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Tourist Satisfaction Level of Front Office Department Staff Services at Tanadewa Resort & Spa

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Abstract: The purpose of this study is to analyze customer satisfaction on the service of the front office department staff at Tanadewa Resort & Spa and to describe the indicators that need to be improved and maintained by the front office department staff at Tanadewa Resort & Spa. The sample used in this study were tourists who stayed at Tanadewa Resort & Spa in March - July 2021. The sampling technique used was incidental random sampling with a total sample of 50 respondents. Data were collected by questionnaires distributed to respondents, then the data obtained were processed using SPSS version 26. The analytical techniques used were servqual analysis and Importance Performance Analysis. Servqual is used to analyze the level of tourist satisfaction with services obtained which can be seen from the gap results, while Importance Performance Analysis is used to group service quality indicators into a Cartesian diagram to describe indicators that need to be improved and maintained. The results of this study indicate that customer satisfaction with the service of the front office department staff at Tanadewa Resort & Spa needs improvement because of the 15 service quality indicators there are 9 indicators with negative gap values and 6 indicators having positive gap values. And there are 4 indicators whose performance must be improved and 5 indicators whose performance must be maintained by the front office department staff at Tanadewa Resort & Spa in order to increase customer satisfaction.

Keywords: front office, quality of service, customer satisfaction

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Introduction

The hotel industry experiences rapid development on the island of Bali. This can be seen from the number of hotel buildings, ranging from affordable lodging to 5-star hotels and resorts scattered throughout the area in Bali, including the Ubud area. Ubud is one of the tourist destinations in Bali known for its cultural tourism and beautiful views of rice fields and valleys. This condition causes in this area many hotels were built with views of rice fields and valleys (*Peraturan Daerah Provinsi Bali Nomor 10 Tahun 2015 Tentang Rencana Induk Pembangunan Kepariwisata Daerah Provinsi Bali Tahun 2015-2029*).

Hotel is a company managed to provide lodging, food and beverage services and other supporting facilities that can be used by tourists who are traveling by paying a reasonable amount in accordance with the services received without a special agreement. (Sulastiyono, 2011). According to Foster (Ramadhani et al., 2019), in a broad sense, a hotel is defined as all types of lodging, while in a narrow sense, a hotel is a building specifically designed to provide accommodation for tourists by providing food and beverage services. Hotels are also mentioned as businesses that use a building or part of it that is specifically provided, where everyone gets services for staying, food, drinks and other facilities with payment (Sakti & Fauzia, 2018).

Tanadewa Resort & Spa is one of the 5 star resorts with views of rice fields and valleys in Ubud. Tanadewa has a romantic and environmentally friendly concept that offers natural beauty and tranquility so that it is visited by many tourists who want to go on a honeymoon or for those who want to find peace. As one of the 5 star resorts, Tanadewa Resort & Spa has many competitors. To be able to win the competition, Tanadewa Resort & Spa must pay attention to the quality of services provided to tourists at the hotel. Hotels must strive to provide good service

to tourists, so that they are satisfied with the services provided so that consumers will become loyal tourists to the hotel (Surodjo & Wiyono, 2017).

Front office is one of the hotel departments that deal directly with customers by providing services, receiving guests, allocating rooms, providing information and payments (Sambodo, 2020). The front office has a major role in the hotel in providing effective and efficient services so that guests feel comfortable and satisfied both before staying, during their stay, until guests leave the hotel (Riski, 2019). Meanwhile, according to Agusnawar (Boston, 2021) the Front Office Department is a department that deals directly with customers, and can provide important information such as facilities in the hotel, as well as other information outside the hotel.

Front Office Department is a part of Tanadewa Resort & Spa. This department has an important role in providing services to tourists because here tourists will get the first and last impression of the hotel, as well as a source of information for tourists who are in the hotel. In addition, tourists will usually go directly to the front office to submit their complaints about services or facilities that they feel are not in accordance with what they expect. Therefore, the front office staff must provide good service to tourists in order to meet tourist satisfaction.

Tourist satisfaction is the feeling of tourists after they get a service that can be in the form of products or services. This satisfaction can be felt by tourists after they compare the service they feel with the service they expect. Tourists will feel satisfied if the service they get is in accordance with what they expect.

Kotler in (Rizan & Andika, 2015) suggests that customer satisfaction is the individual perception of the customer towards the service of goods or services related to customer expectations.

Meanwhile, according to Lovelock in (Wibisono & S, 2016) customer satisfaction is an emotional state, a reaction after the customer receives a product or service. This reaction can be in the form of anger, dissatisfaction, irritation, joy and pleasure.

Tjiptono in (Weenas, 2013) states that service quality is the expected level of excellence and control over the level of excellence to meet customer desires. Service excellence can be formed through four interrelated service pillars, namely speed, accuracy, friendliness and convenience of service. Service quality is a way to measure a service distributed to customers to match customer expectations. Service quality can be measured through the five dimensions of service quality proposed by Parasuraman in (Rizan & Andika 2015), namely: (1) tangibles, is the physical appearance, personnel and equipment used by employees in serving customers (2) reliability, is the ability to provide appropriate and fast service to guests at the hotel (3) responsiveness, is the ability of the front office staff to provide appropriate and fast service to tourists at the hotel (4) assurance, is the knowledge and courtesy of the front office staff as well as the ability to do work to foster customer trust (5) Empathy, is a sense of care and personal attention of front office staff towards tourists. This is done so that the front office staff can find out what tourists want.

Front office department staff at Tanadewa Resort & Spa has tried to provide maximum service to tourists. However, there are still some problems that occur. For example, long check-in and check-out processes, guest complaints about the cleanliness of rooms, and misunderstandings with guests due to discrepancies in room reservations, so that guests feel dissatisfied with the services provided by the front office department staff.

Normasari (2013) wrote "The Effect of Service Quality on Customer Satisfaction, Company Image, and Customer Loyalty". The analysis technique used is descriptive analysis, path analysis, validity test and reliability test. The results of this study are service quality has a significant effect on customer satisfaction, service quality has a significant effect on corporate image, service quality has no significant effect on customer loyalty, customer satisfaction has a significant influence on corporate image, customer satisfaction has a significant influence on customer loyalty, and corporate image has a significant influence on customer loyalty.

Sanjang (2016) researched "Analysis of the Relationship between Front Office Department Service Quality and Hotel Citra". The analysis technique used is the sperman rank correlation technique. The result of this research is that there is a strong relationship between the service quality of the front office department and the image of the hotel.

Weng – Kun Liu (2016) did "The Relationship Between Service Quality, Customer Satisfaction, and Customer Loyalty: An Examination of the Fast Food Industry". The analytical technique used is the Sobel test equation. The results of this study indicate that service quality has a positive effect on customer loyalty through customer satisfaction.

Nunkoo (2017) created "Integrating Service Quality as Second in the Factor of Customer Satisfaction and Loyalty". The analysis technique used is factor analysis. The results of this study show that the second order factor model can be accepted both empirically and conceptually and works better than other competing service quality models.

Kanca (2015) in his "Perception of Foreign Tourists on the Quality of Front Office Services at Nusa Dua Beach Hotel & Spa" uses importance performance analysis with a Likert scale. The result of this research is the perception of foreign tourists to the service quality of the front office department is satisfactory.

Methodology

This research is located at Tanadewa Resort & Spa, which is located on Jl. Padang Getas, Singakerta, Ubud District, Gianyar Regency, Bali. Tanadewa Resort & Spa is one of the 5-star resorts in the Ubud area. This research was conducted for 6 months, from March to July 2021. The object of this research is the level of tourist satisfaction with the service of the front office department staff at Tanadewa Resort & Spa. The research variable is an object that has been determined by the researcher to be studied in order to obtain information about the object. The variables used in this study are service quality and tourist satisfaction. Service quality will be measured through five dimensions of service quality, namely tangibles, reliability, responsiveness, assurance, and empathy.

Tangible from the Front Office: tangible or physical evidence are all things that can be seen by guests as well as front office facilities at Tanadewa Resort and Spa. Tangible indicators in this study, among others: Front office employees are neat and clean; Clean and tidy front office facilities; Comfortable lobby conditions

Reliability of Front Office: Reliability is the ability to provide fast and appropriate service to guests by the front office at Tanadewa Resort and Spa. Indicators of reliability or reliability in this study include: Provide service with care; Greet guests; Provide timely service

Responsiveness from the Front Office: Responsiveness, which is to serve guests quickly and can provide short and clear information so that it is easy to understand. Indicators of responsiveness or responsiveness in this study are: Fast check in and check out process; Provide information clearly; Assist and handle guest requests swiftly.

Assurance from Front Office: Assurance or guarantee is a certainty obtained by guests in order to foster a sense of trust in the minds of guests. Assurance indicators in this study include: Have good manners in serving guests; Able to provide relevant information to guests; Able to make guests feel safe at the hotel

Empathy from the Front Office: Empathy is a special attention given by the front office at Tanadewa Resort and Spa. Indicators of empathy in this study include: Can understand customer needs; Give individual attention to guests; Understanding guest difficulties during the check-in process

Tourist Satisfaction: Tourist satisfaction is a feeling of pleasure or disappointment felt by tourists after comparing the expected performance with that obtained from guests at Tanadewa Resort & Spa.

The measurement scale used to measure the variables in this study is a Likert scale with a value range of 1 to 5 and each answer is categorized into 5 categories as follows.

Likert Score	Score Interpretation
5	Very satisfied
4	Satisfied
3	Quite satisfied
2	Not satisfied
1	Very Dissatisfied

The types of data used in this study are quantitative data and qualitative data (Sugiyono, 2014). Quantitative data is data in the form of numbers and analyzed using statistics. In this study in the form of service quality data on tourist satisfaction in the form of a questionnaire. Qualitative data is data in the form of pictures, descriptions, and schemas. Qualitative data in this study are the history of the hotel, organizational structure, and existing facilities at Tanadewa Resort & Spa.

Sources of data used are primary data and secondary data (Sugiyono, 2014). The primary data in this study is the answer to a questionnaire regarding service quality to tourist satisfaction that has been distributed to tourists at Tanadewa Resort & Spa, while secondary data is an overview of the company and organizational structure.

The sample used in this study are tourists who stay at Tanadewa Resort & Spa in the period March to July 2021. The sampling technique used is incidental random sampling, ie anyone who happens to be met by the researcher can be used as a sample if the tourist is suitable used as a data source (Sugiyono, 2017). The number of sample members used is 50 respondents.

Data collection methods in this study are observation, questionnaires, and literature study. Observation is a method of collecting data by making direct observations at the research site. Questionnaire is a method of collecting data by distributing questions or statements that have been prepared in detail according to the indicators used in the quality of service to tourist satisfaction, while literature study is a method of collecting data through written sources related to the object of research.

The instrument test uses validity and reliability tests. The validity test was carried out to determine the level of truth of the data, to find out the indicators presented in the questionnaire were really able to reveal with certainty the object of research. Validity test is done by comparing r count with r table, with a significance level of 5%. If r count > r table then the indicators in the questionnaire are said to be valid.

Reliability test was conducted to determine the consistency of the measuring instrument. The reliability test uses the Cronbach Alpha coefficient formula. If the alpha coefficient is greater than 0.60 the questionnaire can be said to be reliable. The validity and reliability tests were tested using SPSS version 26. The results are presented in Table 1.

Table 1. Validity Test and Expected Reliability Test

Statement	Correlation	r-table value	Information
Front office employees are neat and clean	0.510	0.279	Valid
Clean and tidy front office facilities	0.648	0.279	Valid
Comfortable lobby conditions	0.602	0.279	Valid
Provide service with care	0.465	0.279	Valid
Greet guests	0.582	0.279	Valid
Provide timely service	0.435	0.279	Valid
Fast check in and check out process Proses	0.433	0.279	Valid
Provide clear information	0.512	0.279	Valid
Assist and handle guest requests swiftly	0.648	0.279	Valid
Have good manners in serving guests	0.742	0.279	Valid
Able to provide relevant information to guests	0.647	0.279	Valid
Able to make guests feel safe while in the hotel	0.705	0.279	Valid

Can understand customer needs	0.587	0.279	Valid
Give individual attention to guests	0.718	0.279	Valid
Understanding guest difficulties during the check-in process	0.529	0.279	Valid
Cronbach Alpha = 0.864 (Reliable)			

Table 2. Perception Validity and Reliability Test

Statement	Correlation	r-table value	Information
Front office employees are neat and clean	0.440	0.279	Valid
Clean and tidy front office facilities	0.645	0.279	Valid
Comfortable lobby conditions	0.604	0.279	Valid
Provide service with care	0.570	0.279	Valid
Greet guests	0.419	0.279	Valid
Provide timely service	0.666	0.279	Valid
Fast check in and check out process Proses	0.604	0.279	Valid
Provide clear information	0.602	0.279	Valid
Assist and handle guest requests swiftly	0.614	0.279	Valid
Have good manners in serving guests	0.515	0.279	Valid
Able to provide relevant information to guests	0.409	0.279	Valid
Able to make guests feel safe while in the hotel	0.492	0.279	Valid
Can understand customer needs	0.514	0.279	Valid
Give individual attention to guests	0.545	0.279	Valid
Understanding guest difficulties during the check-in process	0.526	0.279	Valid
Cronbach Alpha = 0.831 (Reliable)			

The data analysis technique used is servqual test and importance performance analysis (IPA). The servqual test is used to compare the expected service with the service obtained by tourists or known as the gap, which is used to find out the cause of service problems and to find out how to improve the service. Customer satisfaction is measured by expectations or the level of customer expectations (E), compared to perceived service (P). Tourist satisfaction is a function of the expectations and perceptions of tourists at Tanadewa Resort & Spa.

$$VS = VP - VE \quad (1)$$

Importance performance analysis (IPA) is a customer satisfaction mapping method. The data will be grouped into the importance performance analysis matrix so that the indicators contained in the most important category and require high performance become the main priority in determining service strategies in order to meet customer expectations and satisfaction. The importance of performance analysis matrix is divided into 4 quadrants.

Quadrant I (main priority), is where the indicators are considered important by tourists but these indicators are not in line with the expectations of tourists, which means that the level of tourist satisfaction is still low so the indicators in quadrant I need improvement and must be improved.

Quadrant II (maintain achievement), is where the indicators that are considered important by tourists and the indicators in this quadrant are in accordance with the expectations of tourists so that the level of satisfaction is relatively higher, so the indicators contained in this quadrant must be maintained because they are products or services that excel in the eyes of tourists.

Quadrant III (low priority), is where the indicators that are considered less important by tourists and whose performance is not too special, so that an increase in this indicator needs to be reconsidered because it is considered not too influential by tourists.

Quadrant IV (excessive), is a quadrant that contains indicators that are considered less important by tourists and deemed too excessive, so that this indicator can be reduced.

