**Chapter 1**

**Introduction**

* 1. **Background of the Study**

The tourism sector is a sector with the potential to be developed as a source of local revenue. Businesses increase revenue native to the area, the program development and utilization of resources and tourism potential of the region is expected to contribute to economic development.

It was widely seen as a tourism activity that has multidimensional process of series development. sector development concerning the socio-cultural aspects of tourism, economy and politics (Spillane, 1994: 14). This is in line with those contained in Law No.10 of 2009 about which states that the implementation of the tourism.

Tourism aimed at increasing national income in order increase well-being and prosperity of the people, extending and trying to equalize opportunity and employment, encouraging the development of area, introduce and utilize objects and tourist attraction in Indonesia as well as foster a sense of patriotism and strengthen friendship among nation.

Also encourage the development of tourism and accelerating growth economy. Tourism activities create demand, both consumption and investment which in turn will lead to the production of goods and 2 services. During the tour, tourists will do the shopping, so directly raises demand (Tourism Final Demand) market goods and services. Further Final Demand indirectly travelers raises the demand for capital goods and raw materials (Derived Investment Demand) to produce to meet the demand for goods and travelers services. In an effort to meet the tourist demand required investment in transport and communications, hospitality and other accommodation, craft industry and consumer product industries, service industries, restaurants, restaurants and others (Spillane,1994:20)

In line with the impact of tourism on the social conditions local economies grouped by Cohen (1984) into eight large groups, namely:

1. The impact on foreign exchange earnings
2. The impact the public revenues
3. The impact on employment
4. Impact on prices
5. The impact on the public distribution or profits
6. The impact on ownership and control
7. The impact on the development in general
8. The impact on government revenues

Advancement of a local tourism industry relies heavily on the number of tourists who come, because it must be supported by an increase in utilization of tourist destination areas (DTW) so that the tourism industry will well developed. State of Indonesia which has a view of nature beautiful strongly supports the development of tourism industry Indonesia. As an archipelago, Indonesia's potential to develop the tourism industry is very large.

Salah Wahab (1975:55) suggests the definition of tourism, namely: tourism industry is one of the new types capable of accelerating economic growth and job creation, increase in income, living standards and stimulate other productive sectors. Furthermore, as a complex sector, tourism industries also realize classics such as handicraft and souvenir industry, lodging and transportation.

*Richardson* and *fluker* (2004) Tourism comprises the activities or persons, travelling to and staying in place outside their usual environment for not more than one consecutive year for leisure, business and other purpose.

*Franklin* (2003) Tourism becomes absolutely everything associable with acts of tourist or put into it is proper tautological form “tourism is tour”. (Editor : Rafans Manado – *dari berbagai sumber),-*

To make simplify the analysis of this study, the writer will analyze the activities of the number of guest arrival staying in Savoy Homann. Which the hotel located at Asia-Afrika Street no. 112 Bandung. to support the data and information that the writer needed.

Savoy Homann historic hotel that has witnessed a historical moment in the history of the world. In 1955, when the first Asian-African Conference held in Bandung, Savoy Homann as the host for the VVIP guests and be part of a "Historical Walk" famous. A unique four-star hotel in the heart of West Java. Combining tropical ambience with modern elegance, the best hotel in Bandung city. Bandung itself is at the heart of Sundanese culture, and also as the city with colonial buildings that attract tourists elegant.

The history of which is owned by the Savoy Homann, researchers expect to get accurate information about the number of guests who staying at this hotel, as foreigners interested in things that are rich in historical value, some of the guests staying at the Savoy Homann dominated by Indonesian citizens, then some other countries such as the Netherlands, USA, China, Japan, Thailand, Australia, South Korea, South Africa, Singapore and some other countries.

According to Ahma (American Hotel & Motel Association), the hotel is a place where provided lodging, food, and drinks, as well as other services, to rent for guests or people - people who stay for a while.

* 1. **Research Problems**

To make it Clearly the writer focused only at the number of guests. The writer quoted a statement from Prof. Hunziker dan Prof. Krapf that,

Tourism is the overall symptoms associated with living with a stranger in a place, provided that they are there not to perform an activity of making money either permanent or temporary. *(Pariwisata adalah keseluruhan gejala dihubungkan dengan tinggal dengan orang asing di suatu tempat, dengan ketentuan bahwa mereka ke sana tidak untuk melakukan suatu aktivitas menghasilkan uang baik permanent ataupun sementara)*

For further analysis, the writer will be based on following questions:

* What is done by the hotels in attracting guests?
* Why the guests choose Savoy Homann Hotel?
* What is the major problems faced by hotel employees in receiving guests staying?
	1. **Objectives of the Study**

In this study the writer has purposes on conducting this research in order to make it appropriate with the writer research. The purposes are:

1. To find out solutions to attract guests.
2. To find out why the guests choose Savoy Homann.
3. To find out the problem of employee, thus giving better service to guests staying.
	1. **Limitation of the Problems**

It will be hard to get the data if there is not limitation in the study, Anggoro, dkk (2008:2.4). Says that:

The thing that has to remember is much better if we choose the problem and the narrow scope of the study and do the good research with a study rather than by selecting one of general research and broad in scope but research conducted with available. Formulation of the research problem which is unclear can produce the data which is does not suitable accordance with the research objectives. (*Yang perlu di ingat adalah bahwa jauh lebih baik bila kita memilih masalah dan ruang lingkup penelitian yang cukup sempit dan melakukan penelitiannya dengan baik daripada memilih suatu penelitian yang terlalu umum dan luas ruang lingkupnya tetapi penelitiannya dilakukan dengan alakadarnya. Penelitian yang rumusan masalahnya kurang jelas dapat menghasilkan data yang kurang sesuaidengan tujuan penelitiannya)*

Based on the topic above, this research submitted to the employees of the hotel, in knowing the number of guest arrivals, making it easier for hotel, to be excellent for international travelers who stay in Bandung city, the data used is the data of tourist arrivals staying at the Savoy Homann Bidakara Hotel, following:

1. Attractive the guests

***Me****: Bagaimana cara pihak hotel dalam menarik wisatawan?*

***Mrs. Lia Yuliani****: Salah satunya untuk menarik minat wisatawan biasanya kita, jika Homann ya karena salah satu, Homann ini adalah heritage hotel, terus lokasi, lokasi Homann inikan adalah lokasi yang sangat strategis, terus disini itukan areanya, area-area tempat gedung-gedung bersejarah, historical area yang selalu menjadi menjadi daya tarik kota Bandung.*

**Analysis of Interviewed with Mrs. Lia Yuliani (FOM)**

Homann has a strategic location, as well as the heritage buildings, also are on the historical place, makes one of the advantages Homann in attracting both domestic and foreign guests, especially tourists from Europe who admired classical building, which has historical value.

1. Why the tourist choose Savoy Homann

Several reasons guests choose Savoy Homann, because the historical value that is owned by the hotel Homann, with art deco buildings that give the feel of a classic, historic, unique and become its own attraction for guests who vacation in the Bandung city to choose Savoy Homann as lodging, as well as the location of the strategic to tourism activities, and the Savoy Homann Hotel become repeater guests, because the service is friendly and reliable.

1. The Problems of Savoy Homann Hotel

***Me****: Apa masalah yang dihadapi karyawan disini dalam menerima tamu?*

***Mr. Cucu Supriyanto****:Disini mayoritas itu adalah tamu MICE, taukan kalo MICE, MICE itukan biasanya orang sambil meeting, biasanya dari kantor, kalo tidak government, terus kalo orang asing itu kita biasanya lebih banyak ke Eropa sana, orang Eropa yang biasanya nyari, nyari... historical place, historical jadi daya tarik, ya biasanya orang sana, orang Cina, Singapura tidak terlalu mempermasalahkan nilai historical, masalah spesipikasinya apa yang anda maksud? (saya: ya tentang Homann ini) .. Disini kekurangan adalah fasilitas, karena fasilitas disini tidak sekomplit ditempat lain, di hotel lainkan ada Chinesse restaurant, kolam renang, ya mungkin disini karena lagi ada renovasi kolam renang.. fitness, spa itukan biasanya yang mereka cari, sementara kita gak ada, seperti itulah.. terus kelebihan kita, kita bisa jual harga murah, tapi ukuran kamar itu jauh lebih besar, kalo dengan tempat lain kan tidak, mereka biasanya minimalis, ya kita memiliki ukuran kamar yang luas.*

**Analysis Interviewed with Mr. Cucu Supriyanto (HRD Training)**

Problems faced by Savoy Homann Hotel, problems which include facilities that do not meet the wishes of guests, because the size is not too large land becomes a constraint, and because the hotel Homann including Bandung Heritage building, making it difficult to be changed on the outside, but Homann hotel lately doing renovations on the back of the hotel, over the parking area, existing land use, as possible, will constructed swimming pool, fitness center and spa, which is Savoy Homann Hotel not have, while many guests who asks facilities like this.

