



The Implementation of Front Office SOP Based on CHSE during the Covid-19 Pandemic

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Abstract

Purpose: This research is to analyze the implementation of standard operating procedures (SOP) in the front office department during the Covid-19 pandemic due to the use of Cleanliness, Health, Safety, and Environment Sustainability (CHSE) health protocol which is expected to reduce the spread of the virus.

Research methods: This research was conducted at Wyndham Garden Kuta Beach Bali using observation data collection methods, interviews and literature study. Participants of this research were front office managers, front office supervisors, the CHSE team and several guests from Wyndham Garden Kuta Beach Bali. The data analysis technique used is descriptive qualitative method.

Findings: The implementation of standard operating procedures carried out by the front office department of Wyndham Garden Kuta Beach Bali has been carried out in accordance with the CHSE-based health protocol which has a good impact on guests, including increasing guests' trust in the hotel.

Implications: As for the hotel, it is an asset to attract guests to stay during the pandemic so that it keeps hotel operations running.

Keywords: hotel, front office, SOP, CHSE, Covid-19.

INTRODUCTION

Bali is one of the tourism destinations most frequently visited by tourists. The beauty of the island and its cultural diversity are the main attractions for tourists visiting Bali as shown in a study done by (Mudana et al., 2021). Some areas that become destinations for domestic and foreign tourists are Nusa Dua, Kuta, Ubud, Kintamani and also other areas spread across nine districts in Bali. Every year the number of tourists visiting Bali in the last three years continues to increase can be seen in Figure 1.

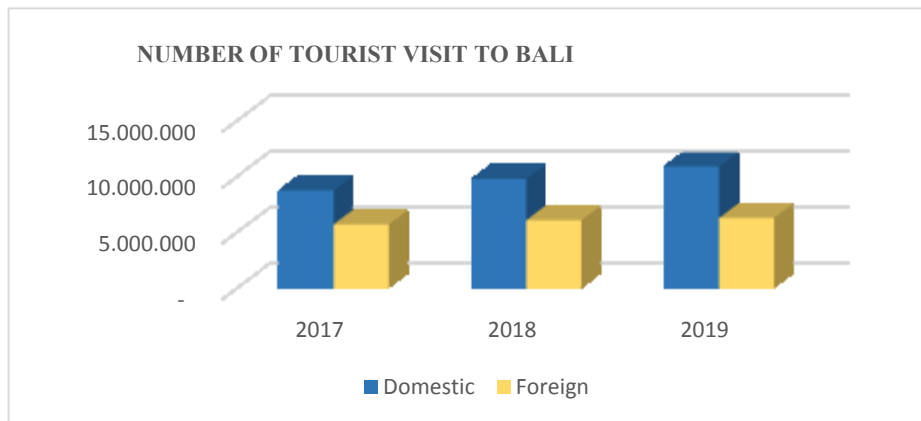


Figure 1. Number of tourist visit to Bali
[Source: Badan Pusat Statistik Provinsi Bali, 2021]

In Figure 1, it can be seen that the tourists who come to Bali increase every year with an average increase of. But in 2020, Indonesia was shocked by a virus that hit almost the entire world, namely Covid-19. Covid-19 is a disease caused by the severe acute respiratory syndrome coronavirus 2 (SARS-CoV-2) which can cause respiratory system disorders, ranging from mild symptoms such as flu to lung infections, such as pneumonia. The Covid-19 pandemic has spread throughout the world. Many countries are not ready for this condition. Italy, Malaysia, Singapore did not escape the spread of this new virus. The impact of this virus is not only felt by China but has reached more than 180 countries spread across all continents, plus the social, economic, educational and behavioral and lifestyle changes caused by these invisible microorganisms (Paramita & Putra, 2020). Meanwhile, Indonesia itself was also affected, which was indicated by the arrival of Indonesian people who had just returned from traveling from countries that had previously been infected with this virus (Diayudha, 2020).

