

# Implementation Tri Hita Karana to Improve Service in Concierge Section at The St. Regis Bali Resort

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**Abstract:** This Research aimed to analyze implementation Tri Hita Karana to improve service in Concierge section at The St. Regis Bali Resort. This research mainly focusses to identify the implementation of tri hita karana in daily operation at Concierge section in order to improve the service to the guest and enliven the St. Regis Bali's mission statement "as St. Regis host, we make the everyday exquisite". The data used in this research were collected by using qualitative, descriptive and observation. Qualitative and descriptive research methods have been very common procedure for conducting research in many disciplines, including education, psychology and sciences. The goal of descriptive research and descriptive is to describe a phenomenon and its characteristics. This research is more concerned with what rather than how or why something has happened. While the observation is way of gathering data by watching behavior, events, or nothing physical characteristics in their natural setting. Observation can be overt (everyone knows they are being observed) or covert (no one knows they are being observed). The benefit is that people are more likely to behave naturally if they do not know they are being observed. For example measuring the amount of Concierge staff did not implement concept of tri hita karana to improve the service.

**Keywords:** Implementation tri hita karana, improving service in concierge section

**History Article:** Submission to Repository on September 2022

## Introduction

Natural environmental care character is fundamental aspect in the sustainable development. Bali as a part of the Indonesian archipelago which is very rich in art and a diverse culture, furthermore Bali also offers a one stop complete experience from stunning soft white sand beaches and limestone cliffs to extreme water sports and diving, captivating cultural scene that lively practiced by the Balinese people in their everyday life. Tourism business is motivating sector for the National economy, especially in Bali.

Religious aspect from majestic sea temples overlooking the ocean to a soul soothing grand temple complex up on the mountain, never ending adventures from surfing, natural waterslide, river activities, to walking on the seabed along with every kind of natural beauties start from mountainous areas with lush greenery, scenic lakes, gorgeous waterfalls, iconic rice fields, flower gardens, gushing sacred rivers and secret canyons all make up the island's landscape. Based on the 2021 TripAdvisor Travellers' Choice Awards, Bali has been nominated as The World's Most Popular Destination (Tripadvisor, 2021)

Tourism has been developed in Bali for more than half a century, and hence it has become an integral part of Balinese culture, the type of tourism developed is cultural tourism, hence Balinese culture is directly exposed for tourist consumption. However, in this cultural commoditization, Balinese culture is conserved and revitalized, and the Balinese people hold their cultural identity firmly. This is associated with the local wisdom that implemented by the Balinese, that life must be in accordance with the changing environment, and that happiness can only be achieved if the life is in balance, a concept locally known as 'Tri Hita Karana'. Augmented by other concepts taken from their traditions, the Balinese are successful in harmonizing tourism development and cultural conservation. (Dalem, A. A. G., 2008)

Tri Hita Karana comes from the word "Tri" which means three, the word "Hita" means welfare and then the word "Karana" which means cause. So Tri Hita Karana has a literal understanding that there are three elements that cause humans to achieve prosperity, happiness, and peace. The concept provides an understanding of universal insight (Adnyana, 2011; Saputra et al., 2018).

That is, between human to God, human to human and human to nature. Initial conceptualization coincided with his role in institutionalizing the arts in Bali (Huang, Hao and Rockwell, Joti (2019) hence, the three kinds of human relationships can be detailed as follows:

Parahyangan, human relationships with gods. Within Balinese Hinduism, the belief that all things in the world are gifts from the gods leads people to oblige with regular yadnya, or holy ceremonies. Artistic offerings work within this category of yadnya, by helping to negotiate this connection between humans and the divine. Parahyangan, The Harmony between human and the creator. THK means three sources of happiness or wealth, namely: a harmonious and balanced relationship between humans and the God (cultural aspects), between humans and other humans (community aspects) and between humans and the environment environmental aspects (Dalem, 2014).

