

CHAPTER II

GENERAL DESCRIPTION

A. Hotel's Profile

1. History

Accor is the story of two friends, Paul Dubrule and Gérard Pélisson, who opened their first Novotel in 1967 at a time when no one in France yet believed in this new hotel business model. Through their creativity and boldness, they pushed the boundaries of what is possible even further. Today their dream of hospitality has become Accor. A wind of conquest still blows over our Group which brings together over 5,100 addresses in 110 countries. Proud heirs of the co-founders' vision, every day our more than 260,000 talented people continue to invent the hospitality of tomorrow and bring to life their passion for the guest. Novotel Hotel is a part of Accor Corporation. The first Novotel was launched in Lille, France, in 1967. It was inspired by American motels with comfortable rooms, a restaurant, and parking. By 1970, seven Novotel hotels were in operation, and the group raised the funds to develop internationally. By 1975, Novotel opened 60 hotels in France and 13 in Europe.

In the Accor group, all the choices that have been given from the Accor to the guest depending on what type you want



Figure 2.1 Accor Brand

Source: all.accor.com

In Indonesia, there are many properties built by the Accor group, such as

Table 2.1 Accor In Indonesia

Accor's Brand	Location
Mercure	Bandarmasin, Bali, Pontianak, Padang, Bengkulu, Jakarta, Karawang, Jayapura, Samarinda, Manado, Bandung, Tangerang, Surabaya, Makassar, Batam
Novotel	Balikpapan, Bogor, Bali, Bangka, Bandung, Batam, Lombok, Surabaya, Palembang, Solo, Lampung, Manado, Yogyakarta, Semarang, Tangerang, Pekanbaru
Grand Mercure	Bandung, Jakarta, Medan, Surabaya, Yogyakarta
Raffles	Jakarta
Fairmont	Jakarta
Pullman	Bali, Jakarta
Ibis	Jakarta, Bandung, Surabaya, Padang, Cikarang, Semarang, Tangerang, Yogyakarta, Pontianak
Ibis Style	Bogor, Bandung, Medan, Surabaya, Jakarta, Malang, Yogyakarta, Bekasi, Batam, Solo
Banyan Tree	Bintan
Swissôtel	Bali, Jakarta
Ibis Budget	Jakarta, Cikarang, Bandung, Semarang, Surabaya
MGallery	Bali, Surabaya, Yogyakarta, Surakarta
Angsana	Bintan
Mövenpick	Bali

Source : all.acor.com

In the province the author lives in, there is only 1 hotel from the existing accord group. Hotel Novotel Lampung opened in 2010 and has 220 modern rooms and other

facilities. Novotel Lampung has been certified as a four-star hotel by SICS in 2018. The hotel is located in the heart of Bandar Lampung at GatotSubroto Street no. 136 dan overlooking the beach on the southern tip of SumatraIsland

