

CHAPTER I

INTRODUCTION

A . Background of the Study

Nowadays there are a lot of tourists who come to Indonesia, whether for vacation or business. An article Tourism in Indonesia in Wikipedia states that, “Since 2000, there have been, on average, 5 million foreign tourists each year. Three quarters of Indonesia's visitors come from the Asia Pacific region, with Singapore, Malaysia, Australia, Japan and South Korea among the top five markets” (par.6). A considerable number of visitors come to Bandung for both holiday and business purposes. Arion Swiss-Belhotel is one of the hotels in Bandung which is visited by many foreign visitors. For that reason, the staff are expected to be professional in accommodating the tourists, especially in giving proper services. Mike Novik says that “English is the international language that is used worldwide”(par.1). The staff have to speak English well, as it is the international language, in a good and proper manner.

There is one major difficulty, among others, that the staff at Arion Swiss-Belhotel have, which is dealing with the guests from Korea. It is very difficult to communicate with them and understand what the Korean guests say. During my internship, I worked as a Business Service Centre staff, part of the front officers, in Arion Swiss- Belhotel; therefore, I met some difficulties in handling Korean guests when they were proposing requests for business purposes. According to the data gained from Mr. Erwin Maulana, the Front Office Manager, the number of Korean guests who come to Arion Hotel is up to 30% in all.

The Business Service Centre in Arion Swiss-Belhotel covers the availability of internet access and emailing, ticketing, faxing, copying and international call. Moreover, Business Service Centre also provides information about Bandung such as the streets in Bandung and tourists attractions. Besides, Business Service Centre helps the front office staff offer tour packages to the guests. As a staff in Business Service Centre, I had a difficulty in understanding the Korean guests. In fact, other front officers also have the same difficulty in fulfilling the needs of the Korean guests. This may result in the guests dissatisfaction. Therefore I am interested in discussing this problem to find a solution to make the guests satisfied and fulfill the requests from the guests.

B. Identification of the Problem

In analyzing the difficulty in communication to provide business service to Korean guests in Arion hotel, I would like to state the problems as listed below :

1. Which factors hamper the Business Service Centre staff from meeting the business queries of the Korean guests ?
2. How should the hotel solve the problem to improve service toward Korean guests on a business trip ?

C. Objectives and Benefits of the Study

The objective of the study is to know the causes and effects of the difficulty in providing good business service to Korean guests and the ways to provide good business service to the Korean guests.

The benefits of the study are as follows :

1. For the hotel

The hotel can find a solution about how to give the best service to Korean guests especially in meeting their business queries.

2. For the readers

The readers can get knowledge, which will be beneficial in the future if they face a similar problem at their workplace.

3. For the writer

For the writer, this analysis is a lesson which adds knowledge and experience, which will be useful for the work in the future.

D. Description of the Institution

Arion Swiss-Belhotel Bandung was first established officially in the soft opening on June 27, 2005. Arion Swiss Belhotel is managed by Swiss-Belhotel International, a hotel management in Hongkong. Arion Swiss-Belhotel is ideally located in the heart of Bandung, within walking distance from Bandung's railway station and 15 minutes from the city's airport. It is nearby the entertainment district, offering dining and shopping options and only 2 hours from Jakarta by the toll road. Arion Swiss-Belhotel has 58 rooms that offer views of Lembang and Governor, 49 Deluxe Rooms, 6 Family Suites Rooms, 2 Junior Suites Rooms, and 1 Presidential Suites Rooms.

E. Method of the Study

This study is done by using problem-solving approach to know which solution is best for answering the problems listed in the identification of the problem. The data are gathered from internship journals and observation, while references are obtained gathered from library research and Internet research.

F. Limitation of the Study

In this study, I will discuss the ways to provide good business service to Korean guests in Arion Swiss-Belhotel caused by the staff's weak listening skill to understand English in communicating with Korean guests. The cases are taken only from my experience when I did apprenticeship in Arion Swiss-Belhotel, which began on July,14 2008 until August,30 2008. The causes and effects of the problem are taken from real cases which become the object of my study.

G. Organization of the Term Paper

This term paper starts with the Abstract, a summary of the entire paper Indonesian language. This abstract is followed by the Acknowledgements,

in which I thank the work contribution of other parties. After that is the Table of Contents, followed by these four Chapters:

Chapter I is the Introduction of the Analysis

Chapter II is the Problem Analysis

Chapter III is the Potential Solution

Chapter IV is the Conclusion

In the final part, I present the Bibliography in alphabetical order and Appendix.