

CHAPTER II

GENERAL DESCRIPTION

A. Hotel's Profile

1. History

In early history, Accor is an International Hotel Management that began in 1967 in Lille Lesquia and formed by two friends named Paul Dubrulle and Gérard Pélisson France. They opened the first Novotel Hotel. Accor brings together more than 5.000 hotels in 110 countries and employs approximately 150.000 people worldwide.



Figure 2.1. Accor Live Limitless's Logo

Accor has several brands in their respective levels, from luxury, premium, midscale, and also economy. Below is an example of Accor's hotel brands according to their levels. Mercure Hotel Samarinda, where the writer did an Industrial Placement, is in the Midscale section.

Table 2.1 Accor Hotels Brands

Live			
Luxury	Premium	Midscale	Economy
RAFFLES	mantis	mantra	BreakFree
ORIENT EXPRESS	M	NOVOTEL	ibis
FAENA	2ic	Mercure	ibis STYLES
BANYAN TREE	Art Series	adagio	adagio
DELANO	MONDRIAN	MAMA SHELTER	greet
LEGEND	pullman	TRIBE	JO&JOE
Fairmont	swissôtel		
EMBLEMS COLLECTION	ANGSANA		
SLS	25h twenty five hours hotels		
SO	HYDE		
SOFITEL	MÖVENPICK		
THE HOUSE OF ORIGINALS	GRAND MERCURE		
RILOS	PEPPERS		
onefinestay	THE SEBEL		

Table 2.2 Mercure Hotel Samarinda's Building



Figure 2.2 Mercure Hotel Samarinda's Building



Figure 2.3 Mercure Hotel Samarinda' Building

Mercure Hotel Samarinda is a four-star hotel with International standards which just opened in February 2020. This is the first hotel under the Accor Hotel in Samarinda. This hotel is located in the city center of Samarinda and has a view of the Mahakam River and the beautiful city of Samarinda. This hotel has the largest ballroom in Samarinda with a capacity of 1.500 people, 139 rooms, 6 meeting rooms, a lobby bar lounge, All Day Dining Restaurant, 24 hours room service, shared facilities including a swimming pool and gym, and also direct access to the City Centrum Mall.



Figure 2.4 Mercure Hotel's Logo

- 2. Facilities
 - a. Room

Table 2.3 Standard Rooms







Room Type	Description
 <p data-bbox="336 808 879 875">Figure 2.5 Superior Room with One King Size Bed</p>	<p data-bbox="911 551 1257 763">The size of the room is 26m²/ 280sq ft. The features are a 49-inch Smart TV, rain shower, free Wi-Fi, and city or pool views.</p>
 <p data-bbox="376 1263 850 1330">Figure 2.6 Superior Room with Two Single Size Beds</p>	<p data-bbox="911 1005 1257 1218">The size of the room is 26m²/ 28sq ft. The features are a 49-inch Smart TV, rain shower, free Wi-Fi, and city or pool views.</p>
 <p data-bbox="352 1718 874 1785">Figure 2.7 Deluxe Room with One King Size Bed</p>	<p data-bbox="911 1438 1257 1695">The size of the room is 32m²/ 344sq ft. It is equipped with a coffee pod machine, 49-inch Smart TV, rain shower, free Wi-Fi, and views of Samarinda city.</p>

Table 2.4 Suite Rooms

Suite Type	Description
 <p data-bbox="304 741 876 808">Figure 2.8 Deluxe Suite with One King Size Bed</p>	<p data-bbox="906 443 1279 696">The size of the room is 52m²/ 560sq ft. It has a separate living area with a sofa, modern furnishings, rain shower, bathtub, Smart TV, free Wi-Fi, and pool view.</p>
 <p data-bbox="320 1196 855 1263">Figure 2.9 Deluxe Suite, Mahakam River Views with One King Size Bed</p>	<p data-bbox="906 898 1279 1189">The size of the room is 52m²/ 560sq ft. It has a separate living area with a sofa, modern furnishings, rain shower, bathtub, Smart TV, free Wi-Fi, and stunning views of the Mahakam River.</p>
 <p data-bbox="304 1648 868 1715">Figure 2.10 Executive Suite with One King Size Bed</p>	<p data-bbox="906 1350 1279 1641">The size of the room is 64m²/ 689sq ft. It has a separate living area with sofa, modern furnishings, rain shower, bathtub, Smart TV, free Wi-Fi and pool view, Samarinda city, and Mahakam River.</p>

