

CHAPTER 2

GENERAL DESCRIPTION

A. Company Profile

1. Accor



Figure 2.1 Logo Accor Hotels

Accor Hotel Group is a group of hotels originating from France on an international scale which now has more than 3,700 hotels with a total of more than 500,000 rooms and spread all over the world. The Accor hotel was first established in 1967 in the City of Lille Lesquin under the name Novotel Hotel. While the head office Accor Hotel Group is located in Paris, the capital of the country of France. While in Indonesia, the first hotel of the Accor Group was established in Jakarta under the brand name Ibis Hotel Kemayoran in 1994. The IBIS Kemayoran Hotel is also the first hotel owned by Accor Group in Asia. By having more than 3700 hotels in all corners of the world, hotel brands from the Accor Group are divided into 3 brand classes namely economy (budget), middle brand (midscale) and upscale brand classes.

2. Novotel Hotel



Figure 2.1 Logo Novotel Tangerang

Novotel Hotel is a 4-star hotel belonging to the Accor Group. The Accor symbol is the Bernarche bird, which means cooperation and mutual assistance. This Hotel included in city hotel, because most of guest staying have business activities. Novotel Hotel is located at Tangcity Superblock, Jl. Jenderal Novotel Sudirman No.1, Babakan, Tangerang, Tangerang City, Banten 15117. Novotel building is connecting to the Tangcity mall, that make it easy for guests to shop and the hotel is very close to the international airport, Soekarno Hatta, which only takes 45 minutes and 30 minutes to Jakarta. At Novotel Hotel Tangerang, there are four members in it including platinum, gold, silver and classic. Member in Novotel are divided into two le club and accor plus for le club no money fees but for accor plus get charge for first registration. Each member will get the different benefit such platinum will get fruit basket, two mineral water, chocolate praline, late check in/out, early check in/out room upgrade, guarantee room and get free access to premier lounge. For gold will get fruit basket two mineral water, late check in/out, early check in/out, room upgrade and guarantee room. And last for silver or classic just get fruit basket and late check in/out.

B. Facilities

1. Room

Novotel hotel have 266 room with 3 type of room with modern design and that have different facilities in it. For standard room types there are shower, TV, safe deposit box. For executive room types there are additional facilities such as coffee makers and music boxes. As for the type of suite, there is a comfortable living room. All types of rooms get free internet facilities for 24 hours.

a. Room Type

Superior



Figure 2.3 Superior Room

A spacious room with 2 Single beds, work area, TV with pay movies and Internet access, broadband connection, shower, hairdryer, safe deposit box and coffee/tea making facilities. Up to 2 adults and 2 children.

b. Executive



Figure 2.4 Executive Room

All our executive room features added products and services: coffee machine, ipod docking station, complimentary Internet access, extra bathroom amenities, bathrobe and slippers. Up to 2 adults and 2 children.

c. Executive Suite



Figure 2.5 Executive Suite



Figure 2.6 Executive Suite

All our executive suite room features added products and services: coffee machine, ipod docking station, complimentary Internet access, extra bathroom amenities, bathrobe, slippers and also have living room inside the room. Up to 2 adults and 2 children.

2. Restaurant

The Restaurant in Novotel Tangerang Hotel is The Square, which is located on the PL (Podium Level) floor. This restaurant serves various types of food, food that can be ordered in the form of a Buffet or A la carte menu. For the buffet restaurant menu, the Novotel Hotel Tangerang only provides Asian / Oriental menus and is only available for breakfast and dinner, while for lunch the Ala Carte menu is provided.



Figure 2.7 The Square Restaurant



Figure 2.8 The Square Restaurant

The following is a list of restaurant operating hours:

Weekdays

Breakfast : 06:00 AM -10:00 AM

Lunch : 12:00 PM -15:00 PM

Dinner : 18:00 PM - 21:00 PM

Weekend

Breakfast : 06:00 AM -11:00 AM

Lunch : 12:00 PM - 16:00 PM

Dinner : 18:00 PM - 21:00 PM

3. Lounge Bar

Lounge Bar located very close to the restaurant. In lounge bar have a variety of drinks both alcoholic and non-alcoholic. Lounge Bar also provides a welcome drink that is provided specifically for guests who come to the hotel, this Lounge Bar operating hours from 06:00 AM - 22:00 PM.