* 1. **Significances of the Study**
1. Theoretically

This research aims to provide facilities and knowledge to other researchers to get more information source, especially for Students of English Department in Pasundan University Bandung who needs the theory about the number of guests staying.

1. Practically

This research aims to help the writer’s paper for taking the Bachelor of English in Faculty of Arts and letters at Pasundan University Bandung and also gives a new science for the writer about The Number of Guests Staying.

**Chapter 2**

**Theoretical Foundation**

This chapter contains the theoretical foundation which describes the basis theory of this research. This theoretical foundation consists of several sub chapters as follows; Tourism, Tourist, The Definition of Business Hotel, Hotel Management, Characteristics of Hotel, Classification of Hotel, Customers Loyalty, Tourist Destination Loyalty.

**2.1. Tourism**

According to the etymology of the word "tourism" is identified with the word "travel" in English, which is defined as trips taken repeatedly from one place to another. On the basis of that by looking at the current situation and the condition of tourism can be defined as an unplanned journey done individually or in groups from one place to another with the purpose to get satisfaction and pleasure (Sinaga, 2010:12).

 Tourism according to Law number 9, 2010. was everything that is associated with attractions including enterprise, attraction and tourist attractions as well as businesses related to tourism operation.

 The definition includes: all activities related to travel, before and during the trip and returned to the place of origin, cultivation attraction or tourist attractions (natural scenery, recreation parks, historical heritage, cultural arts performances). Businesses and tourist facilities such as: business services, travel agencies, tour guides, business facilities, accommodation and other businesses related to tourism.

Some experts suggested the notion of tourism, among others:

According to, Oka A . Yoeti dalam Irawan. (2010:11), explained*, bahwa kata pariwisata berasal dari bahasa Sansekerta, yaitu “…pari yang berarti banyak, berkali–kali, berputar–putar, keliling, dan wisata yang berarti perjalanan atau bepergian”.*

 According to, E. Guyer Freuler dalam Irawan (2010:11), formulate the notion of tourism, are as follows:

Tourism in the modern sense is a phenomenon of today are based on the need for health and air, valuation-conscious and foster a love for the beauty of nature and in particular due to the increasing association of nations and human class as a result of the development of commercial, industrial, and improvement of transportation means.

According to, Hunziker and Krapf, (1941), defined tourism as "the sum of the phenomena and relationships arising from the travel and stay of non-residents, insofar as they do not lead to permanent residence and are not connected with any earning activity."

According to, Richard Sihite dalam Marpaung dan Bahar (2000:46-47) explained the definition of tourism, are as follows:

*Pariwisata adalah suatu perjalanan yang dilakukan orang untuk sementara waktu, yang diselenggarakan dari suatu tempat ke tempat lain meninggalkan tempatnya semula, dengan suatu perencanaan dan dengan maksud bukan untuk berusaha atau mencari nafkah di tempat yang dikunjungi, tetapi semata-mata untuk menikmati kegiatan pertamasyaan dan rekreasi atau untuk memenuhi keinginan yang beraneka ragam*.

**2.1.1. Tourist**

Tourist is an integral part of world tourism. Tourists are very diverse, young and old, poor-rich, foreign country, all have desires and expectations are also different.

If the terms of the meaning of the word “wisatawan” are derived from the word "*wisata"* it is not really appropriate as a substitute for the word "tourist" in English. The word is derived from Sanskrit "*wisata*" which means "*perjalanan*" of the same or can be equated with the word "travel" in English. So people travel in this sense, then the tourists is synonymous with the word "traveler" because in Indonesian has been a custom to wear the suffix "*wan*" to represent the profession, his expertise, his circumstances and position of a person (Irawan, 2010:12).

The meaning of tourist, are as follows:

According to, Smith *dalam* Kusumaningrum, (2009:16) explained tourist is a person who is not working, or are on vacation and have volunteered to visit other areas to get something else.

According to, Kusumaningrum, (2009:17) tourist split into three parts, namely:

1. The visitor is any person related to a country where he has another residence, by reason of doing the job given by the state his visited.
2. Tourist is any person who resides in a State without regardless of nationality, a visit to a place in the same country for more than 24 hours that the purpose of the journey can be classified as follows:
3. Enjoy free time for recreation, leisure, health, education, religion and sport.
4. Business or visit his family.
5. Excursionist or “*Darmawisatawan”* is temporary visitors staying less than 24 hours in the country visited, including the people who drive around with the cruise ship.
6. According to the Commission of the League of Nations in 1937 (in Irawan, 2010:12), "….the tourist is a person for 24 hours or more to travel in a country that is not the usual residence."
7. UN Conference on Interest Travel and Tourism in Rome in 1963 (in Irawan, 2010:12), using the term (visitors) for each person who comes to a country that is not a usual place of residence for any purposes, but to travel on the payroll. Visitors who intended to include two categories:
8. Tourists are: visitors who come to a country he visited and stayed for 24 hours with the aim to have fun, holiday, health, study, religion and sport purposes, business, family, meeting and delegates.
9. Excursionist, namely: visitors who only stay a day in the countries he visits without overnight.
10. UN definition. Convention Concerning Costums Fasilities for Touring in Irawan, (2010:12), "... every man who comes into a country for legitimate reasons, in addition to immigrate and who lived for at least 24 hours and at the outside 6 months in the same year"
11. In the Presidential Instruction of Republic Indonesia No. 9, 1969, bab 1 pasal 1 (dalam Irawan, 2010:13) explained *“…wisatawan ialah setiap orang yang bepergian dari tempat tinggal untuk berkunjung ke tempat lain dengan menikmati perjalanan dan kunjungan itu”.*

According to, Kusumaningrum, (2009: 17). Are as follows:

*Wisatawan yang berkunjung ke suatu daerah biasanya benar-benar ingin menghabiskan waktunya untuk bersantai, menyegarkan fikiran dan benar-benar ingin melepaskan diri dari rutinitas kehidupan sehari-hari. Jadi bisa juga dikatakan wisatawan adalah seseorang yang melakukan perjalanan dari suatu tempat lain yang yang jauh dari rumahnya bukan dengan alasan rumah atau kantor.*

According to, Kusumaningrum (2009:18) Tourist by nature:

1. *Wisatawan modern Idealis, wisatawan yang sangat menaruh minat pada budaya multinasional serta eksplorasi alam secara individual.*
2. *Wisatawan modern Materialis, wisatawan dengan golongan Hedonisme (mencari keuntungan) secara berkelompok.*
3. *Wisatawan tradisional Idealis, wisatawan yang menaruh minat pada kehidupan sosial budaya yang bersifat tradisional dan sangat menghargai sentuhan alam yang tidak terlalu tercampur oleh arus modernisasi.*
4. *Wisatawan tradisional Materialis, wistawan yang berpandangan konvensional, mempertimbangkan keterjangkauan, murah dan keamanan.*

**2.2. Hotel**

Literally, the word Hotel, formerly derived from the word HOSPITIUM (Latin), meaning the living room. In the long term experience hospitium said understanding the process of change and to distinguish between the Guest House to the Mansion House (the big house) were developed at that time, the large houses called HOSTEL. Large houses or hostels is leased to the public urnum to stay and rest a while, that during the stay of the lodger was coordinated by a host, and all the guests (during) stay will be subject to regulations made or determined by the host (HOST HOTEL). In accordance with the development and demands of people who want to get satisfaction, do not like the rules or regulations as dalarn too many hostels, and hostels Iambat Iaun word changes. The letter "s" at the hostel said disappeared or disappeared person, which then turned into a hotel hostel said as what we know today.