Bali was also affected by this virus pandemic which caused Bali tourism to go into chaos. No exception, the Covid-19 virus has affected Indonesia's economic structure. The impact of the pandemic is felt and directly affects economic conditions in the Bali region, especially for workers who work in the tourism sector and other related sectors (Sweta, 2021). Many industries are not running according to the initial target. The hospitality industry is an industry that has been hit hard and has had a tremendous impact on this pandemic. Many hotels have been forced to close because there are no more guests as well as food and meeting businesses that are no longer occupied. The emergence of the Covid-19 pandemic certainly has an impact on the number of hotel visits in Bali which have been a favorite of foreign tourists who want to learn the elements of Balinese culture that are still authentic.

One of the hotels affected by this pandemic is Wyndham Garden Kuta Beach Bali, located in the Kuta area. Although the hotel did not close their business, it did not cover the fact that the hotel condition was no longer as busy as it used to be. The occupancy rate from 2017 to early 2020 is still running normally and increasing from year to year, but in mid-2020, the impact of this pandemic has begun to appear where a very significant decrease in occupancy in hotels. The activity of the number of tourist visits has decreased since the beginning of 2020 because many countries have stopped flights and implemented a lockdown in their territory (Dwina, 2020). The decreasing of hotel

occupancy from March until September 2020 because of the Covid-19 began to spread in 2020 in Indonesia. It also has an effect on the economy and tourism. That matters greatly affect hotel operations due to decreased room occupancy rates as well.

To overcome this problem, the government has issued regulations for every company or hotel to always comply with applicable health protocols. To be able to continue operating, the government also recommends that each hotel has supporting facilities for implementing health protocols, such as temperature measuring devices, physical distancing signs, isolation rooms, sign capacity, providing hand sanitizers in certain places, and others. The implementation of this health protocol must also obtain a certificate from the government to further convince the guests who come that the hotel is really safe to stay. The certification is CHSE (Cleanliness, Health, Safety, and Environment Sustainability). The implementation of strict health protocols based on CHSE in hotels and restaurants is considered to increase the trust of guests staying at the hotel. The implementation of the CHSE is not only applied in hotels but homestays in tourist villages must also apply (Fitriana et al., 2020). This certification will prove that business actors have, implemented, and improved health protocols in their respective businesses. In addition, tourists and the public can feel secure by complying with the CHSE health protocol standards. The implementation of CHSE in tourism sector can also help preserve the environment and encourage the tourism sector to return by ensuring that tourist destinations remain clean, healthy, safe and pay attention to environmental aspects (Candra & Rekha, 2020). CHSE certification is a guarantee to tourists and the public that the products and services provided have complied with the hygiene, health, safety, and environmental sustainability protocols (Candranegara, et al., 2021).

CHSE is also used as a standard operating procedure for hotels that have been certified in operation so that every guest or customer feels safe and comfortable when visiting. This is also applied by Wyndham Garden Kuta Beach Bali. Hotel management has also made the CHSE as one of the standard operating procedures in carrying out hotel operations during the Covid-19 pandemic. Each department in this hotel has its own CHSE-based SOP, including the Front Office Department which interacts directly with guests. Front office is also known as the first and the impression of the guest. This means that this is the first and last part of the guest (Bagyono, 2016). Front office staff must serve guests when guests arrive to register according to the hotel's Standard Operating Procedure to give a good impression to the guest. Standard operating procedures are important because it is written step-by-step instruction on how to carry out procedures correctly and to ensure consistency, accuracy, and quality of performance (Barbé et al., 2016). Standard Operating Procedures are a collection of intermediaries designed to simplify the tasks being carried out. In accordance with current conditions, Wyndham Garden Kuta Beach Bali has also implemented new standard operating procedures. Because it is very necessary for the Front Office Department to run this standard health protocol because health protocols are rules and conditions that guests and hotel employees need to follow in order to be able to work safely during the Covid-19 pandemic (Dewi & Fardinal, 2021). Especially in check in, check out, pick up and drop out activities that have the highest interaction between front office department and guest. Hotel services that comply with standard protocols are an absolute requirement that must be owned

by every hotel operating in a new normal situation to ensure the safety and welfare of guests (Fajri, 2021).

