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CHAPTER 2

COMPANY GENERAL INFORMATION

A. Hotel's Profile

Hilton Worldwide is one of the largest companies and has become a hospitality company that has grown in the world more than 4,700 Hotel, Resorts, Timeshares Properties, consisting of more than 775,000 rooms in 104 countries and regions. The first person who built this hotel is Conrad Hilton. Conrad Hilton was born on 25 December 1887 in San Antonio, New Mexico. He successfully made the hospitality industry become a giant hospitality industry.

It all started back in 1919. Hilton who turned 27 years old was involved in World War 1. After that war Hilton returned to his homeland in San Antonio to try his business fortune, initially he intended to buy a bank, but in the end, Hilton was more interested in buying a Mobley Hotel in Cisco, Texas.

In 1925, Hilton opened its first hotel, which used its name to Dallas Hilton, two years later in 1927; Hilton expanded to Waco Texas and established the hotel with equipped with air conditioner and cold water in public areas. In 1943, Hilton bought the Roosevelt Hotel and Plaza in New York City, through its purchase Hilton became the first businessperson to have an offshore hotel in the United States.

Back in 1946, Hilton Hotel Corporation was formed and became the first hotel listed on the New York stock exchange. 1 year later or in 1947, Roosevelt Hilton became the first hotel in the world to provide Television facilities in Guest Room. Hilton then began to expand his business outside the United States to buy many hotels and put the Hilton name on the Hotel so people across the world can know the hotel easily. Then the company's operation was later developed using car rental, credit card services and various other facilities. At that time the hotel business, which was one of the largest in the world.

In 1949, Hilton International was born with the opening of Caribe Hilton in Puerto Rico. In the same year, Conrad Hilton also continued its purchase titled "The Greatest of Them All" and Conrad Hilton appeared on the cover of Times Magazine, which received recognition as the first hotel entrepreneur. In 1954, Conrad Hilton bought the Statler

Hotel for \$111 million, which at that time was the largest hotel, the next year, for the first time Hilton created a reservation head office called HILCRON, and reservations could be made via phone, telegram, or teletype. Also in the same year, Conrad Hilton launched a program to use air conditioning in every hotel in the Hilton portfolio. Moreover, this year the opening of Hilton Istanbul was reached, the first modern hotel was built from the ground up in the European when World War II was happening.

When 1958, Barron Hilton introduces new card Hilton Carte Blanche Credit. Many main tourist and amusement card owned by Hilton Hotels. In 1959, Hilton spread headed the airport hotels concept by opening 380 rooms at the San Francisco Airport. After a long year, in 1964 Hilton International was formed as a separate company, with Conrad Hilton as president. Two years later, the son of Conrad Hilton named Barron Hilton became the state president of Hilton Hotel Corporation.

After that in 1965, the launch of Lady Hilton, the first hotel concept designed specifically for female travelers this hotel provided special feature women's floor, rooms and amenities also tailored to the women. Two years after that, Trans World Airlines recognized the Hilton International also Conrad Hilton resigned from his presidency to become chairman. In the first year of 1969, DoubleTree Hotel opened in Scottsdale, AZ.

In 1979, Conrad Hilton died at the age of 91. After that year in 1989, Conrad Hotels was established with the operation of Luxury Hotel Networks and Resorts in the world's main business and tourism capital. At 1984, the first Embassy Suites and the Hampton Inn were open in Kansas City-Overland Park, MO, and Memphis, TN.

The year 1987, Hilton introduced the Hilton Honors™, it's guest loyalty program. Two years after that Hampton Hotel is the first Hotel Company that promises a 100% satisfaction guarantee it stated "Friendly Services, Clean, room, Comfortable, Environment, Every Time, if you are not satisfied, we do not expect you to pay".

In 1990, The Hilton Garden Inn made its debut, with four locations. Then expand to more 500 properties. Four years after 1990, Hilton Honors™ surpassed the competition for the Hotel's loyalty program by offering members both points and air miles and in the year 1995, the first Hotel website launched.

In 2002, Hilton Worldwide Resorts launched a subsidiary with Holiday ownership, which provides members with premium resorts and exotic holiday experiences. In 2006, Hilton Hotel Corporation Reacquires Hilton International; the company's unification for the first time in 40 years and expands its Hilton Hotel Corporation completed the merger with real Estate Affiliates The Blackstone Group and the Company's private equity fund, Christopher J. Nassetta joined Hilton Worldwide as a president and a chief Executive Officer.

