



## INTERNATIONAL HOSPITALITY ENTREPRENEURSHIP AND INNOVATION CONFERENCE

**“Refocusing and Strengthening The Hospitality Sectors  
with Local Wisdom and Community In The Aftermath of  
The COVID-19 Pandemic”**

Bali Tourism Polytechnic, April 8<sup>th</sup>2021

**ISBN: 978-602-51521-5-3**





INTERNATIONAL HOSPITALITY ENTREPRENEURSHIP AND INNOVATION CONFERENCE (InHEIC)

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## Proceedings



### **1<sup>st</sup> INTERNATIONAL HOSPITALITY ENTREPRENEURSHIP AND INNOVATION CONFERENCE (InHEIC) 2021**

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## PREFACE

Warm greeting from Bali!

We are honored and delighted to extend a heartfelt welcome to respective conference delegate who joins the 1<sup>st</sup> International Hospitality Entrepreneurship and Innovation Conference (InHEIC).

The theme that was raised in this first InHEIC is Refocusing and Strengthening the Hospitality Sectors with Local Wisdom and Community in the Aftermath of the Covid-19 Pandemic. In the International Hospitality Entrepreneurship and innovation conference will be focusing on entrepreneurship strategies discussion to centralize and strengthen the hospitality industry based on local wisdom and culture which is expected to provide solutions to problems in the hospitality industry so that it can be overcome and able to survive the changing tourism and hospitality industry towards a new normal era.

We are very pleased to report that this conference presented 3 keynote speakers and 3 invited speakers, with 48 papers presented in 8 parallel sessions. The conditions of the Covid-19 pandemic that hit most countries in the world, made the implementation of the first InHEIC conducted by hybrid, online with zoom meeting and offline for invitation at MICE Building of Bali Tourism Polytechnic.

In this great occasion we would like to give our highest appreciation to our International Partners are Universiti Teknologi MARA, Cawangan Melaka and Lyceum of the Philippines University, thank you for your corporation to collaborate with us. Our sincere gratitude to all distinguished keynote speakers, invited speakers and our supervisor Dr. Irene Hanna H. Sihombing, SE,MM,CHE., Ni Made Suastini, SE, MM., I Dewa Putu Hendri Pramana S.Kom. and also I Gusti Agung Gede Witarsana, S.St.Par,MM.,CHE. For support and guidance which we are truly indebted to. Thank you to all presenters, participants, organizing committee, sponsors, media



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partners and others who cannot be mentioned one by one, to make this conference happen.

On behalf of the organizing committee, thank you and we hope that InHEIC becomes an inspiration for another conference!

With Gratitude,



I Wayan Yogi Santika  
Chairman of the Committee, InHEIC 2021

## GREETING FROM THE DIRECTOR OF BALI TOURISM POLYTECHNIC



**Drs. Ida Bagus Putu Puja, M.Kes.**

Dear Authors and Readers,

It was a great honor for us, on behalf of Politeknik Pariwisata Bali (Bali Tourism Polytechnic), to host the International Hospitality Entrepreneurship and Innovation Conference 2021. We would like to appreciate all the presenters and participants who have taken time between the busy schedule to gather and share knowledge, insights, and experience. These proceedings are the result of our discussion and hopefully, there will be much further research could be done by taking this proceeding as the starting ideas.

We also would like to thank Universiti Teknologi MARA (UiTM) Cawangan Melaka and Lyceum of the Philippines University for the collaboration, thus this event could happen. We are certain that this conference will open new doors of networking and encourage broader community of discussion and insight sharing. Thank you very much.

Sincerely,



**Drs. Ida Bagus Putu Puja, M.Kes.**

Director of Bali Tourism Polytechnic



## GREETING FROM THE COORDINATOR OF HOTEL ADMINISTRATION STUDY PROGRAM



**I Gusti Agung Gede Witarsana, S.St.Par,MM,CHE**

Om Swastiastu,

It is great pleasure for me to welcome you to the 1<sup>st</sup> InHEIC International Hospitality Entrepreneurship and Innovation Conference which organized by our Hotel Administration's student class B 2017. My name is Agung Witarsana, hotel administration program study coordinator.

Before we get started, I would like to express my appreciation to all of the keynote speakers, cohost from fellow academic institution, presenters, participant, the management of Bali Tourism Polytechnic, lecturer, all partners, and especially our beloved students who are generously helped us making this international conference comes true.

This international conference is one of the projects in our study program which refer as "Managerial Application". By conducting the project, our students enable to develop their managerial skill in area of hospitality industry. Creating this event such as great opportunity for our student to implement their competences and build networking for the future.



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Once again thank you very much for your participation and support. Hopefully this international conference gives us the new insight and perspective facing this uncertainty conditions, stay safe.

