

Chapter I

Introduction

1.1 Background of The Study

Many interesting places and that become in this world are included in the world of tourism. Indonesia one of the interesting tourism sector in the world. Every province in Indonesia has a tourist destination area that is worthy to be visited. Therefore, every region in Indonesia has diverse tourism potential due to different natural conditions in each region in Indonesia. Besides having beautiful natural wealth and a unique place, the condition of flora and fauna, historical heritage and cultural arts plus culinary that can spoil tourists. They are great resource and capital to increase tourism in this country.

According to Ridwan (2012:2):

”Pariwisata merupakan kegiatan perjalanan yang dilakukan oleh seseorang (individu) atau beberapa orang (kelompok/rombongan) ke suatu tempat untuk memenuhi kebutuhan dan keinginannya, perjalanan yang dilakukan tidak untuk mencari pekerjaan atau nafkah. Selain itu kegiatan tersebut didukung dengan berbagai macam fasilitas yang ada di daerah tujuan tersebut yang sesuai dengan kebutuhan dan keinginannya.”

Tourism is a travel activity carried out by a person (individual) or several people (groups / groups) to a place to fulfill their needs and desires, the journey not to find work or a living. In addition, these activities are supported by a variety of facilities in the destination area that are in accordance with their needs and desires.

Tourism is a sector that plays a role in efforts to increase income for a country, especially in Indonesia. This is because tourism is an important sector that is considered profitable and has the potential to be developed as an asset that is used as a source that produces for the Nation and State. The tourism industry in

Indonesia does little to play an important role in the Indonesian economy because it can increase foreign exchange for the country, open jobs, expand business fields and increase the income of the people and government. Tourism in the form of industry does not only take the raw material of natural wealth but as a support for facilities and infrastructure as tourism activities, such as in accommodation businesses (hotels, motels, cottages and others).

Hotel accommodation is a place of business that provides an accommodation service with complementary food and beverage services and provides a variety of facilities provided for the community, both for those who want to spend the night in the hotel or for those who come to use the facilities as entertainment that ultimately bring a profit .

According to Sulastiyono (2011:5):

“Hotel adalah suatu perusahaan yang dikelola oleh pemiliknya dengan menyediakan pelayanan makanan, minuman dan fasilitas kamar untuk tidur kepada orang-orang yang melakukan perjalanan dan mampu membayar dengan jumlah yang wajar sesuai dengan pelayanan yang di terima tanpa adanya perjanjian khusus.”

Hotels are a company managed by their owners by providing food, beverage and room facilities to sleep to people who travel and are able to pay a reasonable amount in accordance with the service received without an agreement special.

From this explanation, it is clear that it can be said that no matter where it is located, regardless of the number of rooms, regardless of the shape of the building and its facilities, and whatever the motivation for the presence of its guests, as long as it meets the basic elements in question, the building or business entity is said to be a hotel. A good hotel is one that is able to benefit by giving satisfaction to its guests.

The hotel as a public accommodation facility can help the visiting scholars in doing some activities. The role of hotels in the tourism industry is very important, because the hotel serve as a place to conduct various activities that have complete facilities and infrastructure. Hotels become a benchmark of how much tourists who visit in a country.

In dealing with the department, the hotel has an important role in the operation of a hotel where the department is the guest center to feel the services offered and as the heart of the hotel is the Front Office.

According to Bagyono (2006:3), that:

“Front Office berasal dari bahasa inggris “Front” yang artinya depan, dan “Office” berarti kantor”. Front office adalah kantor depan. Dalam konteks pengertian hotel, kantor depan hotel merupakan sebuah departement di hotel yang letaknya di bagian depan. Tepatnya tidak begitu jauh dari pintu depan hotel atau lobby. Area ini merupakan tempat paling sibuk di hotel. Dengan lokasi di bagian depan maka Front office termasuk departement yang paling mudah di cari dan di lihat oleh tamu.”

Front Office comes from the English “Front” which means “depan”, and “Office” means “kantor”. The front office is the front office. In the context of the understanding of hotels, the front office of the hotel is a department in the hotel located on the front. Precisely not so far from the hotel front door or lobby. This area is the busiest place in the hotel. With the location on the front, the front office is one of the easiest departments to look for and be seen by guests.

So this department is usually located at the front which is not too far from the entrance so that it makes it easier for guests to get complete information about the hotel.