In 2009 Hilton Hotel has expanded its business in 76 countries, making it largest and most comprehensive Hotel brand in the World and also Hilton Hotels Corporation changed its name and logo to Hilton Worldwide, and its headquarters moved from Beverly Hills, California to Mclean, Virginia.

Light Stay™ is a proprietary measuring system, is launched as the entire portfolio brand standard for calculating sustainability performance around the world. Finally, in the year 2011, Home2Suites a new concept in expanding the market opened its first property Fayetteville, NC.

B. History of Hilton Hotel Bandung

Hilton Bandung officially opened in 2009. Hilton Bandung is a five-star hotel. Located in the center of Bandung, Jl. H.O.T. S Tjokroaminoto no 41-43, adjacent to many entertainment centers in Bandung, hospitals, airports, and others. It has a capacity of 186 guest rooms.



Figure 2.1. Logo of Hilton Hotel Bandung

Hotel Hilton Bandung is located close to Bandung station, Istana Plaza Mall and Pasar Baru Trade Centre and also 23 Paskal Mall. The location is also close to tollgates to Jakarta and the train station. Hotel Hilton Bandung has ample parking space and has

a very large lobby that gives the impression of this hotel is very magnificent. At Hotel Hilton Bandung, guests are entertained by top-class recreational facilities such as Jacuzzi, outdoor pool with panoramic views, kids club that opens every weekend, massage and spa.

Comfortable lobby atmosphere as well as friendly service and a prime welcome. Hotel Hilton Bandung has a simple but still elegant design; here guests can feel the tranquility and spacious and clean rooms and you can rest well. If you are, a happy person and fitness hobby or you just want to relax for a long day, at the Hilton Bandung Hotel you will be served with a friendly waiter.

The room is big with a big bed, clean and big bathroom, and you are treated with luxurious bathroom/toilet items as well as a beautiful pool view. For the convenience of the guests, Hilton Bandung offers excellent services, super-plus facilities with a strategic location. All check-in needs will be completed quickly.

At Hotel Hilton Bandung you can enjoy good sauna facilities, there is a water pool that provides hot and cold water. You also get breakfast for one person who is very good quality, the bathroom is provided with an automatic curtain that can open or close using remote control. The first is if the tier still in member or blue they only got some benefit, for example, Free Wi-Fi into the premium access, Digital Check-in, Digital key, Late-Check Out, 2nd guest Stay Free.

Second is, the tier level up into Silver Member got some benefit like 20% Elite Bonus, Bottled Water, Elite Rollover Nights, 5th Night Free on Reward Stay, Free Wi-Fi into the premium access, Digital Check-in, Digital key, Late-Check Out, 2nd guest Stay Free.

Third tier is Gold member. In this tier there is more benefit that the guest can get when the point achieved in this tier, for example 80% Elite Bonus, Continental Breakfast, Space Available Upgrade, Milestone Bonus, Bottled Water, Elite Rollover Nights, 5th Night Free on Reward Stay, Free Wi-Fi into the premium access, Digital Check-in, Digital key, Late-Check Out, 2nd guest Stay Free.

Lastly is Diamond Member, this is the highest tier in Hilton Honors Member and this tier guest can enjoy many benefits from being the Member of Hilton for example, 100% Elite Bonus, Continental Breakfast, Space Available Upgrade, Free Premium Wi-Fi,

Executive Lounge Access, Bottled Water, Gifting Elite Status, 48-Hour Room Guarantee, 5th Night Free on Reward Stay, Digital Check-in, Digital key, Late-Check Out, 2nd guest Stay Free.

C. Facilities

1. Room



Figure 2.2. Deluxe Room

a. Deluxe Room

It is 45 square meter, this room fit for business and family. This room is the bigger deluxe room in Bandung. This room feature is included with ergonomic chair, 37 inch TV, and wireless charging, iPod Docking station, DVD/CD Player, Coffee/Tea Maker, Sofa, Ironing Facilities, and Minibar.



Figure 2.3. Premium Room

b. Premium Room

It is 52 square meter, and this room is suite for family, this room is facing to the city. This room facility is included 37 inch TV, Ergonomic Chair, sand Working Desk, Sofa, Marble Bathroom, Separate Bathtub and Shower Rain, Coffee Maker, Hairdryer, Ironing Facility, and Minibar, iPod Docking Station.



