cleaners made from natural ingredients such as lime and lemon as a substitute for table cleaning fluid	3,17	High enough
10	Using natural dish soap, for example lime and lemon	3,10	High enough
11	Using used jerry cans as a place to refill new products	3,00	High enough
12	Maximizing the use of refillable products so that waste can be minimized	3,47	High
Average		3,21	High enough

The results of the instrument reliability test in Table 4 show that the variable instruments in this study have a Cronbach's alpha value ≥ 0.600 . These results show that all variable instruments have a high level of reliability or can be declared reliable.

Table 4. Reliability test results

No.	Question	Cronbach'sAlpha	Cut-off	Reliability level
Greenaction(GA)				
1	GA1	0,957	0,600	Reliable
2	GA2	0,957	0,600	Reliable
3	GA3	0,956	0,600	Reliable
4	GA4	0,956	0,600	Reliable
5	GA5	0,955	0,600	Reliable
6	GA6	0,956	0,600	Reliable
7	GA7	0,954	0,600	Reliable
8	GA8	0,955	0,600	Reliable
9	GA9	0,956	0,600	Reliable
10	GA10	0,956	0,600	Reliable
11	GA11	0,958	0,600	Reliable
12	GA12	0,956	0,600	Reliable
13	GA13	0,957	0,600	Reliable
14	GA14	0,958	0,600	Reliable
15	GA15	0,956	0,600	Reliable
16	GA16	0,954	0,600	Reliable
17	GA17	0,957	0,600	Reliable
18	GA18	0,958	0,600	Reliable
19	GA19	0,955	0,600	Reliable
20	GA20	0,958	0,600	Reliable
21	GA21	0,956	0,600	Reliable
Greenfood(GF)				
1	GF1	0,889	0,600	Reliable
2	GF2	0,733	0,600	Reliable
3	GF3	0,733	0,600	Reliable
4	GF4	0,733	0,600	Reliable
5	GF5	0,772	0,600	Reliable
Greendonation(GD)				
1	GD1	0,624	0,600	Reliable
2	GD2	0,657	0,600	Reliable
3	GD3	0,657	0,600	Reliable
4	GD4	0,898	0,600	Reliable

The implementation of Green Action related to pollution prevention at Natys Restau-rant Ubud at Natya Resort Ubud, Bali can be presented in Table 5. The calculation results show that of the 3 variable measuring instruments determined, only one variable is included in the high category, namely with a score of 3.47, putting up a no smoking sign. in the restaurant area, these are the provisions set by the management at Natys Restaurant Ubud, namely placing a smoking ban in the restaurant area and in the rooms in accordance with the SOP, as well as awareness from employees to maintain health from an

early age. The remaining two variables are high enough to open the windows so that fresh air can come in with a score of 3.33, observations in the field because Natya Resort is still a natural place and still uses natural light and fresh air.

Table 5. Recycling and composting

No.	Description	Average	Category
C	Recycling and composting		
13	Using used linen that is still suitable for use as a cleaning cloth	3,20	High enough
14	Providing and sorting waste according to type	3,70	High
15	Distinguishing between liquid waste and solid waste	3,07	High enough
16	Recycling food waste into plant compost	3,57	High
17	Recycling paper, plastic, cardboard, glass and aluminum in restaurants	3,10	High enough
18	Providing recycling bins in restaurants	3,77	High
	Average	3,40	High enough

The Application of Green Food Regarding the Use of Local Raw Materials and Information at Natys Restaurant Ubud at Natya Resort Ubud, Bali can be presented in Table 7. The calculation results show that from the 2 variable measuring instruments, the variable that is included in the high category is with a score of 4.20 serving processed food. made from local ingredients and direct observations in the field, almost 85 percent of the menu uses local ingredients.

Table 6. Implementation of green actions to prevent pollution

No.	Description	Average	Category
D	Prevent pollution		
19	Putting up no smoking signs in the restaurant area	3,47	High
20	Opening the window to let fresh air in	3,33	High enough

21	Using an exhaust fan to absorb air pollution	3,33	High enough
Average		3,38	High enough

Table 7. Use of organic products

No.	Description	Average	Category
A	Using organic products		
22	Using organic animal products such as organic beef, organic poultry and seafood that are harvested sustainably and free from harmful pollutants	3,03	High enough
23	Using organic vegetables free of chemicals and pesticides	4,07	High
Average		3,55	High

Table 8. Use of local raw materials

No.	Description	Average	Category
B	Offering local or seasonal food ingredients		
24	Serving processed food made from local ingredients	4,20	High
25	Using seasonal raw materials that do not use genetic engineering	4,13	High
26	Including food restriction information on the food menu (v-vegetarian, gf-gluten free, p-contains pork, sh-contains shellfish, n-contains nuts)	3,00	High enough
Average		3,78	High

Table 9. Green donation funds and participates in environmental projects

No.	Description	Average	Category
A	Funding and participating in environmental projects		
27	Contributing funds to community activities in preserving the environment and culture	3,63	High

28	Participating in mutual cooperation actions in the community in preserving the environment	3,93	High
Average		3,78	High
B	Providing education to the public regarding green practices.		
29	Providing education regarding environmental sustainability for the community	3,57	High
30	Educating suppliers in producing environmentally friendly products, for example packaging products using banana leaves	3,47	High
Average		3,52	High
Overall average		3,65	High

CONCLUSION

The implementation of green action at Natys Restaurant Ubud is carried out based on 4 variables, namely: management and employees carry out energy and water efficiency in the workplace with a fairly high average score of 3.22, management recommends using environmentally friendly products with an average score -an average of 3.21 is quite high, recycling and composting with an average score of 3.40 is quite high and preventing pollution with an average score of 3.38. The implementation of green food at Natys Restaurant Ubud is carried out based on 2 variables, namely using organic products with an average score of 3.55, offering food ingredients made from local or missiman raw materials with an average score of 3.78 which is quite high. The implementation of green donation at Natys Restaurant Ubud is carried out based on 2 variables, namely funding and participating in environmental projects with a fairly high average score of 3.78, providing public education regarding green practices with a high score of 3.52. From the overall research results at Natys Restaurant Ubud it is high with an average score of 3.65.

The impact of implementing green practices (green action, green food, and green donation) at Natys Restaurant Ubud at Natya Resort Ubud, Bali. Based on the research results, it can be seen that the impact of implementing green practices in restaurants by implementing the 3Rs, namely: reduce, reuse and recycle, the Green Action variable has an average mean value that is quite high, namely 3.29 were in the agree category. This shows that the majority of

respondents consider the indicators that represent the Green Action variable to be important when implemented at Natys Restaurant Ubud. Based on the research results, it can be seen that the Green Food variable has a relatively high mean value with an average mean value reaching 3.78 in the high category. This shows that respondents consider the indicators that represent the Green Food variable to be important when implemented at Natys Restaurant Ubud. Based on the research results, it can be seen that the green donation variable has an average mean value that is relatively high with a value of 3.65. This means that respondents consider the indicators that represent the green donation variable important when carried out at Natys Restaurant Ubud.

Of these three indicators, one of them, green action can be carried out by innovating companies to create environmentally friendly products and processes. The innovation created by the company regarding environmentally friendly products has a positive impact on the continuity of people's lives, where every use of environmentally friendly products means that consumers no longer worry about preserving nature. That way, consumers can help prevent the earth from being damaged due to product use. This innovation was welcomed by the public, the public appreciated this innovation because they saw that the company was not only thinking about profits for the company but also thinking about protecting the environment from damage.

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