**CHAPTER II**

**Theorethical Foundation**

* 1. **English Speaking Skill**

A social a social being, human should be able to communicate with skillful state of their mind, idea and feeling, capable to capture the information gained and convey to information received. Nowdays, English has become an international and global language. It is also called *lingua franca* or bridge language. It is used to make communication between persons that does not share a native language. English is divided into four skills of language which are speaking, listening, writing, reading.

The current role of the English language is indispensable in all path of life, wheteher in educational choices or non-educational choices. According to Chaney (1998:13), considered speaking as a process: “speaking is the process of building and sharing meaning through the use of verbal or non verbal symbol in a variety of contexts”. So that means by speaking, we can convey a message, either using the verbal or non-verbal symbol.

As people know that the action “talking” must be participated by two or more persons. Harmer (2003:269) adds: “speaking happens when two people are engaged in talking to each other and they are sure that they are doing it for good reason”. Their reason may be that they want to say something, they have communicative purposes and they select it from their language vocabulary.

* + 1. **Aspects to be a Good Speaker**

Speaking is a productive skill in the oral mode. It’s like the other skills, seems more complicated at first and it involves more than just pronouncing words. Thornburry (2005:3) mention what speakers do as follows:

1. *Speech Production*

Speaking is much part of a daily life that people take it for granted. The average person produce tens of thousands of words a day, although some people like auctioners or politician may produce even more than that. It’s so natural and integral that we forget how once struggled to achieve this skill.

1. *Articulation*

Articulation invlonves the use of the organ os speech to produce sounds. A steam of airis produced in the lungs, driven through the vocal chords and “shaped” by among other things, the position and movement of the tongue, teeth and lips. Vowel sound are produced primarily by the action of the tongue and lips.

1. *Fluency*

A research into listeners perceotions of a speake fluency suggest that pausing is equally important, all speaker have to pause to draw their breath to continue with their sentence. Even proficient speakers need to stop from time to time to allow the formulation of an utterance to catch up with its conceptualization.

1. *Grammar*

It is theoritically possible to have a short conversation where each utterance consists of nothing but a single word or short phrase. In this instance, context factors, including the lack of formality, make the use of unneccessary complex language. But to sustain a conversation like this over a variety of topics with a number of speakers would be virtually impossible. The effect would just like be a baby talk. In order to generate a much more sphisticated range of meanings, the resources of grammar need to be enlisted.

1. *Vocabulary*

Speakers also employ alot of words and expressions that express positive or negative appraisal. This is due to the fact that alot of speech has an interpersonal function and by identifying what it is they like or don’t like speaker are able to express solidarity with the other one.

So according to Thronburry (2005:3) theory, it can be concluded that the first important thing to do is *Speech Production*. They way people can generate any word of it, but this time in a foreign language. The second is the *Articulation*, where people set the position and movement of the tongue, teeth and lips too. Meaning that the vocal sound is mainly generated by the action of the tongue and lips which should be clearly understanded by the listener. Third is *Fluency* which is where people regulate and organize the breath pause to their speech, so that the listeners understand the meaning of the message that are conveyed to them. Next is *Grammar*, it is how the context of the message the speakers deliver sounds clear wheter it is formal or non-formal. The last is *Vocabulary*, the variety of words the speaker uses to deliver the meaning of the phrase. By having a vast vocabulary the speaker can choose the right words to deliver its meaning specifically.

* + 1. **The Importance of English Speaking Skills at the Front Ofiice of the Hotel**

The primary purpose of hotels is to provide travelers with shelter, food, refreshment, and similar services and goods, offering on a commercial basis things that are customarily furnished within households but unavailable to people on a journey away from home. Establishments in the hospitality industry are divided into five categories. Transient, or commercial, hotels make up three-fourths of the hotel business in the United States and cater to commercial travelers, business people, salespeople, and tourists. Motels, or motor inns, are generally located near highways and airports and in small cities; residential hotels provide permanent or semi permanent housing on a weekly, monthly, or sometimes yearly basis; resorts are hotels that offer recreational or social activities in addition to lodging; and convention hotels and centers are used as meeting places for large groups or businesses, or for major exhibitions. As well as providing lodgings for the conventioneers, convention hotels and centers must have state-of-the-art audiovisual and technical equipment among other services to stay competitive and attract business. How to operate sustainable in today’s dynamic, structured and complex environment is becoming a difficult target for all tourism professionals.

