

CHAPTER II

LITERATURE REVIEW

In this chapter the writer explains about definition of hotel, front office department, section of front office department and the duties of concierge section staff.

2.1 Hotel

Hotel is one of hospitality industry that served Rooms, Food and Beverage and others facilities. Sugiarto (2003, p.3) says that hotel is one of hospitality industry that is always needed by tourist for their place to stay, tourist can enjoy the facilities and foods and beverage that is provided by hotel for business industry. And Hornby (1984, p.414) defines that hotel is building where meals and rooms are provided for travelers. Furthermore Medlik (2006, p.11) says that a hotel is an establishment providing for reward accommodation, food and drink for travelers and temporary residents, and usually also meals and refreshments and sometimes other facilities for other user. And Soenarno (2006, p.12) adds that the hotel is an establishment which offers accommodations, food and drink to travelers. From those statements, the writer concludes that hotel is the building established for staying and for commercial purpose which rooms and meals provided for travelers and public society to get profit.

Hotels are classified based on the standard facilities. The classification is star 1 until star 5 hotels (Sulastiono, 2008). Based on United State Lodging Industry (2004), the hotel is divided into four types:

1. Transit Hotel

Transit hotel is a kind of hotel which is located in the center of city. The guests who stay in this hotel are mostly businessmen and tourists.

2. Residential Hotel

Basically, this kind of hotel is a house or an apartment which room is rented monthly or yearly. Residential hotel provides service like a hotel, for example there is food and beverage service and room cleaning service.

3. Resort Hotel

Resort hotel is generally located near beach and it is provided for tourist. This hotel has room conference facility.

4. Business Hotel

Business Hotel is a hotel that is provided for people who have business or activities for short time and long term periods.

2.2 Front Office Department

The main product of hotel is rooms. For handling sale of hotel rooms, there are some departments. The department are Sales and Marketing department, Housekeeping department, Front Office department. Front Office Department is a department which handles guest for using the room, reservation, receptionist, check-in and until check-out.

Front Office Department of hotel is acquainted as The First and The Last impression of the guest. The guest who comes in hotel must meet the Front Office Department First. Andrews (1982, p.115) states “The Front Office in a hotel is the department responsible for the sale of hotel rooms through systematic method of reservation, followed by the registration and assigning rooms to customers. The front office in a hotel holds prime importance in view of the basic nature business of a hotel. Revenue collected from the sale of room contribution from more than 50 percent of total hotel sales. The profit percentage from sales of image building, which is the first and last point of contact everyday”

Based on the explanation above, we can know that front office is the department which has responsibility to sell rooms starting from reservation, registration, and then giving the room key to the guest. Front office department

reflects the whole hotel from the first impression of the guest when they arrived. Kasavana (1989, p.120) mentions that “No matter how the hotel is operated and built, front office always be the very important focus point”. The important point is the first impression given to the guest, when the guests are greeted and check-in at front desk to the last impression when the guest check-out and the guest leave the hotel.

2.3 Section of Front Office Department

There are six sections of front office department. They are:

a. Reservation Section.

The job is to receive or to accept room reservations from the guest. Darsono (2001, p.25) says that reservation section is a section in front office department which has responsibility to receive, to approve and to note room reservations of potential and actual guests of the hotel.

b. Reception Section.

This section is responsible to welcome the arrival guest, to register check-in, to handle room move, to handle guest complaint, to inform and the last to finish the payment process of guest check-out. Renner (1981, p.141) in Basic Hotel Front Office Procedures states that the first contact with the hotel personnel may be a doorman or bellman, but most likely, it will be the desk clerk. They are the prime representatives of the hotel, the management and all other employees working for it. The first impression will make all the differences in how the guest will view the hotel and subsequently enjoy their stay.

c. Telephone Operator Section.