Hotel is a form of building, symbol, companies or business entities that provide accommodation accommodation services, food and beverage providers and facilities services, etc., where all the services intended for the general public, whether they are staying overnight at the hotel or those who only use certain facilities owned by the hotel.

Words hotel have meaning or definition is quite a lot, each - each person is different in the disjoint. Here is some understanding of the hotel:

1. According to AHMA (American Hotel & Motel Association) hotel is a place which provided lodging, food, and beverages, as well as other services, to rent for guests or people who stay for a while.
2. According to Webster, the hotel is a building or institution that provides room to stay, food, and beverages, as well as other services to the public.
3. According to Prof K. Kraft, the hotel is a building that provides food and service is concerned to travel.
4. According to the Ministry of Transportation, the hotel is a form of commercial accommodation managed, made ​​available to any person obtain an accommodation following foods and beverages.

**2.2.1. The Definition of Business Hotel**

Definition of Business Hotel refers to Marlina Endy (2008:52), Business hotel is designed to accommodate the hotel guests who have business goals, relative location of a business hotel located in the city center, adjacent to the office area or trade area. Business is also known as the *Commercial Hotel* or *City Hotel.*

Facilities provided by the business hotel will provide complete facilities and support related to business activities, especially for activities *Meeting, Incentive, Convention and Exhibition* (MICE). Facilities include a *ballroom, banquet room,* and *business center* with other supporting facilities such as a *restaurant, bar and café, fitness center & spa, swimming pools*, and so on (Kusumo, 2012)

According to, Hughes and Kapoor (2011), Business is the organized effort of individuals to produce and sell for a profit, the goods and services that satisfy society needs. The general term business refers to all such efforts within a society or within an industry.

A good business hotel usually has the following characteristics: good location, business center distance closer (business guests often very precious, not to spend too much time in the transportation), The business of the hotel facilities, No less than 4-star hotel management group by unified management.

**2.2.2. Hotel Management**

Hotel Management (Hospitality) is the study and practice of effective and art to run a business hotel, restaurant and other tourism-related businesses with field trips that will go more smoothly, comfortable, quality that meet even exceed the expectations of consumers, the goal is to generate profit margins greater for the company.

Without effective hospitality management, there would be no standard for service in the hotel or travel agency.

Hotel management involves a combination of various skills such as marketing management, human resource development, financial management, human relations skills, dexterity, etc.. Hotel industry is a major generator of tourism. Management involves ensuring all operations, including accommodation, food and beverage and other hotel services can run smoothly.

*General Manager*

Hotel manager (hospitality) is a person who manages the daily operations of hotel management. Great hotel for the management team always has, where every member of the team to concentrate on areas of particular interest.

The hotel manager is responsible for the efficient and profitable operation of their company.

General manager in charge of financial control, housekeeping, quality of service and food, decoration and interior as well as the establishment of norms that must be followed by staff while providing their services to the guests, etc.. Meanwhile, the task of the Assistant Manager is to oversee the daily operations of the department. large hotels have a resident manager to resolve problems all the time. Here the managers of different departments supervised by top management.

Hospitality Management has a number of departments under him. Some of the major departments of the Hospitality industry, namely:

1. *Front Office*

Is the center of all activities. The main tasks performed here include: the provision of information, make a reservation and take care of check-in and check-out, in addition to the tasks performed by the Department of Personnel. Almost all the existing activities in the front office dealing with guests, either directly or indirectly. front office has an important role in the operation of a hotel. As said by Valen (1985: 24), in his check-in check-out, guest Principles of front office activity verily is the heart and center of all kinds of activities of the guests.

1. *Sales & Marketing*

This department keeps in touch with travel agents and tour operators as well as other clients, Advertising and Public Relations is also normally handled by this department.

1. *Food & Beverage*

This department is the center of the hotel industry and is not responsible for all the food that is prepared and served at the hotel.

1. *House Keeping*

The main function of this department is in charge of cleaning the room, which is filled or empty room, because housekeeping circumstances should always keep the room is always ready.

In addition, housekeeping can report the state of the rooms are still under repair / maintenance, and can report the difference in the number of people / Pax from data reported by the Front Office at the time of Registration, pax will largely determine differences can affect the price of the room or the number of people who consume meal Breakfast restaurant, on the power pro all these things can be done and identified quickly.

Other departments in the hotel include: Engineering, Security, maintenance, recreation, fire department, etc..

1. *Accounting Department*

Accounting department is a department in charge of the hotel hotel administration problems both financial income and expenses in the hotel.

1. *Engineering Department*

Engineering Department is a department of the hotel which is responsible for handling maintenance and repairs on all the tools and machines that exist in the hotel if damaged.

1. *Purchasing*

Purchasing department is a part that is responsible for the overall procurement and purchasing of all hotel needs.

1. *Human Recruitment Department*

One of the most important departments of any hotel staff is human resources management. Human resource management is appropriate to distinguish between run hotel with a very good or bad in a hospitality industry. Human resources manager can control almost the whole hotel. This makes the importance of human resource management to the hotel.

The employees employed in the hotel can really change the quality of service and overall atmosphere of the hotel. This means that it is very important to choose the workers who are optimistic, dedicated workers for each position. It is the duty of the human resources manager to ensure that the quality is good and chosen to work at the hotel.

Employee retention is a major issue in the service business hotel. Because so many employees do not have a job the hotel as the destination end of their careers, many of them only worked at the hotel for a short amount of time. Other employees may have to come out because of a poor work ethic or anything else. However, there are ways that human resource managers can curb some desire and the possibility of employees will move to another job quickly. The importance of human resource management to the hotel is very big in this field. Managers can provide good training and incentive programs that will cause employees to stay longer at the hotel. Have a clear development plan to progress to a higher level, the service will also cause employees to survive much longer. The issue of employee development and promotion, another big issue for the hotel industry. Hotels that provide a way for employees to advance in position, or provide training for employees so that they can acquire the skills necessary for advanced positions is critical to employee retention rate.

importance of human resource management to the hotel is very large. There are thousands of ways that a human resources manager can make a hotel run more smoothly and more efficiently. There are many fields that can benefit from the experience and guidance of a human resources manager. Therefore it is very important not to underestimate the importance of a manager. Without the human resources manager could not provide a quality service to customers and employees.

1. *Security Department*

Security Department is a part that is responsible for maintaining the security of the hotel and guests during the stay (24 hours).

**2.2.3. Characteristics of Hotel**

Which can distinguish between the hotel with the other industries are:

1. The hotel industry is relatively capital-intensive industries and labor-intensive, which means in its management requires a large capital with labor force that much anyway.
2. Influenced by the state and changes in the economic, political, social, cultural, and security where the hotel is located.
3. Produces and markets its products in conjunction with a place where its services produced.
4. Operates for 24 hours a day, without a day off in service to the hotel customers and society at large.
5. Treat the customer as king but also treat the customer as a partner in the business because the hotel services is highly dependent on the number of customers who use the hotel facilities.

**2.2.4. Classification of Hotel**

According to the decision of Sri Endar, (1996: 9), classification of hotels distinguished by using the star symbol between 1 '/ d 5. The more stars who owned a hotel, the quality of the hotel. The assessment was conducted for 3 years as well as the modalities decided by the Directorate General of Tourism.

**2.3. Customers Loyalty**

According to Oliver, Consumer loyalty is deeply committed to customer survive re-subscribe or re-purchase of products or services consistently elected in the future, although the influence of the situation and marketing efforts have the potential to cause a change in behavior.

