

CHAPTER II

LITERATURE REVIEW

A. Hotel

Hotel is a place of accommodation for people who are traveling within a period of more than one day with the purpose of refreshing or business. The hospitality room is required to meet the needs of supporting facilities such as Restaurant, Fitness and Spa, Wi-Fi, Swimming Pool, etc. According to *Merriam Webster Dictionary* that “Hotel is an establishment that provides lodging and usually meals, entertainment, and various personal services for the public”(www.merriam-webster.com, accessed on Saturday, 05th May, 2012). Moreover *SK. Menteri Pariwisata, Posdan Telekomunikasi No. KM 37/PW-340/MPPT-86*, defines that “Hotel is an accommodation using a part or all building in order to provide rooms, attendant service, food and beverage service, and any other services to publics, and it is managed as a commercial.” (**Bagyono, 2006:2**).

Hotel is not only a place for staying when we spend the holiday, but also as the place for working. When we work in the hotel, we get entertainment to refresh our mind. It is supported by Steadmon in his book entitled “Managing Front Office Operations.” Steadmon has different statement about hotel, that “hotel or motel is in many ways a fun place to work”. (**1985:3**).

From the statements above, the writer concluded that, hotels have the same thing that is needed by guests from the hotel itself such as; the comfort, service,

and facilities. Furthermore *SK. Menhub. RI. No. PM 10/PW.391 /Phb-77*, defines that “Hotel is a form of commercially managed accommodation; provide to any person to get lodging services with food and beverage.” (www.id.shvoong.com, accessed on Wednesday, 9th May, 2012). According to Tarmozi and Manurung in his book entitled *Professional Hotel Front Liner*, “Hotel is a building used for lodging with commercial purposes and professional services for the guests, including food and beverage, and another facilities.” (2000:1)

In a hotel, there are several departments which have their own duty to support the hotel's activity. They are found in Steadmon's book entitled *Managing Front Office Operations, The Educational Institute of American Hotel & Motel Association, Charles E. Steadmon, 1985*. They are:

1. Engineering Department

Engineering departments in hotels have the responsibility of keeping the highest level of appearance in both the interior and exterior of the property, as well as keeping all equipment operational. (27)

2. Accounting Department

Accounting department in a hotel is responsible for handling the financial activities of the operation. (26)

3. Sales and Marketing Department

The primary goal or objective of a marketing department is to attract guests to the property. (26)

4. Reservation Department

commit to user

The reservation section of the rooms division is charged with responsibility for receiving, accepting, and making reservations for potential and actual guests of the hotel. In addition to the basic duty of handling room reservations, this section must keep exact record regarding to the status of guestrooms and make sure that future dates are not overbooked. Close coordination with the sales and marketing department is essential when large groups are booked into a hotel. (22)

5. Housekeeping Department

The fundamental goals of this department are to provide vacant and ready rooms, to clean occupied rooms, and to help the Front office keep the status of every room. (23)

Additionally, the writer searched from website www.wisegeek.com, accessed on Sunday, 22th April, 2012 and www.cclcareers.com, accessed on Wednesday, 9th May, 2012. They are:

6. Human Resource Department (HRD)

Human Resource Department is a term that is used in business to refer to the people who work for a company or organization. It also is used to refer to the department of a company that is responsible for managing those resources, such as hiring and training new employees and overseeing the benefits and compensation packages provided to all of the company's employees. (www.wisegeek.com)

7. Food and Beverage

The Food & Beverage department is the largest department on board comprising of various areas working together to cater to our guest's food and beverage needs. From mouth-watering meals to deliciously refreshing cocktails, the food and beverage department works around the clock to ensure our guests receive world class service, award winning cuisine and memorable experiences at all our bars, restaurants and lounges. Entry level positions within this department include waiters, cooks, bar servers, hotel stewards and galley stewards, however there are numerous management and supervisory positions as well as opportunities for career advancement. (www.cclcareers.com)

B. Accor Chain

Accor is the world's largest hotel operator and leading hotel employer. It is present in 90 countries, with 4.229 hotels and nearly 507.306 rooms. Accor's brands offer hotel stays tailored to the specific needs of each business and leisure customer. Accor have designed, developed, and offered high value-added services which created benefits to 33 million users and 22 million affiliated services operators in 40 countries. Accor services become "Endered", it is the world leader in prepared service vouchers with Ticket Restaurant, Ticket Alimentation, ticket CESU, Childcare Vouchers, Ticket Car, Ticket Clean Way, Ticket Compliments, Kadeos, etc.

Accor was built by two French men Gerard Pellison and Paul Dubrule in 1983. Gerard Pellison and Paul Dubrule opening of the first hotel in 1967, it is Novotel in Lille, France. Then in 1974-2009, they had opened many hotels in the world such as; Novotel, Ibis, Etap, 6 Motel, Red Roof Inn, Sofitel, Mercure Grand Hotel, Formula 1, All Session, M Gallery, Pullman, Lenotre, and Thalassa. Gerard Pellison and Paul Dubrule are not alone in managing Accor, they are assisted by three Chief Executive Officers, they are Jean Marc Espalioux (1997-2005), GillePellison (2006-2010), and Denis Hennequin (2011-present).

