

The Model Of Management Policy In The Application Of Hygiene Sanitation Based On Green Hotel: Case Study In Ayodya Resort Bali

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Abstract—This research is entitled **The Model Of Management Policy in the Applicatin of Hyigine Sanitation Based on Green Hotels (Case Study at Ayodya Resort Bali)**. The purpose of this research is to obtain an overview of the application of green hotels in the field of hygiene and sanitation in the Ayodya Resort Bali so that a management policy model can be produced that can be used as a reference in the application of green hotels in these fields. The type of data used is descriptive data and quantitative data while the data sources are based on primary data and secondary data. Data collection techniques used are observation, interviews and documentation studies. Data is processed and analyzed descriptively and quantitatively. The research location is at Ayodya Resort Bali. The issue of global environmental management is a serious concern, as is the case in the hospitality industry. Although Ayodya Resort Bali has been designated as one of the Eco Hotels (green hotels), however, from the initial observations made it was seen that there was a gap between the established regulations and the application of the green concept, especially in the field of sanitation hygiene and OHS. So it is necessary to do a research which will produce a policy model from management that can be used as a reference in the application of green hotels in the field of hygiene and sanitation hygiene in Ayodya Resort Bali. This is very important considering the application of hygiene sanitation and OHS that is green based will greatly affect the safety and health of not only employees who work there but also tourists who visit the hotel. From the results of this study it is expected that there is a management policy model in the application of hygiene sanitation and OHS based on green hotels that can be used as a reference so that employee productivity will increase and of course the company's income will also increase.

Keywords---green hotel, management policy, hygiene sanitation, OHS

I. INTRODUCTION

The issue of climate change towards global warming requires changes in the business world to implement an

environmentally sound lifestyle. One industry that is being highlighted is the hospitality industry. The hospitality industry must reduce carbon emissions, save energy, water, and use environmentally friendly materials. Management of an environmentally friendly hotel will have many positive effects. In terms of business, the application of environmentally friendly concepts will improve the competitiveness of the hotel as well as increase selling value such as research conducted entitled Implementation of the Tri Hita Karana Concept in Hotels (A Case Study of Culture-Based Hotel Development at Matahari Beach Resort And Spa) [1]. This research was conducted to determine the pattern of application of the concept of Tri Hita Karana (Parahyangan, Pawongan, and Palemahan) at Hotel Matahari Beach Resort and Spa, the problems faced, as well as responses from the community and labor. The results of this study are the concept of Tri Hita Karana has been applied very well by the Matahari Beach Resort and Spa hotel. The three concepts of Tri Hita Karana are carried out as a reference in daily life in the hotel. Management of an environmentally friendly hotel will have many positive effects. In terms of business, the application of environmentally friendly concepts will improve the competitiveness of the hotel as well as increase selling value such as research conducted by Parma, I Putu Gede entitled Implementation of the Tri Hita Karana Concept in Hotels (A Case Study of Culture-Based Hotel Development at Matahari Beach Resort And Spa). This research was conducted to determine the pattern of application of the concept of Tri Hita Karana (Parahyangan, Pawongan, and Palemahan) at Hotel Matahari Beach Resort and Spa, the problems faced, as well as responses from the community and labor. The results of this study are the concept of Tri Hita Karana has been applied very well by the Matahari Beach Resort and Spa hotel. The three concepts of Tri Hita Karana are carried out as a reference in

daily life in the hotel. Research namely Analysis of Comparison of Foreign Guests with Archipelago Guests Against Hotels with Green Hotel Concepts in Bandung City stated that a good response from foreign guests and visitors to the green hotel concept must be applied to hotels in the city of Bandung [2]. Another research was also presented entitled The Effect of Green Hotel Concepts on Tourist Interests Visiting Badung Regency [3]. Based on the results of the study stated that the concept of green hotel greatly affects the interest of tourists visiting Badung. So it is expected that all hotels in the Badung area are able to apply this green hotel concept. From these studies it can be seen that the government should be more vigorous in socializing the concept of green hotels to the public and hotel entrepreneurs so that the concept of a green hotel can have a greater influence on tourist interest so that hotel revenues will increase.

