

## **Chapter II**

### **Theoretical Foundation**

#### **2.1 The Definition of Hotel**

According to Sulastiyono (2007) the hotel, menurut surat keputusan menteri pariwisata, pos, dan telekomunikasi No. KM 37/PW 340/MPPT-86: hotel adalah jenis akomodasi yang digunakan beberapa atau semua bangunan untuk menyediakan penginapan makanan, dan minuman begitu juga layanan pendukung lainnya kepada publik yang dikelola secara komersial.

From the description, it can be concluded that the hotel:

- A type of accommodation
- Using part or all of an existing building
- Provides lodging, food and beverages and other services
- Provided for the public
- Commercially-run

##### **2.1.1 The Hotel Facilities**

The hotel is part of tourism business which can be said as an attempt at accommodations that is commercialized by providing facilities as follows:

- Sleeping room (guest room)
- Food and drink

- Other support services
- Recreation (Support Facilities, Laundry)

Hotel or accommodation is a complex service business management and all of its possibilities in the facilities provided to the public for 24 hours, Hotel accommodation or business is to support the activities of the traveler in visiting the tourist areas. Hotel in Indonesia grew very rapidly with a variety of types and classes are spread throughout the area's tourism destinations.

### **2.1.2 Hotel Classification**

To be able to provide information to tourist/guest will stay at the hotel about the standard facilities that are owned by the respective hotel types. The Ministry of tourism and telecommunications through the Directorate General of Tourism released her debut a rule about business and hotel classification is based on:

- Big/small hotel or a lot/the least amount of guest rooms
- The location of the hotel and its facilities owned
- Equipment owned
- The level of education employees etc.

The star hotel classification from 1 star to 5 standards the hotel unclassified (called budget hotels) sees many tourists both domestic or tourist who visited destination likely to continue increasing every year, the quality and quantity of the hospitality should be more on the increase.

The hotel is one form of business accommodation, based on the understanding of the hotel which is managed commercially in carrying out their business activities:

- Room Rent
- Food and Beverage Sales
- The provision of ancillary services and other non-commercial use.

The purpose business is searching for profits by renting facilities/sell service to its guest.

## 2.2 Front Office

The front office is a business term that refers to a company's department that comes in contact with clients, including the marketing, sales and service department. In the hotel industry, the front office welcome guest to the accommodation section: meeting and greeting them, taking and organizing reservations, allocating check in and out of rooms, organizing porter service, issuing keys and other security arrangements, passing on a message to customers and setting the accounts.

The front office is one department in a hotel that is in front the gate of the hotel, so easily identified and contacted a guest who operational relation directly with a guest. According to Sulastiyono (2011); "*peran dan fungsi bagian utama front office hotel dalam penjualan (dalam hal sewa) kamar kepada tamu*". Therefore the function, the locatio of the hotel front office should be in a place easily seen or know by a guest. To assist in the implementation of the function of the front office the hotel is divided into several sub-sections, each sub-parts have different service function, as the main function is part of the hotel front office service sales room.

According to Bagyono (2008) menyebutkan bahwa: "*Peranan Departemen kantor depan mengemban misi yang sangat vital bagi keberhasilan bisnis hotel, sebab produk yang menjadi*

*pendapatan utama (main/revenue/income) hotel adalah dari kamar*". (the role of the ministry of the home office on a mission that is vital to the success of a business hotel. For product that becomes primary income is from the hotel room).

According to Suarthana (1986): "front office adalah bagian atau department yang bertanggung jawab atas penjualan kamar hotel melalui pemasaran (reservasi) terlebih dahulu dan tanpa reservasi, dilanjutkan dengan registrasi dan menempatkan ruang untuk tamu." The front office is one department in which operations are directly related to the guest who arrives at the hotel. Therefore, the front office is always located on the front of the hotel. Generally, this front called the lobby area, as the place or the reception area.

Front Office Department divided into several sections, those are Receptionist, Reservation, Operator, Guest Relation Officer, Concierge and bell boy.

## **2.3 Telephone Operator**

Telephone operator should be Spoken clearly, distinctly, friendly, and courteous tone. It uses speaking skills and listening skills to put the caller at ease obtains accurate, and complete information. It also Answers incoming calls and directs them to guest rooms through the telephone console or to hotel personnel or departments. It takes and distributes message for guests, provides information on guest services, and answer inquiries about public hotel event.

### **2.3.1 Telephone Operator Duties and Responsibility**

The telephone operator has some sited and responsibility, those are:

1. Answer incoming calls.

2. Direct call to guest room, staff, or departments through the switchboard or PBX (Private automatic Branch eXchange) system.
3. Place outgoing calls.
4. Receives guest messages and deliver the same to the guest.
5. Logs all wake-up call requests and performs wake-up call services.
6. Provide information about hotel service to the guest.
7. Understand the telephone operator board or PBX (Private automatic Branch eXchange) switchboard operations.
8. Provide paging service for hotel guest and employees.
9. Knows what action to take when an emergency call is required.
10. Monitors automated systems including fire alarms and telephone equipment when engineering and maintenance department is closed.
11. Assist in reporting telephone equipment or service complaints and problems.
12. Trains or assist with training new telephone operator in the performance of job duties.
13. To be fully aware of and adhere to health and safety, fire and bomb threat procedures.
14. Multitasking abilities will always come in handy, because a switchboard operator may be asked to do other jobs as well.
15. Must be polite and courteous while answering the phone.
16. Open and close telephone functionality on the hotel front office software.
17. Keep records of calls placed and received by all department and recording the call charges.
18. Set up conference calls in different locations and time zones.
19. Update directory information on the front office software.

