

Designing a Workplace Health Model for Creative Industry Employees in Tourism Villages: A Grounded Theory Approach”

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Abstract. Tourism villages are one of the fastest growing sectors in the creative industry. Healthy workplace conditions are essential to support employees in generating innovation and creativity. However, workplace health in this sector is often neglected. This research aims to design a workplace wellness model suitable for creative industry employees in tourist villages, using a Grounded Theory approach. The method involved in-depth interviews with 20 employees and 2 managers from a pilot tourist village. Data were analyzed through open, axial, and selective coding stages to identify factors affecting occupational health. The results revealed that lack of government regulation and supervision, high work pressure, and lack of health facilities are some of the main challenges faced by employees. In addition, low managerial support for employee health also worsened workplace conditions. Based on these findings, the proposed workplace health model is the socialization and education of existing OSH regulations, establishing partnerships with OSH institutions or external parties, managing work stress, and providing better health facilities. This model is expected to improve the physical and mental well-being of employees, while encouraging productivity and work quality in the creative industry sector of tourist villages. The main suggestion from this research is the importance of more attention from the management of tourist villages in implementing a comprehensive occupational health policy to create a healthier work environment and support innovation.

Keywords: occupational health, creative industry, tourist village, grounded theory.

INTRODUCTION

Tourism villages have become an integral part of the rapidly growing creative industry in Indonesia, driven by local potential and government support for culture- and nature-based tourism [1]. Tourism villages not only provide authentic cultural experiences for visitors but also create job opportunities for the local community. However, the success of a tourism village as an economic entity is inseparable from the quality of its human resources [2]. In this context, a healthy workplace environment is essential to support employees in being innovative and creative in presenting tourism attractions [3].

Occupational health and safety in the tourism sector, particularly in tourism villages, is often neglected as the primary focus is usually on efforts to increase tourist visits and infrastructure [4]. In this regard, many studies show that an unhealthy workplace can affect employee productivity and mental well-being, especially in sectors that rely on creativity and interaction with tourists [5][6][7]. In tourism villages, the pressure to maintain a positive workplace image can also increase employee stress levels, which ultimately affects the quality of service they provide [8].

This study focuses on designing a workplace health model relevant to the creative industry in tourism villages using the Grounded Theory approach, aiming to identify specific factors that influence occupational health and

safety in this sector. Through an in-depth understanding of the experiences of employees and managers in pioneering tourism villages, this research is expected to provide a comprehensive guide for tourism village managers in creating a work environment that supports the physical and mental well-being of employees.

METHODS

This study uses a qualitative method with a Grounded Theory approach to design a workplace health model appropriate for employees in the creative industry of tourism villages. Grounded Theory was chosen because this approach allows the development of a model based on in-depth field data, making the resulting model more aligned with the specific context of tourism villages.

Research Location and Subjects

This research was conducted in a pioneering category tourism village in the Serang area, Banten. The research subjects consisted of 22 individuals from within the tourism village environment. The selection of research subjects was carried out purposively, considering managers with direct work experience in the management and operations of the tourism village.

Data Collection

Data was collected through in-depth interviews to explore the understanding, experiences, and perceptions of the subjects regarding health and safety in the workplace. The interview guidelines were prepared based on several initial categories but remained flexible to capture aspects that had not been identified at the beginning of the study.

Data Analysis

The data analysis process in this research follows the stages in Grounded Theory, which include:

Open Coding: This stage involves identifying initial concepts from the data obtained through interviews. All relevant data is separated into initial codes without grouping into specific categories.

Axial Coding: At this stage, the identified codes are linked to find larger patterns or themes, such as the main challenges faced by employees, including regulations, work pressure, and managerial support.

Selective Coding: The final stage of this analysis focuses on integrating the themes found into the proposed occupational health model. This process results in key findings in the form of recommendations for the socialization of occupational health and safety regulations, external partnerships, work stress management, and improvements in health and safety facilities.

Data Validation

Validation is conducted through data triangulation by cross-checking employee interviews and discussions with occupational health and safety experts to ensure that the resulting model is valid and suitable for the context of the creative industry in the tourism village.

RESULTS AND DISCUSSION

Open Coding Stage

After the interviews, the next step is to identify initial concepts related to occupational health and safety. These concepts include the challenges and obstacles faced by the managers at the tourism site.

