

## CHAPTER II

### LITERATURE REVIEW

#### A. Hotel Definition

According to AHMA (American Hotel & Motel Association), a hotel is defined as “an establishment whose primary business is providing lodging facilities for the public. Hotel furnishes one or more of the following service: food & beverage service, room attendant service, laundry of linens and use of furniture and fixture.” (Sugiarto and Sulartiningrum, 2003:8).

According to SK MenParPosTel No: KM34/HK103/MPPT-87, hotel maybe defined as: “Hotel adalah suatu jenis akomodasi yang menggunakan sebagian atau seluruh bangunan untuk menyediakan jasa pelayanan penginapan, makan & jasa lainnya bagi umum yang dikelola secara komersil serta memenuhi ketentuan persyaratan yang ditetapkan didalam keputusan pemerintah.” (Sugiarto and Sulartiningrum, 2003:9).

According to Braham, hotel maybe defined as “an establishment held out by proprietor as offering food, drink and if so required sleeping accommodation without special contact, to any travelers presenting himself who appears able and willing to pay a reasonable sum for the service and facilities provided and who is in a fit state received.” (Braham, 1993: 173)

Based on the definitions, it can be concluded that hotel is a kind of accommodation using partial or entire building to serve in services, food &

beverage and the other services provided for public and commercially organized to get a profit.

## **B. FRONT OFFICE DEPARTMENT**

### **1. Definition**

According to Damardjati, front office is a hotel section as administrative and operational to handle guest roaming in hotel. (Damardjati, 1995:44)

Front Office Department must be able to present the characteristic of the hotel to the guests in order to attract their attention. Front office is the location where the guests get first experience when they arrive at the hotel. Front Office Department in a hotel is indeed the heart and the nerve center of the guest activities. Besides, front office has important role to get big income for the hotel by selling rooms.

### **2. Roles of Front Office Department**

Front Office Department plays important role in hotel operation. The role includes the following:

- a. Front Office is often called the heart of the hotel.

The front office employees have direct contact between the hotel and its guests from the room reservation until the check-out section. In general, the guests may have little or no contact with hotel personnel except with the front officers. Because of that reason, the purpose of the hotel

operation in Front Office Department is to improve the quality of service to the guests.

b. Front Office is the communication center in the hotel.

The relation between the guests and hotel management is always through the front office, because front office is directly related with the guests and located at the front office of the hotel. The guests can request their needs by informing in to the front officer. The other hotel employees get the information about the guest request from the front officer. Therefore, coordination between the hotel employee and guests is also through the front office.

c. Front Office is the motivators center all of activities in hotel operation.

Front Office Department is the activator of hotel operation by accepting the guests in hotel. After the front officers accept the guest in hotel, the employee in each department can start their activities to give the best service to the guests. Therefore, front office becomes an agent or a bridge between the guest and the hotel.

d. Front Office is the first and as well as the last impression and also as an image for the guests.

Front office has responsibility to make the guests satisfied in the first and the last impression in order to build good image of the hotel. As the direct contact between the guests and hotel, service of front officer is the key of the guest opinion about the hotel. Therefore, the guest opinion about their

satisfaction when they stay in a hotel is the best advertisement for the hotel.

- e. Front Office has the main role to increase the hotel revenue.

The main purpose of the guests coming to the hotel is to stay. It is the front office responsibility to sell the room and the hotel products to the guests when they come. Therefore, the front office becomes the biggest revenue in the hotel operation, besides Food & Beverage Department and Marketing Department.

### **3. Job Description of Positions in Front Office**

#### a. Front Office Manager

Front Office Manager is the highest position in Front Office Department and responsible for controlling the operation and administration activities at the Front Office Department. The duties are:

- 1) Maximizing hotel occupancy according to the company target.
- 2) Monitoring the procedure of check-in and check-out at front office desk
- 3) Checking the accuracy of daily, weekly, monthly occupancy report, room sales recapitulation, expected arrival and departure list.
- 4) Holding regular meeting with the employee to make sure that each employee understands about hotel policies and opening procedure.
- 5) Monitoring the competition rate and room occupancy of the other competitor hotel.

- 6) Handling guest problems and complaints wisely.
- 7) Maintaining an open communication with the other departments.
- 8) Arranging the operational budget of Front Office Department.

b. Receptionist

Receptionist has responsibility for handling check-in and check-out process of the guests and giving information about hotel facilities and policies to the guests. The duties are:

- 1) Handling the guests checks-in and checks-out based on the SQS (Standard Quality Service)
- 2) Checking the room situation (Expected Arrival rooms, Out of Order, Vacant Room, Room Ready for Sale)
- 3) Informing to the guests about hotel facilities and policies.
- 4) Informing to Housekeeping and Room Service about Guest in House.
- 5) Checking reservation for VIP (Very Important Person) and group arrival.
- 6) Making a daily report about room sale data and then submitted it to Front Office Manager.
- 7) Confirming to the housekeeping about all the room status to anticipate 'walk in guest'.
- 8) Making a note about everything related with daily activities in Reception Desk in the logbook.

- 9) Maintaining the cooperation with the other employee and good relationship with the guest.

#### c. Reservationist

Reservationist is the important section in Front Office Department, because all activities in a hotel start from the reservation section. Reservation has responsibility in handling any reservation from the guests. The duties are:

- 1) Answering all incoming calls related with room reservation
- 2) Following up room booking through both telephone and fax
- 3) Confirming the incoming reservation to the guests.
- 4) Processing and finishing room cancellation and list of no show guest.
- 5) Giving information to the reception about the Expected Arrival Guest according to the guest reservation.
- 6) Participating to promote hotel products to the prospective guests.
- 7) Up-dating the change of information about guest reservation.
- 8) Keeping all reservation archives well.