Results and discussions

Results

Tourist Satisfaction with Front Office Department Staff Services

Table 3. Results of Average Perceptions and Expectations as well as Service Quality Gaps at Tanadewa Resort & Spa

Indicator	Perception	Expectations	Gap	Note
Tangible				
Front office employees are neat and clean	4.48	4.5	-0.02	Negative
Clean and tidy front office facilities	4.08	4.12	-0.04	Negative
Comfortable lobby conditions	3.92	4.24	-0.32	Negative
Reliability				
Provide service with care	3.92	4.06	-0.14	Negative
Greet guests	4.5	4.28	0.22	Positive
Provide timely service	3.94	4.36	-0.42	Negative
Responsiveness				
Fast check in and check out process Proses	3.88	4.32	-0.44	Negative
Provide clear information	4.24	4.2	0.04	Positive
Assist and handle guest requests swiftly	4.48	4.3	0.18	Positive
Assurance				
Have good manners in serving guests	4.44	4.22	0.22	Positive
Able to provide relevant information to guests	4.3	4.22	0.08	Positive
Able to make guests feel safe while in the hotel	4.06	4.12	-0.06	Negative
Empathy				
Can understand customer needs	4.06	4.2	-0.14	Negative

Give individual attention to guests	3.9	3.84	0.06	Positive
Understanding guest difficulties during the check-in process	3.92	4.3	-0.38	Negative

Tourist satisfaction with the service of the front office department staff at Tanadewa Resprt & Spa is calculated using the servqual calculation (quality of service) by comparing the average perception value with the average expectation value of each indicator so that the servqual value is obtained for each indicator, can be seen in the table 3 above.

A negative servqual value indicates that there is a service quality gap, which means that tourists are not satisfied with the indicators that have a negative value. If the servqual value is positive, it indicates that there is a satisfactory indication for tourists on indicators that have a positive value. Based on the results of the servqual calculation in the table above, it can be revealed that overall tourist satisfaction with the service of the front office department staff at Tanadewa Resort & Spa is still not good. This is indicated by the number of indicators that have a negative gap value more than indicators that have a positive gap value.

Of the 15 indicators, there are 9 indicators that have a negative gap value, namely 3 indicators from the tangibles dimension, 2 indicators from the reliability dimension, 1 indicator from the responsiveness dimension, 1 indicator from the assurance dimension, and 2 indicators from the empathy dimension. While the indicator has a positive gap value, which means that the front office department staff at Tanadewa Resort & Spa have not provided satisfactory service to tourists or the perception that tourists get about the service quality of the front office department staff is smaller than the expectations held by tourists.

Discussions

Indicators Need to be Improved and Maintained

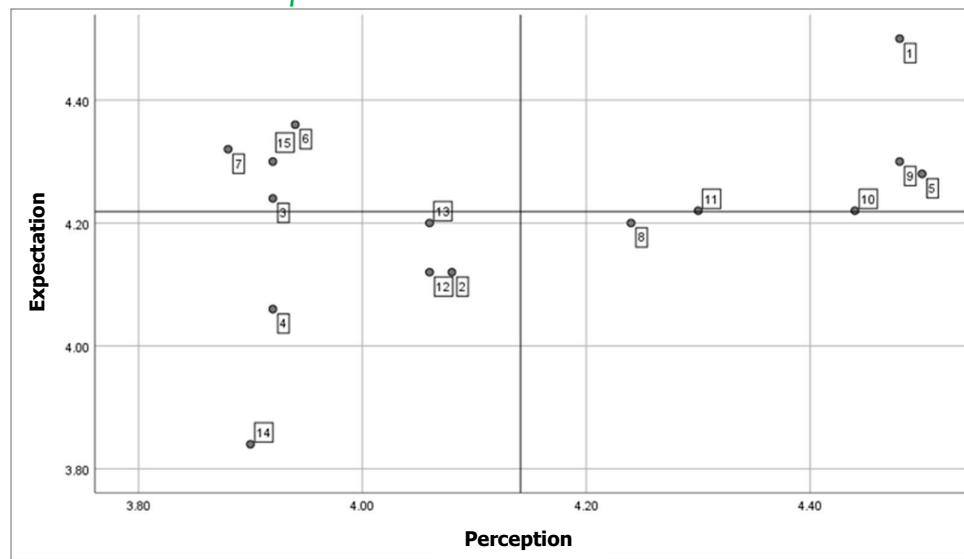


Figure 1. Cartesian diagram Importance Performance Analysis

Importance performance analysis presented in a Cartesian diagram which is divided into 4 quadrants is used so that service quality indicators contained in the most important categories and requiring high performance are the main priority in determining service strategies in order to meet tourist expectations and satisfaction, can be seen in Figure 1 above. Quadrant I, which is the top priority, is located at the top left of the Cartesian diagram. In this quadrant there are 4 indicators of service quality that need to be improved by the front office department staff at Tanadewa Resort & Spa, namely indicators X3, X6, X7, and X15. Quadrant II, is the defending

achievement which is located at the top right of the Cartesian diagram. In this quadrant there are 5 indicators of service quality whose performance must be maintained, namely indicators X1, X5, X9, X10 and X11. Quadrant III, which is a low priority, is located at the bottom left of the Cartesian diagram. In this quadrant there are 5 indicators whose improvement needs to be considered because tourists are considered not too special, namely indicators X2, X4, X12, X13 and X14. Quadrant IV, is an exaggeration located at the bottom right of the Cartesian diagram. In this quadrant there is 1 indicator that is considered less important and deemed excessive by tourists, namely the X8 indicator.

Based on the Cartesian diagram above, it is known that the indicators that must be improved by the front office department staff at Tanadewa Resort & Spa are indicators X3, X6, X7 and X15. Meanwhile, the indicators whose performance must be maintained by the front office department staff at Tanadewa Resort & Spa are indicators X1, X5, X9, X10, and X11.

Conclusions

Based on the results of the analysis and discussion, it can be concluded that tourist satisfaction on the service of the front office department staff at Tanadewa Resort & Spa is still not good. Because tourists' expectations of service quality are higher than those perceived. This can be seen from the 15 service quality indicators studied, there are 9 indicators with negative gap values and 6 indicators with positive gap values.

The indicators that need to be improved by the front office department staff at Tanadewa Resort & Spa are indicators X3, X6, X7, and X15 while indicators whose performance must be maintained by the front office department staff are indicators X1, X5, X9, X10 and X11.

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Balinese Women's Role and Gender Gap in the Sustainable Tourism Development

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Abstract: This study aims to determine women's role and involvement in the development of sustainable tourism in Bali and to know how Balinese women are the main drivers of cultural and environmental preservation in Bali. The study uses a qualitative method of literature review. The research stage was carried out by collecting literature sources, both primary and secondary. Balinese women have a vital role in the preservation of culture and the environment in Bali. It can be concluded that Balinese women are the drivers of sustainable tourism in several tourism sectors, such as culinary tourism, cultural tourism, and environmental conservation. Balinese women are pioneers in the development of culinary tourism, especially traditional culinary in Bali but are not given many chance to participate in development planning actively. Balinese women are still collided by the patriarchal hegemony in the local traditional culture.

Keywords: sustainable tourism, women, gender gap

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Introduction

Sustainable tourism or sustainable tourism development that prioritizes natural conditions and the surrounding environment to create environment-based tourism. The natural environment is a significant asset in the tourism industry, which needs to be preserved to stabilize tourism, especially Bali tourism. Sustainable tourism is multiplying due to the increasing capacity of tourism accommodation, local population growth, and environmental changes. Sustainable tourism development is an effort to guarantee a natural, social and cultural resources currently the primary source of tourist attraction to enjoy it.

According to Sutiarmo (2018), the development of tourism areas can contribute to the regional economy and support the protection and preservation of the environment. However, along with the growth of tourism development, the higher the level of pollution and environmental damage. It is necessary to develop environmentally friendly and fundamental tourism to the principles of environmentally-based sustainable tourism development. In essence, sustainable development aims to plan equitable development between the present and future generations.

The development of tourism, especially sustainable tourism in Bali, certainly cannot be separated from local communities' participation. Nowadays, local people are no longer positioned as parties who only accept all government and investors' decisions. Still, local people already have an active role in planning tourism development and development in their residential areas. Community involvement in tourism development and development plans in the area where they live is not only to preserve nature and the environment. It will also create a sense of ownership and choice of tourism potential in the area. Involving local communities in sustainable tourism development is to preserve the existing nature and culture and create a balance between the needs of local communities, government, and tourism businesses or investors.

Tourism and investors are two things that are related to one another. The environment is the main scope of tourism; the greater the environmental potential, the higher its value. Local communities' role in sustainable tourism development is a vital thing that must be considered to take part in maintaining the balance of the environment and culture in the area. Besides, the importance of the involvement of all existing communities in the local community can be involved in tourism development in their area, such as the youth community, *subak* (Balinese farmer traditional organization) community, and including the involvement of women as a counterweight in a tourism development plan.

Balinese women have obligations in Bali's various social and cultural aspects, especially in terms of customs and religions in Hinduism. Hindu women in Bali must take an active role in customary social activities in their area, so this sometimes limits women's movement to carry out other economic activities in various formal sectors. Besides, women who work in a few tourism industry sectors have still collided with society's social norms that view these places or jobs as inappropriate for women.

The gender gap is one of the important issues in a patriarchal country, not only for the domestic sector but also for the public sector. In Bali, the patriarchal culture currently plays a powerful role in people's lives. In particular, in the tourism sector, women have not been given much space to play an active role in tourism planning and development in their own regions. Women in Bali indirectly participate in the development of sustainable tourism in cultural preservation and environmental preservation. In preserving culture and developing culinary tourism, women still play a vital role as the main actors. Besides that, in the development of cultural tourism, Hindu religious culture and dance are preserved in the form of Subak ceremonies and other environmental-related ceremonies.

In its planning, environmentally-based tourism builders in Bali still have minimal involvement or contribution of women in it. Balinese women are more focused on the food business or culinary tourism sector (Fagertun 2013), but not in other formal tourism industry sectors. In tourism development planning, women's voices or opinions are still ignored, compared to men's opinions, so it is still doubtful that women in Bali can assist in tourism development to help preserve Bali's natural and cultural environment.

In this study, several references were taken from previous studies with the same research focus and research location. The results of previous research from Ismi Dwi Astuti Nurhaeni (Nurhaeni et al. 2018) entitled "Gender Disparities in Environmentally Friendly Tourism Development" also found gender disparities incompetence, where women's competence was lower than men's. Besides, gender disparities also occur in internal and external barriers, where women have higher internal and external barriers than men. The research recommendation is to accelerate gender mainstreaming in the development of environmentally friendly tourism through gender-responsive budget allocations with the main concern of overcoming gender stereotypes and increasing the capacity of human resources in the development of environmentally friendly tourism. Gender equality and equity in eco-friendly tourism development have been ensured through a number of regulations. Indonesia enacted Law No. 7 in 1984 regarding the ratification of the Convention on the Elimination of All Forms of Discrimination against Women, Presidential Directive No. 9 of 2000 relating to Gender mainstreaming in national development. Presidential Regulation No. 5 of 2010 relating to national medium-term development plans, and Regulation No. 67 of the Minister of Home Affairs of 2011 stipulate that the Government must formulate a development policy that is gender responsive. Therefore, the capacity and capacity of women in tourism development is not appreciated and the principles of management and development of environmentally friendly tourism have not been implemented. Efforts to increase women's involvement in environmentally friendly tourism development can be done through the role of associations of self-help groups that allow women to gain greater control over resources such as ownership of materials, intellectual resources such as knowledge, information, ideas, and decision-making at home, in the community, as well as at home. The association is concerned with improving skills, facilitating new discoveries, gaining access to credit from financial institutions for micro-enterprises, inculcating frugal living, and monitoring credit for poor women. According to him, women can achieve power, if she has a decent status financially, socially and culturally.

Another research from Putu Diah Sastri Pitanatri (Pitanatri, 2016) "No Longer Invincible: Women's Role in Promoting Ubud as Culinary Destination in Bali" results of this research, women are considered to have played an "invisible" role for a long time in the development of Ubud tourism, as they have been regarded as friends of servants, wives, and mothers, and generally submit to the dominant (male) sector of the economy. Currently, the development of tourism in Ubud has started to include women on the local agenda, especially with culinary tourism development. The change in women's roles allowed them to participate in business activities that were largely similar to those they traditionally did at home. Following the success of famous Ubud soldiers such as Ayam (Chicken) Ibu Mangku from Kedewatan, Babi Guling Ibu Oka, Bebek Bengil and Paon Bali, food tourism is labor intensive and creates jobs while stimulating agriculture and generally requiring no major new investment. Food can contribute to regional attractiveness, preserve the local environment and cultural heritage, and strengthen local identity and community sense. When Ubud food is as successful as other cultural interests, Ubud will be known as a destination with complete cultural discovery. Food tourism is an evolving and thriving gap in both the tourism market and academic research. It is clear that the newfound recognition and demand for high quality food with reference, history and story is completely new and many are willing to travel for knowledge.

According to Poerwadarminta (Antara 2011), "Development is a process or way of making something forward, both perfect and useful" yet emphasized that the development of a product is basically an effort that can be done consciously and structured or planned to improve a product that is being used. Walk or add a product that will be used. The development of this tourist attraction is, of course, planned and carried out according to the potential and the ability to best plan and manage according to the resources that the regions have. A tourist attraction must have a variety of attractions, both are the charm of natural beauty, the magnificence of deep cultural manifestation in general is a strong attraction for tourists from all over. A tourist destination is not worth selling.

Sustainable tourism is a process towards improving the standard of living of the community as a whole and is dynamic in nature, aiming to produce a product by prioritizing the welfare of the local community (Risman, Wibhawa, and Fedryansyah 2016). Tourism and the existence of natural resources are related to one another, and tourism itself has a dependence on the existence of natural resources. Tourism is actually directed at providing welfare for the community and environmental preservation as a tourist attraction with the principle of protection and preservation for ecology as a forum for future tourism. According to Susanty (2020), sustainable tourism is a process and system in the development and development of the tourism sector that is done as much as possible to ensure the continuity of natural resources, social and economic life, and culture, which are preserved for future generations.

The term gender was introduced by social scientists to explain the differences between men and women that are innate as a creation of God and which are a cultural formation that has been studied and socialized since childhood (Putra 2018). This distinction is crucial because so far, there has often been a mixture of natural and non-natural human characteristics (gender). This difference in gender roles really helps us think back about the division of roles that have so far been considered inherent in human women and men to build a dynamic and precise picture of gender relations that fit society's realities. Socially different concepts of gender have given rise to differences in the roles of women and men in society (Yanthi 2016). In general, gender has created differences in roles, responsibilities, functions, and even the space in which humans perform activities. In such a way, it seems that this gender difference is inherent in our perspective. We often forget as if it is something permanent and eternal as permanent and eternal as women and men's biological characteristics.

The word "gender" can be interpreted as the difference in roles, functions, status, and responsibilities of men and women due to the socio-cultural constructions embedded through the socialization process from one generation to the next (Utara, Utara, and Utara 2019). Gender is the result of an agreement between humans that is not natural. Accordingly, gender varies from place to place and from time to time. Gender is not natural, can change, and can be exchanged from one human to another depending on the time and local culture.

Based on this background formulation, the researcher saw the issue of gender disparities in the tourism industry, especially in the development of sustainable tourism in Bali. What is the role of women in planning sustainable tourism development and women as the main drivers in preserving cultural and environmental tourism?

Methodology

This research is a qualitative type through a literature study. The research stage was carried out by collecting literature sources, both primary and secondary. This study classified data based on the research formula (Darmalakana 2020). This section discusses the qualitative research scenario of the literature study below (Figure 1).