Every activity society or organization is always shown with the symbol of the existence of the temple as a form belief and devotion to God Almighty One. The Parahyangan aspect provides justification that basically humans are creatures religious homo who has faith in existence of the power of God Almighty. Whole This sense of devotion is manifested in the system religion that includes religious emotions, religious acts, religious facilities, and religious communication (Windia and Dewi, 2011). Parahyangan is an integrity that has a spiritual element, is highly dedicated, and uphold honesty in the form of spiritual accountability to God Almighty One. At Concierge section, we will create a spiritual journey to the Guest where some activities will be done such as making Canang sari, local Temple visit as well

Pawongan, relationships with other people. Such relationships should be rooted in principles of affection, social harmony, and mutual respect. The arts, when practiced communally as with dance and gamelan music, exemplify the concept of pawongan by creating fellowship and trust on deep social and personal level. Pawongan is an element of balance which emphasizes aspects of social life society. Social level of society ranging from individuals, families, Banjar. On basically, pawongan aims to form balance of human life in his daily life. In this case it is emphasized that fellow religious people for always maintain good communication and relationships harmony through Sima Krama Dharma activities Santhi/friendship. This activity is seen important and strategic considering that the people of humans always coexist and not can live alone. Hence the rope friendship and brotherhood must remain well established (Peter, 2013)

Palemahan, human relationships with the natural environment. An underlying idea is that if nature is not treated properly, human suffering will occur. Music, dance, and drama serve to ritually purify the natural surroundings, while highlighting the importance of properly managing them. Palemahan explains human harmony with nature, of which humans are a part from nature therefore must be open and sympathetic to nature (Windia et al., 2015). Balance and Harmony are the keyword in nature universe. This teaching emphasizes the people humans to maintain sustainability the surrounding natural environment, so that it is realized harmony of nature and stay awake ecosystem balance. To make it real harmony with the natural environment, tangible forms that can be guided and implemented especially for Hindus is through the practice of the meaning of Tumpek Uduh, Tumpek Kandang and Caru (Bhuta Yadnya) with various levels. All that is a basic order and contains the concepts of balance which in essence provides impetus for develop a sense of love for others and the natural environment (Peter, 2013). General cleaning, keep the natural environment by taking care all our area will be the highest concern and need to be done.

A Hotel is provided is kind of accommodation that commercially managed. Hotel is provided by a person or a group of people, usually, a hotel offers lodging services, food and beverage service and other service based on the development of needs and technology. (Bagyono, 2012:6) Based on the definition, hotel is not only selling the room but hotel is one of accommodation that sell the other facilities. Hotel is one type of accommodation that uses a partial or full part of the building to provide service for the public that is managed commercially (Ekaningrum, 2016:41). Meanwhile, Hotel is a business commercially managed and provide room accommodation service, Furthermore, stated that a hotel is a company managed by its owner (Sulastiyono, 2011:5) providing food, beverage and room facilities for sleeping to people who travel and are able to pay a reasonable amount in accordance with the services received without any special agreement. Based on the above hotel definitions, it can be concluded that the hotel is a form of Business that provide accommodation or lodging service that managed commercially and professionally including service of the food and beverages and other extra services for luminaries that are willing to pay for the price for the service

## **Methodology**

The research will be conducted at Concierge section The St. Regis Bali Resort, located on the exclusive pristine Beach of Nusa Dua, The St. Regis Bali Resort is nestled in the heart of Garden of Bali. Combining understated barefoot elegance with Balinese inspired living, the Resort Generously spread across 9 hectares of lush tropical garden with 123 Suites and Villas ([www.thestregisbali.com](http://www.thestregisbali.com)). Period of study on April 1st, 2022 until Aug, 30th 2022. This Research aimed to analyze implementation Tri Hita Karana to improve service in Concierge section at The St. Regis Bali Resort. This research mainly focusses to identify the implementation of tri hita karana in daily operation at Concierge section in order to improve the service to the guest (Daryanto & Ismanto, 2014:110)

## Result and Discussion

The Implementation of Tri Hita Karana in Concierge Section at The St. Regis Bali Resort

