

Hospitality Adaptation to Sustainability Demands: A Strategic Approach to Responsible Business Practices

¹Yoseph Nicolaus, ²Haura Tabrizia Asyan, ³Petter Hans Heavenly, and ⁴Izza Ulumuddin Ahmad Asshofi

¹⁻⁴Universitas Dian Nuswantoro, Semarang, Indonesia
(clausyoseph@gmail.com)

Abstract. The demand for increased sustainability is a significant challenge for the hotel industry. Business practices should not only focus on the economic sector but must be integrated with sustainable goals that integrate strategic approaches to local community involvement, waste reduction, and environmentally friendly energy and resource management. This research aims to analyze the strategic approach hotels adopt and evaluate the results of implementing responsible business practices toward a sustainable hospitality industry. The research method uses qualitative research methods through literature analysis on sustainable business practices in the hotel industry and case studies of hotels that have successfully implemented a strategic sustainability approach. The research results show that a strategic approach that includes **energy management, waste reduction, community involvement, and employee well-being** can significantly impact the hotel industry's environment, society, and economic sustainability.

Keywords: adaptation, Hospitality, sustainability, business, strategy

RESEARCH BACKGROUND

Hospitality is a person's behavior in conveying a friendly attitude, sensitivity and sincerity that shows a high level of service quality and professionalism to guests or visitors based on statements (Rojabi, et al., 2023). So, hospitality can create a safe, comfortable, and enjoyable environment according to guests' needs or expectations. Hospitality attitudes can be found in several places such as tourist attractions, restaurants, and hotels.

Through the explanation of Cholis, et al. (2023) a hotel is a place that provides services to guests who want to stay overnight (Cholis, Rahayu, Aprillityani, Widagdo, & Yuliamir, 2023). Some of the services provided by the hotel include the Front Office Department, Laundry Department, Engineering Department, Accounting Department Purchasing Section, Accounting Department Cost and Revenue Section, Security Department, and Food and Beverage Department

The Food And Beverage Department is an additional hotel facility as a source of hotel income other than rooms. In preparing food and drinks, the Food and Beverage Department is divided into several sections such as restaurants, bars, and coffee shops (Erianto, 2022). This department usually serves food and drinks according to customers' needs during their stay. In the food and beverage production, hotels sometimes produce large quantities, causing food waste. Excessive food or food waste can cause waste that is detrimental to the environment and can negatively impact the hotel's image (Syalva, Yursan, Eriyanti, & Alhadi, 2024).

Sustainable is a sustainable work program implemented by several tourism and hotel industries. The sustainable program aims to preserve the environment, improve Small and Medium Enterprises in promoting local products, as a forum for empowerment and welfare of local communities, and has many indicators that support economic success and development. (Rahmafritria, 2019). This is in line

with Indonesia's SDGs program and government policy based on Presidential Decree no. 59 of 2017 concerning Implementation of the Achievement of Sustainable Development Goals). to preserve the environment (Ariani, Tarigan, & Suryana, 2021).

Therefore, the author has a solution to prevent environmental pollution caused by food waste carried out by hotels. The author proposes a solution to make processed rice crackers from rice food waste which local residents can use as a business.

REVIEW OF RELATED LITERATURE

Some previous studies were conducted on sustainable waste management. A sustainable program in dealing with food waste was implemented at the Santika Pandegiling Surabaya hotel which has The Kemangi Restaurant. They carried the theme of the Green Restaurant Association to reduce the amount of environmental damage to hotels. The Green Restaurant Association has several green practice steps taken as a way to reduce the amount of damage to the environment. Green practice provides several groups for green action, green food, and green donation. Purwata & Murdana (2018) researched waste processing in hotels using kitchen waste as food for ducks (Purwata & Murdana, KEBIJAKAN PEMANFAATAN LIMBAH KITCHEN HOTEL BAGI USAHA PETERNAK ITIK PETELUR, 2018). It has resulted to overcome the problem of duck feed which is quite expensive, so as to reduce production costs. Andini & Arida (2019) discovered the use of hotel wastewater from the ITDC Lagoon of Nusa Dua (Andini & Arida, 2019). The use of wastewater is useful for watering hotel gardens, golf parks and the entire Nusa Dua tourism park area. Purwata (2019) focused on soaking kitchen organic waste in the Lombok Raya Hotel Mataram City (Purwata, PERENDAMAN (SOANGKING) LIMBAH ORGANIK DAPUR (KITCHEN) DI HOTEL LOMBOK RAYA KOTA MATARAM, 2019). The research creates a solution for breeders and farmers to overcome the problem of animal feed and organic fertilizer which is quite expensive, so that it can reduce production costs. Widyaningsih (2019) did a research to process solid waste and reducing energy using "Green Hotel" concept to create business efficiency. It create a business that utilize solid waste processing is transformed into the selection of environmentally friendly products. Mezafrie & Pertiwi (2023) applied a sustainability concept in Oakwood Hotel & Residence, Surabaya. Holding a sustainability program in the form of recycling used plastic into works of art, for example making replica Christmas trees (Mezafrie & Pertiwi, 2023). Then implement an Energy Management system which is carried out using the Closed Floor method, namely carrying out power outages on certain floors if the hotel occupancy is below 50%.