According to Griffin (2003:13) Loyalty, when a customer is loyal, he or she exhibits purchase behavior defined as non-random purchase expressed over time by some decision-making un\it*.* Of the theory proposed by Griffin explained that consumer loyalty is human behavior in terms of decision making by humans to make purchases continuously. Loyal customers have the following characteristics:

* Makes regular repeat purchase
* Purchase across product and services lines
* Refers others
* Demonstrates an immunity to the full of the competition

In general, Hepworth and Matheus said that customer loyalty, often determined by three indicators, among others, is an ongoing desire to continue buying the same product, the desire to buy the same product in greater numbers, and willingness to recommend the product to others.

**2.3.1. Tourist Destination Loyalty**

Loyalty shown by repeated visits to tourist destinations (*repeat visitation*), This was stated by Dick and Basu who conceptualize customer loyalty as the relationship between the attitude of the *entity* (preferred tourist destination) and *repeat patronage* by visiting the same tourist destinations.

On the other hand, some researchers argue *repeat visitation*, does not really represent the loyalty of tourists, because tourists usually always want to try new sights they had never visited. If given the choice, they would prefer to a new place without compromising loyalty to the tourist places that ever visited. They only describe as a tourist loyalty level tourist destination where tourists feel worthy to recommend.

According to Outi Niinien et.al, activity or *repeat visitation*, can be used as the basis to determine the *destination loyalty*. Because, based on his research, tourists will visit the same place about 3 times or more within a period of 5 years.

This study uses the *repeat visitations, switching behavior,* and *word-of-mouth recommendation* to see *tourist destination’s loyalty*.

**Chapter III**

**Research Methodology**

This chapter contains research methodology which is a procedure that is used in order to get answers of research questions. This research methodology consists of research design, technique of data collection, procedures of collecting data, technique of analyzing data, population and sample, instrument.

* 1. **Research Design**

This research design intends to identify and analyze about the title of this paper. This research design applied in other to make the research easy and succesful. The writer used the qualitative method. It means after collecting, clarifying and analayzing then interpreting the data to get the result. The data were analayzed based on the theories mentioned in Chapter II about the factors affecting the level of tourist visits.

According to Anggoro Suhendar (2008:24):

Research design is a plan, outline of “how the research will understand” the relationship between the variables that he research. The design does not answer the question or hypothesis with sufficient certainly do not deserve to be called as a good study design (SD). SD is like a skeleton; in which research will put the meat (variable) and how he would organize blood flow system (relations between variables).

The method is taken by the writer is descriptive analysis. The descriptive analysis is used to describe clearly about everything that will be analyzed. The research design in descriptive analaysis is flexible with unpredictable previous steps and results.

Sudjana (2002) stated that the purpose of descriptive analysis is to make systematic factual, and accurate description about facts and nature od certain object. The descriptive a solves an actual problems by collecting the data.Meanwhile, according to basrowi and Suwandi (2008) the definition od qualitative mwthod is:

Qualitative research is the research that is based on paradigm, strategy and implementation of a qualitative mode, perspectives, strategies and models that is developed very varied*.(Penelitian qualitatif merupakan penelitian yang dilakukan berdasarkan paradigma, strategi dan implementasi mode secara kualitatif, perspektif, strategi dan model yang di kembangkan sangat beragam).*

* 1. **Technique of Data Collection**

Data collection methods can be broadly classified in two ways:

1. Primary Data

Primary data is the data which has been collected by the writer for the specific purpose of answering the problem. It is taken by hte observation during the research for different time and interview the object of this paper to support the data collection. In this research, the writer uses observations by following, activities of guests who staying at the Savoy Homann hotel, then interviewed.

In observation, the writer follows some activities in oder to find the data and information related with activities conducted by guests when staying at the Savoy Homann. Instrument that used by the writer, take the guests who staying at the hotel to their hotel room, take advantage of on the job training as a Bellboy at the hotel in question, to give the impression of eastern, and ask the reasons for their modest about the Savoy Homann. And at a certain moment the writer observed the activities of guests when staying at the Savoy Homann to better understand what is often most the guests doing in the Savoy Homann hotel.

1. Secondary Data

The secondary data is obtained by the data that already existed. It is certain purposes of literary study and some articles from internet. In this research, the secondary data that the writer uses are books about hotels and tourism, tourism articles, sample survey reports and the data from studies which is already done. Start from definition of hotels, tourists, tourism.

* 1. **Procedurs of Collecting Data**

The writer uses some steps in collecting data from this research, as follows:

1. Observation

To be involved directly in the world of hospitality and foreign tourists, in order to complement this paper, it gave a new experienced for the writer. Which explore the author's curiosity about the number of guests staying, and given the opportunity to interact directly with guests from various countries by the Savoy Homann Bidakara Hotel.

1. Interviewed

When on the Job Training, the writer interviewed the hotel to add more information and data. The process interviewed are the conversations that recorded by in a mobile phone then copied in a paper after make a finding based on the interviewed.

1. Transcribing the Interviewed

After the data were collected, the writer compared the guests staying comments with the situation during stay in hotel. Then the writer makes a finding of all data ends with conclusion.

1. Library research

To acquire more information and many things that useful to supporting the completion of this research the writer reads some books from several libraries mentioned about this research. The writer gets a lot of references through boos from several writers, and also studying the theories that can be put as the basic foundation for the study.

* 1. **Technique of Analyzing Data**

After all the data were collected, both observation and interviewed are evaluated, explained, clarified and compared between the theories with the situation in the field. The writer makes a finding and makes a conclusion about the number of guests staying on the research problem.

The writer gets the data after him obsereved and interviewed the respondents. After that, the information would be collected and analyzed. He underlines the data related to the research problem. The writer eliminates unnecessary data. After that, he would classify the important things to make conclusions so easily the important things and make conclusions easily to understand by researchers and the readers.

The study is a qualitative description of the studies included in the qualitative research. The purpose of this study is to uncover the facts, circumstances, phenomena, variables and circumstances that occur while running the research and presenting it is. And interpreting qualitative descriptive study said the data is concerned with the current situation, attitudes, and opinions that occur in the community, the state of conflict 2 or more, the relationship between the variables, the difference between fact, influence on a condition, and others. issues examined and investigated by qualitative descriptive research refers to quantitative studies, comparative studies, and can also be a correlational study 1 elements with other elements. The research activities include collecting data, analyzing the data, the data meginterprestasi, and ends with a conclusion that refers to analyzing the data. All results obtained from field observations the writer when 3 months in the Savoy Homann Bidakara Hotel.

* 1. **Population and Sample**

The writer conducted research at the Savoy Homann Bidakara Hotel. The writer met the Human Resources Development, explained the purposes and request permission to take a research, ie precisely in the Front Office Department, as a Bellboy, as long as the writer was there. The Writer met 10 guests, from the Netherlands, USA, Philippines, and Indonesia, mostly, with a variety of different characters, placement in Front Office Department makes writer easy to observe and interact directly with what will be research.

The writer select Savoy Homann environment as a population, because the hotel is known for its architecture and its guests, The Savoy Homann Bidakara Hotel is a historic luxury four stars hotel located on Asia Afrika Street, Bandung, Indonesia. It was built in 1939 replacing the 19th century Homann Hotel. Designed by the Dutch architect Albert Aalbers, the hotel features art deco exterior and interior, and historic furniture. It is an architectural heritage and a fine example of art deco colonial architecture of the East Indies.

* 1. **Instrument**

To get more data and information about this research, the writer did interview the guests and hotel party. The instrument that used by the writer are the questions list, mobile phone, tape recorder, digital camera, and then copied in a paper. After that, the writer makes a finding from that interview. The form of interviewed that the writer wants to know and to support the data and information.

**Chapter IV**

**Data Analysis and Findings**

To find out how the visit activities guests staying at the Savoy Homann, the writer is so keen to do this research, on the job training in Homann, very helpful in the writing of this, so the completeness of the data readily available to the writer, so that “An Analysis of the Number Guest Arrival Staying in Savoy Homann Bidakara Hotel” is appropriated study for the writer. In this chapter, the writer conducted observation and interview to collect the data that needed by the writer, given the limited data available at Homann in 2014, the study only uses data from year 2013 to 2014, from October - December 2013, and January - September 2014.

