

An Exploration of Hotel Management Operational on Kamala Hotel Resort

Ni Komang Carrissa Ayu Putri¹, Ni Desak Made Santi Diwyartha²

^{1,2}Politeknik Pariwisata Bali and santidiwyartha@yahoo.com

ABSTRAK

Penelitian ini berfokus pada eksplorasi bagaimana mengoperasikan manajemen perhotelan di Kamala Hotel Resort. Penelitian ini bertujuan untuk mengetahui bagaimana cara beroperasi secara efisien dan potensi penerapannya di industri. Penelitian ini didasarkan pada pendekatan wawancara mendalam, observasi dan studi literatur dengan berbagai departemen. Analisis ini digunakan untuk menganalisis data dengan menggunakan literatur sebelumnya tentang manajemen operasional. Temuan menunjukkan bahwa manajemen operasional didasarkan pada keterampilan dan pengalaman karyawan di industri perhotelan dan kebijakan hotel. Selain itu, penelitian ini menyoroti bahwa keterampilan dan pengalaman mempengaruhi manajemen operasional di industri perhotelan. Hasil penelitian menunjukkan bahwa manajemen operasional hotel memiliki peran yang sangat penting dalam industri perhotelan. Manajemen operasional hotel di Kamala Hotel and Resort membantu mahasiswa dalam mengelola semua departemen yang memiliki tujuan yang berbeda, bekerja sama antar departemen untuk mencapai tujuan atau visi hotel, dan meningkatkan kepuasan tamu, sehingga dapat meningkatkan keuntungan dari hotel.

Kata Kunci: Perhotelan, Industri, Manajemen, Operasional

ABSTRACT

This research focuses on exploring how to operate management hospitality at Kamala Hotel Resort. The study aims to know how to operate efficiently and potential implementation in the industry. The research is based on in-depth interview, observation and study literature approach with diverse departments. This analysis was used to analyze the data using previous literature on operational management. The Findings indicate that operational management is based on the skill and experience of the employee in the hospitality industry and the policy of the hotel. Moreover, the study highlights that skill and experience impact operation management in the hospitality industry. The result showed that the hotel management operational has a very important role in an hospitality industry. Hotel management operational in Kamala Hotel and Resort help college student managing all departments that have different goals, work together across departments to achieve the goal or vision of the hotel, and increase guest satisfaction, so that it can increase profit from hotels.

Keywords: Hospitality, Industry, Management, Operational

INTRODUCTION

Operational management in the hospitality industry has impacted the branding of the hotel. The improvement and efficiency of operating management in hospitality can be changed from poor branding to good branding (Genesis Sembiring Depari *et al.*, 2022). This improvement to improve the hotel and increase guest satisfaction. It's crucial to know the first definition of management because this word common to use. Management comes from the English verb, "to manage", which means "control".

Operational management hospitality is essential for tourism and hospitality industry. Operational manager is typically a senior role within an organization responsible for overseeing the day-to-day operations of a department, team, or entire company (Fadly and Sutarna, 2020). Expert opinions on the role of operational managers may vary based on their specific industry, experience,

and organizational context. This description showed the operational manager of hotel has roles as controlling, managing, or handling. With this definition, it can be identified that management is handling and operating the whole structure company to achieve its vision and mission. Moreover, the definition of management in the hospitality industry is the process of controlling, handling, and operating the whole departments in the hotel which is for guest satisfaction (Hilmawan, 2023). All of the departments are handled based on the potential and experience of employees. Operational management in the hospitality industry is an important measure for the hotel because this knowledge can determine the branding of the hotel and can make operational efficiency in the hotel which makes more guest satisfaction to profit.

Kamala Hotel and Resort has just opened this year and is managed directly by students of the 8th-semester hotel administration study program. This hotel offers standard facilities like a hotel starting from room facilities such as set up amenities, making bed offers, and air conditioner along with bathroom facilities complete with set up amenities required by guests. In carrying out its operations, this hotel created a program called the "PKL program" practice in hotel operations. Students can carry out practical activities starting from the housekeeping department to the front office department. This program, apart from helping the Kamala operations which are much more effective and cheaper, it also helps students in the Bali Tourism Polytechnic environment to gain or improve their skills and experience in the hospitality sector.

