

CHAPTER II

GENERAL DESCRIPTION



Figure 2.1 Novotel Tangerang Logo (HRD Novotel Tangerang)

A. Hotel's Profile

1. History

Accor Hotels was founded by these two men, Paul Dubrulle and Gerard Pelisson. Paul came from a manufacturing family in northern France. Paul studied in Geneva before going to the United States to learn more about the world of business. During this time in the United States, Paul came up with the idea to create a mass-market chain of franchised hotels in France similar to the successful Holiday Inn chain in the United States. Gerard, a graduate of the prestigious Ecole Centrale, came from a wealthy family in Lyon, he studied at MIT in the United States and was working as a manager at IBM's Paris headquarters.

It all began in August 1963, with the unexpected encounter. Paul proposed the idea to Gerard of a hotel chain based on the Holiday Inn model. Paul was sure that Gerard wouldn't be interested. However, Gerard was immediately convinced by Paul's vision and enormous enthusiasm for the project. Despite the initial uncertainties, the two began the search for financial backing to get their project off the ground. Both of them drew up a hotel model that could be duplicated 62 spacious rooms each with a bathroom. This concept surprised the architect, who was accustomed to designing guest houses with rooms for sleeping and just one bathroom per floor. Paul ended up with a design that included a 63rd bathroom. In August 1967, Paul Dubrulle and Gérard Pélisson founded the hotel group SIEH (Société d'investissement et d'exploitation hôteliers) and opened the first Novotel hotel in Lille-les-Queens, a city in northern France.

In 1974, Paul and Gerald launched the Ibis brand by opening Ibis Bordeaux. The next year, SIEH purchased acquisitions Mercure brands, and in 1980 take over Sofitel hotel. In 1982, SIEH bought Jacques Borel International, then the world leading brand offering restaurant coupons. In 1983, the hotel group changed its name to the Accor Group. In 1990, the group entered the North American market by acquiring the Motel and the Red Roof Inn chain, which they later sold to Starwood. In the 1990s, the group expanded to include Accor Casino. In 2000, The Group's real-time hotel reservations site goes online

accorhotels.com. In 2004 Establishment of Groupe Lucien Barrière SAS in which Accor has a 34% stake. In 2015, Accor became AccorHotels and adopted the new slogan Feel Welcome to further focus on the hospitality business. In 2019, Accor announces the launch of a new lifestyle loyalty program which known as Accor Live Limitless (ALL) and the group introduces new a identity Accor is a proud statement for innovation & heritage that conveys our ambition to go "beyond hotels".

Accor Group is a hotel operator based in France. Accor Hotels has various types of hotels starting from economy hotels to luxury properties hotels and resorts. Accor's portfolio consists of hotel brands such as Sofitel, Pullman, Novotel, Mercure, Suite Novotel, Adagio, ibis Styles, all seasons, and many more. Novotel is a four-star hotel and is in mid-scale type. Novotel Tangerang is part of Accor Hotels Corporation. In Indonesia, there are several Novotel hotels opened in different cities such as Tangerang, Jakarta, Lampung, Palembang, and many more.

2. Facilities

Facilities are an important asset for the hotel. Novotel Tangerang rooms provide city view, river view, and pool side view. Novotel Tangerang has three types of bed such as twin bed, king bed, double bed or also known as Hollywood. And also, this hotel has two types of amenities which are call as local and fair trade. The difference between local and fair trade is fair trade amenities offer more options and have higher quality than local ones. Novotel Tangerang has a total of 266 guest rooms, which include:

Table 2.1. Rooms in Novotel Tangerang



Room Types	Description
 <p data-bbox="384 1469 523 1547">Figure 2.2 Superior</p>	<p data-bbox="695 1227 1337 1406">The standard room in Novotel Tangerang is known as superior room. The superior room divided by three types of bed which is twin, king, and double bed. The amenities used in this room is local. The square meter of this room is 28 m².</p>
 <p data-bbox="325 1809 580 1883">Figure 2.3 Executive Premiere</p>	<p data-bbox="695 1568 1337 1821">Both of rooms are actually the same, but the difference is only that the types amenities, supplies, and there is some additional stuff such as coffeemaker, docking station, torch, Iron Board. Amenities used in this room is fair trade. The executive room located on 18th, 19th, and 20th floor. The square meter of this room is 28 m².</p>



Figure 2.4
Executive Suite

The next higher types of the guest rooms are suite room located on the room series 19. Suite room only used king size bed. The difference from the other rooms is that there is living room, additional bathroom, bathtub, and has more spacious room on the suite room. The square meter of this room is 64 m².

Novotel Tangerang not only provides room for their guests, but also food and beverage service. This hotel has several restaurants such as:

Table 2.2. Restaurants in Novotel Tangerang




Restaurant	Description
 <p data-bbox="379 1122 533 1189">Figure 2.5 The Square</p>	<p data-bbox="699 831 1337 1115">Novotel Tangerang main restaurant is called the square located on the PL floor. This is where the buffet breakfast service for guests from all floors takes place. The square is open daily from 6am to 10pm. Types of cuisine is Indonesian and Europe. The square has a large dining area, both indoor and outdoor. Food price range per person start from IDR 75 thousand to IDR 200 thousand.</p>
 <p data-bbox="379 1496 533 1563">Figure 2.6 Sixth Sense</p>	<p data-bbox="699 1211 1337 1529">Sixth sense is lounge bar at Novotel Tangerang. Sixth sense has an atmosphere like in Bali with a pool bar concept. Sixth sense is open every day from 3pm to 3am, serving Indonesian and International food. In addition, there are also a variety of non-alcoholic drinks such as coffee, juice and soda to alcoholic ones such as beer and wine. Food prices start from IDR 50 thousand to IDR 100 thousand.</p>
 <p data-bbox="368 1872 544 1939">Figure 2.7 Crew Lounge</p>	<p data-bbox="699 1588 1337 1872">There are other supporting facilities at the Novotel Tangerang hotel that are not owned by all hotels in general, known as Crew Lounge. The room provided specifically for the needs of the airline crew, can be enjoyed for free while staying. These facilities include coffee breaks, use of computers with internet connection, newspapers and magazines in foreign languages.</p>



Figure 2.8
Premier Lounge

Premier Lounge at 20th Floor, cozy and relaxing ambience fits to executive travelers meeting point. It is Breakfast venue for Premier Floor guests including Suite Room Guests. Open from 6am until 9pm.

Novotel Tangerang also provides a few facilities for guest satisfaction and comfort needs, such as:

Table 2.3. Facilities in Novotel Tangerang

Facilities	Description
 <p data-bbox="347 1093 561 1167">Figure 2.9 Swimming Pool</p>	<p data-bbox="694 846 1337 1137">Novotel Tangerang has outdoor swimming pool located at PL floor. It is open all day start from 6am until 10pm. Swimming pool with an open concept and separate from the pool for children, equipped with a Pool Bar, making it easier for visitors if they want to relax in the gazebo on the edge of the swimming pool while ordering food or drinks.</p>
 <p data-bbox="379 1422 529 1496">Figure 2.10 Kid's Club</p>	<p data-bbox="694 1178 1337 1357">There is also a kids club provided by Novotel Tangerang for their guests. The guest who bring a children can play in this place. Located at PL floor beside the swimming pool. It is open all day start from 6am until 10pm.</p>
 <p data-bbox="379 1803 529 1877">Figure 2.11 Spa</p>	<p data-bbox="694 1523 1337 1742">Spa of Novotel Tangerang called as in balance spa. Various types of treatments are offered according to the needs of visitors. A comfortable waiting room and massage place designed in such a way that it creates a very supportive ambience. Open from 9am until 10pm.</p>



Figure 2.12
In Balance Fitness

In Balance Fitness is the fitness centre of Novotel Tangerang. In Balance Fitness is a fitness room with very adequate facilities. Located at PL floor in the middle between the swimming pool and in Balance Spa. Open from 6am until 10pm.

