

Chapter I

Introduction

1. Background of the Research

Tourism today is a mega business. Millions of people spend money, leaving home and work to satisfy their self and for spending free time. It is becoming an important part of life and lifestyles in the developed country. Real tourism has been started since human characteristic which is categorized by the presence of human movement who make pilgrimage or journey.

In prehistoric times, human lived nomads. Traveling is a lifestyle and a way to survive the nomadic. Primitive people often did a long journey to search foods, drinks, clothes, and a climate that supports life. As time goes on, many people do that because it is fun.

With the rapid increase in the number of people doing the tour, it would benefit the country's revenue. Therefore, much of the country more specifically tourist destination since the last few years working on a tourism seriously and make the tourism sector as the flagship in foreign exchange earnings, job creation, and poverty reduction. Since a lot of tourists do travel to tourism spot. And they bring a lot of money to buy various things during their holiday, and then it will have an impact to the economic life in the region in terms of foreign exchange receipts, income, employment opportunities and incomes of the Government in the area.

Tourists are often referred to as people who travel to specific destinations. The tour is not only to entertain or just relax. Tourists are not the only people who entered foreign countries as mentioned above. But also they travel from one place to the other in their country. Therefore, we know the foreigners and domestic tourists. Tourism is also an activity and human interaction with the environment. The interaction is done through life, hope and desire against the environment so that it can give a sense of satisfaction.

Therefore, they are the travelers need a place to rest. The venue is the Hotel. Basically, hotel is one of the biggest businesses in the world of tourism service. An adequate hotel facility and the performance of good employees do not become a measure for the visitor satisfaction. However, good service is the one which can satisfy the visitors. Service is an essential key to reach the success of hotel business. It can be seen from the performance of the employees in charge especially in providing these services to the hotel guests.

A good hotel is capable of profiting by giving satisfaction to the hotel guests. In the hotel, we have to try to motivate the employees to understand the importance of giving satisfaction to the guests. It is necessary also to try and look at everything from the point of view of the guests. Things like by guests, who can give satisfaction to the guests, which we can improve the service. Hotel employees should be aware of guest satisfaction is more important than the satisfaction of management. Guests who make employees be in the corporate world.

Front office department is the place of service of sales rooms or room rental to the hotel guests. Because of its function, the location the front office is supposed to be in a place that is easily seen or known by guests. This section is part of the first being contacted by the guest before guests come and stay at the hotel.

Front office department is also the center of activity and the place where hotel guests first impression. How to greet guests and handle when they first arrived at the hotel will form its own impression and atmosphere of the hotel absolutely during the guests stay at the hotel. Thus the importance of the front office, according to experts and hospitality practitioners often provide a wide variety of designations, such as front office the nerve center, the axis, and the heart of the hotel. Because in the front office as the nerve center is not working or does not exercise its role and its function properly, then other departments operations will be disrupted.

Front Office Department who has primary responsibility as one room division is to sell as many rooms according to the capacity and rate or price of the room that has been determined. Front Office also has an important role in providing important information to the guests. Front Office is the heart of the hotel and where guests first get information. The writer will analyze the service quality front office and also analyzes the Standard Operating Work that used by them at California Hotel Bandung. Therefore, the writer make a paper entitled *"An Analysis of Front Office Function in Supporting the Guests Satisfaction during staying in California Hotel Bandung"*.

1.2 Identification of the Problem

Based on the background above, the writer can identify problems:

1. Lack of Standard Operating Work of GRO (Guests Relation Officer) at California Hotel Bandung.
2. Lack of staff in front office department, so as to cause slowness service given to a guest.

1.3 Research Question

According to the statements in identification of the problem, the research questions of the study are:

1. How the application of Standard Operating Procedure of the GRO (Guests Relation Officer) at California Hotel Bandung?
2. How the front office being the most important department in Hotel?

1.4 Limitation of the Study

The limitation of the writer's problems is only intended to determine the extent of Guest Relation Officer serve guests well and the roles of Guest Relation Officer in improving quality of service. And the lack of a sense of responsibility of staff front office department with their projections.

1.5 Objective 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 know the application of Standard Operating Procedure of GRO (Guests Relation Officer) at California Hotel Bandung.

2. To know the front office being the one most important department in Hotel.

1.6 Significances of the Study

As for the benefit of the result of this research is as follows:

1. Theoretical benefit.

The results of this study can provide a useful contribution to a more comprehensive study as a source of information and knowledge about the quality service of GRO (Guest Relation Officer) to guest's satisfactions, as well as the development of GRO.

2. Practical

The results of this study can be considered as the implementation of GRO (Guest Relation Officer) job at California Hotel Bandung. For the writer, this research is expected to provide some experience and knowledge of the roles of GRO in improving quality of service.

1.7 Rationale of the Study

- GRO is the first to serve guests when guests come to hotel.
- GRO will escort guest to check in and handle guests complaints.
- GRO provides hotel guests with above and great service to ensure their experience will be worth remembering.