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## CHAPTER II

### GENERAL DESCRIPTION

#### A. Company's Profile

##### 1. History

Century Park Hotel Jakarta was established in 1991 and stands as the top of the line four star luxury business hotel in Senayan area Jakarta. This independence hotel.









Figure 2.1 Logo of Century Park Hotel Jakarta (left) and  
Picture of Century Park Hotel Jakarta (right)




##### 2. Facilities

The types of room available are as follow :

Table 2.1  
Room Type

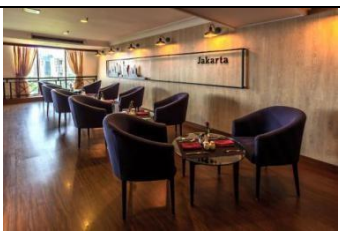
No.	Room Type	Room Description
1.	 Figure 2.2 Deluxe King	a. 1 king bed b. Room size: 40 m <sup>2</sup> /431 ft <sup>2</sup> c. City view d. Non-smoking e. Shower f. Free Wi-Fi

2.	 <p style="text-align: center;">Figure 2.3 Deluxe Twin</p>	<ul style="list-style-type: none"> <li>a. 2 single beds</li> <li>b. Room size: 40 m<sup>2</sup>/431 ft<sup>2</sup></li> <li>c. City view</li> <li>d. Non-smoking</li> <li>e. Shower</li> <li>f. Free Wi-Fi</li> </ul>
3.	 <p style="text-align: center;">Figure 2.4 Executive King</p>	<ul style="list-style-type: none"> <li>a. 1 king bed</li> <li>b. Room size: 40 m<sup>2</sup>/431 ft<sup>2</sup></li> <li>c. City view</li> <li>d. Non-smoking</li> <li>e. Shower and bathtub</li> <li>f. Free Wi-Fi</li> </ul>
4.	 <p style="text-align: center;">Figure 2.5 Executive Twin</p>	<ul style="list-style-type: none"> <li>a. 2 single beds</li> <li>b. Room size: 40 m<sup>2</sup>/431 ft<sup>2</sup></li> <li>c. City view</li> <li>d. Non-smoking</li> <li>e. Shower and bathtub</li> <li>f. Free Wi-Fi</li> </ul>
5.	 <p style="text-align: center;">Figure 2.6 Premium King</p>	<ul style="list-style-type: none"> <li>a. 1 king bed</li> <li>b. Room size: 40 m<sup>2</sup>/431 ft<sup>2</sup></li> <li>c. City view</li> <li>d. Non-smoking</li> <li>e. Shower and bathtub</li> <li>f. Executive lounge access</li> <li>g. Free Wi-Fi</li> </ul>
6.	 <p style="text-align: center;">Figure 2.7 Premium Twin</p>	<ul style="list-style-type: none"> <li>a. 2 single beds</li> <li>b. Room size: 40 m<sup>2</sup>/431 ft<sup>2</sup></li> <li>c. City view</li> <li>d. Non-smoking</li> <li>e. Separate shower/bathtub</li> <li>f. Executive lounge access</li> <li>g. Free Wi-Fi</li> </ul>

7.	 <p style="text-align: center;">Figure 2.8 Junior Suite</p>	<ul style="list-style-type: none"> <li>a. 1 king bed</li> <li>b. Room size: 80 m<sup>2</sup>/861 ft<sup>2</sup></li> <li>c. City view</li> <li>d. Non-smoking</li> <li>e. Separate shower/bathtub</li> <li>f. Executive lounge access</li> <li>g. Free Wi-Fi</li> </ul>
8.	 <p style="text-align: center;">Figure 2.9 Century Suite</p>	<ul style="list-style-type: none"> <li>a. 2 king beds</li> <li>b. Room size: 120 m<sup>2</sup>/1292 ft<sup>2</sup></li> <li>c. City view</li> <li>d. Shower and bathtub</li> <li>e. Kitchenette</li> <li>f. Executive lounge access</li> <li>g. Free Wi-Fi</li> </ul>
9.	 <p style="text-align: center;">Figure 2.10 Presidential Suite</p>	<ul style="list-style-type: none"> <li>a. 2 king beds</li> <li>b. Room size: 160 m<sup>2</sup>/1722 ft<sup>2</sup></li> <li>c. City view</li> <li>d. Separate shower/bathtub</li> <li>e. Kitchenette</li> <li>f. Executive lounge access</li> <li>g. Free Wi-Fi</li> </ul>

