

Empowering Employees With Glamping As An Alternative Accommodation In The New Normal Era In Kembang Merta Village, Tabanan Regency, Bali Province

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Abstract

The pandemic situation and the strict health protocols implemented have resulted in a decrease in tourist visits and a decrease in hotel occupancy rates. The government and hotel management conduct a variety of potential businesses for the accommodation services business. One of the things that are a trend for tourists is to choose attractive, safe and comfortable accommodation, return to nature, and avoid large crowds during the Covid-19 pandemic. The alternative presented by accommodation service entrepreneurs is glamping. The method of applying quality of service in glamping management is to provide CHSE (cleanliness, health and safety, and sustainability environment), in each glamping management department, such as the front office department, housekeeping department, food and beverages department. Participants in this activity are all glamping management employees in Kembang Merta Tourism Village. Kembang Merta Tourism Village has succeeded in showing the readiness of glamping management in accepting tourists with the CHSE procedure.

Keywords: Glamping; Accommodation; The New Normal; Tourism.

Abstrak

Situasi pandemi dan ketatnya protokol kesehatan yang diterapkan telah mengakibatkan penurunan kunjungan wisatawan dan penurunan tingkat hunian hotel. Pemerintah dan manajemen hotel melakukan berbagai bisnis potensial untuk bisnis layanan akomodasi. Salah satu hal yang menjadi tren bagi wisatawan adalah memilih akomodasi yang menarik, aman dan nyaman, kembali ke alam, dan menghindari keramaian yang besar selama pandemi Covid-19. Alternatif yang dihadirkan oleh pengusaha jasa akomodasi adalah glamping. Metode penerapan kualitas layanan dalam manajemen glamping adalah dengan menyediakan CHSE (cleanliness, health and safety, dan sustainability environment), di setiap departemen manajemen glamping, seperti front office department, housekeeping department, food and beverages department. Peserta dalam kegiatan ini adalah seluruh karyawan glamping management di Desa Wisata Kembang Merta. Desa Wisata Kembang Merta telah berhasil menunjukkan kesiapan pengelolaan glamping dalam menerima wisatawan dengan prosedur CHSE.

Kata kunci: Glamping; Akomodasi; Normal Baru; Pariwisata

BACKGROUND

The pandemic caused by the Coronavirus since the end of 2019 has resulted in a situation of disruption, or chaos around the world. The economic, educational, health, trade, and social situation of the people is deteriorating. The strictness of health protocols implemented resulted in a drastic decrease in tourist visits and a decrease in hotel occupancy rates. The government and hotel management conduct a variety of potential businesses for the accommodation services business. In the midst of intense industry competition, accommodation services businesses are trying to develop the right marketing mix by finding and understanding tourists' desires, so as to encourage tourists' decision to stay. Travellers have different preferences for the business attributes of accommodation services.

GENERAL DESCRIPTION OF THE COMMUNITY, PROBLEMS AND TARGET SOLUTIONS

General description

One of the things that are a trend for tourists is to choose attractive, safe and comfortable accommodation, return to nature, and avoid large crowds during the Covid-19 pandemic. The alternative presented by accommodation service entrepreneurs is glamping. To ensure that people are ready to face the new normal era of the tourism industry, people must prove their abilities.

The Problem

The main problems of glamping resource management are low education and lack of experience in human resources. This community service tries to develop human resource management in glamping accommodation, especially in the CHSE (cleanliness, health and safety, and sustainability environment) protocol, preparing table set up, and towel arrangement.

METHOD

The implementation method in this community service program uses the approach to empowering employees to manage glamping through training and assistance in applied hospitality competencies. The participants of this activity were glamping management employees in Kembang Merta Village, Tabanan regency, Bali Province, totalling 25 employees and 13 glamping business owners in Kembang Merta Village. This activity aims to improve skills in handling CHSE procedures properly. The material presented relates to CHSE procedures, managing glamping accommodations, table setups, and towel arrangements. Participants are given a guidebook in order to improve their ability to do it easily.

RESULTS AND DISCUSSION

Glamping is a contemporary phenomenon as an alternative accommodation for tourists. The concept of glamorous camping (glamping) presents an alternative to camping, but still provides a sense of security and comfort in enjoying the natural atmosphere (Monita, 2019, Ferdian, 2020). Influential hotel accommodation management has always consisted of employees, owners, government and society, as well as public figures and educated people. Glamping or glamour camping is an activity where tourists stay in tents equipped with lodging facilities. The glamping accommodation business is developing as a new travel alternative in the new normal era after the Covid-19 pandemic. People tend to avoid accommodations consisting of many rooms with high occupancy rates and resulting in high tourist crowds (Adi Pratama, Santi Diwyarthy, Prabawati, 2022).

The development of the glamping accommodation business in Bali as a new form of tourism in the form of nomadic tourism is growing in areas such as the Kintamani area in Bangli, the Ubud area in Gianyar, Munduk in Singaraja, and Jatiluwih in Tabanan. Glamping is a new trend for tourists who avoid travelling and activities en masse, in the new normal era. Now it is starting to bounce back after being forced to close for a year due to the Covid-19 pandemic situation (Utami, 2019, Santi Diwyarthy, 2022). This means that glamping is an attractive and quite complete accommodation with various facilities available for the lifestyle of tourists in the industrial era 4.0 and society 5.0.

The village government together with the managers and owners of glamping are trying to establish cooperation, reviving tourism activities that have been suspended for a year due to the pandemic due to the Corona-19 virus. Readiness to carry out tourism activities, including limiting the number of tourists who come to visit, if it exceeds the capacity of 50% of the glamping capacity. Provision of body temperature measuring devices for tourists who come to visit, hand sanitizers, and disinfectants, at various glamping locations, including in cabins and tents for overnight stays. Glamping owners and managers equip their employees with full vaccines, up to booster vaccines.

Glamping owners and managers expressed the readiness of glamping management to operate in the industrial era 4.0 and society 5.0. by implementing innovations and information technologies supported by the internet network, conducting marketing efforts through digital media, and collaborating with other glamping accommodation networkers.

The glamping manager in Kembang Merta Village stated that almost 75% of bookings from tourists come through the internet network. This means that glamping management requires human resources who are trained and experienced in digital media marketing. Competent glamping management is needed, in order to effectively develop glamping information. Developing community skills can be achieved through community service (Priadi, 2020, Haikal, 2021, Jonathan, 2015).

This community service develops the management of human resources in glamping accommodation, especially in the CHSE (cleanliness, health and safety, and sustainability environment) protocol, preparing table set up, bed cover and towel arrangement. Employees are required to take part in a training program, each for a day full of theory and discussion methods, and a day of practice. Each employee conducts the program many times and proves competence in front of other employees.

CONCLUSION

Glamping has proven to be an alternative accommodation trend during the Covid-19 pandemic. The supporting factors of glamping as an attractive and innovative accommodation in terms of architecture, facilities owned, and complete and luxurious interiors, have increased the tendency of people to live in open spaces.

Kembang Merta Tourism Village has succeeded in showing the readiness of glamping management in accepting tourists with health protocols in accordance with regulations set by the government. Efforts to improve the quality of services are also carried out by cooperating with the government and educational institutions. The revival of Bali tourism is also marked by an increase in glamping residences in Kembang Merta Tourism Village, Baturiti District, Tabanan Regency. This proves the success of glamping management in accordance with the era of the new normal era, based on Industry 4.0 and Society 5.0.

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