

# CHAPTER I

## INTRODUCTION

### A. Situation Analysis

Tourism, especially lodging, has a big part to play in the problem of water scarcity. Given the size of the industry, tourism can lead to large exploitation of resources. “Water represents a resource with a strong potential to attract tourists.” (Fabrizio D’Ascenzo et al., 2020) However, water demand is not only lean to tourists, but also locals. Water demand can be categorized into domestic and non-domestic (Rimba et al., 2019). Though, the data by Rimba et al said that over 16 years, expansion of tourism and urbanization continue to built-up in Bali Island up to 51.67%. Now, Bali’s tourism is starting to heal from the pandemic. In 2019, before the pandemic, Bali had 6,275,210 of foreign tourists, but then hit the lowest point to 51 tourists in 2021. The latest data from Statistics of Bali Province showed that in only half of 2023, from January to September, Bali already has 3,927,257 foreign tourists (BPS Provinsi Bali, 2023).

Tourism development adds stress to water sustainability. Means, the higher the number of tourists, the bigger the water demand in the accommodation. Targeted in 2025, especially in South Bali including Denpasar, Badung, and Gianyar, water demand increases up to 2.6 times or 522.720 m<sup>3</sup>/day (Study et al., 2006). In the realm of hotel buildings especially in the four and five-star category are substantial users of energy and water, primarily because of the elevated comfort standards they aim to uphold. Yet,

hotels offer a significant opportunity for conserving water and energy (Pinto et al., 2017). Accordingly, the effort required is also great to be able to empower the surrounding resources.

In a research conducted by Seelen et al (2019), the result of public awareness regarding water usage and water quality is concerning. Participants lack in their understanding of water use which is shown by them underestimating the personal direct and indirect impact of water usage that could be a threat to water quality. Therefore, the first thing that needs to be cultivated is awareness about an issue, in this case water management.

In this case, researchers want to conduct a Community Service Program by educating some lodging accommodations, especially in terms of water management. Awareness and knowledge of water management and the issue of water scarcity is vital to be known and improved early on so that it can help advance sustainable tourism in Indonesia. This is in line with the study conducted by Yang (2008) that highlights the importance of socialisation and organisational commitment. Yang not only recommended an organisation to strengthen interpersonal relationships between the workers, but also to facilitate orientation programmes and mentoring systems. By doing so, employees' performance will also improve because these two aspects are intertwined.

This education will be aimed towards the staff and interns of Hotel Maya Sanur so that they can be facilitated using the information and data presented by the researchers. By doing this, the property is expected to gain

awareness and start implementing the correct sustainable tourism system, especially in the water sector.

## **B. Partners's Problem**

Maya Sanur Hotel receives new training students every six months. Since the establishment is a five-star resort, each semester intake of trainees is in great amounts collectively from every department. Training program may seem like a temporary source of staff due to its 6 month cycle, however these students are still a part of the resort's human resource. They have equal working hours as permanent staff, which indicates that they are as heavily involved as regular staff in the day-to-day operations. However, concurrently to the temporal training duration, trainees have less sense of responsibility and obligation in utilising the resort's resources. Their sense of detachment results in less regard for the workplace in the long run. This causes an equation of the resort's manpower to not handle their resources with care, including water resources. One of the examples was while in conversation with Maya Sanur representative, trainees were mentioned to be irresponsibly wasting water in the kitchen department.

Trainees' lack of awareness regarding water consumption in the resort was not easy to deal with since their orientation only lasted for a few days. This specific topic would not be emphasised exceptionally because other prominent topics needed to be covered for their introduction.

The other partner, Sarang Comfort Homestay, needed insights regarding water management since they never experience lecturing focused on the water sector. The regulations for small accommodations are not as

strictly enforced as those for star hotels. With no strict regulations and no knowledge in water management related, causes an unproductive working culture. The employees have less sense of belonging to their resources. Hence, their self-awareness on how essential water resources need to be improved. If they lack awareness, it could then impact the long-term condition of the area.

All of these issues ultimately point to partners' lack of awareness on the environmental condition and the need for action to bring long-term and sustainable impacts to the land of Bali.