Besides various room types available, Century Park Hotel Jakarta also offers others facility as follow :

Table 2.2  
Supporting Facilities in Century Park Hotel Jakarta

No.	Facilities	Description
1.	 <p style="text-align: center;">Figure 2.11 Anjaya Lounge</p>	<p>The working hours for Anjaya Lounge are:</p> <ul style="list-style-type: none"> <li>Breakfast : 06.00 – 10.00</li> <li>Afternoon Tea : 14.00 – 17.00</li> <li>Evening Delight : 18.00 – 21.00</li> </ul>







2.	 <p>Figure 2.12 Swimming Pool</p>	<p>The operational hours are from 06.00 to 21.00. The swimming pool featured Semi Olympic size swimming pool.</p>
3.	 <p>Figure 2.13 Tennis Court</p>	<p>The tennis court is available to be used daily from 06.00 to 22.00.</p>
4.	 <p>Figure 2.14 Century Spa</p>	<p>Century Spa is only available for in-room services for 24 hours.</p>

Table 2.3  
Restaurant in Century Park Hotel Jakarta

No.	Restaurants	Description
1.	 <p>Figure 2.15 Dapur</p>	<p>The working hours for Dapur are: Breakfast : 06.00 – 10.00 (Monday – Friday) 06.00 10.30 (Saturday – Sunday) Lunch : 11.30 – 14.30 Dinner : 17.30 – 23.00</p>
2.	 <p>Figure 2.16 100 Eatery &amp; Bar</p>	<p>The working hours for 100 Eatery &amp; Bar is from 06.00 to 01.00.</p>

3.	 <p data-bbox="491 450 639 517">Figure 2.17 Nizaemon</p>	<p data-bbox="831 230 1326 259">The working hours for Nizaemon are:</p> <p data-bbox="831 266 1118 295">Lunch : 12.00 – 15.00</p> <p data-bbox="831 302 1126 331">Dinner : 18.00 – 22.00</p>
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**B. Organizational Structure**

Century Park Hotel Jakarta is a four-star hotel luxury business in Senayan. Century Park Hotel Jakarta has an organizational structure in the hotel to determine the duties and responsibilities. Below is the Hotel Organization Chart in Century Park.