**4.1 Observation Data**

To get the data, the writer observed in Savoy Homann, specifically asked permission from the Front Office Manager (FOM) and Human Recruitment Department (HRD), to request arrival data guests staying in Savoy Homann, starting from the month of October 2013 - September 2014 , exactly one year, as follows:

**Table: 4.1 National Statistic Report of October 2013**

|  |  |  |  |
| --- | --- | --- | --- |
| **NO** | **CODE** | **DESCRIPTION** | **ROOM** |
| 1 | AFG | Afganistan | 1 |
| 2 | ARB | Arab Saudi | 2 |
| 3 | AUS | Australia | 5 |
| 4 | BEL | Belgia | 2 |
| 5 | BRN | Brunei Darussalam | 3 |
| 6 | CHN | China | 29 |
| 7 | CAN | Canada | 1 |
| 8 | FR | France | 9 |
| 9 | GMN | Germany | 1 |
| 10 | INA | Indonesia | 2.204 |
| 11 | IND | India | 1 |
| 12 | IRL | Irlandia | 1 |
| 13 | JPN | Japan | 27 |
| 14 | KR | Korea | 1 |
| 15 | MAL | Malaysia | 10 |
| 16 | NED | Netherlands | 132 |
| 17 | OAS | Other Asia | 1 |
| 18 | OEU | Other Europe | 22 |
| 19 | PHI | Philippines | 1 |
| 20 | PLS | Palestina | 5 |
| 21 | RUS | Russia | 1 |
| 22 | SAR | Saudi Arabia | 3 |
| 23 | SIN | Singapore | 7 |
| 24 | SWZ | Swiss | 4 |
| 25 | THI | Thailand | 8 |
| 26 | UK | United Kingdom | 1 |
| 27 | USA | United States | 1 |
| 28 | VIT | Vietnam | - |
| 29 | ZMB | Zambia | 3 |
|  | **TOTAL** |  | **2454** |

**Source: Bidakara Hotel**

**Analysis of Data October 2013**

In October 2013 based on guest Arrival data, is dominated by domestic, then followed by tourists from the Netherlands 132, China 29, Japan 27, and Other Europe 22, with a higher percentage of visits compared to other countries, and most arrival is Indonesian Guest 2.204.

**Table: 4.2 National Statistic Report of November 2013**

|  |  |  |  |
| --- | --- | --- | --- |
| **NO** | **CODE** | **DESCRIPTION** | **ROOM** |
| 1 | AFG | Afganistan | 5 |
| 2 | AUS | Australia | 4 |
| 3 | BEL | Belgia | 1 |
| 4 | CHN | China | 6 |
| 5 | GMN | Germany | 1 |
| 6 | INA | Indonesia | 2.531 |
| 7 | IND | India | 8 |
| 8 | JPN | Japan | 7 |
| 9 | MAL | Malaysia | 9 |
| 10 | NAM | Namibia | 1 |
| 11 | NED | Netherlands | 80 |
| 12 | OAS | Other Asia | 2 |
| 13 | OEU | Other Europe | 8 |
| 14 | SIN | Singapore | 5 |
| 15 | SWD | Sweden | 3 |
| 16 | SWZ | Swiss | 2 |
| 17 | TRK | Turkey | 1 |
| 18 | UK | United Kingdom | 1 |
| 19 | ZMB | Zambia | 3 |
|  |  | **TOTAL** | **2678** |

**Source: Bidakara Hotel**

**Analysis of Data November 2013**

In November 2013, the number of stay at the Savoy Homann Bidakara has increased, dominated by domestic tourists, but experienced a decline in foreign tourist arrivals, only the Netherlands, India, which became the largest foreign tourist arrivals for November.

**Table: 4.3 National Statistic Report of December 2013**

|  |  |  |  |
| --- | --- | --- | --- |
| **NO** | **CODE** | **DESCRIPTION** | **ROOM** |
| 1 | AFG | Afganistan | 7 |
| 2 | UEA | Uni Emirat Arab | 1 |
| 3 | AUS | Australia | 1 |
| 4 | CHN | China | 9 |
| 5 | CAN | Canada | - |
| 6 | INA | Indonesia | 2..658 |
| 7 | FR | France | 3 |
| 8 | JPN | Japan | 21 |
| 9 | MAL | Malaysia | 22 |
| 10 | NAM | Namibia | 1 |
| 11 | ITL | Italy | 1 |
| 12 | KR | Korea | 1 |
| 13 | OEU | Other Europe | 13 |
| 14 | SIN | Singapore | 12 |
| 15 | TPE | Taiwan | 2 |
| 16 | NED | Netherlands | 36 |
| 17 | SWZ | Swiss | 1 |
| 18 | UK | United Kingdom | 3 |
| 19 | ZMB | Zambia | 3 |
| 20 | USA | United States | 1 |
| 21 | BRN | Brunei Darussalam | 3 |
|  |  | **TOTAL** | **2.802** |

**Source: Bidakara Hotel**

**Analysis of Data December 2013**

In December 2013, guests who stay have increased again, by domestic tourists, as well as the Netherlands, Malaysia, Singapore, and several European countries.

**Table: 4.4 National Statistic Report of January 2014**

|  |  |  |  |
| --- | --- | --- | --- |
| **NO** | **CODE** | **DESCRIPTION** | **ROOM** |
| 1 | AUS | Australia | 20 |
| 2 | BD | Bangladesh | 2 |
| 3 | BR | Brazil | 5 |
| 4 | SWZ | Switzerland | 10 |
| 5 | CN | China | 46 |
| 6 | INA | Indonesia | 3.541 |
| 7 | GMN | Germany | 5 |
| 8 | JPN | Japan | 120 |
| 9 | UK | England | 5 |
| 10 | FR | France | 1 |
| 11 | HT | Haiti | 1 |
| 12 | IND | India | 7 |
| 13 | ITA | Italy | 5 |
| 14 | JM | Jamaica | 6 |
| 15 | KP | Korea, North | 5 |
| 16 | KR | Korea, South | 51 |
| 17 | MG | Madagascar | 4 |
| 18 | MLY | Malaysia | 21 |
| 19 | NE | Niger Republic | 2 |
| 20 | NL | Netherlands  | 59 |
| 21 | OT | Others | 21 |
| 22 | PA | Panama | 1 |
| 23 | SA | Saudi Arabia | 4 |
| 24 | SG | Singapore | 38 |
| 25 | SL | Slovenia | 2 |
| 26 | SR | Suriname | 3 |
| 27 | SZ | Swiss | 2 |
| 28 | TH | Thailand | 29 |
| 29 | USA | United States | 44 |
| 30 | VN | Vietnam | 8 |
|  |  | **TOTAL** | **4.068** |

**Source: Bidakara Hotel**

**Me**: *Apa yang menyebabkan bulan Januari 2014 mengalami peningkatan hingga mencapai 2 kali lipat?*

**Mrs. Lia Yuliana:** *ya karena bulan Januari itu masuk libur panjang dari Natal pada Desember 2013 sampe Tahun Baru, musim liburan.*

**Analysis of Data January 2014**

At the beginning of 2014, there was a surge of guest due to 'fix season', a spike occurs in domestic and foreign guests, in particular, Japan, Korea, China, the Netherlands, Singapore, and USA.

