

Recreational Activities Program as a Complimentary to Hotel Guests

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⁷ Recreational Activities Program as a Complimentary to Hotel Guests

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ABSTRACT

Purpose: The purpose of this study was to determine the interest of guests in the recreation activities program as a complimentary to guests staying at a 5-star hotel in Ungasan, Bali, Indonesia, and to find out which recreation activities were most in demand by guests at the hotel.

Research methods: Data collection methods used are observation, interviews, and documentation. The data analysis technique used is descriptive qualitative analysis technique and descriptive statistics.

Results and discussion: The study shows that the TTH (The Tree House) Activities that were most attractive to guests in 2019 were art & craft (5.48%), painting (5.40%), nature painting (4.68%), learning Balinese (4.46%), Balinese dance (4.46%). The year 2020 is a temple tour (4.77%), hotel tour (4.72%), clay making (4.31%), painting and gardening (4.19% each), and music class (3.91 %).

Implication: The guests' interest in the recreation activities program is very good, which can be seen in the percentage of guests participating in the recreation activities program of 35.8% of the total number of guests at the hotel in 2019 and 2020.

Keywords: recreation activities, interested activities, spa & recreation department.

INTRODUCTION

Bali is an island of a thousand temples which has always been an attraction for local and foreign guests because of its beautiful and unique nature and culture, thus making many guests visit Bali (Mudana, et al., 2021). Along with the increase of environmental awareness among guests, it also influences their preferences in choosing accommodation facilities in a destination (Sari, et al., 2020). Guests to Bali not only come to enjoy the beauty of nature and culture but also to relax the mind, soul, and body, which is currently called healthy and wellness tourism (Wirajaya, 2016: 59). To support guest activities while on vacation, accommodation facilities at ⁶ needed that can provide recreational activities program facilities to guests. Not only understanding in theory how the strategy was made but also examining the development of the era (Susanti, et al., 2020). The millennial generation is a great potential for various industries in the future and

the tourism industry as well (Krismasari, et al., 2020). Each department has duties and functions in supporting the smooth running of hotel operations (Prasetia, et al., 2020). Recreational activity products can give consumers a sustainable impression (Yasmin, 2019: 78). Renaissance Bali Uluwatu Resort & Spa can provide program activities facilities for guests. The 10 best accommodations in Ungasan according to Trip Advisor ranking in terms of price, quality, guest recommendations, and traveler ratings are presented in table 1.

Table 1. Ranking Data for the 10 Best Hotels in Ungasan According to Tripadvisor for the Period January 2021 - February 2021

No.	Hotel
1	Renaissance Bali Uluwatu Resort & Spa
2	Jumana Bali Ungasan Resort
3	Karma Kandara
4	Prasana by Anjani
5	Hideaway Residence Bali
6	Casa Asia
7	Four Points by Sheraton Bali Ungasan
8	Mahagiri Villas Dreamland
9	The Kirana Ungasan
10	Sun Island Suites

[Source: Tripadvisor, 2021]

From the ranking data for the 10 best accommodations in Ungasan, Renaissance Bali Uluwatu Resort & Spa occupies the first position. The intended competitor is determined by the location, market share, and standard (star) of the hotel (Tantri, et al., 2020). Renaissance Bali Uluwatu Resort & Spa has its uniqueness that other hotels do not have, namely the existence of a program of activities, namely recreational activities that can be followed by guests where guests who stay can not only enjoy room facilities and dishes in the restaurant but can also carry out activities through a program of recreation activities that can make guests feel happy and satisfied while at the hotel. Recreational activities are one of the main motivations for traveling, besides that in everyday life, everyone experiences a period of saturation with their respective routines so everyone needs recreation to unwind from their daily activities.

Recreation activities program can not only be followed by teenagers/adult guests but there are also special activities provided for children that can increase guest satisfaction while at Renaissance Bali Uluwatu Resort & Spa. One of the most unique recreation activities is clay-making activities, namely making handicrafts from clay. The location for clay-making activities is also specially made for a studio located at Pottery Studio. These clay-making activities make Renaissance Bali Uluwatu Resort & Spa the only resort in Indonesia that has clay-making activities and its Pottery Studio. There are 2 types of recreation activities program, namely resort activities which consist of 15 types of activities, and kids activities consisting of 31 types of activities, which are complimentary for guests staying at Renaissance Bali Uluwatu Resort & Spa.

Renaissance Bali Uluwatu Resort & Spa is included in the Resort Hotel category, a hotel located in a guest area separated from the crowd. The vision of the Spa & Recreation Department at Renaissance Bali Uluwatu Resort & Spa is "We commit to creating a fun, playful, vibrant and healthy environment to deliver the most memorable guest experience, achieve the GSS and revenue goals, as well as position our SPA as the ultimate lifestyle SPA in Bali". Meanwhile, the mission of the Spa & Recreation Department at the Renaissance Bali Uluwatu Resort & Spa is "Through our commitment, we create great teamwork by respecting each other, sincerely care discipline, well communicate, be creative and master in what we do".

The spa & Recreation Department is a department within the room division. The word spa comes from the Latin *solus per aqua or sante par aqua*, both of which means activities related to water but can also mean water therapy. The purpose of the spa in addition to calming the mind, helping to refresh the mind, refreshing the body and full of energy, also improves the mood to be more vibrant and happy (Bara, 2017: 16). While recreation is creating/restoring energy, both physically and spiritually through various activities that refresh the body and mind (Suarka, 2015: 21). Recreation is flexible and can be done anywhere, regardless of location or installation restrictions (Suarka, 2015: 34). So recreation is an activity to seek happiness, can also meet intellectual, physical, or social needs, is voluntary, free from coercion or obligation, and can include various activities, such as sports, games, crafts, performing arts, music, travel, hobbies, and social activities. Spa & Recreation Department at Renaissance Bali Uluwatu Resort & Spa consists of several sections, namely spa, and recreation consisting of Fitness Center/Gym, Pool, Kids Club (The Tree House), and Pottery Studio, where this department is in charge of handling the resort activities and kids activities.

