

CHAPTER II

GENERAL DESCRIPTION

A. Hotel Profile

1. History

Accor S.A. is a French multinational hospitality company that owns, manages and franchises hotels, resorts and vacation properties. It is the largest hospitality company in Europe, and the sixth largest worldwide. Accor operates in 5,199 locations in over 110 countries. Its total capacity is approximately 762,000 rooms. It owns and operates brands in many segments of hospitality: Luxury (Raffles, Fairmont, Sofitel), premium (MGallery, Pullman, Swissôtel), midscale (Novotel, Mercure, Adagio), and economy (ibis, hotelF1). Accor also owns companies specialized in digital hospitality and event organization, such as onefinestay, D-Edge, ResDiary, John Paul, Potel & Chabot and Wojo. In 1967, Paul Dubrule and Gérard Péliçon founded the hospitality group Société d'investissement et d'exploitation hôteliers (SIEH) and opened the first Novotel hotel outside Lille in northern France.

In 1974, the first Ibis hotel was launched in Bordeaux, France. Ibis was then considered a light version of Novotel. In 1975, Novotel-SIEH acquired the restaurant brand Courtepaille and the Mercure hotels. In 1980, Accor acquired the Sofitel hotels (43 hotels). In 1981, Novotel-SIEH entered the Asian market with the opening of a Novotel in Singapore. June 2015, Accor changed its name to AccorHotels and announced a new digital strategy to federate its brands.

The firm acquired FRHI Hotels & Resorts in 2015, owner of the Fairmont, Raffles, and Swissôtel luxury hotels. In 2016, AccorHotels acquired the concierge and loyalty service John Paul, the London-based short-term vacation rental company onefinestay, 30% of the German 25hours Hotels, and 30% of the Miami-based accommodations provider Oasis. The firm also launched Jo&Joe in 2016, a new hotel brand aimed at millennials, and signed a strategic alliance with Singapore's Banyan Tree. HotelInvest was spun off. In 2017, AccorHotels acquired the B2B hotel service provider Gekko, the private sales website for hotel deals VeryChic, and merged Squarebreak and Travel Keys into onefinestay, and launched the MoodMatch app on its website through a partnership with Travelocity. In 2017, AccorHotels also acquired 50% of the Orient Express brand in

a move to relaunch it as a luxury hotel brand. Raffles Hotel is a hotel that is corporate by Accor, one of the largest hotel brand in the world.

Raffles hotel was first founded in 1887 by the sarkies brothers and the hotel was named after British statesman Sir Thomas Stamford Raffles, who was the founder of Singapore. The Raffles logo was created by David Courage with the symbol The travelers palm where on the Raffles logo all the strokes look connected symbolizing that the icon is a unifying all property and colleagues. Raffles has branches around the world, in Indonesia raffles have 2 branches located in Jakarta and Bali, in Jakarta raffles opened in 2015.




Figure 2.2 Raffles Jakarta Logo

2. Facilities

Facilities at the hotel are one of the important aspects to attract guests and have a big impact such as restaurants, cafes and others, here are the facilities at Raffles Hotel Jakarta.

Table 2.1
Raffles Jakarta Room Type

No	Room Type	Description
1	 <p data-bbox="518 1099 858 1133">Figure 2.3 Raffles Room</p>	<p data-bbox="1077 544 1327 577">this room featured</p> <ul style="list-style-type: none"> <li data-bbox="1077 622 1203 656">a. 60 sqm <li data-bbox="1077 696 1286 775">b. double glazed window <li data-bbox="1077 815 1321 848">c. high-speed wifi, <li data-bbox="1077 889 1342 1057">d. DVD player, mini bar, executive work desk with a multimedia panel <li data-bbox="1077 1097 1337 1176">e. feathertop beds with 100% cotton <li data-bbox="1077 1216 1222 1249">f. city view <li data-bbox="1077 1290 1313 1413">g. air conditioning surround room audio system <li data-bbox="1077 1453 1289 1532">h. coffee and tea service