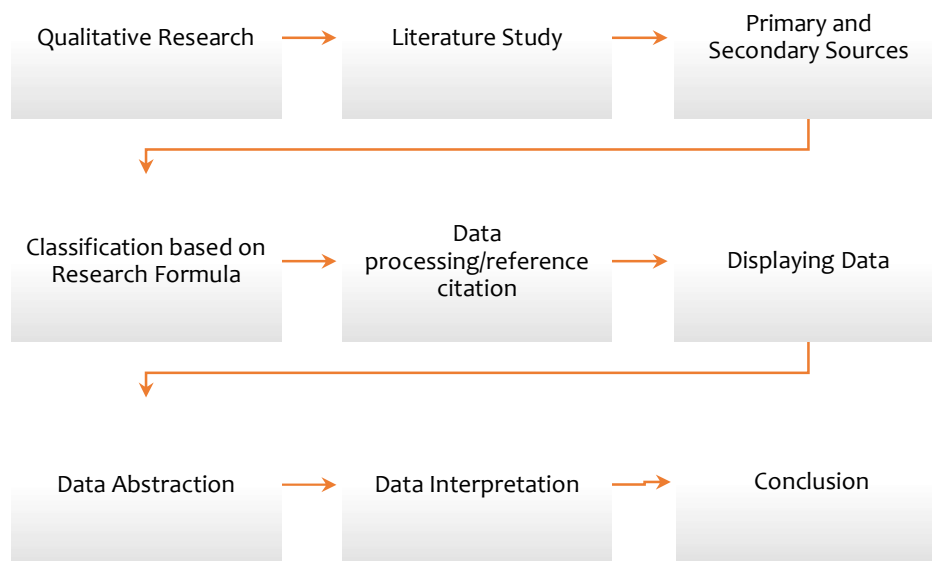


Figure 1. Qualitative Research Types of Literature Study

At an advanced stage, data processing and/or reference citation is carried out to be presented as research findings, abstracted to obtain complete information, and interpreted to produce knowledge for concluding. In the interpretation stage, analysis or approach is used, for example, philosophy, theology, interpretation, and others.

Results and discussions

Results

The rapid development of tourism, especially in Bali, currently has various impacts felt by local people from various sectors such as economic, social, and cultural impacts, education and lifestyle which are increasingly changing due to various tourism trends. Th tourism development has a considerable impact on culture in Indonesia, one of which is the shift in several aspects of the patriarchal culture which is still strong in Indonesia. Patriarchal culture places women as parties who tend to be passive in various life sectors, one of which is in the economic sector.



Figure 1. The role of Balinese women in socio-cultural life
(Source: Shantika, 2021)

Women are still considered to have obligations only in domestic areas in household life so that their role in the economic sector is considered not very promising. However, a culture driven by a patriarchal culture interprets this biological difference as an indicator of appropriateness in behavior, which ultimately leads to restrictions on rights, access, participation, control, and enjoying the benefits of resources and information (Putra, 2014). Finally, the demands for roles, duties, positions, and obligations appropriate for men or women and inappropriate for men or women vary widely from society to society. Some parts of society are very strict about limiting the proper roles that both men and women can play, for example, the taboo for a man to enter the kitchen or carry his child in public and a taboo for a woman to leave the house often to work. The injustice that befalls women will lead to the perception that women are born to do jobs that are much more limited, with low job status and low imbalance. Women's work has generally been limited to the domestic sector. The same goes for wages and salaries. It is common knowledge that female workers are paid less than male workers for the same type of job. This is due to the low human resources of female employees, as well as high rates of absenteeism and dismissal among women. For example, getting married, giving birth and raising children.

The rapid development of the times in the current era makes women's space not as narrow as before. Today, women can work in any sector, along with the increasing level of education for women.

Discussions

How Women are Involved in Planning Sustainable Tourism Development

Women's job opportunities are also determined by "market segmentation". The labour market is often seen as an "area" that is open to anyone. Job seekers, regardless of gender, can compete on an equal basis for employment. However, in reality, the labour market is segmented into two. First, it consists of primary sector jobs which are relatively better in wages, security and security guarantees promotion opportunities. The second consists of secondary sector workers who have low wages, lack of security guarantees and limited promotion opportunities (Wirartha, 2000). In general, it can be concluded that Indonesian women have made significant progress in education, employment opportunities, and various other aspects of life. However, if we look more closely, we will find that women are still left behind compared to men.



Figure 2. Balinese women preserve their culture
(Source: Shantika, 2021)

Women are often ignored for their opinions and participation in various important communities, especially in Bali. Various decision appearances are only carried out by men who in Balinese customs are usually known as sangkepan (traditional meeting). This is due to the strong patriarchal culture in Indonesia, especially in Bali. In fact, tourism development planning in an area is crucial to be planned by various groups to be involved, including women. Based on data from the Bali Province Central Bureau of Statistics, the percentage of women's income contribution in Bali Province by Regency/City in 2014-2019 has an average of above 15%.

Table 2. District/City Percentage of Women's Income in Bali Province by Regency/City

Year	Jembrana District	Tabanan District	Badung District	Gianyar District	Klungkung District	Bangli District	Karangasem District	Buleleng District	Denpasar City	Bali
2014	38.92	34.78	36.58	36.14	44.86	36.28	41.46	38.84	41.58	35.96
2015	38.43	35.69	35.63	36.64	46.11	37.27	42.40	38.88	42.16	36.39
2016	-	-	-	-	-	-	-	-	-	37.39
2017	38.54	36.55	35.93	37.25	46.20	37.28	42.45	38.89	42.18	37.68
2018	38.47	37.22	36.35	37.42	46.19	37.27	43.02	38.93	42.19	37.87
2019	38.73	38.28	36.52	37.94	46.73	38.19	44.11	39.29	42.62	38.61

Since the early 1990s, Ubud began to attract the attention of foreign tourists with its various traditional culinary characteristics, but in its time the Tourism development experts at that time only focused on developing Ubud as cultural and artistic tourism, wherein the planning there was only a small contribution of women involved, while the development of traditional culinary in its time was only considered as a stopover place to eat or rest. Traditional culinary, which became popular at that time, was dominated by women's role, or it could be said that the domestic area of a Balinese woman who since childhood was required to be able to cook or process food ingredients.

This article also mentions four pioneers of culinary tourism in Ubud, who have undoubtedly become icons of culinary tourism in Ubud, namely *Nasi Kedewatan Ibu Mangku*, *Nasi Babi Guling Ibu Oka*, *Bebek Bengil Ibu Raka Sunni*, and *Nasi Bali Ibu Puspa*. Four women who succeeded in introducing traditional culinary to preserve traditional Balinese food to tourists around the world. The existence of legendary traditional food places is one aspect that can attract tourists or give a good impression and make tourists come back to Bali to Ubud.

Women as the Prime Mover in the Preservation of Cultural and Environmental Tourism

The involvement of women in the tourism sector seems indeed increasing in all fields of the tourism business. A woman's involvement in work is motivated by economic and social reasons. In general, women work for reasons such as to seek additional family income or for personal reasons such as increasing their role and status in society. The involvement of women in tourism activities can also be culturally advantageous. For example, by being involved in it, women workers will begin to recognize art and culture and cultural activities that support tourism because art and culture are an inseparable part of tourism. They feel that activities in this field bring a view towards a positive culture, which will lead women towards women's empowerment which is an inseparable part of cultural development (Hidayat 2019). Although statistically, it seems that it is still limited, this study's data show that among the tourism objects that can be identified in tourist areas, most of them have involved women in various sectors. This research looks at the involvement of women in tourism activities from two sides, namely those who sit as decision-makers (owners) and those directly involved in tourism activities such as souvenir production, souvenir sellers, and informal workers.

In the preservation of cultural tourism and the environment, women have a vital role, which indirectly occurs in Bali's traditional life. Balinese women directly have an obligation to the customs and social community. Still, indirectly, Balinese women the spearhead to preserve the environment and culture brought from birth to be developed into a tourist attraction.

According to I Wayan Suardana's (Unud 2012) research entitled "Women's Empowerment in the Kuta Area as an Effort to Improve the Quality of Tourism in Bali," women's involvement in tourism activities can also be culturally beneficial. For example, by being involved in it, women workers will begin to know the work of art and culture and cultural activities that support tourism because art and culture are inseparable parts of tourism. They feel that activities in this field bring a positive cultural outlook, leading women towards women's empowerment, which is an integral part of cultural development. In Bali, 'Sua Bali,' an initiative established by and for women, stipulates that every tourist who comes to their village must pay \$ 1 to support religious and cultural activities in the village in addition to helping people experiencing life problems such as sick (Mas in Scheyvens (Unud 2012). In a more abstract context, women's involvement in tourism activities in the long term can give women a higher appreciation so that society's understanding of 'stereotypical' women can begin to shift.

The existence of *Subak* with women also has an attachment to one another. Environmental preservation with *Subak* in Bali has proven effective with several tourist areas with the main attraction of terraces. Balinese women have an obligation to conserve *Subak* in making offerings or means of ceremonies that are carried out on certain days, so that indirectly Balinese women, especially those who are Hindu, play a role as a driving force for the development of sustainable tourism in Bali.

Conclusions

It can be concluded that women in Bali still do not have many chance to participate in making decisions about the development of sustainable tourism in Bali. This is due to the strong patriarchal culture adhered to by Balinese today. However, several studies show that women play an important role in developing traditional culinary tourism in Bali. Several culinary tours have even become icons or characteristics of a tourist destination. In general, it can be concluded that Indonesian women have made significant progress in education, employment opportunities and various other aspects of life. However, if we take a closer look, we will find that women are still left behind compared to men. Women are often ignored for their opinions and participation in various important communities, especially in Bali. This is due to the strong patriarchal culture in Indonesia, especially in Bali.

Balinese women also indirectly play an important role in preserving the culture and the environment. This can be seen from the aspect of social norms that oblige women in Bali to participate in traditional/customary societies such as *Subak* ceremony tradition, Balinese dance preservation, culinary preservation, and of course, making tourism in Bali sustainable tourism by continuously preserving traditions that still hold fast to the culture and environment in Bali. Women's participation in the tourism sector appears to be indeed increasing in all sectors of the tourism business. Women's participation in work is motivated by economic and social reasons. In general, women work for reasons such as earning extra income for the family or for personal reasons such as enhancing their role and status in society. Women's participation in tourism activities can also be a cultural advantage. Although the statistics seem to be limited, the data of this study show that of the tourist objects that can be identified in the tourist areas, most of them have the participation of women in tourism activities. different areas. This study examines the participation of women in tourism activities from both sides.

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Analysis of Receptionist Service Quality to Increase Guest Satisfaction at Hotel Yusro Jombang

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Abstract: This study aimed to analyze the level of receptionist service quality in increasing guest satisfaction at Hotel Yusro Jombang, East Java. The number of samples used was 60 respondents, with a purposive sampling data collection technique. The primary data collection method for service quality variables is using a questionnaire that has been tested for its validity and reliability. The analysis technique used is Customer Satisfaction Index, Servqual, and Importance Performance Analysis, presented in a Cartesian diagram. This study indicates that there is a negative, positive and neutral gap between guest perceptions and expectations. Customers are satisfied with the services provided because the value of the positive gap is more than the negative. The quality level of receptionist service in improving guest satisfaction at Hotel Yusro Jombang has been good, because the value of customer satisfaction index (CSI) of 90.22% is in the range of 81%-100%, meaning, in general, the guest satisfaction index at Hotel Yusro Jombang is on the "very satisfied" criteria. Next, based on the result of importance-performance analysis, each indicator's position in the cartesius diagram found an indicator that is a priority to be fixed, i.e., indicator in the A quadrant and an indicator that is an achievement to be maintained indicator which is in the B quadrant. As for indicators that are considered most satisfying by guests, they are X3 indicators, X5 indicators, and X10 indicators, each of them has a score of 0.04.

Keywords: Receptionist, Service Quality, Customer Satisfaction, Importance Performance Analysis.

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Introduction

Hospitality is one service industry that provides lodging services and other supporting facilities. Hotels are classified as group-managed buildings that provide services, such as room service and food and beverage facilities to function for people traveling. They can pay an amount of money according to the services received (Sugiyono, 2014).

The Front Office Department, especially the receptionist, plays an essential role in providing services to the guests as the center of hotel operations and is responsible for giving the best first and the last impression to the guests. The receptionist deals directly with guests when guests make a reservation. A receptionist serves the check-in and check-out process, accepts guest complaints, receives incoming calls, serves payment transactions, and provides information on hotel facilities.

Due to the importance of the Front Office Department in a hotel, especially the receptionist, the quality of receptionist service is very influential for the satisfaction of staying guests. Hotel Yusro Jombang is one of the hotels that always provide full service to the guests from the moment they enter until they leave the hotel. To maintain and improve its services, Hotel Yusro Jombang always pays attention to the service quality by using guest comment cards.

Based on the guest comment card, some negative comments were obtained from the guests about the Front Office Department services, especially at the reception, namely: The check-in and check-out handling process take a long time, the receptionist is not prompt in assisting guests, the receptionist does not explain about the use of coupons breakfast and welcome drink coupons clearly which make the guests feel confused, a bellboy is late in taking guest belongings which make those guests wait too long. Various complaints about the quality of

services and services provided must be followed up by Hotel Yusro Jombang, especially the receptionist.

The objectives of this research are: to determine the level of guest satisfaction with the receptionist service at Hotel Yusro Jombang, to determine the most satisfactory service indicators for guests at Hotel Yusro Jombang, to determine the service indicators that need to be improved in the receptionist service at Hotel Yusro Jombang. The expected benefits of the research are to increase the understanding, experience, and knowledge of a receptionist at Hotel Yusro Jombang in providing the best service so that customers feel satisfied. The practical benefits are: to become a reference or learning material for students interested in researching service quality in increasing customer satisfaction, for Hotel Yusro Jombang, it is expected that it can be an input for the management of Hotel Yusro Jombang, especially the receptionist in improving service quality which will have an impact on the guest satisfaction and assisting in the operational development of the hotel in the future.

A hotel is a company that is managed by providing services and facilities such: food, drinks, and lodging for tourists who can pay a reasonable amount based on the service received without special approval in advance (Sulastiyono, 2011). A Hotel is a type of accommodation managed commercially, provided for a person or group of people who provides lodging, food and beverage services, and other services according to the development of needs and technology (Bagyono, 2012). There are several departments in the hotel: Room Division Department, Front Office Department, Housekeeping Department, Food and Beverage Department, Engineering Department, Security Department, Accounting Department, Marketing Department, and Human Resources Department (Hadi, 2014).

The reception is one place where guest services occur, such as reception of guests, serving guests without booking in advance or walking in guests, and giving or determining rooms for guests who have booked rooms in advance (Nawawi, 2015). Quality is a dynamic condition that affects products, the environment, services, processes, and people, which meet needs or exceed expectations, according to (Tjiptono, 2011). Service quality is the combination of all products and services resulting from marketing, engineering, production, and maintenance, making these products and services available (Wijaya, 2011). Sujatno (2008:6-7) in (Handayani, 2018) states that guests are critical people for the company because hotel guests buy company products such as rooms, food, drinks, and the use of hotel facilities, which directly determine the success of the company. Service quality will affect customer satisfaction. Customers will feel disappointed if expectations do not match with perceptions, and if perceptions exceed expectations, the customer will feel satisfied with the services provided (Sunnyoto, 2013). There are characteristics of customers who are satisfied with the service received (Suryadana, 2015): Loyal to the product, Promotion through word of mouth, and the company is the customer's first choice.