**Table: 4.5 National Statistic Report of February 2014**

|  |  |  |  |
| --- | --- | --- | --- |
| **NO** | **CODE** | **DESCRIPTION** | **ROOM** |
| 1 | AUS | Australia | 13 |
| 2 | BD | Bangladesh | 2 |
| 3 | BR | Brazil | 2 |
| 4 | SWZ | Switzerland | 17 |
| 5 | CN | China | 40 |
| 6 | INA | Indonesia | 3.201 |
| 7 | GMN | Germany | 34 |
| 8 | JPN | Japan | 97 |
| 9 | UK | England | 9 |
| 10 | FR | France | 7 |
| 11 | HT | Haiti | 3 |
| 12 | IND | India | 11 |
| 13 | ITA | Italy | 6 |
| 14 | JM | Jamaica | 7 |
| 15 | KP | Korea, North | 12 |
| 16 | KR | Korea, South | 31 |
| 17 | MG | Madagascar | 3 |
| 18 | MLY | Malaysia | 25 |
| 19 | NE | Niger Republic | 5 |
| 20 | NL | Netherlands  | 69 |
| 21 | OT | Others | 21 |
| 22 | LH | Lithuania | 2 |
| 23 | SA | Saudi Arabia | 4 |
| 24 | SG | Singapore | 32 |
| 25 | SL | Slovenia | 1 |
| 26 | PNG | Papua Nugini | 3 |
| 27 | SZ | Swiss | 4 |
| 28 | TH | Thailand | 14 |
| 29 | USA | United States | 12 |
|  |  | **TOTAL** | **3.687** |

**Source: Bidakara Hotel**

**Analysis of Data February 2014**

On February 2014, guests who stay lower than in January, but still has a figure that is higher than in October, November, December of 2013 domestic guests, and several European countries experienced a slight decrease.

**Table: 4.6 National Statistic Report of March 2014**

|  |  |  |  |
| --- | --- | --- | --- |
| **NO** | **CODE** | **DESCRIPTION** | **ROOM** |
| 1 | CHN | China | 6 |
| 2 | GMN | Germany | 9 |
| 3 | FR | France | 2 |
| 4 | ML | Malaysia | 1 |
| 5 | NED | Netherlands | 19 |
| 6 | INA | Indonesia | 1.233 |
| 7 | SIN | Singapore | 19 |
| 8 | SZ | Swaziland | 2 |
|  |  | **TOTAL** | **1291** |

**Source: Bidakara Hotel**

**Me:** *Apa yang menyebabkan penurunan tajam pada bulan maret, dibanding bulan-bulan sebelumnya bu?*

**Mrs. Lia Yuliani:** *Mungkin karena bulan Maret sedikit liburan, orang-orang mungkin menghabiskan uang mereka ketika masa liburan pada bulan sebelumnya.*

**Analysis of Data March 2014**

In March 2014, has decreased significantly, compared to previous months, the primary factor is the *'low season'*

**Table: 4.7** **National Statistic Report of April 2014**

|  |  |  |  |
| --- | --- | --- | --- |
| **NO** | **CODE** | **DESCRIPTION** | **ROOM** |
| 1 | AUS | Australia | 31 |
| 2 | BD | Bangladesh | 2 |
| 3 | MB | Mozambique | 4 |
| 4 | NE | Niger Republic | 2 |
| 5 | SZ | Swaziland | 2 |
| 6 | INA | Indonesia | 1.072 |
| 7 | CHN | China | 53 |
| 8 | HK | Hongkong | 60 |
| 9 | JPN | Japan | 146 |
| 10 | KR | Korea | 77 |
| 11 | PK | Pakistan | 1 |
| 12 | TW | Taiwan | 2 |
| 13 | PA | Panama | 7 |
| 14 | US | USA | 58 |
| 15 | BR | Brazil | 5 |
| 16 | SR | Suriname | 3 |
| 17 | BN | Brunei | 11 |
| 18 | ML | Malaysia | 2 |
| 19 | SIN | Singapore | 78 |
| 20 | VN | Vietnam | 8 |
| 21 | KT | Kuwait | 6 |
| 22 | SA | Saudi Arabia | 6 |
| 23 | CA | Canada | 18 |
| 24 | HT | Haiti | 1 |
| 25 | JM | Jamaica | 6 |
| 26 | NED | Netherlands | 168 |
| 27 | SZ | Switzerland | 10 |
| 28 | ITA | Italy | 10 |
| 29 | OT | Others | 147 |
|  |  | **Total** | **3.869** |

**Source: Bidakara Hotel**

**Me:** *Apa yang menyebabkan lonjakan kembali pada bulan April 2014?*

**Mrs. Lia Yuliani:** *Jika saya tidak salah, ada Konfrensi Asia-Afrika, jadi kunjungan banyak dari berbagai negara, Homann kan sebagai salah satu hotel yang terlibat dalam memeriahkan KAA.*

**Analysis of Data April 2014**

In April 2014, an increase compared to back in March, because the Asian-African Conference, and the Savoy Homann be one container for state guests, from various countries participating Asian-African Conference.

**Table: 4.8 National Statitstic Report of May 2014**

|  |  |  |  |
| --- | --- | --- | --- |
| **NO** | **CODE** | **DESCRIPTION** | **ROOM** |
| 1 | AUS | Australia | 30 |
| 2 | AT | Austria | 3 |
| 3 | BN | Brunei | 3 |
| 4 | BE | Belgium | 2 |
| 5 | CA | Canada | 18 |
| 6 | INA | Indonesia | 14 |
| 7 | GMN | Germany | 39 |
| 8 | JPN | Japan | 97 |
| 9 | CHN | China | 60 |
| 10 | MZ | Mozambique | 4 |
| 11 | MG | Madagascar | 4 |
| 12 | NE | Niger Republic | 2 |
| 13 | SZ | Swaziland | 4 |
| 14 | JPN | Japan | 168 |
| 15 | KP | Korea, North | 5 |
| 16 | KR | Korea, South | 72 |
| 17 | HK | Hongkong | 60 |
| 18 | IND | India | 16 |
| 19 | PK | Pakistan | 1 |
| 20 | TW | Taiwan | 4 |
| 21 | EN | England | 9 |
| 22 | DE | Germany | 39 |
| 23 | HU | Hungary | 2 |
| 24 | ITA | Italy | 10 |
| 25 | LT | Lithuania | 2 |
| 26 | NED | Netherlands | 254 |
| 27 | SL | Slovenia | 2 |
| 28 | SE | Sweden | 26 |
| 29 | USA | United States | 74 |
| 30 | CH | Switzerland | 10 |
| 31 | KW | Kuwait | 6 |
| 32 | SA | Saudi Arabia | 6 |
| 33 | UEA | UEA | 4 |
| 34 | HT | Haiti | 1 |
| 35 | JM | Jamaica | 6 |
| 36 | SR | Suriname | 3 |
| 37 | SG | Singapore | 107 |
| 38 | TH | Thailand | 34 |
| 39 | CO | Colombia | 7 |
| 40 | OT | Others | 125 |
|  |  | **TOTAL** | **3903** |

**Source: Bidakara Hotel**

**Analysis of Data May 2014**

In may 2014, there was a slight increase from the previous month, but a spike, dominated by the guests from abroad, in particular, the Netherlands, Japan, Singapore, Germany, Korea, Hong Kong, etc, this happens because the holidays in Europe , or country that has summer.

**Table: 4.9 National Statistic Report of June 2014**

|  |  |  |  |
| --- | --- | --- | --- |
| **NO** | **CODE** | **DESCRIPTION** | **ROOM** |
| 1 | BR | Brunei | 134 |
| 2 | NED | Netherlands | 94 |
| 3 | SG | Singapore | 45 |
| 4 | ML | Malaysia | 42 |
| 5 | CHN | China | 22 |
| 6 | INA | Indonesia | 3.822 |
| 7 | DE | Germany | 6 |
| 8 | AUS | Australia | 5 |
| 9 | SK | South Korea | 4 |
| 10 | SA | Saudi Arabia | 3 |
| 11 | UEA | UEA | 2 |
| 12 | FR | France | 2 |
| 13 | RUS | Russia | 2 |
| 14 | ASR | Austria | 2 |
| 15 | BG | Belgium | 1 |
| 16 | CND | Canada | 1 |
|  |  | **TOTAL** | **4.221** |

**Source: Bidakara Hotel**

**Analysis of Data June 2014**

In June became the most crowded months during the study, due to enter the school holidays, is almost entirely dominated by local guests, and followed by Brunei Darussalam as foreign guest.

