



Optimizing the Cleanliness Management of Coastal Lodgings and Homestays

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Abstract

This study aims to determine the optimization of cleaners in providing cleaning services which so far is still based on the experience of managers when cleaning their own houses without being equipped with an understanding of the cleanliness standards of inns and homestays. This is feared to affect guest satisfaction while on Panrang Luhu Beach, so many visitors no longer want to return to the tourist attraction. This study focuses on the hygiene management standards of inns and homestays in the coastal area of Panrang Luhu, Bulukumba Regency and skills in cleaning inns and homestays on the coast of Panrang Luhu, Bulukumba Regency. The author refers to the descriptive research method, which is to provide an accurate picture of a phenomenon by collecting data and analyzing it descriptively, focusing on the hygiene management standards of inns and homestays in the coastal area of Panrang Luhu, Bulukumba Regency and skills in cleaning inns and homestays on the coast of Panrang Luhu, Bulukumba Regency.

Introduction

One of the important elements that supports the creation of an influential tourist village is the management of accommodation and homestays in every tourist village in Indonesia. Homestay management communities are expected to be able to provide maximum and excellent service to visitors (Tsang & Qu, 2000). Initially, the homestay managers came from people who had houses in the tourist village area. They rent their house to tourists who come to visit. Apart from that, there are also people who provide accommodation for those who want to maintain their privacy. However, the management community sometimes does not have the skills to provide the best service for visitors, both in terms of skills in managing facilities and infrastructure and services in terms of the inner satisfaction of visitors.

There are still many inn and homestay managers who are not able to provide excellent service to guests because they do not have the skills or good knowledge regarding excellent service in managing inns and homestays. Most inn and homestay managers only rely on local wisdom and a culture of mutual respect which is used as a reference in serving. This is indeed very important to show the identity of a region, but the standardization of management of accommodation and homestays must also be looked at in terms of skills and knowledge to achieve the best service. One example that inn and homestay managers must have is knowledge about how to maintain the cleanliness of their inn and homestay so that every visitor feels comfortable while staying at the homestay.

Apart from that, homestay managers must pay attention to security, health and safety (K3) for guests staying at each homestay. Cleanliness in every area of the accommodation and homestay must always be considered and must be at standard conditions (Wahyuni et al., 2019). The

things mentioned above are very important in realizing a homestay that meets the standards in serving guests. This is associated with the increasing development of homestays in tourist villages in Indonesia. Moreover, the government is very focused on improving the Indonesian economy through the economy of small communities or what we usually call MSMEs, adding to this the gift of tourist villages which has further raised the enthusiasm of rural communities to make their villages into tourist villages.

The Bira Berdaya integrated tourism village is one of the tourist villages in Bulukumba district. Bira Berdaya tourist village is an integrated and integrated village with 13 tourist locations and accommodation facilities that are international in scale but pocket-friendly or affordable. One of the locations that is the mainstay of the Bira Daya tourist village is Panrang Luhuh Beach. This beach is located on the east coast of Tanjung Bira, next to the port of Bira. Panrang Luhuh Beach is not well known to tourists, even though its beauty is no less beautiful than Bira and Bara beaches. Like Bira and Bara beaches, Panrang Luhuh beach also has fine and peppery white sand.

Many accommodations around Panrang Luhuh Beach offer guests a place to stay while on holiday. From the beauty of the beach offered by Panrang Luhuh, every visitor hopes to get satisfaction while they are there, both in terms of satisfaction from enjoying the beach, satisfaction from enjoying culinary delights and satisfaction from enjoying the accommodation facilities available there. The majority of accommodation facilities, in this case accommodation and homestays, still require better management, especially in terms of cleanliness of the accommodation and homestays (Mapjabil et al., 2015). Many lodgings still provide cleaning services based on the manager's experience when cleaning their own house without being equipped with an understanding of the hygiene standards of inns and homestays. It is feared that this could affect guest satisfaction while at Panrang Luhuh beach, so that many visitors no longer want to return to this tourist attraction.

Based on this background explanation, the author wants to research how cleaning managers of coastal area accommodation and homestays provide optimal service for visitors to Panrang Luhuh beach in Bulukumba district.

Methods

In this research, to understand further regarding the optimization of cleanliness management of accommodation and homestays in the Panrang Luhuh coastal area, Bulukumba Regency, the author refers to the descriptive research method, namely providing an accurate picture of a phenomenon by collecting data and analyzing it descriptively, so that a clear picture is obtained. clear about the circumstances or characteristics of the phenomenon. Researchers distributed questionnaires so that the data obtained was more accountable and in line with the research objectives

The research location is the place where research is conducted which aims to obtain information based on actual events related to the focus of this research. The research location in question is Panrang Luhuh Village, Bulukumba Regency. This is based on the research locus which has the potential to attract large numbers of visitors because Panrang Luhuh Beach has white sandy beaches and beautiful sunrise views. Meanwhile, the duration of the research carried out is between April 3 and October 3 2023.

