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CHAPTER II

GENERAL DESCRIPTION

A. Hotel's Profile

1. History

According to Novotel website, the first Novotel was opened in 1967 by two friends, Paul Dubrule and Gérard Pélisson, at a period when no one in France believed in this innovative hotel concept. They pushed the boundaries of what is possible even further with their creativity and commitment. Accor was founded out of their intention of being hotelier. With about 5,100 addresses in 110 countries, the Accor Group is still being overrun.

Hotels in Indonesia that join the Accor program are Pullman, Fairmont, Mercure, Novotel, Swiss hotel, Grand Mercure, Sofitel, Ibis, etc. One of the hotels that the writer chose to participate in the Industrial placement activity is the Novotel hotel.

Novotel Hotel & Residence Palembang is a 4-star hotel in Palembang's city center, with each room having a private balcony with views of the swimming pool and lush tropical gardens. The hotel also has sports facilities and conference spaces, as well as international dining outlets and a Spa & Health Center and was the largest night club and entertainment venue in the city. Novotel Palembang officially opened in 2003 and has been renovated in 2015. The available rooms are around 194 rooms with different types. The address is Jl. R. Sukanto No.8A, 8 Ilir, Kec. Ilir Tim. II, Kota Palembang, Sumatera Selatan 30127.






Figure 1.1 Logo Novotel Hotel

2. Facilities

This below is the Novotel Hotel & Residence Type of rooms also the facilities.

Table 2.1. Type of Room

No.	Room Type	Description
1.	 <p data-bbox="416 882 751 916">Figure 2.2 Superior room</p>	<p data-bbox="863 539 1385 622">a. The room size is 415-sq-foot (38.6-sq-meter)</p> <p data-bbox="911 645 1385 846">This type of room have a balcony and garden views, private bathroom include bath up, shower and hair dryer.</p> <p data-bbox="863 869 1385 952">b. Room rate: 1.119.250 IDR (Include breakfast)</p>
2.	 <p data-bbox="424 1402 743 1435">Figure 2.3 Deluxe room</p>	<p data-bbox="863 1104 1385 1187">a. The room size is 415-sq-foot (38.6-sq-meter Benefit</p> <p data-bbox="911 1209 1385 1355">This type of room a balcony with pool view, private bathroom include bath up, shower and hair dryer.</p> <p data-bbox="863 1400 1278 1433">b. Room Rate: 1.240.250 IDR</p>
4.	 <p data-bbox="432 1709 730 1742">Figure 2.4 Junior Suite</p>	<p data-bbox="863 1476 1331 1559">a. The room size is 68 m² / 732 sq foot</p> <p data-bbox="863 1581 1385 1727">The facilities is 1 bedroom and a balcony with pool and garden views, bathroom, mini kitchen and a living room.</p> <p data-bbox="863 1749 1267 1783">b. Room rate: 2.087.000 IDR</p>




5.	 <p data-bbox="427 504 738 539">Figure 2.5 Family Suite</p>	<p data-bbox="847 226 1396 427">a. This type of room have a 2 bedroom and 1 bathroom (include bath up), mini kitchen, and a living room, and a balcony.</p> <p data-bbox="847 450 1396 595">There will be much space for guest to stay who bring a family to have a staycation</p> <p data-bbox="847 618 1396 651">b. Room Rate: 3.179.350 IDR</p>
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Table 3.1 Food and Beverage outlets

No.	Food and Beverage outlets	Description
1.	 <p data-bbox="443 1305 738 1341">Figure 3.2 The Square</p>	<p data-bbox="866 1037 1396 1122">a. Seating capacities: 160 chairs Location: 1st floor</p> <p data-bbox="866 1144 1396 1402">b. Opening hours: - Breakfast (06.00 – 10.00) - Lunch (12.00 – 14.30) - Dinner (18.00 – 22.00) - Sunday brunch (11.30 – 15.00)</p> <p data-bbox="866 1424 1396 1559">The Square offers some International and Indonesian cuisines with a non-smoking area and smoking area.</p>
2.		<p data-bbox="866 1619 1396 1753">a. Opening hours : - Open 10.00 AM until 22.00 PM (Monday – Sunday)</p> <p data-bbox="866 1776 1396 1977">Location: 2nd floors This restaurant provides typical Chinese food which is suitable for people who want to have a family</p>

	Figure 3.3 The Orient Chinese Restaurant	meal or a big event such as a celebration.
3.	 <p>Figure 3.4 Le Bar</p>	<p>a. Location : 2nd floors</p> <p>b. Opening hours :</p> <ul style="list-style-type: none"> - Open 07.00 until 23.00 (Monday – Sunday) <p>The Le Bar will serve guests who want to enjoy drinks with various types of flavors and unique blends. Le Bar also serves guests by making welcome drinks to guests who have just arrived at the hotel.</p>

