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## THE USE OF GREEN PRODUCTS IN HOUSEKEEPING DEPARTMENT AT KAMUELA VILLAS, LAGOI, BINTAN ISLAND

### Abstract

This research aims to explore the use of environmentally friendly products (green products) in the housekeeping department at Kamuela Villas. The aim of this research is to find out how to implement the use of environmentally friendly products at Kamuela Villas in accordance with the Asean Green Hotel Standard guidelines. The research method used is a qualitative descriptive approach. Data was collected through in-depth interviews, direct observation and documentation. The respondent in this research is the Executive Housekeeper of Kamuela Villas. The results of the research show that Kamuela Villas already has a policy regarding the use of environmentally friendly products from the management of Archipelago International, but the implementation of Kamuela Villas management has not been comprehensive, this is due to considerations by management regarding the costs incurred to replace environmentally friendly housekeeping products as a whole.

**Keyword:** Green Products, Green Hotel, Sustainable Tourism

### INTRODUCTION

Based on the Global Code of Ethics for Tourism from UN Tourism (2011) in the article 3, it states: 1) All stakeholders in tourism development must protect the natural environment with the aim of achieving sustainable and continuous economic growth so that it can meet the needs and aspirations of current and future generations. 2). All forms of tourism development that help save valuable and scarce natural resources, especially water and energy, and that seek to reduce waste production must be supported and prioritized by local, regional, and national governments.

A green hotel can be defined as a building with a green design and operational features. Green hotels should be developed and managed well through employee behavior, who must be aware of the importance of implementing green hotels to meet sustainability requirements during the development and operation stages. In Indonesia itself, green hotel is still not widely used. To support green hotel activities, employees must be self-aware and act environmentally friendly, especially inside the hotel.

According to the guidelines from the Asean Green Hotel Standard, there are 11 criteria that state that hotel a hotel can be said to be a green hotel, one of these criteria is the use of green products. What is meant by the use of the use local products is 1) Encouragement of the use of local products for hotel operations, for example food and handicrafts, 2) Encouragement to use environmentally friendly products

According Chen and Chen (2012), the hotel industry worldwide is increasingly showing its concern for environmental issues. This is because energy, waste, and smoke account for 75% of the hotel industry's environmental pollution. Seeing that environmental issues are becoming increasingly important, the hotel industry is now starting to include environmental issues in their decision-making process, including operational decisions. Most businesses have shifted towards an economically and sustainably-minded hotel industry. This means that the hotel industry does not only concentrate on the process of producing goods and services but also actively contributes to environmental preservation (Setiawati and Sitorus, 2014).

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Kamuella Villas is one of the hotels located in the Lagoi Tourism Area managed by the management of PT. Bintan Resort Cakrawala (BRC) and is known by PT. BRC has a vision and mission to make the Lagoi Tourism Area make Bintan Resort a world-class environmentally friendly destination and a lifestyle location of choice in Asia, famous in the world. In line with the vision and mission of PT. BRC, Kamuella Villas has also implemented several things to support environmentally friendly practices. As a service provider, the housekeeping department is a department that provides many facilities for guest comfort. The housekeeping department is also one of the producers of disposable inorganic waste such as plastic mineral bottles, tea and coffee packaging, and soap and shampoo packaging (Hanifah, 2018). As a provider of guest needs, the housekeeping department should pay attention to the products used.

The use of green products is one of the very important steps in efforts to protect the environment and increase environmental awareness in the hospitality industry. The use of green products can be applied by using environmentally friendly products such as room equipment made from recycled materials, energy-saving lamps, environmentally friendly cleaners, and others. This study aims to determine the implementation that has been carried out in the work area of the housekeeping department at Kamuella Villas.