**Table: 4.9 National Statistic Report of July 2014**

|  |  |  |  |
| --- | --- | --- | --- |
| **NO** | **CODE** | **DESCRIPTION** | **ROOM** |
| 1 | BR | Brunei | 134 |
| 2 | NED | Netherlands | 326 |
| 3 | SG | Singapore | 15 |
| 4 | TG | Tongo | 3 |
| 5 | CHN | China | 4 |
| 6 | INA | Indonesia | 3.159 |
| 7 | DE | Germany | 28 |
| 8 | AST | Austia | 6 |
| 9 | SK | South Korea | 5 |
| 10 | USA | United States | 9 |
| 11 | AUS | Australia | 6 |
| 12 | FR | France | 5 |
| 13 | RUS | Russia | 2 |
| 14 | ASR | Austria | 2 |
| 15 | JPN | Japan | 12 |
| 16 | NRW | Norway | 4 |
| 17 | CL | Columbia | 6 |
| 18 | SZ | Swaziland | 2 |
| 19 | OT | Others  | 27 |
|  |  | **TOTAL** | **3.639** |

**Source: Bidakara Hotel**

**Analysis of Data July 2014**

In July experienced a slight decline in the appeal of June, but still has a high number of visits, in the dominance of local guests, as well as guests from the Netherlands Became the second highest order, and Several other European countries.

**Table: 4.11 National Statistic Report of August 2014**

|  |  |  |  |
| --- | --- | --- | --- |
| **NO** | **CODE** | **DESCRIPTION** | **ROOM** |
| 1 | SZ | Swaziland | 18 |
| 2 | NED | Netherlands | 264 |
| 3 | SG | Singapore | 7 |
| 4 | JPN | Japan | 20 |
| 5 | CHN | China | 5 |
| 6 | INA | Indonesia | 3.246 |
| 7 | DE | Germany | 14 |
| 8 | HK | Hongkong | 4 |
| 9 | SUI | Switzerland | 9 |
| 10 | USA | United States | 25 |
| 11 | AUS | Australia | 14 |
| 12 | FR | France | 1 |
| 13 | SA | Saudi Arabia | 13 |
| 14 | BR | Brunei | 16 |
| 15 | JPN | Japan | 12 |
| 16 | MAL | Malaysia | 8 |
| 17 | TH | Thailand | 6 |
| 18 | IND | India | 1 |
| 19 | OT | Others  | 27 |
| 20 | TRK | Turkey | 3 |
| 21 | BGU | Belgium | 4 |
|  |  | **TOTAL** | **3.740** |

**Source: Bidakara Hotel**

**Analysis of Data August 2014**

In August, the changes are not too significant, still dominated local guests and some guests from the Netherlands, is by comparing the historical Homann and the Netherlands.

 **Table: 4.12** **National Statistic Report of September 2014**

|  |  |  |  |
| --- | --- | --- | --- |
| **NO** | **CODE** | **DESCRIPTION** | **ROOM** |
| 1 | SZ | Swaziland | 1 |
| 2 | NED | Netherlands | 209 |
| 3 | SG | Singapore | 9 |
| 4 | JPN | Japan | 43 |
| 5 | CHN | China | 9 |
| 6 | INA | Indonesia | 3.020 |
| 7 | DE | Germany | 5 |
| 8 | HK | Hongkong | 5 |
| 9 | SUI | Switzerland | 6 |
| 10 | USA | United States | 23 |
| 11 | AUS | Australia | 17 |
| 12 | FR | France | 14 |
| 13 | SA | Saudi Arabia | 2 |
| 14 | BR | Brunei | 3 |
| 15 | NP | Nepal | 2 |
| 16 | MAL | Malaysia | 20 |
| 17 | TH | Thailand | 6 |
| 18 | IND | India | 1 |
| 19 | OT | Others  | 59 |
| 20 | TRK | Turkey | 1 |
| 21 | BGU | Belgium | 4 |
| 22 | UEA | UEA | 3 |
| 23 | DG | Diego Garcia | 1 |
| 24 | SK | South Korea | 1 |
|  |  | **TOTAL** | **3.439** |

**Source: Bidakara Hotel**

**Analysis of Data August 2014**

In september experienced a slight decrease, either a local, or foreign, Netherlands, Japanese, and England became the most visitors than any other country.

**4.2. Interview Staffs**

To get the data, the writer interviewed 2 staff of Savoy Homann and 10 guest who staying in Savoy Homann, as follows:

1. **Mrs. Lia Yuliani Front Office Manager at Savoy Homann Bidakara Hotel:**

***Me****: Bagaimana cara pihak hotel dalam menarik wisatawan?*

***Mrs. Lia Yuliani****: Salah satunya untuk menarik minat wisatawan biasanya kita, Jika Homann ya khususnya, karena salah satu Homann ini adalah heritage hotel, terus lokasi, lokasi Homann inikan, lokasi yang sangat strategis, terus disini itukan area-area tempat gedung-gedung bersejarah, historical area yang selalu menjadi daya tarik kota Bandung, menjadi keuntungan tersendiri, salah satunya karena lokasinya, ditengah kota, terus historical area, karena gampang dijangkau, gampang dicari, karena semua orang familiar dimana Jln. Asia-Afrika orang sudah dapat membayangkan pasti disitu. Dan harga bersaing dengan hotel yang lain.*

**Analysis of Interviewed with Mrs. Lia Yuliani (FOM)**

Homann has a strategic location, as well as the heritage buildings, also are on the historical place, makes one of the advantages Homann in attracting both domestic and foreign guests, especially tourists from Europe who admired classical building, which has historical value.

1. **Mr. Cucu Supriyanto HRD Training at Savoy Homann Bidakara Hotel**

***Me****: Apa masalah yang dihadapi karyawan disini dalam menerima tamu?*

***Mr. Cucu Supriyanto****: Disini mayoritas itu adalah tamu MICE, taukan jika MICE, MICE itukan biasanya orang sambil meeting, biasanya dari kantor, jika tidak government, terus jika orang asing itu kita biasanya lebih banyak ke Eropa sana, orang Eropa yang biasanya nyari, nyari .... historical place, historical ya biasanya menjadi daya tarik orang sana, orang Cina, Singapura biasanya tidak terlalu, masalah spesipikasinya apa yang anda maksud? (****saya:*** *ya tentang Homann ini) .. disini fasilitas, karena fasilitas disini tidak sekomplit ditempat lain, di hotel lainkan ada Chinesse restaurant, kolam renang, ya mungkin disini karena lagi ada renovasi kolam renang.. fitness, spa itukan biasanya yang mereka cari, sementara kita tidak memiliki .. terus kelebihan kita, kita bisa jual harga murah, tapi ukuran kamar itu jauh lebih besar, kalo dengan tempat lain kan enggak, dia udah minimalis bener, ya kita punya ukuran kamar yang luas.*

**Analysis Interviewed with Mr. Cucu Supriyanto (HRD Training)**

Problems faced by Savoy Homann Hotel, problems which include facilities that do not meet the wishes of guests, because the size is not too large land becomes a constraint, and because the hotel Homann including Bandung Heritage building, making it difficult to be changed on the outside, but Homann hotel lately doing renovations on the back of the hotel, over the parking area, existing land use, as possible, will constructed swimming pool, fitness center and spa, which is Savoy Homann Hotel not have, while many guests who asks facilities like this.

* 1. **Interview Foreign and Domestic Tourists**
1. **Miss. Kenneth Balagadhia (Philippines)**

**Me:** *Sister, why you chose Savoy Homann hotel for staying?*

**Miss. Kenneth:** *I'm doing a cross culture here, and the organizers put me in this hotel, he said this is one of the historic hotel, so I would strongly agree.*

**Analysis Interviewed with Miss. Kenneth Balagadhia**

The organizers of cross culture, providing that give the feel of a historical hotel, in order to be an attraction for anyone visiting the city of Bandung.

1. **Daimar Palispis (Philippines)**

**Me***: So, brother .. why did you chose this Hotel?*

**Daimar Palispis***: yes as well as Kenneth, but I've learned about the Bandung city before, I was so very happy, knowing when placed in this hotel, it was amazing like living in colonial times.*

**Analysis Interviewed with Daimar Palispis**

Sometimes historical place, give some people experience and a good point of view, about building, city and everything, that makes some people so excited.

