

DEVELOPING AN IMPLEMENTATION MODEL FOR GENDER EQUALITY AND DISABILITY INCLUSIVITY AT MARRIOTT GROUP HOTELS IN BALI TO FOSTER SUSTAINABLE TOURISM

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INTRODUCTION

Gender equality and disability inclusivity are important issues in both tourism and other activities related to human resources. It is imperative to observe that gender equality is a fundamental aspect of the 17 Sustainable Development Goals (SDGs) initiated by the United Nations. This field seeks to ensure that all parties benefit from any form of development. Marriott Group operates 25 properties in various locations across Bali, including the Nusa Dua, Jimbaran, Kuta, and Ubud areas. Previous study indicated that almost all hotels within Marriott Group does not differentiate between genders when it comes to salary distribution. Moreover, the employment of disabled people was based on the operational requirements of each hotel. By actively promoting gender equality and disability inclusivity, this organization has significantly heightened awareness and nurtured an environment that embraces the inclusion of individuals with disabilities in workplaces.

METHODOLOGY

This study adopted a qualitative-interpretative analysis approach, focusing on gender equality and sustainable tourism. Accordingly, the observed data were collected through various methods, including observations, administration of questionnaires using google forms, interviews, and focused group discussions (FGDs). To ensure accuracy and completeness, a voice recorder was employed to conduct in-depth interviews with the respondents. The HRD Manager (HRD Cluster) representing the Nusa Dua cluster, Kuta, Jimbaran, was also engaged in these interviews.

RESULT AND DISCUSSION

SDGs function as a comprehensive global framework that guides development efforts both at the national and international levels. These goals are interrelated and work in synergy to achieve sustainable, equitable, and inclusive development for all. Gender equality and disability inclusivity issues are closely connected to the Sustainable Development Goals (SDGs). Goals 5 and 10 specifically and directly tackle these concerns. Furthermore, these two issues were found to have a cross-sectoral relationship with other goals outlined within the SDGs.

1.The relationship between the implementation of gender and disability with employee performance at Marriott Group Hotels in Bali

The obtained results from the interviews and questionnaires administered to managers and staff of Marriott Group Hotels are summarized in this section. The following inferences were drawn from the results:

- The results showed that the presence of employees with disability did not negatively affect the quality of routine. Instead, it can lead to an improvement in work quality. Persons with disability often face unique challenges that foster adaptability, thereby making them experts in navigating various situations and workplace issues. These set of employees are also always highly motivated to showcase their abilities and make meaningful contributions at work. This drive can lead to a higher level of dedication and better overall results. Moreover, the physical or mental limitations of employees with disabilities necessitates creative approaches to completing tasks. They also have a unique perspective and can think outside the box, leading to the development of innovative solutions to the challenges at hand. It is important to comprehend that when these set of employees feel valued and accepted in the work environment, they tend to be more loyal to the organization and feel satisfied with their jobs. This can potentially reduce employee turnover rates and increase productivity.
- This study confirms that the presence of employees with disability does not reduce the discipline and punctuality of other employees. Employees with disability exhibit the same level of professionalism, discipline, and punctuality as their counterparts. This finding emphasizes that the physical or mental condition of an individual should not hinder their ability to carry out work tasks with professionalism and efficiency
- The obtained results also indicated that the existence of employees with disability did not reduce the independence of other employees. Independence, in this context, refers to the ability of an individual to perform tasks or activities without excessive reliance on others
- It was also found that the presence of employees with disability does not reduce the overall quality of work among employees.

2.Model for the Implementation of Gender and Disability at Marriott Group Hotels in Bali as an Effort to Support Sustainable Tourism

In the process of designing the model for the implementation of gender equality and disability inclusivity at Marriott Group Hotels, a preliminary draft was created, drawing insights from several previous studies. This initial draft was then adjusted to suit the unique HR characteristics of each property and the current management practices. Through a series of focus group discussions, held at the Fairfield by Sheraton Legian Hotel, it was agreed (Figure 1) that the model designed, for the time being, should adopt elements of gender equality and disability inclusivity, aligning with the specific context of Marriott Group Hotels in Bali.

