

CHAPTER II

GENERAL DESCRIPTION

A. Hotels's Profile

1. History

Atria Hotel & Residences is a hospitality and tourism property under the management of Parador Hotel & Resort Group. Parador Hotel & Resort Group itself is part of Paramount Enterprise's unit business. Paramount Enterprise was officially established on 12 December 2012. Parador Hotel & Resort has the vision to be the salt and the light of hospitality throughout Indonesia, and the mission is to ensure our guests and customers enjoy a truly premier experience by providing sincere hospitality and excellent services from the heart.

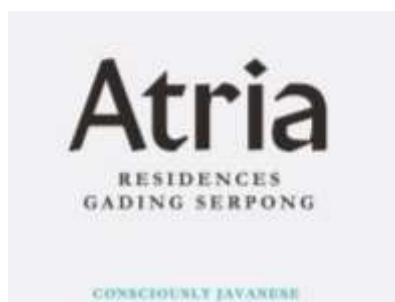


Figure 2.2

Logo Atria Residences Gading Serpong

Recently, Parador Hotel & Resort has 11 hotels that operate and spread all across Indonesia. This includes 5 (five) hotel brands with various hotel star ratings starting from 5 to 1 star. The hotel brands are Vega Hotels, Atria Hotels, Ara Hotels, Fame Hotels dan Starlet Hotels. Atria Residences as part of Parador Hotel & Resort management is a 4 (four) star hotel with an apartment-style of home comforts and living in Gading Serpong, Tangerang. It was officially opened on 12 December 2012 and was specially designed to fulfill business travelers, family, couples, golfers, and groups of traveling needs. It has a total of 124 spacious rooms with international standards. The rooms consist of 70 one-bedroom, 10 one-bedroom with kitchen, 42 two-bedrooms, and 2 three-bedrooms.

2. Facilities

Table 2.1

Rooms in Atria Residences Gading Serpong









No.	Room Type	Description
1.	 <p data-bbox="544 712 730 797">Figure 2.3 One Bedroom</p>	<p data-bbox="826 456 1362 763">One bedroom is a 36 square meter bedroom with a maximum capacity of two people. It is equipped with a bathtub, hairdryer, bathroom amenities, coffee maker, minibar, various TV channels, wardrobe, and safety deposit box.</p> <p data-bbox="826 837 1299 875">Room rate (Walk In) : Rp 737,000,-</p>
2.	 <p data-bbox="544 1227 730 1312">Figure 2.4 Two Bedroom</p>	<p data-bbox="826 911 1362 1330">Two bedroom is a 48 square meter bedroom with a maximum capacity of three people. It is equipped with shower, bathtub, in room dining, desk, bathroom amenities, minibar, coffee maker, wardrobe, kitchenette, various TV channels, sofa, hairdryer, telephone, and slippers.</p> <p data-bbox="826 1404 1155 1442">Room rate : Rp 940,500,-</p>
3.	 <p data-bbox="533 1778 740 1863">Figure 2.5 Three Bedroom</p>	<p data-bbox="826 1464 1362 1883">Three bedroom is a 72 square meter bedroom with a maximum capacity of four people. It is equipped with in room dining with dining amenities, washing machine, shower, hairdryer, various TV channel, safe deposit box, minibar, coffee maker, telephone, desk, sofa, and slippers.</p> <p data-bbox="826 1957 1187 1995">Room rate : Rp 1,298,000,-</p>