There are several meeting rooms that provide by Novotel Tangerang for guest meeting, ceremony, birthday party, and wedding, such as:

Table 2.4. Meeting Rooms in Novotel Tangerang




Meeting Rooms	Description
 <p data-bbox="379 1077 528 1144">Figure 2.13 Geneva</p>	<p data-bbox="699 875 1353 943">The surface area of geneva is 37m². The maximum capacity for this rooms is 20 people.</p>
 <p data-bbox="379 1375 528 1442">Figure 2.14 Havana</p>	<p data-bbox="699 1173 1353 1240">The surface area of geneva is 56m². The maximum capacity for this rooms is 36 people.</p>
 <p data-bbox="379 1666 528 1733">Figure 2.15 Vienna</p>	<p data-bbox="699 1464 1353 1532">The surface area of Vienna is 500m². The maximum capacity for this rooms is 1000 people.</p>



Figure 2.16
Grand Ballroom

The grand ballroom with the width of 1500 m² and height of 8,5 m, Grand Ballroom could accommodate up to 2500 persons. This type of meeting rooms usually used to wedding party.

B. Organizational Structure

Hotel Organizational Chart



Figure 2.17 Organizational Structure in Hotel (HRD Novotel Tangerang)

The purpose of creating an organizational structure in a hotel is to determine the scope of duties and responsibilities and authority of each employee. Here are some duties and responsibilities of each department:

1. General Manager
The top leader who is fully responsible for the continuity of hotel operations.
2. Hotel Manager
Hotel Manager responsible for carrying out duties to the general manager. Leading and supervising all operational tasks carried out by the departments.
3. Room Division
Room Division Manager is responsible for the smooth preparation of rooms and room sales as well as maintaining the cleanliness of rooms and other hotel areas in order to create comfort for guests in the hotel.

4. **AEHK**
Executive Housekeeper is the highest leadership in the housekeeping department who is responsible for the smooth running of all activities or operations related to room preparation and cleanliness of the hotel's public areas.
5. **FOM**
Front Office Manager is the highest leadership in the front office department who has the main task of directing direct supervision of all subordinates and ensuring that day-to-day operations in the front office run according to and safely.
6. **L&D Manager**
Learning & Development Manager is the person who is fully responsible for the general training, development, and placement of employees into sections in the hotel determining wages and salaries, hiring and recruiting new employees.
7. **T&C Manager**
T&C Manager is responsible for buying merchandise, materials, parts or administrations in accordance with indicated cost, quality, and delivery targets. Arrange contracts, further develop costs and terms of business with providers.
8. **F&B Director**
The F&B Director is fully responsible for all performance in the Food and Beverage Department, which consists of F&B Service and F&B Kitchen. The F&B Director is also trusted to lead the handling of events and balance the budget and profit.
9. **Executive Chef**
The main task of this Head Chef is to create menus, play with food ingredients, create new taste sensations, and keep restaurant sales and food tastes in line with menu standards.
10. **Duty Manager**
Duty Manager becomes the representative of management and FOM at night and handles all problems that occur with guests and hotel visitors.

With an organization formed from departments, each department has its own responsibilities and works according to the department's job desk.