A preliminary study conducted at Ayodya Resort Bali based on the Decree of the Minister of Health on Environmental Health and Sanitation Requirements in Hospitality Offices and Industries and based on the Guidelines and Guidelines for Implementing Green Hotels in Indonesia found that the hotel had already applied the concept of green. This five-star hotel located in the Nusa Dua Bali tourist area has even been awarded Green Hotel certificates in 2015. However, the understanding and application of hotels that have a concept to practice awareness of environmental quality in its implementation has not been maximized. The implementation of the green concept of this hotel has not been fully implemented. Because creating a hotel building that is environmentally friendly ("Green Hotel"), not only depends on the condition of the building, but what is not less important is the commitment of the executor and the hotel management system concerned.

There is still a gap between the existing regulations and the application of green hotels carried out on these five-star hotels. The research entitled The Influence of Management Oversight to Workers Against the Green Hotel Concept at Novotel Bandung [4]. stated that the role of supervision of the workforce in implementing the green hotel steps was very important. Therefore the hotel should be tightened its supervision by making the standard setting of the program and assessment method for the implementation of the green hotel program, carrying out an assessment of the green hotel program, comparing the application with the standard and taking corrective action if there is an error. The results of this study are in line with the preliminary study that has been carried out.

Based on preliminary observations, it was obtained data that the application of green hotels for the hotel operations environmentally oriented mainly related to sanitation hygiene and occupational safety and health, which subsequently disrupted OHS shows that there are several aspects that have not been implemented properly, even though the management itself has policies, sustainable organization and management. To follow up on the preliminary study, it is necessary to conduct research to determine the policy model in the

application of green hotels at Ayodya Resort Bali, especially in the field of Hygiene Sanitation and OHS, considering that this field is very influential on occupational health and safety not only labor but also influences tourists stay at the hotel. By knowing this management policy model, it will be able to know what factors influence management policy in implementing hygiene sanitation, and OHS to the green hotel in Ayodya Resort Bali. Based on the above description, problems can be raised for management policies in hygiene sanitation, environment and OHS going to the green hotel at Ayodya Resort Bali?

II. RESEARCH METHOD

The research location was chosen as the hotel environment at Ayodya Resort Bali. The type of data used in this study is qualitative data based on primary data sources in the form of informal interviews with hotel management and several workers who work at Ayodya Resort Bali on the application of policies taken in hygiene and sanitation hygiene in the hotel. Whereas the primary data source is taken from data on policies that have been established by the management in the implementation of hygiene sanitation and OSH at Ayodya Resort Bali.

The data collection technique is carried out by observation, interview and documentation study. The data obtained are then presented in a descriptive qualitative way by outlining the information that has been obtained by triangulation by comparing the data obtained from interviews with HRD Manager, HRD Purchasing and workers who are considered to know the application of the green hotel model, observations made by researchers and related documents. with problems. So that later the results obtained can be tested for validity and can be described or explained in the discussion. systematically described, interpreted or described. Data analysis is presented using informal techniques, which describe in narrative with various arguments and interpretations of the data obtained from the field.

III. RESULT AND DISCUSSION

The hotel operations are environmentally friendly, triggered by the emergence of negative impacts on the environment that come from hotel operations on a daily basis [5]. Based on Tourism Law No. 10 of 2009, that every tourism entrepreneur is obliged to maintain a healthy, clean, beautiful environment and to preserve the natural and cultural environment. One of the tourism services business that has an important role in the investment of national tourism development is the hotel, while what is meant by green hotel is a hotel that has environmentally friendly properties with a program to save natural resources, energy and reduce waste products [6]. Since the steps taken to develop tourism in Indonesia, the planned and programmed activities carried out by the government on its rights are intended to be 'sustainable' especially in the tourism sector for example, what is meant by sustainable tourism development is essentially sustainable by ensuring

that sources natural, social and cultural power used for tourism development to be preserved for future generations [3].

The concept of green hotel is a concept applied by the hotel to show concern for the environment and sustainable tourism development starting from the construction of hotels to the stage of hotel management. Currently the demand of tourists for a safe, comfortable and healthy place to stay has become a basic need, but along with the development of hotel thinking that has a friendly impact on the environment, especially it has not become a trend but its implementation has been practiced throughout all levels of hotel operations and management. Creating an environmentally friendly hotel building ("Green Hotel"), not only depends on the condition of the building, but also important is the commitment of the executor and the hotel management system concerned. A success that can be used as a benchmark is the achievement of building performance and management's commitment to achieving environmentally friendly buildings.

