

CHAPTER I

INTRODUCTION

1.1 Background

Activities undertaken by humans are varieties, with a variety of activities which are then more also required the creation of the media as a means of supporting human activities. Nowadays, there is one industry that grow up so faster than others. It is hospitality industry. There are many hospitality industry and other accommodation services in Indonesia, exactly in South Sumatera. The examples are hotel, bank, hospital, restaurant and others.

Hotel is one of largest hospitality industry. According to Sulistiyono (2011:5) hotel is a company what is managed by the owner by providing foods and beverages service, a room facility for sleep to people who travel and can pay with normal amount of money appropriate with the service that got by the people without any specific agreement. Meanwhile Rumeckso (2002:2) states that hotel is a building which hires the rooms with the facilities such as food and beverage which is run well to get the benefits.

Hotel industry has two special characteristics called tangible service and intangible service. The examples of tangible service are rooms, food, and beverage. The examples of intangible service are hospitality, politeness, velocity, and capable, that is why hotel industry is called as one of the hospitality industry.

The hotels will try to give a different value added products and services as well as services provided to guests. It added value that makes a hotel different from each other, with the selection of guests to a hotel led to the on set of competition in the hospitality business, not all hotels managed to compete and dominate the market in accordance with a predetermined target, let alone in the State of the economy right now, in the year 2015, Palembang there will be an asean economic community where it was a tight competition in the business, especially business in hotel industry.

Hotel accommodation is one that uses part or all of the parts to service provider of lodging, food and beverages and other services for the general public which is managed commercially (Parpostel Minister's decision No. 94/HK103 Km/MPPT 1987). The writer conclude that hotel is one of accomodation which is sell the rooms, food and beverage and services for public.

The main goal of hotel is success to sell the room occupancy. Occupancy is a measure of success in selling hotel rooms on its key products and the main goal is the guests go to the hotel for overnight stay and enjoy the facilities, and guests need a clean and comfortable room, in addition marketing department must be creative to make the room is comfort, and the guest interested to come in the hotel. Sales and Marketing Department is the main department in hotel which has reponsibility to promote hotel product and build good relationship between hotel and other companies.

Based on the explanation above, the writer is interesting to discussing about “Maximizing Occupancy at Aryaduta Hotel and Convention Center Palembang to Welcome The ASEAN Economic Community 2015”.

1.2 Problem Formulation

What are the strategies applied by the sales and marketing department of Aryaduta hotel to maximize occupancy?

1.3 Research Purpose

To know what the strategies applied by sales and marketing department of Aryaduta hotel in maximizing occupancy.

1.4 Research Benefit

1. The writer can add knowledge and experience concerning the strategy to maximize the occupancy in a hotel.
2. The readers can get a learning to know the system of sales marketing at the five-star hotel to maximize the occupancy.

3. As the material for the evaluation of the effectiveness of the sales marketing team performance in Aryaduta Palembang.
4. Giving the input to Aryaduta hotel in an effort to maximize the occupancy of hotel.