Operational management is based on the policy of every hotel. Several hotels just use based on the experience and skill of employees and others just use by on recommendation. But today, there are a lot of hotels that just focus on the experience or skill of employees and make training to improve that. For Example, Kamala Hotel, this hotel using college students at Bali Tourism Polytechnics to work as employees in the hotel. This program helps college students learn and feel real experience working in the hospitality industry. These examples show that there are a lot of hotels working hard to improve the skill and experience of their employee to make the guest satisfaction which makes more profit to the hotel and good branding of that hotel.

Operational management in the hospitality industry starts from various departments in the hotel. Start from the technical department until the non-technical department. Today, improvement in operational management in the hotel changes and towards being better. Many years ago, operational management especially in Bali just focused on potential employee improvement today paying attention to every detail aspect of the hotel such as facilities, and service, and making operations more efficient and suitable for tourism. One of the operational management in the hospitality industry that is widely used is the "Training Program". With this training program, the hotel offers the employees of the hotel can get more knowledge and experience about their specific department to be an expert, and other hand, this training program allows the outside of the hotel to improve their skills, learn, and get more experience about the department that they want to achieve in the future.

The meaning of operational management in the hospitality industry encompasses controlling, managing, and handling various departments within a hotel to achieve guest satisfaction and fulfill the vision and mission of the establishment. It involves overseeing all aspects of hotel operations, including both technical and non-technical departments, to ensure efficiency and effectiveness. This drove the motivation to conduct this reseach about operational management of

hospitality industry in a hotel. Kamala Bali Resort is a hotel in the Bali polytechnics. This hotel is located on Jalan Dharmawangsa, Badung Regency.

LITERATURE REVIEW

In the hospitality industry, management involves overseeing all departments within a hotel to ensure guest satisfaction. This includes controlling, handling, and operating various aspects of the hotel, relying on the potential and experience of employees. Operational management is crucial for determining a hotel's branding and enhancing operational efficiency, ultimately leading to increased guest satisfaction and profitability (Pratama, 2023).

Each hotel sets its own policies for operational management. Some rely solely on employee experience and skills, while others implement training programs to improve these aspects (Sudiarta and Suardana, 2016). For instance, Kamala Hotel collaborates with Bali Tourism Polytechnics to provide college students with real-world experience in the hospitality industry, thereby enhancing their skills and knowledge.

Operational management encompasses all hotel departments, from technical to non-technical areas. Over time, the focus has shifted from solely improving employee potential to paying attention to every detail, including facilities and services, to make operations more efficient and suitable for tourism. Training programs are widely used in the hospitality industry to enhance employee expertise and allow individuals outside the hotel to gain valuable experience in their desired departments.

The role of hotel management operational involves a wide range of duties, including: planning, organizing, leading, controlling, problem solving, and collaborating. Planning, in order to operational managers are involved in setting objectives, defining strategies, and developing plans to achieve operational goals efficiently and effectively. Organizing due to the manager organize resources such as personnel, equipment, and materials to ensure smooth operations. This may involve creating schedules, assigning tasks, and allocating budgets.

Leading, means operational managers lead and motivate their team members, providing guidance, support, and direction to ensure that everyone is working towards common objectives. Controlling due to the manager monitor performance, track key performance indicators (KPIs), and implement corrective actions as needed to ensure that operations are on track and meeting targets (Utami, 2017).

Problem-solving, in order to Operational managers are often responsible for identifying and resolving issues that arise during operations, whether they are related to processes, personnel, or external factors (Program, 2015). Collaborating means the manager work closely with other departments or teams within the organization to coordinate activities, share resources, and achieve broader organizational goals (Utami, 2017).