A program is a collection of real, systematic and integrated activities to achieve goals and objectives. Recreation Activities are recreational activities that can be followed by guests, which consist of resort activities and kids activities (for children aged 4-12 years). To run a program of resort activities and kids' activities, the recreation team makes a schedule of activities that can be followed by guests. Here is the recreation activities program at Renaissance Bali Uluwatu Resort & Spa:

Table 2. List of Renaissance Activities

RESORT ACTIVITIES				
Day/Time	07.00	11.00	15.00	17.30
Monday	Hatha Yoga At Uluwatu Deck	Aquarobic At Main Pool	Ping Pong Competition At Main Pool	Circuit Training At Fitness Center
Tuesday	Fit Boxing At Fitness Center	Pottery Demo At Clay Craft Studio	Balinese Experience At Main Pool	Vinyasa Yoga At Uluwatu Deck
Wednesday	Hatha Yoga At Uluwatu Deck	Pool Game At Main Pool	Bingo Game At Main Pool	Circuit Training At Fitness Center
Thursday	Bike Tour At Lobby	Pottery Demo At Clay Craft Studio	Art Fruit Carving At Main Pool	Vinyasa Yoga At Uluwatu Deck
Friday	Hatha Yoga	Aquarobic	Bingo Game	Afternoon Game

RESORT ACTIVITIES				
Day/Time	07.00	11.00	15.00	17.30
Saturday	At Uluwatu Deck Fit Boxing At Fitness Center	At Main Pool Pottery Demo At Clay Craft Studio	At Main Pool Art Leaf Weaving At Main Pool	At Main Pool Vinyasa Yoga At Uluwatu Deck
Sunday	Bike Tour At Lobby	Pool Game At Main Pool	Balinese Experience At Main Pool	Mat Pilates At Uluwatu Deck

[Source: Renaissance Bali Uluwatu Resort & Spa, 2021]

Table 3. List of Kids Club Activities (The Tree House Activities)

THE TREE HOUSE ACTIVITIES							
Time/Day	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Theme	An Artist Day	Water Splash Day	Balinese Day	Nature Day	Sport Day	Adventure Day	Champion Day
09.30	Painting	Kid's Yoga	Balinese Dress Up	Garden- ing	Kid's Yoga	Morning Dance	Science
10.30	Art & Craft	Fun Water Baloon	Temple Tour	Juice Making	Bowling Competition	Hotel Tour	Music Class
11.30	Swim- ming	Swim- ming Competition	Balinese Dance	Swim- ming	Swim- ming Competition	Swim- ming	Dance Competition
14.00	Face Painting	Water Animal	Canang Making	Nature Painting	Hula Hoop Game	Clay Mak- ing	Afternoon Game
15.30	Clay Making	Pool Water Game	Learn Bali- nese	Picnic	Zumba Dance	Kite Painting & Flying	Swim- ming Time
17.00	Story Tell- ing	Movie Time	Balinese Story	Movie Time	Movie Time	Story Telling	Movie Time

[Source: Renaissance Bali Uluwatu Resort & Spa, 2021]

Complimentary in the hospitality industry is usually given to guests who stay at the hotel. Usually, complimentary is in the form of guest amenities and guest facilities. Guests who stay at Renaissance Bali Uluwatu Resort & Spa get several complimentary as one of the facilities obtained because they have made Renaissance Bali Uluwatu Resort & Spa an accommodation option. One of the complimentary provided is a program of recreational activities that can be followed for free by guests so that guests who stay feel more satisfied and happy while at the Renaissance Bali Uluwatu Resort & Spa. This is certainly very interesting for guests because in addition to enjoying accommodation, food, drinks, and beautiful scenery, guests can also carry out activities to please themselves and complete their vacation. Guest is any person who enjoys traveling and visiting from a place of residence to other places with the aim of having fun, vacation, health,

study, religious and sporting purposes, business, family, expatriates, and social gatherings.

A study entitled "Tourism Attractions and Activities Favorited by Foreign Guests in Ubud Village" (Nurjaya, 2013) discussed the attractions and activities of foreign guests in Ubud District which they liked the most. While this study discusses the recreational activities program as a complimentary for guests who stay overnight and the recreational activities that are most favored by guests at the Renaissance Bali Uluwatu Resort & Spa. The second research is entitled "The Effects of Recreation Experience, Environmental Attitude, and Biospheric Value on the Environmentally Responsible Behavior of Nature-Based Guests" (Lee, 2015), discussed the relationship between recreational experiences, environmental attitudes, biosphere values, and general and site-specific environmental responses of nature-based guests in Taomi, Liuqiu Island, and Aowanda and Najenshan in Taiwan. While this study discusses the recreational activities program as a complimentary for guests who stay overnight and the recreational activities that are most favored by guests at the Renaissance Bali Uluwatu Resort & Spa. The third research entitled "Utilization of Tama City of Lumintang as Leisure and Recreation Activities for Teenagers in Denpasar City" (Suriyadi, 2018), discussed the use of Lumintang City Park and the importance of recreation that young people get after doing recreational activities at Lumintang City Park. While this study discusses the recreational activities program as a complimentary for guests who stay overnight and the recreational activities that are most favored by guests at the Renaissance Bali Uluwatu Resort & Spa. The fourth research is entitled "Planning of History-Based Tourism Activities, Traditional Games and Water Recreation in Situ Cangkuang" (Wirakusuma, 2017), discussed planning a tourism activity with a historical basis in the arts and culture approach, socio-cultural basis in traditional games and water recreation with a physical lake approach. While this study discusses the recreational activities program as a complimentary for guests who stay overnight and the recreational activities that are most favored by guests at the Renaissance Bali Uluwatu Resort & Spa. The fifth study entitled "Development of Family Leisure and Recreation Activities at Penelokan and Toya Bungkah Kintamani Bangli Tourism Objects" (Suarka, 2019), discussed the characteristics of tourism, and planned recommendations for recreational and family recreation programs in Penelokan and Toya Bungkah. While this study discusses the recreational activities program as a complimentary for guests who stay overnight and the recreational activities that are most favored by guests at the Renaissance Bali Uluwatu Resort & Spa.

