

CHAPTER I

INTRODUCTION

A. Background of the Study

The world tourism today is getting attention in many countries. This is proven by the many established hotels or inns, and also tourism place.

Therefore, hotels or inns compete one with another by providing best service. To be able to give best service to guests, front office staff should be competent in communicating with foreign guests. In this term paper, I analyse the problem of the incompetent front office staff in communicating with foreign guests in GSH. I choose this topic because as a front office staff, being competent in communication is very important in a hotel. A front office staff has to be able to make good communication with the guests; hence, there will not be misunderstanding between the staff and the guests. Moreover, if front office staff can communicate well, the guests will feel satisfied. Therefore, being competent in communication with the guests is important.

When I was doing my internship at GSH, I worked as a front office staff. I had to give information about the hotel to the guests by communicating or talking with them so that they can get the right information easily. However, when I was doing my internship, I found difficulty in

understanding what the foreign guests said and as a result I could not communicate well with the guests.

B. Identification of the Problem

When I was doing my internship, I had a problem that is I am not competent in communicating with foreign guests. The questions concerning the problems that will be analyzed are :

1. Why are the front office staff at GSH not competent in communicating with foreign guests?
2. What happens if the front office staff are not competent in communicating with foreign guests?
3. What should the front office staff do to improve the competence in communicating with foreign guests?

C. Objective and Benefits of the Study

The objective of the study is to find the best solution to the problem of incompetent front office staff in communicating with foreign guests in GSH.

The benefits for me as the writer is I can know how to improve my competence in communicating with foreign guests to avoid miscommunication. The benefit for the readers is the readers will know about the importance of being competent in communicating in a hotel, especially communication between the staff and the guests. This is especially beneficial if the readers are interested in working in a hotel as a front office staff.

The benefit for the institution is it is able to solve the problem of incompetent front office staff in communicating with the guests in order to be able to give better service to the customer. Therefore, there will not be

possibilities to have miscommunication between front office staff with the guests.

D. Description of the Institution

GSH was established by Mr. Hendri Husada in 2005. This three-star hotel is situated in a very strategic area. It is located near factory outlets in Riau street.

There are 77 rooms at Grand Serela Hotel, they are superior, deluxe, executive, grand room, deluxe suite, and regal suite. In each room there are also a TV set, air conditioner, a telephone, hot and cold shower, a minibar, a safe deposit box, a coffee and tea maker.

The vision of GSH is to be the best three-star hotel in Indonesia. Whereas, the mission of GSH is to give the best service to the customers, therefore the good image of the hotel will be maintained. GSH also wants to create a good relation and communication among the staff and also to have good coordination among departments to achieve the best result.

There are 8 departments at Grand Serela Hotel. They are the front office department, housekeeping department, food and beverage department, laundry department, storekeeper department, security department, concierge department, and reservation department.

E. Method of the Study

The data used for the analysis is from the journal that I have written. The journal is based on the observation I did during my internship from 22 June until 22 July 2009. The theories that I use to support my analysis are taken from library research and the Internet.

F. Limitation of the Study

The research that I did at GSH is only at front office department. The research took thirty days. Furthermore, I observed the communication between the foreign guests with the front office staffs.

G. Organization of the Term Paper

This term paper is divided into four chapters. Chapter I, the Introduction, gives the details about the Background of the Study, Identification of the Problem, Objectives and Benefits of the Study, Description of the Institution, Limitations of the Study, and the Organization of the Term Paper. Chapter II explains the causes and effects of the problem. Chapter III discusses the potential solutions to the problem with the potential negative and positive effects of each solution. Chapter IV explains the best solutions for the problem based on the analysis. Beside the four chapters, there is a bibliography which gives the list of the sources of information used in the paper, and also an appendix.