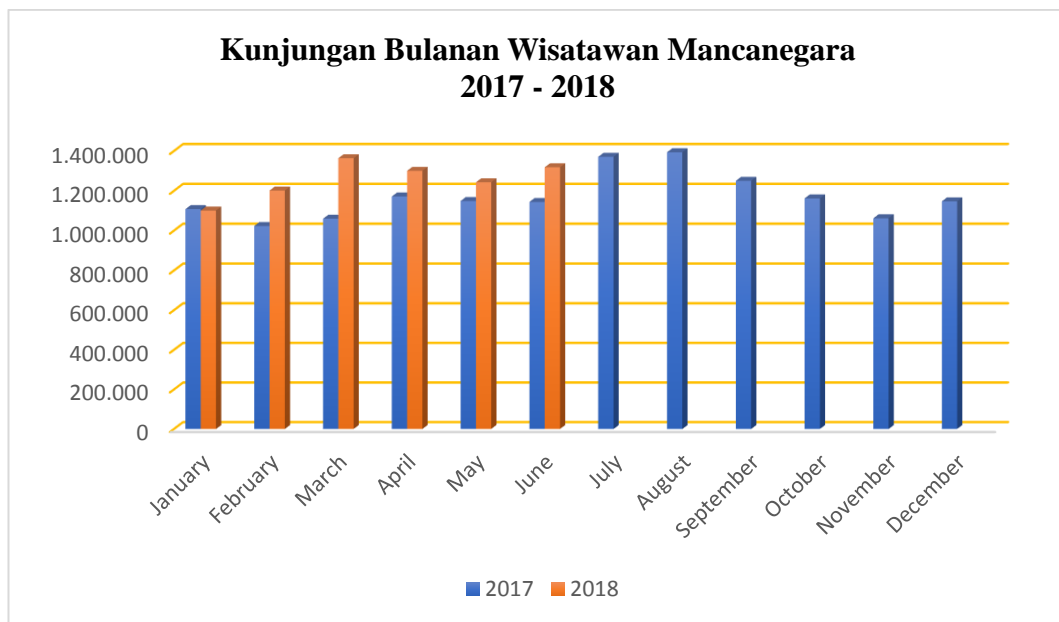


Chapter I

Introduction

1.1 Background of the Study

In this vast world there are many places that people can visit to tourist spot with stunning scenery. Indonesia is one of the biggest country in the world, from Sabang to Marauke Indonesia has a lot of beautiful things not only the people, but also the culture and the tourist destination. Indonesia has becoming one of the most beautiful places to visit.. Nowadays, Indonesia to be investing more in tourism development by attracting more foreign investors. Indonesia gives a lot of contributions for tourism.



Source (<http://www.kemenpar.go.id>)

People in this world have a lot of activities and different businesses. After they have a long day with many activities of course people need holiday as well as

related to tourism itself. According to Soekadijo (1996) Tourism is s a complex symptom in society, in which there are accomondation, tourist attractions, souvenirs, guides, tourist transportation, travel agents, restaurants and other hospitality services provided for individual or group.

Based on the explanation, the accommodation related to hospitality in tourism. The definition of hospitality according to the dictionary is friendly and generous reception and entertainment of guests, which when translated more or less means: friendly and generous in receiving and entertaining the guests. Then, hospitality industry can be defined as: all kinds of industries that have activities related to hospitality, service and entertainment for the guests. Many kind of hospitality industry is wide and varied, there are hotel, apartment, restaurant, lounge, MICE, travel & tourism, Public Relation, Sales & Marketing, airlines and many more. In this research the writer choose to focus more on discussing about Sales & Marketing at the hotel.

Hotel is the biggest part of hospitality because it give services to the tourist. According to Oxford Dictionary “Hotel is an establishment providing accommodation, meals, and other services for traveler and tourists”. Therefore, nowadays, Bandung become a tourist destination. Many tourists come from domestic or international to visit many destination, and get some services from hotel in Bandung. In handling the number of tourists, there are many kind of hotels in Bandung. The writer choose Grand Mercure Setiabudi Bandung as the chain hotel become a place for this research.

Grand Mercure is a brand new five star hotel with a picturesque view of the city features 205 modern-designed rooms, 13 function room, and pillarless ballroom with touch of traditional and fresh ambience of Bandung as well as two restaurants, a lounge, Kepler Sky Lounge, warmed swimming pool, health center, and Kids Club. Located at Jalan Dr. Setiabudi, Bandung, West Java, which placed strategically between Bandung highland tourism destinations. Grand Opening on December 01, 2014 – Mercure Bandung Setiabudi and Re-Branding to Grand Mercure Bandung Setiabudi on 01 May 2017. The Owning Company is PT. Hotel Talagasari Permai.