RESEARCH METHODS

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This research was conducted at the Renaissance Bali Uluwatu Resort & Spa, precisely at the Spa & Recreation Department. This hotel is a 5 star hotel located at Jalan Pantai Balangan I Number 1, Ungasan, Badung, Bali. The object of this research is a program of recreational activities as a complement to guests staying at Renaissance Bali Uluwatu Resort & Spa.

The types of data used are quantitative data and qualitative data. Sources of data used are primary data and secondary data (Sugiyono, 2016: 223). The primary data in this study is data from interviews with recreation supervisors regarding the guest's interest in recreational activity programs as a complement to

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guests staying at the Renaissance Bali Uluwatu Resort & Spa. Secondary data in this study is data on the number of guests who take part in recreational activity programs at the Spa & Recreation Department at Renaissance Bali Uluwatu Resort & Spa for the period January 20¹⁶ – to December 2020.

The informant method uses a purposive sampling technique. The informants in this study¹⁶ were the Recreation Supervisor at Renaissance Bali Uluwatu Resort & Spa. The data²² collection method used in this study was carried out in several stages, namely observation, interviews, and documentation.

The data analysis⁹ technique used is the descriptive qualitative analysis and descriptive statistics. Qualitative descriptive analysis aims to describe and summarize various conditions, situations, or phenomena of social reality that exist in society as an object of research, and try to use these realities as characters, descriptions, conditions, situations, or phenomena. This qualitative descriptive analysis is very useful for describing information about the results of data obtained from interviews. so that the results are in the form of information answers regarding the inte¹² of guests in recreational activity programs as a complement to guests staying at Renaissance Bali Uluwatu Resort & Spa. Descriptive statistics is a way of presenting data through tables and frequency distributions. After that, it is presented in the form of various diagrams (Sugiyono, 2011). In th³ study, the number of guests participating in the recreational activity program at the Renaissance Bali Uluwatu Resort & Spa for the period January 2019 – to December 2020 is depicted in the form of a bar graph.

RESULTS AND DISCUSSION ³

The recreation activities program as a complimentary for guests staying at the Renaissance Bali Uluwatu Resort & Spa is based on the creation of guest satisfaction and sustainability. ¹¹ is recreation activities program was created to fill guest activities while at the Renaissance Bali Uluwatu Resort & Spa. Guests who enjoy their vacation in Bali are not only to enjoy accommodation, food, drinks, but also refreshing where this recreation activities program is beneficial for health both mentally and mentally, this recreation activities program also provides a guest experience to learn about Balinese culture. This is very good and good because the recreational activities program helps guests so they don't get bored and bored while staying. To maximize guest satisfaction, the recreational activities program is provided free of charge to guests staying at the Renaissance Bali Uluwatu Resort & Spa, which can be followed according to schedule. So if there are guests who have never previously participated in a type of activity, then they can take part in these activities at the Renaissance Bali Uluwatu, it will be something memorable for guests, even adding to their curiosity, especially for those who have not participated, especially since this program is free for guests who stay so that with the recreational activities program at the Renaissance Bali Uluwatu Resort & Spa, it is hoped that it can create guest satisfaction, have repeater guests, and as recommended accommodation.

The recreational activities program at Renaissance Bali Uluwatu Resort & Spa is very interesting because the activities carried out are beneficial for health, in addition to introducing guests to Balinese culture and the area around the hotel area, where the program of recreational activities is varied, so that guests staying at Renaissance Bali Uluwatu Resort & Spa apart from staying overnight can also

take part in memorable activity programs, thus making this recreational activities program very attractive for guests, especially those staying at Renaissance Bali Uluwatu Resort & Spa. guests, in the sense that there is no difference between guests staying in one type of room to be able to take part in the recreational activities program at the Renaissance Bali Uluwatu Resort & Spa. All guests staying overnight can take part in the recreational activities program for free according to the schedule and the availability of slots because this program is complimentary for guests staying at Renaissance Bali Uluwatu Resort & Spa.

In addition to in-house guests, there are guests with the status of outside guests who can also take part in the recreational activities program but must pay according to the type of activities that are followed. Outside guests who wish to participate in the recreational activities program must make payment²⁷ according to the time and type of activities they wish to participate in. In table 4, the following is a list of recreational activities programs that outside guests can participate in.

Table 4. Recreational activities Program for Outside Guest

Recreation Activities Program for Outside Guest		
No.	Recreational activities	Price per person
1.	Fitness Center (Include steam/sauna & pool)	Rp. 200.000 per day Rp. 1.500.000 per month
2.	Yoga	Rp. 500.000 ++ per 1x
3.	Bike Tour	Rp. 250.000 per hour
4.	Pottery Demo	Rp. 250.000 pe session
5.	Fit boxing	Rp. 500.000 per hour
6.	Balinese Experience	Rp. Rp. 150.000 – 300.000 per session
7.	Kids Club/TTH (The Tree House)	Rp. 150.000 half-day/Rp. 250.000 full day

[Source: Spa & Recreation Department Renaissance Bali Uluwatu Resort & Spa, 2021]

In addition, employees at Renaissance Bali Uluwatu Resort & Spa also get free facilities to take part in the recreational activities program, namely mindful breathing yoga activities, where these activities aim to refresh the mind so that the mind is back in shape and minimize stress so that employees are expected to work optimally. . The recreational activities program requires support and cooperation from other departments to launch its activities. The departments involved in the recreational activities program are all departments. One example is the Food and Beverage Department, when guests are eating at a restaurant or bar, some guests want to take part in yoga activities, these guests can directly book at the waiter/waitress, then the waiter/waitress informs the recreation team. The Sales & Marketing Department also have a relationship that is no less important. The relationship between the recreational activities program and the sales & marketing department is very close because these activities can attract guests to stay at the Renaissance Bali Uluwatu Resort & Spa so that the Sales & Marketing Department has a plus for selling and promoting hotels so that guests who will stay can consider and choose Renaissance Bali Uluwatu Resort & Spa as their accommodation.

