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CHAPTER II

GENERAL DESCRIPTION

A. Hotel's Profile

1. Hotel's History

The Ritz-Carlton hotel history begins with a young man named Cesar Ritz, who was born in the mid-1800s. During twenty years of age, Cesar Ritz began working as an apprentice waiter in a hotel in Paris. Cesar managed to work from assistant waiter to head waiter than to manager with hard work, dedication, and a spirit of excellence. Then, Cesar met the famous French chef Auguste Escoffier, and they soon became business partners and friends.

When Cesar became the manager of the Hotel Savoy, a famous hotel in London, Cesar further developed the service philosophy. Cesar turned hotels into works of art where the guests were always the center of attention, the experience which is called The Ritz-Carlton Mystique. After many years, the opportunity came for Cesar to design a hotel. Cesar took Chef Escoffier and together, they turned a former prince's palace into the very first hotel bearing Cesar's name – The Ritz, Paris.

The Ritz opened in 1898 and redefined the luxury hotel experience in Europe. At the same time, Cesar was involved with developing the Carlton hotels in London. Eventually, the two names merged into future properties as The Ritz-Carlton. Cesar designed The Ritz-Carlton logo, which is a combination of the British royal seal (the crown) and the logo of a financial backer (the lion).




Beginning in 1910, with permission from Cesar Ritz, several Ritz-Carlton hotels were established in the U.S., but they were operating independently with different owner investors and not part of a single company. Then, in 1983, a group of hotel executives, including Horst Schulze and Herve Humler, working with an investor William B. Johnson had a dream to create a new luxury hotel company. They were very close to opening their first hotel in Buckhead, Atlanta to bear their company name "Monarch Hotels" when a new opportunity came, they could purchase the last remaining Ritz-Carlton hotel in Boston, Massachusetts, and with it, the exclusive rights to The Ritz-Carlton name, logo, and legacy. Finally, for the first time, The Ritz-Carlton hotels would be run by a single company with a common philosophy.


2. Hotel's Facilities

a. Room Types

The Ritz-Carlton, Bali has a few expansive choices of suites and villas for the guests to stay. These suites and villas are:

Table 2.1 Rooms in The Ritz-Carlton, Bali



No.	Room Type	Description
1)	 <p data-bbox="400 860 767 891">Figure 2.1 Sawangan Junior Suite</p>	<p data-bbox="863 555 1385 645">a) The room size is 1070 square feet/100 square meters</p> <p data-bbox="863 663 1385 920">b) Benefits include complimentary wi-fi, access to Ritz Kids, large bedroom, bathroom area, and private balcony, comes in two choices (pool or without pool access)</p>
2)	 <p data-bbox="400 1252 767 1283">Figure 2.2 The Ritz-Carlton Suite</p>	<p data-bbox="863 952 1385 1041">a) The room size is 1560 square feet/145 square meters</p> <p data-bbox="863 1059 1385 1317">b) Benefits include complimentary wi-fi, access to Ritz Kids, separate bedroom, living room, and bathroom area, comes in two choices (pool or without pool access)</p>
3)	 <p data-bbox="371 1628 796 1706">Figure 2.3 Ritz-Carlton Cliff Villa with Private Pool</p>	<p data-bbox="863 1339 1385 1429">a) The room size is 6781 square feet/630 square meters</p> <p data-bbox="863 1447 1385 1693">b) Benefits include separate living room, attached dining room, 3 bedrooms, butler service on call, In-Villa check-in and check-out, welcome amenity</p>





4)	 <p data-bbox="335 510 833 584">Figure 2.4 Ritz-Carlton Oceanfront Villa with Private Pool</p>	<p>a) The room size is 7287 square feet/677 square meters</p> <p>b) Benefits include direct, gated access to the beach, uninterrupted ocean views, butler service on call, In-Villa check-in and check-out, welcome amenity</p>
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b. Restaurants and Bars

There are a few dining options to choose from The Ritz-Carlton, Bali. There are three restaurants, as well as three lounge and bars.

Table 2.2 Restaurants and Bars in The Ritz-Carlton, Bali





No.	Restaurant and Bar	Description
1)	 <p data-bbox="483 1220 681 1254">Figure 2.5 Bejana</p>	<p>This restaurant offers Indonesian cuisine in cliff-top setting. Bejana name is originated from the Indonesian word describing a traditional culinary vessel. Open daily for dinner from 18:00 until 23:00, Bejana also has theme nights like “Balinese Buffet Night” on Tuesday and “A Night at The Archipelago” on Friday.</p>
2)	 <p data-bbox="435 1639 730 1673">Figure 2.6 The Beach Grill</p>	<p>The Beach Grill is a seafood and grilled specialties restaurant. This restaurant has indoor and outdoor seating with the view of the Indian Ocean. Open for lunch and dinner from 12:00 until 23:00. The Beach Grill offers “Sunday Brunch” during the Sunday.</p>