The founders choose name “Accor” because it comes out on top in alphabetical list, it is short and easy to remember, same pronunciation in France and English. Accor have logo, it is Bernache bird which symbolizes openness, freedom, travel, mutual support, and combined expertise. Beside, Accor have vision, strength, philosophy and values to create as the image of Accor as international hospitality and service industry. The following are the Accor vision, strength, philosophy, and values:

- Vision : Accor is the leader in hospitality and tourism in Asia Pacific.
- Strength : our strength is in our unique diversity of product, our world class brand and pre-eminent network.
- Philosophy : our philosophy is to always exceed the expectation of our guests, employees and shareholder.

- Values : we are committed to upholding the Accor's values; Trust, Respect, Performance, Innovation and The Spirit of Conquest.

(Source: HRD Novotel Solo).

C. Conception of Novotel

“Novotel is one of the hotels possessed by Accor. It is an international network of conveniently modern designed and leisure”. (www.novotel.com, accessed on Friday, 20th April 2012). Novotel hotel can be classified as business and families hotel. Beside strategically located in the hearth of city, the guests of Novotel are mostly businessmen and families. However, it does not mean that Novotel has limited purpose as business and families' hotel only. Motto of Novotel is “designed for natural living” means that Novotel blends its innovatively modern style with decoration of traditional art in it. Novotel rooms have been designed to meet the needs of all types of hotel users like individual travelers, or even for recreational families.

D. Front Office Department

Front Office from English language “Front” means *depan*, and “Office” means *kantor*. So Front Office is *Kantor Depan*. In understanding context of hotel, front office is a hotel front door or lobby. It is the busiest place in the hotel. It is located at the front, so Front Office is included as a department which is easy to be found and to be seen by the guests. To name Front Office, several hotels use

another term, which is guest service area. The Head of Department is called Guest Service Manager. Then the employee is called guest service agents. However, front office term is still commonly used in hospitality industry and education. While the Front Liner is a name for front office staffs that are directly related to the guests; such as reception, cashier, guest relation officer, doorman, and bellboy. Front desk term is called narrowly for reception section. It is called front desk because the duties are on desk. (Bagyono, 2006:21)

The most visible area in a property with the greatest amount of guest contact is the front office. The front desk, cashier, mail, and information sections of the front office are located in the lobby. The front desk itself is the focal point of activity in the front office because that is where the guest is registered, assigned to a room, and checked out. The actual physical structure of front desk varies widely and can include straight counters, circular counters, and regular office desks places in lobbies. (Charles E. Steadmon:20).

The writer find the parts of front office from book entitled *Buku Pintar Istilah Kantor Depan Hotel (Hotel Front Office)*, Alfabeta, Bagyono S.Pd, 2003 as follows:

1. Reception (Front Desk Agent)

The staffs have duties in reception section. They are also called registration clerk or room clerk. The duties of receptionists are:

- Serving the guests who check-in and checkout according to the procedures established by management.
- Selling room to the guests.

- Knowing all activities taking place at the hotel.
- Reading logbook and notice board to know the information update.
- Preparing guests' arrival individually and in group.
- Preparing arrival and departure list.
- Assisting in filling out registration card.
- Updating room status on computer.
- Providing appropriate information to the guests, both outside the hotel and hotel information.
- Serving the guests who move to another room.
- Making room status and room sell report.
- Cooperating with another department in hotel.
- Handling guests' comments.

(Bagyono:95)

2. Concierge

Concierge is an employee who serves the guests with the duties to bring the guests' luggage. Other similar names for bell boy is bellhop, bell person and service clerk. Another duty of a bellboy are delivering newspaper to the guest rooms before 06.00 am by order or based on hotel policy, deliver mails for the guests who stay at the hotel, or help another department like telephone operator or reception. (Bagyono:19)

3. Guest Relations Officer (GRO)

Word by word meaning of Guest Relations Officer:

- Guest

The person who stay at the hotel,

- Guest is the most important person in the hotel.
- Guest is not dependent to us but instead we are dependent on the guests.
- Guests are not person who interfere our work but they are our purpose and our expectation.
- Guests are not stranger for us but they are a part which cannot be separated from our business.
- Guests are not soulless things; they have emotion and bias as we also do.
- Guests will convey their wishes to be served with mutual benefits.

(Bagyono:61)

The following are some other terms that the writer found from www.education.yahoo.com, accessed on Sunday, 22th April, 2012.

- Relation

Relation is the mutual dealings or connection of persons, groups, or nations in social, business, or diplomatic matters, international relation.

- Officer

Officer is one who holds an office of authority or trust in an organization, such as corporation or government.

From each word of the explanation above, Guest Relations Officer is responsible and accountable operations in relation to the Guest Relation section whilst on duty. All duties and tasks performed are to be procedurally correct, timely and consistently executed, which reflect effective and efficient work practices and guest service standards, that the guest' first and last impressions of the hotel that lasts are the ones of genuine warmth, friendliness and high standards.