20. Provide relay service for hearing impaired guests.

21. Provides a paging service for hotel guests and employees. Process guest wake-up calls.

Base of tripadvisor G.H. Universal Hotel is one of unique hotel in Bandung, therefore a lot of foreign guest come and stay at G.H. Universal Hotel. Because of telephone operator is one of the staffs which is located in the front office to liaison with hotel and the guest they should give information correctly. To easy give information the staff of telephone operator should master English speaking skill to serve the guest.

## **2.4 English Speaking Skills**

Speaking is a language skill that is developed in child life, which is produced by listening skill, and at that period speaking skill learned. Speaking is the productive skill, it could not be separated from listening. When we speak we produce the text and it should be meaningful. In the nature of communication, we can find the speaker, the listener, the message, and feedback. Speaking could not be separated from pronunciation as it encourages learners to learn the English sound.

The current role of the English language is indispensable for all walks of life, both in term of education or non-educational. According to Chaney (1998), speaking as a process: "speaking is the process of building and sharing meaning through the use of the verbal or nonverbal symbol in a variety of contexts". So that means of speaking, we can convey a message, either using the verbal or non-verbal symbol.

As we know that the talking is happening by two or more persons, Hamer (2001) said that "speaking happens when two people are engaged in talking to each other and they are sure that are doing it for good reason." the reason that they want to say something, they have some communicative purposes, and they select from their language store.

Based on the statement above the researcher infers that if someone speaks, He/She should understand what is He/She about. In this section, the writer should develop ideas or build some topics to be talked and to make other response to what speakers say.

#### **2.4.1 Some Aspects to be able to Speak English Well**

A good speaker should have a good speaking ability, there are some aspects of being able to speak well, those are:

- Speech production/Speak clearly
- Articulation/Good pronunciation
- Knowing a lot of Vocabularies
- Know how to use Grammar

Thornbury (2004) mentioned what speakers do as follow:

##### **1. Speech production**

Speaking is so much a part of daily life that we take it for granted. The average person produces tens of thousands of words a day, although some people like auctioneers or politician may produce even more than that. So natural and integral is speaking that we forget how we once struggle to achieve this skill until that is we have to learn how to do it all over again in a foreign language.

## 2. Articulation

Articulation involves the use of the organ of speech to produce sounds. A stream of air is produced in the lungs, driven through the vocal cord and "shaped" by among other things, the position and movement of the tongue, teeth, and lips. Vowel sounds are produced primarily by the action of the tongue and lips.

## 3. Fluency

Research into listeners perceptions of a speakers fluency suggests that pausing is equally important. All speaker pause they have to, to draw breath. And even proficient speakers need to stop from time to time to allow the formulation of an utterance to catch up with its conceptualization.

## 4. Grammar

It is theoretically possible to have short conversations where each utterance consists of nothing but a single word or short phrase. In this instance, unnecessary. But to sustain a conversation lie this over a variety of topics with a number of speakers would be virtually impossible. The effect would be like baby talk. In order to generate a much more sophisticated range of meanings, the resources of the languages grammar need to be enlisted.

## 5. Vocabulary

Speakers also employ a lot of words and expressions that express positive or negative appraisal. This is due to the fact that a lot of speech has an interpersonal function and by identifying what it is they like or do not like, speakers are able to express solidarity with another.

An according to Thornbury (2004) concluded that the first important thing we should do is Speech Production, namely how we can generate any word of it but this time in a foreign



language. The second one was the Articulation, that is how we set the position and movement of the tongue, teeth, and lips. Therefore the vocal sound is generated by the action of the tongue and lips sounds clearly and be understood by our speaker. The third one was fluency that is how we organize and regulate the breath pause in speech, therefore the listeners understand the meaning of the message that we convey. The next was Grammar that is how the context in which we have made in terms of speaking, therefore the context that we make clear sounding is formal or informal. The last one was Vocabulary, which is the number of words we use to inform a conversation, therefore the vocabulary is very important in terms of speaking.

If we are talking about speaking, human also needs an effort to be a good speaker. Language learners are usually observed developing a new language system that incorporates elements from the native language and elements from English they recently learned. Meanwhile, According to Collier (1998), said that the stages of English speaking learning can do as follows:

1. Pre-production

This is the Silent period. Beginners only listen but rarely speak. English language learners may have some words in their receptive vocabulary but they are not yet speaking. Some students will be able to repeat only everything that someone says. They are not really producing language but are imitating. Students may duplicate gestures and movements to show comprehension. Teachers should focus attention on listening comprehension activities and on building a receptive vocabulary because English language learners at this stage will need much repetition of English.