Grand Mercure Setiabudi Bandung becomes one of the hotel who join with Accor Hotel, Accor S.A, using the brand name AccorHotels, is a French multinational hotel group, part of the CAC 40 index, which operates in 95 countries. Headquartered in Paris, France, the group owns, operates and franchises 3,700 hotels (spanning all inhabited continents) representing several brands, from budget and economy lodgings to five-star hotels. Accor was founded on 1967-1999.

As a five stars international hotel, in serving the guest all the employees needs to have ability in English language skill because in order to avoid misunderstanding between employees and guests. In handle the guest, Sales & Marketing has an important part in upgrading the revenue of the hotel, Sales & Marketing Department is: "Section that handles Sales & Marketing among the company". In this case the rooms along with all facilities and services as a hospitality products are sells to the guests. The Sales & Marketing provides information about the hotel to the international tourist who has coming to the hotel.

That is one of the reasons why Sales & Marketing must be able to deeply understand about English language skill.

The current marketing activities become very important for the hotel business. The higher level of competition, the increasing complexity of the market and the increasing critical guest of the market, the result of the marketing activities is needed to conduct every services professionally and aggressively. These factors imply that, the success of the hotel business depends on its ability to meet the needs and objectives of the guest. Therefore, as a representative of the hotel, a salesperson as a staff of Sales & Marketing department should be able to well-provided product information provided by the hotel to the public. With good communication then the purpose of the hotel to attract people to use the product of a hotel can be achieved. In addition to good communication, good cooperation between fellow employees are also needed, to avoid errors in giving information to clients. Therefore, the hotel can provide good service and the hotel is able to meet the satisfaction of guests.

The common language used in Sales & Marketing at Grand Mercure Hotel Bandung as a foreign language used to serve international guests is English. There are four skills in learning English: speaking, listening, writing and reading. Among the four skills mentioned above, the speaking and writing skill is the most important skill that should be mastered by the employees especially in Sales & Marketing because they have to serve the guests not only domestic tourist, but also international tourist who comes to the hotel, as the writer knows that Grand Mercure become a chain hotel, it means that foreign language is one of the standard qualification and needed to become an important thing. English is the most common language for international communication. This research is to analyze of English

skills in Sales & Marketing employees to communicate with the foreign guest at Grand Mercure Hotel Bandung Setiabudi.

1.2 Research Questions

In this study, the research questions are made mainly based on the background of the study. The research questions are as follows:

1. How the skills of Sales & Marketing employees in speaking & writing English skill to communicate with guests at Grand Mercure Hotel Bandung?
2. How is the effort of Sales & Marketing employees to improve an English speaking & writing skill to communicate with guests in Grand Mercure Hotel Bandung?

1.3 Objectvite of the Study

1. To find out the Sales & Marketing employees in speaking & writing English skill to communicate with guests at Grand Mercure Hotel Bandung
2. To find out the effort of Sales & Marketing employees in improving their speaking & writing English skill to communicate with guests at Grand Mercure Hotel Bandung

1.4 Limitation of the Research

The limitation of the research will be focuses in Grand Mercure Hotel Bandung area which is located in Setiabudi area of Bandung where surrounded by Lembang as one favorite tourism attraction. And the writer will focuse at the research in Backoffice Department especially Sales & Marketing employees in English skill. In English skill there are 4 skills that should be mastered: Speaking, Listening, Reading and Writing but in this research the writer only focus in 2 skills there are speaking and writing skills. Because Sales & Marketing employees will provides information about the hotel to the international tourist who come to the hotel and they will communicate directly with international or domestic guest when they sales the hotel's products or help to organize guests events.

1.5 Significance of the Study

The significances of the study have a several goals including the following:

1. For the writer, this research is useful to adding insight about the world of tourism in the field of hotels and the employees ability especially in Back Office Department, division of Sales & Marketing in sharpening the speaking and writing English skill to communicate with the guest at Grand Mercure Hotel Bandung area as the one of Chain Hotel in Bandung. And then for the writer this research is made to fulfill the academic requirements at English Department in Pasundan University Bandung
2. For the readers, this research is expected to provide a lot of information about the hotel and the employees' skill in serving guest by English language.

3. For the future researchers may be more able to examine more broadly about the world of marketing, especially in English language skills of employees at the hotel, may be able to examine the 4 aspects in English as a whole.