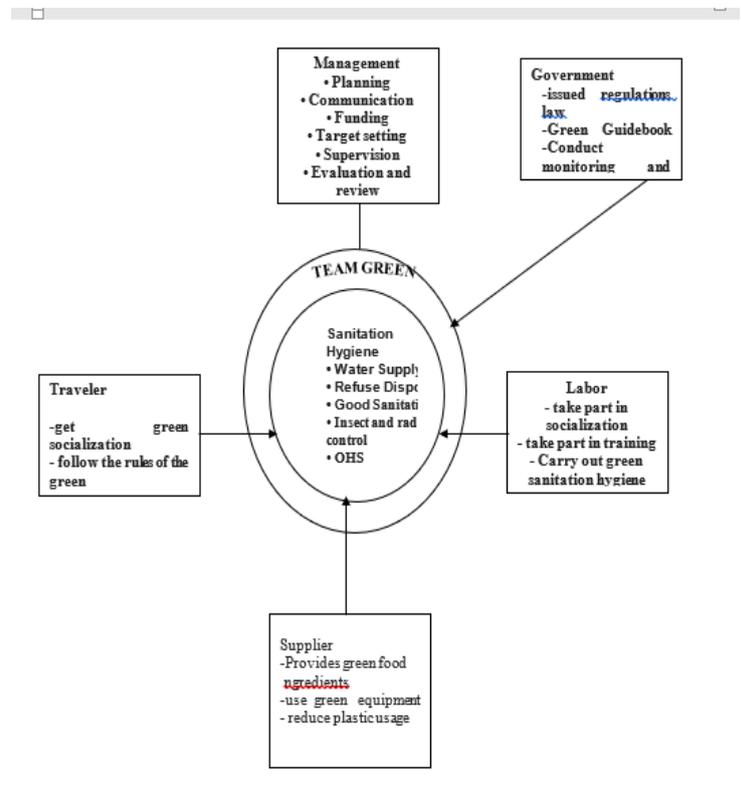
The concept of a green-based hotel or more popularly known as an environmentally friendly hotel synergizes its operations with efforts made to reduce the impact on the environment. Among other things is the policy of implementing hygiene environmental sanitation such as kitchen, restaurant, room, warehouse, clean water, waste water disposal, toilets, trash cans and the hotel workforce itself. Definition of Policy according is an action that has a purpose that is carried out by an actor or a number of actors to solve a problem. Provides a definition of policy as a decision of an organization intended to achieve certain goals [7].

Based on observations that have been made with reference to Permenkes No. 80 of 1990 concerning hospitality sanitation requirements and Decree of the Director General of PPM and PLP No. 95 of 1991 concerning Assessment of Hotel Health Checks and writing instruments which have been synergized with the Green Hotel Guidebook and Implementation Guidelines in Indonesia compiled by the Ministry of Tourism in 2015-2016 which are used as the basis for applying the green hotel concept at Ayodya Resort Bali, the following data is obtained : For realizing a green-based hotel requires knowledge related to various aspects of environmental protection and processing. The most important requirement is that the hotel management must fulfill all the provisions that have been arranged by the Ministry of Environment which has been regulated by the Ministry of Environment and the protection of environmental management specifically in the hotel sector, for example: having an Environmental Management Effort and an Environmental Monitoring Effort (UPL / UKL).

The concept of an environmentally friendly hotel does have to apply the rules that have been set as in the Guidelines for Implementing Green Hotels in Indonesia compiled by the Ministry of Tourism. Where in it is exposed to efforts to synergize its operations with efforts to reduce environmental impacts that can occur [8] At the Ayodya Resort Bali this operation has referred to the Standard Operational Procedure (SOP). However, not all parts have a SOP as a reference. So

we need a policy model in applying the green concept, especially about sanitary hygiene and OSH to facilitate the workforce and management and guests in the hotel in applying the concept of green-based sanitation hygiene. Because based on the results of observations and interviews, the application of this policy has not been fully implemented. The following is a Green Hotel-based Hygiene Sanitation and OHS Application Model that can be applied at Ayodya Resot Bali.

MANAGEMENT POLICY MODEL IN THE APPLICATION OF GREEN HOTEL AND OHS BASED ON HOTEL AT AYODYA RESORT BALI



One of the policies set by the management of Ayodya Resort Bali is about Sanitation Hygiene and OHS. Understanding Hygiene Hygiene according is an effort to prevent disease that focuses on the activities of human health [8]. Efforts to maintain maintenance so that someone, food, work place or equipment to be hygienic (healthy) and free of pollution caused by bacteria, insects, or other animals. Sanitation is also defined as a way of monitoring the community which focuses on supervision of various environmental factors that may affect the degree of public health. Hygiene and Sanitation Scope is a. Provision of clean water / drinking water (water supply) b. Refuse disposal c. Food and beverage processing (good sanitation) d. Control and control of insects and rodents and e. OHS. Work safety is a series of efforts to create a safe and peaceful working atmosphere for workers who work in the company concerned. Work safety is technical and the target is the work environment [9]. The purpose of workplace safety is

to protect workers for their safety rights in carrying out their work for the welfare of life, ensuring the safety of each other at work, and increasing production [10]. The OHS program is specific, meaning that the occupational health and safety program cannot be created, copied, or developed at will. A work safety and health program is made based on the conditions and real needs in the workplace in accordance with the potential danger of the nature of activities, culture, financial capabilities, and others.

