

# CHAPTER I

## INTRODUCTION

### A. Background of the Study

The tourism industry is believed to be a gold mine for many countries and plays an important role in increasing the income of some countries in the world. Indonesia is one of the countries that has a lot of beautiful tourism places that can be used to attract domestic and foreign tourists to visit. In other words, Indonesia can get income from the tourists who are interested in tourism places in Indonesia.

Besides the tourism places, hotels also play an important role in the tourism industry. Hotels are temporary places for the guests or tourists to stay during their vacation. Thus, hotels have to be able to satisfy the tourists who become their guests. In hotel service, the first impression of the hotels is shown by the front office officers, such as when they serve the guests, check if there is an available room for the guests, and help the guests that come to get information about the hotel facilities and accommodation by taking the guests around the hotel. However, I have discovered that I, as one of the Guest Relation Officer (GRO) trainees in

G.H.Universal Hotel, are unable to give a good impression to the guests. I lack knowledge of how to handle the guests well. For example, I cannot give details information to some guests who ask about the swimming pool size and the capacity of a meeting room. Therefore, it gives the hotel a bad image and there is a possibility the hotel will lose some profit because of my lack of knowledge.

This study aims at discussing the problem and providing the best solution that can be used to improve the competence of GRO trainee so that they can serve the guests well.

## B. Identification of the Problem

The problems that are discussed in this paper are as follows:

1. Why are the GRO trainees unable to handle the guests well?
2. What is the best solution to help the GRO trainees be able to handle the guests well?

## C. Objectives and Benefits of the Study

By the end of this term paper, I expect the best solution to solve the problem at G.H.Universal Hotel can be given and the competence of G.H.Universal Hotel's trainees in handling guests will improve. It will give a good impact on the guests, GRO, other staff of the hotel and also the hotel in the midst of the tight competition among hotels. It is expected this study will also have a great contribution for D3 English Programme students' tourism knowledge. Moreover, for other students who will do their

internship program, I hope this term paper will motivate them when they do their internship, especially if they take it at a hotel.

For myself, it is expected that this term paper can give me good experience about how to analyze the problem systematically and find how to solve the problem by thinking logically. This term paper will also enable me to practice my English skills that I have gained during my study in the D-III English Programme . Moreover, I hope this term paper can give me knowledge that I can use when I work in a real working place.

#### D. Description of the Institution

G.H.Universal Hotel was built in 2004, and was established in May 2008. It is located at Jl. Setiabudhi 376 Bandung. In the past it was known as a Guest House, and was built by Agoes Yoesman, who is the current owner of G.H.Universal Hotel. This hotel has a building with a renaissance style. G.H.Universal has 104 rooms, and the rooms are grouped into six types. The types are Standard, Deluxe King, Deluxe Queen, Honeymoon Suite, Governor Suite, and Presidential Suite. G.H.Universal Hotel as a new hotel in Bandung, trying to give the best services to all of the guests, either for long staying or short staying guests.

G.H.Universal Hotel, as a five-star hotel, also has various facilities that support their services, such as a swimming pool, a baby and kids room, a meeting room, a ballroom, a coffee shop, a massage and spa, a fitness centre, Fat Dragon restaurant, Belle Vue restaurant, a chapel on the roof

top, a children's playground, a VIP room, a business centre, high speed internet access, car rental, city tour, and valet parking.

### E. Method of the Study

The methods of the study used in this paper are an internship journal and library research. My internship journal contains data which were taken during the three months of internship, while the library research was done to collect theories from textbooks to support my data and analysis.

### F. Limitations of the Study

The study only discusses a problem faced by Guest Relation Officer (GRO) as a staff in the front office department. The data were taken from May 2<sup>nd</sup> until August 9<sup>th</sup> 2009 in G.H.Universal hotel, in Bandung.

### G. Organization of the Term Paper

The research of this study is divided into four chapters. The first chapter is the introduction, and consists of the Background of the Study, Identification of the Problem, Objectives and Benefits of the Study, Description of the Institution, Method of the Study, Limitations of the Study, and the Organization of the Term Paper. The second chapter deals with problem analysis, discussing some factors that cause the problem and the effects as a result of the problem. It also provides some relevant theories and examples that support the process of analyzing. The third chapter discusses potential solutions of the problem. Here, the writer provides

three solutions that can be used to solve the problem, with positive and negative effects from the given solutions. In the last chapter, which is the fourth chapter, I make a conclusion to support the chosen potential solution, which is the best solution to solve the problem. This solution is proposed based on the analysis in the previous chapters.