

## CHAPTER V

### CONCLUSION

Hospitality is an important factor in relation with the development of Guci Hotel. The success or failure in providing hospitality often determines the success or failure of the hotel. The image of Guci Hotel depends on how the good hospitality can be delivered by the Guci Hotel's front office staff because the front office staff are the first guests' contacts at the hotel. The members of the front office staff should provide good service and display hospitality to guests.

After analyzing the three alternative solutions and each of their potential positive and negative effect on the previous chapter, the solution that I think is the best to solve the problems in Guci Hotel is solution one, which is to give the front office staff training about hospitality. In my opinion, this solution is the most effective. This solution is easier to apply to the front office staff and the improvement of their hospitality is easier to monitor, also the result can be observed clearly. By having the trainings, Guci Hotel can increase the hospitality of their front office staff, so they can do their job well and satisfactorily for the customers. This will make the image of the Guci Hotel also be good. Besides, Guci Hotel management will not make anybody feel resentful and not

appreciated. Another thing is the hotel management can manage their hotel operational system better.

Training does cost a lot; but the cost of not having the training is poor service and loss of customers. Thus, the lost revenue from poor service far exceeds the cost of training workers properly.