METHODS

The research is based on in-depth interviews, observation and study literature approach with diverse departments. The interviews conducted with the students, supervisor and the manager on duty (Moleong, 2005). The analysis technique used was triangulation the data, in order to reduce the bias of research.

RESULT AND DISCUSSION

Based on the results of the observation, it is concluded that Kamala Bali Resort handles managing operations in the hotel using support from college students in the 2nd semester. The steps taken include:

a. Annocument from the Campus Bali Tourism Polythenics

Campus informed the announcement college students that there are some programs that every college student, especially in the administration management in the hotel must join this program.

b. Arrange the Name of every Class in the Administration Management of the Hotel

After reading this announcement, the college student can give their name to the leader of the class to join this program pkl. The students can choose the date and time of all programs based on the activity without disrupting course lessons in the college

c. Leader Class Submit Every name of the Class to join this program

Approaching the deadline, the leader class submitted every name of the class to join this program to the academic section in the administration of hotel management.

d. The College Student Join the Group which is handle by administration college student administration semester 8th

After academic section get the name of every college student to join the program. This name have been invited to whatsapp group which is handle by administration college student administration semester 8th. This group is focussed discussion about share reminder schdelu to every college student based on their choose, share documentation operational handle by college student administration semester 2nd, share information about the guest check in, check out, and special request

e. The College Student semester 2nd join the program based on schedule that they coose

The college students join the program based on a schedule that they choose. They start this program, by working in the housekeeping department. They learn as an employee to handle the housekeeping department such as preparing beds for the guests, preparing amnesties, and preparing special requests about the room, etc. And the next date of the program, they start working in the front office department. They learn and feel real experience in handling guest check-in and check-out, handling information about the guest, handling reservations and forms, and handling special requests from the guest that are shared to related the department or the whole department.

Based on data analysis, operational management in the hospitality industry is important. Operational management leads efficient operation that cause guest and employee satisfaction. Bad operational management can make the branding of the hotel get worse. Operational management in the hospitality industry includes some skills of leadership, experience, and skill in the hospitality industry. This management is crucial to make the whole department with different diverse purposes work together to achieve the vision and mission of the hotel. This support theory of Pratama (Pratama, 2023) said that excellence operational management drive staff satisfaction and guest satisfaction. This will make benefits for the hotel and tourism business.

The Operational Management at Kamala Bali Resort has advantages and disadvantages while using support college student administration of hotel semester 2 nd. The advantage itself is that it is more efficient and cheaper to get employed and also, with the skill and knowledge of the student can handle operations based on their study at campus and make more cost which can be focused on the improvement of the hotel next without think aboutt salary of the employee.

Disadvantages while using support college student administration of hotel semester 2 nd are some time to introduce and training them with duty based on the hotel policies. Some can get miscommunication about the guest because this is the first time that they handle the real duty and the other hand, some working result not as same as the expert in the real emplyeoo in the hotel industry.

This data based on in-depth interviews, observation and information obtained from the college student who is doing some practical activity in the Kamala Bali resort. The college students feeling confident doing some real duty become strong after joining the PKL program. In-depth interviews result showed that the confidence became strong after two weeks joining the hotel management programs. Five respondents from college students 2nd level said that they have strong skill in hospitality management, such as handle reservation, front desk operational, prepare the room, arrange guest activities. This support the theories of (Kusumawati and Setiawan, 2019) said that competences of the staff help the operational and managerial in an organizational. This proved that hotel management operational is essential for the staff and the guest satisfaction.

CONCLUSION

The result showed that the hotel management operational has a very important role in an hospitality industry. Hotel management operational in Kamala Hotel and Resort help college student managing all departments that have different goals, work together across departments to achieve the goal or vision of the hotel, and increase guest satisfaction, so that it can increase profit from hotels.

ACKNOWLEDGEMENT

This research was conducted a special thanks to the Politeknik Pariwisata Bali that conducted the opportunities for college student at 2nd level. The college student can easily learn and practice their abilities in managing hotel operational.

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