The success rate of the recreational activities program in contributing to the formation of the resort's image for guests is when guests come back to stay, as repeater guests, and guests feel happy while staying at the Renaissance Bali Uluwatu Resort & Spa with good comments about recreational activities both directly and through social media. . This indicates that the recreational activities program strongly supports the satisfaction of guests and even memorable guests and creates repeater guests. In addition, with guest satisfaction, he is likely to recommend other guests/recommend other guests to stay at Renaissance Bali Uluwatu Resort & Spa. In its activities, the recreation team certainly has problems that occur. The problem faced in handling the recreational activities program, for now, is because the guests are quiet, the recreation team rarely handles activities, so some forget. The way to overcome this problem is by holding refresh training, which is carried out by supervisors to their subordinates to recall how to handle recreational activities properly and correctly to guests so that guests are satisfied with the services provided. The advantages and uniqueness of the recreational activities at the Renaissance Bali Uluwatu Resort & Spa are the only hotels in Indonesia that have a pottery studio, where guests can learn how to make handicrafts with clay, for examples, such as making bowls, glasses, vases, and other shapes. This is certainly a very unique attraction that is not found in other hotels, besides that guests can also bring their work to their home which can be used as a keepsake.

Based on the results of interviews with recreation supervisors, guest interest in recreational activities programs can be said to be very good, which can be seen in the percentage of guests participating in recreational activities programs from the total number of guests, which is 35.8% in 2019 to 2020, especially on yoga activities. In addition, this is because the recreational activities program at Renaissance Bali Uluwatu Resort & Spa is very varied and one of the reasons guests stay is because of the complementary recreational activities program which is not only for adult guests but is also available for children. Of the many types of recreational activities that exist, of course, not all of them have many fans. The recreation team's efforts in dealing with recreational activities that are less attractive to guests are by reviewing less desirable activities, then replacing them with new activities. Usually, this replacement is done every year or according to operational conditions.

The way for the recreation team to increase the interest/attraction of guests to participate in the recreational activities program is by providing information to staying guests, through interaction, then in each lobby and restaurant area banner activities are provided so that staying guests know the schedule of recreational activities today and in the future. The recreation team must also update about the latest activities, if possible, the recreation team will add the latest types of activities to recreational activities, thereby adding to the attraction for guests staying at Renaissance Bali Uluwatu Resort & Spa. In the opinion of the recreation supervisor, there are currently nothings that need to be improved in the recreational activities program, but in the future, the recreation team will update the lifestyle, increase knowledge by increasing refresh training so that guests who stay enjoy the recreational activities program and return. come to stay at the Renaissance Bali Uluwatu Resort & Spa, increase the promotion of recreational activities programs, especially on recreational activities that are less attractive to

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guests. So that the interest of guests in the recreational activities program at the Renaissance Bali Uluwatu Resort & Spa will increase.

The discussion of recreational activities programs that are most in-demand by Renaissance Bali Uluwatu Resort & Spa guests to answer the second problem is obtained from guest data for recreational activities in 2019 and 2020. Recreational activities consist of two, namely resort activities and TTH (The Tree House) Activities. Resort activities in 2019 underwent three changes so that there were three periods, namely the first period in January 2019 - June 2019, the second period in July 2019 - October 2019, and the third period in November 2019 - December 2019. Resort activities in 2020 did not include change. TTH Activities (The Tree House Activities) only experienced annual changes in 2019 and 2020. Here are the recreational activities that are most in-demand by guests.

Resort Activities

Resort activities for January 2019 – June 2019 (Period I) that are most in-demand by guests are presented in the form of the following figure 1.

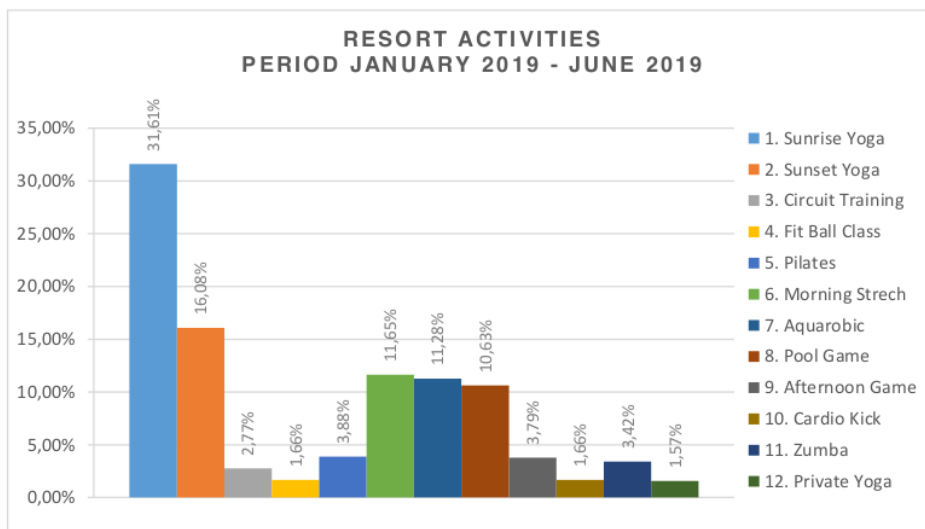


Figure 1. Resort Activities Guest Chart January 2019 - June 2019
[Source: Data Processed, 2021]

Based on figure 1, it can be seen that the sequence of resort activities for the period January 2019 – to June 2019 that most attracted guests from the largest to the smallest, are Sunrise Yoga (31.61%), Sunset Yoga (16.08%), Morning Strech (11, 65%), Aquarobic (11.28%), Pool Game (10.63%), Pilates (3.88%), Afternoon Game (3.79%), Zumba (3.42%), Circuit Training (2 .77%), Fit Ball Class (1.66%), Cardio Kick (1.66%), Private Yoga (1.57%).

Resort Activities for July 2019 – October 2019 (Period II) that are most popular with guests are presented in the form of the following bar chart.