b. Restaurant and Bar





Table 2.5 Restaurant and Bar

Restaurant and Bar	Description
 <p data-bbox="331 792 703 831">Figure 2.11 Ivory Restaurant</p>	<p data-bbox="826 398 1281 869">It overlooks the hotel pool and has air- conditioned indoor and alfresco outdoor dining areas. It has special menus including children’s menu, de-light menu, halal menu, cashier menu, and vegetarian menu. This restaurant is open every day; lunch is 11:00 - 16:00 and dinner is 16:00 - 23:00.</p>
 <p data-bbox="284 1245 711 1283">Figure 2.12 Beryl Lobby Lounge</p>	<p data-bbox="826 1070 1289 1160">This lounge is open every day for lunch and dinner.</p>

c. Ballroom and Meeting Rooms

This hotel has 6 ballrooms and meeting rooms that can be used. Following names of the meeting rooms along with the size of the room: Alexandrite with the size of 50m² x 3m, Emerald 2 with the size of 69m² x 3m, Emerald 3 with the size of 72m² x 3m, Sapphire with the size of 77m² x 3m, Emerald 1 with the size of 108m² x 3m, Ruby with the size of 131m² x 3m, Crystal Grand Ballroom 2 with the size of 350m² x 10m, Crystal Grand Ballroom 1 with the size of 400m² x 10m, Crystal Grand Ballroom 3 with the size of 500m² x 3m, and Crystal Grand Ballroom with the size of 2350m² x 10m.

Table 2.6 Ballrooms and Meeting Rooms

 <p>Figure 2.13 Ballroom</p>	 <p>Figure 2.14 Meeting Room</p>
 <p>Figure 2.15 Meeting Room</p>	 <p>Figure 2.16 Meeting Room</p>

d. Swimming Pool and Gym

The swimming pool and gym located at 5th floor. The swimming pool has two different depths, 110cm and 75cm. Due to the pandemic, the use of swimming pools is restricted. Each person can only swim for 1 hour, and every hour a maximum of 30 people. It is the same as the gym, in one room only 5 people allowed. Both are private, only accept stay guest.

Table 2.7 Swimming Pool and Gym

 <p>Figure 2.17 Swimming Pool</p>	 <p>Figure 2.18 Gym</p>
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B. Organizational Structure