Table 2.2

Facilities in Atria Residences Gading Serpong

No.	Picture	Description
1.	 <p data-bbox="496 725 826 763">Figure 2.6 Fitness Center</p>	<p data-bbox="884 398 1361 707">Atria Residences Fitness Center allows guests to enjoy indoor exercising. It is equipped with cardio machines, stationary bikes and other equipment that can fulfill guest needs on exercising.</p> <p data-bbox="884 781 1361 871">Open every day (Monday - Sunday) 08.00 AM - 08.00 PM</p>
2.	 <p data-bbox="485 1187 837 1225">Figure 2.7 Swimming Pool</p>	<p data-bbox="884 900 1361 1095">Swimming pool is provided by Atria Residences to fulfill guest needs for comfort and relaxation. A suitable place for having morning exercise.</p> <p data-bbox="884 1171 1361 1261">Open every day (Monday - Sunday) 06.00 AM - 07.00 PM</p>
3.	 <p data-bbox="592 1576 730 1615">Figure 2.8</p> <p data-bbox="517 1628 815 1666">Bianco Saponi D' Italia</p>	<p data-bbox="884 1288 1361 1597">Bianco Saponi D' Italia is a restaurant that serves authentic Italian cuisine including other international and local specialties. It is located on the lobby level of Atria Residences Gading Serpong.</p> <p data-bbox="884 1673 1361 1762">Open every day (Monday - Sunday) 06.00 AM - 08.00 PM</p>

4.	 <p data-bbox="491 506 826 539">Figure 2.9 Meeting Room</p>	Ivory 12 as Atria Residences meeting room that is located in the lobby ground is fully equipped with various kinds of audiovisual technology that supports meetings for business. It can accommodate up to 60 persons.
5.	 <p data-bbox="475 891 842 925">Figure 2.10 Grand Ballroom</p>	Atria Hotel & Residences Grand Ballroom is a ballroom that can accommodate up to 1,500 persons. It has easy direct access for wedding events visitors or MICE (Meetings, Incentive, Conferencing, and Exhibition) activities.