2. Early production

At this stage, students try to speak some words. Learners can use short language chunks that have been memorized although these chunks may not always be used correctly. Learner listens to

more their talkative classmates and extends his vocabulary. In stage two inputs are comprehensible if the learner already knows the nonlinguistic context what he or she hears or if the communication situation is very predictable. The result of getting through stage two well is quite a bit of "fluency" in comprehending language which uses a variety of structures in connected discourse, with an ever growing vocabulary. In stage two, the learner is able to speak well in the task that is fairly structured and predictable.

### 3. Speech Emergence at this stage

Learners have a good vocabulary of words and use simple phrases and sentences in his communication with others. They are able to ask simple questions, which may be grammatically correct or wrong. Learners try to initiate short conversations with classmates. They are able to read and understand easy stories. In stage three, the learners were increasing the facility to produce connected narrative discourse.

### 4. Intermediate fluency

At the stage of intermediate fluency, English language learners able to use more complex sentences in speaking and writing to express opinions and share their thoughts. They are able to ask questions to clarify what are learning in class. Learners are able to work with some teacher support. Comprehension of increasing all subject content. At this stage, learners are able to use different strategies to learn content in English. Teachers have to focus on learning strategies. Students in this stage can understand more complex concepts.

In stage four the learners most from normal native to native speech as it occurs in the whole range of life experiences. The learners will understand most input, provided he attends to it. He will certainly hear that they are talking, but may not in the deeper sense "hear" a thing they say

unless he is attending to it. In stage four, the learner has increased facility in abstract and hypothetical discussions.

#### 5. Advanced fluency

Student at this stage will be near native in their ability to perform in content area learning. Students have needed continuous support from the classroom in reading the writing and speaking. Speaking skills in stage five, the learner has increased facility in discussions using his vocabulary without any proper preparation.

So from the stages of English speaking learners according to Collier (1998) can conclude that almost same with the Thornbury theory about the speaker do to be a good speaker such as vocabulary, grammar, articulation, fluency etc. The result of a good speaker or not is based on how the learner to improve their speaking every day.

### **2.5 G. H. Universal Hotel**

G.H. Universal Hotel it could also call green hill universal because G.H. Universal Hotel is located in a hilly green land area. G.H. Universal Hotel was a five-star hotel, local and independent hotel is designed by the youngest son of the owner who has a history of education abroad as an architect named Elia Yoesman. She was inspired by the Italian style palace then she applied the unique and luxury classic style of the Renaissance on G.H. Universal Hotel.

The owner of G.H Universal Hotel named Agus Yoesman. It took four and half years to complete the construction of hotels. The G.H. Universal Hotel officially opened in 2009 with 105 rooms. The G.H. Universal Hotel has a dome shaped logo that no other characterizes the

hotel no other hotel, as the G.H. Universal hotel's own gothic themed kingdom Italy. G.H. Universal Hotel located on Jl.Setiabudi No.376 Bandung is located to reach the center of tourism such a Kampung Gajah, Rumah Sosis, Farm House, Mountain Tangkuban Perahu.

G.H. Universal near tourist attractions in Bandung as well as offering room equipped with free internet and flat TV. This hotel features an outdoor pool and many choices of good restaurants. In addition, there are two of the restaurants which are a Chinese restaurant, and western restaurant. It also has spa and pet in for the guests who bring a beloved pet to the hotel and they can put them in there.

G.H. Universal Hotel has the vision, which is: Making G.H. Universal Hotel as the best destination among five-star hotels in Indonesia due to its best quality, hospitality, uniqueness, and facilities. And the mission of the hotel Mission hotel is: Achieving highest value and quality for stakeholders through delighted associates, delighted guest, and delighted owner.

G.H. Universal has soul, which are: (1) Smile, (2) Information, (3) Neatness, (4) Creative, (5) Empathy, (6) Respect and (7) Effective and efficient.

G.H. Universal Hotel also has some facilities, those are:

1. Rooms: Superior, Deluxe King, Deluxe Double Queen, Princess Suite, Honeymoon Suite, Queen Suite, Governor Suite, King Suite, Presidential suite

2. Eat and Dine:

- Brasserie (Bellevue Italian bistro),
- Tasty Chinese (Fat Dragon authentic Chinese),

- Patisserie (Bellevue pastry shop),
- Meeting and Event.

### 3. Chamber:

- Hall of Light
- Lombardy and Sicilia
- Perugia and Palermo
- Royal Tuscany
- Milano

### 4. Celebrations:

#### a. Birthday:

Gathering, Table Manner, Cooking Class, Candle Light Dinner.

#### b. Business:

Full board Residential meeting, Non-Residential meeting, Full Day and Half Day Meeting.

### 5. Pet service:

Pet In (dog and cat)

### 6. Recreations :

Courtyard of the Royal, Chapel of the Angels, Secret Garden

### 7. Baby and Kid facilities

- Outdoor playground
- Swimming pool
- Garden
- Spa and massages