Several previous studies serve as references in this study. These studies are as follows. Handayani conducted the first research (2018) entitled "Analysis of Reception Service Quality in Improving Guest Satisfaction at Bali Rani Hotel Kuta." A sample of 60 customers was taken using the accidental sampling technique. The result of this research is a positive and negative gap between the perceptions and expectations of guests on the quality of receptionist service at Bali Rani Hotel Kuta. 5 indicators produce a negative gap and nine indicators that produce a positive gap.

Pratiwi (2019) in her "Analysis of Front Office Service Quality for Customer Satisfaction at Padma Resort Legian" uses a sample of 60 customers through accidental sampling technique. The data analysis technique used was the servqual method and the Importance Performance Analysis. The research results show a positive and negative gap between guest perceptions and expectations of the service quality of the Front Office Department at Padma Resort Legian.

Taviprawati (2019) in her "Analysis of Room Attendant Service Quality on Customer Satisfaction at the Inter-Continental Jakarta MID Plaza Hotel" uses a sample of 75 guests through purposive sampling technique. Data were analyzed using servqual to see the gap between expectations and reality.

Winarno & Absor (2018) in their "Service Quality Analysis with Service Quality (Servqual) and Importance Performance Analysis (IPA) Methods at PT. Media Purna Engineering" use the

sample was 27 respondents who were determined using the Solvin formula. The data analysis technique used was the servqual technique and then analyzed using the Importance Performance Analysis (IPA) method. The result shows that one attribute must be improved, namely attribute number 15 about speed in providing solutions. Improvements that can be made are by empowering employees.

Choibamroong (2017) wrote "Expectations and Satisfaction of Chinese Tourists Toward Thailand Tourism Management." The sample amounted to 850 tourists consisting of 435 general tourists and 413 qualified tourists. The data analysis technique used is Importance Performance Analysis. The result showed that the two tourism groups prioritized the uniqueness of tourism activities and were equally satisfied with the uniqueness of tourism activities in Thailand.

Felix (2017) researched "Service Quality and Customer Satisfaction in Selected Banks in Rwanda." The sample was 384 customers with a convenience sampling technique. This study indicates that the five dimensions of service quality are highly correlated with customer satisfaction and show a significant relationship.

Methodology

In this study, two variables were used, namely the independent variable (X) and the dependent or dependent variable (Y). The independent variable in this study is service quality which consists of five dimensions, namely: Tangibles (X1), reliability (X2), responsiveness (X3), assurance (X4), and empathy (X5). The dependent variable in this study is customer satisfaction (Y).

The variables contained in this study are service quality which is measured based on five dimensions of service quality, namely: (1) Physical Evidence (X1) includes physical facilities, such as building and reception area, availability of parking lots, adequate equipment such as computers, telephones, and receptionist appearance. (2) Reliability (X2) is the ability of hotel employees, especially receptionists, to provide services as promised accurately and reliably. (3) Responsiveness (X3), namely the ability of hotel employees, especially receptionists, to welcome guests, help guest problems, and deal with guest complaints responsively, quickly, and accurately. (4) Assurance (X4), related to extensive knowledge, professional receptionist in serving in growing trust and confidence so that it is free from danger, risk or doubt. (5) Empathy (X5) is the receptionist's willingness to pay attention to guests, understand their needs, and serve them sincerely. (6) Customer Satisfaction (Y) is the feeling of pleasure or disappointment felt by guests after comparing the performance (result) of the product on the perceived service with their expectations.

Table 1. Variable and Indicators Variable

Variable	Sub Variable	Indicators
Service Quality (X)	Tangibles (X1)	The receptionist is always neat, fragrant, and clean
		The reception area is clean and well maintained
	Reliability (X2)	The receptionist communicates in a reasonable and understandable language
		The time of check-in and check-out times is fast and on time
	Responsiveness (X3)	The receptionist is responsive in welcoming guests
		The receptionist can solve problems quickly and precisely
		The receptionist is prompt in assisting guests
	Assurance (X4)	The receptionist provides a professional service
		The receptionist has extensive knowledge
		Security is guaranteed when guests' belongings are deposited at the reception

Empathy (X5)	The receptionist pays attention seriously to guest complaints
	The receptionist understands the needs of guests

(Source: processed data, 2021)

The types of data in this study are qualitative and quantitative data. Qualitative data is data in sentences or words, not in numbers (Siregar, 2017). The qualitative data in this study is the history of Hotel Yusro Jombang, the organizational structure and specifications of Front Office Department employees according to their respective fields, and receptionist services. Data were obtained from interviews with the Front Office Department Hotel Yusro Jombang. Quantitative Data, quantitative data is data in numbers (Siregar, 2017). Quantitative data in this study is data on the number of guests who stay. At the same time, the author conducts research and data from questionnaires given to guests after receiving service from the receptionist at Yusro Hotel Jombang.

The data sources used are primary and secondary data sources with the following descriptions. Primary data is collected by individuals or an organization directly or referred to as original or first-hand information. The primary data in this study were data from questionnaires distributed to guests staying at Hotel Yusro Jombang and data from direct interviews conducted by researchers with front office supervisors and receptionists at Hotel Yusro Jombang. Secondary data is obtained from previous studies and published by various agencies, usually in pre-existing journals and research. In this study, secondary data used by researchers are journals, theses, and the history of Hotel Yusro Jombang.

The sample is part of the selected members of the population. The sampling method is purposive sampling. The sampling technique is based on specific criteria. The criteria determined by the author are as follows: (1) Respondents' role is to provide input regarding the quality of service provided by the receptionist at Hotel Yusro Jombang. (2) Respondents are guests who have experienced the services provided by the receptionist at Hotel Yusro Jombang.

The sample can be determined by multiplying the number of indicators by at least 4 or 5. This study uses 12 attributes, so according to Malhotra in (Indrawan, 2014) a minimum of 60 respondents is required. Before analyzing the data, a questionnaire was tested by testing the validity and reliability of the indicator data on the questionnaire. Furthermore, the data analysis technique in this study uses the servqual method and mapping customer satisfaction using the Important Performance Analysis matrix. The Statistical Program used Social Sciences (SPSS) version 22 software data processing.

In obtaining the data needed in this study, several data collection methods were used. Observation is a data collection technique by directly observing the research site (Sugiyono, 2014). The observations made by the researchers were: observing directly the service provided by the receptionist to guests at Hotel Yusro Jombang, the service of the walk-in guest reception process, services in the check-in and check-out process, handling guest's problems, and receiving incoming calls. Interview is a data collection technique done orally (Sujarweni, 2014). Researchers conducted interviews according to interview guidelines with front office supervisors and receptionists to obtain data and direct information following the object under study, namely the quality of receptionist services in increasing customer satisfaction. Literature study is a data collection technique that comes from pictures, writings, or monumental works of someone (Sugiyono, 2014). Library studies conducted by researchers collect data from the internet, journals, scientific books, and the result of previous research related to the object under study. Questionnaire is a data collection technique done by giving respondents a set of questions or statements to answer (Sugiyono, 2014). The researcher sent questionnaires in Google forms to respondents using the WhatsApp application, namely guests who enjoyed reception services at Hotel Yusro Jombang.

The variables in this research questionnaire were measured using a Likert scale. The Likert scale is used to measure something that has no size, such as customer satisfaction. Strongly agree: rated 5; agree: rated 4; don't agree: rated 3; disagree: rated 2; strongly disagree: rated 1.

Testing of the questionnaire must be carried out before the data analysis process includes testing the validity and reliability of the data. An indicator can be valid if it can reveal data from the variables studied appropriately. According to (Sugiyono, 2014), validity is the degree of accuracy between the data that occurs on the researcher's object and the data collected by the researcher. Reliability is an indicator that will produce the same data if used several times to measure the same object (Sugiyono, 2014).

Statistical Program for Social Sciences (SPSS) version 22 is used to process the data. SPSS is a computer application used to analyze statistical data. The data obtained from the respondents' answers were processed using SPSS, which later obtained a value for the category of guest perceptions and expectations and saw the gap between these two things from each existing quality dimension. Servqual analysis technique is used to see the perceived service to the service expected by customers, in this case, guests who receive reception services at Hotel Yusro Jombang. Through this analysis, it is expected that there is a gap or gap between what is perceived and the customer's expectations. The data will be grouped into a matrix of importance-performance analysis in the mapping method of customer satisfaction. The Customer Satisfaction Index (CSI) is used to know the overall level of customer satisfaction by seeing the importance level of product or service indicators.

Results and discussions

Results

The results about the service quality of the Receptionist at Hotel Yusro Jombang from combining guest answers on questioner for four months from March 2021 to June 2021 based on five variables, namely tangible, reliability, responsiveness, assurance, and empathy, can be seen on following table 2.

Table 2. Sevice Quality of Receptionist at Hotel Yusro Jombang

Variable	Perceptions	Expectations
The receptionist is always neat, fragrant, and clean.	4,53	4,52
The reception area is clean and well maintained.	4,55	4,52
The receptionist communicates in a good and understandable language.	4,52	4,48
The time of check-in and check-out times is fast and on time.	4,43	4,55
The receptionist is responsive in welcoming guests.	4,57	4,53
The receptionist can solve problems quickly and precisely.	4,45	4,48
The receptionist is prompt in assisting guests.	4,48	4,53
The receptionist provides a professional service.	4,48	4,48
The receptionist has extensive knowledge.	4,47	4,57
Security is guaranteed when guests' belongings are deposited at the reception.	4,57	4,53
The receptionist pays attention seriously to guest complaints.	4,47	4,47
The receptionist understands the needs of guests.	4,50	4,47

(Source: process data, 2021)

Discussions

Before analyzing the data, the validity and reliability of the data were first tested. Determination of the validity of an instrument is measured by comparing r -count with r -table, $df = n-2$ (degree of freedom) with a significant level of 5%, " n " is the number of samples. If r -table $<$ r -count, it can be said that the item of the instrument is valid. The number of sample test questionnaires is $n = 30$ and the magnitude of df is $30-2 = 28$ and the significant level = 5% obtained r -table = 0.374.

Table 3. The result validity of perceptions and expectations

Variable	Perceptions Correlation Coefficient	Expectations Correlation Coefficient	Score (r -table)	Information
The receptionist is always neat, fragrant, and clean	0,713	0,757	0,374	Valid
The reception area is clean and well maintained	0,747	0,835	0,374	Valid
The receptionist communicates in a good and understandable language	0,814	0,856	0,374	Valid
The time of check-in and check-out times is fast and on time	0,690	0,623	0,374	Valid
The receptionist is responsive in welcoming guests	0,862	0,738	0,374	Valid
The receptionist is able to solve problems quickly and precisely	0,802	0,873	0,374	Valid
The receptionist is prompt in providing assistance to guests	0,891	0,820	0,374	Valid
The receptionist provides a professional service	0,890	0,875	0,374	Valid
The receptionist has extensive knowledge	0,823	0,928	0,374	Valid
Security is guaranteed when guests' belongings are deposited at the reception	0,782	0,795	0,374	Valid
The receptionist pays attention seriously to guest complaints	0,780	0,661	0,374	Valid
The receptionist understands the needs of guests	0,890	0,914	0,374	Valid

(Source: process data, 2021)

Furthermore, the perception reliability test was conducted. If the value of Cronbach's alpha is more significant than 0.60, it can be said that the indicator is reliable (Ghazali in Putri, 2017). The result of the questionnaire reliability test in this study can be seen in Table 4 as follows.

Table 4. The resulting reliability of perceptions and expectations

Cronbach's Alpha perceptions	Cronbach's Alpha expectations	Information
0,952	0,951	Reliable

(Source: process data, 2021)

The perception and expectation reliability test in Table 4 shows that Cronbach's alpha is more significant than 0.60. Based on the result of data processing, all indicators are declared reliable or reliable, and further analysis can be carried out.

The Customer Satisfaction Index is used to know the level of visitor satisfaction overall by seeing the importance of a product or service from the indicators in calculating the level of customer satisfaction using the Satisfaction Index (CSI). The calculation of the level of consumer performance using the Customer Satisfaction Index (CSI) requires an average score of the level expectation and an average score of the perceived receptionist service quality indicator at Hotel Yusro Jombang.

Tabel 5. Analysis of Customer Satisfaction Index (CSI)

Indicator	Indicators	MIS	WF	MSS	WS
X1	The receptionist is always neat, fragrant, and clean	4,53	8,39	4,52	37,90
X2	The reception area is clean and well maintained	4,55	8,42	4,52	38,07
X3	The receptionist communicates in a reasonable and understandable language	4,52	8,37	4,48	37,49
X4	The time of check-in and check-out times is fast and on time	4,43	8,20	4,55	37,31
X5	The receptionist is responsive in welcoming guests	4,57	8,46	4,53	38,32
X6	The receptionist is able to solve problems quickly and precisely	4,45	8,24	4,48	36,90
X7	The receptionist is prompt in assisting guests	4,48	8,29	4,53	37,57
X8	The receptionist provide a professional service	4,48	8,29	4,48	37,15
X9	The receptionist has extensive knowledge	4,47	8,27	4,57	37,82
X10	Security is guaranteed when guests' belongings are deposited at the reception	4,57	8,46	4,53	38,32
X11	The receptionist pay attention seriously to guest complaints	4,47	8,27	4,47	36,99
X12	The receptionist understands the needs of guests	4,50	8,33	4,47	37,24
Total		54,02			
WAT					451,09
CSI (%)		90,22			

(Source: process data, 2021)

Based on the satisfaction index, the Customer Satisfaction Index (CSI) value of 90.22% is 81% - 100%. The guest satisfaction index at Hotel Yusro Jombang is generally in the "very satisfied" criteria. Although the value of the consumer satisfaction index is at a very satisfactory criterion, Hotel Yusro Jombang still has to improve the quality of its services because the Customer Satisfaction Index (CSI) value of 90.22% means that there are still 9.78% of customers who have not been fully satisfied with the quality reception service at Hotel Yusro Jombang. Therefore, Hotel Yusro Jombang needs to track customer satisfaction with indicators of the quality of receptionist service. Besides, customer satisfaction can change from time to time depending on the level of expectations required by the customer.

Table 6. Test Result on Average Perceptions and Expectations and Gaps
Service Quality Questionnaire at Hotel Yusro Jombang

Variable	Perceptions	Expectations	Gap
The receptionist is always neat, fragrant, and clean	4,53	4,52	0,01
The reception area is clean and well maintained	4,55	4,52	0,03
The receptionist communicates in a good and understandable language	4,52	4,48	0,04

The time of check-in and check-out times is fast and on time	4,43	4,55	-0,12
The receptionist is responsive in welcoming guests	4,57	4,53	0,04
The receptionist is able to solve problems quickly and precisely	4,45	4,48	-0,03
The receptionist is prompt in providing assistance to guests.	4,48	4,53	-0,05
The receptionist provides a professional service.	4,48	4,48	0,00
The receptionist has extensive knowledge.	4,47	4,57	-0,10
Security is guaranteed when guests' belongings are deposited at the reception.	4,57	4,53	0,04
The receptionist pays attention seriously to guest complaints.	4,47	4,47	0,00
The receptionist understands the needs of guests.	4,50	4,47	0,03

(Source: process data, 2021)

Based on Table 6, the score servqual shows a negative gap between perceptions and expectations in indicators X4, X6, X7, and X9. In addition to the negative gap between perceptions and expectations, there are eight positive indicators on indicators X1, X2, X3, X5, X8, X10, X11, and X12. The indicators that are considered the most satisfactory by guests are: the indicator X3 (The receptionist communicates in a reasonable and understandable language), the indicator X5 (The receptionist is responsive in welcoming guests), and indicator X10 (Security is guaranteed when guests' belongings are deposited at the reception), each of these indicators have a score 0,04.