Axial coding stage

TABLE 1. Causal condition

General category	Axial category	Sub-category
	Barriers to Implementing Occupational Health and Safety Models in Tourism Workplaces	Lack of legal status for tour guides Minimal safety facilities No occupational health and

Causal condition		safety training Work pressure/stress Insufficient funding Lack of government support
	Reasons for Developing Occupational Health and Safety Models in Tourism Workplaces	Image of tour guides Safety of managers and tourists Safer, healthier tourism training programs Support from various parties

Barriers to Implementing the Occupational Health and Safety Model in Tourism Workplaces include key categories emphasized during the interviews. These categories encompass sub-categories that represent the main obstacles to the implementation of health and safety models in natural tourism workplaces, namely:

Lack of Legal Status for Tour Guides: Some tour guides in high-risk areas, such as tubing, typically use professional guides. However, tour guides in the tourism village do not have official legal status that demonstrates professionalism. Some foreign tourists visiting these attractions expect that the tour guides are certified, ensuring the safety of the tourists.

Limited Budget: Limited funding makes the implementation of workplace health difficult, particularly in providing facilities and infrastructure that support the health and well-being of employees.

Lack of Occupational Health and Safety Training in Tourist Areas: It is important to raise awareness of occupational health and safety in tourist areas to prevent accidents and other incidents. Occupational health and safety training can also educate managers on how to control risks encountered in each attraction at the tourism site.

Importance of Government Support: Government support is crucial. So far, the government has not prioritized occupational health and safety for tourism villages, despite existing regulations governing the implementation of health and safety in tourist areas. Currently, some government agencies are focused on the aspects of developing infrastructure for tourism villages.

Overall, these categories highlight significant barriers that need to be addressed so that the workplace health model can be implemented more effectively and have a positive impact.

Contextual condition

TABLE 2. Contextual condition

General category	Axial category	Sub-category
Contextual condition	Workplace health issue	Incomplete safety signs Incomplete safety facilities Insufficient personal protective equipment (PPE) Lack of legal status Poor road conditions Low implementation of Clean, Health, Safety, and Environment (CHSE)

Axial Category

Based on the contextual phenomenon from the table, the following points are identified:

- Complete safety signs
- Availability of safety facilities such as fire extinguishers (APAR), first aid kits, evacuation equipment, and life jackets. These should be tailored to the risks faced in the workplace.
- Availability of complete personal protective equipment (PPE). Several PPE items should be provided in natural tourist areas based on identified risks and hazards. For example, PPE provided at waterfall tourist sites includes life jackets and evacuation equipment.
- Certification/legal status demonstrating the professionalism of managers/tour guides.

- Improved infrastructure.
- Increased implementation of Clean, Health, Safety, and Environment (CHSE) through training for tourism managers.

Intervening Conditions

Intervening conditions refer to structural conditions related to action strategies and interactions with a phenomenon. These conditions facilitate or limit the strategies applied in a specific context. Such conditions include space, time, culture, economic status, technological status, profession, history, and personal background. Therefore, in this study, managerial actions related to workplace health (managerial behavior) are considered as intervening conditions.

Action and Interaction Strategies

The way to address situations, issues, and problems faced by individuals in the context of an axial phenomenon is referred to as action/interaction or strategy. A strategy is a suitable and purposeful action taken to solve problems or shape phenomena. In this study, the development of the safety and health model in the workplace is considered as an action and interaction strategy.

Consequences

Consequences refer to the outputs or results of an action/interaction. The actions/interactions taken in response to a phenomenon or its control have consequences and outcomes that are not always predictable or intended. These consequences can impact people, places, or things, or may involve events or incidents such as illnesses. The consequences can be potential or actual and can occur in the present or the future. According to the results of this study, the consequences are categorized into two dimensions: individual consequences and organizational consequences.

The individual consequences of improving health conditions in the workplace include creativity and innovation, physical and mental health, job satisfaction, motivation, promotion, and personal growth and development. On the other hand, the organizational consequences of workplace health encompass reduced work stress, decreased human error, increased media production, enhanced employee loyalty and organizational dependence, organizational growth, improved efficiency and productivity, better teamwork, and improved quality of organizational life. Regarding the comparison of this study with previous studies, it can be said that there are not many similar studies on this subject worldwide.