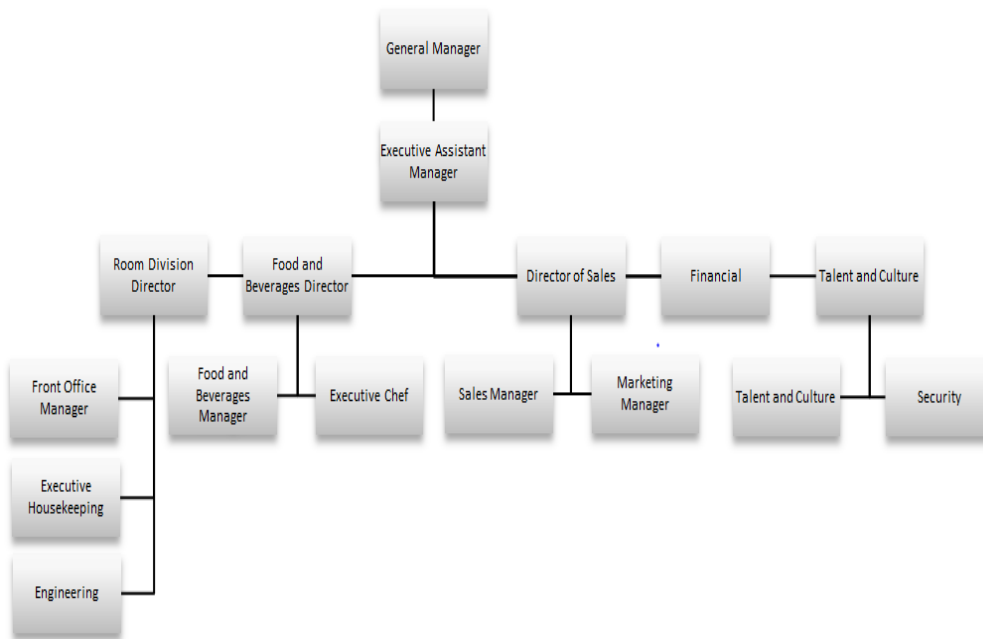


Figure 2.20 Chart of Front Office Organizational Structure at
Mercure Hotel Samarinda

Duties and Responsibilities:

1. General Manager
 - a. Supervise hotel member functions according to Organizational chart.
 - b. Hold regular meetings with all department heads.
 - c. Ensure full compliance to Hotel operating controls, policies, and SOP's
2. Executive Assistant Manager
 - a. Assist the General Manager in his daily operations
 - b. Assists the General Manager in resolving guest complaints and service recovery process.
 - c. Assistance in hotel staff selection and completes of all new hire paperwork.
3. Room Division Director
 - a. Ensure outstanding customer service every time.
 - b. Maintains a cheerful, friendly and courteous demeanor every time.
 - c. Supervise daily shift process to ensure all team members comply with standard operating procedures.

4. Front Office Manager
 - a. Participates in the selection of Front Office staffs.
 - b. Schedules the front office staff.
 - c. Monitor workload during shifts.
5. Engineering
 - a. Preventive maintenance programmed.
 - b. Implement the proposed renovation of guest rooms or public areas.
 - c. Fix any water leaks.
6. Executive Housekeeping
 - a. Responsible for cleanliness, tidiness and appearance of the entire Hotel.
 - b. Organize inventory with Accounts and General Store for linens, uniforms and fixed assets.
 - c. Ensure that rooms are made to company standard.
7. Food and Beverages Director
 - a. Budgeted food sales achievement, beverage sales, labor costs and profitability.
 - b. Participation and input regarding F&B Marketing activities.
 - c. Regularly analyse Food & Beverage Prices in relation to competition.
8. Food and Beverages Manager
 - a. Plan alternative recipes for customers with special needs
 - b. Check food and beverage supplies and place orders when needed
 - c. Always striving towards a great customer experience
9. Executive Chef
 - a. Teach preparation according to well-defined recipes and follow up and discuss ways to continuously improve the cuisine on the property.
 - b. Understand employee positions well enough to perform duties in employees' absence or determine appropriate replacement to fill gaps.
 - c. Trains, develops and motivates culinary staff to meet and execute established food preparation standards.

10. Director of Sales
 - a. Ensure best client service is being made available through communication between teams, cross departmental training and appropriate office coverage.
 - b. Works with sales managers to ensure understanding of sales strategies and effective implementation of these strategies for the segment.
 - c. Ensure the hotel meets or exceeds budgeted goals.
11. Marketing Manager
 - a. Follow and track company cross-selling procedures.
 - b. Create a focus on attracting new business.
 - c. Assists in the development and implementation of promotions, both internal and external.
12. Sales Manager
 - a. Responsible for Travel Agent and corporate Room Sales.
 - b. Update action plans and financial goals every three months.
 - c. Identify new markets and business opportunities in order to increase sales.
13. Financial
 - a. Responsible for overall property accounting and financial management requirements.
 - b. Responsible for compliance with local hotel tax authorities
 - c. Responsible for preparing and reviewing annual budgets, monthly forecasts, operating results.
14. Talent and Culture
 - a. Handling telephone inquiries regarding job prospects and providing appropriate advice.
 - b. Conduct the recruitment system and other documents for recruitment processing.
 - c. Assemble new ambassador's personal files including all required forms, documents and information.
15. Security

- a. Record and notify all risks, deviations from hotels safety standards and unwanted incidents.
- b. Ensure the safety and security of guests, staff, and contractors at all times.
- c. Responsible for managing all safety and Fire Life Safety of the hotel.

