

30 YEARS IN THE FUTURE BALI TOURISM WILL BE DISSAPEARED, ZERO TOURISM AT ALL IF IN BALI THERE IS NO CULTURE, THEN, FRONT OFFICE DEPARTMENT OF QUEST HOTEL OFFERS AN OUTSTANDING SERVICE TO THE CLIENTS TO MAINTAIN SUSTAINABLE TOURISM

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ABSTRACT: Hotel General Manager, namely Kuta Executive Club (KEC) in their annual meeting in Puri Saron Hotel Seminyak feel fear with the condition of Bali Tourism nowadays. It was said that 30 years in the future, Bali Tourism will be disappeared, zero tourism at all, if in Bali there is no culture anymore, then Bali will be an exporter of immigrant and transmigrant because the economy will be difficult. KEC suggested to all tourism sectors to pay attentions to culture and nature, especially to those who manage a hotel business, to offer outstanding service to their clients to maintain sustainable tourism. (Bali Post, June 2016). This research is aimed to know the activities of Front Office department which has implemented sustainable tourism by offering an outstanding service to their clients. Data of this research was collected by using direct observation, depth interview, and documentation. The data are obtained from informants who know well about the object of the research, such as Front office Manager (FOM), Reservation Clerk, Reception & Information Clerk, and Duty Manager (DM). After that, the data was analyzed descriptively. The result of research showed that the outstanding service which is offered by Front Office Department of Quest Hotel could satisfy their clients, and finally would be able to maintain sustainable tourism.

Key Words : 30 years in the future, tourism, FO department, Quest Hotel, outstanding service, sustainable tourism.

INTRODUCTION

Most Hotel General Managers which were organized to become Kuta Executive Club (KEC) took action last month at the end of June, in their annual meeting at Puri Saron Hotel. They felt fear about the government's regulation towards Bali Tourism. They predict that if the government don't want to pay a special attention and seriously to maintain sustainable tourism, Bali Tourism will be disappeared, zero tourism at all, then Bali will be an exporter of immigrant, because the economy will be difficult (Bali Post, July 2016).

The Quest Hotel on Mahendradatta Street was aware about prediction lost of Bali tourism, then the Front Office took a seriously action by offering an outstanding service to their clients. Mr. Kahar Salamun, The General Manager (GM) All Season Legian, suggested us while expecting that Bali will be back to be itself (Bali Post, July 2016).

He also expected that Bali will always be sustainable tourism and so as primadona too. How to do it ? The answer is by preserving all tourism objects in all over Bali, because the competition in tourism in Indonesia is getting tighter and tighter nowadays (Bali Post, July 2016). Bali and Karangasem are the competitors of Nusa Tenggara Barat (NTB). The fact is that many tourist domestic and international across to Gili Trawangan Lombok (Bali post, June 2016).

Seeing that the competition on tourist objects, is tighter and tighter, it is suggested to Karangasem Regency to look after and maintain all tourist objects in Karangasem. It was suggested by the member of DPRD Karangasem, Mr. Wayan Tama and Gede Dana (Bali Post, June 2016). Mr. Wayan Tama, who is also as the leader of BPC PHRI of Karangasem Regency, said that last May, the visitors came to Karangasem was decreasing, compare with the amount of visit on the same month last year. He said that he didn't know the cause. He hoped that the decreasing of visit to Karangasem was not because of the boringness of visitors came to Karangasem (Bali Post, June 2016).

That Man, from Nyuh Tebel, Manggis, added that all tourist objects in Karangasem must be maintained to make them more beautiful and always attractive (Bali Post, June 2016). The road to tourist objects must be renovated, without any holes on the roads. He gave a simple example that last time, there was a visitor fell down into a broken trotoir which was long time ruined. The same accident would not happened anymore, because that accident will be a bad promotion in tourist's eyes (Bali Post, July 2016).

Mr. Gede Dana who is also as a member of commission IV of DPRD Karangasem said that main facilities such as tiny roads and traffic jams are as the big complains of tourists and travel agents. The spreading of garbage every where made the atmosphere surround dirty and ugly which are hated by visitors. On the beach and in the river are found

many plastic garbage which made bad view (Bali Post, July 2016).

Besides maintaining the beauty and attractiveness of tourist objects, location, art and cultures, the way of life and community cultures, should be develop and keep maintaining (Moscardo, 2003;114). Mr. Gede Dana expected that Karangasem communities are not only as viewers when thousands of visitors passing by accrossing to Gili Trawangan Lombok.

The Tanah Ampo Cruise seaport has been built with hundred billions expenses should be operated soon to get more income for Indonesian state, especially giving a prosperous for Karangasem communities (Bali Post, July 2016). The Karangasem regent is expected to handle the Tanah Ampo cruise sea port well and don't leave it ruined, unmanaged for such a long time like this (Bali Post, July 2016).