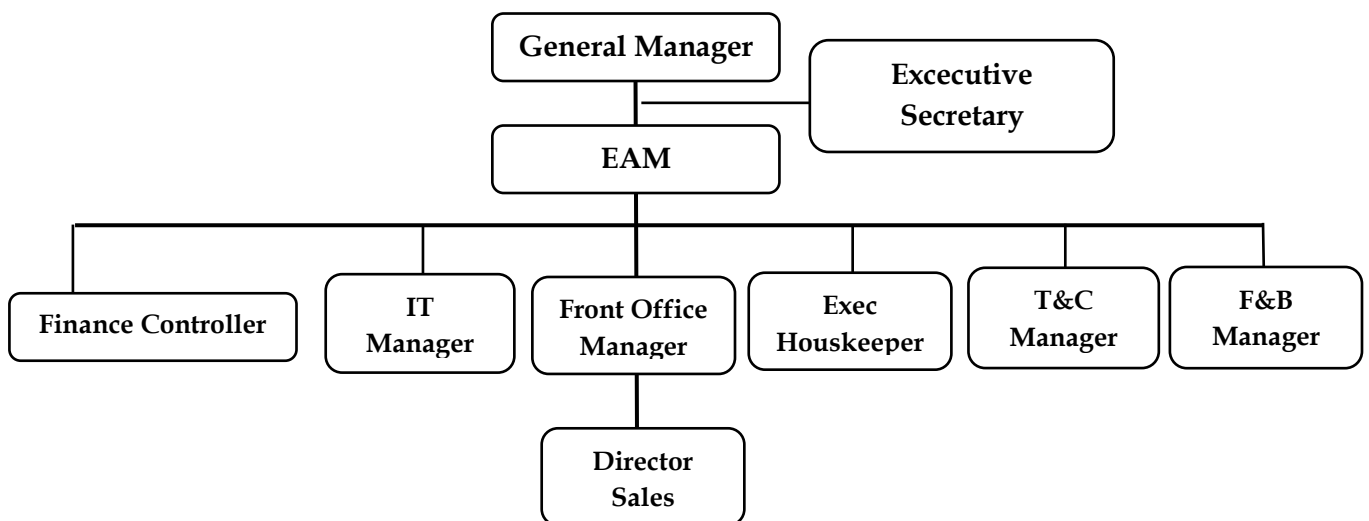
Table 4.1 Recreation

No.	facilities	Description
1.	 <p>Figure 4.2 Spa</p>	<p>a. Location: 1st floor</p> <p>b. Opening hours :</p> <ul style="list-style-type: none"> - Open 11.00 AM until 20.00 PM (Monday – Sunday)
2.	 <p>Figure 4.3 Gym</p>	<p>a. Location: 1st floor</p> <p>b. Opening hours :</p> <ul style="list-style-type: none"> - Open 06.00 AM until 21.00 PM (Monday – Sunday)

3.	 <p data-bbox="427 591 762 624">Figure 4.4 Meeting room</p>	<p data-bbox="898 315 1182 349">a. Location: 1st floor</p> <p data-bbox="898 369 1161 403">b. Opening hours :</p> <ul data-bbox="938 423 1353 517" style="list-style-type: none"> - Open 07.00 AM until 21.00 PM (Monday – Sunday) <p data-bbox="882 535 1374 734">The meeting room fit for 200 peoples, This room is also suitable for use if people want to have a big meeting from their company.</p>
4.	 <p data-bbox="419 1025 770 1059">Figure 4.5 Swimming pool</p>	<p data-bbox="898 781 1177 815">a. Location: 1st floor</p> <p data-bbox="898 835 1150 869">b. Opening hours :</p> <ul data-bbox="946 889 1366 983" style="list-style-type: none"> - Open 07.00 AM until 20.00 PM (Monday – Sunday) <p data-bbox="898 1001 1374 1144">The swimming pool is open for public and for the guests in the hotel. It cost 200,000 IDR /Person.</p>

B. Organizational Structure

In this section, students need to inform the Hotel Organization Structure Chart from the Top Level Management to the HOD and the team.