English has emerged as the language of business and trade and is accepted as the standard for communication. Effective communication, therefore, ensures a balance between organizational objectives and each party’s views leading to streamlined actions as well as organizational success and profitability. Tourism industry is one of the fastest growing sectors and a major revenue earner, not only in the INDIA, but of various economies all over the world. Hotel industry, which is an integral part of the tourism industry, is diverse in nature as it accommodates employees and guests, with different language, ethnic and cultural backgrounds. Hotel industry is a core service industry which revels in people interaction and experiences. As English is the language of the globalized business world, effective and excellent communication and adequate English language competency is essential for better guest experience and hence better efficiency, productivity and , in the long run, profitability of the hotel industry. Hospitality is a harmonious mixture of tangible and intangible components- food, beverages, beds, ambiance and the environment; and the behavior of staff .With the growth of hotel industry in India communication competence of the staff requires scholarly attention today.

* 1. **Hotel Definition**

A hotel may be defined an establishment whose primary business is providing lodging facilities for the general public and which furnishes one or more of the following services, uniformed services, Laundering of linens and use of furniture. Explanation of the Hotel found by Soenarno (2006:11)*“Hotel as an establishment providing for reward accommodation, food and drink for travelers and temporary residents, and usually also meals and refreshments and sometimes other facilities for other user”.* As revealed by Soenarno above the hotel can be defined as a business that provides accommodation facilities, food and beverage facilities for tourists.

*Dalam keputusan mentri pariwisata pos dan telekomunikasi No: 037/PW.304/MPPT-86. Temtang pemasaran usaha dan pengelolaan hote. “suatu jenis akomodasi yang menggunakan sebagian atau seluruh bangunan untuk menyediakan jasa penginapan, makan, dan minum serta jasa lainnya bagi umum yang di kelola secara komersil”*

While the purpose of temporary residents are those who have temporary needs but need a place to stay. And this is where the hotel plays a role by providing various other facilities such as food and soft drinks, entertainment, meeting facilities, business facilities, and leisure facilities Brooks (2000:5) **“**Hotel or Inn may be defined as an establishment whose primarily business is providing lodging facilities for the general public and which furnishes one or more of the following services: food and beverage service, room attendant (housekeeping) services, concierge, bell and door attendant service (sometimes called uniform service), laundry or dry cleaning, and use of furniture and fixture”

As a professionally and commercially managed business, the hotel's greatest benefit comes from selling guest rooms compared to other products offered by the hotel. According to Andayani (2015:27) *“Di Hotel-hotel room division mampu memberikan sumbangan revenue terbesar dibandingkan divisi lainnya di hotel. Departemen yang bekerja sama untuk menggerakan divisi ini terdiri atas departemen front office, housekeeping, uniform service dan concierge”.*

The hotel industry in addition to have distinctive characteristics as a tourism industry in general, also has characteristics that differentiate with other industries. These characteristics include hotel industry classified as capital-intensive and labor-intensive industries, the hotel industry is influenced by changes in various sectors. According to Endar (1996:8) “the sense of the hotel is a commercially run buildings to provide accomodation facilities to the general public with facilities such as lodging services language, food and baverage service, use of facilities furnishings and ornaments in the city and clothes washing service.” The hotel industry produces and markets its products along with the place where the product is produced, the hotel industry works for twenty-four hours without impact holiday in serving guests. The hotel industry considers and treats guests as kings. Source google; Fred Lawson “Hotel is defined a Public establishment offering travelers Acommodation and Catering”.

K.Kraf; *“Hotel adalah sebuah bangunan yang menyediakan makanan & Pelayanan yang bersangkutan mengadakan perjalanan.*

Webster; Source from google *“Sebuah salah satu bangunan atau lembaga yang menyediakan kamar untuk menginap,makanan dan minuman serta pelayanan lainnya untuk umum.”*

The hotel can be defined as a business establishment that provides accommodation facilities, food and beverage facilities for tourists. While the purpose of temporary residents are those who have temporary needs but need a place to stay. And this is where the hotel plays a role by providing various other facilities such as food and soft drinks, entertainment, meeting facilities. Business facilities, and leisure facilities. According to Webster (2006): ‘The hotel is a building or institution that provides room for anovernight stay, food and baverage and other services to the public.” Meanwhile, according to Sulastiyono (2011 “the hotel is an enterprise managed by their owners by providing food service, baverages and room for sleeping facilities to people who travel and able to pay with a reasonable amount in accordance with the recieved with classroom setup.” As other business company are organized. Hotel which is categorized as one of the biggest industry in the tourism aspect, is not less organized than the other type of industries. The hotel industry has two type of category of work. The first category is the operational and the second one is the office. The operational is divided in fice section, which are the front office, housekeeping, food and beverage, banquet and engineering. These section are usually focused on facing the guests demand by front facing the guests itself and they usually are the representation of the hotel itself. Guests usually determine if a hotel is worth staying or not, by the work done from the operational team. Front office are assigned to welcome the guests entering the hotel and to check the guests in which at the same time they check the guests out too. When a guest is in need of something, they are told to call the front office department. After that, depending on what the guest demanded. The front office call the department that is suited the most to fulfill the task. For example when the guest orders food, automatically, the front office call the food and beverage department to deliver the guest request and tell them which room requested it. They are in charge of taking the guest luggage too into their corresponding room according to the system that the employees of the front office has signed.