This research population is based on the focus of the problem and the data collection instruments used by the researcher. In this research, the focus of the problem is the skills of inn and homestay managers in providing inn and homestay cleaning services so that visiting guests

feel comfortable and satisfied. Based on these main problems, the informants in this research are the managers of accommodation and homestays around the coast of Panrang Luhu, Bulukumba Regency.

The interviews conducted were open in nature where open questions could help respondents provide more freely and in detail. Open-ended questions can also help researchers get a more complete picture of the topic being discussed. In this research focus, the researcher carried out documentation study activities to explore additional information related to the focus of this research. Documentative information is believed to be very necessary to obtain further information recorded by researchers. Research instruments are tools used to facilitate the process of collecting data in research, which can take various forms such as questionnaires, interview guides, tests, observations, or bibliography according to the research objectives that have been determined. Data reduction is carried out by researchers with the aim of reducing information that researchers consider unnecessary and then simplifying and grouping the data that has been collected based on the research focus so that it becomes a research structure that is clear and easy to understand.

Results and Discussion

Skills in inn cleaning are essential as they have a major impact on guest comfort and safety, business reputation, as well as the overall inn experience. Guest safety and health are the initial factors that every visitor will pay attention to. Apart from that, quality is a key factor in a positive guest experience. Guests who stay in clean and well-maintained accommodation will feel comfortable and satisfied. They are more likely to give positive reviews and will return or recommend the inn to others.

Apart from that, the cleanliness of an inn can create a good business reputation for the inn or homestay. Reputation is a valuable asset in the hotel business. According to Kandampully & Suhartanto (2003) Lodgings known for good cleanliness will attract more guests and retain loyal customers. On the other hand, frequent hygiene problems can damage your reputation and result in a decrease in revenue. Another positive factor, cleanliness can be Asset and Inventory Protection. Proper maintenance of lodging facilities and inventory is an important part of property management. Good cleaning can extend the life of inventory and reduce long-term maintenance costs (Smith & Hawkins, 2004). It cannot be denied that good care can be a visual attraction. Guests will enjoy the beautiful environment more and attract their attention. This can influence their decision to stay at the accommodation.

In order to maintain the quality of the inn and ensure the success of the business, innkeepers must provide training and ensure that their staff has adequate cleaning skills. Skills in inn cleaning will help create a safe, comfortable, and inviting environment for guests, as well as ensure the continuity of a successful business.

According to Neog (2021) Cleaning staff must have maximum skills in maintaining the cleanliness of the accommodation. Many managers ignore this because it is considered something that is not important. If this becomes something that is put aside then in a short time, the accommodation will experience decline or lack of visitors. There are skills that every room cleaner should have.

Knowledge of Cleaning Products and Ingredients

Knowledge of cleaning materials and tools is essential in the context of cleaning and maintenance work, whether in the hospitality sector, household, commercial business or other environments (Stabler & Goodall, 1997). Things that should be paid attention to when handling

cleaning materials and tools include safety factors. Understanding the chemicals and cleaning tools used is important to keep cleaners, guests and residents safe. Cleaning chemicals can be dangerous if used incorrectly (Bearth et al., 2017). Knowledge of how to store, replace and avoid potentially dangerous mixtures is key to preventing accidents.

Apart from that, the effectiveness of use must also be understood by every cleaning officer. A good understanding of various cleaning materials and tools assists cleaners in assessing, selecting, and using the most effective products for each cleaning situation (Almeida et al., 2010). This ensures that the job is completed well and in a timely manner. When talking about effectiveness, we definitely cannot forget about efficiency. Knowledge of proper cleaning tools and techniques can increase cleaning efficiency. This saves time and effort, and reduces operational costs.

The next factor is environmental health. Some cleaning products contain chemicals that have a negative impact on the environment if disposed of incorrectly. Knowledge of how to safely dispose of chemicals and how to reduce environmental impact is important in sustainability efforts. When discussing chemicals, we definitely cannot ignore emergency treatment. In emergency situations, such as a hazardous chemical spill, properly trained cleanup crews can respond quickly and effectively, preventing greater potential harm.