Om Santi, Santi, Santi om

Sincerely,



I Gusti Agung Gede Witarsana, S.St.Par,MM,CHE  
Hotel Administration Coordinator

## THE ROLE OF LOCAL WISDOM *TRI KAYA PARISUDHA* FOR FRONT LINE STAFF IN HOSPITALITY INDUSTRY

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### 1. Introduction

*Tri Kaya Parisudha* teachings are moral teachings found in Hinduism in Bali. *Tri* means three, *Kaya Parisudha* means to be purified. Thus, *Tri Kaya Parisudha* means three things that must be purified, namely: *manacika* or thoughts, *kayika* meaning words or utterances, and *kayika* or deeds. Besides being the common teaching among the people of Bali, *Tri Kaya Parisudha* began to get attention in recent years as one of the topics of study. Most of the studies on *Tri Kaya Parisudha* discuss the application of this teachings in the world of education both in character education and as an approach in teaching. Adnyana and Citrawathi (2017), for example, discussed the model of *Tri Kaya Parisudha* based character education in elementary schools. Dewi, Sedanayasa, Sulastri (2014) studied the effect of a learning model based on *Tri Kaya Parisudha* on science learning outcomes. Artini, Parmiti, Sudana (2016) investigated the effect of think-talk-write cooperative learning models based on local wisdom of *Tri Kaya Parisudha*. Another study which also on topic of education, Artawan and Ardiawan (2018) examined the learning of quantum teaching based on *Tri Kaya Parisudha*.

In relation to tourism, however, a research by Rosalina (2017) discusses the implementation of the *Tri Kaya Parisudha* teachings in sustainable tourism in Munduk. Thin study discusses how the revitalization of *Tri Kaya Parisudha* could lead to the sustainable tourism development in Munduk Village, North of Bali. The concept of *Tri Kaya Parisudha* which consists of the purity of 'mind' (*Manacika*), 'utterance' (*Wakcika*) and 'attitude' (*Kayika*), is believed to generate the intellectual, emotional, spiritual and creative energies. Rosalina (2017) concludes that Bali has one philosophy that would be appropriate in term of guest-host crosscultural encounter.

Since *Tri Kaya Parisudha* teachings are basically concerning improvement of characters, it seems that they can be crucial in to be implemented by staff who work in the hospitality industry, especially those whose responsibilities include having direct contact with the guests. The current study, therefore, seek to understand the role of this teachings for front line staff at hospitality industry.

### 2. Research Methodology

This study uses qualitative approach. The data was collected using a questionnaire that was distributed to the respondents and included a range of

standardized statements about the study constructs that were scored on a 5-point scale ranging, using Likert Scale, from 1 for STS (Strongly Disagree) to 5 for SS (Strongly Agree). Furthermore, in depth interview with Front Office (FO) Staff, FO Manager, Waiters/Waitress, and Restaurant Manager, in various hotel classification.

### 3. Expected Result and Conclusion

This study provides an overview of the *Tri Kaya Parisudha* concept's implementation and implications for hotel operations. In general, think, tell, and do good in the Front Office, Restaurant, and Housekeeping, that translated into their services and summarized on Standard Operating Procedure, thus professionalism conduct.

The outcome of this concept's implementation will be expressed in the Guest Comment Card and the results of the hotel management's score measurement, which reflects the services rendered by these employees. Guest Comment Card are the most commonly used metrics for assessing hotel guest satisfaction. Table 1 is a sample of Guest Comment questionnaire to measure guest satisfactions.

Table 1: Guest Comment Card

Statement	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Staff Attentiveness					
Service Availability					
How well you felt recognized as an individual during your stay.					
Staff made an effort to recognize and accommodate guest preferences.					
Employee interactions were caring and genuine.					

Table 2: Standard Fundamentals

Statement	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Employee greets the guest naturally and discreetly, without overusing the guest's name.					
Employees well groomed and neatly presented.					

Statement	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Employee make an effort to personalize the interaction and engage the guest as an individual.					
The employee helpful in any way.					
Employee express caring and genuine.					

Using Likert Scale, from 1 for STS (Strongly Disagree) to 5 for SS (Strongly Agree), each of variable evaluated by its value: 5 for Strongly Agree, 4 for Agree, 3 for Neutral, 2 for Disagree, and 1 for Strongly Disagree. It is then converted into a score indicating the satisfaction category.

Table 3: Satisfaction Category

No.	Total Score	Satisfaction Category
1	38 - 75	High
2	16 - 37.5	Mediacore
3	0 - 15	Low

Table 1 and Table 2 are the sample of Guest Comment and Standard questionnaire to measure guest satisfactions , in addition to the statement about the product quality assurance, such as quality of products, and condition of the property, room condition, cleanliness of room, restaurant atmosphere, food and beverage quality, etc.

To revert back to the fundamentals, the hospitality industry is, by definition, a service industry. Its responsibilities include serving and satisfying guests. Seeing as Tri Kaya Parisudha teachings are primarily concerned with character development, it appears that they can be critical in being implemented by staff who work in the hospitality industry, particularly those whose responsibilities include direct contact with guests.

**Keywords:** Bali, Culture, Local Wisdom, Hospitality, Tri Kaya Parisudha,

### References

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