2



Figure 2.4 Raffles Garden View Room

this room featured

a.60 sqm

b.double glazed window

c. high-speed wifi,

d.DVD player, mini bar, executive work desk with a multimedia panel

e.feathertop beds with 100% cotton

f.garden view

g.air conditioning surround room audio system

h.coffee and tea service

3



Figure 2.5 Signature Room

this room featured

a.60 sqm

b.double glazed window

c. high-speed wifi,

d.DVD player, mini bar, executive work desk with a multimedia panel

e.feathertop beds with 100% cotton

f.city view

g.air conditioning surround room audio system

h.coffee and tea service

i. Unique art concept

4



Figure 2.6 Artist Suite

this room featured

a.97 sqm

b.double glazed window

c. high-speed wifi,

d.DVD player, mini bar, executive work desk with a multimedia panel

e.feathertop beds with 100% cotton

f.city view

g.air conditioning surround room audio system

h.coffee and tea service

i. Unique art concept

5



Figure 2.7 Gallery Suite

this room featured

- a. 136 sqm
- b. double glazed window
- c. high-speed wifi,
- d. dvd player, mini bar, executive work desk with a multimedia panel
- e. feathertop beds with 100% cotton
- f. panoramic city view
- g. air conditioning surround room audio system
- h. coffee and tea service
- i. Unique art concept in the room
- j. Room Audio system
- k. separate bedroom

6



Figure 2.8 Garden View Suite

this room featured

- a. 136 sqm
- b. double glazed window
- c. high-speed wifi,
- d. dvd player, mini bar, executive work desk with a multimedia panel
- e. feathertop beds with 100% cotton
- f. Garden View
- g. air conditioning surround room audio system
- h. coffee and tea service
- i. Unique art concept in the room
- j. Room Audio system
- k. separate bedroom





Figure 2.9 Raffles Suite

this room featured

- a. 390 sqm
- b. double glazed window
- c. high-speed wifi,
- d. dvd player, mini bar, executive work desk with a multimedia panel
- e. feathertop beds with 100% cotton
- f. Panoramic City View from upper floor
- g. air conditioning surround room audio system
- h. coffee and tea service
- i. Unique art concept in the room
- j. Room Audio system
- k. separate bedroom
- l. personal butler service
- m. fitness centre in the room
- n. spa in the room

Table 2.2
Raffles Jakarta Meeting Room

No	Meeting Room	Description
1	 <p style="text-align: center;">Figure 2.10 Dian Ballroom</p>	<p>Dian ballroom is the most spacious ballroom in Raffles Jakarta, with 2500 sqm and located on the 11th floor in Raffles Jakarta. This room can contain 3500 standing people. This meeting room is often used for wedding parties.</p>
2	 <p style="text-align: center;">Figure 2.11 Events On Two</p>	<p>An spacious meeting room with 288 sqm, An impressive venue for cocktail parties, product launches and seminars</p>

3



Figure 2.12 Singapore Meeting Room

Standard meeting room with allow up for 65 pax and for 80 drinks reception, this meeting room is often used for meeting, drink reception.

4



Figure 2.13 Paris Meeting Room

Modern and stylish meeting room and featured an high speed wifi, this meeting room can contain 60 pax.

5



Figure 2.14 Dubai Meeting Room

A bright design colour in dubai meeting room, this meeting room is used for small meetings.

6




Figure 2.15 BoardRoom

This meeting room featured executive chairs, stream presentation and connect with remote colleagues via state of the art audio visual tech.

Table 2.3

Raffles Jakarta Restaurant and Cafe

No	Restaurant/ Cafe	Description
1	 <p data-bbox="523 1182 963 1223">Figure 2.16 Arts Cafe by Raffles</p>	<p data-bbox="1182 557 1422 1205">An open kitchen. Arts cafe often used for private dining, delightful family cuisine with raffles signature dishes at home, open at 7.00 - 10.00 for breakfast , 12.00 - 14.30 for lunch and 17.30 - 20.00 at dinner. located in 1th floor in raffles jakarta</p>

2



Figure 2.17 The Dining Room

The Dining Room is the latest innovation from Raffles Jakarta.

