

CHAPTER I

INTRODUCTION

A. Background

Solo, famous for its cultures, warm atmosphere, and friendly customs, attracts new visitors every year. These city that never sleeps offers an enormous amount of entertainments, shopping centre (both modern and traditional), cultural heritages, and culinary locations for all tastes. With a new commercial tourism motto, “Solo the Spirit of Java “, Solo is seemingly optimistic to move forward toward the central culture of Java.

The Recent developments of Solo’s tourism have bought a numerous influences over all its subsistence. Besides the significant increase of tourism needs for tourist attractions, restaurants, transportations, tour and travel agents, and more importantly, requirement of hotel becomes essential.

Nowadays, the growth of hotel number is now increasing drastically. This situation becomes a precise chance for hospitality industry, including hotel inside, to improve and enhance their services and qualities. Many hotels are trying to compete each other to attract peoples’ interest as much as possible, so that people want to choose their hotel as a temporary accommodation and an activity facility. It is definitely true that the major income of hotels depends on the number of guests staying. Therefore, hotels must offer a compatibly services and facilities to fulfill

customer's demands. In short, the quality of services and facilities is the main key to success of a hotel, as Novotel concerns.

Novotel Solo is one of four-star hotels in Solo, serving international standards to their guests. As a part of international hotel chain, Accor, Novotel Solo focuses on its two core activities, hospitality (hotel) and a service, which makes Novotel Solo competent among hotel competitors in obtaining customer's satisfaction. Considering the importance of customer's satisfactions as an essential element to build a customer's loyalty, the management of Novotel Solo makes many efforts to obtain the customer's satisfaction, such as focused on the importance of clear marketing strategies, conceives a mutual relationship between company and its customers, and to be creative and proactive to guarantee better customer service.

It could not be denied that every single person who is involved inside supports the success of Novotel Solo. A professional and hospitably services that are offered by every employee represents the hotels' quality. Moreover, it creates a reputable image of hotels. Every department of the Novotel Solo has each responsibility to ensure that hotel operational activities are running well, included Front Office Department.

Front Office Department is indeed the heart, the hub, and the nerve centre of guest activity (Vallen, 1985:24). The reason why Front Office department becomes an essential part of hotel is that its activity, mostly, connected with guests directly or indirectly. Moreover, Front Office department is the hotel quality's reflection that gives the first impression

to the guests. Front office department itself has some sub-divisions, they are; Receptions (front desk agent), Telephone Operator, Concierges, Business Centre, Reservations, and Guest Relation Officer.

As a sub-division of front Office Department, Guest Relations Officer (GRO) aims to give the efficiencies and intensive treatments (attentions) to the guests, especially VIP and group guests. For the unavailability of Public Relations Officer, Guest Relations Officer has functions and responsibilities that are related with Public Relation Officers, even replaces the Public Relation Officer's functions, such as building rapport between her/his organizations (the hotel) with external publics who have some business in hotels (guests, visitors, etc), ensuring that optimum new product's publicity is informed to the guests correctly, etc. Finally, the main focus of Guest relation officer is to strengthen and foster the bond of mutually beneficial and harmonious relationships between the hotel and its guests, so that the guests staying feel satisfied. Furthermore, they are expected to become loyal customers (repeaters).

The writing of this report aims to describe the descriptions, roles, functions, and other related things of Guest Relation Officer in supporting hotel operational activities at Novotel Solo. Considering the remarkable reputation and international hotel chain, the writer has chosen Novotel as the job-training place.

B. Objectives

- a. To describe the GRO at Novotel Hotel Solo.
- b. To describe the functions (the main job descriptions) of GRO in supporting the hotel operational activities and maintaining Guest Relationships in Novotel Solo.
- c. To highlight the roles of GRO in replacing the unavailability of PRO in Novotel Solo.

C. Benefits

1. To the University

As a beneficial input in enriching knowledge regarding the hotel and, in addition, it can be sufficient orientation in creating more proficient trainees in facing the job training, especially in hotel.

2. To the hotel

This report will give benefits to company as an effective medium in promoting Novotel to the public and becomes a consideration to evaluate their GRO availability and GRO's job description.

3. To the students in UNS

The writer hopes that this report can be a useful reference required by readers in enriching their

knowledge to prepare themselves to get the job training,
especially as Guest Relation Officer.

