

## **CHAPTER II**

### **GENERAL DESCRIPTION**

#### **A. Hotel's Profile**

##### **1. History**

Renaissance Bali Uluwatu Resort& Spa, one of Marriott International Hotel that located in Indonesia. Marriot are founded by John Willard Marriott Senior. The first outlet that open are A&W Rootbeer stall that open with only 9 chairs. By starting the small stall for drinking, in 1927, John Willard Marriott Senior start to expand the business by opening Hot Shoppe and become one of the popular restaurants. And the first meal in the flight is invented by John Willard Marriott Senior. In 1957, John Willard Marriott Senior start in the accommodation business by opening the first motel called Twin Bridges. In 2019, the total of hotel by Marriott International are more than 7.300 properties in 134 countries around the world (Bethesda, 2020). Marriott International Hotel are divided into 3 types; Luxury, Premium, and Select. Each type is divided into classic and distinctive. Renaissance is the Premium Distinctive with Moxy lifestyle brand.



*Figure 2.1. 1 Marriott International Logo*

Renaissance are started at 1922 by selling the most popular food in the era, lasagna, with Stouffer's as the brand. Stouffer's is a brand that sell frozen food and in 1956 they start the hotel Operations. In 1981 Ramada Renaissance are founded and open. In 1989, after Ramada Renaissance are founded, Ramada Renaissance are sold to New World Development Hongkong and the Hotel name are changed from Ramada Renaissance into Renaissance. In 1997, Marriott doing an accusation to all

70 Renaissance hotel. Over 10 years, in 2007 the total of the Renaissance hotel are doubled and become 140 hotels. From business hotel, Renaissance hotel change their hotel type into a lifestyle brand hotel with 150 hotels. In 2022, the total of Renaissance hotel are 175 hotels, with 42 hotels in the Asia Pacific, and 2 of Renaissance hotels are in Bali, Renaissance Bali Uluwatu Resort& Spa and Renaissance Bali Nusa Dua. Renaissance Bali Uluwatu Resort& Spa become the first Renaissance Hotel in Indonesia. (Rosenthal, 2018)



*Figure 2.1. 2 Renaissance Hotel Logo*

Renaissance Bali Uluwatu Resort& Spa have 207 room with varieties of room type and facilities. The theme of Renaissance Bali Uluwatu Resort& Spa is inspired by the meaning from “Uluwatu”, “Ulu” means *ujung darat* or the end of the land, and “Watu” means rock. By using the meaning of “Uluwatu”, Renaissance Bali Uluwatu Resort& Spa create a building with presenting the end of land with rocks and create a sturdy building image, with roof that are inspired from turtle back. (Asdhiana, 2018)




## **2. Facilities**

Renaissance Bali Uluwatu Resort& Spa have varieties of facilities such as rooms, restaurants, pools, and other facilities that can be found in Renaissance Bali Uluwatu Resort& Spa.

**a. Room**

*Table 2. 2. 1 Room Type*


No.	Room Type	Description
1	<p style="text-align: center;"><b>Deluxe room Garden View</b></p>  <p style="text-align: center;"><i>Figure 2. 2. 1. 1 Deluxe room Garden View</i></p>	<p>Size: 43m2</p> <p>With:</p> <p>King size bed/ 2 single bed &amp; Garden view</p> <p>Rate start from Rp1,331,000</p>
2	<p style="text-align: center;"><b>Deluxe room Ocean view</b></p>  <p style="text-align: center;"><i>Figure 2. 2. 1. 2 Deluxe room Ocean View</i></p>	<p>Size: 43m2</p> <p>With:</p> <p>King size bed/ 2 single bed &amp; Ocean view</p> <p>Rate start from Rp1,573,000</p>
3	<p style="text-align: center;"><b>Deluxe Terrace</b></p>  <p style="text-align: center;"><i>Figure 2. 2. 1. 3 Deluxe Terrace</i></p>	<p>Size: 43m2</p> <p>With:</p> <p>1 King size bed/ 2 single bed, Ocean view &amp; having own terrace</p> <p>Rate start from Rp1,694,000</p>


