

## CHAPTER I

### INTRODUCTION

#### **A. Background of the Study**

The topic that will be analyzed in this term paper is “How the Front Office Staff’s Hospitality Influences the Image of Guci Hotel”. I choose this topic because having done my apprenticeship at Guci Hotel, I realize that hospitality, especially for front office staff, is an important factor which can define what people think about Guci Hotel. During my apprenticeship I have seen several problems concerning the front office staff that could not offer good hospitality to the guests. Sometimes the front office staff treat the guests with bad hospitality. This problem is one of the important factors that determine the image of Guci Hotel for the customers.

One example of bad hospitality happens when the front office staff talk on the phone. They sometimes do not talk politely, which results in the guests’ changing their mind about staying at Guci Hotel. Another problem is when the front office staff are handling complaints. They could not handle them sincerely and make the complaining guests become angrier.

It is said in Wikipedia that hospitality refers to the relationship process between a guest and a host, and it also refers to the act or practice of being hospitable, that is, the reception and entertainment of guests, visitors, or strangers, with liberality and goodwill. Good hospitality should be delivered by the front office staff to the guests.

The front office staff have a big influence in building the image of Guci Hotel because they do direct contact with the guests, both local guests and foreign guests. They must provide the best service for the guests in order to make them feel happy and comfortable when staying at Guci Hotel. The most important thing to make that happens is by showing hospitality to the guests.

## **B. Statement of the Problem**

Based on the background that I have explained above, some problems which will be analyzed are the relationship between the front office staff and the image of Guci Hotel and also what the Guci Hotel Management should do to increase the capability of their front office staff on their hospitality.

## **C. Objectives and Benefits of the Study**

By the end of the term-paper writing, I would like to find out the relationship between the front office staff and the image of Guci Hotel and the suitable solution to increase the hospitality of the front office staff.

Benefits of the study:

1. For Guci Hotel, they can increase the quality of their front office staff, and they can stick the good image of the hotel on people's mind.
2. For the term-paper readers, this term-paper can help them to know the importance of hospitality for a hotel, especially at the front office department.
3. For me, as the writer, this term-paper writing can widen the knowledge about hospitality, also can develop the ability to analyze and find the suitable solution for the problem.

#### **D. Description of the Institution**

Guci Hotel is classified as a third *melati* hotel which was established on April 1<sup>st</sup>, 2003. When Guci Hotel was just opened, they did some promotion to attract people to stay at Guci Hotel. They made banners, fliers, brochures, and also give souvenirs for those who stayed at Guci Hotel. But now, Guci Hotel has become one of the popular hotels in Bandung, so that this hotel is always full on weekends.

Guci Hotel has six managers, two supervisors, and forty-seven staff including the security guards. The facilities provided at Guci Hotel are swimming pool, air conditioner, television, hot water, restaurant, safety box, and billiard tables.

The mission of Guci Hotel is to improve the facilities and to increase the human resource quality. The vision of Guci Hotel is to build up the level from *melati* to star classification.

Guci Hotel has the capacity of fifty rooms, with various room types, which are Standard, Standard Double, Deluxe Double, Deluxe Twin, Executive, Superior,

Suite, and Family. The target market of Guci Hotel is people from all economic level, from low until high economic level, because the room rates are affordable. Guci Hotel also gives a special price for the company that proposed the corporate rate.

### **E. Limitations of the Study**

The case that I will explain in this term paper is the hospitality problems that happened in Guci Hotel in the front office department. I will analyse the causes and effects of the problems and the solutions for Guci Hotel to increase the hospitality of the front office staff in relation to building the good image of the hotel by doing observation and library research.

### **F. Organization of the Term Paper**

This term paper consists of five chapters. Chapter One, the Introduction, tells about the background of the Study, Statements of the Problem, Objectives and Benefits of the Study, Description of the Institution, Limitation of the Study, and Organization of the Term Paper. The Theoretical Review is stated in Chapter Two, which presents the theories that support the analysis of the problems. Chapter Three, the Cause and Effect, tells the causes and effects of the problem. Chapter Four, the Potential Solutions, provides the alternative solutions to cope with the problems. The last chapter is the Conclusion, contains the preferred solution for the problem.