The main part of the front office is to explain the hotel products to guests, one of which is about the room. In this role front office employees are responsible for assisting marketing in selling rooms in hotels with the aim of

getting profit. With this in mind, front office employees are asked to provide good service when guests arrive, staying until the guest leaves the hotel. As expressed by Sulastiyono (2011:64) it is said that, "*Pelayanan dan fungsi utama dari kantor depan hotel ialah pelayanan penjualan kamar.*" The main service and function of the hotel front office is the service of room sales.

The Grand Mercure Hotel Bandung is a five-star hotel that embodies the cultural touch of Bandung and this hotel including the Accor hotels group brand which is located in the heart of the Setiabudi area close to various tourist attractions in Lembang. The Grand Mercure Bandung hotel has a local building structure with a variety of rooms that are modern and have the best view of the view overlooking the mountains and the view overlooking the pool which if the night is sparkling.

Grand Mercure Hotel Bandung has two restaurants called Hardy's Restaurant which provides traditional menus with luxurious presentation while Kepler Sky Lounge is located on the rooftop with views of Bandung city which provides western menus and alcoholic drinks. The hotel provides warm swimming pool facilities and there is a gym equipped with sauna facilities. Then there are spa facilities and children's playground. The hotel is equipped with high-speed wifi and this hotel can be made an option for vacationing with family, honeymooners or even for business purposes.

At Grand Mercure Hotel Bandung there are many departments, one of which is the front office which has a section, one of them is Guest Service Agent or often called the receptionist. As a five-star standard receptionist must provide the best service because the main task of a receptionist is to sell and explain hotel

products such as rooms. Therefore a receptionist must have perfect English language skills to explain hotel products to foreign guests, then to avoid misunderstanding between guests and receptionists as well.

Language is very helpful in expressing one's ideas or feelings when communicating. Therefore language has a very important role in everyday life. Language is a tool used by humans to communicate with fellow human beings. According to Walija (1996:4), that, "*Bahasa ialah komunikasi yang paling lengkap serta efektif untuk menyampaikan ide, pesan, maksud, perasaan serta pendapat kepada orang lain.*" Language is the most complete and effective communication to convey ideas, messages, intentions, feelings and opinions to others.

With language, humans can express their opinions easily so that communication occurs between each other. To facilitate communication with foreign guests at the hotel, Guest Service Agents are usually required to speak English so that information can be delivered correctly. Therefore, English is the most common language for international communication.

Front Office Department provides information about hotels to foreign guests who come to the hotel. Because as a Guest Service Agent it can be considered important that it is the heart of the hotel, providing a lot of information about hotel products and explaining to foreign guests. In this study the writer analyzed "The Role Guest Service Agent in Explaining Hotel Room to Foreign Guest at Grand Mercure Hotel Bandung."

1.2 Identification of The Problem

Based on the research background, Guest Service Agent is required because it is an information center from within a hotel. Guest Service Agent provides information about hotels, rooms and other hotel products. Therefore, Guest Service Agent becomes the information center of a hotel. Guest Service Agent employees need to master the English language, because English language are used to facilitate communication with international tourists. English is the most common and widely spoken language.

1.3 Research Question

1. What is English language constraint in serving foreign guests by Guest Service Agent at Grand Mercure Hotel Bandung?
2. How is Guest Service Agent ability and readiness to explain hotel room information to foreign guests at Grand Mercure Hotel Bandung?

1.4 Objectives of the Study

1. To find out the constraints of Guest Service Agent in serving foreign guests at Grand Mercure Hotel Bandung.
2. To find out the ability and readiness of Guest Service Agent in explaining hotel room to foreign guests at Grand Mercure Hotel Bandung.

1.5 Limitation of the Problems

Limitation of the problem of the writer is only intended to find out the readiness, ability and constraints of employees, especially the Guest Service

Agent in explaining information about hotel rooms and other products using English to guests, especially foreign guests. Therefore, the writer discusses matters relating to the subject given in "The Role of Guest Service Agent in Explaining Hotel Room to Foreign Guest at Hotel Grand Mercure Bandung."

1.6 Significances of the Study

The Significances of this study have a several goals including the following:

- For writer, this research can provide knowledge about tourism in the world of hospitality. Especially employees in the Front Office Department, namely Guest Service Agents, in improving their English language skills when explaining hotel room information to guests at the Grand Mercure Hotel Bandung.
- For readers, this research is expected to provide a lot of information about how the best Guest Service Agents, hotel definitions, and service quality, especially the GSA's role in providing hotel product information to guests.
- For the writer of this study as one of the academic completeness requirements of the English Department Faculty of Arts and Letters University of Pasundan Bandung.