Literally, Tri Hita Karana comes from the word "Tri" which means three, the word "Hita" means welfare and then the word "Karana" which means cause. So Tri Hita Karana has a literal understanding that there are three elements that cause humans to achieve prosperity, happiness, and peace. The concept provides an understanding of universal insight (Adnyana, 2011; Saputra et al., 2018). That is, between human to God, human to human and human to nature. Initial conceptualization coincided with his role in institutionalizing the arts in Bali (Huang, Hao and Rockwell, Joti (2019) hence, the three kinds of human relationships can be detailed as follows:

Parahyangan First concept of Tri Hita Karana is Parahyangan, at The St. Regis Bali Resort, there is a Temple named Pura Sri Amerta Jati. It's located inside of the Resort. Every day there will be a priest / Pemangku will be providing and offering banten, canang to the temple the aim is to follow and implement first concept of THK which is Parahyangan such as: At concierge section the daily briefing will be conducted, the aim is for sharing all the important message, follow up task, guest feedback/concern, vip guest arrival and departure and also car arrangement. It take less than 15 minutes, this briefing will be attended by concierge morning and afternoon shift. The concierge staff and also committee will organize all the preparation. One-day prior a temple ceremony, some of committee and concierge team will go to local temple/ kayangan tiga temple for picking up holy water/tirta, as well as will go to Nusa penida island especially to dalem ped temple and for the Hindu's Staff will be praying before starting their shift at the Temple or at the section there will be a small temple/pelangkiran. At this temple ceremony celebration, concierge staff will invite and inform all in house guest to watch the process and provide an experience about temple ceremony in the hotel. In this moment, three days in advance, the hotel management will provide a letter and invitation to all in house guest and set up in the guest's room. This letter sent by concierge, butler and housekeeping during turn down service. Every full moon the concierge staff and other employees will be gathering and pray together, pak mangku / priest will be leading this ceremony. This is one of the way that to maintain the harmony between Human and God where at the working place the employees will feel calm, focus, and under God's protection in providing the service to guest. Hindus in Bali to celebrate tumpek landep rite. It is a holy day to respect the almighty God in his manifestation as the sang hyang siwa pasupati who is believed to be the supreme divine force (in bali commonly known as "taksu") of anything exists in the universe including the living and non-living things. Tumpek Landep is celebrated every six months determined by balinese calendar which equals to 210 days exactly on saniscara kliwon landep.

Pawongan, It causes a harmony between human to human, employee expect to implement this at working environment. By implementing this concept, the great collaboration and team work will improve service to guest. At The St. Regis Bali resort, there are some calendars for the mandatory training either from Marriott International or internal section refreshment training for concierge. This is in order to improve the knowledge, skill and attitude for the staff Yearly events for the charity and donation also will be held, this year was held in Nusa Penida island for the Korban Banjir Bandang. This is to maintain the good harmony between human to human. Respect each other can also implement at the working place to build a great collaboration and team work among concierge team. The St. Regis Bali Resort also have a handicap room, wheel chair, wheel chair access for the disable guest. Those facilities are to improve our service. On the pre-arrival, concierge staff provide these facilities for the disable guest and collaborate with other team in order to organize those facilities. At The St. Regis Bali Resort, there is a morning buzz and this is one of the AAW/Associate Appreciation Week where the management provide a buggy service from the associate parking area and transfer all concierge team and other employees to the locker/changing room. After that there will be tea or coffee, snack will be served by Management. All the associates especially concierge staff will feel appreciated by management, each other than it can be showing a very positive energy in provide service to all guest. At The St. Regis Bali Resort, there is a morning buzz and this is one of the AAW/Associate Appreciation Week where the management provide a buggy service from the associate parking area and transfer all concierge team and other employees to the locker/changing room. After that there will be tea or coffee, snack will be served by Management. All the associates especially concierge staff will feel appreciated by management, each other than it can be showing a very positive energy in provide service to all guest.