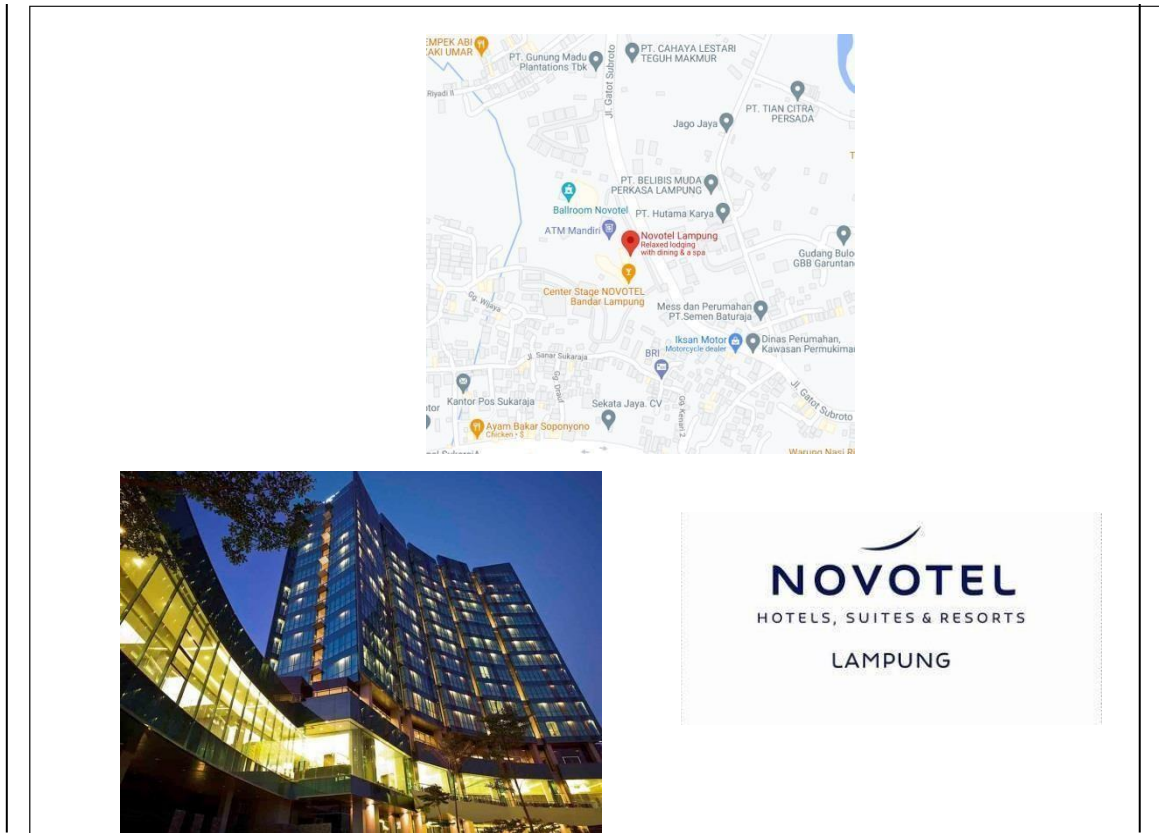




Figure 2.2 Hotel Novotel Lampung Information



2. Facilities



The Novotel Lampung Hotel is a four-star hotel in the city of Bandar Lampung under the Accor group overlooking the Sunda Strait. The hotel is located 25 kilometers from RadinInten II Airport and 15 kilometers from the Lampung Museum. The hotel has 223 rooms, 8 meeting rooms, and a restaurant.

A. RoomType

Table 2.2 Novotel Lampung Room Type

No	Room Type	Description
1	 <p data-bbox="456 737 802 800">Figure 2.3 Superior Ocean View</p>	<p data-bbox="894 380 1386 743">This room is chosen for comfort and space with an area of 33 m² / 355 sq ft. The Superior room provides some usual facilities such as ocean view, 32” LED TV, 1 king-size bed, WiFi internet access, and a rain shower. (Rp. 1.205.000)</p>
2	 <p data-bbox="435 1157 824 1220">Figure 2.4 Superior Mountain View</p>	<p data-bbox="894 812 1386 1173">This room is chosen for comfort and space with an area of 33 m² / 355 sq ft. The Superior room provides some usual facilities such as mountain view, 32” LED TV, 2 single bed, WiFi internet access, and a rain shower. (Rp. 975.000)</p>


<p>3</p>	 <p>Figure 2.5 Executive Ocean View</p>	<p>This room is a unique experience combining relaxation and focus with an area of 33 m² / 355 sq ft. The executive ocean view room treats a 43” LED TV, 2 single bed, an AV connectivity panel, free welcome drink and face towel, minibar, slice cake, and WiFi access. For this room type, you will get free laundry 5 pc/day and a tea time voucher (2 drinks and 2 meals) which can be exchanged at the lounge bar. (Rp. 1.689.000)</p>
<p>4</p>	 <p>Figure 2.6 Executive Mountain View</p>	<p>This room is a unique experience combining relaxation and focus with an area of 33 m² / 355 sq ft. The executive mountain view room treats a 43” LED TV, 2 single bed, an AV connectivity panel, free welcome drink and face towel, minibar, slice cake, and WiFi access. For this room type, you will get free laundry 5 pc/day and a tea time voucher (2 drinks and 2 meals) which can be exchanged at the lounge bar. (Rp. 1.386.000)</p>