Based on the result of the servqual score and the discussion above, it is found that services are perceived to have negative, positive, and neutral gaps. This is influenced by the point of view of Hotel Yusro Jombang as a service provider that is not always the same as the expectations of guests as recipients of services. Overall, Hotel Yusro Jombang has provided exemplary service because the perceived service is more significant than guest expectations. With this discussion, the Hotel Yusro Jombang must improve and improve services with negative values and maintain services with positive values.

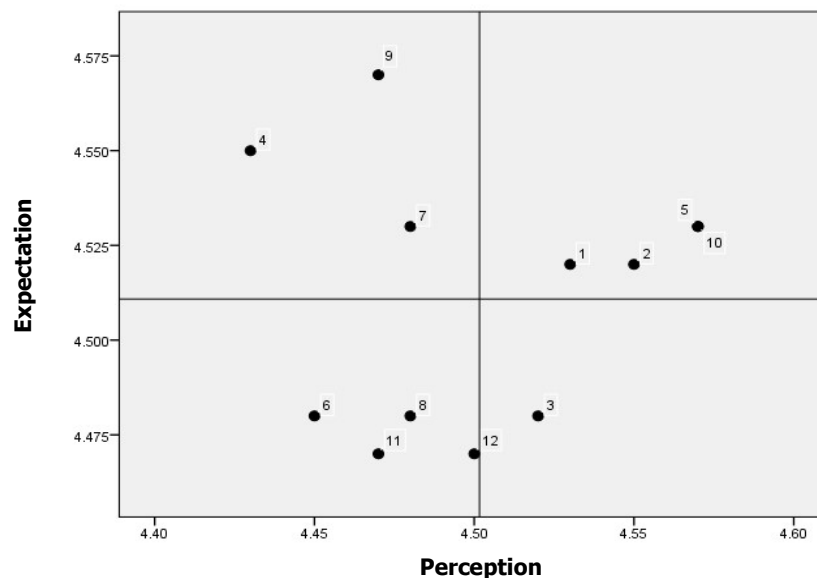


Figure 1. Cartesian Diagram Kartesius Importance Performance Analysis
(Source: processed data, 2021)

Information: 1. Quadrant A (Top Priority). Indicators in quadrant A show indicators that are considered to affect customer satisfaction. The management has not carried out according to customer expectations, so it is disappointing. The indicators in quadrant A are the implementation of fast and appropriate times to check-in and check-out (X4), the receptionist being prompt in assisting guests (X7), and the receptionist having extensive knowledge (X9). 2. Quadrant B (Maintain Achievement). Indicators in quadrant B are considered very important by guests and have succeeded in satisfying customers. The indicators that are in quadrant B are: the receptionist is always neat, fragrant, and clean (X1), the receptionist area is clean and well maintained (X2), the receptionist is responsive in welcoming guests (X5), and the security is guaranteed when guest's luggage be abandoned at the receptionist (X10). 3. Quadrant C (Low Priority). Indicators in quadrant C indicated indicators considered unnecessary and not too expected by guests. The indicators in quadrant C are: the receptionist can solve any problems quickly and accurately (X6), the receptionist provides professional services (X8), the receptionist is paying attention to guest complaints seriously (X11), and the receptionist should understand the guest's needs (X12). 4. Quadrant D (Excessive). Indicators in quadrant D indicate that they are considered less important and not too expected by guests. The services provided by the receptionist exceed what is expected by guests. The indicators in quadrant D are the receptionist communicates in a reasonable and understandable language (X3).

Conclusions

The level of receptionist service quality in increasing guest satisfaction at Hotel Yusro Jombang is good because score the Customer Satisfaction Index (CSI) value of 90.22% is in the range of 81% - 100% which means, that in general, the guest satisfaction index at Hotel Yusro Jombang is in the "very satisfied" criteria. Although the value of the consumer satisfaction index is at a very satisfactory criterion, Hotel Yusro Jombang still has to improve the quality of its services because the Customer Satisfaction Index (CSI) value of 90.22% means that there are still 9.78% of customers who have not been fully satisfied with the quality reception service at Hotel Yusro Jombang. Therefore, Hotel Yusro Jombang needs to track customer satisfaction with indicators of the quality of receptionist service; besides, customer satisfaction can change from time to time depending on the level of expectations required by the customer. Then, the indicators that are considered the most satisfactory by guests are X3, X5, and X10. Indicators that must be improved the quality of services are in quadrant A because the indicators in quadrant A affect customer satisfaction. Indicators that are in quadrant A, namely: X4, X7, and X9.

The indicators that Hotel Yusro Jombang must maintain are indicators in quadrant B because most customers are satisfied with the services provided by the receptionist. Indicators in quadrant B are X1, X2, X5, and X10. Not only in quadrant B but also the other indicators must be maintained and the quality of service improved to increase customer satisfaction with the services provided by Hotel Yusro Jombang. Thus, the overall level of receptionist service quality in increasing guest satisfaction at Hotel Yusro Jombang has proven suitable. Also, guests are satisfied with the services received during their stay at Hotel Yusro Jombang.

Based on research and discussion, the author conveys suggestions to the parties involved in service to customers, especially the receptionist at Hotel Yusro Jombang. The level of receptionist service quality in increasing guest satisfaction at Hotel Yusro Jombang is good because score the Customer Satisfaction Index (CSI) value of 90.22% is in the range of 81% - 100% which means, that in general, the guest satisfaction index at Hotel Yusro Jombang is in the "very satisfied" criteria. In this research, the researcher expected that Hotel Yusro Jombang could improve the quality of service, which has negative indicators, such as: a. The activity of check-in and check-out times is fast and appropriate. b. The receptionist can solve problems quickly and precisely. c. The receptionist is prompt in assisting guests. d. The receptionist has extensive knowledge.

The efforts that can be implemented to improve service quality are: a. Add human resources, especially at the receptionist, so the guests do not wait too long to get the services provided by the receptionist due to limited staff. b. Add human resources, especially at the receptionist, so the guests get a quick and precise response from the receptionist's staff in solving

problems. c. Improve communication and coordination between the receptionist and other departments to create a synergistic performance in improving service. d. The empowerment of employees at the reception is a meaningful and promising way to increase the receptionist's knowledge at Hotel Yusro Jombang.

Hotel Yusro Jombang must maintain positive indicators. Indicators that have a positive gap value are: (1) the receptionist is always neat, fragrant, and clean; (2) the receptionist area is clean and well maintained; (3) the receptionist's communicating is excellent and understandable language; (4) the receptionist is responsive in welcoming guests; (5) the receptionist provide professional service; (6) the security is guaranteed when guests' belongings are abandoned at the receptionist; (7) the receptionist is paying attention to guest's complaints seriously; (8) the receptionist understands the needs of guests. Steps that can be taken to maintain the positive values that have been achieved are to maintain performance and standard operating procedures as a reference in providing services. So, customers' trust and satisfaction are maintained, eventually making guests come back to Hotel Yusro Jombang.

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The Implementation of Green Housekeeping Management at The St. Regis Bali Resort

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Abstract: This research focuses on analyzing the implementation of green housekeeping management at The St. Regis Bali Resort. The data of the research was collected through observation, interview, questionnaires' distribution, and documentation. The questionnaires were distributed to the 38 employees of the Housekeeping Department. Quantitative analysis was used to analyze the data. The research results using the frequency distribution of Likert scale with 5 (five) scales on the SPSS version 25.0 stated that the average value of the indicators related to the implementation of green housekeeping management on the questionnaire was a value of 4 or very well implemented. It is proved that the concept of green housekeeping management at The St. Regis Bali Resort has been implemented very well in the daily operations. It aims to preserve the environment, saving energy, and ensure maximum guest satisfaction.

Keywords: saving energy, green housekeeping, guest satisfaction

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Introduction

Tourism is the most important sector for the life of Indonesian people (Samimi, 2011). At present, the development of the tourism sector is very fast, indicated by the numbers of tourism facilities and infrastructure that are growing rapidly throughout Indonesia, such as accommodation, restaurants, transportation services, spa, money changers, tourism objects, and other facilities (Suryani, 2015). The role of the national tourism sector is increasingly important in line with the development and contribution provided by the tourism sector through foreign exchange earnings, regional income, regional development, as well as in the absorption of investment and labor as well as business development spread in various parts of the region in Indonesia (The Ministry of Tourism and Creative Economy of the Republic of Indonesia, 2020).

However, in 2020 due to the impact of the COVID-19 pandemic situation, the number of tourists visiting Bali had decreased by almost 100%. Then the impact was felt until the beginning of 2021 (The Central Bureau of Statistics of Bali Province, 2020). In the current situation, Bali Island remains one of the most popular tourist destinations for domestic tourists and foreign tourists, of course, by obeying the rules and health procedures.

Hotel is a company or industry that is managed commercially by its owner by providing dining, beverage, room facilities, and other facilities to people or the public and can pay a reasonable amount and following the services received by the guests without there is a special or binding agreement (Sulastiyono, 2011:5). Hotel as an establishment whose primary business is providing lodging facilities for the general public and which furnishes one or more of the following services: food and beverage service, room attendant service, uniformed service, laundering of linens, and use of furniture and fixtures (The American Hotel & Lodging Association or AHLA, 2013). As a main sector of the hospitality industry, hotels have benefited from environmental initiatives by improving corporate image and increasing resource and energy

efficiency (Mungai and Irungu, 2013). Hotel is a complex organization with several parts that might not be seen by ordinary people in general (Komar, 2014:2). Hotel is a type of accommodation that uses a part of the whole building to provide lodging services, food and beverages, and other services to the public and is managed in general (Yuniawati, 2016:41). Eco-friendly hotels are the ones that use various sustainable strategies towards addressing the environmental issues and improving the awareness of the customers and tourists towards environmental contribution (Sharma, 2019). Then, to accommodate the needs of these tourists, hotels in Bali are starting to implement environmentally friendly accommodation management due to environmental conditions that are getting more apprehensive every day. This accommodation is related to the hotel rooms that each hotel owns. Innovation has become important in managing these accommodations, namely green housekeeping management.

Green housekeeping management is one of the most appropriate solutions and is believed to manage hotel accommodation management appropriately, effectively, and efficiently, as well as being environmentally friendly (Graci and Dodds, 2010). Green housekeeping management is not only limited to a small part of its corporate social responsibility, but it must be a model in business and operational organizations (Hasan, 2016). Green housekeeping management strategies like towel reuse program, refillable shampoo dispensers, and sheets changed upon request raise some doubt in the consumers' minds and were not perceived favorably (Verma and Chandra, 2016). Green housekeeping management is one of the management concepts that still pay attention to the environment with three levels in applying the system (Liao, 2017). Seeing the current phenomenon of environmental pollution, one of which comes from operations in the housekeeping department. The implementation of green housekeeping management is needed by hotels today. Its good implementation can maintain the operational stability of the hotels themselves and the surrounding environment to be cleaner and safer, especially in the housekeeping department. Green housekeeping management can answer the problems mentioned above because its application is very friendly to the environment and economical and brings maximum benefits. Implementation of green housekeeping management programs must be based on awareness so that self-regulation is required that does not depend on government regulations or provisions (The Ministry of Industry of the Republic of Indonesia, 2014).

Housekeeping department is one of the most important departments in a hotel (Raditya, 2020:8). This department is responsible for ensuring cleanliness, tidiness, beauty, and comfort in the rooms and the hotel's public areas (Rumekso, 2010). Housekeeping is a vital part of providing hotel guests services, especially regarding the comfort and cleanliness of hotel rooms (Sulastiyono, 2011). It is mentioned that housekeeping department is one of the largest income earners in hotels, since it concerns with bedrooms. With the implementation of green housekeeping management, the satisfaction of guests staying at the hotel is ensured to be optimally, and departmental operations can run smoothly and optimally.

One of the hotels in Bali that has been able to implement it very well, namely The St. Regis Bali Resort. The hotel uses guest supplies and amenities, cleaning supplies and amenities, linen supplies, and green materials to reduce plastic waste and use glass bottles for mineral water in each room. Room facilities using natural and green materials. Operational waste processing is also processed in a green manner. Each hotel room is designed using a special system automatically to save water and electricity. The St. Regis Bali Resort remains consistent in running a hotel business but is still friendly to the surrounding environment from pollution and waste.

Methodology

This research was conducted at The St. Regis Bali Resort in the housekeeping department for 4 months using qualitative and quantitative data types with primary and secondary data sources. Data collection methods using questionnaires, observations, and documentation. This research is measured on a 5 - point Likert scale with 5 indicators of green housekeeping management, such as operational requirements, number of rooms, room facilities, work procedures, and room rates with 10 statements using frequency distribution. This research using purposive sampling is a technique for determining research samples with certain considerations that aim to make the data obtained based on Sugiyono (2014:22), so the number of respondents used is total 38 respondents. Then, the analysis used is descriptive quantitative by using the

implementation index of green housekeeping management. The formula for implementation index of green housekeeping management is as follow:

$$\text{Implementation Index of Green HK Management} = \frac{\text{Total Averages}}{\text{Total Respondents}} \quad (1)$$

Results and discussions

Results

The implementation of green housekeeping management at The St. Regis Bali

1. Frequency Distribution

Table 1. Statement 1. Using Green Equipment and Supplies

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Implemented	9	23.7	23.7
	Very Implemented	19	50.0	73.7
	Strongly Implemented	10	26.3	100.0
	Total	38	100.0	100.0

According to Table 1 it is explained that green equipment and supplies were implemented very much by 50 percent, strongly implemented by 26.3 percent, while just implemented by 23.7 percent. By this it can be concluded that the implementation of green housekeeping in term of usage of green equipment and supplies have been very well developed at The St. Regis Bali Resort.

Table 2. Statement 2. Operational Need Still Safe, Green, and Economical

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Implemented	6	15.8	15.8
	Very Implemented	19	50.0	65.8
	Strongly Implemented	13	34.2	100.0
	Total	38	100.0	100.0

According to Table 2 there were no employees who stated that it is not implemented in relation to the statement operational needs in the housekeeping department that are safe, environmentally friendly, economical, and according to guest needs. Then, based on the data above, it can be explained that the statement has been implemented very well in the hotel to implement green housekeeping management at The St. Regis Bali Resort.

Table 3. Statement 3. Room Still Safe, Green, and Comfortable

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Implemented	9	23.7	23.7
	Very Implemented	21	55.3	78.9
	Strongly Implemented	8	21.1	100.0
	Total	38	100.0	100.0

According to Table 3 it is explained that from a total of 38 respondents, it can be presented into 9 people or 23.7 percent of employees who stated that it had been implemented, 21 people or 53.3 percent stated that it was very implemented, then 8 people or 21.1 percent stated that it had been strongly implemented, and were not employees who stated that it is not to implement related to the statement rooms still safe, environmentally friendly, and comfortable condition. Then, based on the calculations above, it can be explained that the statement has been implemented very well in the hotel to implement green housekeeping management at The St. Regis Bali Resort.