**METHODOLOGY**

The study was conducted using a descriptive qualitative method with the reason to further explore the data sources to be collected. By involving several stages before going to the field, such as selecting topics and reasons to be studied, formulating the focus of the problem, discussing literature, and determining objectives. For the research object itself, it involves participants who need to be interviewed, namely the head of the housekeeping department, which of course is limited by certain categories in order to increase the income of complete, accurate data in a short time. The location is directly in the hotel area and the housekeeping work area. Using several instruments, including researchers and stationery and recording, as well as documents or literature. Data analysis uses the theory of Miles and Huberman (in UPJ, 2017) by involving several stages, including data collection, data reduction, data presentation, and finally drawing several conclusions from the results of the data obtained.

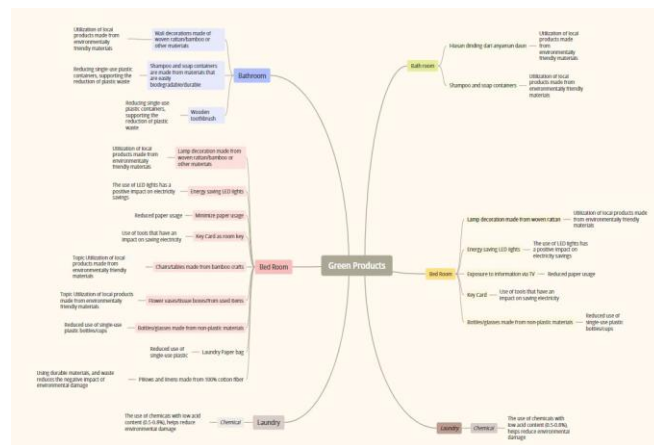
**FINDINGS AND DISCUSSION**

Based on the guidelines from the ASEAN Green Hotel Standard on the use of green products, the results found at Kamuella Villas are as follows:

Questions	Product Suggestion	Products that have been implemented	Product Category	Area	Results
Does management have a policy or regulation for using local products as a necessity in the hotel area?	Guidelines	QR code access guidelines			Has guidelines which contain a policy of prioritizing local products
Do hotel work areas such as rooms use locally made products as decorations? Anything?	Wall decorations made of woven cotton bamboo or other materials	Long decoration made from woven cotton	Long lasting product	Bathroom	Cheerful hangings made from cotton handwoven as bathroom decorations
	Long decoration made from woven cotton bamboo or other materials	Wall decorations made from woven cotton	Long lasting product	Bathroom and Villa	The long decoration made from woven handwoven as room decoration
	Chair tables made from bamboo stools		Long lasting product		
	Flower vase from woven cotton used mats		Long lasting product		
Does management have a policy or regulation for using environmentally friendly products as a necessity in the hotel area?	Guidelines	Produce QR code access			
Does the hotel work area use environmentally friendly products that can be decomposed through natural processes? Anything?	Energy saving LED lights	Energy saving LED lights	Long lasting product	Bathroom, entrance pool and outside area of the villa	The use of energy-saving lamps is implemented in several areas
	Bottle (glass) made from non-plastic materials	Glass bottles in the guest room	Long lasting product	Pantry	Cheerful bottles as drinking water containers in the area
	Shampoo and soap containers are made from materials that are easily biodegradable	Ceramic shampoo and soap containers (recycled plastic)	Long lasting product	Bathroom	Use of durable ceramic materials and refill system
	Plastic bottles		Consumable product		
	Chemicals that do not damage the environment (0-5%)	Chemical low acid content (0-5-10%)	Consumable product	Laundry	The chemicals used minimize the impact of environmental damage
	Minimum paper usage	Substitution of recycled paper 8%	Long lasting product	Bathroom	Using paper usage in the hotel area
	Low Carb	Low Carb	Long lasting product		
	POPCY AND BOTTLE MADE FROM 100% RECYCLED PLASTIC	Low Carb	Long lasting product	Bathroom	Product use response

Picture 1. Data Research Visualization.

Based on the product usage suggestions and products that have been implemented by the Kamuella Villas housekeeping department, they can be grouped based on the area of use and product categories that can be presented as:



Picture 2. Data Research Visualization

Based on the results above, it can be seen that Kamuela Villas has implemented a policy from Archipelago International management that is in accordance with the ASEAN Green Hotel Standard and has implemented the use of local products and environmentally friendly products, but the implementation has not been carried out as a whole, there are several things that have been used by the hotel with the characteristics of materials whose waste does not damage the environment.

