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Hotel Risk Management Implementation Based on Technology over LH Hotel

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The current economic growth encourages many businesses to grow and thrive. The one of them is growing is Hotel in Bekasi city. The realization of investment in Bekasi City reached 17 trillion IDR over 2017. Thus, the investment targets to encouraged businesses to grow such as business developers in hotels and apartments building over the Bekasi area reached 17 trillion IDR. The increasing factor also needs balanced with the increased availability of hotel rooms and accommodations so that does not create a gap between demand and supply for hotel rooms or accommodations. Business growth and development needs must be planned so that the business can continue running. One of the things must be considered is the risk management, so every business can find out which factors must be considered in developing its business itself.

Keywords: Risk Management, LH Hotel, Technology-Based

1. INTRODUCTION

Hotel is a temporary residence home with rooms and comfortable facilities. The hotel room occupancy rate is very important due to indicate of success level during selling rooms. The higher the occupancy rate means the rooms can be sold out. LH Hotel supply and demand based on rooms number with visitors who order hotel rooms in the West Java Region has shortages in room occupancy level. So, this makes the potential business of accommodation rent hotel is increased over West Java Region. This potential business encourages every business to develop business creative. So that, the risk management is needed to assess a business and anticipate the opportunity also threat business field. Thus, the purpose of risk management to create and protect value during minimizing potential risk. Here, PT. Levina Heldi Gemilang develops LH Hotel as the first-choice hotel that has innovation in service also experienced in service operations based on customer satisfaction. Risk objectives can be supporting the achievement of company performance goals. Here, the goal of PT Levina Heldi Gemilang to create excellent service quality with apply financial system to achieve profits and create marketing

strategies, also recruit quality, and reliable human resources in each field to support the achievement of excellent service quality.

2. METHODOLOGY

The principles of risk management based on ISO 31000 in 2018 include 8 main aspects, as follows:

A. Integrated

Risk management is an integrated activity over all parts of the organization. The organization at LH Hotel has 5 divisions working together to achieve the company's goals.

B. Structured and comprehensive

A structured and comprehensive is an approach to risk management in LH Hotels to contribute, consistent, and comparable to assess the risk management results. Like the maturity of KPI have each division in KPI organization is always achieved and compared its performance every year to be evaluated to improve company performance.

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C. Adjustment

The risk management framework and process are adopted in an organizational context in LH Hotel both internally and externally according to organizational objectives including the company's risk profile.

D. Inclusive

Adjust and involve stakeholders by their knowledge, views, and perceptions. This can generate awareness and risk management information so that the transparency of hotel performance can be monitored.

E. Dynamic

Risks can arise, change or disappear according to changes in an organizational context that occur internally and externally. Risk management anticipates, detects, accepts and responds to changes in a timely and appropriate manner. Top management and subordinates are always ready with rapid changes to maintain the continuity of the business process and growth of LH Hotels

F. The best information available

Risk management input based on information both of the historical and existing data as a material for evaluating risk mitigation. Risk management explicitly deals with limitations and uncertainties related to information and expectations. Information should be immediate, clear and available to relevant marketers.

G. Human and cultural factors

Significant human and cultural behaviour influence can be clustered as an aspect of risk management at every level and stage. For this reason, the corporate culture at LH Hotel is oriented to the company's good habits so that it becomes a natural thing.

H. Continuous improvement

Risk management always makes improvements on an ongoing basis through learning and experience. The monitoring system and evaluating the performance of LH Hotel is an ongoing basis for increased hotel performance.

3. RESULT AND DISCUSSION*A. Establishing the Context*

Context setting aims to identify and expressed organizational goals over the environment in the objectives can be achieved, stakeholders concerned, and the diversity of risk criteria. Here, stakeholder help a reveal and assess the nature and complexity of risks.

Four contexts need to be determined in the setting of the context such as internal context, external context, risk management context, and risk criteria (see Table I and Table II).