Based on the explanation above, the writers would like to do further research on the implementation of SOP on CHSE In Front Office Department at Wyndham Garden Kuta Beach Bali.

RESEARCH METHODS

This research was conducted at Wyndhan Garden Kuta Beach Bali, which is located at Jalan Raya Kuta No.99x, Kuta, Badung using qualitative descriptive analysis. This analysis is done by collecting data, observations, and interviews related to the formulation of the problem. This analysis is based on the philosophy of positivism, used to research on the natural state of the object (as opposed to experimental) where the researcher is the key instrument, sampling the data source (Sugiyono, 2015).

Qualitative research is a type of research that explores and understands the meaning in a number of individuals or groups of people that comes from a problem social (Creswell, 2016). Qualitative descriptive analysis is used to describe how the implementation of standard operating procedures by the front office department based on CHSE and how the impact of this implementation for guests and for the hotel. Standard operating procedures are important because it is written step-by-step instructions on how to carry out procedures correctly and to ensure consistency, accuracy, and quality of performance (Barbé et al., 2016). The adaptation of new habits or new normal poses difficult challenges, including community compliance to implement health protocols, people's habits in socializing closely and even in groups, lack of understanding of the dangers of the invisible virus, the emergence of various opinions through social media that do not support efforts to prevent media health protocols (Lumanauw, 2020). CHSE is a new program being socialized by the Ministry of Tourism and Creative Economy to encourage healthy and safe tourism activities in all Indonesian tourism destinations, both hotels, tourist objects and tourism-related public facilities (Polonia & Ravi, 2021) as one of the government's efforts to improve the community's economy while still implementing health protocols.

FINDINGS

The Implementation of SOP Based on CHSE in the Front Office Department

Related with the current Covid-19 pandemic situation, standard operating procedures carried out by front office department are also required to follow standard health protocols that set by the government, Wyndham Garden Kuta Beach Bali has made new standard operating procedures that can be run according to health protocols based on Cleanliness, Healthy, Safety and Environmental Sustainability that will discuss as follows:

1. Check-in Procedure

The check-in process is the first step where guests register for room reservations after they arrived at hotel. Wyndham Garden Kuta Beach Bali applies also check-in procedures based on the health protocol namely CHSE, which will be described as follows:

a. Cleanliness

cleanliness aspects that have been implemented include providing hand sanitizer and hand washing facilities for guests when they arrive at the lobby, providing sanitized pens for administrative purposes, cleaning the

EDC machine when guests finish using and maintaining the cleanliness of the receptionist desk.



Figure 2. Hand Sanitizer at lobby
[Source: Wyndham Garden Kuta Beach Bali]

b. Healthy

Health aspects that have been implemented include temperature checks for guests when guests arrive, all employees use health protocols such as masks, face shields and hand gloves, and always remind guests to obey to keep their distance.



Figure 3. Checking Body Temperature
[Source: Wyndham Garden Kuta Beach Bali]

c. Safety

Safety aspects that have been implemented is include the provision of written instructions to keep reminding the guests safety in accordance with health protocols, and the provision of a first aid kit in the lobby.



Figure 4. Use Health Protocol Tools
[Source: Wyndham Garden Kuta Beach Bali]

d. Environment Sustainability

Environmental sustainability aspects that have been implemented include the provision of a trash bin in the lobby and front office staff, keep the cleanliness around the reception desk area to keep it clean and hygienic by spraying disinfectant regularly.