Selective Coding Stage

The final stage of coding in the Grounded Theory method is selective coding. This method involves the process of selecting core categories, systematically linking them with other categories, verifying the validity of these relationships, and finalizing categories that require further refinement and development.

Below is an overview of the development of the occupational health and safety model in tourism.

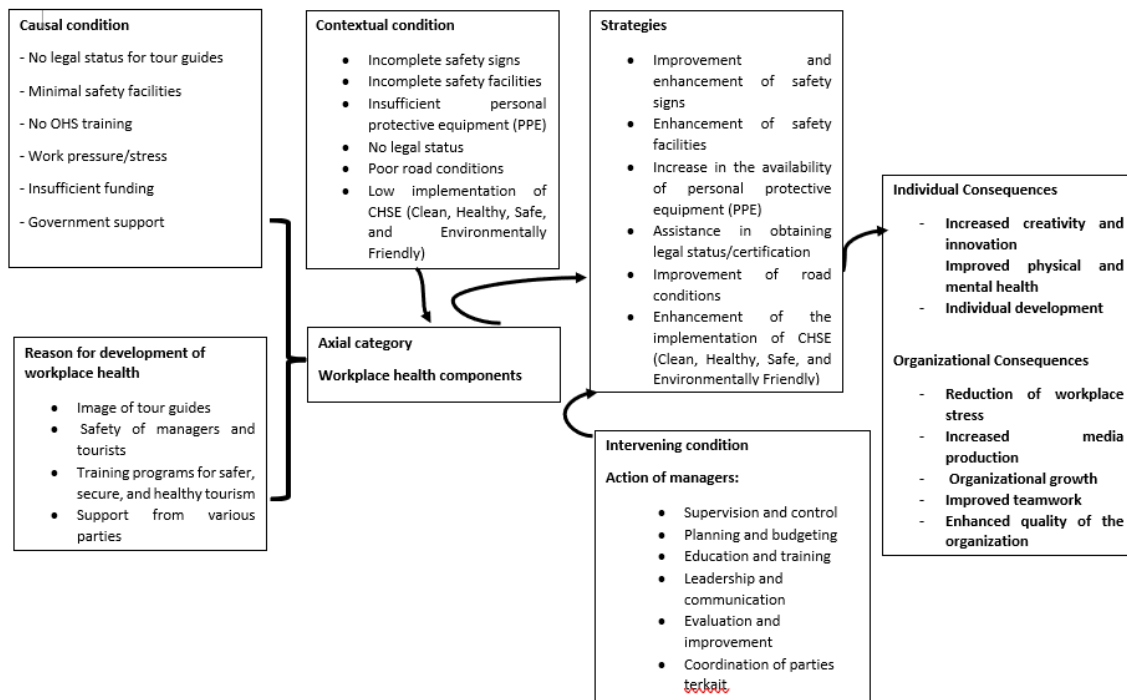


FIGURE 1. Research Paradigm Model

CONCLUSIONS

The study emphasizes the importance of a healthy workplace environment in tourism villages to support the innovation and creativity needed for the industry. Through a grounded theory approach, the research identified several key challenges that hinder the implementation of occupational health and safety (OSH) standards, including lack of government support, and limited health facilities. Based on these insights, the proposed model includes initiatives such as OSH regulation socialization, partnerships with OSH institution, stress management strategies, and enhanced health facilities. This model aims to improve employee well-being, which, in turn, is expected to enhance productivity and service quality within tourism villages. The findings highlight the crucial role of management in actively promoting a safe and healthy workplace to sustain the industry's growth and development in these creative industry.

Based on the research findings, improving the safety and health conditions of the workplace for managers of emerging tourist villages requires fundamental changes in common approaches and practices. Therefore, the following suggestions are presented to achieve the goals of this research:

1. Remove barriers to implementing the workplace health model.
2. OHS education, including the socialization of OHS regulations.
3. Establish mechanisms to enhance cooperation with stakeholders such as the government or local authorities.
4. Create job security that effectively improves the level of workplace health.
5. Considering the importance of work pressure and stress at the workplace health level, attention to this issue should be a priority in the plans.
6. Provide safety signs and other safety facilities such as fire extinguishers and first aid kits.
7. The level of literacy and health awareness among managers should be updated by holding training courses.
8. Regular health examinations of staff should be conducted routinely.

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