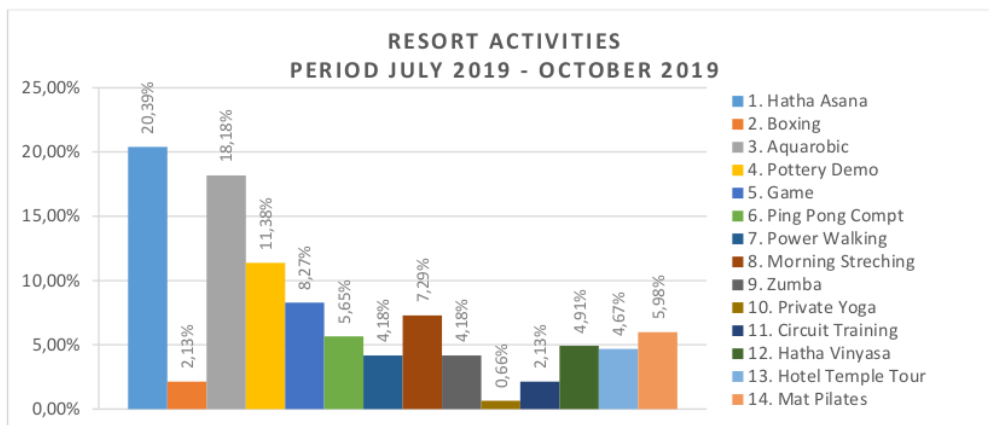


Figure 2. Guest Activities Chart for the Period July 2019 - October 2019
[Source: Data Processed, 2021]

Based on the bar chart (figure 2), it can be seen that the sequence of resort activities for the July 2019 - October 2019 period that most attracted guests from largest to smallest are Hatha Asana (20.39%), Aquarobic (18.18%), Pottery Demo (11.38%), Games (8.27%), Morning Stretching (7.29%), Mat Pilates (5.98%), Ping Pong Competition (5.65%), Hatha Vinyasa (4.91%), Hotel Temple Tour (4.67%), Power Walking (4.18%), Zumba (4.18%), Boxing (2.13%), Circuit Training (2.13%), Private Yoga (0.66%).

The following are the Resort Activities for November 2019 – December 2019 which were most followed by guests, presented in the form of a bar chart.

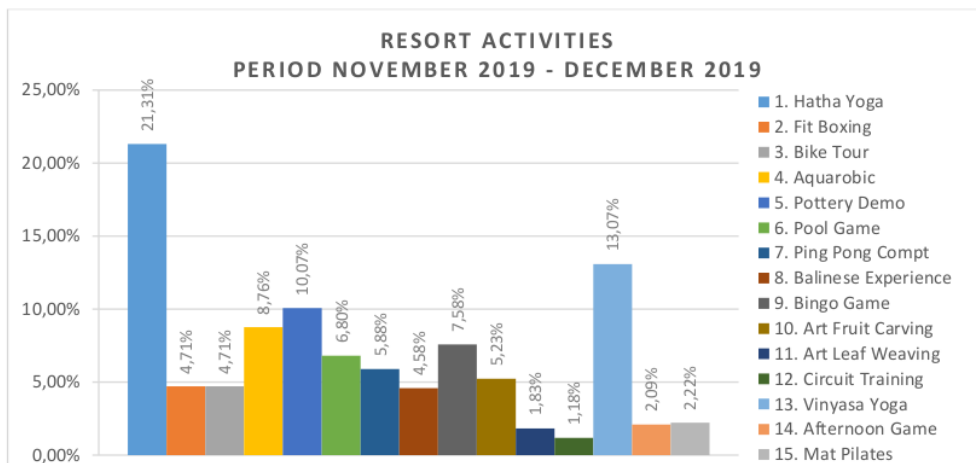


Figure 3. Guest Activities Chart for the Period November-December 2019
[Source: Data Processed, 2021]

Based on figure 3, it can be seen that the sequence of resort activities for the period of November 2019 - December 2019 that most attracted guests from

largest to smallest are Hatha Yoga (21.31%), Vinyasa Yoga (13.07%), Pottery Demo (10.07%), Aquarobic (8.76%), Bingo Game (7.58%), Pool Game (6.80%), Ping Pong Compt (5.88%), Art Fruit Carving (5.23%), Fit Boxing (4.71%), Bike Tour (4.71%), Balinese Experience (4.58%), Mat Pilates (2.22%), Afternoon Game (2.09%), Art Leaf Weaving (1.83%), Circuit Training (1.18%).

Resort Activities for the months of January 2020 – December 2020 that are most popular with guests are depicted in the following figure 4.

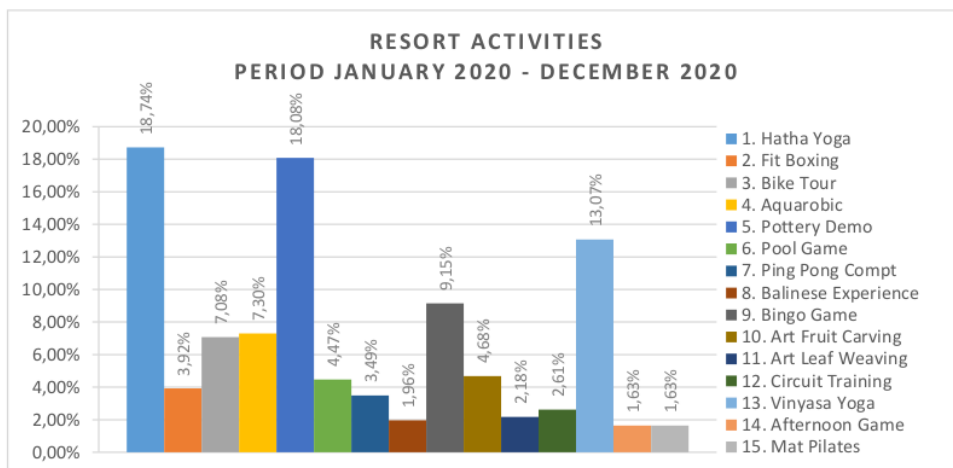


Figure 4. Resort Activities Guest Chart for the Period January-December 2020
[Source: Data Processed, 2021]

Based on figure 4, it can be seen that the sequence of resort activities for the January 2020 – December 2020 period that most attracted guests from largest to smallest, are Hatha Yoga (18.74%), Pottery Demo (18.08%), Vinyasa Yoga (13.07%), Bingo Game (9.15%), Aquarobic (7.30%), Bike Tour (7.08%), Art Fruit Carving (4.68%), Pool Game (4.47%), Fit Boxing (3.92%), Ping Pong Compt (3.49%), Circuit Training (2.61%), Art Leaf Weaving (2.18%), Balinese Experience (1.96%), Afternoon Game (1.63%), Pilates Mat (1.63%). The overall Resort Activities recapitulation table is presented in table 5.