Mrs. Ni luh Redianis, executive assistant manager of Rama Garden Hotel thought that the participant of Bali tourism must care of Bali condition nowadays (Bali Post, July 2016). Without seriously care of Bali's nature and culture, so that the actors of tourism just waiting for the ruin day of Bali tourism (Bali Post, July 2016).

Cannibalism of tourism management will be stronger, then, Bali just waiting for the ruin of tourism sectors (Bali Post, July 2016). The owner of small hotel will just looks on tourists having dinner only, she predicts. That's why, the government must start to select every investation who pay attention to Bali sustainable tourism (Bali Post, July 2016).

Further, Mr. Gusti Kade Sutawa, General Manager (GM) of Puri Sharon Hotel was appreciating some stronger steps of tourism component. The awareness of tourism actors to maintain Bali nature and its cultures could be a proved that they have done their best (Bali Post, July 2016). Nowadays, more tourism actors are care with Bali, the island of Gods. She also expecting that mass media (Bali Post) could take part to manage Bali tourism, which take part to manage Bali tourism, which is concerned to Bali nature and cultures (Bali Post, July 2016).

RESEARCH METHODOLOGY

The research was done 3 months ago in April 2016 to June 2016. The researcher went there twice a week for one month as an observer, to see the real activities of front office department staffs while their working hours. I am as a researcher always stand by in the lobby while observing the activities of front office staff who are serving their guests starting from entrance door, handling by door man, then the guests are escorted to registration counter, then the bellboy escorting the guest to his room.

As a researcher, I observed the attitude of every staff in Quest Hotel about how well he offers "outstanding service" to his clients. When the clients was registering his name in registration counter, I am as a researcher observed their conversation while receiving his clients.

I also observing staff service techniques about how well their service quality that she offers to her clients. This research was using tourism sociology. By using tourism sociology, the researcher will be able to determine the right object which will be researched (Erawan, 2008;98). In this research, the data came from premier data and secondair one. Technical research was using observation and depth interview and documentations (Ardika, 2003;84).

Most data were gained from those informants who knows well about this research aims, such as the front office Manager, FO Assistant Manager of Quest Hotel, the reservation Manager, Duty Manager, Receptionist, bellboys and door man (Mill Robert, 2000;33). The analyze of this research was using descriptive qualitative, which means to explaining in detail the data which has been collected, then analyzed it as a scientific knowledge and finally to be exposed to the public (Anthony 1998;138).

RESULT AND DISCUSSION 30 YEARS IN THE FUTURE BALI TOURISM WILL BE DISSAPEARED IF IN BALI THERE IS NO CULTURE ANY MORE.

Most General Manager (GM) which has been associated into Kuta Executive Club (KEC) took a positive action. The KEC in their annual meeting in Puri Sharon Hotel, was fearing about the condition of Bali tourism nowadays (Bali Post, July 2016). It was predicted that without renewing Bali tourism strategy which is concerned with Bali Nature and cultures, 30 years in the future, Bali tourism will be disappeared, no tourism at all, then Bali will be an exporter of transmigrant, because the economy is difficult (Bali Post, July 2016). In that meeting, the hotel Management and owner expecting that the government to stop "black investor" entering Bali.

KEC predicted that Bali will be out of tourism life in 30 years in the future if in Bali there is no culture anymore (Bali Post, July 2016). Nowadays, the concentration of Bali tourism has unclear and absurd, said Mr. Kahar Salamun, GM of All Season Hotel, Legian (Bali Post, June 2016). He suggested us to make Bali come back as in the past time, as it was (Bali Post, June 2016).

This statement is so important to be studied to make Bali tourism always remain as primadona. Without tourism. KEC believe that Bali will be back

as a transmigrant exporter. This matter should be anticipated earlier, KEC said (Bali Post, July 2016).

Kahar Salamun's ideas was supported by more than ten members of KEC. While, Arif Bilah, GM of Legian Beach Hotel, reminded that Bali's government not recommending something that doesn't care of culture sustainable and Bali's nature.

Nowadays, Bali tourism management lives further than itself. Hotel management is far from Bali's identity, such as the way of dressing and greeting attitudes to hotel clients. Talking about managing tourism, it is expected not to fertilize cannibalism between tourism actors (Bali Post, July 2016). Then, the front office Manager of Quest Hotel on Mahendradatta street was aware of this situation (Bulletin Quest Hotel, June 2016).

He started to refresh his FO staffs to offer outstanding service to all Quest Hotel's clients. This good ideas was supported by the Hotel's owner, in order to take part to maintain sustainable tourism for Bali (Bulletin Quest Hotel, June 2016).