Figures 5.1 Organizational Charts of Hotel Management

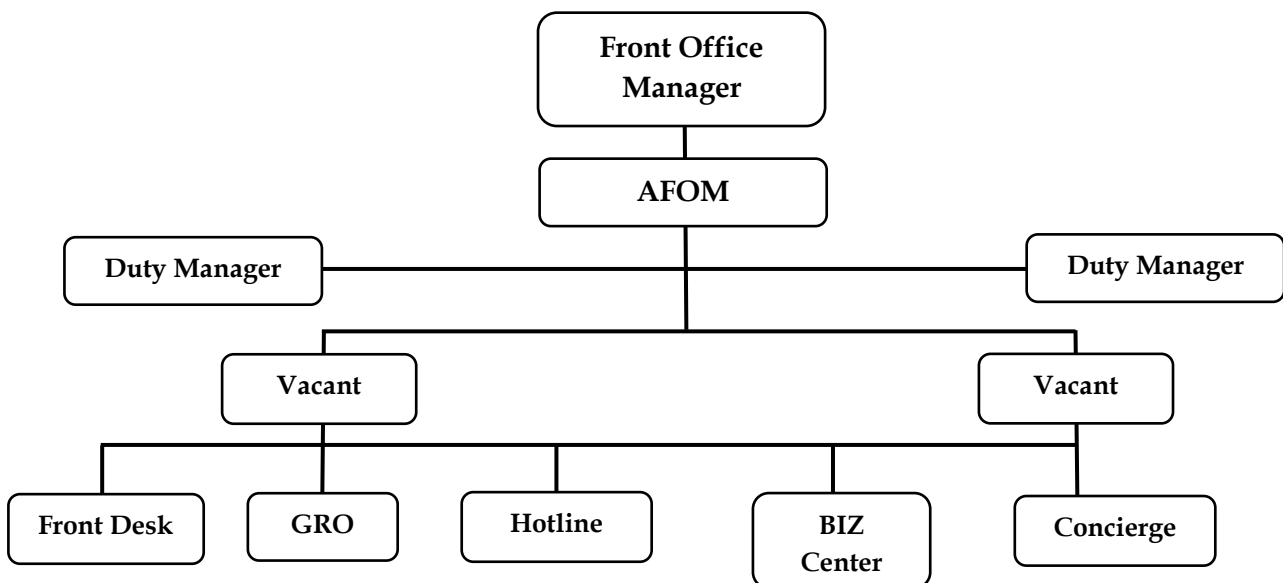
The following is the organizational structure of the organizational of hotel management at Novotel Hotel and Residence Palembang. This below is the positions at the hotel management:

1. **General Manager**, has the responsibility of maintaining the hotel's rules and regulations, as well as the authority to set a budget and monitor every aspect of the hotel in order to make it more progressive and evolved.
2. **Assistant General Manager**, has the duty and trust to assist the general manager in preparing and set up report on developments in each part of the hotel as well as arranging meetings regarding hotel developments.
3. **Executive Assistant Manager**, has the responsibility to see the condition of the hotel regarding available rooms, events to be held and problems that occur within the hotel. EAM also needs to understand how to make the hotel more advanced.
4. **Finance Controller**, has a responsible to produce and analyze all financial data, including monthly income statements and revenue maximization. Providing management with data to aid forecasting and budgeting.
5. **IT Manager**, has the responsibility to check the condition of the internet in the hotel such as Wifi. Then, create a website for the hotel so that people can find out about the hotel, and monitor the technology in the hotel.
6. **Front Office Manager**, has the responsibility to controlling room conditions, then dealing with guest problems quickly, efficiently, and double-checking reports and budget allocations.
7. **Executive Housekeeper**, has the responsibility with holding briefings and regulating for smooth operational activities while organizing and overseeing the work of housekeeping employees. Also, create a monthly report on the inventory of hotel items by doing a general inventory to determine the stock's availability.
8. **Food and Beverage Manager**, has the responsibility to make a plan regarding the availability of food ingredients and equipment needed by the food and

beverage department. Also made a report on developments in the food and beverage department.

9. **Director of Sales**, has the responsibility to Creating sales strategies in order to boost the company's profits. Then, do some research on the marketplace and supply and demand prices to figure out how much their items are worth. This will help them come up with fair product pricing that falls within the customer's budget while also making a good profit.
10. **Talent and Culture Manager**, has the responsibility to accept new employees as well as provide knowledge and training for new employees. Always supervise every activity carried out at the hotel in order to avoid problems.

The following is the organizational structure and the position of the Front Office Department at Novotel Hotel and Residence Palembang.



Figures 7.1
Organizational Charts of Front Office Department

1. **Front office manager**, the highest position to be responsible for managing and handling activities in the front office. Other responsibilities are always directing the right service to the reception, updating the accuracy of the hotel occupancy report, and researching expected arrivals and departures arrivals.

2. **Assistant front office manager**, who has the responsibility to help the front office manager by supervising and organizing activities at the reception and at the concierge to keep it under control. The assistant front office manager also needs to understand every report from the reception or concierge.
3. **Duty Manager**, The responsibility of this duty manager is as a coordinator between departments to other departments, such as receiving important and updated information from other departments. Then always check the available room. The duty manager is also tasked with welcoming guests and handling guests if there is a complaints.
4. **Front Desk Agent**, the position that most often meets face to face with guests. The responsibility of this front desk agent is to welcome guests who have just arrived at the hotel, as well as check-in and check-out. Notify information about the facilities and services available at the hotel, also responsible for holding income and expenses from the results of guests checking in and checking out and the income will be reported to the accounting.
5. **Guest Relation Officer**, The GRO job also includes greeting guests as they arrive at the hotel and making VIP requests for VIP guests.
6. **Hotline Operator**. Telephone operator roles and responsibilities include helping calls who request to be connected to the extension number requested by guests and hotel personnel, as well as providing information about all hotel products, facilities, services, and activities both inside and outside the hotel.
7. **The Concierge**, has the responsibility to welcoming guests when they arrive at the hotel and assisting guests by offering to carry their luggage. Other responsibilities include valet parking, in which the bell boy is trusted to park the guest cars.