

Improving China's Generation Z Hospitality Competencies through Counseling in Bali

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ARTICLE INFO

Keywords: Hospitality Training, Generation Z, Competence Enhancement

Received : 25, July

Revised : 10, August

Accepted: 15, September

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ABSTRACT

This community service activity aims to enhance the hospitality competencies of Generation Z from China through counseling conducted in Bali. The counseling, attended by 25 participants aged 19 to 22, employed interactive lectures, group discussions, and practical simulations to improve skills in Front Office and Housekeeping operations. The methods included pretests and posttests to evaluate participant understanding. Results demonstrated a significant increase in knowledge, with an average score improvement from 52 (pretest) to 80 (posttest). These findings suggest that the program successfully enhanced the participants' competencies, preparing them for careers in the international hospitality industry.

INTRODUCTION

The hospitality industry has an important role to play in supporting the growth of the global tourism sector, which is one of the largest economic sectors in the world (Nekova, 2023). Hospitality competencies include not only technical knowledge in hotel operations, but also the cultural, communication, and management understanding necessary to provide quality service to guests from different countries (Jawabreh et al., 2022). In the context of globalization, the hospitality industry faces significant challenges and opportunities, especially with the increasing number of international tourists who have high expectations for the standard of service they receive (Rather, 2019). Therefore, the development of hospitality competencies is crucial for individuals who want to have a career in this industry, especially for the younger generation who will become the workforce of the future (Wisnawa, 2023).

Generation Z, who is currently entering the workforce, has unique characteristics that are different from previous generations (Ozdemir-Guzel & Bas, 2021). They grow up in a highly digital and globally connected environment, which affects the way they communicate, learn, and work. For the younger generation from China, which is one of the largest markets in the global tourism industry, it is important to have hospitality competencies that can compete in the international market (Jayatissa, 2023). The ability to adapt to different cultures, as well as a deep understanding of effective hospitality practices, becomes an invaluable asset. The development of these competencies not only increases their career opportunities, but also supports the growth of the hospitality industry in their home country.

The hospitality outreach conducted in Bali, one of the world's leading tourism destinations, offers a unique opportunity for young people from China to learn first-hand in an environment rich in culture and tradition. Bali, with its cultural diversity, provides an ideal context for participants to understand how hospitality practices can be tailored to the needs and expectations of guests from different cultural backgrounds. In addition, hands-on experience in the field helps participants apply the theories learned in practical situations, ultimately improving their skills and confidence in facing challenges in the hospitality industry.

The importance of this extension also lies in the ability to build cultural bridges between China and Indonesia, especially in the context of tourism and hospitality. By understanding and respecting cultural differences, extension participants can develop more inclusive services and respect diversity, which is one of the key factors in achieving guest satisfaction. In addition, the interaction between extension participants and the local community in Bali also contributes to cultural exchanges that are beneficial for both parties, strengthening relations between nations through community service.

Overall, the development of hospitality competencies for the younger generation from China through outreach in Bali is not only about improving technical skills, but also about building a broader understanding of how the hospitality industry operates in a global context. This counseling prepares participants to contribute effectively in the international hospitality industry,

support the growth of global tourism, and strengthen international relations through cultural and knowledge exchange.

This counseling aims to equip Generation Z from China with basic skills in the hospitality sector, especially in the Front Office and Housekeeping sectors, which are an important part of hotel operations. This activity is designed to provide an in-depth understanding of relevant hospitality practices, so that participants are able to apply the knowledge gained in a professional context in their home country. In addition, this counseling is expected to increase the cultural awareness of participants, considering their interaction with local Balinese culture during the counseling. With a comprehensive approach, this counseling also aims to strengthen their readiness to face the challenges of the global hospitality industry. The skills they learn are expected to be valuable provisions in building a successful career in the increasingly competitive tourism industry.