Table I. Risk management context

No	Context of Risk Management
1	Internal context is paid attention to the internal side of the organization namely the organizational structure, a culture within the organization, and other things that can affect the achievement of organizational goals.
2	The external context defines the external side of the organization, namely competitors, authority, technological development, and other things that can affect the achievement of organizational goals
3	The risk management context pays attention to how risk management is implemented and how it will be applied in the future
4	Finally, in the formation of an organization's risk management, it is necessary to define mutually agreed parameters to be used as risk criteria.

Table II. Risk management context

No	Assessment	Description
1	Risk identification	identify what risks can affect the achievement of organizational goals
2	Risk analysis	analyze the likelihood and impact of the risks that have been identified
3	Risk evaluation	compare the results of the risk analysis with the risk criteria to determine how risk management will be applied.

B. Risk treatment

In dealing with risks there are explant handling that can be done by the organization: Avoiding risks (risk avoidance), risk mitigation (risk reduction) that can be done by reducing the likelihood or impact, transferring risk to third parties (risk sharing), accepting risk (risk acceptance). The three major processes are accompanied by two processes, namely: Communication - consultation and monitoring - a review. Communication and consultation are important because the ninth risk management principle requires transparent and inclusive risk management, where risk management must be carried out by all parts of the organization and take into account the interests of all organizational stakeholders. The results of monitoring and review can also be used as material for consideration to make improvements to the risk management process. The risk management principle is the foundation of the risk management framework and process, while the risk management framework is the structure that builds the risk management process.

4. CONCLUSION

The conclusion of risk management in LH Hotel operations is that competitors have the potential to have a major impact on the catastrophic level of LH Hotel management so that risk analysis and mitigation must be carefully reviewed by observing the development of LH Hotel occupancy so that the impact can be eliminated as little as possible to a minor level. The department that is very instrumental in minimizing the situation is Marketing.

1. Fires and natural disasters are potential as a major impact on catastrophic levels in the management of LH Hotels, so risk analysis and mitigation must be carefully assessed so that the impacts that occur can be eliminated as little as possible to a minor level. The department which has a very important role in minimizing the situation is BOD.
2. Inventory of food ingredients and amenities as well as the amount of electricity usage costs. Here, the moderate level of impact, so they still need treatment for risk mitigation with supplier contractor where a raw material and their amenities has covered risk mitigation. The electricity usage costs can be mitigated by using LED lights and the automatic on/off room system (room key card system). Here, the electricity back up when electricity out of range (down), LH hotel use Diesel generator in Emergency status with a capacity of 120%. Furthermore, LH Hotel electricity was used solar cells for lighting outside room and hotel mini-park to reduce electricity costs.

The effectiveness and efficiency is decreased dramatically due to the problem of absenteeism and overtime in doing work. Mitigation of this can be done by strengthening and SOP and briefing which is done in every day also every shift with the responsibility of their respective division managers. Turnover / lose core HR at LH Hotels, mostly due to employee performance inadvertence with the reward. This case can be anticipated with several strategies including personal rewards, general rewards (throughout the company), training, and promotions or incentives.

The responsibility of the General Manager and shareholders can be anticipated the case. Conclusion Financial risk management at LH Hotel is on capital which is a large amount of capital investment is very difficult and requires a resilient marketing system. Here, an investor can confidence in the strength of the business at LH Hotel and General Manager is responsible for this process. Each risk will be measured using criteria established by LH Hotel, both criteria for probability and risk impact can assess use probability and impact of risks based on company risk criteria. Risk evaluation includes a comparison between the results of risk analysis with risk criteria that have been determined to determine whether a risk can still be tolerated or not. After that, the risk level is determined based on the results of the risk analysis, the next step is to determine which risks require treatment, and determine the scale of priorities and options chosen. The colour red is indicated high risk, this risk cannot be tolerated, so action must be taken immediately while Yellow status means medium risk. Here, risk management will be based on costs and benefits, if the cost of risk management turns out to be greater than the benefits obtained, then there can be no treatment for medium risk. Furthermore, Green status means low risk, the risk is considered small and treatment is not needed, but it must be ensured that the risk is really small so that there will be no impact on the company later.

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