The OHS program must be specifically designed for each company so that it cannot simply imitate or follow the directions and guidelines from other parties [11]. The effectiveness of OHS programs is very dependent on the commitment and involvement of all workers. The involvement of workers will increase productivity [12]. The most important elements of the OHS program are statements of management, organization and personnel, maintaining working conditions to meet safety requirements, making reports and analyzing the causes of accidents and providing first aid facilities for accidents. From this statement we can see that one of the most important things in the implementation of hygiene and sanitation is the management policy. In making policies and implementing this policy, it is guided by the Laws and Regulations made by the Government and the Guidelines for Implementing Green Hotels issued by the Ministry of Tourism. The results of the implementation of this policy will be monitored by the government for further review whether the Ayodya Resort Bali hotel has been able to carry out this green hotel concept. The initial step taken by the management was to form Team Green taken from each of the existing department representatives and then create an organizational structure, Job Description, Standard Operating Procedures ("Standard Operating Procedures") specifically related to the implementation of environmental conservation activities. In order for activities to run smoothly and smoothly, management can appoint a leader commonly referred to as Team Leader. The Chair person of the next Green Team is tasked with encouraging and maintaining the cooperation of Team members, workers, hotel guests, suppliers and tenants so that they can be actively involved in implementing the policy. Build and maintain communication between organizational levels to obtain input for environmental improvement. Maintain work procedures and carry out routine supervision and take immediate action when problems occur in the activity process. In initiating the implementation and supervision of environmentally sound hotel management, a competent resource is needed. Therefore training plays an important role and must include every element of leadership from each department to broaden knowledge of environmental issues regarding the impact and importance of ecosystems and "ecological" in the hotel area, another important issue is to increase knowledge about "green procurement" or procurement / expenditure of goods green for hotel operations that pay attention to health and its impact on the environment. Training materials are made according to the needs that occur in the field. Specifically in the field of security, training food

("Food Safety") can be carried out in collaboration with the authorized technical agency or by an independent national / international scale agency. The application of environmentally friendly practices has been practiced at the Ayodya Resort Bali hotel. Even the hotel has provided training to some of the workforce with environmental health. The activities carried out include reducing plastic waste, in every bathroom in the hotel a dispenser is used as a place for soap or shampoo so as to reduce plastic waste. Besides that, guests are offered guest bill as a step to reduce waste and as a form of saving the trees. Another step is that Ayodya only provides free newspapers if there are requests from guests. Use of used paper for administrative purposes in the back office area. For the kitchen, Ayodya has reduced the use of styrofoam food containers or plastic wrappers, which mostly come from suppliers, including the separation of plastic waste with paper waste. To prevent the entry of insects at Ayodya Resort Bali, three rings have been applied where the first ring (outer ring) is fitted with a follow-up trap / glue except in the room. Two mouse glue rings are installed in places that have been identified as insects / insects and ring three is placed on the water channel. To anticipate the development of mosquitoes, the engineering department has controlled the breeding sources of mosquitoes by applying abate powder. Besides that, every two times a week fogging and masting is done to suppress adult mosquito populations and flies.

Based on the results of interviews conducted with Mr. I Gede Swastika as assistant director of engineering for energy savings the policies that have been applied by management at Ayodya Resort Bali related to the green hotel concept is to use lamps that are more energy efficient and limit the use of lights to 8 hours per days for back office employees. Another policy applied is to provide information to guests not to turn on the TV and lights if not needed. For bathrooms, efforts are made to reduce the use of *Julmah* using the number of sheets, towels, flannels, table cloths and various types of linens that can suppress the use of laundry machines. For TVs also use energy-saving LED models. Room temperature is set to 24-25 degrees. However, this policy has not been fully implemented. Based on the results of interviews with several guests who stayed at the Ayodya Resort Bali hotel, the provisions regarding green said that some of them read on their own and some of them were informed during the check-in process. Likewise with the existence of policies for the workforce regarding the use of escalators. Based on observations there are still some workers who are reluctant to use stairs and prefer escalators when they want to go to the second or third floor. In fact the hotel staff is only limited to realizing that the practice of implementation is still lacking.