While previous studies have explored the general importance of hospitality training and cross-cultural competencies (Jayatissa, 2023; Wisnawa, 2023), limited attention has been given to the efficacy of tailored programs that address the unique cultural and professional challenges faced by Chinese youth entering the global hospitality workforce. Moreover, despite the recognition of Generation Z's distinct learning preferences and digital orientation (Ozdemir-Guzel & Bas, 2021), there is a lack of empirical studies that evaluate how these characteristics impact their learning outcomes in real-world settings, particularly in cross-cultural environments like Bali. This research aims to fill this gap by investigating how immersive hospitality training in a culturally diverse location contributes to the development of key competencies in Generation Z from China, thereby enriching the understanding of international hospitality education frameworks.

The implementation of hospitality counseling to Generation Z from China in Bali has made a significant contribution in improving technical skills and understanding of work culture in the hospitality sector. This activity focuses on delivering materials related to Front Office and Housekeeping, which are the two main pillars of hotel operations. With an interactive approach and practical simulations, participants not only gain theoretical knowledge, but also practical skills that can be applied directly in the hospitality industry in their home countries. In addition, this counseling also strengthens international relations through cultural exchanges, where participants can understand Balinese cultural values that play an important role in the local tourism industry. Thus, this activity not only has an impact on improving individual competence, but also on strengthening cross-cultural cooperation which is essential in the era of globalization.

IMPLEMENTATION AND METHODS

The implementation of counseling activities was carried out on August 16, 2024 in Banjar Tegal Jaya, Dalung Village, North Kuta District, Badung Regency, Bali. This location was chosen because it has good access and an atmosphere that supports hospitality counseling, which is in line with the theme

of this community service. This counseling was attended by 25 participants who are Generation Z from China, with an age range between 19 and 22 years old. Participants are selected based on their interest in the hospitality industry, with the aim of enriching their knowledge and skills in the hospitality industry, which is indispensable in the face of global competition.

The method of implementing counseling includes several approaches designed to ensure optimal understanding and engagement of participants. Before starting counseling, a pretest is carried out at the link <https://bit.ly/3WPPBt6> to measure the level of participants' initial understanding of the material to be delivered (Lee et al., 2015). Interactive lectures are the main method, where participants are given explanations of basic concepts and best practices in Front Office and Housekeeping operations, as explained in the extension material. Group discussions are used to encourage the exchange of ideas and experiences between participants, which is then followed by a simulation of hospitality practices that allow participants to apply their knowledge directly in situations that are close to reality. This simulation serves to hone participants' technical skills and increase their confidence in carrying out hospitality tasks.



Figure 1. Hospitality Extension Activities for GenZ from China

The material presented in counseling to Generation Z from China covers two important aspects of hotel operations, namely Front Office and Housekeeping. These two departments play a central role in creating an optimal guest experience during their stay at the hotel (Baker, 2019). The Front Office is responsible for being the first point of contact for guests, from the reservation process, check-in, to check-out. Meanwhile, Housekeeping ensures that guest rooms and hotel public facilities are always clean and comfortable. Effective interaction between these two departments is necessary to keep the hotel's operations running smoothly and ensure guests are satisfied (Kainthola, 2009).

In the Front Office section, the material presented covers various main functions and responsibilities, such as reservation management, check-in and check-out processes, and guest services (Baker, 2019). Front Office staff must ensure that every guest receives fast, precise, and professional service. In addition, the importance of communication between the Front Office and other

departments such as Housekeeping is also emphasized. Through good collaboration, various guest needs can be met immediately, both in terms of requesting additional facilities and handling complaints.

Furthermore, participants were given an in-depth understanding of the role of Housekeeping in maintaining hotel cleanliness and comfort. The main duties of this department include cleaning rooms, managing linen, and maintaining public facilities. High standards of cleanliness must be maintained at all times to ensure that every guest has a pleasant stay (Kandampully & Suhartanto, 2000). Inventory management and logistics in housekeeping are also a focus, where efficiency in the use of resources such as water and energy is part of the department's responsibility.

In addition to the technical aspects, the material also discussed the role of technology in supporting hotel operations. Property Management Systems (PMS) are introduced as a vital tool in efficiently managing reservations, check-in, and check-out (Awad, 2023). This technology not only makes it easier for hotel staff to carry out their duties, but also provides convenience for guests to access various hotel services. In addition, the use of automatic devices such as robotic vacuum cleaners and smart storage systems is also explained as a modern innovation that is able to improve work efficiency in the Housekeeping department.