Table 5. Resort Activity Recapitulation

No.	Resort Activities	2019			Sum	%	2020	
		I	II	III			Sum	%
1	Sunrise Yoga	342	-	-	754	23.53%	172	18.74%
2	Hatha Asana	-	249	-				
3	Hatha Yoga	-	-	163				
4	Sunset Yoga	174	-	-	334	10.42%	120	13.07%
5	Hatha Vinyasa	-	60	-				
6	Vinyasa Yoga	-	-	100				
7	Private Yoga	17	8	-	125	3.90%	-	-
8	Pilates	42	-	-	132	4.12%	15	1.63%

No.	Resort Activities	2019					2020	
		I	II	III	Sum	%	Sum	%
9	Mat Pilates	-	73	17				
10	Morning Strech	162	89	-	251	7.83%	-	-
11	Aquarobic	122	222	67	411	12.83%	67	7.30%
12	Zumba	37	51	-	88	2.75%	-	-
13	Circuit Training	30	26	9	65	2.03%	24	2.61%
14	Cardio Kick	18	-	-	18	0.56%	-	-
15	Boxing	-	26	-	62	1.94%	36	3.92%
16	Fit Boxing	-	-	36				
17	Power Walking	-	51	-	51	1.59%	-	-
18	Hotel Temple Tour	-	57	-	57	1.78%	-	-
19	Bike Tour	-	-	36	36	1.12%	65	7.08%
20	Fit Ball Class	18	-	-	18	0.56%	-	-
21	Pool Game	115	-	52	167	5.21%	41	4.47%
22	Game	-	101	-	158	4.93%	15	1.63%
23	Afternoon Game	41	-	16				
24	Bingo Game	-	-	58	58	1.81%	84	9.15%
25	Pottery Demo	-	139	77	216	6.74%	166	18.08%
26	Art Fruit Carving	-	-	40	40	1.25%	43	4.68%
27	Art Leaf Weaving	-	-	14	14	0.44%	20	2.18%
28	Balinese Experience	-	-	35	35	1.09%	18	1.96%
29	Ping Pong Competition	-	69	45	114	3.56%	32	3.49%
	Total	1118	1221	765	3204	100.00%	918	100.00%

²⁴ Based on table 5, it can be seen that the Resort activities in January 2019 – December 2019 that are most popular with guests in the first place are hatha yoga because yoga is very good for health, its movements are focused on breathing to minimize stress, and are done in the morning at sunrise and sunset. It is believed that the morning sun can convert pro vitamin D into vitamin D so that it adds to the fitness and health of guests who follow it, besides that hatha yoga is not only followed by guests who stay at Renaissance Bali Uluwatu Resort & Spa but is also often followed by outside guests. The second order is anaerobic, because the number of guests who are in the main pool creates opportunities for anaerobic activities, and when anaerobic activities begin, usually guests who are in the pool who previously did not participate because of the excitement in anaerobic activities. The third order is vinyasa yoga, due to the large number of yoga enthusiasts where sunset yoga focuses on body flexibility and is done in the afternoon which is also good for the health and fitness of guests who follow it. The fourth-order is morning stretch because it is done in the morning which can refresh and stretch the muscles so that guests who follow it become more fit. The fifth order is the pottery demo because many guests are curious so they want to try and learn how to make crafts using clay, where pottery demo activities are very rare in other places so guests who take part in the pottery demo get a memorable experience. While the lowest order is art leaf weaving because art leaf weaving has only been held in period III and is still in the process of developing promotions, besides that guests rarely like weaving coconut leaves, because it is

considered a little complicated even though the recreation team will guide slowly until guests can. Art leaf weaving activities will continue to be developed by the recreation team for the pleasure and excitement of guests so that in the future guests will be more interested in participating.

Resort Activities that are most attractive to guests in January 2020 - December 2020 in the first place are hatha yoga because yoga has indeed become one of the most popular activities from the previous time until now, especially with the covid pandemic which causes guests to maintain their immune system consistently maintain health, fitness, and reduce stress, so yoga is one of the most popular choices of activities. The second order is the pottery demo, due to the large number of guests who want to get a memorable experience. Pottery demo is also not only followed by internal guests but also often followed by outside guests so the pottery demo becomes the second most popular resort activity for guests. The third order is vinyasa yoga because yoga is done in the afternoon to train muscle flexibility, health, and body fitness. The fourth-order is the bingo game because this activity is very exciting and can practice accuracy, usually played by group or family guests, which will determine the 1st, 2nd, and 3rd place winners who will get special prizes from the recreation team so that guests are excited to participate. . The fifth order is anaerobic, because in addition to guests swimming in the main pool, guests will get more fun when participating in anaerobic with good movements to train body fitness, music that can increase the fun, and energetic guides so that many guests follow. While the lowest order in the afternoon game and mat pilates because the afternoon game is only held on Friday at 17.30, which usually guests are more swimming in the pool, while mat Pilates is also only held on Sunday at 17.30, which is usually more guests. spends a lot of his weekend nights relaxing to enjoy the sunset, sightseeing, going to bars, and so on. Although mat Pilates is useful for increasing stamina, it focuses more on movement and physical activity, so guests are less interested in participating in it on the weekends.



Figure 5. Pottery Demo Activities



Figure 6. Hatha Yoga Activities

The Tree House Activities

TTH (The Tree House) Activities are activities that are provided free of charge for guest children from the age of 4 to 12 years which aim to provide fun and good activities for children, as well as children's education. Most of the children who come to TTH participate in more than 1 type of activity, even participating in full activities every day. TTH Activities are handled directly by the recreation team called the TTH teacher, where the TTH attendant acts like a teacher because the children are handled. TTH Activities only experienced annual changes, namely in 2019 and 2020.

The TTH Activities in January 2019 – December 2019 that are most in-demand by guests are presented in the form of the following figure7.