3. Description on the left side of the model image (gender)

- Gender equality (Goal 5): Goal 5 of the SDGs focuses on achieving gender equality and empowering all women and girls. The key targets of this goal include:
- Legal Framework, The implementation of gender equality in Marriott Group Hotels aligns with Indonesian labor regulations relating to gender mainstreaming.
- There is no differentiation in salary and position based on gender. All employees, regardless of gender, are offered equal opportunities and salaries, including for managerial positions.
- The facilities provided to employees are gender-neutral, ensuring equal access to all. For women employees and guests staying overnight, gender-responsive facilities, such as lockers, toilets, children rooms, and children play areas have been thoughtfully prepared to cater to their needs.
- Equal leave policies are implemented in accordance with labor regulations and applicable to both men and women employees. Specifically, women employees who are pregnant or those who give birth are also entitled to their maternity rights.

4. Description of the right side of the model (disability)

- SDGs 8 and 10: SDGs 8 focuses on promoting sustainable and inclusive economic development, full and productive employment, and decent work for all. Meanwhile, SDGs 10 centers on reducing inequalities, both within and between countries, by embracing diversity, equality, and inclusivity in the workplace [14].
- The Legal Framework: The implementation of disability inclusivity follows a similar legal framework as gender equality but with additional regulations specific to disability. This includes compliance with Law No. 8 of 2016 concerning persons with disability. According to this law, an individual can be considered disabled if the person is experiencing long-term physical, intellectual, mental, and/or sensory limitations, which may drastically hinder their full and effective participation in society.
- Accessibility: In the model, accessibility refers to providing opportunities for persons with disability to participate or be recruited as employees, as well as ensuring access to facilities within the hotel while they are at work.
- Inclusive Recruitment: as mandated by the regulations, Marriott Group Hotels are committed to inclusive recruitment practices. This involves recruiting and placing persons with disability in departments suitable to their existing level of situation. The hotels ensure that the recruitment process does not discriminate against these persons or those with diverse gender identities. This includes making job postings and descriptions accessible to these individuals and ensuring that the interview process accommodates their needs.
- Sensitization: Sensitization in this context pertains to raising awareness and understanding about disability to promote care, empathy, inclusivity, and support for disabled people. This involves educating people, organizations, and communities about the challenges faced by these individuals, the barriers they encounter, and the importance of creating an accessible and inclusive environment. The goal of sensitization is to cultivate a more accepting and supportive society, where persons with disability are treated with respect and dignity and offered equal opportunities to participate in all aspects of life.
- Public image: By employing persons with disability, Marriott group hotels could enhance their public image in several ways. Embracing such diversity and inclusivity showcases a commitment to social responsibility and equal opportunities. By showing a genuinely inclusive work culture, the hotels can positively impact their reputation and appeal to socially conscious customers, employees, and stakeholders, ultimately fostering a more positive public image.

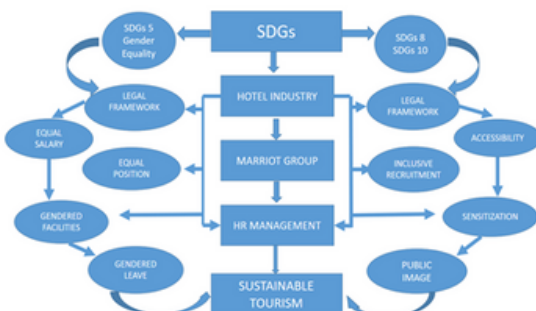


Figure 1 Model of Gender and Disability in Marriott Group

CONCLUSION

This study adopted a qualitative-interpretative analysis approach, focusing on gender equality and sustainable tourism. Accordingly, the observed data were collected through various methods, including observations, administration of questionnaires using google forms, interviews, and focused group discussions (FGDs). To ensure accuracy and completeness, a voice recorder was employed to conduct in-depth interviews with the respondents. The HRD Manager (HRD Cluster) representing the Nusa Dua cluster, Kuta, Jimbaran, was also engaged in these interviews.

RECOMMENDATION

Based on the results of the discussion on gender and disability implemented in the Marriott group hotels, it is recommended that recruiting persons with disabilities in all hotels, both full-time, part-time and trainee workers in the appropriate departments so that all people who have competence but have physical and mental limitations can be accepted to work in hotels without any discrimination.