Figure 2.9 Lounge Bar

4. Meeting Room

Hotel Novotel Tangerang has 5 meeting rooms and 1 Grand Ballroom, which are located on the PL floor with different outdoor spaces. Facilities and a varied design according to consumers needed. Various types of meeting rooms available:

Geneva 1 (15 – 20 Pax, size 46,04 M)



Figure 2.10 Geneva 1

Geneva 2 (15 – 20 Pax, size 43,18 M)



Figure 2.11 Geneva 2

Havana 1 (15 – 20 Pax, size 43,02 M)



Figure 2.12 Havana 1

Havana 2 (15 – 20 Pax, size 43,02 M)



Figure 2.13 Havana 2

Vienna (15 – 20 Pax, size 46,04 M)



Figure 2.14 Vienna

Eureka (Standard Meeting Novotel 15 – 20 pax, size 43,06 M)



Figure 2.15 Eureka

For the Grand Ballroom which is a combination of ballroom 1-4, where this ballroom can be used by guests to hold large-scale meeting events, such as birthdays, graduations and weddings. This Grand Ballroom can hold \pm 2500 pax. This ballroom can be ordered separately depending on the needs of the consumers themselves.

5. Fitness and spa

Fitness center and Spa are facilities that are provided specifically for guests. Both of these facilities are located on the PL floor and operate from 06:00 AM – 24:00 PM for Fitness 06:00 AM – 22:00 PM For Spa. Both of these facilities are only intended for guests who stay at the hotel only.



Figure 2.16 Fitness and Spa



Figure 2.17 Fitness and Spa

5. Swimming Pool

Swimming Pool is also located on the PL floor, has 2 levels of depth is 1.30 m for children and 1.40 m for adults. The swimming pool operates from 06:00 AM – 22:00 PM and is only reserved for guests staying at the hotel.



Figure 2.18 Swimming Pool

6. Kids Playground

Kids Playground is located close to the children's pool; this place is used for children to play. There are various kinds of children's games such as slides.



Figure 2.19 Kids Playground

7. Premier Lounge

This lounge is located on the 20th floor which is reserved only for guests staying in executive and suites rooms only. There is provided breakfast (06:00 PM - 10:00 PM), Coffee and Tea (10:00 AM - 17:00 PM), Hi Tea (18:00 PM - 21:00 PM), Coffee and Tea (21:00 PM -23:00 PM) In here Guests can relax and enjoy the beautiful views from the 20th floor. The lounge opens from 06:00 AM – 24:00 PM



Figure 2.20 Premier Lounge

8. Crew Lounge

The Crew Lounge is located in the PL Floor, used for the check-in and check-out of the crew airlines who staying at Novotel Tangerang Hotels, such as Emirates, Qatar, Korea, Turkey, and Etihad. Crew Lounge is open 24 hours.



Figure 2.21 Crew Lounge

10. Sixth Sense

Sixth Sense is located in the PL floor near to bar, sixth sense is a new pool bar in Novotel Hotel. This pool bar operates from 14:00 PM – 02:00 AM and open to the public. Every Thursday there is DJ and Ladies Night and every Friday there is live music.