The housekeeping department is in charge of the hotel cleanliness, but the most important of their job is to clean the room after the guests have signed out from the hotel. Usually four to five people are in charge of cleaning every room in one floor. They are equipped with a trolley full of cleaning equipment as for example the broom, cleaning spray, tissues, duster and other cleaning equipment. This department often work together with the front office department, because the housekeeping department is in charge of reporting to the front office about which room are ready to be rented. So that the front office department may put the room that are ready to be rented as available in the hotel website. Food and beverage department are in charge of cooking for the hotel restaurant. The employees of this department are assigned to deliver food when requested by the guest. This department too is often working with the front office. The employees should have the knowledge of exact time for breakfast, lunch and dinner.with handfull skill in holding the tray to make it more elegant in the eyes of the guest. The banquet department is assigned in taking care of every type of event that are held in the hotel, like for example wedding, meeting, gathering and seminars. When an event is held in a ballroom, the employees are required to organize the ballroom as elegant as the consumer requested. This department often work together with the food and beverage department because they have to decide what kind of food and dessert to serve for the cosnumer. Engineering Department is not as hectic as the other operational department, but when there is a problem regarding the electricity or clogged water. This department have to take care if it as fast as it can, because usually the guests do not want to wait too long. They are in charge of the electricity and water monthly maintenance too. The office category is divided into three section which are Human Resource Department, Accounting and Sales and Marketing. These section are not to confront the guests face to face except when a guest complain about the hotel service and want to meet the employees of higher position.

Human resource department are in charge of taking care of the employees in overall, usually this department decide the employees salary. They are ssigned to take care of the employee’s contract and quality of their work too. Not every relationship between employees goes always well, when problem like that takes form. This department should reassure that the connection between employees goes well. Accounting department is focused on the hotel’s financial, meaning that they are in charge of counting the profit gained monthly by the hotel. They take care of the supplu of the hotel too, determining which supply should be added and which supply should stay how it is. The employees of the hotel usually take their salary from this department because each month the accounting department divide the money according to the date that should be given to the employees. Sales and marketing department are in charge of promoting the hotel to the outer world, but they usually are focused on selling the ballrom available in the hotel. This department often hold up event for the hotel but with the help of the accounting department because they have to calculate the money and the income that will be rceived. They are in charge of selecting the supplier of the hotel too, as for example when the food and beverage department need stock to cook meal for the guests. This department is assigned to select the quality of the ingredient that the food and beverage department use to cook.

**2.3 Hotel and English Correlation**

Tourism has serious effects on various stakeholders in destinations because it is both a source of profit and a potential source of negative effects at a social, environmental and economic level. Sustainable operation requires increasing the tourist value of a destination through the strategic management of available assets, leading to the creation of a product or service that is an added value, not only for the tourist but also for all the local stakeholders. The relationship between tourism and innovation has become stronger and more intense lately. Destinations cannot remain practicable without the implementation of proper business innovations. In these circumstances hotel owners and hotel managers have the opportunity to present new products or services that improve quality, thus both meeting the changing preferences of potential customers and increasing their market share, sales and profits. In today’s world of globalization and border-less economy, effective communication is crucial for successful functioning of any industry. English has emerged as the language of business and trade and is accepted as the standard for communication. Effective communication, therefore, ensures a balance between organizational objectives and each party’s views leading to streamlined actions as well as organizational success and profitability. Tourism industry is one of the fastest growing sectors and a major revenue earner, not only in the INDIA, but of various economies all over the world. Hotel industry, which is an integral part of the tourism industry, is diverse in nature as it accommodates employees and guests, with different language, ethnic and cultural backgrounds. Hotel industry is a core service industry which revels in people interaction and experiences. As English is the language of the globalized business world, effective and excellent communication and adequate English language competency is essential for better guest experience and hence better efficiency, productivity and , in the long run, profitability of the hotel industry

Knowing that Grand Mercure Hotel Bandung Setiabudi is a chain hotel, which means that is an International hotel. It is a must for the staff of Grand Mercure Bandung Setiabudi to be able to speak the English language even if its not in a very fluent way but it is one of the requirement to apply at this chain hotel

**2.4 Guest Service Agent (GSA)**

Whenever a person enters a prestigious hotel, he/she is first welcomed and greeted by the guest service agent, usually seen at the front office. Guest service agent responsibilities are basically concerned by taking care of the guests and ensuring that all the services are being rendered in a friendly and efficient manner. He/she basically serves as the first point of contact for the guests and ensures that high degree of quality services are being offered to the visitors.

