CHAPTER I

INTRODUCTION

A. Background

Tourism has a role in developing a country economy because it brings income and job opportunities. Mc. Intosch and Goeldner in Sulastiyono (2002: 4) state that tourism is a set of phenomena and relationships that grow from the interaction between tourists, businessmen with the governments and communities. The interaction occurs in a process where governments and host communities are trying to influence the tourists and other visitors to stop by the place, region or country they visit. Tourism is a set of activities; it contains services and industries that can provide traveling experience. Therefore, government should concern with the tourism industry because it is one of the important businesses which gives benefits in many aspects. Thus, they need to increase the quality of tourism itself.

Tourism becomes the major field which gains much income for Indonesia. Therefore, tourism investors try many ways to develop various tourism business sectors. One of the efforts done by the investor is building hotels. Hotel is one of the most important factors in tourism development. Hotel provides accommodation services for the visitors who want to stay overnight in the surrounding of tourism resort. In the recent years, the growth of hotels increases rapidly. Many hotels compete to gain more guests. Thus the hotel should increase its professionalism to get guest’s satisfaction.

Hotel service was not only limited on the facilities, rooms, and its comfort, but also its excellence services. If it can be achieved, they will desire to stay at that hotel again. It is because the guests feel satisfied to the hotel, but satisfaction does not appear instantly. It is
created by the way a hotel provides good services to the guests. In other side, a hotel also is an establishment that provides lodging paid on a short term basis. In the past, the basic provision of hotel accommodation consisted only room with a bed, cupboard, small table, and washstand. However, in this time it has largely been replaced by modern facilities rooms, including suite bathrooms, air conditioning or climate control.

In gaining guest’s satisfaction, today’s hotels are facilitated by many features. The common features found in hotel rooms are telephone, television, safe deposit box, wifi, minibar with snack foods and drinks, and facilities for making tea and coffee. Luxury features include bathrobes, slippers, bolster, guest closet, twin sink vanities, standing shower and Jacuzzi bathtubs. Larger hotels may provide additional guest facilities such as swimming pool, fitness center, business center, drug store, conference facilities and social function services. Hotel rooms are usually numbered (or named in some smaller hotels and B&Bs) to allow guests to identify their room. Some hotels offer meals as part of a room service and board arrangement. It can be seen in other country. For instance in the United Kingdom, a hotel is required by law to serve food and drinks to all guests within certain stated hours. In Japan, capsule hotels provide a minimized amount of room space and shared facilities.

Hotel is a commercial establishment providing lodging, meals and other guest services. In general, to be called a hotel, an establishment must have a minimum of six letting bedrooms, at least three of which must have attached (suite) private bathroom facilities. Although hotels are classified into 'Star' categories (1-Star to 5-Star), there is not standard method of assigning these ratings, and compliance with customary requirements is voluntary.

The Sunan Hotel Solo is one of four stars hotel in Solo. It is no longer as an institution that runs on hotel service (receives the guests to stay), but they also provides the support facilities to their services. Starting in 2007, to improve services to the guests, the hotel
management provides supporting facilities, such as Coffee Shop, Meeting Room, Music Room, Fitness Center, and Ramen corner. The main purpose of The Sunan Hotel Solo is as a family hotel. It is also supported by the good relationship with many important colleagues and business partners, such as travel agents, companies, government, mice, or repeat guests. This harmonious relation makes The Sunan Hotel Solo always visited by so many guests to stay every day.

The effort of The Sunan Hotel Solo to gain the guest’s satisfaction is done by all elements of the hotel. The elements (departments) of The Sunan Hotel Solo are Front Office (FO), Food and Beverage (F&B), Housekeeping (HK), engineering, human resources, accounting, Public Relation (PR) and sales marketing. Every department has its own duty to run the hotel operation. They also have an important role in doing services to the guest. However, The Front Office Department is the center of all hotel activities, or it can be called as the “nerve” of the hotel (Sambodo & Bagyono, 2006).

Front office (FO) department hold the most important role, because the main activity is directly connected to the guests. It becomes the first impression of the hotel. FO department has several divisions. they are Guest Service Agent (Reception), Concierge, Operator, Reservation and Guest Relation Officer. Guest Relation Officer’s main duty is to manage the arrangements for VIP guest. However, it does not mean that Guest Relation Officer (GRO) is only for treating the special guests. The main job of GRO is also to make sure that guests feel welcome from the moment they step into the hotel to the moment they leave the hotel. Another GRO duty is to make sure that the guests have everything needed during their stay at our hotel.

Becoming a Guest Relation Officer is not easy, because a GRO should responsible for many things. The characteristics of guests are different one to each other. Every guest has
their own needs. It is a must for Guest Relation Officer to fulfill the guest’s needs, since it has significant role in building the guest’s satisfaction.

After knowing about the hotel, especially the important of GRO duties, the writer is very challenging to work as GRO. It is also supported by the high occupancy of important guests (businessmen) staying in the hotel. The writer was interested in having job training as Guest Relation Officer in The Sunan Hotel Solo.
B. Objectives

1. To explain the roles of Guest Relation Officer in handling guest at The Sunan Hotel Solo.

2. To describe the activities of Guest Relation Officer at The Sunan Hotel Solo.

C. Benefits

The benefits are:

1. The writer
   
The writer gets much knowledge about the duties, functions and responsibilities of Guest Relations Officer especially at The Sunan Hotel Solo.

2. The hotel
   
The report can be the way to promote The Sunan Hotel Solo along its facilities and services. Public will know that The Sunan Hotel Solo is one of four-star hotel in Solo which has a good image. Besides, this report can be consideration for The Sunan Hotel Solo to evaluate and improve the availability of Guest Relation Officer.

3. The readers
   
For the readers whose major is not hotel program, this report can enrich the knowledge and give some additional information about hotel. For the readers of hotelier program, besides to enrich the knowledge, this report can be as references for those who get the position as Guest Relation Officer (GRO)