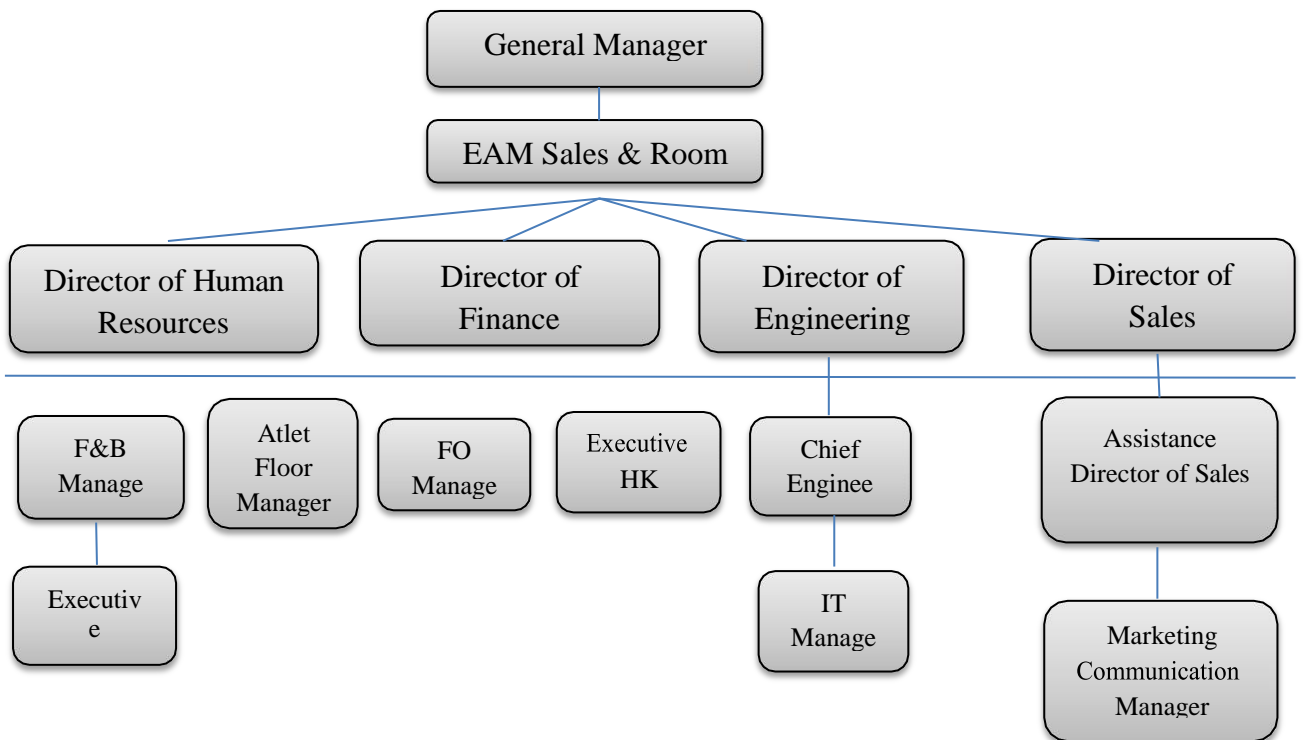


Figure 2.18  
Hotel Organizational Chart

Here are job description of Hotel Organizational Chart:

a. Job Description of General Manager

- 1) Managing the hotel with the vision and mission of the hotel.
- 2) Make the procedures and standards of the hotel.
- 3) Attend meetings, seminars and conferences.
- 4) Manage hotel budgets and expenses.
- 5) Make important decisions when it comes to investigations.

b. Job Description of Executive Assistant Manager (EAM)

- 1) Supervise employees, making sure they follow regulations.
- 2) Work to realize financial objectives.
- 3) Schedule employee shifts and administer payroll.

c. Job Description Director of Human Resources

- 1) Establish and maintain an appropriate system for measuring important aspects of HR development.
- 2) Manage and develop staff directly.
- 3) Make preparations for work selection.
- 4) Recruitment of new workers.

d. Job Description Director of finance

- 1) Compile, set and interpret reports, budgets, accounts, comments and financial statements.
- 2) Review, monitor and manage budgets.
- 3) Develop and manage financial systems / models.

e. Job Description Director of Engineering

- 1) Counsel with management, production and marketing staff to discuss project specifications and procedures.
- 2) Coordinate and direct the project, make detailed plans to achieve goals and direct the integration of technical activities.
- 3) Direct, review, and approve product designs and changes.

f. Job Description Director of Sales

- 1) Achieve growth and achieve sales targets by successfully managing the sales team.

- 2) Design and implement a strategic sales plan that expands the company's customer base and ensures a strong presence.
- 3) Manage the recruitment, goal setting, training and monitoring of sales representative performance.



Below are the Organizational structure of Front Office Department.