Palemahan, this is the last THK concept where it's so important. Balance and harmony is the keyword in nature universe. This teaching emphasizes the people humans to maintain sustainability the surrounding natural environment, so that it is realized harmony of nature and stay awake ecosystem balance. Paperless information is a part of energy saving for the company, sending the tour information, restaurant information and booking confirmation can be done through email and what's up message, it will be more personalize and efficient, (Budiasni, et al 2015). Earth day beach cleaning 2022, Marriott business council Bali at Nusa Dua beach area. This initiative program is great for the cleanliness of the beach and can improve service especially about hotel product to the guest, most of the guest will spend their time on the beach. The cleanliness of the beach should be on the top priority. Concierge staff will be

invited by leader to have schedule to clean the beach, the other staff from another department also join, The other activity is earth hour, this is a very special yearly event where all the electricity, lamp and all electricity will be switched off for 60 Minutes. It's The St. Regis Bali Resort's yearly event, where all the in-house guest will be informed and invited by concierge team, leader to experience and explore this event. This is a great for the saving energy, reduce the carbon dioxide, and maintain the nature universe and certainly become unforgettable experience to the guest. The St. Regis Guest will be more than happy to join this event and really enjoy with this event and service. Most of the Hotels in the Globe, there will be a Hotel Concierge. It has been serving for more than a century, respected as the interpreter of the luxury service in the hospitality industry. The Concierge is always in contact with the guest. throughout the stay and is one of the key interlocutors to the General Manager. The Concierge role is based on networks of relations that are built from time-to-time becoming the address book of local trustworthy providers and have made him/her irreplaceable (Menoux, 2012). Hotel Concierge and part of uniformed service including porters, doorperson, and valets. Concierge manage boot doorperson as well as valet service under control of a Chief Concierge.

Tri Hita Karana enhanced the service in Concierge Section at The St. Regis Bali Resort

Parahyangan, The Harmony between human and the creator, it makes a good working environment and improve service. At The St. Regis Bali Resort, will create a good travel spiritual exploration at Bali's finest address. Bonvoy member guest will discover the true meaning of Bali's finest address, its community and it's surrounding. Guest will experience the excitement of making Gebogan, an intimate prayer that will be conducted by resort temple priest, the authentic ritual as Balinese would. Guest also can learn the traditional architecture Balinese house and gotong royong concept. Every Marriott bonvoy Guest member will receive this information when Butler team do the rooming process. This journey will be led by Concierge to enhance Guest experience. Booking minimum 24 hours in advance, prior arrival when the rooming process, butler team will share this information verbally and invite the guest to experience this journey, concierge will contact representative of Pemingge village, to contact Jero Mangku (holly priest) and prepare for canang sari and kwangen for the offering. This spiritual journey will be conducted by concierge and some others team member also the local community. The aim is to provide the spiritual journey, keep a great relationship to the God/ local temple. By doing this program, guest will have a very special journey and can be a memorable experience.

Pawongan, above activities also will provide an experience to the guest that about gotong royong/collaboration among the team in making this activity is running well. Concierge organize this activity and collaborate with others staff member. Pawongan is a harmony between human to human. This activity will be not done if there is no harmony among the employee. One of the St.Regis Bali Resort house commitment is 'Collaboration'. From other department, vendors should maintain a good relationship and work together with fellow hosts throughout the hotel. Prior arrival, Guest will receive pre arrival email from concierge and reservation team to get an information such as flight details, purpose of the stay, food preference. From this information, the collaboration will start, is not only in Concierge section however will be collaborating with another department, airport representative, third party's driver, bellman, restaurant to provide a flawless service as well as bespoke service. Concierge contact the airport representative a day in advance to share flight details of the guest, car arrangement after that will contact the transportation provider to cascade down the guest details and inquiry. It will play as a team to accommodate a service to all guest. When flight landed, the airport team will inform concierge through the what's group, in this information that all guest details such as full name, total person, car's police number, total luggage will be informed and shared. From this moment, the collaboration starts where at the first gate/security check the flower will be given by security team. Prior arrive at Hotel's lobby will be greeted by guest's name by concierge team. After that the Butler provide welcome drink while the check in process. During in house, concierge provide some information about restaurant inside and outside of the hotel, tour information, airline ticketing, re confirm the flight, on line check in for the airline ticket, collaborate with Butler service, Spa team, F&B team and also with some vendors whom provide guest activity outside of the hotel. Prior departure, concierge team collaborate and play as a team with front desk, Butler team, Airport representative as well as car service to provide last service and impression to the guest for the departure arrangement