Figure 5. Spraying Disinfectant
[Source: Wyndham Garden Kuta Beach Bali]

2. Check Out Procedure

The check-out procedure is one of the procedures that requires the front office to have direct interaction with guests, here are some standard operating check-out procedures that have been carried out in accordance with CHSE, will discuss as follows:

a. Cleanliness

When a guest wants to settle a payment, the front office staff makes sure the EDC machine is clean for the next guest who will use it.

b. Healthy

When guests check-out, make sure that guests use hand sanitizer before touching anything on the receptionist's desk as well as after touching something to maintain cleanliness.

c. Safety

Ensure and ensure that all guest items are not left behind before making the check-out process.

d. Environment Sustainability

Provide trash bins around the lobby to protect the environment.

3. Pick-up and Drop-off Procedure

Picking up and dropping off guests is a task carried out by the bellboy where this activity requires the bellboy to make physical contact with guests, here are some standard operating check-out procedures that have been carried out in accordance with CHSE, will discuss as follows:

a. Cleanliness

Cleaning the vehicles used for the pick-up and drop-off service by the bellboy and spraying disinfectant inside the car.

b. Healthy

Wearing proper protection for health in order to keep the healthy situation while picking up and dropping off the guest and also providing face mask in the car in case the guest forget bringing their mask.

c. Safety

Making sure the guest wearing seatbelt properly while in the car and the bellboy drive the car carefully while asking some general question to the guest such as how was their flight.

d. Environment Sustainability

Using environmentally friendly fuels for vehicles used for pick-up and drop-off.

The Impact of SOP Based on CHSE for the Guests

As is well known, nowadays health protocols are very mandatory everywhere, as well as in hotels. With this CHSE certification, it has an impact on guests who want to stay at the hotel because if they know that a hotel is CHSE certified, they will have more confidence in coming to the hotel because according to them the health protocol at the hotel is guaranteed so that it can build a brand image for the hotel itself. CHSE is a quite prestigious certification which is a rule that was initiated directly by the government. Wyndham Garden Kuta Beach Bali itself is CHSE certified and this still has an impact on guests staying at this hotel. There are several impacts that arise as follows.

1. Increase Guest Trust

When a guests find a hotel that has CHSE certification, of course they assume that the hotel has met good health protocols so that the hotel cleanliness is maintained because it implements the appropriate health protocol. This becomes one of the determining factors for guests to stay at Wyndham Garden Kuta Beach Bali because it is CHSE certified. Several guests were also satisfied with the service of the front office staff because they had carried out proper health protocols such as using masks, hand gloves and face shields as well as health protocols to prevent the spread of the Covid-19 virus. This is based on the results of a questionnaire that has been distributed to guests to find out how satisfied they are with the front office staff services during a pandemic.



Figure 6. CHSE Label at Lobby
[Source: Wyndham Garden Kuta Beach Bali]

2. Safety

Safety is one of the most influential things for guests to stay at a hotel, because guests certainly expect that during their stay they can enjoy their time with guaranteed places and securities. Likewise, during a pandemic like now, of

course, security or safety is increasingly taking on a very important position for guests of Wyndham Garden Kuta Beach Bali. With the CHSE certificate which is a recognition for hotels that they have implemented security in accordance with health protocol standards recommended by the government. This of course has an impact on guests who stay when they find out about this. For example, every expected arrival room will be labelled as sanitized room, it means that the room already cleaned and hygiene to make sure the guest will feel safe to stay.

3. Being a Comparison

CHSE certification is also a benchmark for guests when they want to do a staycation, for example when they choose a hotel through an application on the internet. Guests tend to prefer hotels that have been labelled CHSE on the website compared to hotels that do not have a CHSE label, this of course makes guests prefer hotels that have been certified CHSE.