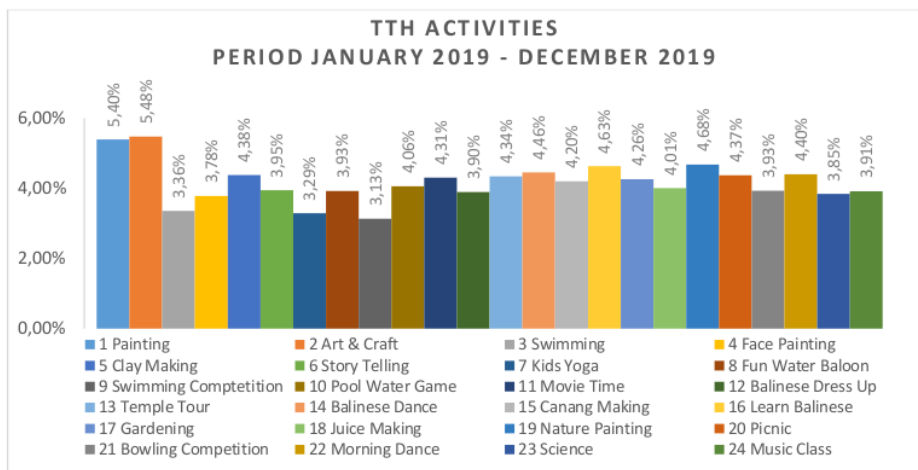


Figure 7. Chart of Guest TTH Activities for the Period January-December 2019
[Source: Data Processed, 2021]

Based on figure 7, it can be seen that the sequence of resort activities for the period January 2019 - December 2019 that most attracted guests from the largest to the smallest, namely, Art & Craft (5.48%), Painting (5.40%), Nature Painting (4.68%), Learn Balinese (4.63%), Balinese Dance (4.46%), Morning Dance (4.40%), Clay Making (4.38%), Picnic (4.37%), Temple Tour (4.34%), Movie Time (4.31%), Gardening (4.26%), Canang Making (4.20%), Pool Water Game (4.06%), Juice Making (4.01%), Story Telling (3.95%), Bowling Competition (3.93%), Fun Water Balloon (3.93%), Music Class (3.91%), Balinese Dress Up (3.90%), Science (3.85%), Face Painting (3.78%), Swimming (3.36%), Kids Yoga (3.29%), Swimming Competition (3.31%).

The TTH Activities for January 2020 – December 2020 that are most popular with guests are presented in the form of the following bar chart.

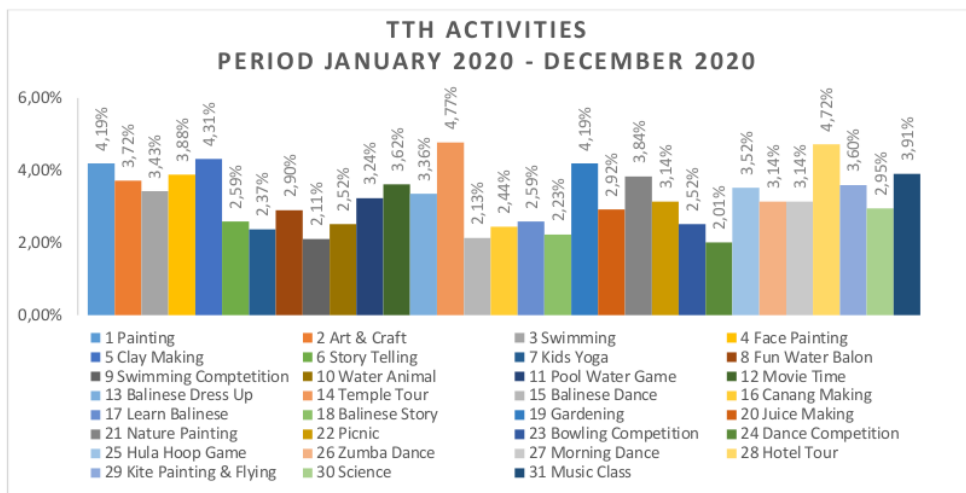


Figure 8. TTH Activities Guest Chart for the Period January-December 2020
[Source: Data Processed, 2021]

Based on the figure 8, it can be seen that the sequence of resort activities for the period January 2020 - December 2020 that is most attractive to guests from largest to smallest is Temple Tour (4.77%), Hotel Tour (4.72%), Clay Making (3.31%), Painting (4.19%), Gardening (4.19%), Music Class (3.91%), Face Painting (3.88%), Nature Painting (3.84%), Art And Craft (3.72%), Movie Time (3.62%), Kite Painting And Flying (3.60%), Hula Hoop Game (3.52%), Swimming (3.43%), Balinese Dress Up (3.36%), Pool Water Game (3.24%), Picnic (3.14%), Zumba Dance (3.14%), Morning Dance (3.14%), Science (2.95%), Juice Making (2.92%), Water Balloon fun (2.90%), Story Telling (2.59%), Learning Balinese (2.59%), Water Animal (2.52%), Bowling Competition (2.52%), Canang Making (2.44%), Kids Yoga (2.37%), Balinese Story (2.23%), Balinese Dance (2.13%), Swimming Competition (2.11%), Dance Competitions (2.01%). The overall TTH Activities recapitulation table is presented in table 6.