1. **Melody Elizabeth (Australia)**

**Me***: miss, miss can you help me? I need some interview for my research?*

**Melody:** *ohh it’s okay ..*

**Me:** *so .. Why you chose this Hotel for staying?*

**Melody:***I chose this hotel because it has a unique building, making me comfort, especially at each building makes me wonder.*

**Analysis Interviewed with Melody Elizabeth**

Uniqueness of the hotel building is the main attraction for foreign tourists visiting Bandung city.

1. **Mr. Devries (Netherlands)**

**Me:** *Mr .. hellooo can I give you some question, about this hotel? For my last paper? Why did you chose Homann Hotel?*

**Mr. Devries***: ya, aku bisa bahasa Indonesia, aku milih hotel, karena ya my Dad orang sini, Ibuku orang Holland, sudah lama aku tidak ke Indonesia, sedih aku, dulu ayah saya sebelum meninggal tinggal di Cicendo, when he fast away, my mom and me back to Holland, so, I back to Bandung for remind my Dad, dia pernah saat kecil aku, bawa kesini..*

**Analysis Interviewed with Mr. Devries**

More than just a hotel, Homann into a hotel that provides a deep impression when someone visited, for some people, to one day return to this hotel.

1. **Mr. Agus Setiawan (Indonesia)**

**Me:** *permisi pak, apa saya bisa wawancara sebentar untuk penelitian, mengapa bapak memilih hotel Homann?*

**Mr.Agus:** *Saya sih udah biasa dari dulu menginap disini setiap berkunjung ke Bandung.*

**Analysis Interviewed with Mr. Agus**

He is one of the 'repeaters', has been a loyal customer Homann hotels, this makes Homann like his own house during his visit to Bandung.

1. **Mrs. Parwati (Indonesia)**

**Me:** *Permisi bu, boleh wawancara sebentar untuk tugas akhir saya .. mengapa ibu memilih hotel Homann?*

**Mrs. Parwati:** *oh, saya sih lagi ada meeting 3 hari disini, di ballroom itu, dari kantor saya milih hotel ini sekalian meeting dek ..*

 **Analysis Interviewed with Mrs. Parwati**

This makes the hotel Homann as MICE activities, where the meeting was held, and stay close to public facilities and other interesting in Bandung, Homann has a good Marketing MICE activities.

1. **Mr. Tarmudzi (Indonesia)**

**Me:** *Permisi pak, bolehkah saya wawancara sebentar untuk bertanya tentang hotel Homann, kenapa bapak memilih menginap disini?*

**Mr. Tarmudzi*:*** *Saya sudah coba beberapa Hotel di Bandung, saya dari Makasar, kebetulan teman saya bilang Hotel Homann bagus mas ..*

**Analysis Interviewed with Mr. Tarmudzi**

Most people know the hotel Homann from customers who ever stayed, from mouth to mouth, making the hotel Homann widely known by people who will travel to Bandung.

1. **Mr. Alex Sitohang (Indonesia)**

**Me:** *selamat sore pak, saya mau bertanya sedikit tentang alasan bapak memilih hotel ini, untuk tugas akhir penelitian saya?*

**Mr. Alex:** *Oh saya sih tinggal di Jakarta, lagi ada meeting disini sekalian nginep.*

**Analysis Intervewed with Mr. Alex**

Homann has become meeting activities, which many invited guests and the Group of Government.

1. **Mr. Suparno Ali (Indonesia)**

**Me:** *Sore pak, boleh saya bertanya sedikit tentang alasan bapak memilih hotel ini, untuk penelitian saya?*

**Mr. Suparno:** *skripsi ya dek, boleh, ya saya sedang kebetulan ada acara kegiatan meeting dari pemerintahan.*

**Analysis Interviewed with Mr. Suparno**

Homann hotel mostly used as MICE activities, where a group, dominate activity in Homann on a weekly basis.

1. **Miss. Ane Juliani (Indonesia)**

**Me***: mbak permisi boleh minta waktunya sebentar saja, untuk wawancara, buat bahan penelitian saya, kenapa anda milih hotel Homann?*

**Miss. Ane:** *Ya kebetulan saya lagi weekend aja di Bandung mumpung lagi nyantai, saya sudah sering berkunjung kesini, biasanya sama keluarga saya disini.*

**Analysis Interviewed with Miss Ane**

Miss Ane is one of the guests 'Repeater' as my guest interview earlier, this certainly indicates that the Savoy Homann has many loyal customers.

**4.4. findings**

After analyzing the data and the following the procedures, the writer learned that the effect of the increase in guest visits, caused by several factors, which greatly affect the number of visits on a monthly basis, we know the 'low season' where arrival levels are low, due to several factors such as not holiday season, or the months after the holiday spending, and we know the 'fix season' where arrival levels are very high, influenced by the dates of school holidays, work, or a national holiday, which led to a surge of guests staying at the Savoy Homann.

The problems faced by Homann hotel is often a lack of facilities that hotel guests need, such as a fitness center, spa, this would be a deficiency that must be fulfilled parties Homann, because visitors Homann dominated by tourists who do not reside in the city. mostly from out of town conducting MICE, a long travel makes some guest getting tired, which in part require the services of a spa, but in July the Homann back renovate the rear of the parking area, to be made swimming pool, fitness center and spa, to meet the needs of guests.

According to Savoy Homann party, Homann located in the heart of Bandung, that makes Savoy Homann very strategic, plus historic buildings, this would attract foreign tourists in particular, they really love and appreciate history, making Homann hotel is more than just a staying place, but also as historical tours, which provide knowledge to guests staying on the histories that are at Homann, it is no wonder Hotel Savoy Homann be the choice of foreign tourists who visit the city of Bandung, according to Henry Steele Commager, The History of the overall record of the past, Literature was, law, construction, social institutions, religion, philosophy, substantially all of which is recalled in the memory of human.

Most of guests Homann is a MICE or group, which held a meeting, in the affairs of the office, and government, so that a good connection is required by the marketing department, to be able to deliver a promo, Homann hotel known as the hotel where guests famous staying, almost the majority of people recognize the existence of Homann hotel. the exact location, on the streets of historic, becoming its own advantages and attraction for tourists.

Findings the problems I found was not too much, just the facilities, although standing around Homann, some hotels with modern buildings, but not a concern of the hotel, because the hotel Homann already known and trusted, and most of the guests Homann is '*Repeater'*.

**Chapter V**

**Conclusions and Suggestions**

**5.1 Conclusions**

Hotels are services that should make satisfaction for guests staying, of the various aspects required by the guests, also a second home for most domestic and foreign tourists, with good service, the hotel will have a loyal customer, or we know guests 'repeater', thus giving his own memories while guests visiting Bandung city, and considering the hotel Homann, also greatly affect the value of the historical existence of the Savoy Homann among domestic and foreign tourists.

A star hotel should have standards that include complete facilities, to facilitate guests in doing many activities, tourists europe, asia, and domestic, so that when all the requirements are met, will further add to the amount of increase in arrival is staying at Hotel Homann, and takes care of historic buildings , without having changed, just do a little renovation, as this becomes the selling power for a guest who will stay.

To further increase the number of guests, good management is needed between each department in Hotel, ranging from Front Office who deal directly with guests, must have the knowledge and attitudes that make a guests comfortable, regardless of status, House Keeping Department would also have to ensure hygiene rooms, which provide comfort for guests, so things like this will give a good impression to the guests, and will make guest 'repeater'.

**5.2 Suggestions**

There are some suggestions from the writer that would like to purpose in the analysis of the number of guest arrival staying as follows:

Hotel party must do promo not only through the internet, by way of exploring history Homann, so not just a hotel, but also as a function of heritage buildings actually used, maintaining that the relics are in Homann, which does not reduce things which has elements of history, this will be another attraction Homann than as a place just not for staying, it will automatically increase the number of visits.

Improve the English proficiency employees Homann, so that hotel party are not overwhelmed by foreigners guest, because Homann become one of the Destinations of foreign tourists, particularly the Netherlands, Australia, Korea, Japan, because of the language will facilitate communication, and provide convenience for foreign guests, of course this will increase the number of guests.

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