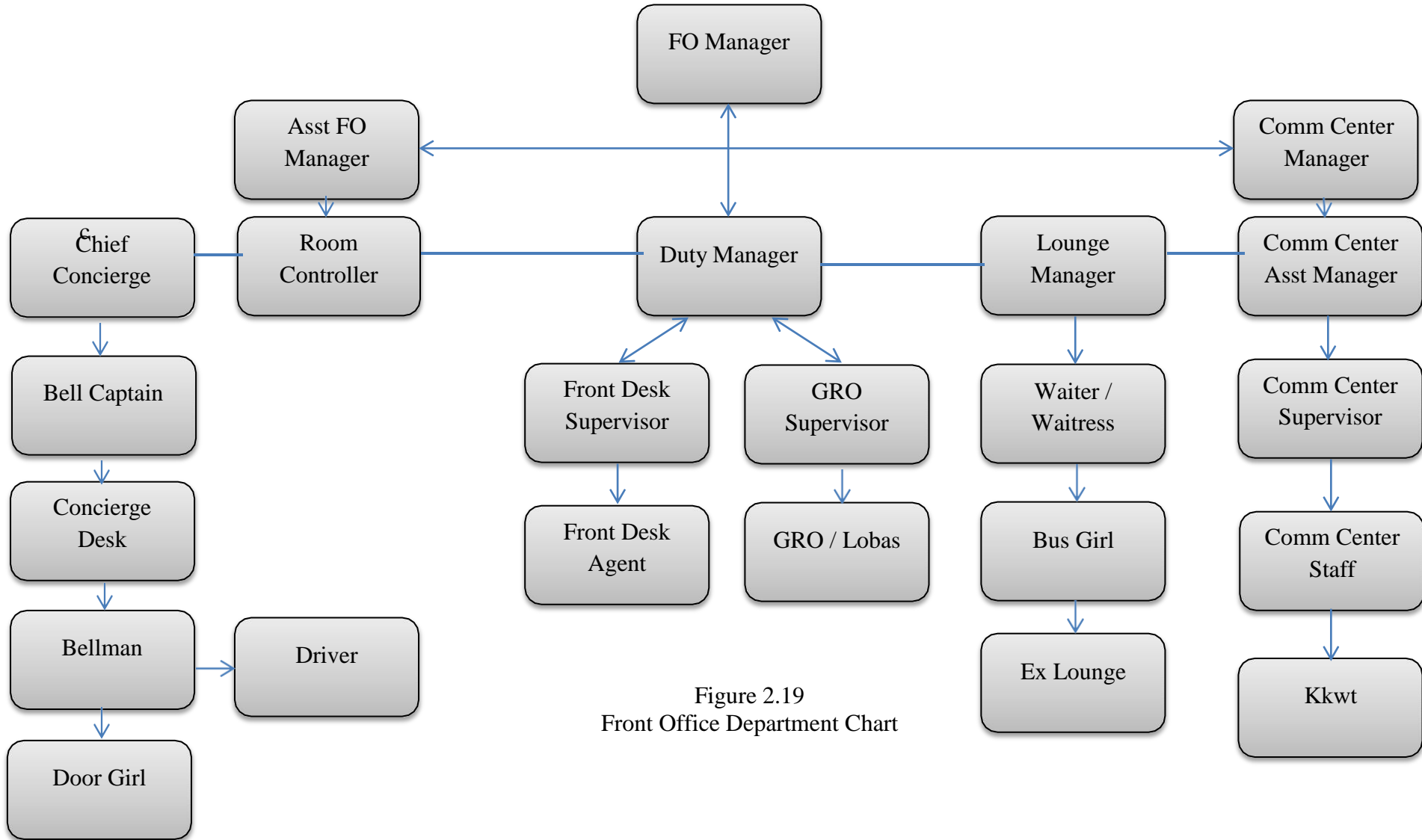


Figure 2.19  
Front Office Department Chart

Here are job description of Front Office Organizational Chart:

#### Job Description Front Office Department

##### a. Job Description of Front Office Manager (FOM)

- 1) Have complete knowledge of the operational systems at Front Office, Service Centre/Telephone and any other related systems.
- 2) Have complete knowledge of Century's standard operating policies and procedures.
- 3) Establish and maintain department organization, manning and productivity, ensuring a smooth operation based on forecasted occupancy.
- 4) Hire the best individual based on market condition.
- 5) Implement and manage training programs for the different sections.
- 6) Identify career goals and guides employees in their career growth and development.
- 7) Conduct performance review a regular basis.

##### b. Job Description of Assistance FO Manager

- 1) Ensure all employees maintain a high standard of personal appearance and hygiene at all times.
- 2) Plan, organize, direct & control the building of an efficient team of employees by taking an active interest in their welfare, safety and development.
- 3) Supervise Reception and Reservation Personnel to ensure optimum occupancy and average room rate to maximize revenue.
- 4) Supervise Departmental Orientation Programs for new employees to make sure that they understand the Policy and Procedures of the hotel.
- 5) Monitor Front Office personnel to ensure guests receive cordial prompt attention and personal recognition.
- 6) Monitor Front Office personnel and particularly Guest Relation Officer to ensure acknowledgement of repeat guests and other VIP receive special attention and personal recognition.

##### c. Job Description of Duty Manager

- 1) Represent Management in the important area of relations with guest. She is primarily responsible to take care of hotel guest requirements and/or handle their complaints to the Guest satisfaction.

- 2) Assist the Front Office Manager & Assistant Front Office Manager in managing the Front Office daily operations.
  - 3) Be familiar with all emergency procedures: fire, earthquake, guest accident, staff accident, dead body, flooding, riot, strike.
  - 4) During check in and checkout, greet guest who may be waiting, offering assistance to avoid any delays.
  - 5) Make unscheduled tours of the hotel and various departments to enact security and supervision, particularly during the evening night and early morning.
- d. Job Description of Room Controller
- 1) Read through Arrival Report to identify:
    - Total number of arrivals without ETA
    - Peak arrival times
    - Types of special request, e.g. non smoking
    - Total number of rooms that are needed to be in the pool of Vacant Clean Rooms for arrivals without ETA
  - 2) Coordinate with Housekeeping Coordinator on all early arrivals until 10am which were blocked the night before.
  - 3) Ensure guest profiles are used and preferences are met when blocking rooms.
  - 4) Coordinate with Guest Relations Officer to confirm the rooms blocked for amenities sending.
  - 5) Coordinate with Front Desk Agent for guest arrivals and departures.
  - 6) Plan for unexpected arrivals and disseminates information to relevant departments.
  - 7) Coordinate with Housekeeping for turnover of rooms.
  - 8) Check availability of room's type and occupancy for the next three days.
- e. Job Description of Chief Concierge
- 1) Have complete knowledge of the operational systems at Front Office.
  - 2) Have complete knowledge of Century's standard operating policies and procedures for Concierge / Transportation department.
  - 3) Supervise the Concierge operation and work flow to maximize guest's satisfaction.
  - 4) Identify staff training requirements and service improvement areas.