Table 4. Statement 4. Room Have Good View, Clean, and Green

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Implemented	10	26.3	26.3	26.3
	Very Implemented	19	50.0	50.0	76.3
	Strongly Implemented	9	23.7	23.7	100.0
	Total	38	100.0	100.0	

According to Table 4 it can be explained that from a total of 38 respondents it can be presented into 10 people or 26.3 percent of employees who stated that it had been implemented, 19 people or 50 percent stated that it was very implemented, then 9 people or 23.7 percent stated that it was strongly implemented, and there were not employees who stated that it is not implemented concerning the statement rooms having a good view, clean, and environmentally friendly. Then, based on the calculations above, it can be explained that the statement has been implemented very well in the hotel to implement green housekeeping management at The St. Regis Bali Resort.

Table 5. Statement 5. Room Facilities are Complete and Safety

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Implemented	8	21.1	21.1	21.1
	Very Implemented	21	55.3	55.3	76.3
	Strongly Implemented	9	23.7	23.7	100.0
	Total	38	100.0	100.0	

According to Table 5 it can be explained that from a total of 38 respondents it can be presented into 8 people or 21.1 percent of employees who stated that it had been implemented, 21 people or 55.3 percent stated that it was very implemented, then 9 people or 23.7 percent stated that it was strongly implemented, and there were not employees who stated that it is not implemented concerning the statement room facilities are complete and safe. Then, based on the calculations above, it can be explained that the statement has been implemented very well in the hotel to implement green housekeeping management at The St. Regis Bali Resort.

Table 6. Statement 6. Room Facilities are Clean and Green

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Implemented	4	10.5	10.5	10.5
	Very Implemented	24	63.2	63.2	73.7
	Strongly Implemented	10	26.3	26.3	100.0
	Total	38	100.0	100.0	

According to Table 6 it can be explained that from a total of 38 respondents it can be presented into 4 people or 10.5 percent of employees who stated that it had been implemented, 21 people or 55.3 percent stated that it was very implemented, then 9 people or 23.7 percent stated that it was strongly implemented, and there were not employees who stated that it is not implemented concerning the statement room facilities are clean and safe. Then, based on the calculations above, it can be explained that the statement has been implemented very well in the hotel to implement green housekeeping management at The St. Regis Bali Resort.

Table 7. Statement 7. Employee Work with Professionalism and Green Working

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Implemented	8	21.1	21.1	21.1
	Very Implemented	18	47.4	47.4	68.4
	Strongly Implemented	12	31.6	31.6	100.0
	Total	38	100.0	100.0	

According to Table 7 it can be explained that from a total of 38 respondents it can be presented into 8 people or 21.1 percent of employees who stated that it had been implemented, 18 people or 47.4 percent stated that it was very implemented, then 12 people or 31.6 percent stated that it was strongly implemented, and there were not employees who stated that it is not implemented concerning the statement performance of employees who work professionally and in green working. Then, based on the calculations above, it can be explained that the statement has been implemented very well in the hotel to implement green housekeeping management at The St. Regis Bali Resort.

Table 8. Statement 8. Employee Working with Green SOP

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Implemented	7	18.4	18.4	18.4
	Very Implemented	18	47.4	47.4	65.8
	Strongly Implemented	13	34.2	34.2	100.0
	Total	38	100.0	100.0	

According to Table 8 it can be explained that from a total of 38 respondents it can be presented into 7 people or 18.4 percent of employees who stated that it had been implemented, 18 people or 47.4 percent stated that it was much implemented, then 13 people or 34.2 percent stated that it had been strongly implemented. No employees stated that it is not implemented concerning the statement performance of employees who work with green SOPs and working. Then, based on the calculations above, it can be explained that the statement has been implemented very well in the hotel to implement green housekeeping management at The St. Regis Bali Resort.

Table 9. Statement 9. Room Rates Appropriate with Service Provided

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Implemented	8	21.1	21.1	21.1
	Very Implemented	25	65.8	65.8	86.8
	Strongly Implemented	5	13.2	13.2	100.0
	Total	38	100.0	100.0	

According to Table 9 it can be explained that from a total of 38 respondents it can be presented into 8 people or 21.1 percent of employees who stated that it had been implemented, 25 people or 65.8 percent stated that it was much implemented, then 5 people or 13.2 percent stated that it had been strongly implemented. There were no employees who stated that it is not implemented concerning the statement room price according to the services provided. Then, based on the calculations above, it can be explained that the statement has been implemented very well in the hotel to implement green housekeeping management at The St. Regis Bali Resort.

Table 10. Statement 10. Room Rates Have a Special Price and Discount

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Implemented	8	21.1	21.1	21.1
	Very Implemented	17	44.7	44.7	65.8
	Strongly Implemented	13	34.2	34.2	100.0
	Total	38	100.0	100.0	

According to Table 10 it can be explained that from a total of 38 respondents it can be presented into 8 people or 21.1 percent of employees who stated that it had been implemented, 17 people or 44.7 percent stated that it was very implemented, then 13 people or 34.2 percent stated that it had been strongly implemented, there were not employees who stated that it is not implemented concerning the statement room rates have a special price and discount. Then, based on the calculations above, it can be explained that the statement has been implemented very well in the hotel to implement green housekeeping management at The St. Regis Bali Resort.

2. Implementation Index of Green Housekeeping Management

Based on the calculation of the implementation index of green housekeeping management that has been carried out based on the tabulation of data on the questionnaires, the following results are:

$$\begin{aligned}
 \text{Implementation Index of Green HK Management} &= \frac{\text{Total Averages}}{\text{Total Respondents}} \\
 &= \frac{154,5}{38} \\
 &= 4,065789474
 \end{aligned}
 \tag{1}$$

Based on the results of the implementation index of green housekeeping management, it can be explained that the index value of the implementation of green housekeeping management is 4.1 (very well implemented), which means the implementation of green housekeeping management at The St. Regis Bali Resort has been implemented very well in the daily operations in the housekeeping department which aims to preserve the environment, saving energy, and ensure maximum guest satisfaction.

Discussions

The appropriate implementation of green housekeeping management at The St. Regis Bali

The appropriate implementation of green housekeeping management at The St. Regis Bali Resort, such as:

- We are using rattan trash cans and burlap sacks in all hotel areas, such as the guest rooms, the offices, and public areas, to reduce plastic waste and keep the environment.
- They used glass bottles for mineral water in each guest room and ceramic bottles for bath gel, shampoo, hand soap, hand sanitizer, and body lotion in each bathroom and public areas to reduce plastic waste and keep the environment.

- c. Using beach bags and hats for ladies and gents made from woven bamboo in each hotel room. Using recycled paper to wrap guest supplies and amenities used in the guest rooms and using burlap sacks bag to carry clean linen and soil to laundry.
- d. It uses cleaning equipment and supplies that are environmentally friendly and save energy. Then, washing and operational waste are processed in the housekeeping department, which is carried out directly at the hotel using sophisticated tools and saving energy.
- e. It was using a key card system directly connected to the hotel system to operate all room facilities to save energy and safety.
- f. I used a wooden box and cloth sling bag used by HK Attendant to place the guest supplies and amenities and clean equipment and supplies used to clean and set up in each guest room and public areas.
- g. Stop changing towels and linens every day, set up refillable shampoo, bath gel, body wash, and conditioner, use a more eco-friendly cleaning product, the fewer paper seat on the toilet, provide fewer amenities in rooms, add recycling or compost bins in each room, and naked trash bin.

Conclusions

The conclusion of this research based on questionnaire results with 5 indicators, 10 statements, and 38 respondents are the implementations of green housekeeping management at The St. Regis Bali Resort has been implemented very well in the daily operation in the housekeeping department based on frequency distribution results by an average of 4 points of assessment (very well implemented). Implementation index of green housekeeping management results in an average of 4.1 points (very well implemented). The appropriate implementation of green housekeeping management at The St. Regis Bali Resort, such as: using rattan trash cans and burlap sacks in all hotel areas, using glass bottles and ceramic for mineral water, bath gel, shampoo, hand soap, hand sanitizer, and body lotion. Then, use bamboo beach bags and hats for guests. It used recycled paper to wrap guest supplies and amenities and used burlap sacks bag to carry clean linen and soil. It was using cleaning equipment and supplies that are environmentally friendly and saving energy. Then, washing and operational waste are processed using sophisticated tools and saving energy. A key card system is directly connected to the hotel system to operate all room facilities. Then, using wooden box and cloth sling bag used by HK Attendant for working and others. The hotel must consistently implement the indicators and statements for keeping the environments, saving energy, and providing the best service to the guests.

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Green Meeting Implementation at The Apurva Kempinski Bali

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Abstract: This study aims to maximize the implementation of two aspects, namely the Green Meeting Concept with Green MICE Business. The study uses qualitative descriptive analysis techniques by exploring the explanation of the green economy concept, things that affect the green economy, the benefits of green MICE Business and supporting government policies. As to overcome this problem, the event organizers should limit the number of waste used in an event. Therefore, it is important that event handlers practice environmental protection during organizing an event. Evaluating environmental impacts from both positive and negative perspectives provides a better understanding of the proper use of natural resources. Perform calculations for investment planning to support the green MICE movement as part of supporting a green economy.

Keywords: green economy, green tourism, green MICE

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Introduction

The meeting, incentive, conference and exhibition (MICE) sector has a bigger role to play in measuring and promoting sustainable travel according to Stewart Moore of Earth Check. The MICE sector represents big business, delivering major economic benefits that are a key contributor to the growth in tourism and leisure development worldwide. And the benefits from MICE extend far beyond the actual hosting of the event, with trade opportunities being generated in both host and visiting countries: tourism represents 5% of global GDP and contributes to more than 8% of total employment. Earth Check CEO and founder, Stewart Moore said, "The sheer size and reach of the tourism and travel sector now gives it a substantial voice, but it is important to recognise that you can't manage what you can't measure". The issue of business sustainability and how this concept is being translated into daily practice has been dealt with for quite a long time. Understood as a system's capacity for self-preservation and renewal, business sustainability has been intensely debated for more than three decades, when researchers and practitioners began to be fully aware that the exploitation of natural resources would surpass in scope the possibilities of their being reproduced. As the gap between the consumption of natural resources, so needed to ensure mankind's living, and the pace of their renewal will widen, this will impact on both the environment and the amount of resources and raw materials available to future generations. The Bruntland Report published by World Commission on Environment and Development stated that public and private organizations should assume greater responsibility for their activity in general and, in particular, for their actions, strategies, and tactics which affect the environment or society. The Commission Report was the first to officially approach sustainable development which was defined as "the development that meets the needs of the present without compromising the ability of future generations to meet their own needs" (Smagina et al., 2017).

Sustainability is more than just turning the lights off; it's about a balanced approach to economic activity, environmental responsibility and social progress. Together, these three determinants form the core of a sustainable approach to business; often referred to as "the triple bottom line". The triple bottom line clearer articulates the three areas of attention as: People, Planet & Profit. Businesses executing a sustainability programme benefit from improved efficiency, stronger staff loyalty, wellness and increased organisational performance. They hold

shared assumptions and beliefs about the importance of balancing economic efficiency, social equity and environmental accountability, and in turn minimize their environmental footprint and increase the positive impact for its community and stakeholders. It's important to recognise that philanthropy is just one element of sustainability – the "social pillar". Equally being "green" or "eco-friendly" is simply one pillar and only a balanced approach is true "sustainability" in action. Sustainability communication aims to bring the principles of sustainable development into social discourse, and to shape a critical awareness among the public towards the (negative) impacts of a human–environment relationship. Green events provide such information in an attempt to educate visitors on sustainability and behavioural change. More specifically, the education program of the event provides information about environmental protection and more sustainable lifestyles, the use of environmental-friendly forms of transportation, or healthy food. While sustainability-focused events are gaining popularity, they attract visitors from local communities, as well as tourists, and have the potential to attract a variety of different consumer segments. Green seekers are one important segment of potential event visitors. These visitors show their concern for environmental issues, tend to be positively minded towards measures of environmental protection, and are interested in committing themselves proactively to environmentally-friendly practices. Therefore, this visitor segment is particularly motivated to attend such green events and to spend around one third more on green food on a festival. However, Reference shows that green events do not only attract sustainability-minded visitors and refers to the important need for marketing to attract wider audiences. To create successful marketing measures, it is important that event organizers know what motivated their visitors to come to a festival (Tölkes & Butzmann, 2018).

As one of the fields developed in sustainable development, the field of tourism, which has conditions that one of which is the realization of the sustainability of the tourism economy, besides ecological, social and cultural sustainability. Furthermore, based on the definition of sustainable development, according to the World Tourism Organization, sustainable tourism must: 1) Make optimal use of environmental resources which are key elements in tourism development, maintain important ecological processes and help preserve nature reserves and biodiversity. 2) Respect the socio-cultural authenticity of the host community, preserve their cultural life and cultural heritage and traditional values, and contribute to intercultural understanding and tolerance. 3) Ensuring viable long-term economic operations, providing socioeconomic benefits to all stakeholders that are fairly distributed, including stable employment opportunities and opportunities to generate income and social services to accommodate the community, and contribute to poverty alleviation (Ridho et al., 2021).

This paper used The Apurva Kempinski Bali as the object of study, to know the implementation of its Green Meeting. The Apurva translates as "unique and magnificent" in Sanskrit, embracing Kempinski dedication to bring unique experiences to life. Award-winning architect Budiman Hendropurnomo of Denton Corker Marshall and highly-acclaimed interior designer Rudy Dodo of Trivium Design Group worked together in creating a curated design masterpiece. From the unmistakable characteristic of Balinese architecture, landscape and guiding principle, to the Indonesian-inspired interior design aesthetics, the nation's heritage and meticulous craftsmanship are thoroughly reflected throughout the hotel. Honoring the nation's belief of unity in diversity, the hotel establishes its distinctiveness as a tribute to the richness of Indonesian cultural heritage. Hotel comprises 475 luxurious guest rooms, Specialty Suites and Exclusive Villas. Each accommodation provides spacious living with an array of exclusive amenities and bespoke service, either overlooks the magnificent Indian Ocean or a tranquil natural setting. Accommodation is designed to provide luxury and comfort, inspired by Indonesia's tropical beauty and blending easily with modern influences. The business event literature has predominantly concentrated on the conference and convention sector, and less attention has been directed towards other business events, specifically exhibitions. Exhibition events, such as the one discussed in this case study derive from the culmination of operations of several stakeholder groups, namely venues, exhibitors, suppliers, sponsors, and attendees. Therefore, attempts by the event managers to adopt environmental policies and practices are complicated by the motivations and actions of each of the stakeholder groups, and even further by the location of its

setting, and the numerous stakeholders—some of whom permanently reside in the setting (Merrilees & Marles, 2011).

The stakeholders place quite a high level of positive value on the practice of green meetings, as indicated by the average mean values of the perception scale. For individual items, the highest mean values were found for the “importance of the industry’s future”, “image enhancing”, and “cost-effectiveness”. Hence, the meeting industry might foresee the acceptance of green practice in the future. Significant but minor differences in perception were found across the stakeholder groups. Managers were more positive compared to delegates while organizers were not significantly different from the other groups. According to the correlation analyses, managers and organizers attended more meetings than did the delegates. Higher frequency of attendance was associated with more positive perceptions of green meetings (Mykletun et al., 2014).

