

CHAPTER I INTRODUCTION

In this chapter the writer explains about background, problem, purpose and benefits.

1.1 Background

Tourism industry is one of the important sectors to increase government income. The income from tourism sectors gets from customer contribution. Wahab (1975, p.55) mentions tourism is one of the new industries which are able to accelerate economic growth and employment, increasing income and living standard stimulate other productive sectors. Dzulkijiana and Caesaratih (2010, p.2) says that tourism depends heavily on infrastructure, the availability of the infrastructure will make easier for visitor to go to the tourist sites. The infrastructure that supported the tourism are highways, bridges, restaurants, communications network and accommodation. Accommodation is one of tourism infrastructure included hotel.

Hotel is an important part of tourism infrastructure because tourists need to sleep at the end of their day. Sulastriningrum and Sugiarto (2003, p.3) say that hotel is one of hospitality industries that provide lodging, meal, drinks, etc. In hotel, guests can enjoy all of services provided by all of department like House Keeping, Security, Food & Beverage, Engineering, Human Resources, Accounting and Front Office Departments.

Front office is a reflection of the hotel quality, which will first be valued by guests at the time of entering the hotel. The front office department is as front liner to sell the room. According to Darsono (2001, p.23) Front office department is divided into six sections. They are **Reservation, Reception, Telephone operator, Concierge/uniform, Guest relation officer and Front office cashier sections.**

Concierge is a section which has great influence of the six sections in the front office department because for the first-time guests come to stay and leave the hotel is always associated with the concierge section. Medlik (1980, p.40) says in the hotel, concierge section has the duties to serve the arrival and departures of the guests, to welcome and greet the guests, to handle the guest luggage and even to park the vehicles is responsibility of the concierge section, which starts from the entrance and the parking area to the hotel room.

Good service is very necessary to make customers comfortable and satisfied to come to the hotel. Kartajaya (2007, p.4) mentions good service can provide added value continuously that can give satisfaction to the customers. In doing the duties and responsibilities the concierge staff impress the guests with the excellent service and the guests will get the first experience.

Sometimes in doing their jobs concierge staff face some problems. The problems are in giving the service to the guests. They have difficulties in communicating with the guest who speaks in different languages. For example when the guest is asking some information about the hotel, concierge staff can not give information clearly to the guest. Another problem is the staff got the complaint of taking the guest luggage to the room. The complaint is usually about the delivery of the luggage delayed. It is because the elevator is not big enough to carry the staff with more stuff such as luggage, trolley, housekeeping basket and etc. In addition the writer is interested in observing the service applied at The Aryaduta Hotel and Convention Center Palembang, because The Aryaduta Hotel and Convention Center is one of the five-star hotels in Palembang which has an international standard.

Therefore, in this special occasion the writer would like to write the final report which is entitled **“The Service Given by Concierge Section Staff at The Aryaduta Hotel and Convention Center Palembang”**

1.2 Problem

Based on the explanation above, the writer found a problem stated below:
Are the service given by concierge section staff at The Aryaduta Hotel and Convention Center Palembang appropriate with the standard operational procedure.

1.3 Purpose and Benefits

1.3.1 Purpose

The purpose of this final report is to identify how the service is given by the concierge section staff at front office department of The Aryaduta Hotel and Convention Center Palembang.

1.3.2 Benefits

The writer expects some contribution as the result of this final report as follows.

- The hotel can evaluate the service of concierge section staffs and improve the quality of service to their guests.
- The students of English Department State Polytechnic of Sriwijaya can enrich their knowledge about the service in the hotel especially in concierge section.