Front Desk Agent or better known as the receptionist or in some hotels call the Guest Agent Service (GSA) front desk agent is an office that works under the Front Office (FO) department. Most of the hotelier already know if FDA join the department of the front office. Continue to be a receptionist is required to always perform with the best performance, both in terms of physical appearance, attitude and behavior, because the image of the company has been showing by the front desk, So guests if there is anything always to the front desk, whether it's by phone or directly.

In addition, Front Desk Agent should be able to well-received and friendly and have extensive knowledge because as an ambassador of the hotel who communicate and meet face-to-face with guests, with polite and not rigid gestures, and flexible language, in a sense not so stiff. Front Desk Agent also as an internal information center (hotel staff) and external (hotel guest), therefore it will be a front desk, nor will it be direct. In terms of employment, job description of front desk agent reception, lots of right information, fast and easy, and meticulous for an important receptionist and flexible work which is what can be done directly.

In achieving its objective to sell rooms receptionist officers require good salesmanship to sell other hotel facilities. According to Sugiarto (2002: 3): *“Setiap orang yang berada di jajaran Kantor Depan diharuskan mampu dan memiliki salesmanship, karena karyawan kantor depan lebih banyak berhubungan dengan tamu ataupun pengunjung jika dibandingkan dengan departemen lain. Yang dimaksud mampu menjual disini bukan hanya menjual produk hotel berupa kamar, melainkan juga fasilitas-fasilitas lain yang disediakan oleh pihak hotel”.*

From a statement about a Guest Service Agent or a Receptionist, a GSA is also indispensable in using a good and proper English language in order to understand a Hotel's information. According to Crystal (2000: 1) states that "English is a Global language, that English is used by various nations to communicate with nations around the world”.

The Guest Service Agents did not just have a beautiful face, tall body, and also knowladge, a mature attitude and behavior is good and right. According to Anwar (2004): “Receptionist or desk clerk is the primary person first to welcome and greet every guest who comes to the hotel, then register guests, give or issue a room key, then also should provide information to the guests in connection service.”

**2.5 Definition of Quality of Service**

In some earlier studies, service quality can be defined as the extent to which the service fulfills the needs or expectations of the customers or conceptualized it as the overall impression of customers as regards the weakness or excellence of the service. However, service quality is defined as “what the customer gets out and is willing to pay for” rather than “what the supplier puts in”. Therefore, service quality can be seen as the gap between the expected service and the actual perceived service. “Service quality is the degree of difference between the customers’ expectations for service and their actual perceptions of performance. According to (Parasuraman 1998) “Expending this definition, service quality is the overall evaluation of a specific service, comparing that performance with the customer’s general expectations of what performance should be like”. Service quality becomes one of the most important factors for gaining a sustainable competitive advantage and customers’ confidence in highly competitive market place, therefore service quality can give a great chance to create competitive differentiation for organizations by increasing the hospitality service. It is considered as a significant main concept and a critical success factor in the hospitality industry. A successful hotel delivers excellent quality service to customers, and service quality is considered as the life of hotel. Many benefits can be achieved by giving an excellent service quality such as establishing customer satisfaction, contributing to business image, establishing customer loyalty, and providing a competitive advantage to a business. Service quality performance can mean different to other people, for example, employees may show higher perceptions of service quality than customers perceived, and thus managers and their employees never like to identify deficiencies in service quality. According to Kotler (2002:57): *“Keseluruhan ciri serta sifat suatu atau playanan yang berpengaruh pada kemampuannya untuk memuaskan kebutuhan yang dinyatakan atau yang tersirat”* (Definition of the quality of service, Overall characteristics and properties of a service which affecs the abillity to statisfy stated or implied). Quality service is determined on how the employees of the hotel itself react on the guests problems or requests. Knowing that tourists are willing to pay a high price just to stay for the night, does not mean that they only need a place to stay overnight. But in fact the most reviewed by guests is how fast and professional an employees can handle their demand. Guests usually review the employees work. The slightest mistake could bring a bad review on a guests comment, and that could bring a bad reputation to the hotel itself. What people understand a a five star hotel these days is that the hotel could serve anything according to their respective demand, being delivered food exactly at the time the guests asked. This is one of the reasoon why employees charged in field are professional employees, in order for the guests to give good comment.