<p>5</p>	 <p>EXECUTIVE SUITE</p> <p>Figure 2.7 Executive Suite</p>	<p>A memorable experience at the Executive Suite is large and modern designed and focus with an area of 76 m² / 818 sqft.. This suite includes a living room and bathroom with a bathtub. Offering enhanced amenities and business stationery, a 55” LED TV and AV connectivity panel, and Free WiFi internet access. For this room type, you will get free laundry 5 pc/day, a tea time voucher (2 drinks and 2 meals) which can be exchanged at the lounge bar, free minibar & sliced cake. (Rp 3.722.000)</p>
<p>6</p>	 <p>PENTHOUSE</p> <p>Figure 2.8 Penthouse</p>	<p>Enjoy the stunning view of Sunda’s just in front of the window with a large and modern design and focus with an area of 160 m² / 172 sq ft. The penthouse includes a living room, dining table, 3 bathrooms, pantry, and private Jacuzzi. It offers unbeatable facilities such as a 55” LED TV, amenities. For this room type, you will get free laundry 5 pc/day, a tea time voucher (2 drinks and 2 meals) which can be exchanged at the lounge bar, free</p>

		minibar & sliced cake. (Rp 7.630.000)
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B. Restaurant & Bar

Table 2.3 Novotel Lampung Restaurant & Bar

No	Restaurant	Description
1	 <p>Figure 2.9 THE SQUARE</p>	<p>THE SQUARE Offering great sea views and modern design, The Square Restaurant serves Asian and international cuisine in both a buffet and a la carte style. From breakfast to lunch, dinner, or a tasty little snack, Novotel provides balanced choices and a la carte service 24/7 for room service. At Novotel, you can count on enjoying a relaxing meal in a friendly, stylish setting.</p>

2	 <p data-bbox="506 583 818 617">Figure 2.10 Lounge Bar</p>	<p data-bbox="971 260 1404 617">Facing onto the sea, the modern Lounge Bar is located in the lobby and offers an intimate, inviting atmosphere. It serves a wide range of beverages, including cocktails and mocktails, plussnacks.</p>
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C. Meetings & Events

At Novotel Lampung, there are 9 Meeting/Event rooms. The location is divided into 3 places. The Grand Ballroom, Ballroom 1, Ballroom 2, and Lounge Bar are on the 1st Floor near the Lobby, The Premiere Lounge and Premiere Board Room on the 15th floor, and the other rooms are specifically on the 2nd floor.

Function rooms	m ²	Height	Number of persons					1000	1600
			1000	500	160	200	600		
Ballroom 1	1043	9	900	500	160	200	600	1100	
Ballroom 2	527	9	500	200	80	100	400	500	
Grand Ballroom	1570	9	1400	800	NA	NA	1000	1600	



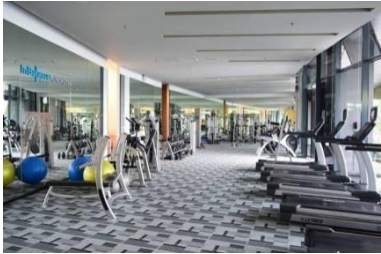


Function Rooms	m ²	Height	Number of person					160
			90	48	16	38	30	
Regent	189	3.8	140	90	40	60	90	160
Counselor	96	4.1	60	48	38	38	50	70
Governor	60	4.3	40	30	16	16	30	40
Parliament	97	4.3	60	48	38	38	50	70
Ambasador	124	4.3	100	60	50	50	60	110
Minister	341	3.8	300	180	100	80	200	350
Premiere Lounge	126	3.5	120	70	60	60	90	140
Premiere Board Room	39	3.1	NA	NA	NA	10	NA	NA
Lounge Bar	156	7.8	75	45	34	34	50	80