4	<p style="text-align: center;"><b>Junior Suite</b></p>  <p style="text-align: center;"><i>Figure 2. 2. 1. 4 Junior Suite</i></p>	<p>Size: 59m2</p> <p>With:</p> <p>King size bed, Garden View</p> <p>Rate start from Rp1,936,000</p>
5	<p style="text-align: center;"><b>Executive suite</b></p>  <p style="text-align: center;"><i>Figure 2. 2. 1. 5 Executive Suite</i></p>	<p>Size: 78m2</p> <p>With:</p> <p>King Size bed, Minibar, Garden View</p> <p>Rate start from Rp2,178,000</p>
6	<p style="text-align: center;"><b>Family Loft suite</b></p>  <p style="text-align: center;"><i>Figure 2. 2. 1. 6 Family Loft Suite</i></p>	<p>Size: 98m2</p> <p>With:</p> <p>King Size bed, Personal living room, 2 floors, Garden View</p> <p>Rate start from Rp3,751,000</p>

7	<p style="text-align: center;"><b>Family Loft Suite with jacuzzi</b></p>  <p style="text-align: center;"><i>Figure 2. 2. 1. 7 Family Loft Suite with Jacuzzi</i></p>	<p>Size: 130m2</p> <p>With:</p> <p>King Size bed, Personal living room, 2 floors, Garden View, Personal Jacuzzi</p> <p>Rate start from Rp4,356,000</p>
8	<p style="text-align: center;"><b>Presidential Villa</b></p>  <p style="text-align: center;"><i>Figure 2. 2. 1. 8 Presidential Villa</i></p>	<p>Size: 930m2</p> <p>With:</p> <p>3 Bedrooms, Personal living room, 2 floors, Ocean View, Personal Swimming Pool, Personal Kitchen, Personal Billiard pool</p> <p>Rate start from Rp30,000,000</p>

**b. Restaurant**




*Table 2. 2. 2 Restaurant*

No	Restaurant Name	Description
1	<p style="text-align: center;"><b>Clay Craft</b></p>  <p style="text-align: center;"><i>Figure 2. 2. 2. 1 Clay Craft</i></p>	<p>Opening hours 06.30-23.00 (Open for breakfast, lunch, and dinner)</p> <p>Serve Western and Asia dishes Accompanied with Pool Bar Seating capacity 500+ pax</p>

<p>2</p>	<p style="text-align: center;"><b>Double Ikat</b></p>  <p style="text-align: center;"><i>Figure 2. 2. 2 Double Ikat</i></p>	<p>Opening hours 18.00-23.00 (Open for Dinner only) Serve Indonesian dishes Seating capacity 100 pax</p>
<p>3</p>	<p style="text-align: center;"><b>R Bar</b></p>  <p style="text-align: center;"><i>Figure 2. 2. 3 R Bar</i></p>	<p>Opening hours 11.00-23.00 Serve cocktail and other handcrafted drinks Located beside lobby Garden and sea view</p>
<p>4</p>	<p style="text-align: center;"><b>Roosterfish</b></p>  <p style="text-align: center;"><i>Figure 2. 2. 4 Roosterfish</i></p>	<p>Opening Hours 10.00-22.00 Renaissance Bali Uluwatu Beach club Located in Pandawa Beach Serve Western and Asia Dishes Have access to the beach Have personal swimming pool inside the beach club</p>

**c. Pool**

*Table 2. 2. 3 Pool*

No.	Pool Name	Description
1	<p style="text-align: center;"><b>Main Pool</b></p>  <p style="text-align: center;"><i>Figure 2. 2. 3. 1 Main Pool</i></p>	<p>Towel are provided for the guest</p> <p>Pool Bar are opened for the guest order</p> <p>Infinity pool</p> <p>Depth to 135 cm</p>
2	<p style="text-align: center;"><b>Kids pool</b></p>  <p style="text-align: center;"><i>Figure 2. 2. 3. 2 Kids Pool</i></p>	<p>Towel are provided for the guest</p> <p>Beside the Main Pool</p> <p>Depth to 50 cm</p>
3	<p style="text-align: center;"><b>Lower pool</b></p>  <p style="text-align: center;"><i>Figure 2. 2. 3. 3 Lower Pool</i></p>	<p>Towel are provided for the guest</p> <p>Infinity Pool, Salt water pool</p> <p>Depth to 135 cm</p> <p>Open hour: 10.00-20.00</p>