Figure 2.4. Executive Room

c. Executive Room

This room is the same with Deluxe Room, but what makes this room different is have access to the Executive Lounge. The facility is included and guest can have breakfast in the executive lounge but different from the main restaurant. MP3 Connection, Flat Screen TV, Radio Alarm Clock, Coffee Maker, Hairdryer, Ironing Facility, iPod Docking Station.



Figure 2.5. King Junior Room

d. King Junior Suites

It is 90 square meters have living and dining area and have access to Executive Lounge Access, and can enjoy the evening cocktail located on the 11th floor. This room feature is iPod Docking Station, Coffee Maker, Hairdryer, Ironing Facility, Flat Screen TV, Dining Room, Living Room, Microwave,



Figure 2.6. King Presidential Suites

e. King Presidential Suites

It is 130 square meter and located on the top floor, living area and dining area, and have Executive Lounge Access and guest can enjoy the evening cocktail. This room is included with ergonomic chair, Radio Alarm Clock, Dining Table, Flat Screen TV, Coffee Maker.

2. Dining



Figure 2.7. Fresco Restaurant

a. Fresco Restaurant

This is the Mediterranean Restaurant, guest can enjoy freshly made pizza while enjoying a glass of wine and cocktail in Fresco Restaurant and enjoy Jazz Night beside the swimming pool. This Restaurant is located on the 6th floor.



Figure 2.8. Purnawarman Restaurant

b. Purnawarman Restaurant

This Restaurant is Asian Taste, where the guest having breakfast in the Purnawarman Restaurant, a la carte restaurant, and dinner. The buffet dinner is available only on Friday and Saturday. This Restaurant is located on the Lobby. Located in the lobby floor and has a capacity of 230 packs.



Figure 2.9. Magma Lounge

c. Magma Lounge

This Bar is located on the Lobby, where the guest can enjoy various cocktails and Fine Vintages with authentic Tapas Dishes. This lounge opens until midnight and guest can enjoy their drink and smoking in this lounge.

3. Facility



Figure 2.10. Kids Club

a. Kids Club

Kids Club is located on 6th floor, where the kids can enjoy their holiday in here, kids club open from Saturday and Sunday, but if the guest request to open at weekdays, the staff can open it. In here the kids can have many experience such as painting, making pizza and many more



Figure 2.11. Zen Spa

b. Zen Spa

Zen Spa located on the 5th floor, where the guest can enjoy and relax with spacious rooms. The spa is opened from 10 a.m. until 10 p.m.

D. Organizational Structure

Every hotel has the structural organization to help every staff to work with better performance and suitable for their job description so the hotel can run well. With the structural organization, the hotel can set a goal and keep focus. The structural organization also helps the staff to know what to do and helps to be a reminder for the hierarchy for the responsibilities of each position. The structural organization divides the division and department in the hotel.

Below is the organizational chart in the Hilton Hotel:

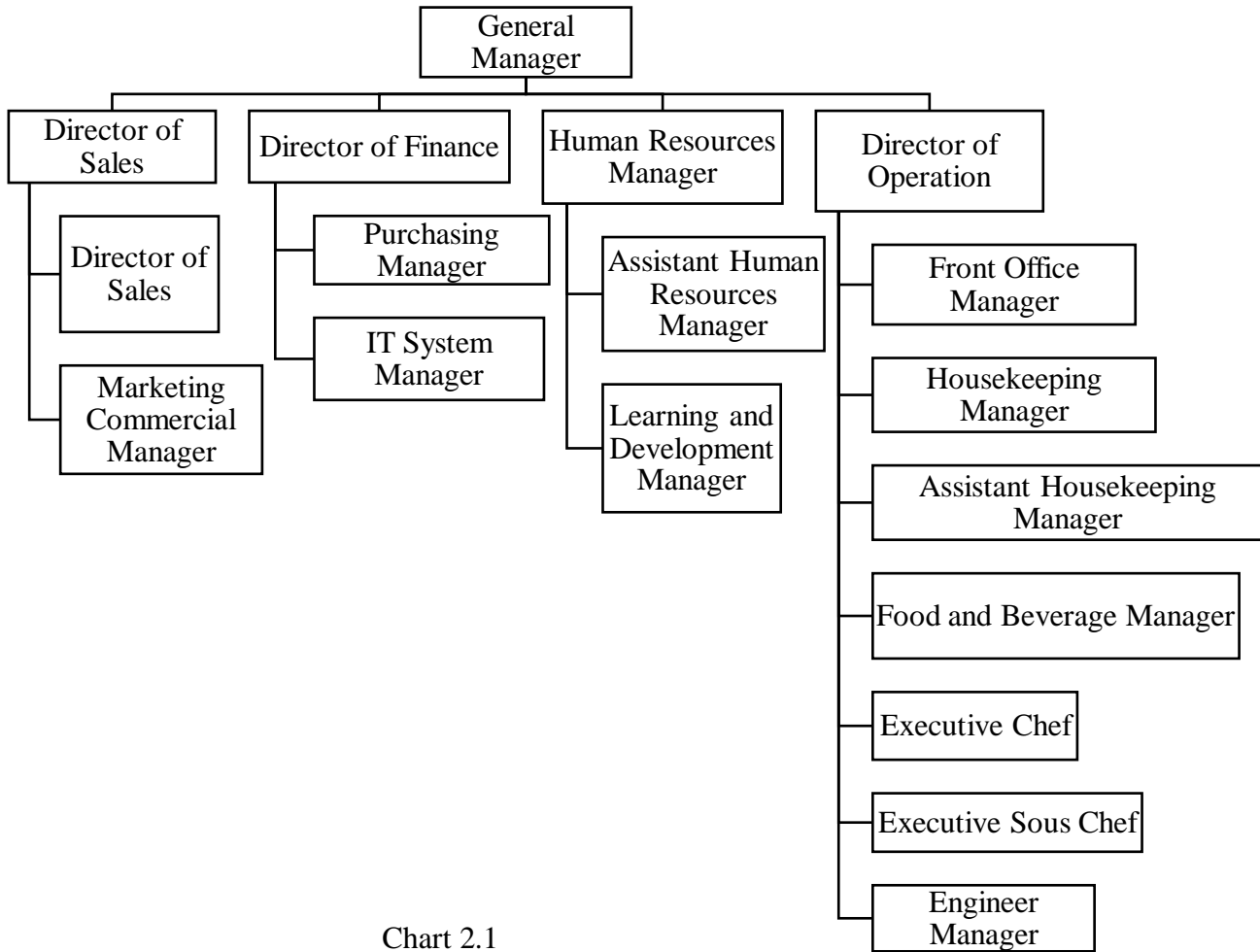


Chart 2.1

HILTON BANDUNG LEADERSHIP STRUCTURE

Because the writer is trained in the Front Office Department, here is the organization chart for Front Office Department in Hilton Hotel Bandung.