B. Organizational Structure

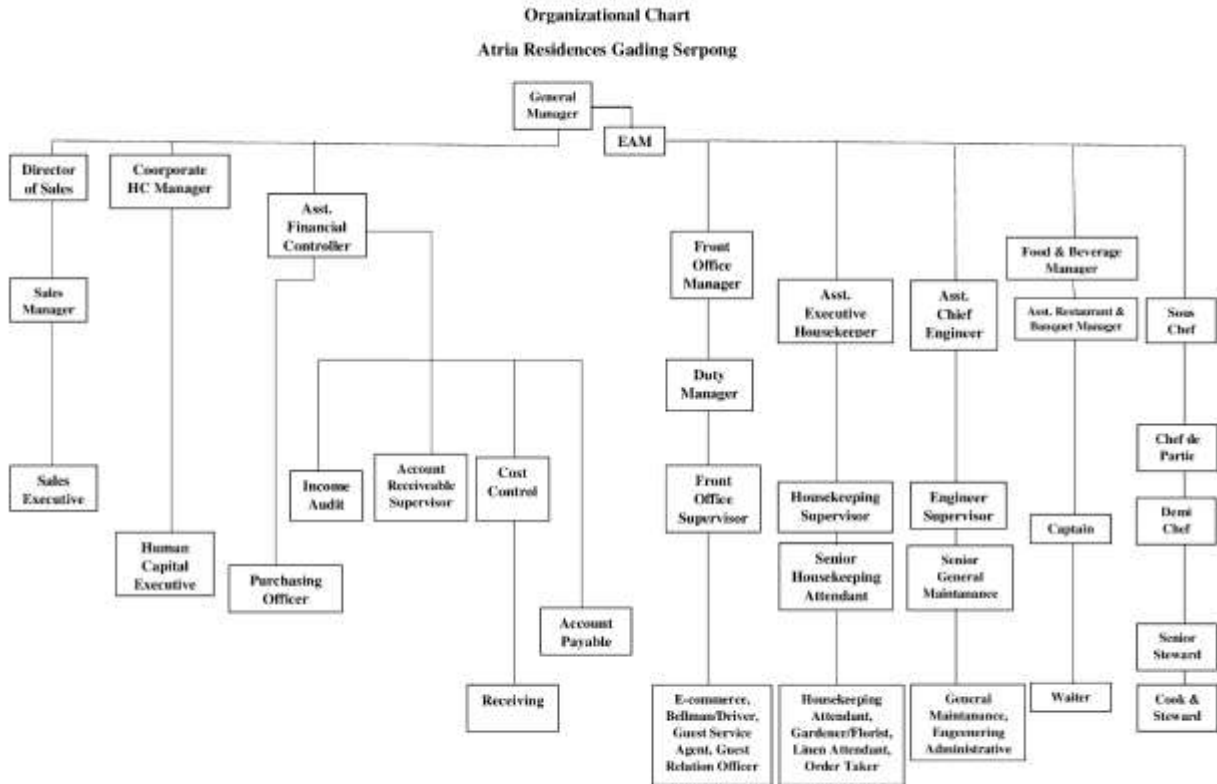


Figure 2.11

Organizational Charts of Hotel Management

Based on the organizational charts of the hotel management of Atria Residences Gading Serpong, Atria Residences is led by Mr. Wahyono as the General Manager of Atria Residences Gading Serpong. General Manager is responsible for overseeing all aspects of operations at hotel. General Manager work with the assistance of Executive Assistant Manager. There are many departments under the supervision of General Manager such as Sales, Human Capital, Accounting, Front Office, and Housekeeping. The Sales Department is led by Ms. Yenny as the Director of Sales. Human Capital is led by Ms. Melva as Corporate HC Manager. The Accounting Department is led by Ms. Titim as Assistant Financial Controller. Front Office Department is led by Ms. Mutiara as Front Office Manager. Housekeeping Department is led by Assistant Executive Housekeeper.

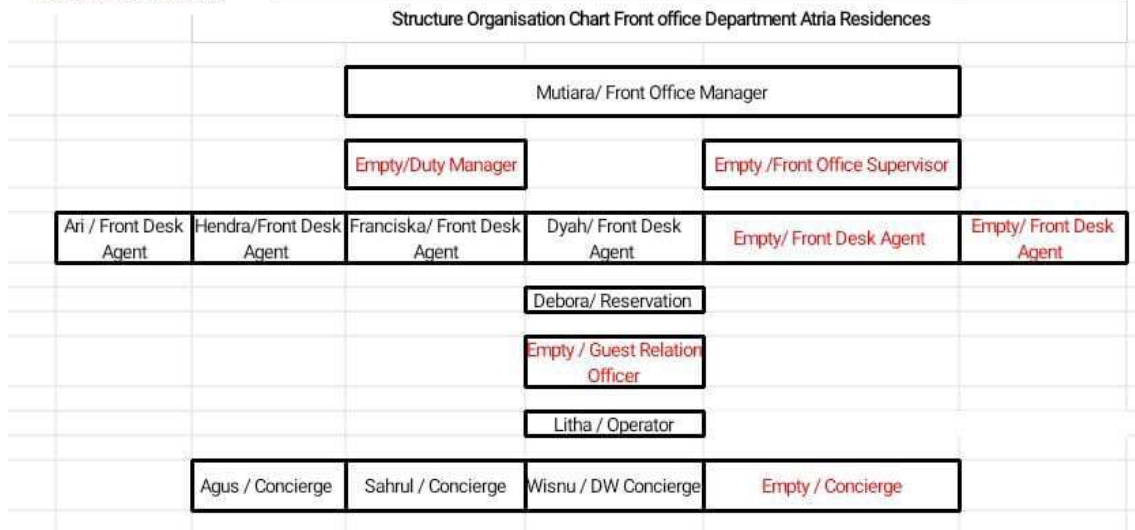


Figure 2.12
Organizational Charts of Front Office Department

Based on the organizational charts of Atria Residences Front Office Department, the Front Office Department is led by Ms. Mutiara as Front Office Manager. Front Office Manager is in charge of evaluating staff’s performance, checking VIPs and group reservation, making employee’s schedule, conducting training program for employees, and many more. Below the position of Front Office Manager, there are staffs that work as Front Desk Agent, Reservation, Operator, and Concierge.