

CHAPTER I

INTRODUCTION

Since 1988, hotel's construction has been increasing rapidly. It happened after inbound tourist visiting rate showed a stable acceleration. Moreover, there are more outbound tourists go for sightseeing trips overseas and escalating Indonesia's economic growth to boost tourism industry (Hotel Marketing, 1999, p.58). Nowadays, hospitality industry grows quite rampantly in Indonesia. Nearly all provinces in Indonesia have had star-rated hostels. Hotels could develop anywhere, be it small or big city.

In the past, location factor was the deciding factor for the successfulness of hospitality industry. Hotels, then, was built near transportation centers, city centers, near main roads, as well as entertainment centers. Yet, as of now, it is no longer an utmost factor. Such hotels have its own uniqueness which attract consumers (The Secret of 5 star hotel courtesy, 2006, p.1)

Hotel itself is defined as: "...an establishment whose primary business providing lodging facilities for the general public, and which furnishes one or more of the following services: food and beverage service, room attendant service, uniformed service, laundering of linens and use of furniture and fixtures. Hotel can have anywhere from 50 to 200 rooms sometimes more" (The Secret of 5 star hotel courtesy , 2006, p.28). At hotels, guests could sleep, eat and drink, relax, party, conduct a meeting, exercise, and many others. Simply by enjoying its facilities without having to leave the hotels.

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Almost all facilities, such as food, laundry, gym, spa, entertainment spots, are all available at hotels. These are provided so hotels could satisfy each guests. Hotels' types are also varies, as it is divided by several star-ratings. Each hotel has its own way to provide services and facilities to achieve its goals, as well as having its own star-ratings suitable with the services and facilities provided.

In Surabaya, there are many hotels available, from one-star to five-star hotels, from the cheapest with minimum services and facilities to the most expensive five-starred ones. As suggested by its star-ratings, five-star hotels have the top-notch facilities and services. There is even one of the hotel in Surabaya which is enjoyed by many people since it's famous for its unique and historical architecture.

At Surabaya, there are more than one hundred fifty hotels. Hotels in Surabaya are divided into several criteria ranging from one-star hotels to five-star hotels. Based on the information from "tripadvisor", there are several famous hotels from each type. For the one-star hotels, there are Citihub Hotel, Tab Hotel, and Sentosa Homestay. For the two-star hotels, there are Bekizaar Hotel, Zodiac Hotel, Hotel 88, and Amaris Hotel. Next, there are three-star hotels that is currently preferred by many for its affordable price and good service. Usually, this type of hotel is preferred by businessmen or guests who just stop by or have certain business in Surabaya. For three-star hotels in Surabaya, there are Swiss-Belinn Manyar Hotel, Sahid Gunawangsa Hotel, Santika Hotel, Ibis Hotel, Artotel, Midtown Hotel, G Suites Hotel, and Favehotel MEX Surabaya

Hotels with less affordable price are four-star and five-star hotels. Four-star hotels are quite luxurious with professional staffs. These kinds of hotels normally have big buildings and are located quite close with shopping centers, restaurants, and entertainment spots. There are four-star hotels in Surabaya, such as Hotel Santika Premiere Gubeng, Garden Palace Hotel, Java Paragon Hotel & Residences, Hotel Tunjungan, TS Suites Surabaya, Novotel Surabaya Hotel, Somerset Surabaya Hotel & Serviced Residence, Crown Prince Surabaya Hotel, Mercure Surabaya Hotel, and Surabaya Plaza Hotel. Lastly, the most luxurious hotels with complete facilities, unique buildings, and price more than IDR 1 million are five-star hotels. There are many five-star hotels in Surabaya, such as Sheraton Surabaya Hotel & Towers, Bumi Surabaya City Resort, Shangri-La Hotel, Ciputra World Hotel, JW Marriott Surabaya Hotel, Hotel Majapahit, and Pullman Surabaya.

In hospitality world, for the company's advancement to be a featured hotel, the management shall always be able to develop its staffs. Hotel's staffs, on the other hand, shall be able to keep up with the latest development. They must be able to maintain competitiveness and serve the guests excellently. One of the hotels in Surabaya which offers such qualities is Swiss-Belinn Hotel. Swiss-Belinn Hotel is a three-star international hotel that provides a high quality standard of services and facilities. The hotel is ideally located in the central business and commercial district in Surabaya, allowing easy access to a variety of dining and shopping options, as well as entertainment and leisure activities.

In the hospitality world, there are organizational structures, one of the most important ones is Front Office Department. As its name suggested, this department is located at the front office, or situated in lobby. Front office department is obliged to create an impression of a hotel. It must comprehend all information about the hotel and give friendly service to all guests. Generally, it has several main duties, such as: controlling the sales of the guests' rooms, coordinating all services for guests, preparing information, taking notes, taking care of payments, and are ready to provide services around the clock.

Based on those facts, the writer chose Swiss-Belinn Manyar Hotel as the internship place because the writer thought that hotel is the right place to do her internship. The writer thought that it is one of the best three-star hotel in Surabaya. By doing her internship at Swiss-Belinn Manyar Hotel, the writer thought that she can get the knowledge about hospitality and patience in dealing with all types characters of people. Moreover, the writer intends to train speaking skill while handling overseas guests, as well as deepening the knowledge on hospitality. The writer did the internship in Swiss-Belinn Hotel, in Manyar, Surabaya for six months, from February 23rd until August 23rd. There, the writer worked as an operator in Front Office Department. During the apprenticeship, the writer did not only handle hotel's call centers and provide every information about the hotel to the guests (or potential guests), but also prepare and handle the rooms for VIP guests before they check in. The writer will explain more about the company's description and job analysis of her internship experiences at Swiss-belinn hotel in Chapter II and III.