#### d. Guest Relation Officer (GRO)

GRO is a public relation officer in Front Office Department having responsibility of handling guest complaint about the hotel products and facilities. The duties are:

- 1) Welcoming and determining that welcome drink has already been served.
- 2) Participating to promote hotel facilities and services or hotel special program in a certain period.

- 3) Preparing welcome letter for the Expected Arrival Group
- 4) Asking for the guest comment about hotel services
- 5) Giving special attention for VIP/VVIP guests.
- 6) Having good coordination with the other departments related with guest complaint.
- 7) Escorting the guest to her/his room and explaining the room facilities.

e. Front Office Cashier (FOC)

The management of FOC is under Accounting Department and supervised by Chief Accounting. FOC is responsible for handling all guest payments when they check out. The duties are:

- 1) Serving the guests to store their valuable goods in Safe Deposit Box
- 2) Checking the guests out and calculating the total charges.
- 3) Receiving payments from the guests on check out time.
- 4) Assisting the other staff in the Front Office.
- 5) Checking the Expected Departure Guest and Expected Arrival Guests.
- 6) Preparing the guest bill.

f. Telephone Operator

Telephone Operator has essential responsibility in coordinating the use of telephone system in a hotel. The duties are:

- 1) Operating the switchboard accurately and efficiently.

- 2) Answering all incoming and outgoing telephone both internal and external calls.
- 3) Serving telephone request either from the guests or from hotel employee.
- 4) Serving wake up call request from the guests.
- 5) Making the guests daily telephone and fax bill for front desk staff.
- 6) Giving a priority of attention to the guests in group and VIP.
- 7) Making telephone report monthly of the other department or extension.
- 8) Arranging weekly music and movie program.
- 9) Participating in giving information about the hotel service and products to the public by telephone.

#### g. Bellboy

A bellboy is responsible for handling the guest luggage when they check in and check out. The duties are :

- 1) Welcoming the guests
- 2) Handling the guest luggage
- 3) Escorting the guest to her/his room and explaining the room facilities.
- 4) Delivering letters, newspapers, faxes, messages and documents to the guest room.
- 5) Preparing the work equipment to do the duty.



- 6) Maintaining the cleanliness and tidiness around the Front Office Desk and the Bellboy Counter.
- 7) Providing taxi service for the guest if necessary.
- 8) Making a daily newspaper report data and then submitted it to Chief Accounting.
- 9) Making cooperation with Front Office employee in serving the guests.
- 10) Making a note about everything related with daily activities in bellboy counter in the logbook.
- 11) Maintaining the hotel drivers for the guests and the hotel employee needs.
- 12) Participating in giving information about the hotel products and facilities to the guests.

## **C. BELLBOY**

### **1. Definition**

According to Bagyono (1997: 1), a bellboy is a hotel employee that has function for handling the guest's luggage when they arrive at the hotel (check in) and when they leave the hotel (check out).

The service in a hotel, especially five stars hotel is complete and almost fulfills all the guests need during their stay. The hotel service includes accommodation, food & beverage, laundry until porter service. Handling the guest's luggage is an important activity and it cannot be ignored. A carelessness

of Bellboy in handling the guest's luggage can disturb the activity of guests and make the guest disappointed.

A bellboy is an important section in a hotel because its job is related with guests. A bellboy has important role in building the hotel image. A bellboy has responsibility for handling the guests luggage when they check in until check out. Besides, the Bellboy should give the explanation about the hotel and all information that the guest need accurately. Because of that reason, in this section, the bellboy needs extra knowledge and ability. Moreover, in handling the guests complaints, the bellboy must be patient. The bellboy must give reason and explanation related to the guest's complaints with no anger.

## 2. Basic Knowledge of Bellboy

In handling the guest luggage, the bellboy should have basic knowledge about the types of luggage.

### a. Trunk

Trunk is a bag or a big suitcase to bring clothes, movie equipment and the other equipment to traveling for long stay.

### b. Suitcase

Suitcase is usually used to bring clothes for traveling. Suitcase is divided into two types, they are:

- Hard suitcase, it is made from metal or plastic.
- Soft suitcase, it is made from leather or canvas.

### c. Handbag (Satchel)

Handbag is a bag that is made from soft materials, such as, leather, plastic, canvas and it has layer inside. It is usually used by women and carried by the hand. It is used to bring magazine, book, comb, towel, shower equipments, etc.

d. Briefcase

Briefcase has similar model with suitcase. It is usually used by men especially businessman to bring documents, ticket, cellular phone, letters, money, etc.

e. Cosmetic case (Beauty Case, Vanity Case)

Cosmetic case is a bag to bring cosmetic equipment and women usually use it.

f. Box (Cardboard box)

Box is containing any kinds of luggage. Therefore, the bellboy should confirm to the guests that the box content is not allowed luggage to bring in the room.

g. Camera case.

A bag to bring photography equipment, such as body camera, lens, flashes, etc.

h. Traveling bag

Traveling bag is a small bag and it is often called shoulder bag. Backpackers and students usually use it.

i. Umbrella

The guests often bring umbrella when they check-in especially at the rain season.

Besides, the bellboy should have the other basic knowledge about the followings:

a. Hotel and room facilities.

The bellboy must be able to give more information clearly about the hotel facilities, events and services to the guests.

b. Type of room in hotel

Mastering the information about the type of room and the facilities inside the room is important to show the special quality of the room in order to attract the guest's interest especially at showing room time.

c. Courtesy in accepting the guests

The etiquette of the bellboy to greet the guests is influential in improving the good image of the hotel.