3)	 <p data-bbox="341 544 826 611">Figure 2.7 Senses</p>	<p data-bbox="852 230 1396 611">Senses is a breakfast restaurant. This restaurant offers American Set, Indonesian Set, Japanese Station, and Healthy Energizer Set along with a la carte delicacies. Senses open from 06:30 until 11:00 daily.</p>
4)	 <p data-bbox="341 947 826 999">Figure 2.8 Breezes Tapas Lounge</p>	<p data-bbox="852 618 1396 999">Breezes Tapas Lounge is a beachfront lounge and bar serving hand-crafted cocktails and tapas style food. Open for lunch and dinner from 12:00 until 23:00. Theme nights include “BBQ Night” on Monday and “Seafood Night” on Thursday.</p>
5)	 <p data-bbox="341 1319 826 1440">Figure 2.9 Raku</p>	<p data-bbox="852 1005 1396 1440">Raku is a Japanese lounge and bar serving sushi, sashimi, and Japanese specialties. Open for dinner from 18:00 until 23:00. Raku's name comes from a technique on ceramic making, which creates a crack motif on the ceramic. Raku theme night is “Sushi Affairs” on Wednesday.</p>
6)	 <p data-bbox="341 1731 826 1778">Figure 2.10 The Ritz-Carlton Lounge & Bar</p>	<p data-bbox="852 1447 1396 1778">The Ritz-Carlton Lounge & Bar offers afternoon tea, light bites and evening cocktails. Open for lunch and dinner from 11:00 until 24:00.</p>

c. General Facilities

The Ritz-Carlton, Bali has a few general facilities that guests can use during their stay at the hotel. These facilities are:

Table 2.3 General Facilities in The Ritz-Carlton, Bali

No.	General Facilities	Description
1)	 <p data-bbox="443 703 754 734">Figure 2.11 Majestic Chapel</p>	<p data-bbox="895 331 1385 640">Majestic Chapel features stunning glass walls that reveal a striking panorama of endless sparkling blue ocean, perfect for the guests to have their memorable wedding in The Ritz-Carlton, Bali.</p>
2)	 <p data-bbox="443 1102 754 1133">Figure 2.12 Hydro-Vital Pool</p>	<p data-bbox="895 752 1385 1115">Hydro-Vital Pool is a healing water treatment that The Ritz-Carlton, Bali offers to the guests featuring hydrotherapy and its soothing effect on the mind and body. Its name originated from the Greek word for water and Latin word for life.</p>
3)	 <p data-bbox="443 1487 754 1518">Figure 2.13 Yoga Studio</p>	<p data-bbox="895 1153 1385 1294">Yoga classes are held at the Chapel Lawn, Yoga Studio, or Hydro-Vital Pool.</p>
4)	 <p data-bbox="443 1901 754 1933">Figure 2.14 Spa</p>	<p data-bbox="895 1536 1385 1845">Spa in The Ritz-Carlton, Bali draws inspiration from the sea and Balinese culture. Performed by expertly trained therapists in the spa's 10 treatment rooms and four villas. Open daily from 09:00 until 22:00.</p>

B. Organizational Structure

1. Hotel's Organization Structure

Ritz-Carlton, Bali Hotel is led by the General Manager who oversees the whole departments of the hotel. These departments also have their own head department for example: Room Division is led by Director of Rooms, Kitchen is led by the Executive Chef, Director of Food and Beverage leads food and Beverage Department, Engineering Department is led by Director of Engineering, Finance Department is led by Director of Finance.