Front Office Organizational Structure

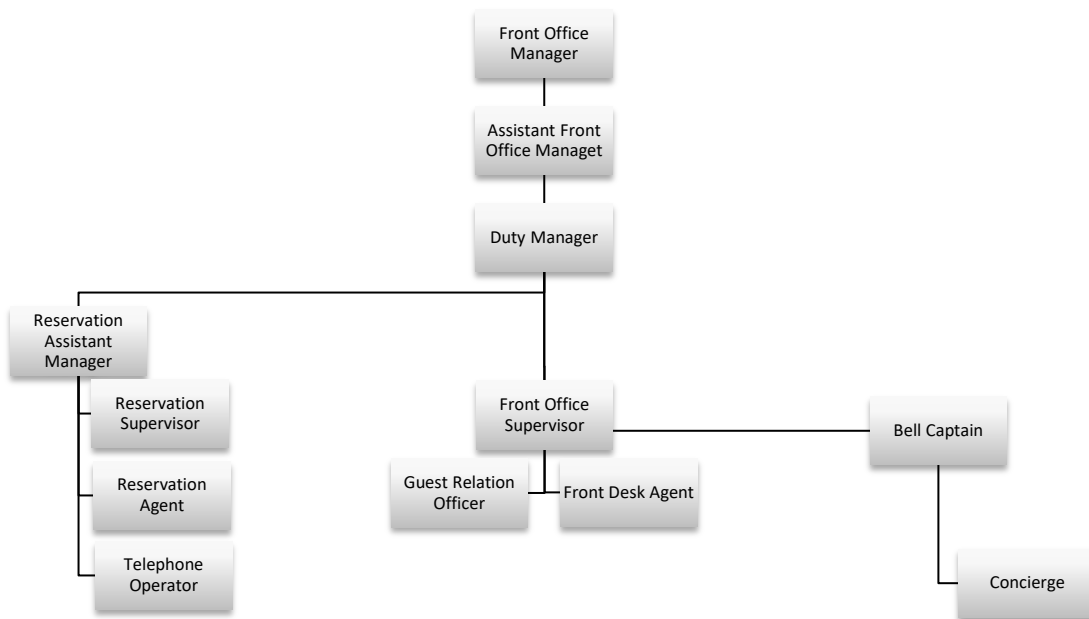


Figure 2.20 Chart of Front Office Organizational Structure at Mercure Hotel Samarinda

Duties and responsibilities of each position in Front Office Department at Mercure Hotel Samarinda:

1. Front Office Manager: Monitor all Front Office staffs and ensures correct completion of all Front Office duties.
2. Assistant Front Office Manager: Responsive for assisting the Front Office Manager to lead and manage all parts of the Front Office Department to ensure the highest standards and also monitor Front Office employees to ensure all guests receive good and right service.

3. Duty Manager: Monitor the Reception, Concierge, and the others.
4. Reservation Assistant Manager: Responsive for managing the hotels online from Online Travel Agent, WhatsApp, website, and E-Mail.
5. Reservation Supervisor: Ensure all reservation are processed in a correct, pleasant, professional, and efficient.
6. Front Desk Supervisor: Responsive to oversee, assist the duties and tasks of staff, and make schedules of staff work.
7. Bell Captain: Responsive to assist guest and monitor the other concierges and bell driver's duties.
8. Front Desk Agent: Registers guests, handle Check-in and Check-Out, assign the room and also maintain room availability information.
9. Reservation Agent: Make a guest room reservation from Online Travel Agent, WhatsApp, website, and E-Mail.
10. Telephone Operator: Handle the telephone from inside and outside call.
11. Concierge: Handle guest luggage.