Methodology

According to Mukhtar (2013: 10), a qualitative descriptive research method is a method used by researchers to find knowledge or theories about research at a certain time. Descriptive research is defined as a research method that describes the characteristics of the population or phenomenon studied. This methodology focuses more on the “what” of the research subject than the “why” of the research subject. In this paper, an observation is the objective collection of data, which is primarily focused on values. The observation doesn’t involve measurements or numbers, but just monitoring characteristics. In this case, the paper observes the application of Green Meeting at The Apurva Kempinski Bali. In the implementation and monitoring of the Green Meeting concept, The Apurva Kempinski Bali relies on cooperation with renowned partners at the regional and international level. Through the network of experts, the idea of environmental protection is implemented best in our offers. In each case, the scope of this reflects the circumstances of the location. The establishments also boast recognized certificates in the environmental and energy spheres.

Greening the meeting is not only good for the planet, it is also increasingly good for business. A Green Meeting will provide with plenty of positive messages for communications and improve your image in ecosystem as a responsible host and organizer. The primary benefit of planning a green event is the benefit to the environment. While this should always be the primary driver of green events, recognize it’s a business as well. It can be strategic to “go green” both in terms of financial savings and reputation.

Results and discussions

Results

Green economy is defined as economy that aims at making issues of reducing environmental risks and ecological scarcities, and that aims for sustainable development without degrading the environment. It is closely related with ecological economics, but has a more politically applied focus. In order to develop themselves in a sustainable way, hotels should first make optimal use of environmental resources maintaining essential ecological processes and helping to conserve natural heritage and biodiversity. Then, they should respect the socio-cultural authenticity of host communities, conserve their built and living cultural heritage and traditional values, and contribute to inter-cultural understanding and tolerance. And finally, they must ensure viable, long-term economic operations, providing socio-economic benefits to all stakeholders, including stable employment, income-earning opportunities and social services to host communities (Loustaunau, 2018).

The International Chamber of Commerce (ICC) representing global business defines green economy as “an economy in which economic growth and environmental responsibility work together in a mutually reinforcing fashion while supporting progress on social development”. In 2012, the ICC published the Green Economy Roadmap, containing contributions from international experts consulted bi-yearly. The Roadmap represents a comprehensive and multidisciplinary effort to clarify and frame the concept of “green economy”. It highlights the role of business in bringing solutions to global challenges. It sets out the following 10 conditions which

relate to business/intra-industry and collaborative action for a transition towards a green economy: Open and competitive markets; Metrics, accounting, and reporting; Finance and investment; Awareness; Life cycle approach; Resource efficiency and decoupling; Employment; Education and skills; Governance and partnership; Integrated policy and decision-making

Those ten conditions which relate to Green Economy can be simplify into three pillars of sustainability as follows:

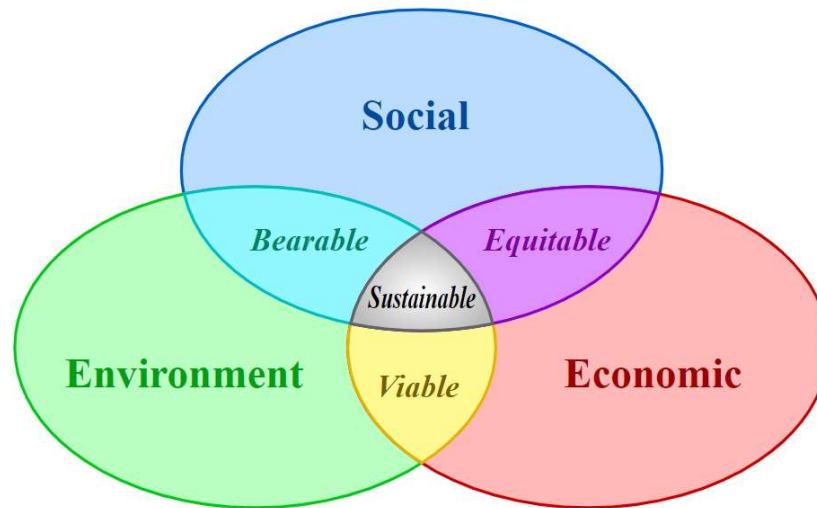


Figure 1. Three Pillars of Sustainability

All events by their nature are highly resource-intensive, and can have negative environmental consequences for the host city and population. In particular, large-scale events, such as conferences and conventions can be major sources of greenhouse gas emissions, pollution and waste. Aspects of the environmental impact of events include but are not limited to energy usage, water consumption, waste, transport, fuel usage, carbon emissions, air pollution, procurement and food and beverage. The organizers of events first need to understand, and secondly, reduce their environmental impact for reasons of sound strategic management to ensure cost effectiveness and brand reputation. There is a growing governmental trend to regulate and tax carbon emissions and environmental impact. It is very likely that these associated regulations and taxes combined with a rise in energy prices will, in the long term, significantly raise travel and event costs. Event organizers and hosts are therefore right to include environmental assessment and action as part of their risk management approach. Events bring people together and by the very objective of building community around a subject, they have a positive social impact. It is also possible to go beyond engaging the attendees at events and customers and reach out to ensure surrounding communities, staff, suppliers and other stakeholders benefit from the event. Engaging surrounding communities to positively enhance them can be done through education, workshops, collaborations and creating legacies from events and your business. Creating jobs, employing local staff, working with local suppliers and supporting social enterprises will also have a positive multiplier effect. Aspects of the MICE industry and events which are considered 'social' include communications, human resources, suppliers, communities, legacy, labour practices, human rights, training and education. Another issue that must be addressed involves the actual drivers or determinants that influence a meeting or convention center to "go green" in the first place. Specifically, Mair and Jago (2010) identified factors that drive the business events sector into adopting environmentally responsible practices. These factors include gaining competitive advantage, improving image, upgrading facilities to pre-empt future regulations, and future cost savings. As mentioned, there are convention sites that have made efforts to be sustainable. Therefore, future research could examine the effectiveness of these efforts, so that one could determine the potential value of these identified factors (Draper et al., 2011).

Discussions

When people hear the term 'zero waste' for the first time, the common response is to think that it sounds unrealistic. Zero waste however is not so much about a goal as about a philosophy that says waste is never a good thing, so rather than just accept waste as inevitable - let's work towards minimizing it. Zero waste is similar to the ideals of 'zero accidents' at work or 'zero defects' in manufacturing. Zero waste is a 'whole system' approach that requires a rethinking of how materials flow through our society, and a redesign of those systems to minimize material requirements and maximize material use. Its main principles are known as the waste management hierarchy, or the 5 Rs of waste management - Reduce waste, Reuse items, Recycle and Recover materials, and Residual disposal in a landfill as the last option¹. Zero waste takes Nature as its starting point, where there is no waste, because what represents a surplus to one part of a system inevitably becomes food or fuel for another part of the system. Zero waste envisages a society where material is constantly cycled through different systems, adding value at each point of the cycle. Hence, a zero waste approach aims to 'design out' waste from the system. It is not just about managing waste that is created, but about continuously seeking to improve the management of material flows so that eventually there are no materials used in an event that do not have further beneficial use. In green meeting contexts, individuals need not necessarily perceive control over the entire process. Instead, individuals need to perceive control over their role in behaviorally supporting the green meeting. In a green meeting context, this means it is important to clarify the role that individuals have in supporting the green meeting's implementation. Failing to clearly establish a role or establishing a role that is perceived as unrealistic can lead the individual to believe that they lack the necessary resources or opportunities to carry out the behavior (Ophoff, 2015)



Figure 2. Application of Zero Waste for Meeting at The Apurva Kempinski Bali

By providing water and coffee station it is part of The Apurva Kempinski Bali to support zero waste on event, also by eliminating the waste of bottle water and one time used cup. For coffee break it is used banana leaf as the garnish to eliminate food waste.

Their tourism plan examines rejuvenating downstream tourism niches by hinting of investments in these niches. There is also an indication of planning for a declining stage (knowledge management, succession planning, investments in other sectors, strategic market research) which signifies that the declining stage is not too far off and they plan to put measures in place to restart a new rejuvenated product when they get to a stagnation point where visitor numbers just peak off. The ten-point plan devised aid the country in its sustained development of the entire tourism industry is as follows: Consolidate market position (traditional and emerging); Engage in product development and marketing strategies; Advancements in ICTs (internet platform); Creation of stakeholder partnerships and relevant performance measures (for accountability); Formulate policy through industry engagements; Creation of cross-ministerial

groups; Economic planning in public policy (due consideration to tourism industry); Revamping the functions of Visit Britain (National Tourism Agency) to address performance and value; Securing investment initiatives from private and public sector; Create cutting edge marketing campaigns and solicit government support (Ramgulum et al., 2012).



Figure 3. Application of Zero Waste for Lunch Meeting at The Apurva Kempinski Bali

Tourism business is of enormous importance to the economies of many destinations worldwide. This study focuses on one particular area of business tourism – business events. As a term, “business events” is generally understood to include meetings, incentives, conventions and exhibitions, formerly known by the acronym MICE. Whilst this is a complex and diverse sector, it is one that now helps underpin tourist visitation for many destinations. Such destinations have made substantial investments to provide the meeting facilities and hotel accommodation needed for business events. In order to develop a general conceptual model of the corporate greening process, it is necessary to consider the drivers that have been identified in other studies and in a variety of contexts. Studies into the determinants or drivers of greening in industry (Mair & Jago, 2010). The Apurva Kempinski Bali committed on the green meeting concept by substitute the waste of 1 time use plastic or plate for the lunch meeting. To design the green-based learning, the teaching staff members should have a wide insight into the relatedness of the green concept in the learning process; they should be highly creative; they should have good learning methodology and skill; they should have high self-confidence, and they should be brave enough to package and develop the learning material. If well designed, the green-based bartending learning will become an effective and more meaningful learning experience to the students. The reason is that they can apply the electronic media as the learning media, allowing them not to use paper/books and board marker excessively (Oka et al., 2020).

There are many environmental issues involved in operating an event, the most visible thing is transportation emission. This contributes toxic emission and other negative effects on natural resources. The problem can also be found in the volume of rubbish produced and the need for their disposal. High usage of these elements creates undesirable effects to the ecosystem. For example, using transportation during an event produces an amount of toxic emission that will affect the ecosystem. As to overcome this problem, the event organizers should limit the number of vehicles used in an event. Therefore, it is important that event handlers practice environmental protection during organizing an event.

Concise investigation is needed in order to understand sustainability issue in event management and SWOT analysis is used to discuss this issue precisely based on strength,

weakness, opportunity and threat. The strength of the event organizer in resource selection depends on what can be done before, during and after the event. This is based on the question of what reduces the environmental impact. Starting from careful planning regarding the resources to be used, the process of finding service providers, to recycling to waste disposal. Weaknesses are related to obstacles and challenges in ensuring environmental sustainability. Such as unsupportive facilities and infrastructure and it is difficult to find supporting resources. Commitment from all parties to preserve nature along with government support that can support the agreement to implement Green MICE. Barriers to achieving environmental sustainability goals can come from event organizers, especially if they lack environmental knowledge in applying greening practice during the event.

Most clients do not notice the greening practices of a hotel. Most said they recycle at home but many of them have admitted to not making a decision to choose a hotel because of the greening options. Most of them prefer daily changing of linen in their guestrooms. While people still want the amenities that the hotel offers the guest rooms it opens another question of whether the guest understands the amount of energy and water that is wasted by refreshing the towels and sheets each day. If the guest took time to realize the waste involved perhaps their opinion would be different (Fukey & Issac, 2014). Green tourism has become the center of the world interest and the specialization of many tour operators, there are a lot of tourists who look for accommodation at eco-friendly green hotels, as a requirement. It is a responsible eco-friendly type of tourism attracting well educated and clean, natural, environment lovers, and levels of tourists. Environment is the backbone of tourism activity and clean environment is a guarantee and a key factor of tourism attraction. It should be indicated that new trends in environmental protection are taken into consideration to achieve the green tourism business scheme, in order to apply an integrated environment system to reach a sustainable tourism policy that abides with local environment laws and reduces employment costs through the optimal use of natural resources and improvement of the images of tourist facilities (Widana & Utama, 2020).

The vehicle of events must be used to engage and empower community groups to contribute to community building long after the 'signature' event itself has moved on. Creating appropriate structures is crucial here so that the usual suspects do not continue to feel marginalized as cities pursue events-led strategies. The challenge for local political leaders is to consider whether the existing networks and avenues to participation open to the city's citizens are effective. Policy makers must avoid destroying 'organic' social capital by over planning and power brokering and by expecting all social networks to open up despite the power relations at work within these groups. What is required is a much deeper commitment to ongoing legacy planning around a city's events, so that policy makers can maximize social utility not only during the celebratory phase of event delivery, but for the longer term. Only then can events secure the long-lasting effects about which their patrons proselytize on a regular basis. Perhaps the call to reconsider the social and cultural in events policy can temper the concerns of citizens and protestors alike. The spectacle need not be opposed, but rather diluted, so that the social outcomes of event policy are shared more equally across a range of beneficiaries in a move from entrepreneurialism to social entrepreneurialism (Raj & Musgrave, 2009). Evaluating environmental impacts from both positive and negative perspectives provides a better understanding of the proper use of natural resources. Perform calculations for investment planning to support the green MICE movement as part of supporting a green economy. By knowing the amount of investment to be issued, we can focus on the most crucial things. We can agree that the existence of a green MICE business can contribute to a green economy.

One particular finding that deserves to be highlighted is the fact that not all attendees have the same perceptions and attitudes towards the idea of green meetings. Indeed, sponsors appear to be less supportive of a number of the green meeting attributes proposed in this survey. It is difficult to judge why sponsors returned these results, and this is certainly an area worthy of further research. However, sponsors did note that they perceive that the atmosphere and look of green meetings appears somewhat cheaper, or perhaps less exclusive than non-green or traditional meetings (although other attendees did not note this). If this is the case, then this result is probably not surprising, since the goal of sponsors is to increase the visibility and credibility of their organization over their competitors, and creating a high quality exclusive

ambience is often an important part of this. Anecdotally, sponsors seem to feel that it is the role of Professional Conference Organizers (PCOs) and contractors to build an impressive atmosphere and whilst it is acknowledged that some exhibition contractors can build creative and impressive green meetings, clearly not all are successful in this. Further, most PCOs usually get commission or a management fee for holding meetings, and one of the success factors of an event is based on the overall impression on atmosphere, therefore it seems likely that they would only rarely trade off the reduction on costs for staging a green meeting with any reduction in ambience and atmosphere (Rittichainuwat & Mair, 2012).

Conclusions

In recent years, the MICE Industry has grown very rapidly. With the MICE sector expected to continue to grow substantially, it is incumbent on all of us in particular to operate more efficiently and minimize our impact on the environment. Beyond delivering economic benefits, it is also important to consider the impact that these gatherings are having on our environment. While each of us gains individual rewards from attending or organizing these events, we must also bear in mind the collective carbon footprint we leave behind. The Apurva Kempinski Bali as the leading hotel in Nusa Dua, Bali. This hotel implements the Green Meeting Concept in order to support sustainable tourism through the hotel activity in handling event.

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Enhancing Students' Green Ethic-Based Problem Solving Skills in English for Tourism Subject Course

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Abstract: This study aims to examine the development of students' core competencies in learning English for Tourism at Tourism Department Politeknik Negeri Bali, where the main product is a green ethical-based measurement instrument for Core Competencies Practices of Problem Solving Skills. Two types of instruments have been created and designed and then used to assess the level of Development in the teaching and learning process for students and lecturers. The results of the Students' Report trial show that overall the instrument is suitable for widespread use. Confirmatory factor analysis results also show the validity of the sub constructs for each main construct. The results of the level of development of Core Competencies show that the minimum development of students' Core Competencies is above 4.2. This means that the development of student Core Competencies has been achieved. For this reason, the Core Competencies development model must maintain to be developed, tested and finally implemented.