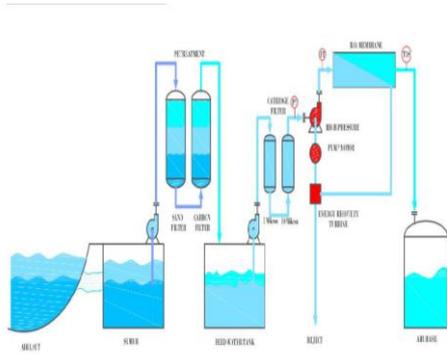


Figure 1. process of sequestering sea water by using a machine

In the use of clean water, Ayodya Resort Bali uses sea water to supply the operational needs of the hotel. However, it still utilizes government facilities in the form of PDAM connections to anticipate if water management does not work. Water management that can be applied at Ayodya Resort Bali is divided into 5 stages including, the process of sequestering sea water by using a machine, the screening process at the pre-treatment tank consisting of Sand filters and carbon filters, the filtering process on the catride filter, the processing of RO membranes , the process of channeling clean water where the filtered water using RO membrane will be collected in a clean water tank. Then the clean water resulting from this screening will be continued using high pressure pumps through pipelines which will be used directly in hotel operations (the result of an interview with Mr. Sularno as the plant operator).

MANAGEMENT OF SEA WATER INTO FRESH WATER

In terms of implementing the waste water management policy, the Ayodya Resort Bali collaborates with the Indonesia Tourism Development Corporate (ITDC). Dirty waste water from all outlets will be channeled to the grease trap or oil separator with water. Grease traps that are used for landfill or livestock will be taken manually, while the waste coming from the room and toilet will be channeled using a high pressure pump to Sewage Water Treatment (Plan ITDC) for reprocessing. The processed products will be returned to the hotels for reuse. While B3 waste, Ayodya itself also does not do its own processing. For this B3 waste, Ayodya collaborates with ITDC who always do sorting and recording of this B3 waste. However, the hotel has carried out activities to anticipate the use of B3 waste so as not to pose a danger to workers and the environment. Ayodya routinely conducts inspections, cleaning and maintenance on a regular basis to avoid toxic gas leaks. It is also endeavored to use cleaners without bleach, detergent and non-phenol laundry pospat.

Hyigine Green based sanitation also includes air cleanliness in the hotel environment. For this reason, the management implemented several policies, including utilizing

ventilation to rely on sunlight naturally. Tourists also provided dipper bikes as a form of support for environmentally friendly vehicles. Determination of the "no smoking" area is also one of the efforts made by the management towards green-based sanitation hygiene. Own laborers related to hygiene sanitation and green based OHS have been given knowledge about green hotels. In carrying out work, the workforce has used Personal Protective Equipment (PPE) that is in accordance with the standards, especially for those who work in areas that are prone to work accidents (kitchen) and those that are in direct contact with Toxic and Hazardous Substances (B3), namely on housekeeping. For daily workforce at Ayodya Resort Bali, it is always demanded to maintain personal hygiene. Because in a healthy soul there is a strong body. With a healthy workforce and a clean, which and comfortable environment related to green hotels, the company's productivity will increase. Increased productivity of the company will provide prosperity to the workforce who work at Ayodya Resort Bali.

IV. CONCLUSIONS

Conclusions from this study that in general the Ayodya Resort Bali Hotel has met the requirements of Hyigine Sanitation and OHS based on Permenkes RI No. 80 concerning Environmental and Sanitation Health Requirements in Offices and Hospitality Industries and has implemented management policies related to hygiene sanitation and OHS green hotels based on the Guidance and Guidelines for Implementing Green Hotels in Indonesia issued by the Ministry of Tourism in 2016. However, in practice it still needs supervision which is more intensive considering that only hotel workers are limited to realizing that the practice of implementation is still lacking. so that in its application it takes a model that can be used as a reference based on the policies issued by management related to Hyigine Sanitation and OHS based on green hotels.

Suggestions can be given to the government and management to provide more information about green hotels not only to the workforce but also to every tourist visiting the Ayodya Resort Bali. No less important, the hotel must routinely carry out trainings related to hotel greden to get more qualified human resources so that awareness arises for each person to apply this hotel-based hygiene sanitation and OHS

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