Figure 2.22 Sixth Sense



Figure 2.23 Sixth Sense

C. Organization Chart

1. Organization Structure Of Novotel Hotel

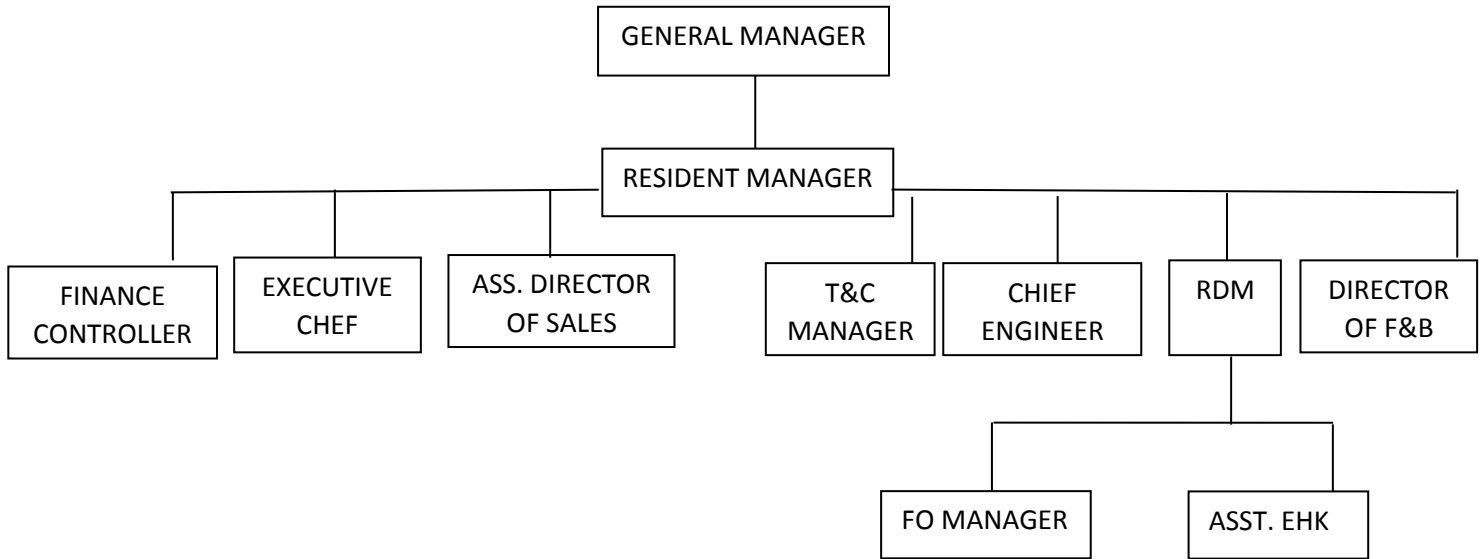


Figure 2.24 Hotel Organization Structure

A hotel organizational structure is a comprehensive plan by a hotel owner to define departmental activities and responsibilities. This structure brings order to every aspect of hotel operation from the front desk and room service to the human resources department. Hotel organizational structures are necessary to ensure maximum profitability from each room, restaurant and bar on a daily basis. Your hotel can run efficiently if it creates an organizational structure that is easy to understand.

Novotel Hotel structure organization there are General Manager, Resident Manager, Finance Controller, Executive Chef, Ass Director of Sales, T&C Manager, Chief Engineer, Room Divison Manager, Director Food and Beverage.

2. Organization Structure of Front Office

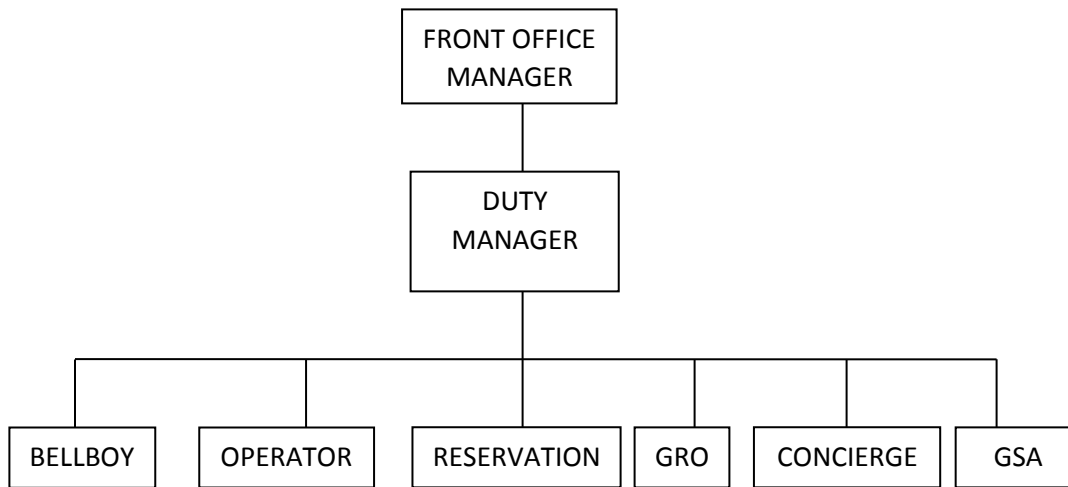


Figure 2.25 Front Office Organization Structure

Here are some of the responsibilities in Front Office Department:

a) Front Office Manager

As a Front office manager, you should combine a pleasant personality with a dynamic professional attitude to supervise and lead our team. Our ideal candidate can deal efficiently with complaints and has a solid customer service approach.

b) Duty Manager

As Duty Manager responsibilities include overseeing daily operations, ensuring employee productivity, monitoring efficiency of all processes and creating a positive work environment for employees.

c) Concierge or Bellboy

Concierge works in the hospitality industry and provides a range of services to ensure guests have everything the guest need during stay and also help bring guest's luggage.

d) Operator

Operator is people who receive call from outside or inside and also transfer call to another department

e) Reservation

Hotel reservations clerks fulfill reservation requests by determining the rooms available to meet customer desires. They verify customer information and payment options, assign rooms and respond to customers with confirmation emails or letters.

f) Guest Service Agent

Guest Service Agent are hospitality specialists who typically work at hotels. Guest Service Agent who greeting the guest when the guest arrived at hotel and responsibilities to processing guest payments and check in/out guest matters.

g) Guest Relation Officer

A Guest Relation Officer, also known as a Guest Relation Coordinator or Guest Relation Specialist, is a customer service-oriented employee who essentially greets hotel guests. From escorting guests to rooms to assisting in arranging reservations, Guest Relation Officers ensure a pleasant and satisfying stay at a hotel. They also handle guest complaints, assist with the check-in process and explain all facility amenities, such as pool areas and restaurants.