So the most important thing in the cleaning process is customer satisfaction. Using the right cleaning materials and tools can improve cleaning quality, which in turn can increase customer satisfaction. Customers are more likely to leave positive reviews and return if they feel the inn or business is clean and well maintained. Thus, knowledge of cleaning materials and tools is key to the safety, effectiveness, efficiency and success of cleaning operations in a variety of environments. It also contributes to achieving high standards of hygiene and customer satisfaction.

Cleaning Technical Skills

Technical skills in cleaning rooms are the main foundation in ensuring the quality and efficiency of cleaning work. Room cleaners who have strong technical skills can thoroughly and effectively clean a variety of surfaces, remove stains, and properly care for furniture and room equipment.

They know how to use cleaning tools properly, avoid damage to surfaces, and keep room inventory in the best condition. Good technical skills also enable them to identify and resolve any cleaning problems that may arise, such as stubborn stains. Overall, technical skills in room cleaning provide assurance that guest rooms will always be clean, well-maintained, and comfortable, which in turn increases guest satisfaction and overall business reputation. We have discussed many of these technical skills in the previous sub-discussion regarding cleaning procedures.

Organizational Skills

Organizational skills are one of the key aspects of a cleaner's job. By being organized, officers can manage their tasks efficiently. They can determine the most effective cleaning sequence, prioritize work, and manage their time well. This helps ensure that all guest rooms are cleaned in a timely manner and to standards, avoiding delays or missed work.

Additionally organizational skills help maintain consistency in cleaning. Cleaners must maintain the same quality standards for each room, and this requires an emphasis on detail and

consistent attention. By following organized procedures, they can ensure that every room receives the same treatment, from floor cleaning to furniture care.

Organizational skills also help with inventory management and cleaning equipment. Staff need to know when and how to order new cleaning products, replace worn equipment, and keep their cleaning tools in good working condition. Good organization in this case helps to avoid shortages of materials or equipment, which can compromise work efficiency and cleaning quality. Organizational skills are a very important factor in the job of a room cleaner. They help increase efficiency, maintain consistency in cleaning quality, and ensure good management of cleaning inventory and tools. With good organizational skills, housekeepers can provide a clean, orderly, and satisfying stay for their guests.

Communication Skills

Communication skills are an important element in the job of a room cleaner. Effective communication allows officers to interact with colleagues and management well. They need to coordinate with their teams to determine cleaning priorities, share information regarding schedule changes, and communicate work-related requests or needs. With good communication, collaboration within a team becomes more efficient, which in turn increases productivity.

Room cleaners often interact directly with guests. The ability to communicate politely, kindly, and effectively is very important in providing good customer service. They need to listen to guests' requests or concerns, provide information when needed, and answer questions well. Good communication with guests helps create a positive experience and promotes guest satisfaction, which can have a positive impact on the inn's reputation and future business opportunities. Thus, communication skills are an integral part of the role of a successful room cleaner.

As a room cleaner, good communication with guests and co-workers is key to creating a professional work environment and maintaining guest satisfaction. Understand that everyone has different preferences and needs, so making an effort to communicate with sensitivity and patience is important in your role.

Teamwork Skills

Teamwork has a very important role in the housekeeping or room cleaning industry. Here are several reasons why teamwork is very important in housekeeping to support operational efficiency. Teamwork allows cleaning and maintenance tasks for rooms and common areas to be completed more efficiently. Officers can collaborate to organize cleaning schedules, divide tasks, and work simultaneously in busy situations. This helps ensure that work is completed quickly and to high quality standards. Therefore teamwork helps ensure that each room or common area receives the same treatment and consistent cleaning quality. Officers can follow mutually established procedures and ensure that no details are overlooked. This is important to create a uniform experience for guests.

Apart from that, solving problems together can strengthen the team. When cleaning or maintenance issues arise, teams can work together to find effective solutions. This may involve resolving technical issues, such as dealing with difficult blemishes, or re-arranging the schedule if there are sudden changes that need to be addressed. In housekeeping jobs, there are many situations that require working in teams, such as lifting heavy objects or dealing with emergency situations, such as spills of hazardous materials. Teamwork can ensure the safety of officers and guests.

Good teamwork can increase employee motivation and satisfaction. They feel valued, work in a supportive environment, and can contribute to the team's success. This can create positive and sustainable working relationships. And no less important is training and development. Teams can provide training and support to each other. Experienced officers can help new officers learn skills and procedures more quickly. This helps in the career and capability development of employees.

In housekeeping, where cleaning quality and consistency are critical, teamwork is a key element in achieving goals. Individual skills and team coordination play a critical role in providing a satisfying guest experience and maintaining a business's reputation.

