

CHAPTER I

INTRODUCTION

A. Background of the Study

Nowadays, transportation is becoming more advanced. People can travel abroad anytime either on holiday or business. A relationship between one person to another from different countries can be easily built. That situation not only provides huge benefits for transportation companies but also for hospitality companies.

Staff in every hospitality companies must be ready because people from different countries with different characteristics and languages can be brought together in a hotel. Naturally, each of them expects to have a comfortable place to stay with excellent services. Therefore, it is a big challenge for hotel staff to satisfy their needs. In other words, a good hotel staff must be able to master the hospitality skills in order to provide excellent services to hotel guests. In the real world, not all of hotel staff have really mastered all the hospitality skills especially a new

hotel staff and a trainee. Many of them still have problems in performing their duties as hotel staff.

A vital part of all hotel staff is a front liner staff or usually called as a Front Officer. Front Office staff are usually divided into 4 categories, they are: Front Desk or Receptionist, Guest Relation Officer, Concierge, and Operator. According to article entitled "Front Office", it states front office is the first impression of the guest and face of every aspects of the business in the hotel (par 1). Therefore, Front Office staff plays a deciding role in hotel progress.

I encountered one problem relating to giving clear and correct information to foreign guests especially Indian, Arabian and Australian guests when I did my internship as a concierge trainee in Hilton Hotel Bandung. For example, on my second day as a concierge, an Indian gentleman came to me to ask about the nearest maternity hospital for his wife. I could not give a correct information that he needed because I did not know where the nearest maternity hospital was (July 11, 2012). It is obvious that a good concierge staff should have a good mastery of all information relating to the hotel and its surroundings. Therefore, this paper will be very useful because it will not only expose some difficulties that concierge trainees usually have in giving information to foreign guests but discuss how to overcome those difficulties.

B. Identification of the Problem

In this term paper, the problem will be analyzed to find out the answer of the following questions:

1. Why did I have difficulties in giving information to foreign guests as a concierge trainee at Hilton Hotel Bandung?
2. How did my difficulty influence my job as concierge trainee at Hilton Hotel Bandung?
3. How should I overcome those difficulties?

C. Objectives and Benefits of the Study

The aim of this study is to analyze why I have difficulties in giving information directly to foreign guests when I became a concierge trainee at Hilton Hotel Bandung. This study also will analyze the effective ways to overcome those difficulties.

The benefit of this term paper is to help the present writer find out the best solution for the problem. For the readers, it is expected to increase their knowledge about the effective ways in communicating and giving information to foreign guests, especially for those who do not have any working experience. This term paper is also useful to help the institution to find out the

problems that their staff encounter while handling foreign guests; therefore, they can try to find out the best solution to help their staff.

D. Description of the Institution

Based on the article entitled “The History of Conrad Hilton Corporation”, the founder of Hilton Hotel’s network in the world is Conrad Nicholson Hilton. Hilton Hotel Bandung began to operate in 2009 and it is the only Hilton Hotel in Indonesia. Hilton Hotel is an international hotel with 5 star amenities, located in downtown Bandung, and is one of the best hotels in Bandung. Hilton Hotel is strategically located close to the Pasteur toll gate, Bandung airport and the railway station. Many tourists and businessmen stay at Hilton Hotel. The design of the hotel itself is not only very luxurious but also minimalist so as to leave an impression that it is a comfortable home.

Hilton Hotel Bandung has 186 rooms which are divided into 5 types; deluxe, executive, executive plus, junior suite, and presidential suite. Deluxe type has 118 rooms, executive type 45 rooms, executive plus type 19 rooms, junior suite type 3 rooms, presidential suite type 1 room. In addition, there are smoking room and non-smoking room types in Hilton Hotel Bandung. Smoking room types for deluxe are located on levels 5 and 6, while the smoking room types for executive are located on level 12.

Hilton Hotel also offers complete facilities, from a Magma lounge, a Jiwa spa, swimming pools, a gym, a kid's corner, to Purnawarman International Restaurant and Fresco Italian Restaurant. A Magma lounge and Purnawarman International Restaurant are located on the lobby area while a Jiwa spa, swimming pools, a gym, a kid's corner and Fresco Italian restaurant are located on level 6. Those facilities are not only for in house guests but also outsiders or public. Purnawarman International Restaurant opens a buffet every night from 6 pm until 10 pm and Jiwa spa provides many health and massage spas for outsiders and in house guests.

Hilton Hotel worldwide has a brand standard in serving their guests, in welcoming guests, and also in handling guest's complaints directly or by phone. They also have a brand promise, vision, mission and Hilton's value.

Brand Promise

To ensure every guest feel cared for, valued, and respected

Vision and Mission

Vision : To fill the earth with light and warm of hospitality

Mission : To be the preeminent of global hospitality company, to be the first choice of guest, team members and owner alike

Values

'H' for 'Hospitality' : We will be passionate in delivering an exceptional
guest experience

'I' for 'Integrity' : We do the right thing all the time

'L' for 'Leadership' : We are the leader in our industry and community

'T' for 'Teamwork' : We are the team-player in everything that we do

'O' for 'Ownership' : We are the owner of our action and decision

'N' for 'Now' : We operate with the sense of urgency and
Discipline

E. Method of the Study

Related data collection is obtained from my self observation in a job training that I had been through for 60 days from June 18th until September 16th, 2012 in Hilton Hotel Bandung. There are also several data obtained from the brochure of Hilton Hotel Bandung, Internet site and also an interview with a concierge staff, Gema Guna Buana, at Hilton Hotel Bandung. The interview transcript will be attached in the appendices .

F. Limitation of the Study

In this term paper, the study will focus on the difficulties in giving information about the hotel and its surrounding areas to foreign guests. The subject of research is I as a trainee at concierge in Hilton Hotel Bandung. My internship period started from June 18th until September 16th, 2012. My working hour were divided into 2 shifts: morning shift (7am – 4pm) and evening shift (2pm – 11pm). The analysis would be concerning things that can bring a problem to a concierge trainee. Moreover, the analysis would also discuss how a concierge trainee can overcome the problems.

G. Organization of the Term Paper

This term paper begins with Abstract that contains a summary of this term paper. Then it is followed by Acknowledgements, which contains my gratitudes to those who have helped me in the completion of this term-paper. After Acknowledgements, there are Table of Contents followed by four chapters. Chapter I is an introduction to the analysis, which consists of Background of the Study, Identification of the Problem, Objectives and Benefits of the Study, Description of the Institution, Method of the Study, Limitation of the Study, and Organization of the Term Paper. Chapter II contains the analysis of the problem, the cause and effects of the problem. Chapter III contains the analysis of potential solutions, potential positive

effects and potential negative effects based on a relevant theory. Chapter IV contains a conclusion and the best solution for the problem. Those four chapters are followed by Bibliography, which consists of a list of books, articles, and an interview used as sources in the preparation of writing this term-paper. The last part is Appendices, which contains background information or relevant materials such as flowchart, interview questions and an interview transcript.