

# **CHAPTER ONE**

## **INTRODUCTION**

### **I.1 Background of the Study**

It is obvious that English language is a major part in communication with foreign people, because it has become an international language. The competence of using English is real evidence in daily communication. In the new era of international trade the capability of using English becomes very important.

Nowadays many public places use English in serving their guests, including at hotels. In Especially for the Front Office staff, which is one of the most important parts in a hotel. A professional Front Office staff is very important in building the image of the hotel by means of serving the guests.

The major function of Front Office is to sell rooms to guests. Because of that function, Front Office desk should be in the initial position. Front Office staff should show their ability in serving the foreign guests by using English, like every time they receive a call, they always answered it with English, but when the caller speaks in Bahasa Indonesia the Front Office staff will use bahasa Indonesia.

My objective is to show how and to what extent English is used in Grand Hyatt Hotel Jakarta as a five star hotel. My observation mainly aims at finding out the English competence.

## **I.2 Identification of the problem**

The problem I proposes to analyze is expressed in these questions :

1. What kind of benefit could Grand Hyatt Hotel gain if the use of English is optimal?
2. What kind of loss could Grand Hyatt Hotel suffer if the use of English is not optimal?
3. To what extent does English competence signify good services at Grand Hyatt Hotel?
4. How important is the use of English in building good communication with foreign guests?

## **I.3 Objectives of the study**

1. To obtain answers whether good English competence has a positive impact on the credibility of Grand Hyatt Hotel.
2. To obtain answers whether poor English competence has a negative impact on the credibility of Grand Hyatt Hotel.
3. To show how the English language is used in order to build good communication in Grand Hyatt hotel.

## **I.4 Benefits of the study**

1. Enhancing professionalism and excellence in running a five-star hotel, particularly Grand Hyatt Hotel.
2. Improving English competence in human resources of the five-star hotels, particularly Grand Hyatt Hotel.

## **I.5 Concise History of the Institution**

Hyatt Corporation opened its first hotel on September 27, 1957. Hyatt's first property at Los Angeles International Airport was originally named Hyatt House. The owner of Hyatt House was a local entrepreneur by the name of Hyatt R. von Dehn. Hyatt hotels expanded aggressively along the West Coast during the next decade. However, it wasn't until 1967 when Hyatt Corporation opened the world's first atrium hotel, so that the name of Hyatt became known worldwide.

The hotel's 21-storied atrium tower lobby and dramatic departure from traditional hotel architecture changed the course of the lodging industry. The challenge to hotel architects was no longer to eliminate extra space, but to create grand and wide-open public spaces. By 1969, there were 13 Hyatt hotels in the United States. That year, a subsidiary of the newly formed Hyatt International Corporation opened the first international hotel named the Hyatt Regency Hong Kong. Hyatt Regency hotels are the core brand of Hyatt Hotels & Resorts, offering guests opportunities to broaden their horizons and rejuvenate.

There are 216 Hyatt hotels and resorts (over 90,000 rooms) in 44 countries around the world, operating under the Hyatt, Hyatt Regency, Grand Hyatt, and Park Hyatt brands. Currently, there are additional 32 Hyatt hotels and resorts under development, including 12 new hotels in China. Hyatt Corporation (domestic U.S., Canada and Caribbean hotels) and Hyatt International Corporation (international properties) are subsidiaries of Chicago-based Global Hyatt Corporation. Global Hyatt Corporation is also the owner of Hyatt Vacation

Ownership, Inc. Hyatt Equities (hotel ownership), and U.S. Franchise Systems, Inc, (which franchises Hawthorn Suites, Microtel and America's Best Inns).

In January 2005, Global Hyatt Corporation also added an additional 143 U.S. properties to its growing portfolio with the acquisition of the upscale, limited service AmeriSuites hotel chain. These properties will be renovated and repositioned under the new Hyatt Place select service brand in 2006.

### **I.6 Product/Service of the company/institution**

Grand Hyatt Hotels serve large business destinations that attract leisure and corporate travelers, as well as large-scale meetings and conventions. Lobbies and rooms are designed to reflect the best of the local cultures. The food and beverage outlets are inventive. There are meeting rooms, and fitness facilities. The business hotels, reflecting grand scale and refinement, sophisticated business and leisure facilities, banquet and conference facilities of world-class standard, and specialized programs that cater to discriminating business travel and vacation guests.

Some facilities offered by Grand Hyatt Jakarta are:

- Restaurants, cafes and bars
- Additional lobby lounges
- Meeting rooms
- Ballrooms

Business travel center is a standard feature of all Grand Hyatt hotels which offering around the clock corporate travel services, such as secretarial needs and assistance in which the meetings held at the hotel. Grand Hyatt business hotels

also offer modern fitness centers and a wide choice of recreational facilities. Fitness experts are readily available to offer any additional support.

Another product from Hyatt Corporation is Park Hyatt. Park Hyatt distinguishes itself as a small world-class, residential-style hotel with an international image. It is custom-designed for the discriminating travelers who seek privacy, personalized service and outstanding quality during the stay. Park Hyatt hotels are exquisite and small in number. All properties pride themselves in their first-class locations. It might offer a spectacular view from the top floors of a high-rise, city-centre building, or it may border one of the world's most prestigious avenues.

Park Hyatt hotels brilliantly combine elegance and drama in their architecture unifying modern trends and regional trademarks in their design. Internationally acclaimed architects, designers and artists create the most inspirational settings for these fine residences. It provides the international traveler with a luxurious and classy 'home away from home'.

### **I.7 Limitation of the Study**

I would like to focus on the three days research of the Front Office staff activity at Grand Hyatt Hotel in using English as a communication tool with foreign guests to maintain the good image of Grand Hyatt Hotel as a five star hotel.

## **I.8 Layout of the Term Paper**

This term paper starts with the Abstract, a concise summary of the entire paper in Indonesian. This Abstract is followed by the Preface, in which I acknowledge the work and contribution of the other parties. After that is the Table of Contents, followed by its five chapters:

Chapter I is the introduction to the analysis

Chapter II contains the library research

Chapter III deals with the performance of the research

Chapter IV contains the result and discussion of the research

Chapter V contains the conclusion, my comments and suggestions.

In the final part, I present successively the Bibliography and the Appendices.