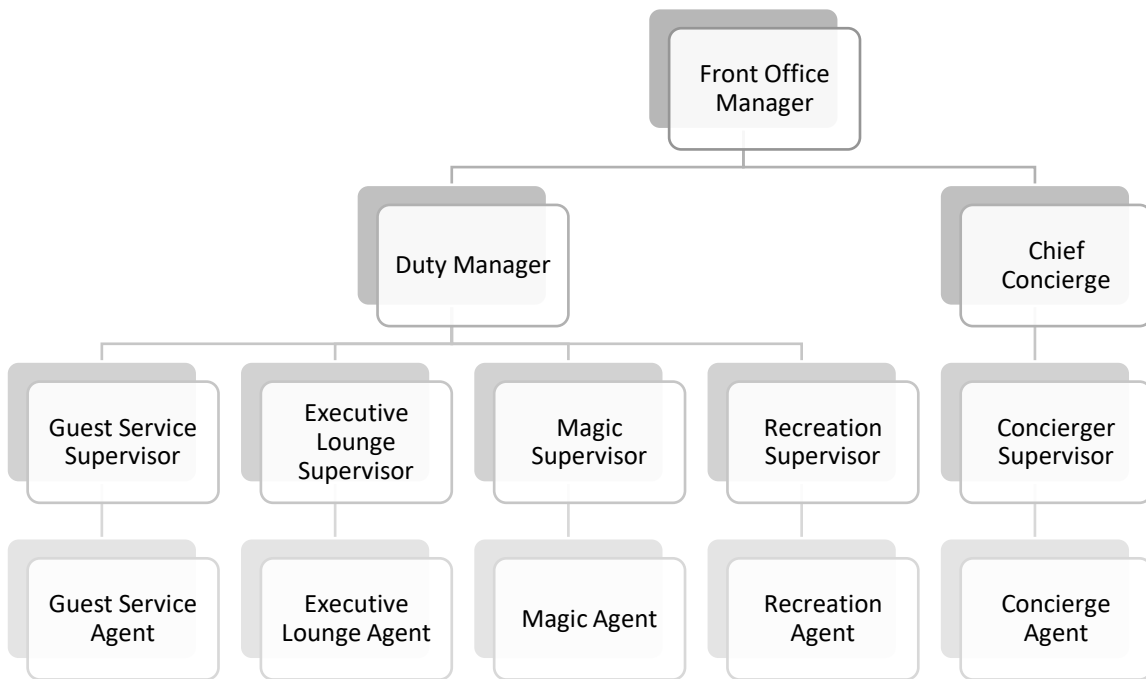


Chart 2.2

FRONT OFFICE STRUCTURE

1. Job Description

a. Front Office Manager:

- 1) Selecting, placing, training and evaluating front office employees.
- 2) Ensure that all staff at the front office control the hotel computer system, the ethics of receiving telephone and the operational standard in the hotel.
- 3) Maintain the harmony of work with sales and marketing about the room price.
- 4) Welcomes VIP guests.

b. Duty Manager:

- 1) Assist the Front Office Manager and the Assistant front office Manager tasks in performing operational tasks in the front office.
- 2) Support the smooth check-in and check-out process at the front office.
- 3) Handle the difficulties of guests and staff at the front desk.
- 4) Controlling the operations around the front office include lobby, restaurant, bar, lounge corridor and guest rooms.

- 5) Generate each shift report about findings and events during the working hours.
 - 6) Welcomes VIP guests together with the Front Office Manager.
- c. Chief Concierge:
- 1) Arrange the duties of each concierge staff.
 - 2) Receive and store guest items stored at the concierge.
 - 3) Record and list any guest items that have been stored in the luggage room.
- d. Concierge Staff:
- 1) Dropping luggage guest from the car.
 - 2) Bring guests to check-in.
 - 3) Deliver guest luggage to guest rooms according to their room number.
 - 4) Assist to bring guest luggage at checkout from the lobby to the hotel to the guest vehicle.
 - 5) Store the guest luggage with special signs (luggage tag) for guests who have not come to the hotel or the guests who leave the item in the Bell desk.
- e. Guest Service Agent Supervisor:
- 1) Create a work schedule for Guest Service Agent.
 - 2) Create an estimate of daily room level.
 - 3) Follow up the task from the supervisor at the previous shift.
 - 4) Checking guest's Welcome preparation.
- f. Guest Service Agent:
- 1) Welcome guests who come to the front desk with friendly and polite.
 - 2) Checking in Guest.
 - 3) Record the guest deposit money to stay.
 - 4) Handling check-out guests.
- g. Magic Supervisor:
- 1) Answering the incoming phone from both internal and external transfer directly to each extension.
 - 2) Serve to connect the phone either from the guest or from the department.
 - 3) Check the phone bill and submit it directly to the FO Cashier.

- 4) Handle the service "Incoming and Outgoing" Facsimile and directly make the bill.
 - 5) Receive and distribute messages for other guests and departments.
 - 6) Know the hotel layout and amenities.
 - 7) Answering inquiries related to the hotel's Event Activities and facilities.
 - 8) Understand how to operate PABX.
- h. Magic Agent:
- 1) Providing service of Wake Up call.
 - 2) Provide guests with information.
 - 3) Provide a guest if the guest needs anything.
 - 4) Make Phone Billing.
 - 5) Receive messages from guests, for guests.
- i. Executive Lounge Supervisor:
- 1) Make a work schedule for executive lounge agent.
 - 2) Help guest check-in and checkout.
 - 3) Welcoming gold and diamond member.
 - 4) Check meeting room and the cleanliness.
 - 5) Helping the executive lounge agent with the cleanliness of table set up.
- j. Executive Lounge Agent:
- 1) Check Cleanliness of table set up.
 - 2) Open all meeting room and check for cleanliness.
 - 3) Prepare VIP amenities.
 - 4) Welcoming Gold and Diamond Member
- k. Recreation Supervisor:
- 1) Check all the emergency telephone.
 - 2) Check the cleanliness of spa, sauna, gym, whirlpool, pool and kids club
 - 3) Check sunbath in the pool.
 - 4) Check the meeting room.

1. Recreation Agent:

- 1) Check all emergency telephone.
- 2) General cleaning for spa, sauna, gym, whirlpool, pool and kids club.
- 3) Prepare kids activity.
- 4) Check availability of towels
- 5) Check and change sunbath.