This section is responsible in transferring and connecting calls for guests or staff of the hotel, during wake-up call as ordered by guest and receiving facsimile and telex. Soenarno (2006, p.89) says 'Telephone operator is responsible to answer phones, transfer to department and executive office, and connect the phone to outside number'

d. Guest Relation Officer Section.

This section is responsible in handling Very Important Person (VIP) guest, guest complaints and courtesy call to guests especially the VIP. Sometimes Guest Relation Officer (GRO) gives the information needed by guest especially about the facilities of hotel, for examples showing room and hotel tour. Soenarno (2006, p.80) says 'Preparing guest' facilities, escorting guest, giving information service and assisting guests needs during their stay are GRO's responsibilities.

e. Front Office Cashier Section.

This section is responsible in handling payment or guest's bill. Darsono (2001, p.89) in his book *Kantor Depan Hotel* stated that 'Front Office Cashier responsible to receive money from guests payment.

f. Concierge/uniform Section.

The job of this section is to give any assistance needed by the guest. This section also handles the guest luggage. 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 to park the vehicles is responsibility of the concierge section, which starts from the entrance and the parking area to the hotel room.

2.4 The Duties of Concierge Section Staff

Concierge is a section in the Front Office department that has the duties to give any assistance needed by the guests. This section also handles the guest luggage. Agusnawar (2002, p.8) mentions that there are some points should be considered about the front office staff as follows.

- Personal grooming
- Appearance
- Ability to work
- Courtesy
- Honesty
- Initiative
- Cooperative
- Ready to serve
- Punctuality
- Discipline
- Quality of work
- Quantity of work
- Dependability
- Responsibility
- English command
- Supervisory ability
- Attendance record

Darsono (2001, p.72) states that in hotel concierge section is responsible to serve guests arrival and guest departures. Welcoming and greeting the guests, handling the guest's luggage and parking the guests rides are the main responsibilities of this section which is started from entrance gate and parking area in the direction of the hotel room. So the guest departure time, luggage and transportation become concierge section responsibility.

Furthermore Darsono (2002, p.76) gives the jobs of handling guests luggage by concierge section staff as follows

a. Luggage Check-in procedure.

Bags or suite are luggage that brought by guests for traveling. When the guest arrives in hotel, concierge section staff welcome and greet the guests, asks the guest if they bring the luggage or not. If the guest has the luggage, concierge staff receives the luggage and count the luggage. While waiting the guests doing check-in procedure, concierge staff writes the guest luggage into the 'Errand Card' and labels the luggages with the luggage tags. After the guest gets a room key, concierge staff and guest go to the hotel room, and after the guest enter the room, concierge staff put the luggage to the room and concierge staff describes the rooms and hotel facilities. Last, concierge staff says have a nice rest or day and comes back to the lobby then report the data into concierge section staff working list.

b. Luggage check-out procedure.

The procedure of luggage check-out is opposite of luggage check-in. concierge staff receives request from the guest to help them for bringing out their luggage. Concierge staff goes to the guest room with cart/trolley if it is needed and asks permission with the guest to bring out the luggage from the room and inform the guest to check their luggage. If it is all finished, room key and the luggage are brought out to the lobby. While the guest doing the check-out procedure, concierge staff records all guest luggage to the look book. After that concierge staff put the luggage into the car or taxi and asks the guest to check their luggage. And the last concierge staff gives the last greeting and records the data into concierge section staff working list.

c. Handling the room move.

Room move is handled by receptionist. In handling room move, concierge staff has a job to handle the guest's luggage. The concierge staff brings the guest's luggage to another room and escorts the guest.

d. Storing the guest's luggage.

Sometimes the guests want to keep their luggage into the store room. Concierge staff receives the luggage, signs the luggage with luggage tags and gives the luggage tags part to the guests. Concierge staff records the luggage into the Luggage Look Book.

