

# Perancangan Peta Jalan Dalam Rangka Mendorong Pertumbuhan Sertifikasi Standar Usaha Hotel di Indonesia = Roadmap Design to Encourage the Growth of Hotel Business Standard Certification in Indonesia

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## Abstrak

Idealnya, semua hotel di Indonesia telah disertifikasi sesuai standar hotel yang diberlakukan pemerintah sesuai amanah UU. Nyatanya 74,04% hotel belum tersertifikasi. Kondisi tersebut dapat merugikan konsumen/wisatawan karena tidak ada jaminan produk yang ditawarkan hotel berkualitas sesuai standar. Merancang peta jalan bagi para pemangku kepentingan (regulator, pemerintah daerah, lembaga penilaian kesesuaian, asosiasi) merupakan tujuan penelitian ini sebagai upaya mendorong pertumbuhan sertifikasi hotel di Indonesia. Penggunaan pertanyaan terbuka sebagai dasar wawancara dengan para pakar di dalam metode fenomenografi berhasil menetapkan 32 isu. Berdasarkan perhitungan geomean, 23 dari 32 isu tersebut dianggap mempengaruhi pertumbuhan sertifikasi hotel. Lalu, isu tersebut digunakan untuk merancang peta jalan. Selanjutnya, peta jalan prioritas ditentukan menggunakan metode perbandingan berpasangan. Studi ini menetapkan 6 dari 24 rancangan, yakni kaji ulang regulasi, evaluasi penerapan oleh Pemerintah Pusat, pembinaan bagi para pelaku usaha hotel oleh Pemerintah Daerah, pengembangan standar baru, sosialisasi dan pelatihan bagi LSUP, dan pemberian insentif fasilitas bimbingan teknis penerapan standar bagi pelaku usaha hotel yang komitmen. Meski demikian peta jalan lainnya tetap dijalankan secara simultan.

.....Ideally, all hotels in Indonesia have been certified according to hotel standards imposed by the government by the law's mandate. In fact, 74.04% of hotels have not been certified. This condition can be detrimental to consumers/tourists because there is no guarantee that the products offered by the hotel are of quality according to standards. Designing a roadmap for stakeholders (regulators, local governments, conformity assessment bodies, associations) is the aim of this research to encourage the growth of hotel certification in Indonesia. Using open-ended questions as the basis for interviews with experts in the phenomenography method succeeded in establishing 32 issues. Based on geomean calculations, 23 of the 32 issues are considered to affect the growth of hotel certification. Then these issues are used to design a roadmap. Furthermore, priority roadmaps were determined using the pairwise comparison method. They defined 6 of the 24 designs, namely regulatory review, implementation evaluation by the Central Government, guidance for hotel business actors by local governments, development of new standards, socialization and training for LSUPs, and providing incentives such as technical guidance facilities for the application of standards for committed hotel business actors. However, other roadmaps are still being conducted simultaneously.