Table 6. TTH Activities Recapitulation

No.	TTH Activities	2019		2020	
		Sum	%	Sum	%
1	Temple Tour	689	4.34%	199	4.77%
2	Hotel Tour	-	-	197	4.72%
3	Clay Making	695	4.38%	180	4.31%
4	Juice Making	636	4.01%	122	2.92%
5	Canang Making	666	4.20%	102	2.44%
6	Art & Craft	869	5.48%	155	3.72%
7	Painting	856	5.40%	175	4.19%
8	Face Painting	600	3.78%	162	3.88%
9	Nature Painting	742	4.68%	160	3.84%

10	Kite Painting & Flying	-	-	150	3.60%
11	Balinese Dance	707	4.46%	89	2.13%
12	Zumba Dance	-	-	131	3.14%
13	Morning Dance	698	4.40%	131	3.14%
14	Dance Competition	-	-	84	2.01%
15	Bowling Competition	624	3.93%	105	2.52%
16	Swimming Competition	497	3.13%	88	2.11%
17	Swimming	533	3.36%	143	3.43%
18	Hula Hoop Game	-	-	147	3.52%
19	Pool Water Game	644	4.06%	135	3.24%
20	Fun Water Baloon	623	3.93%	121	2.90%
21	Movie Time	683	4.31%	151	3.62%
22	Story Telling	626	3.95%	108	2.59%
23	Learning Balinese	735	4.63%	108	2.59%
24	Balinese Story	-	-	93	2.23%
25	Balinese Dress Up	618	3.90%	140	3.36%
26	Music Class	621	3.91%	163	3.91%
27	Kids Yoga	522	3.29%	99	2.37%
28	Water Animal	-	-	105	2.52%
29	Picnic	694	4.37%	131	3.14%
30	Science	610	3.85%	123	2.95%
31	Gardening	676	4.26%	175	4.19%
	Total	15864	100.00%	4172	100.00%

²⁵ Based on table 6, it can be seen that the TTH activities for January 2019 – December 2019 that are most attractive to guests in the first place are art & craft because art & craft activities are taught directly by the TTH teacher with complete tools and materials to make creative crafts. The work of guests who have finished can be brought directly by guests for free so that guests become happier and many follow it. The second order is painting because painting activities are very exciting, where guests can experiment with mixing colors and guest works can also be brought directly by guests. The third order is nature painting, because nature painting is very interesting, especially when coloring leaves and pasting them on paper that produces beautiful colors and shapes, and the results can also be brought directly by guests. The fourth-order is learning the Balinese language, because guests get more education about Bali, such as Bali destinations, Balinese culture, Balinese dance, Balinese music, and others related to Bali which can increase guests' love for the island of Bali. The fifth order is Balinese dance because guests are enthusiastic about learning Balinese dance, which usually guests on vacation to Bali can only watch Balinese dance, but at TTH guests can immediately practice learning Balinese dance so that parents are also very excited when their children participate in Balinese dance activities. While the lowest order is the swimming competition, because not all guests can swim and to take part in the swimming competition, guests must replace their uniform with a swimming uniform with a minimum of 2 participants.

TTH Activities in January 2020 – December 2020, the most popular for guests in the first place is the temple tour, due to the covid pandemic, TTH does sanitize every 2 hours, namely at 09.00, 11.00, 13.00, 15.00, and 17.00 to comply with health protocols, so on the schedule for sanitizing TTH guests are not allowed to be in TTH, then there are 2 choices, namely between guests being picked up by their parents or guests being invited to a temple tour by the TTH teacher. The second order is the hotel tour, because when the TTH is sanitized, in addition to guests being invited to a temple tour, they can also choose hotel tour activities that also aim to educate about the Renaissance Bali Uluwatu Resort & Spa. The third order is clay making because many parents of TTH guests are enthusiastic to introduce their children to how to make crafts from clay through clay making activities that are rarely found in other places, as well as a memorable experience and documentation when guests vacation at Renaissance Bali Uluwatu Resort & Spa. The fourth-order is painting and gardening because guests who take part in painting activities have fun and can express their creativity by painting beautifully which has been provided directly with complete colors and the results of the paintings can be brought directly by guests so that many guests follow them.



Figure 9. Face Painting Activities



Figure 10. Kite Painting Activities

Gardening is also in fourth place because guests receive education with direct practice on how to plant tree seeds, tree seeds that have been planted in special pots can be brought by guests so that later trees can be treated directly by guests and foster a sense of concern for guests to grow a plant. The fifth order is the music class because guests can practice playing music directly using unique equipment, besides that guests can train their memory with song notation generated from the size of the water-filled in a special bottle. While the lowest order is the dance competition, because not all guests can dance, although there are guests who take part in the dance but not in the competition, and to take part in the dance competition there must be at least 2 participants.

CONCLUSION

The recreational activities program as a complimentary for guests staying at the Renaissance Bali Uluwatu Resort & Spa increases guest satisfaction while

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at the Renaissance Bali Uluwatu Resort & Spa, where the program activities provided are very diverse and are obtained free of charge for guests who stay. This recreational activities program is also beneficial for the health of guests, cultural introductions, and memorable experiences. Guest interest is very good, which can be seen in the percentage of guests who take part in the recreational activities program from the total number of guests, which is 35.8% in 2019 to 2020, especially in yoga activities. There is something unique about this program, namely that there is a pottery demo held at the pottery studio which is the only one in Indonesia owned by Renaissance Bali Uluwatu Resort & Spa. Less desirable program activities will be reviewed and then replaced with more updated activities so that guests will be more interested in participating.

Recreational activities consist of two, namely resort activities (for guests aged >12 years) and TTH activities (for guests 1-12 years) which are the most attractive to guests at Renaissance Bali Uluwatu Resort & Spa from the five highest percentages in 2019 and 2020, namely the resort activities in 2019 that were most in demand by guests with a total of 3,204 guests, namely hatha yoga (23.53%), anaerobic (12.83%), vinyasa yoga (10.42%), morning stretch (7.83%), pottery demo (6.74%), while the lowest order was art leaf weaving (0.44%). Resort activities in 2020 are the most attractive to guests with a total of 918 guests, namely hatha yoga at 18.74%, pottery demo (18.08%), vinyasa yoga (13.07%), bingo games (9.15%), anaerobic (7.30%), while the lowest order is mat pilates and afternoon games each at 1.63%. In TTH Activities (The Tree House Activities) in 2019, the most popular with guests with a total of 15,864 guests, namely art & craft (5.48%), painting (5.40%), nature painting (4.68%), learning Balinese (4.63%), Balinese dance (4.46%), while the lowest order is swimming competition (3.13%). TTH Activities in 2020 are the most attractive to guests with a total of 4,172 guests, namely temple tours (4.77%), hotel tours (4.72%), clay making (4.31%), painting, and gardening (4 each), 19%, music class (3.91%), while the lowest order is dance competition at 2.01%.

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