The Aryaduta Hotel and Convention Center Palembang has Standard Operational Procedures (SOP) for Concierge section. The followings are the SOP for concierge:

1. Welcoming The Guest.

When the guests enter to the hotel, the concierge staff does the following activities:

- Greeting the guests with a smile and warm. If you recognize him, greet and address his name.
- Identifying real customer expectations with eye contact and body language.
- Giving the directions of hotel service area clearly and accurately.

2. Handling Check-in Procedures.

When the luggage is checked, the concierge staff does the following activities:

a. Handling Vehicle Arrival.

- Assigning in the opening / closing of the vehicle door and ensure that the door is not slammed when being closed.

b. Assisting guest arrival

- Greeting all guest upon arrival
- Assisting in carrying luggage or any other items out of the vehicle and stack it/them on the trolley.
- Confirming with the guest that everything has been removed from the vehicle.
- Directing the guest to the Front Office Reception desk.

3. Doing Guest Check-in & Luggage Delivery Organization.

- Welcoming the guest systematically by using the appropriate hotel's standard greeting upon arrival and direct them to the front office reception desk, in order to perform the check-in.
- Checking the guest's luggage for any damage number, recording any damage and tag of all luggage with the assigning guest room number.
- Delivering all luggage to be performed using the appropriate service lift only.
- Do not attempt to carry any pieces of luggage that is too heavy: politely ask to help within your section.
- No trolley is permitting to enter the guest's room.
- If requesting, inform the guest about the room facilities and provide with any hotel information.
- Before leaving the room, greet the guest systematically by using the appropriate hotel standard greeting.
- All the guest's luggage must be delivering within 10 minutes following arrival.

4. Placing The Guest's Luggage to The Room.

- All luggage are placed correctly and orderly on the purpose built rack in the room.
- Carrying all luggage from the trolley and placed them on luggage rack.

- All luggage from the trolley in on orderly manner and if there is any suit hung up in wardrobe.
- Being extra careful with fragile
- Confirming with the guest if the all luggage are in the room.

5. Explaining Room Facilities Description.

The following points are applied before launching into a complete description.

- Checking with the guest whether it is her/his first stay in this hotel. In case of first visit:
- Offering to demonstrate the television operation by using the remote control
- Switching on the air conditioner controller.
- Showing the guest bathroom and all related electrical appliances.
- Explaining in full details and demonstrate aforementioned facilities until the guest understand or ask you cease your description. In the case of a regular / repeat guest:
- Ordering to explain about the facilities and wait the guest approval.
- leaving by gently closing the door, after wish his/her has pleasant stay

6. Handling Check-out Procedures

- Arriving in the room within 5 minutes offer receiving call from the guest.
- Collecting all luggage and place them on the trolley gently and neatly with item hangers appropriately hang up.
- Checking all the luggage and wardrobe in the room if the guest is no longer in the room or has left before you.
- Closing the door gently, directing the guest to lift and informing her/him to meet at the front desk area on lobby, if the guest leaves the room at the same time with you.

- Saying bidden farewell courteously to all departing guest with a warm smile by using the following sentence; “goodbye madam/sir, thank you for your staying with us and we hope to see you again, have a pleasant trip.”

7. Storing the Guest's Luggage.

- Receiving all kind of guest's luggage.
- Asking the guest room and guest name.
- Giving the guest cut of the luggage tag.
- Labeling the part of luggage tag into guest's luggage.
- Recording the name of the guest, room number, date of receiving.
- Quantity of the luggage specification of luggage, and the name of staff that handles the recording activity.
- Receiving the cut luggage tag, matching it with part of luggage tag in label, giving the luggage to the guest, if the guests want to take their luggage in luggage store.

8. Delivering The Newspaper.

- All foreigner guests should be given an English newspaper, for example: Jakarta Post.
- Ordering the newspaper based on the guest in house nationality and the needs of each department in the hotel at 08.00 p.m. to the newspaper supplier.
- The newspaper should be receipt by security department in loading dock.
- Sending the newspaper to guest room before 06.00 a.m. in the morning of before the guests check-out.