**d. Meeting room and ballroom**




*Table 2. 2. 4 Meeting room and Ballroom*

No.	Name	Area (sq.ft)	Type of Setting					
			Theatre	School room	Confe- rence	U- Shape	Reception	Banquet
1	Uluwatu ballroom	7222.6	260	160	50	40	280	160
2	Uluwatu deck	4617.5	192	-	-	-	192	96
3	Pandawa	850.4	30	18	12	12	30	20
4	Bingin	753.5	30	18	12	10	30	20
5	Dreamland	850.4	30	18	12	12	30	20
6	Padang- padang	753.5	30	18	12	10	30	20
7	Balangan	1205.6	36	27	18	16	45	32
8	Suluban	753.5	-	-	10	9	-	-
9	Pool deck	5543.5	-	-	-	-	210	112
10	Lower pool deck	-	-	-	-	-	30	24
11	Celebration Pavilion	1248.6	48	32	22	18	48	24



**e. Other facilities**

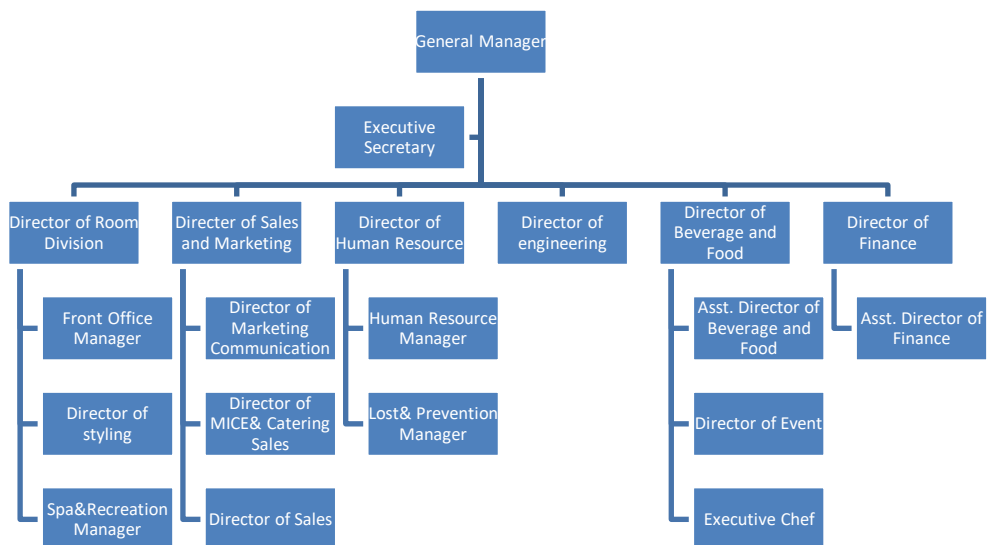
*Table 2. 2. 5 Other Facilities*

No.	Facilities Name	Description
1	<p style="text-align: center;"><b>The Tree House</b></p>  <p style="text-align: center;"><i>Figure 2. 2. 5. 1 The Tree House</i></p>	<p>Kids club for guest kids</p> <p>With experience helper</p> <p>Filled with many activities for kids</p>
2	<p style="text-align: center;"><b>Fitness Center</b></p>  <p style="text-align: center;"><i>Figure 2. 2. 5. 2 Fitness Center</i></p>	<p>Open 24 hours</p> <p>Garden and sea view</p> <p>Provided with locker room, sauna room, and steam room</p> <p>Filled with many exercises' equipment</p>
3	<p style="text-align: center;"><b>Spa</b></p>  <p style="text-align: center;"><i>Figure 2. 2. 5. 3 Spa</i></p>	<p>Open Hour: 09.00-21.00</p> <p>Provide massage, body scrub, facial, etc.</p> <p>Appointment required</p>

4	Clay craft studio	Pottery studio for pottery experience
		
	<p><i>Figure 2. 2. 5. 4 Clay Craft Studio</i></p>	

## B. Organizational Structure

Organizational structure is one of the most important things in a hotel because organizational structure function is to assign each personal for the responsible that have to be done and organizational structure function is to control the hotel organization.