Keywords: problem solving, green ethics, English for Tourism

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Introduction

The growth of higher education in Indonesia is triggered by the increasing demand for jobs that require qualified workers with S1, S2 and even S3 qualifications. The impact of these job demands increases the enthusiasm of the Indonesian people to continue their education to the tertiary level, with the hope that they can meet the demands of employment or the requirements of the career path where they work. On the one hand, the demands of work in the era of globalization not only require S1 graduates as job requirements but also require them to have interpersonal problem solving skills (Hadiyanto, 2012). In the research, Zalizan et al. (2007) prove that Stakeholders in Malaysia are not satisfied with the skills and competencies possessed by graduates from local universities they employ. Long before, in the 90s era of higher education, developed countries such as England, Australia, America and New Zealand had received many complaints from stakeholders stating that most university graduates in these countries did not meet stakeholders' expectations of the competency standards they needed (LTSN). 2002).

Malaysia and Singapore have the same essence of vision and mission by emphasizing that employment must be seen in the context of the global job market and not only limited to local needs (UNESCO 2006). This means that the competitiveness of their graduates will be at stake to seize every job market opportunity at home and abroad. Therefore, Zalizan et al (2007) emphasize that the Malaysian Higher Education system must integrate 'core competencies' into curriculum content and develop them through teaching and learning processes, and not just lip-service. These policies must be taken to produce qualified and skilled human resources, while at the same time meeting the demands of the global job market which requires workers to be able to work in a multi-tasking environment.

Indonesia itself in responding to this challenge, DIKTI has started a study and began to make changes to the curriculum paradigm since 2003, as emphasized in the Basic Framework for Higher Education Development Indonesia that the higher education curriculum must lead students to become quality graduates and highly competitive in the global job market. (Basic Framework for Higher Education Development KPPTJP IV 2003-2010). The paradigm shift in the new higher education curriculum is clearly stated in the 2013 Higher Education Curriculum, which is called the KKNI. The acquisition of hard skills must go through a process of developing core competencies, the learning strategies used are more focused on students who are looking for using various learning strategies (student center).

Previously, Hadiyanto (2010) in an article in an International Journal has suggested a paradigm shift in the curriculum must be carried out by policy makers in higher education, in essence he emphasized the change from the emphasis on teaching 'Knowledge' to the acquisition of core competencies. Fallows & Steven (2000) and Hadiyanto (2011) both assert that in this century it is no longer sufficient for university graduates to only acquire knowledge of academic subjects. They argue that broader skills including providing and obtaining information, communication and presentation, use of IT hardware and software, analysis and problem solving, attitude development, and social interaction are more important and useful skills for developing their self-worth.

The development of an integrated, problem-based Tourism English learning model aims to improve the quality of the English teaching and learning process (Tick, 2007; Mansor et al, 2017, Bilgin et al, 2009; Rodríguez González et al, 2016; Caswell, 2017). The development of this learning model targets two main objectives, namely the teaching pattern of the lecturers and the learning motivation and creativity of students. English lecturers will be enriched with new learning methods. They will be able to apply this method as a supplement, combine it with classroom learning, see its effectiveness, and will be motivated to apply other strategic and innovative methods (Chunta et al, 2010).

Student will be encouraged to be more active, creative, and independent. Students will more easily understand the content included in the teaching materials provided (Ginaya et al, 2020; Ginaya et al, 2018). All of these learning objectives are pursued to support the achievement of the PNB strategic plan, namely "To become a Vocational Higher Education Institution that produces Professional and Internationally Competitive Graduates in 2025". PNB's vision is translated into the vision of PNB's Research and Community Service Unit (P3M), which is "As a Center for the Study of Applied Science and Technology with a Tourism Umbrella towards Increasing Competitiveness and Community Welfare in 2025". More specifically, this research seeks to support one of the research topics that support tourism, namely "Communication and Information Technology in Tourism" and "Green Human Resources". Therefore, the application of problem-based and green ethic English for Tourism subject course is becoming urgent to be implemented in Tourism Department Politeknik Negeri Bali in order both students and lecturers are provided with insights of green tourism essence, especially in using English for communication. The problem is students often find difficulties in using the language in appropriate manner like using polite expressions so that they are considered to be polite when engage in communication.

From the problems above, the research questions are formulated as follows:

1. How to develop a measurement tool for the application of problem-based and green ethic English for Tourism subject course for students and lecturers?
2. What is the level of development (application) of green ethical-based problem solving skills in the teaching and learning process according to the analysis of student questionnaires, lecturers and lecturers' RPS analysis?

Methodology

The study examines how green ethical-based problem solving skills are applied in learning English for Tourism at the Tourism Department of Politeknik Negeri Bali. The development trial will be applied to the English for Room Division Operation subject course, evaluated, revised and designed an assessment model based on problem solving skills and green ethics.

The design of this research is development research using mixed-mode qualitative and quantitative methods. This research method is designed to follow a logical, scientific and accountable flow.

This research will be carried out in the Hospitality Study Program, Tourism Department of Politeknik Negeri Bali. The population of this study is the first semester students of the 2020/2021 Academic Year who studied English for Room Division Operation subject course and the English lecturer who taught the course.

The main instruments used in this research are questionnaires, Hospitality Study Program Curriculum, RPS and Documents. The supporting instrument is a recording device.

Results and discussions

Results

This study portrays the process and Results of Research Instrument Development. The research instrument was developed through several stages in accordance with scientific procedures for developing research instruments. The development of this research instrument was carried out in the following stages: 1) Analysis of the Higher Education curriculum based on the IQF, relevant theories such as current teaching and learning, results of observations (empirical studies) and related instruments, 2) examining relevant constructs and sub-constructs to be developed in teaching and has produced several main constructs and sub-constructs, 3) developing indicators of each established construct, 4) testing research instruments and testing consistency, 5) holding seminars in the tourism department, 6) conducting exploratory and confirmatory factors analysis. Researchers have developed two instruments with a multi-purpose model, namely the Students' Report and Lecturers' Report which aims to measure core competencies. The results of the instrument development are revealed below.

Research Instrument Specification

Curriculum analysis has been carried out by reviewing the IQF standards. From this analysis, it was found that the IQF emphasizes the development of soft skills which is far more important than hard skills. Through theoretical studies such as teaching and learning approaches, students' self-report instruments and lecturers self-report instruments are produced as shown in Table 1. The number of constructs and statements is the same between the instruments for lecturers and students. The constructs, sub-constructs and indicators developed are the same between student and lecturer instruments. Students' report asks about their frequency in carrying out learning activities that refer to core competencies. Meanwhile, the lecturers' report asked the frequency of respondents in applying statements related to the development of students' Core Competencies.

Table 1. Main Constructs and Sub Constructs, and Number of Indicators

Main Construct	Sub-Construct	No-Item	Number of Items
I. Soft Skills	a. Communication	A1 - A9	9
	b. Problem Solving Skills	B1 – B7	7
	c. Teamwork	C1 – C8	8
	d. Learning how to learn	D1 – D11	11
II. Hard Skills	-	E1 – E10	10
III. Academic Character	d. Honesty	F1 – F17	8
	e. Appreciating	G1 – G17	17
	f. Tolerance	H1 – H5	5
	g. Discipline	I1 – I8	8
	h. Patient	J1 – J18	18
	i. Confidence	K1 – K5	5
	j. Responsible	L1 – L7	7
Core Competencies			93

Table 1 shows the core competencies consisting of three main constructs, namely soft skills, hard skills and academic character. Soft skills consist of 3 sub-construct. Communication with nine indicators (statements), Problem Solving Skills consists of 7 indicators, Team Work consists of 8 indicators, learning how to learn consists of 11 indicators. Hard Skills has 11 indicators. While Academic Character contains seven indicators consisting of Honesty having 8 indicators, appreciating 7 indicators, tolerance 5 indicators, disciplined 8 indicators, confidence 5 indicators and responsible 7 indicators. The total statements in the instrument are 93 statements.

Discussions

Design Lay Out Types of Measurement Core Competencies Instruments

Core Competencies are built in two types of measurement, firstly measuring the level of application of Core Competencies in the learning and teaching process of students. Second, measure the importance of Core Competencies according to the perceptions of students and lecturers. Figure 1 shows the Students' Report model and figure 2 shows the Lecturers' Report display.

Students' Self Report

Figure 1 below is the model students' report (Questionnaires). There are three main columns, namely statement columns related to core competencies development, level of practices and level of importance (See Figure 1).

Core Competencies	Level of Practices					Level of Importance				
	Never	Almost never	Sometimes	Often	Very Often	Not Important at all	Not Important	Neutral	Important	Very Important
A1. Giving oral presentation	1	2	3	4	5	1	2	3	4	5
A2. Using different formats for presenting information memos, forms, and short reports.	1	2	3	4	5	1	2	3	4	5
A3. Using varied vocabularies, expressions and body language in oral presentation and discussion.	1	2	3	4	5	1	2	3	4	5
A4. Integrating ideas or information from various sources in project report and presentation (i.e. progress report and Business or related journals).	1	2	3	4	5	1	2	3	4	5
A5. Summarizing key issues from oral presentation.	1	2	3	4	5	1	2	3	4	5
A6. Giving feedback to an oral presentation	1	2	3	4	5	1	2	3	4	5
A7. Communicating some ideas in writing assignment report.	1	2	3	4	5	1	2	3	4	5
A8. Writing a report clearly, in detail and precisely.	1	2	3	4	5	1	2	3	4	5

Source: Response to Intervention (RTI) of Problem Solving Model (Saeki et al, 2011)

Figure 1. Model Students' Report; Lay Out, Statements, Answer Options and Types

Figure 1 shows that the Level of Practices and Level of Importance both use a Likert scale 5 answer. The answer choices are as follows:

Level of Core Competencies Practices

Never = 1

Almost Never = 2

Sometimes = 3

Often = 4

Very Often = 5

Level of the Importance of Core Competencies Practices

Not important at all = 1

Not Important = 2

Neutral = 3

Important = 4 Very Important

Lecturers' Reports

The instrument design used between the Students' Self Report and Lecturers' Report is the same. The difference is in terms of content, as explained earlier. Figure 2 below is a model of lecturers' report (Questionnaires). There are three main columns, namely statement columns related to core competencies development, level of practices and level of importance (See Figure 2).

A. Communication Skills Development	Level of Practices					Level of Important				
	Never	Almost never	Sometimes	Often	Very Often	Not Important at all	Not Important	Neutral	Important	Very Important
A1.Asking the students to give oral presentation individually	1	2	3	4	5	1	2	3	4	5
A2.Asking students for using different formats for presenting information, e.g. forms, points, and short reports.	1	2	3	4	5	1	2	3	4	5
A3.Asking students using varied vocabularies, expressions and body language in oral presentation and discussion.	1	2	3	4	5	1	2	3	4	5
A4. Asking students for integrating ideas or information from various sources in project report and presentation (i.e. progress report and Business or related journals).	1	2	3	4	5	1	2	3	4	5
A5.Asking students for summarizing key issues from oral presentation.	1	2	3	4	5	1	2	3	4	5
A6.Encouraging students for giving feedback to an oral presentation	1	2	3	4	5	1	2	3	4	5
A7.Asking students for communicating some ideas in writing assignment report.	1	2	3	4	5	1	2	3	4	5
A8.Asking students for writing a report clearly, in detail and precisely.	1	2	3	4	5	1	2	3	4	5

Source: Response to Intervention (RTI) of Problem Solving Model (Saeki et al, 2011)

Figure 2. Model Lecturers' Report; Lay Out, Statements, Answer Options and Types

Level of Developing Students' Core Competencies

Never = 1

Almost Never = 2

Sometimes = 3

Often = 4

Very Often = 5

The Importance Level of Developing Students' Core Competencies

Not important at all = 1

Not Important = 2

Neutral = 3

Important = 4

Very Important = 5

The exercises and communicative activities with green ethical-based problem solving skills were given to students in the English for Room Division Operations course intended to instill students' soft skills. In this case, student participation during the teaching and learning process increased well. It also means that students enjoy class, which allows them to use their

English intensively. As a result, their communicative competence would increase significantly in each learning cycle. Meanwhile, problem-based learning is able to make students active, autonomous, and develop collaboration in learning such as information exchange and communication skills that are very useful for future life. As a learning model for adults, green ethic-based problem solving skills combine three important aspects, namely knowledge construction, collaboration, and lifelong independent learning. By emphasizing the process, not only products, problem solving skills based on green ethics are able to build student character who prioritizes creativity, self-confidence, and social cooperation in a contextual learning environment. The model of problem solving skills based on green ethics that prioritizes the responsibility and creativity of students, learning in small groups, programmed to solve problems is able to make students think critically, construct knowledge. The description of students' core competencies including four components of soft skills carried out in the stages of the learning cycle with a green ethical-based problem solving skills model can be shown in Figure 3 below.

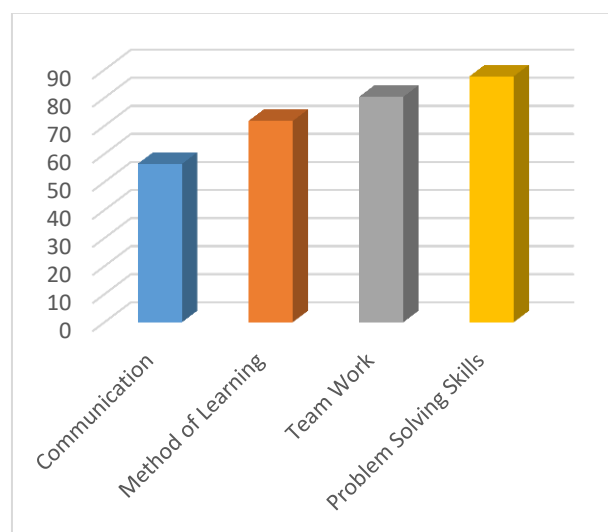


Figure 3. Comparison of student core competencies

Figure 3 shows the results of the comparative analysis of the application of core competencies of students with their level of interest or need for developing core competencies of soft skills, namely communication, learning how to learn, working with others, and problem skills. The findings show that student responses to the application of problem-based learning methods and green ethics in the subject matter of English for Room Division Operations show positive indications. Evidence of this statement can be seen in the results of the application of the questionnaire in the learning cycle. Students said that communicative exercises and activities with problem solving in group discussions and work in pairs were very helpful to improve communication and teamwork skills.

Conclusions

The paradigm shift in the KKNI-based curriculum has started from the 2004 competency-based curriculum, which implicitly describes core competencies containing three main components, namely hard skills, soft skills and character, the three components of core competencies must be possessed by graduates of the Tourism Department of Politeknik Negeri Bali. Therefore, each study program must be ready to prepare its graduates with core competencies to be able to answer current and future challenges. Especially in the current era of globalization which creates global competition, both in the context of the Asian Economic Community or MEA and the Global Free trade market.

The problem solving method as part of soft skills and green ethics as its derivatives can create innovative, creative, collaborative, cooperative learning through learning facilitation that

is able to generate critical thinking skills, mutual support (sharing ideas), problem solving skills, the ability to negotiate (negotiating), provide service orientation (service orientation), and have intelligence that is not rigid (cognitive flexibility) with a high level of critical thinking power. In essence, the learning process will cultivate the concept of green & sustainable tourism.

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