3



Figure 2.18 The Writers Bar

Located in the lobby of Raffles Jakarta, this bar serves cocktails, traditional Raffles tea, and jazz music.

4



Figure 2.19 Raffles Patisserie

Raffles Patisserie is a modern-day jewelry box, filled with delicious treasures just waiting to be discovered: gem-like cakes, macaroons and pastries, beautiful ice creams and homemade breads, chocolates and local delicacies.

5



Figure 2.20 Navina Pool Bar

Navina Pool bar Sculptures and art installations inspired by Hendra Gunawan peep out amid the leafy tropical gardens of Navina Pool Bar. located in 14th floor in raffles jakarta

3. Organizational Chart

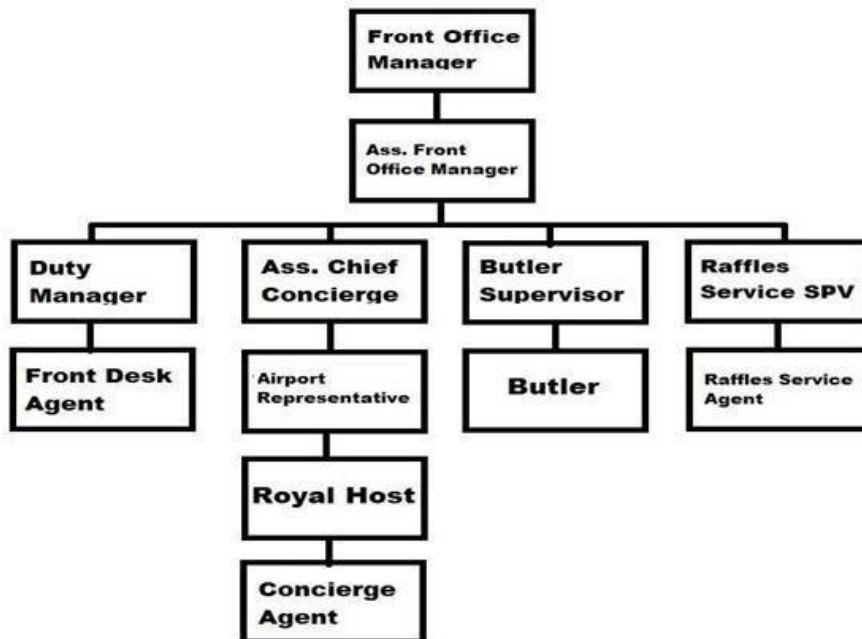


Figure 2.21 Front Office Organizational Charts

a. Front Office Manager

- 1) Providing the front desk provides a professional and friendly service for customers.
- 2) Maximizing room revenue and occupancy.
- 3) Make a schedule for Front Office Staff.

b. Assistant Front Office Manager

- 1) Controlling all activities in the front office section
- 2) Verifies that accurate room status information is maintained and properly communicated
- 3) Reviews and completes credit limit report.

c. Duty Manager

- 1) Checks cleanliness of lobby and public areas, lights, and as well as front office staff in proper and orderly appearance and behavior.
- 2) Operates the front office computer system in order to assist front office attendants.
- 3) Answers guests, inquires, handles complaints and attends to the needs of the guests.

d. Assistant Chief Concierge

- 1) Control and direct guest services attendants and concierges
- 2) Organize tickets, bookings, appointments, and reservations for guests
- 3) Establish information on facilities and services, events and attractions, tours, travel routes, and transportation schedule

e. Butler

- 1) Develop product knowledge
- 2) Coach butlers for service performance
- 3) Manage guest experience

f. Raffles Service

- 1) Manage good communication between guest and Raffles Service Agent
- 2) Coach Raffles Service Agent how to engage with guests.
- 3) Provides information about hotel service to guests.
- 4) Provide convenience in conveying communication to the concierge and butler to fulfill guest requests