FRONT OFFICE DEPARTMENT OF QUEST HOTEL OFFERS "OUTSTANDING SERVICE"

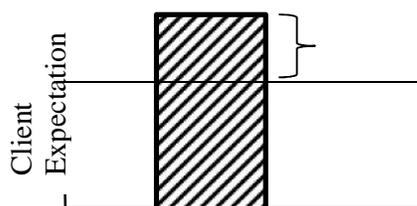
What does "outstanding service" mean ?

The word "outstanding service" derives from two words **outstanding** and **service**

Outstanding is an adjective which means **extremely good** or **impressive** (amat sangat bagus dan mengesankan) **Service** is an uncountable noun which means *help and advice given to customers in a shop, hotel, or business*. If we combine the both words, the complete meaning will be "**a help and advice given to customers in a business is extremely good and impressive**". The meaning of **extremely good** is not **just good**, but **extremely impressive** (Christian, 2015;46).

As an illustration, would you be so kindly as to look at diagram 1.1 below please !

Illustration 1.1



So that, the deep meaning of outstanding service is "we don't satisfied just to offer **standard service** only, when a better service or an impressive one could be offered to our clients" (Christian, 2015;48). The Quest Hotel FO choose "Out standing service" in every actions which is done by FO staffs (Bulletin Quest Hotel, June 2016). As a hotel alone, unaccompanied. But The Quest Hotel fetch his guest in The Ngurah Rai international Airport by an airport dispatcher. The guest feel this service as an outstanding service, **a service that exceeding the guest expectations** (Bjork P, 2001;39).

When a group of guest entering the hotel lobby, The Quest Hotel greet the guest by a traditional dance "*Panyembrama Dance*" which means "**Welcome**" (Tatay, 2007;63). By this way of greeting, the guests feel that this service is extremely good or so impressive (Christian, 2015;64). When the guest arrives in registration counter, a registration clerk ask his guest if the guest is a repeater guest or not ?. When the guest said that he is a repeater guest, the receptionist decides the guest to have a special treatment such as to be offered a flower arrangement, and fruit basket as the other VIP guest (Harris, 2002;67).

Then the guest feels that this such service is an extremely good service or so impressive service they got from The Quest staff (Christian, 2015;74). When a guest complaining about dirty room he got, when check in, then a duty manager escort the guest to the bar to get free drink, while the room is made up by room boy. By offering this kind of service, the guest feel calm, happy with the smart kind of service by the Duty Manager, moreover this complaining guest is given a nice souvenir **a beautiful T-Shirt** as an additional (Bulletin Quest, July 2016).

Those are some kinds of outstanding service which are applied by Quest Hotel, to take part in maintaining sustainable tourism.

CONCLUSSION

The prediction of Kuta Executive Club (KEC) about 30 years in the future, Bali tourism would be disappeared, zero tourism at all if in Bali there is no culture anymore, then to be back as an exporter of transmigrant again, because the economy life is difficult. Then all tourism practices such as travel agents, infrastructure, hotel, tourist objects are advised to re-arrangement and to re-oriented to pay attention to Bali's nature and cultures. Don't forget to renovate the infrastructures which are supporting sustainable tourism.

One among those infrastructure which is seriously paid attention to sustainable tourism, is that The Quest Hotel on Mahendradatta street No. 277 Denpasar, plays a smart ideas by Front office

Department by offering an outstanding service to their clients. Front office staffs are always serve their clients with outstanding service, a service which is exceeding the guest expectation, moreover an extremely impressive service. This outstanding service which is offered by Front Office of Quest hotel is as a weapon to maintain sustainable tourism.

SUGGESTION

Although the Front Office staffs have done their best in offering outstanding service to their guest, but I am as a researcher still want to suggest a little, which should be useful. In this good opportunity, I am as a researcher would like to give some positive suggestions such as follows :

1. When Front office staff greet the guest should claps their hand in front of their heart while saying good morning / afternoon / evening, Sir / Madam.
2. When offering an extra effort, Front Office staff should ask the guest with a question "How may a help you ?" or "How may I assist you ?".
3. On arrival guest, in front of the lobby, the FO staff should greet the guest by saying "Welcome to The Quest Hotel" and offers a "Flower leis" to make Quest Hotel service become outstanding.
4. It would be much better if FO department of Quest Hotel, let a group of Balinese dancer dancing "Panyembrama dance" a welcome dance, a typical Balinese dance.

I expect these suggestions above could be a smart and good suggestions to develop and to increasing the service quality which are offered by FO staff of Quest Hotel on Mahendradatta street, Denpasar, Bali.

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