After the counseling is completed, a posttest is carried out on the link https://bit.ly/posttest_summercouse to evaluate the improvement of participants' understanding and skills (Amruddin et al., 2022). The comparison between the results of the pretest and posttest is used as an indicator of the success of this extension activity. The results of the evaluation showed a significant improvement, which indicates that the methods and materials used in this counseling are effective in achieving the expected goals.

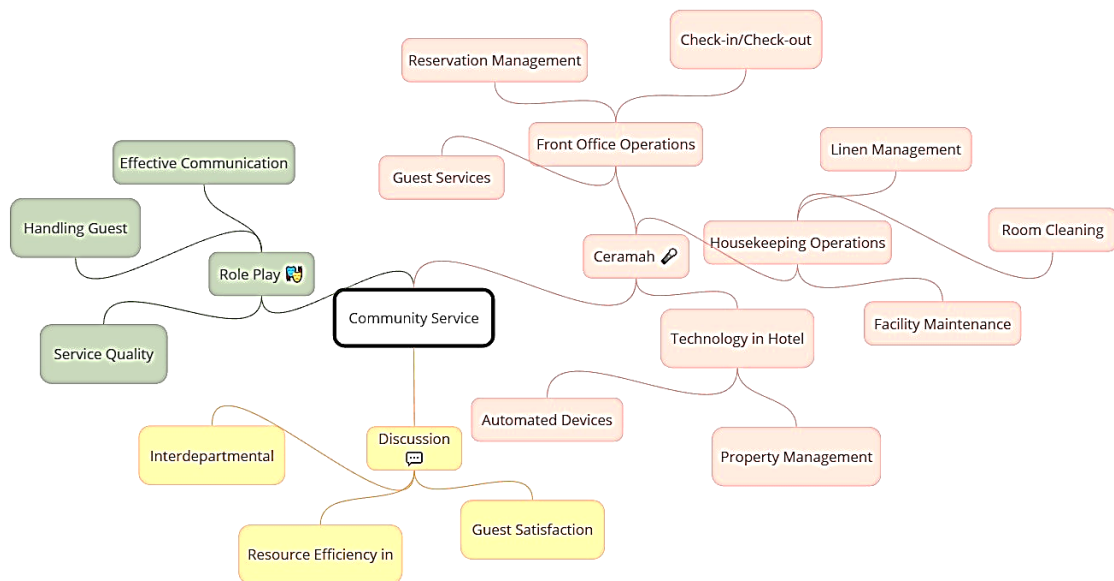


Figure 2. Conceptual Framework

RESULTS AND DISCUSSION

This community service activity aims to increase the understanding and competence of generation Z from China in the hospitality sector through counseling carried out in Bali. Evaluation of the success of the program was carried out through the pretest and posttest methods to measure the improvement of participants' knowledge before and after counseling. This measurement is very important to ensure that the counseling provided is effective in achieving the goal of increasing the competence of participants in the hospitality sector. The average pretest score showed that the participants' initial understanding of hospitality materials was at a fairly low level with a score of 52. After the counseling was carried out, there was a significant increase in the average posttest score, which was 80, showing an increase of 28 points. This increase reflects that the counseling provided has succeeded in substantially increasing the knowledge and understanding of participants in the hospitality field.

The results of the analysis in the first question show a significant increase in understanding of the basic concept of hospitality, especially in identifying commercially managed accommodation business entities. The average pretest score of 55 increased to 75 on the posttest, with an increase of 20 points. This increase reflects the effectiveness of the material presented in strengthening participants' understanding of the basic definition and function of a hotel that operates by providing dining, drinking, and other supporting services to the public. The pretest score for questions regarding the main department in the hotel showed an average score of 60, which increased to 80 on the posttest, with an increase of 20 points. These results indicate that the counseling material has succeeded in increasing participants' understanding of the organizational structure in hotel operations, especially related to the existing key departments. This increase reflects the effectiveness of the material delivery in deepening participants' knowledge of the importance of each key department in supporting hotel operations and services as a whole.