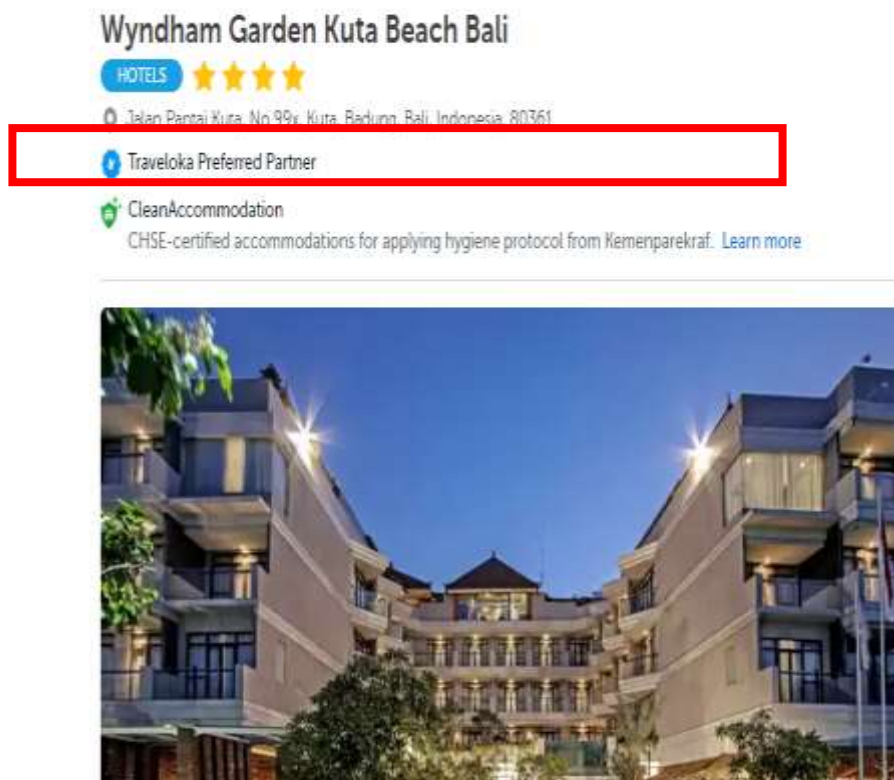


Figure 7. CHSE Label on Website
[Source: www.traveloka.com]

The Impact of SOP Based on CHSE for the Hotel

The Ministry of Tourism and Creative Economy invites business actors in the tourism and creative economy sector to register the CHSE Certification Program where the certification serves as a guarantee to tourists and community, the products and services provided have met the hygiene, health, safety and environmental sustainability protocols. As for one of the tourism sectors that is prioritized for this certification is hotels in order to restore public and tourist trust. With the hotel CHSE certification means that it is ready and responsible for the health, security and safety of each guest in accordance with health protocols.

There are several steps that have been taken by hotels to achieve CHSE certification in accordance with the rules of the government are as follows.

1. Self-assessment

Self-assessment is the first step taken by any hotel wishing to get the CHSE certification. Wyndham Garden Kuta Beach has also carried out this self-assessment as the first step to get CHSE certification, by filling out forms and including proof of qualification with audit evidence such as notes, books, or photos.

2. Self-declaration

After conducting an independent assessment by the hotel where all the qualifications and requirements have been met, the next step is to declare yourself or that is by downloading the self-declaration file on the website again and stating that the self-assessment has been completed and stating that the assessment carried out is in accordance with the circumstances and actual hotel conditions. Then we send the file to the email address of the ministry and wait for the schedule for the assessment by the auditor who will conduct the assessment directly to the hotel.

3. Assessment

The third step of the CHSE certification is to conduct an assessment by the auditor by making a visit to the hotel to ensure that the self-assessment and self-declaration previously carried out are in accordance with the actual conditions of the hotel. Wyndham Garden Kuta Beach Bali conducts an audit process by making a presentation then escorting the auditors to verify what has been explained. During the audit process, there were several things or minor problems that were found by the auditor, such as the completeness of the guardian's sign which was directly handled by the CHSE team at Wyndham Garden Kuta Beach Bali.