Time Management Skills

Time management is an important factor in the work of a room cleaner. Good time management allows room cleaners to complete their tasks efficiently and effectively. They need to have a regular schedule and allocate time wisely for each cleaning task, ensuring that all guest rooms or common areas are cleaned in a timely manner according to standards.

Good time management helps avoid delays and delays in room cleaning. Rooms completed on time are important to meet guest needs and maintain service quality. Delays in room cleaning can result in guest dissatisfaction and disruption in accommodation operations.

Good time management provides flexibility to handle emergency situations or sudden changes. When additional tasks or schedule changes are required, cleaners who have good time management will be better able to adapt quickly and maintain efficiency. They can also respond better to problems that arise during cleaning. Time management is a key skill for a room cleaner to maintain efficiency, cleaning quality and guest satisfaction. A good understanding of how to manage time wisely and adapt to possible changes plays an important role in success in this job.

Conflict Handling Skills

Conflict management skills are very important for room cleaners. There are several reasons why this capability is very necessary. Sometimes guests may have complaints related to the cleaning or maintenance of their rooms. In situations like these, housekeepers need to know how to respond calmly and empathetically, listen patiently to guest complaints, and try to find a satisfactory solution. The ability to manage conflict well can help prevent escalation of complaints and maintain guest satisfaction.

Apart from guests, in some cases room cleaners may experience conflicts with their co-workers. This could relate to division of tasks, differences of opinion about the best way to do something, or other issues. The ability to manage conflict can help defuse tensions, facilitate constructive discussions, and find joint solutions that benefit all parties. This allows teamwork to run more smoothly. Cleaning jobs can be physical and often demanding. At certain times, room cleaners may feel stressed or depressed. The ability to manage conflict well helps overcome these feelings and maintain positive relationships within the team. By talking openly about problems and planning how to overcome them, officers can feel more supported in overcoming challenges.

Conflicts that are not managed properly between room cleaners can disrupt operations and create situations that do not comply with cleanliness standards. The ability to manage conflict helps ensure that all team members remain focused on the common goal of providing a high level of cleanliness and care for guest rooms. Having conflict management skills is very

important for room cleaners. This capability helps in maintaining positive relationships with guests and co-workers, reducing stress, and achieving high standards of cleanliness in cleaning operations.

Safety Skills

Understanding the concept of work safety by a cleaner is crucial because safety is a top priority in any job, including in the housekeeping industry. Cleaners often deal with cleaning chemicals and tools that can be potentially dangerous if not used properly. Understanding occupational safety concepts, including the safe use, storage, and handling of chemicals, helps protect the health and safety of personnel and guests alike.

Cleaners' work environments often involve physical tasks, such as lifting heavy objects, cleaning slippery surfaces, or reaching for tall equipment. Understanding the principles of ergonomics and proper lifting techniques can help reduce the risk of work injury and ensure that work can be performed without endangering the physical health of personnel.

Understanding occupational safety concepts helps cleaners to respond correctly in emergency situations. They should know how to deal with hazardous material spills, small fires, or other emergencies that may occur during cleanup. Knowledge of safety procedures and first aid measures is an important aspect of their work. With this understanding, cleaners can keep themselves, co-workers and guests safe, and reduce potential risks in their work environment.

The main challenges faced by owners and managers of inns and homestays in maintaining cleanliness. Owners and managers of inns and homestays face various challenges in maintaining high levels of cleanliness and sanitation, especially when they try to provide quality services to their guests. Some of the main challenges faced in maintaining cleanliness include high levels of usage which result in occupied rooms becoming dirty quickly and having to be cleaned immediately, compliance with sanitation standards that must always be followed, rapid rotation of guests in and out (checking in and checking out) which demands that managers must immediately clean rooms that are checked out, the diversity of guest needs that must be immediately met by managers, supplies and equipment that must always be available, staff training to maintain the quality of employees, regular maintenance of accommodation facilities and infrastructure, implementation of the Covid-19 protocol during still applies in society.

Compliance with regulations that must always be carried out in order to maintain the quality of accommodation and homestays, cost savings which are no less important for creating a healthy business, business reputation that must always be maintained so that accommodation and homestays are always busy with visitors, compliance with the community environment to maintain harmony for fellow inn and homestay managers as well as natural preservation around Panrang Luhu Beach, sustainable guest satisfaction caused by service and a healthy environment around the inn and homestay as well as legal compliance and binding inspections in every lodging and homestay management. Based on the above, Inn and homestay owners must invest in the training and knowledge necessary to maintain high levels of cleanliness in their properties.

Conclusion

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