Question number 3 showed a significant increase in the average score from 50 on the pretest to 85 on the posttest, with an increase of 35 points. These results indicate that the material presented during the counseling session succeeded in deepening participants' understanding of minor departments in hotels, which are often considered less important but actually have an essential role in hotel operations. This increase also reflects the effectiveness of the teaching methods used in helping participants understand and appreciate the supporting functions within the hospitality industry.

A significant improvement was seen in question number 4, where the average pretest score of 45 increased to 80 on the posttest, indicating an increase of 35 points. These results reflect that the extension participants successfully understood the concept of tourist travel as a temporary recreational activity that did not aim to find a job. This increase in understanding shows that the material presented in the counseling is effective in clarifying the definition and purpose of the concept, so that it can be applied in a broader hospitality context.

In question number 5, the average score of the pretest was 75, while the posttest score increased to 80, indicating an increase of 5 points. This increase indicates that the extension participants have a good enough understanding of one of the main tasks of the Front Office department before the extension begins. Although the increase in scores was not significant, it showed that the counseling material presented succeeded in strengthening the knowledge already possessed by the participants, ensuring that their understanding of the task was more solid and consistent.

Table 1. Pretest and Posttest Results

No	Question Text	Pretest Score Average	Posttest Score Average	Incresement
1	The establishment which commercially managed accommodation business, which provides dining, drinking and other supporting facilities, open to the public using part or all of its buildings. It is a...	55	75	20
2	The 'major departments' of the hotel include...	60	80	20
3	The example of 'minor department' of the hotel, is...	50	85	35
4	A journey for pleasure, temporary, not to find a job, is called...	45	80	35
5	One of the main duties of the hotel front office department is...	75	80	5
6	The Front Desk Officer at the hotel is in charge of...	45	85	40
7	One of the main duties of the House Keeping Department in a hotel is...	70	80	10
8	The section in charge of cleaning the hotel lobby area is...	45	80	35
9	The most appropriate room cleaning technique for cleaning floors with rough and mossy surfaces is...	30	60	30
10	The best greeting in English, while offering help to guests is...	45	90	45

Average	52	80	28
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Source : Data Processing Results, 2024

The analysis of question number 6 showed a significant improvement in participants' understanding of the responsibilities of the Front Desk Officer in the hotel, with a pretest score of 45 and a posttest score of 85, reflecting an increase of 40 points. This increase indicates that the counseling material is very effective in clarifying the specific roles and responsibilities of the Front Desk Officer, which may have previously been poorly understood by participants. These results also reinforce the importance of counseling in providing the in-depth knowledge needed to carry out front office duties with high professionalism in the hospitality industry.

The increase in the average score from pretest to posttest in question number 7 showed an increase in participants' understanding of the main tasks of the Housekeeping Department in the hotel, with an increase of 10 points, from 70 to 80. This increase indicates that participants already have a good enough basic knowledge before the counseling, and this counseling has succeeded in deepening and strengthening their understanding of the importance of maintaining cleanliness and comfort standards in the hospitality environment. These results also show that the material presented is able to improve the competence of participants in the operational aspect of Housekeeping, although the increase that occurred was relatively moderate.

The results of the pretest on question number 8 showed that participants had a low initial understanding of the responsibility of cleaning public areas in hotels, with an average score of 45. After participating in the counseling, the average score of the participants increased significantly to 80, reflecting an increase of 35 points. This increase indicates that the counseling materials provided are effective in deepening participants' understanding of the importance of maintaining cleanliness in public areas in hotels, which is one of the key factors in creating a positive impression for guests.

In question number 9, there was a significant increase from a pretest score of 30 to a posttest score of 60, with an increase of 30 points. This shows that the counseling material on the right cleaning techniques for floors with rough and mossy surfaces has succeeded in substantially improving the understanding of participants. This improvement indicates that participants previously had limited knowledge in this area, but after counseling, they were able to understand and apply more effective cleaning techniques in accordance with the hotel's operational standards.