RESEARCH METHOD

In conducting the study, this research used qualitative methods. The data obtained was carried out by exploring sources that explain differences that can be developed into the latest research. According to (Aprilentina, Fahrurrozi, Anwar, & Wicaksono, 2020) The qualitative method is a collection or investigation process in searching for the main data needed as well as other additional information. Data is collected and can be obtained through sources, books, references, and various other methods.

RESULTS AND DISCUSSION

Based on qualitative data and several sources from previous research. Explaining that several hotels have been able to adapt in implementing sustainable business strategies in processing waste materials that can be reused. Apart from processing waste, the hotel runs a power saving system which aims to reduce hotel operational costs.

It turns out that the discussion of sustainable systems in hotels does not just focus on one department. Several departments that are sustainable are operational systems in hotel rooms in the form of water waste, energy management, food waste, etc. For example, water waste is provided by ITDC Lagoon Nusa Dua by processing and storing used bathing water from guests. Then it is extracted in such a way that it is suitable for reuse, and the used water can be used to water the surrounding hotel gardens without incurring additional costs.

Uniqueness Oakwood Hotel & Residence Surabaya displays unique work in reducing excessive amounts of plastic. They replace plastic drinking bottles with glass bottles. In this technique, it is hoped that companies do not need to buy drinking water bottles but instead refill water into bottles that have been sterilized. Used plastic bottles are then transformed into jewelry which is displayed in the hotel lobby as a masterpiece.

Food waste is reduced at each hotel, namely by increasing the cost of food like ducks. Duck prices increase based on several factors. Firstly, the hotel saw that the amount of duck production was excessive, which required large costs, secondly, the hotel analyzed the characteristics of the guests regarding duck food by seeing whether there were any ducks left or not. If the number of ducks purchased is still large, the hotel will take action by reducing the number of ducks produced and increasing the price of the ducks. So there is no food waste.

Discussing food waste still happens a lot in the Food & Beverage department. The case that often occurs is that the amount of rice produced is excessive and a lot of it is wasted. Wasted rice can still be regulated by reducing the amount of production, however, the hotel procedure is to deliberately provide excess rice to avoid complaints about the small amount of rice, because in reality if a small amount of rice is served it is considered unethical. Several facts faced by food production in hotels provide a lot of food according to the number of pax needed. The food produced is usually rice, beef or goat or chicken, then there is a menu of vegetables, and so on. In this case, rice is usually the main staple that is often ordered every day by Indonesian people and sometimes it can be wasted. Rice produced by hotels for meeting, breakfast and conference needs can usually produce up to 25 kg of rice or even more. Usually leftover rice is thrown away in vain because it is no longer suitable for storage and resold to guests.

Avoiding the problem of food waste in rice can be done with several sustainable actions. These steps can be carried out in the following way..

- Separate used rice waste in certain places and not mix it with other materials such as organic and non-organic materials
- Attracting local communities to work together to build sustainable businesses together with hotels. Hotels can hold meetings with the community, where the meeting discusses an idea or a way to convert rice waste that is still suitable for use into rice crackers that can be resold to public guests..

- Processing rice waste into rice crackers serves to improve the welfare of the surrounding community in building businesses and improving the hotel's image in developing a sustainable system.

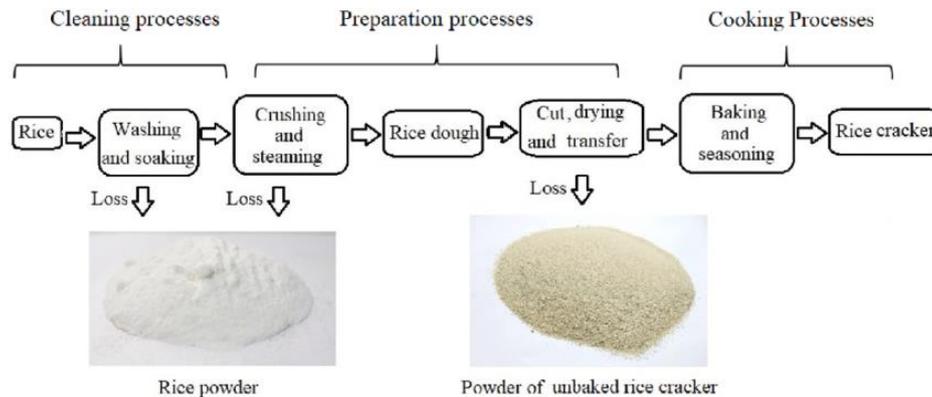


Figure 1 Example of the process of changing ordinary rice into rice crackers

CONCLUSION

Sustainable business programs at hotels have an important role in maintaining balance in the surrounding environment. Sustainable activities are important in influencing sources of community empowerment in hotels, saving costs and increasing sources of profit that are more for the hotel itself. Based on internet sources Markplus Institute (Hira, 2023) states that the sustainable program aims to reduce the unemployment rate in the community, increase employee creativity in developing environmentally friendly businesses or businesses, attract the attention of the government and investors to sustainable systems which usually require companies to produce environmentally friendly products. This activity can also attract the attention of international SDGs investors for hotel work programs and become famous.

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