Palemahan, human relationships with the natural environment. At the St. Regis Bali Resort, there is a program that called beach cleaning, will be attended by concierge, f&b, human resources department and most of the staff will attend. The aim is to provide a great environment especially for the cleanliness of beach. The resort have some villas are facing to the Indian ocean where mostly the guest will spend their time in front of the Beach. The vista bar is located on the beach and provide some table and long chair. The Strand Villa and Residence are the most favorite villa, those villas are located in the beach front, these villas are direct access to the beach. Guest will love the cleanliness of the beach and enhance the experience as well as service. The beach's cleanliness is one of the key point for selling and improve guest's experience. Concierge staff are very excited to do this program, concierge staff also can explain to the guest that the Hotel have a great beach, it's the selling point and service that can improve guest experience. Also above activity will be visiting a local temple and cleaning the temple than continue for praying together with the guest and team. This journey will provide unforgettable experience to the guest. At concierge,

section also will provide a paperless information where all the information will be sending through what's up and email. Those tools will enhance and more personalize service at concierge section. Anytime guest can send a message or email to concierge and concierge can be responded very fast without any delay. This initiative can improve service and experience to the guest. One of the examples in providing the Restaurant menu, the barcode is available where the concierge staff can send the barcode to the guest through the what's up or email. It provides one click bottom where guest can read and understand about all of the Hotel menu without sending or spending the paper. This barcode is beneficial to the hotel where it can save the paper and maintain the cleanliness of nature universe. For the guest can improve service and it looks more elegant rather than using paper or sending a lot of attachment on the email or what's up. It will more efficient for concierge service and guest experience. The majority of the guest inquiry to concierge desk are restaurant information, transportation and tour information, airline ticketing and guest activity.

**Table 1.** Likert Scale

Likert Score/Weight	Score Interpretation	
	Expectation	Experience
5	Very Important	Very Good
4	Important	Good
3	Enough	Fair
2	Unimportant	Bad
1	Very Unimportant	Very Bad

## Conclusions

Based on the result and discussion that has been described on the previous chapter, The St. Regis Bali Resort has been certified with Tri Hita Karana Award from Gold medal since 2009 and the title continues to be awarded every year until at this time got super platinum award. The St. Regis Bali Resort has been implemented the concept of tri hita karana through the resort based on three concepts of Parahyangan, Pawongan and Palemahan. Implementation of THK concept in Concierge section at The St. Regis Bali Resort can improve service and guest experience where there are some great feedbacks given by guest whom stayed at The St. Regis Bali Resort. This is how THK enhanced the service in Concierge section at The St. Regis Bali Resort.

The implementation of the tri hita karana has been applied at concierge section in daily operation. First concept is Parahyangan, on daily basis concierge staff conduct the doa bersama/ praying at the beginning of the shift. Every six months, there will be a Temple ceremony where concierge will invite all guest to attend, engage and experience the Balinese culture. Second concept is Pawongan, where leader and management for the associate appreciation week will invite every concierge staff. The concierge staff will be gathering with other team, leader and management. The aim is to maintain a good relationship among the team, to build teamwork in providing service to the guest, as well as the communication meeting between leader and concierge team to listen any feedback, idea to improve the service.

Last concept is Palemahan, concierge staff, leader, and others employees will be invited the beach cleanliness, this is a very important program to improve the service where almost all of the guest enjoy the beach and spend the time on beach. The 60+ earth hour also one of the implementations for the last THK concept, which is palemahan, this event is a great way for the saving energy, reduce the carbon dioxide and become unforgettable experience to the guest. The St. Regis Guest will be more than happy to join this event and really enjoy, appreciate with this event.

## Acknowledgment

The researcher would like to thank all those who have helped, guided, provided instructions as well as assistance and encouragement from various parties. In this opportunity, the writer would like to express his deepest gratitude to I Dewa Gede Putrayadnya, BBA., S.Tr.Par as L&D Manager and Management The St. Regis Bali Resort, my lovely Concierge team who has given a great support and collaboration to me in writing this thesis.



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