Figure 2.11 Novotel Lampung Meeting/Event

D. Fitness and Wellness

Tabel 2.4 Fitness and Wellness

No	Fitness and Wellness	Picture
1	 <p data-bbox="483 695 829 730">Figure 2.12 Fitness Centre</p>	<p data-bbox="964 422 1382 512">The Fitness Centre is open from 6 a.m until 6 p.m</p>
2	 <p data-bbox="553 1024 760 1060">Figure 2.13 Spa</p>	<p data-bbox="964 753 1354 844">The Spa is open at 11 a.m and closes at 10 p.m</p>
3	 <p data-bbox="472 1465 841 1501">Figure 2.14 Swimming Pool</p>	<p data-bbox="964 1138 1404 1283">The Swimming Pool is open from 6 a.m until 6 p.m and it's open to the public.</p> <p data-bbox="964 1304 1117 1339">The rate is :</p> <p data-bbox="964 1360 1399 1446">Weekdays Rp. 135.000 (adult) and Rp. 100.000 (child).</p> <p data-bbox="964 1467 1349 1554">Weekend Rp. 200.000 (adult) and Rp. 150.000 (child)</p>

B. Organizational Structure

Every company must have its organizational structure. The organizational structure makes it easy for staff to know what their responsibilities are and who their leaders are. Because each position must have different obligations, making it easier for what to do. If the company do not have it, a company will certainly be out of control because the staff does not know what their obligations are to do. The following is the organizational chart of the Novotel Hotel Lampung

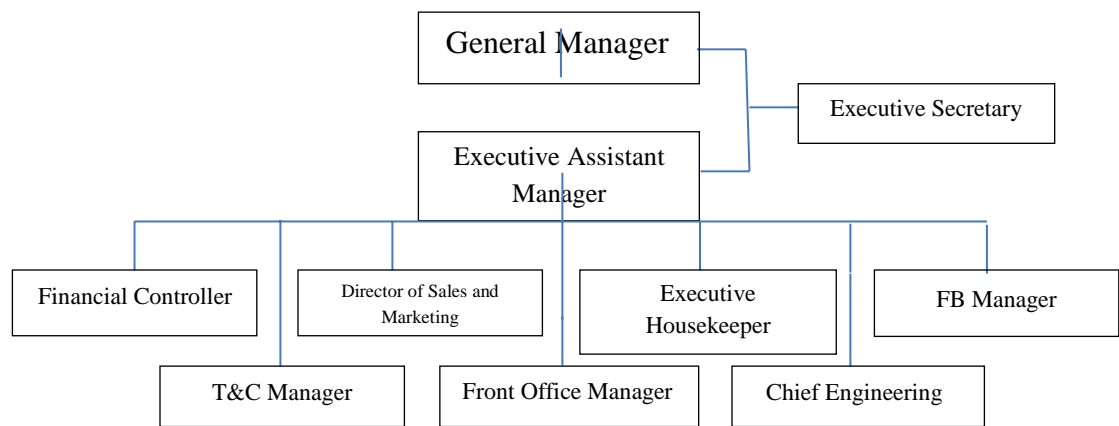


Figure 2.15 Hotel Organizational Structure

According to the organizational chart, the highest position is held by the General Manager, so that in that position the General Manager will be responsible for all hotel operations. The General Manager also oversees the performance and all processes of the hotel. Under the General Manager, there is an Executive Assistant Manager who helps the General Manager carry out his duties. Moreover, Head of Department is in the third place there is Financial Controller, T&C Manager, Director of Sales and Marketing, Front Office Manager, Executive Housekeeper, Chief Engineering and FB Manager