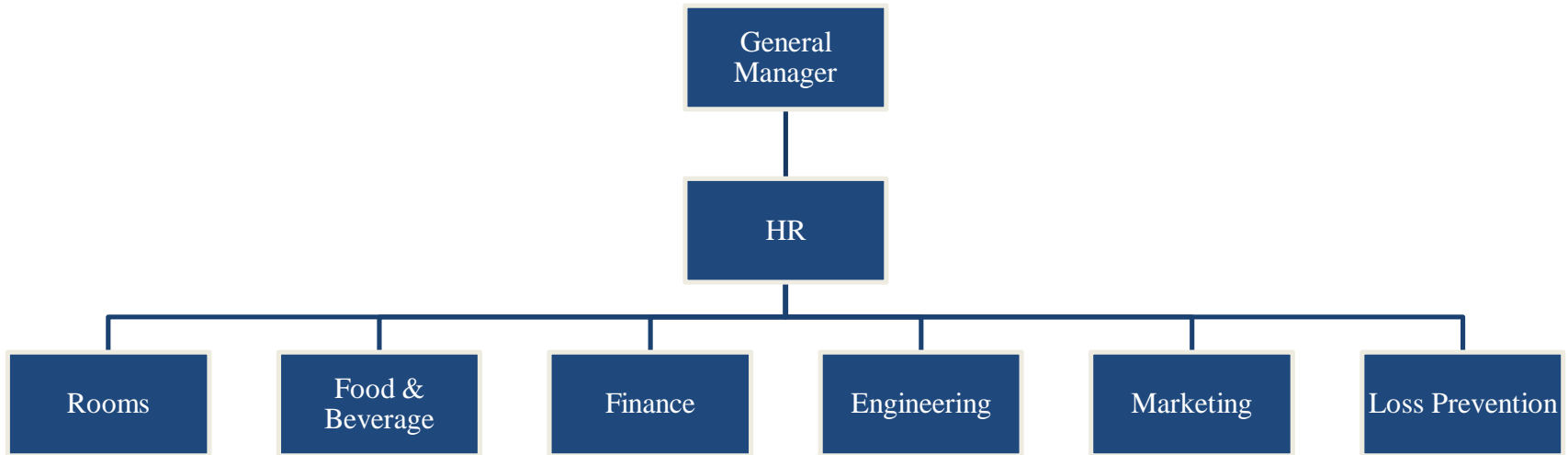


Figure 2.15 Hotel's Organization Structure

2. In-Room Dining Organization Structure

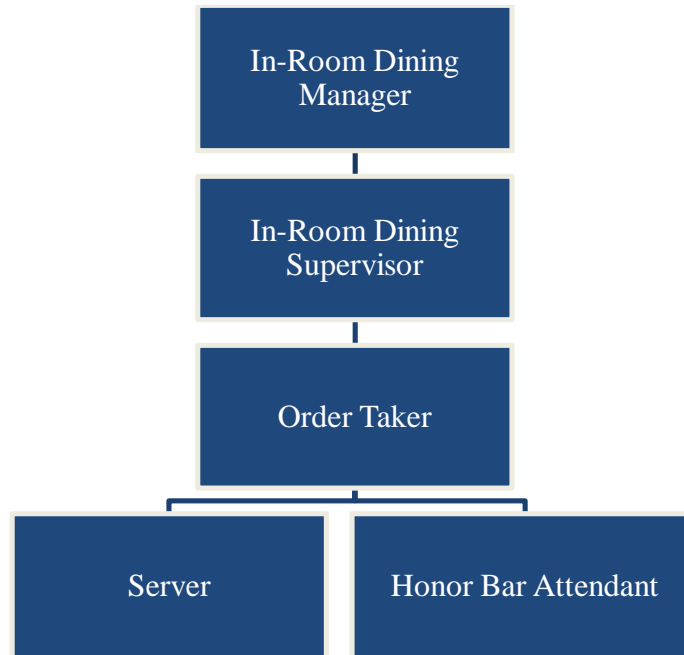


Figure 2.16 In-Room Dining Organization Structure

a. In-Room Dining Manager

In-Room Dining Manager duties and responsibilities are:

- 1) Managing items and staff in accordance to standards.
- 2) Ensuring IRD equipment and supplies are working and used properly.
- 3) Assisting IRD staff in daily working.
- 4) Attending leader's forum.
- 5) Establishing daily duty roster.
- 6) Ensuring daily operations are running accordingly.

b. In-Room Dining Supervisor

In-Room Dining Supervisor duties and responsibilities are:

- 1) Assisting IRD staff in case the Manager is not present.
- 2) Attending leader's forum in case the Manager is not present.
- 3) Assisting Manager in overseeing daily operations.
- 4) Ensuring all equipment and supplies are working and used properly.
- 5) Reports to IRD Manager.

c. Order Taker

Order Taker duties and responsibilities are:

- 1) Taking care of guest orders.
- 2) Ensuring guest's orders and request are fulfilled.
- 3) Upselling hotel products.
- 4) Managing cashier.
- 5) Having good product knowledge.
- 6) Reports to IRD Manager and Supervisor.

d. Server

Server duties and responsibilities are:

- 1) Preparing all necessary items for daily operations.
- 2) Preparing guest's order and request.
- 3) Delivering guest's order and request.
- 4) Serving food and beverages to the guest according to the standard.
- 5) Cleaning and removing dirty plates from the guest's room.
- 6) Ensuring proper appearance and grooming.

e. Honor Bar Attendant

Honor Bar Attendant duties and responsibilities are:

- 1) Checking minibar in all the guest's room if there are any consumption.
- 2) Replenishing consumed items in the minibar.
- 3) Cleaning the minibar if necessary.
- 4) Maintain and track the expiry dates of the minibar products.
- 5) Reports to IRD Manager, Supervisor, and Order Taker.