4. Certificate Award

Wyndham Garden Kuta Beach Bali itself has passed the entire audit process properly because it has met all the qualifications and passed the assessment, it is given a CHSE certificate and the label I Do Care as the proof that hotel has been implemented health protocol and received a CHSE certificate.

Getting a CHSE certificate is certainly something that can be beneficial for the hotel, some of the impacts that occur on Wyndham Garden Kuta Beach Bali after getting the certificate are explained as follows.

1. A Way to Attract Guest

The CHSE certification obtained by the hotel is a very important asset for hotels to attract guests. When these guests find a hotel that has CHSE certification, of course they think that the hotel has fulfilled good health protocols so that the hotel cleanliness is maintained because it implements the appropriate health protocol. This then becomes one of the determining factors for guests to stay at Wyndham Garden Kuta Beach Bali because it is CHSE certified.

2. Superior to Competitor

The acquisition of a CHSE certificate can also have an impact on the company when compared to competitive companies that do not have a CHSE certification yet. The hotels that have been CHSE certified have more opportunities to attract guests to stay because of the guests' trust in hotels that have implemented certified health protocol standards. Wyndham Garden Kuta

Beach Bali already has CHSE certification, so it has more opportunity to attract guests than the competitor hotels that do not yet have CHSE certification.

3. Increasing Room Occupancy

Before Wyndham Garden Kuta Beach Bali received CHSE certification, hotel occupancy was very low. Wyndham Garden Kuta Beach Bali only experienced an increase in room occupancy in September 2020. Then when it received CHSE certification in November, room occupancy increased and provided benefits for the hotel. The following is occupancy data obtained from March 2020 to December 2020.



Figure 8. CHSE Certificate
[Source: Wyndham Garden Kuta Beach Bali]

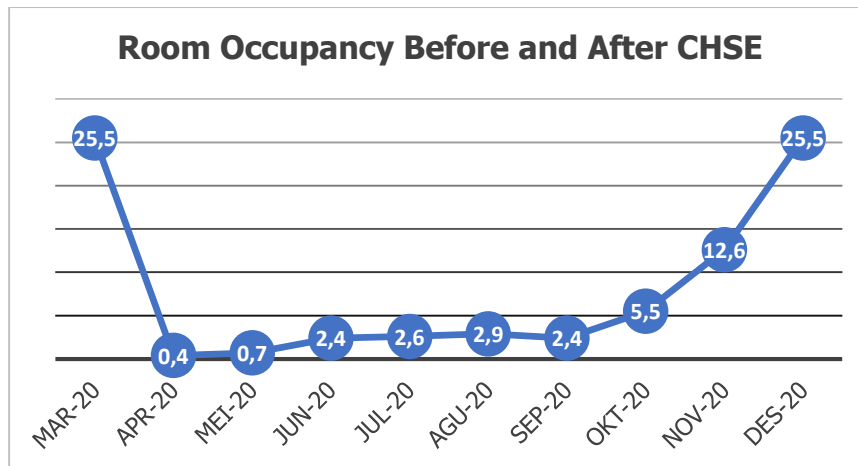


Figure 9. Room Occupancy Before and After CHSE Certified
[Source: Wyndham Garden Kuta Beach Bali]

CONCLUSION

Based on the explanation above about the implementation of standard operating procedure (SOP) based on Cleanliness, Healthy, Safety and Environment Sustainability (CHSE) in front office department at Wyndham Garden Kuta Beach Bali, the writer can conclude that the front office department of the Wyndham Garden Kuta Beach Bali is the first and last time a guest has seen a department at the hotel, from picking up until dropping off the guest also when doing the check-in and check-out process, as well as their service to guests including during a pandemic situation where the front office department of the Wyndham Garden Kuta Beach Bali adheres to health protocols according to cleanliness, health, safety, and environment sustainability such as using masks, hand gloves, and face shields when serving guests. But there are some guest who didn't use mask when come to hotel.

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