Housekeeping Organizational Chart

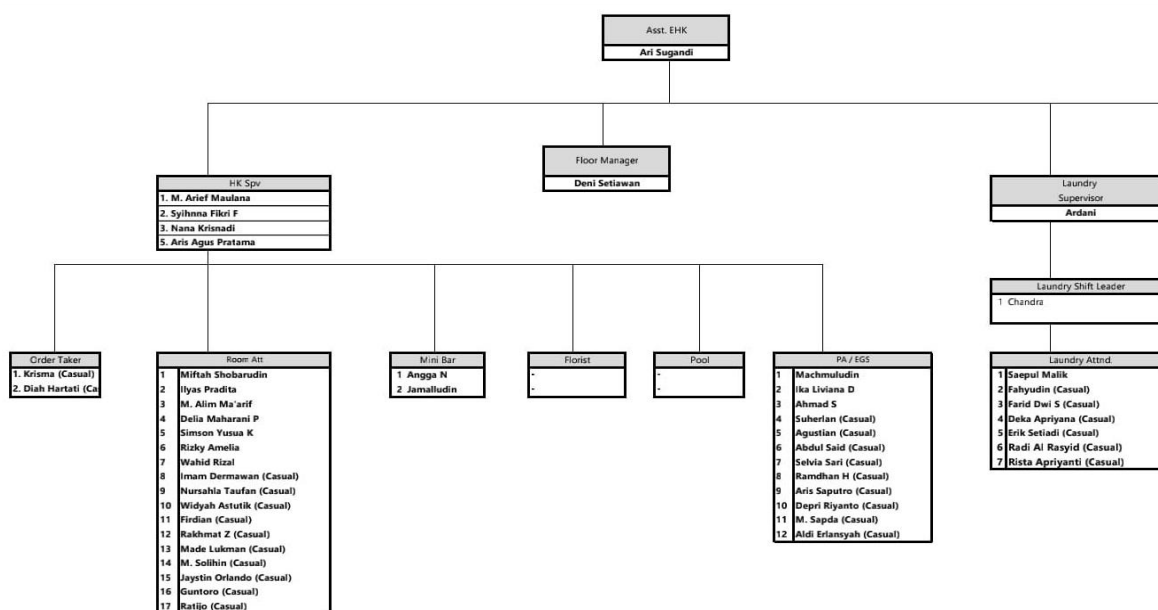


Figure 2.18 Housekeeping Organizational Chart (HRD Novotel Tangerang)

Duties and Responsibilities:

1. Executive Housekeeper
 - a. Ensuring the overall cleanliness and aesthetics of the hotel.
 - b. Coordinate the work area of all employees in the housekeeping environment.
 - c. Carry out maintenance and recording of hotel belongings that are lost or damaged.
 - d. Responsible for all costs for housekeeping operational needs.
 - e. Giving special attention to VIP guests.
2. Floor Manager
 - a. Responsible for the cleanliness of the room in accordance with the standards and procedures that have been determined.
 - b. Provide assignments and directions to the tasks that must be done by employees in the floor section and ensure that the implementation of work is in accordance with the specified standards.
 - c. Provide direction and guidance to Room Attendants and Order takers in systematic and efficient ways.
 - d. Check the attendance list of Room Attendant and Order taker at any time.
3. Public Area

Duty and responsibility to maintain the cleanliness, tidiness, beauty and comfort of the entire hotel, both of which are outside the building or inside the hotel building, including the lobby area, toilets, restaurants, meeting rooms, gardens, parking areas and facilities for hotel employees.

4. Room Section

- a. Room attendants must take care of cleanliness in the room such as changing sheets, changing and arranging towels, refilling toilet equipment, vacuuming, cleaning dust, and rearranging rooms after guests check out, so guests feel comfortable when sleeping or resting.
- b. Room attendant also handling guest request.
- c. Room attendant making towel art for Accor member and VIP guest.
- d. Report and return guest properties found in rooms while providing services.
- e. Reporting cases of property damage in commercial spaces to supervisor.

5. Laundry

- a. Washing linen used in housekeeping, such as sheets, pillow cases, blankets, bed skirts and towels.
- b. Washing linen used in housekeeping and catering, such as napkin, table cloth, table mat, slip cloth.
- c. Washing employee uniforms, such as suits, shirts, pants, shirts, aprons, tops.
- d. Hotel guest laundry includes dry cleaning, laundry, press only.