In the Front Office, it is very important to have different sections separately to run and operate daily operations to be more effective and efficient. There are many different positions within the Front Office department which can be seen from the chart below

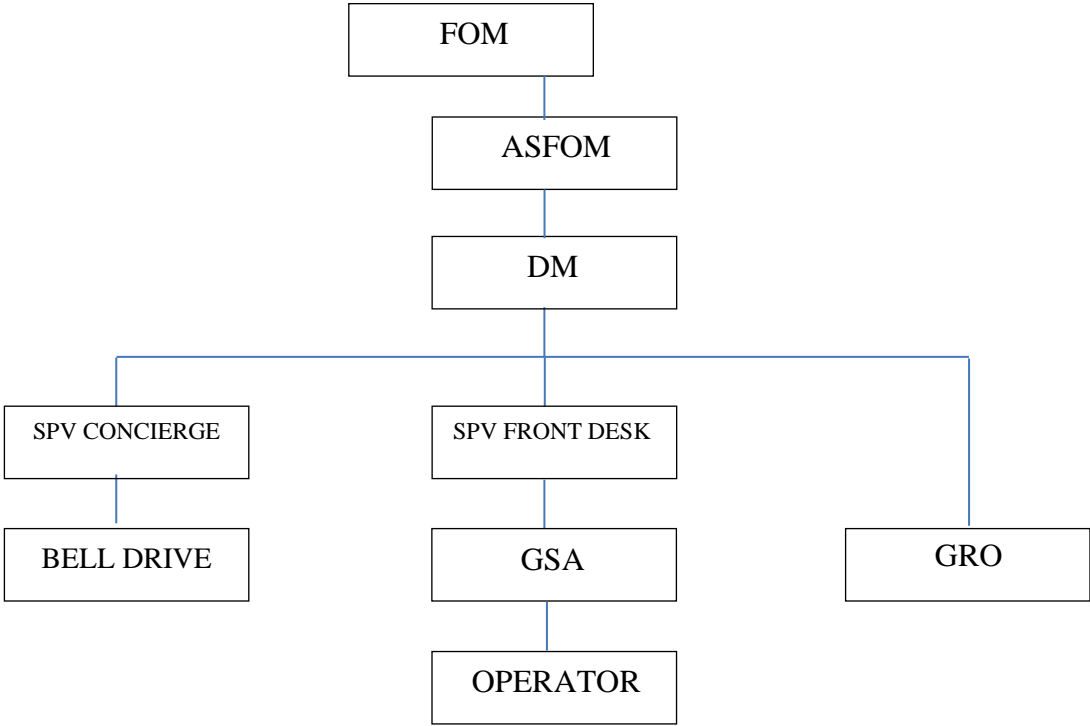


Figure 2.16 Front Office Organizational Structure

Telephone Operator Task List Morning Shift

Table 2.5 Task List Morning Shift Telephone Operator

No.	Description
1.	Print Tracking Report today and Follow Up As Soon As Possible
2.	Read Log Book
3.	Check Wake Up call List Request
4.	Filling Wake Up call Request form
5.	Prepare Guest Inquiry Log Sheet
6.	Check TV Channel Program and In house music see details form
7.	Check Daily House Activity
8.	Handling Incoming and Outgoing calls
9.	Over handle operational to the next shift

Evening Shift

Table 2.6 Task List Evening Shift Telephone Operator

No.	Description
1.	Print Tracking Report today and Follow Up As Soon As Possible
2.	Read Log Book
3.	Check Wake Up call List Request
4.	Prepare Guest Inquiry Log Sheet
5.	Check TV Channel Program and In house music see details form
6.	Check Daily House Activity
7.	Check Daily House Activity
8.	Handling Reservation
9.	Over handle wake-up call list report to Night GSA
10.	Over handle operational to Night GSA
11.	Turn off In House music at 11.00 p.m