In the first criteria of the ASEAN Green Hotel Standard, the organization has a policy on encouraging the use of local products. The management of Kamuela Villas already has this policy from the management of Kamuela Villas, namely Archipelago International.

In the second criteria, in the hotel room the housekeeping department has implemented several uses of local products for the purpose of decorating guest rooms with handicrafts made from materials that have characteristics of materials that can be recycled. Decorations from neat woven leaves on the walls of the guest rooms and also the walls of the bathroom and lamp decorations in the villa room area. The hotel has collaborated with local MSMEs that provide locally made products and utilize them for the purpose of providing souvenirs made by MSMEs to guests.

In the criteria of using environmentally friendly and biodegradable products, Kamuela Villa in particular has implemented most of the use of environmentally friendly products in the room area such as the use of energy-efficient LED lights so that Kamuela

Villas plays a role in reducing energy use, in addition to not containing toxic chemicals found in conventional lamps, waste from LED lamps can also be recycled so as to help reduce negative impacts on the environment. Ottman & Hartaman (2006) define green products as products that are durable, non-toxic and made from recyclable materials. However, Kamuela Villas has not used LED lights for all lighting needs, only a few points such as lighting in the villa swimming pool, and also the bedroom.

The use of glass bottles as a container for mineral water supplies for guests minimizes the use of plastic bottles, so Kamuela Villas plays an important role by not contributing to plastic waste that takes a long time to decompose. The provision of shampoo and soap using ceramic containers with a refill system also plays an important role in having a positive impact on the environment because of the reduced use of plastic. Sandals made of styrofoam type oxodegradable polystyrene will decompose more easily and quickly naturally without supporting chemicals so as not to damage the environment. One of the easiest ways to reduce waste is to control waste when purchasing goods and services. In addition, when a product is thrown away, all resources and costs are wasted, including materials, manufacturing, labor, transportation, packaging, storage, and disposal (Favro and Brebbia, 2013).

In accordance with the policy of Archipelago International management to use Chemical products with lower acid content in the range (0.5-0.8%), with lower acid content, waste from the chemicals used does not directly damage the soil content, this has been implemented by the housekeeping department at Kamuela Villas. Delivering information through an electronic

system can reduce paper use in the room, this practice aims to not increase the need for paper which includes damaging the forest ecosystem. The use of key cards has been implemented by many hotels with the aim of not wasting electricity, this also supports environmentally friendly practices by saving energy and avoiding global warming.

According to Johannes et al., (2015) Green Products aim to reduce negative environmental impacts throughout the life cycle, by reducing the use of non-renewable materials, avoiding materials containing toxins, and using natural raw materials with regard to current environmental damage. The implementation of Green Products which has not been implemented comprehensively in the housekeeping department at Kamuela Villas is also supported by considerations of the initial investment which will require a lot of money, although environmentally friendly products can be used in the long term, but the initial investment is also a consideration of Kamuela Villas management, so the implementation of environmentally friendly products in the housekeeping department at Kamuela Villas still needs further improvement according to needs.

## CONCLUSION

Based on the theory that the researcher took about the use of environmentally friendly products, the housekeeping department at Kamuela Villas already has a policy and has implemented most of the criteria for using environmentally friendly products which are efforts to support environmentally friendly practices.

However, it must be acknowledged that Kamuela Villas still faces many challenges in implementing environmentally friendly products comprehensively, one of which is facing problems such as the cost of implementing green products or changing existing operational routines. To create an environment that supports environmentally friendly initiatives, hotels, local governments, and communities must work together.

Although not yet comprehensive, Kamuela Villas has adopted environmentally friendly products and demonstrated their commitment to preserving the environment. With more awareness and cooperation, it is hoped that more hotels will adopt these environmentally friendly practices to increase the positive impact on the environment and surrounding communities and become an example to other hotels.

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