*Chart 2. 1 Hotel Organizational Structure*

From a big organizational chart, for more detail each department have their own organizational chart for controlling the organizational. The chart below are the organizational chart for Beverage and Food Department.

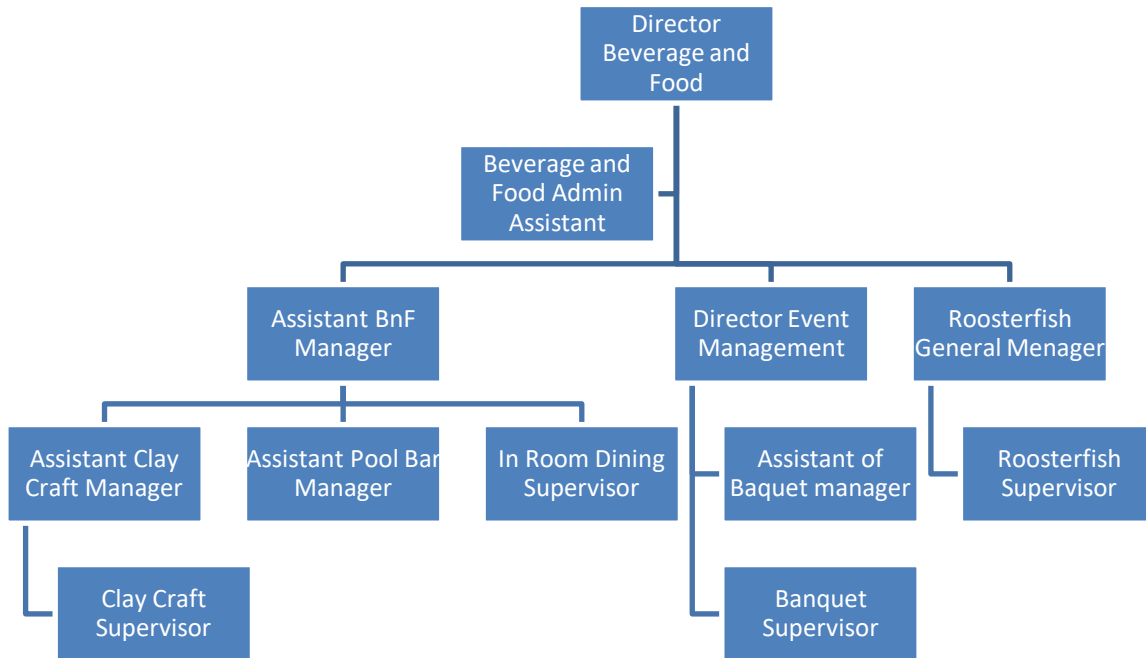


Chart 2. 2 Beverage and Food Department Organizational Chart

**a. Food and Beverage Department Job Description**

Renaissance Bali Uluwatu Resort and Spa Food and Beverage Department Job Description in general.

**1. General Manager**

- a. Taking an Entrepreneurial Approach for the Restaurant
- b. Leading marketing, public relation, and media activities
- c. Managing Day-by-day restaurant operational
- d. Creating exciting and memorable guest experience

**2. Team Leader**

- a. Assist management to hiring, training, evaluating, employee
- b. Ensure uniform and personal appearance
- c. Make sure of Safety and security

- d. Follow the hotel policies and procedure
- e. Guest relation, communication, and assist management
- f. General beverage and food service
- g. Physical tasks
- h. Maintain the steps of service

**3. Supervisor**

- a. Make sure of Safety and security
- b. Follow the hotel policies and procedure
- c. Guest relation, communication, and assist management
- d. General beverage and food service

**4. Manager**

- a. Managing day by day operations
- b. Leading food and beverage team
- c. Ensuring customer service
- d. Managing and conducting Human Resource activities

**5. Assistant Manager**

- a. Managing day by day operations
- b. Leading food and beverage team
- c. Ensuring customer service