- 5) Supervise and guides all staff to ensure that hotels policies and procedures are adhered to.
  - 6) Conduct daily and monthly meetings to highlight areas of improvement in the service aspects and obtain feedback.
- f. Job Description of Bell Captain
- 1) Ensure that all guest baggage is received and delivered upon arrival and departure, following the procedure laid down in the Front Office manual.
  - 2) Supervise uniformed staffs, ensuring that they adhere to proper storage and maintain the standards of grooming and discipline.
  - 3) Be thoroughly aware of the daily arrivals and departures emphasizing on VIPs and groups.
  - 4) Train Bell Boy and Doormen in their respective jobs.
  - 5) Read bulletin board notice, log book and action required.
  - 6) Check all the uniformed service staffs that then have reported to work for the day.
- g. Job Description of front Desk Supervisor
- 1) Have complete knowledge of the operational systems at Front Office.
  - 2) Have complete knowledge of Century Park standard operating policies and procedures.
  - 3) Supervise Front Office operation and work flow to maximize guest' satisfaction.
  - 4) Conduct training of new staff when necessary.
  - 5) Supervise and guides Service Associates – Front Office to ensure that hotel's policies and procedures are adhered to.
  - 6) Build relationship with guests to delight and gain loyalty.
  - 7) Note, collect and action on any guests' preferences.
- h. Job Description of GRO Supervisor
- 1) Have complete knowledge of the operational systems at Front Office.
  - 2) Have complete knowledge of Century's standard operating policies and procedures.
  - 3) Supervise the Guest Relations operation and work flow to maximize guests' satisfaction.
  - 4) Identify staff training requirements and service improvement areas.

- 5) Supervise and guide all staff to ensure that hotel's policies and procedures are adhered to.
  - 6) Conduct daily and monthly meetings to highlight areas of improvement in the service aspects and obtain feedback.
  - 7) Create a positive and highly motivated working environment that promotes and develops teamwork.
- i. Job Description of Front Desk Agent
- 1) Have complete knowledge of the operational systems at Front Office.
  - 2) Have complete knowledge of Century Park standard operating policies and procedures.
  - 3) Be fully conversant with all activities within the hotel, food and beverage functions, restaurants, meeting rooms and facilities, local community events, places of interest, tourist attractions, general information on local culture, history, shopping and other activities
  - 4) Build relationship with guests to delight and gain loyalty.
  - 5) Ensure all interactions with guest are handled professionally and with care adhering to hotel's policies and procedures.
  - 6) Note, collect and action on any guests' preference.
  - 7) Prepare guest registration cards, back-up vouchers and documents and file them accurately and according to the standards required.
- j. Job Description of GRO Officer
- 1) Have complete knowledge of the operational systems at Front Office.
  - 2) Have complete knowledge of Century's standard operating policies and procedures.
  - 3) Establish relationships with guests to delight and gain loyalty.
  - 4) Actively obtains feedback from guests to improve services and facilities.
  - 5) Maintain guest recognition programs.
  - 6) Ensure quality standards and procedures from VIP guest's pre-arrival, to their arrival, during their stay till their departure.
  - 7) Ensure FITs arriving and departing by limousine are met and greeted and are given a smooth and seamless check-in and check-out.

k. Job Description of Bellman

- 1) Be thoroughly knowledgeable of the services offered by the Hotel, how and where the facilities could be obtained and aware of the daily event in the Hotel.
- 2) Be well groomed, have a pleasant disposition and willing to offer assistance at all times. Adheres to guest check in and checkout procedure pertaining baggage handling.
- 3) Be fully conversant with emergency evacuation and fire procedures.
- 4) Be thoroughly aware of the daily arrivals and departures especially VIPs or groups.