The results of the analysis on question number 10 showed a significant improvement in participants' understanding of the appropriate way to greet guests in United Kingdom. The average score of the pretest, which only reached 45, increased drastically to 90 in the posttest, showing an increase of 45 points. This increase reflects the effectiveness of the counseling materials in teaching essential communication skills to participants, who previously had an inadequate understanding of guest etiquette in hospitality environments.

The data from the pretest and posttest results showed a significant improvement in the understanding and skills of participants after participating

in the counseling. The average pretest score of 52 increased to 80 on the posttest, reflecting an average increase of 28 points. This increase reflects the effectiveness of extension materials in overcoming the knowledge gap that existed before. Each question showed an improvement in score, with some noting a very significant spike, such as questions about rough and mossy floor cleaning techniques and how to greet guests in United Kingdom. These results indicate that the counseling has succeeded in providing a deeper understanding and strengthening the practical skills of participants in the hospitality field.



Figure 3. Generation Z Training Participants from China in Bali in Community Service Activities in the Hospitality Sector

The teaching methods applied during counseling had a strong correlation with a significant increase in posttest scores. The use of practical approaches, such as hands-on simulations in the field of hospitality, allows participants to not only understand the theory, but also apply that knowledge in real-life situations. Interactive discussions that actively involve participants in the learning process also contribute to a deeper understanding and better retention of the material. This is reflected in the increase in scores in almost all aspects tested, showing that comprehensive and focused teaching methods are able to effectively improve participants' competencies. Thus, the combination of practical simulation and interactive discussion can be considered as the optimal teaching approach in this hospitality extension context.

The increase in scores on the posttest showed a significant increase in participants' understanding and skills after participating in counseling. This

indicates that the material presented is able to answer the needs of participants in understanding important concepts in the hospitality sector, especially those related to duties and responsibilities in the Front Office and Housekeeping departments. This increase also has positive implications that participants have a better readiness to apply the knowledge gained in real practice in their workplace. With a deeper understanding, it is hoped that participants can improve the quality of service in the hospitality industry, which in turn will contribute to the improvement of service standards in their home countries. Therefore, these results not only show the success of counseling, but also emphasize the importance of competency development through structured and effective counseling programs.

CONCLUSIONS AND RECOMMENDATIONS

The results of the counseling showed a significant increase in participants' understanding and skills related to hospitality operations, which was reflected in the comparison of pretest and posttest scores. The average increase of 28 points shows the effectiveness of the material delivered and the relevance of the teaching methods used. The biggest improvement occurred in the understanding of guest greeting techniques in United Kingdom, which is an important skill in the hospitality industry. These findings indicate that the extension program has succeeded in achieving its goal of improving the competence of participants, which is expected to have a positive impact on their performance in the work environment. It is important to conduct ongoing evaluation and further development to ensure sustainability and improvement in the quality of extension in the future.

Recommendations for further counseling based on these findings include improvements in teaching methods and material delivery. The significant increase in scores showed that the practical and interactive methods were effective, but there was still room to deepen participants' understanding on some specific topics, such as intricate floor cleaning techniques and the role of minor departments within hotels. It is important to consider the addition of more in-depth practice sessions and real case studies to reinforce those concepts. In addition, continuous evaluation using more comprehensive measuring tools, such as written tests and direct observations, is recommended to ensure a deeper understanding. Thus, future counseling can be designed more effectively to improve the overall competence of participants.

ACKNOWLEDGMENTS

With great respect, I would like to express my deepest gratitude to the Rector of Triatma Mulya University, Mr. Dr. Drs. I Ketut Putra Suarthana, M.M., and the Dean of the Faculty of Business and Tourism of Triatma Mulya University, Mr. I Nengah Subadra, S.S., M.Par., Ph.D., for the support and funding provided in the implementation of this international community service activity. The contribution that has been made is very meaningful in the smooth and successful running of the program which aims to improve the competence of the younger generation in the field of hospitality and tourism. Hopefully this synergy and cooperation will continue to be established in an effort to provide

wider benefits for the community and the world of education. This gratitude is a form of appreciation for the dedication and attention that has been given for mutual progress.

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