

CHAPTER II

COMPANY OVERVIEW

2.1 Hotel Profile

2.1.1 History

Atria Hotel Gading Serpong is a well-known business and leisure hotel in the center of Gading Serpong, a rapidly expanding district in Tangerang, Indonesia. The hotel is owned and operated by Parador Hotels & Resorts, a hospitality company with properties throughout Indonesia. Atria Hotel Gading Serpong, was opened in the early 2010s, was deliberately designed to meet the demands of business travelers and tourists visiting the neighboring Jakarta metropolitan region, as well as those attending events at ICE BSD, one of Indonesia largest convention facilities. Its position in Gading Serpong puts it close to a thriving commercial district full with retail malls, restaurants, and entertainment venues, which adds to the hotel appeal.



In order to appeal to both business and leisure travelers, the hotel design and amenities reflect its objective to provide a balance of comfort and functionality. The Atria Hotel Gading Serpong offers a range of hotel categories, from suites to deluxe rooms, and guarantees that visitors have access to contemporary services including business center, conference spaces, and free Wi-Fi. Along with these amenities, the hotel has an outdoor pool, a fitness facility, and on-site restaurants, including the well respected Mezzanine Restaurant, which serves a variety of regional and foreign dishes. Due to its well-equipped function spaces and close proximity to important

commercial sectors, it has grown to be a favored location for conferences, seminars, and corporate events throughout the years.

2.1.2 Facilities

Table 2.1 Rooms

A. Rooms

	<p>Deluxe room is a 25 square meter area furnished with a large bed, an LED TV with both domestic and foreign channels, a safe, a desk, a closet, a sofa, a coffee and tea maker, a minibar, bathroom supplies, a shower, a hair dryer, and slippers.</p>
<p>(Source : www. parador-hotels.com) Figure 2.1 Deluxe Rooms</p>	
	<p>Premiere room comes with A large bed, an LED TV with local and international channels, a safe deposit box, a working desk, a wardrobe, a sofa, a phone, coffee and tea condiments, a minibar, bathroom supplies, a shower, a hairdryer, and slippers are all included in this 25 square meter apartment.</p>
<p>(Source : www. parador-hotels.com) Figure 2.2 Premiere Rooms</p>	



(Source : [www. parador-hotels.com](http://www.parador-hotels.com))

Figure 2.3 Premier corner Rooms

Premiere corner Room, 30 square meters of room furnished with a large bed, an LED TV with both domestic and foreign channels, a safe, a desk, a closet, a sofa, a coffee and tea maker, a minibar, bathroom supplies, a shower, a hair dryer, and slippers.

 <p>(Source : www.parador-hotels.com) Figure 2.4 Junior Suite Rooms</p>	<p>Junior suite is a A 37 square meter area with a large bed, LED TV with local and international channels, safe, desk, closet, couch, phone, coffee and tea supplies, small fridge, bathroom supplies, shower, hairdryer, and slippers.</p>
 <p>(Source : www.parador-hotels.com) Figure 2.5 Suite Rooms</p>	<p>suite is A 50 square meter area furnished with a lounge, large bed, television with local and international channels, secure storage box, desk, closet, couch, phone, coffee and tea supplies, small fridge, bathroom products, shower, bathtub, bathrobes, hairdryer, and slippers..</p>
 <p>(Source : www.parador-hotels.com) Figure 2.6 Family Suite Rooms</p>	<p>Family suite is A 60 square meter area furnished with a large bed, an LED TV featuring both local and global channels, a secure storage unit, a functional desk, a closet, a sofa, a phone, coffee and tea supplies, a mini-bar, toiletries, a shower, a hairdryer, and slippers.</p>



providing a generous 142 square meters of luxury, ideal for a family of four. Savor personalized amenities such as a pillow menu that may be customized, round-the-clock room service,

<p>(Source : www.parador-hotels.com) Figure 2.7 Royal Suite Rooms</p>	
	<p>exclusive cabana access, turndown service in the evening, and attentive butler support all during your visit. Spacious living quarters with a well-appointed workplace, a pleasant living room with a kitchenette, and an opulent bedroom, all exude exquisite elegance.</p>

Table 2.2 Restaurants

B. Restaurants

FIGURE	DESCRIPTION
	<p>serves a variety of well-liked menu items from Chinese Peranakan, Indonesian, and Asian nations. Legen Restaurant extends an invitation to partake in a refined dining experience that is both authentic and recognizable.</p>
<p>(Source : www. parador-hotels.com) Figure 2.8 Legen Restaurant</p>	<p>Formerly known as Mezzanine Restaurant, Legen has a new design, a private room, and an amazing selection of food and drinks that are well worth trying.</p>
	<p>Savor a captivating high tea in the afternoon at Bateeq Lounge, which is themed like Indonesia most popular jajanan pasar and comes with your choice of tea or coffee.</p>
<p>(Source : www. parador-hotels.com) Figure 2.9 Bateeq Lounge</p>	

Table 2.3 Fitness and spa treatment

B. Fitness and Spa Treatment

FIGURES	DESCRIPTION
	<p>The fitness center provide its guest an intense and well motivated training environment, where guest is provide with an array of training machine that could help them grow their muscle.</p>
<p>(Source : www. parador-hotels.com) Figure 2.10 Gym</p>	
	<p>spa treatment offers it guest a private session where guest can enjoy a relaxing spa like massage, this allow guest to briefly get away from the fast paced life, where in here they can enjoy themselves, heal themselves in the spa and treatment.</p>
<p>(Source : www. parador-hotels.com) Figure 2.11 Spa Massage</p>	





(Source : [www. parador-hotels.com](http://www.parador-hotels.com))

Figure 2.12 Indoor swimming pool

The Atria Hotel Gading Serpong indoor pool provides guests with a contemporary and peaceful area to rest. The pool area, which is surrounded by sleek, modern furniture and has a calm atmosphere and cozy lounge seats, is ideal for relaxing and leisurely swims. All ages can enjoy the clean, welcoming waters of this well-maintained pool.


Table 2.4 Meeting and events

D. Meeting and Events

FIGURES	DESCRIPTION
 <p data-bbox="435 904 871 972">(Source : www. parador-hotels.com) Figure 2.13 Grand ballroom</p>	<p data-bbox="927 506 1353 981">Grand Ballroom The Atria Hotel Gading Serpong prime position in the center of Gading Serpong makes it possible for organizers and attendees to have productive meetings. The large ballrooms can accommodate between 750 and 900 people.</p>
 <p data-bbox="435 1464 871 1532">(Source : www. parador-hotels.com) Figure 2.14 Ballroom 1-4</p>	<p data-bbox="927 1030 1353 1505">Ballrooms 1 through 4 The Atria Hotel Gading Serpong prime position in the center of Gading Serpong makes it possible for organizers and attendees to have productive meetings. The large ballrooms can accommodate between 48 and 150 people.</p>

	<p>Ivory 1</p> <p>The Atria Hotel Gading Serpong prime position in the center of Gading Serpong makes it possible for organizers and attendees to have productive meetings. The large ballrooms</p>
<p>(Source : www. parador-hotels.com)</p> <p>Figure 2.15 Ivory 1</p>	

	<p>can accommodate between forty and sixty people.</p>
<div data-bbox="493 472 831 824" data-label="Image"> </div> <div data-bbox="440 869 876 938" data-label="Caption"> <p>(Source : www. parador-hotels.com) Figure 2.16 Ivory 2</p> </div>	<p>Ivory 2 The Atria Hotel Gading Serpong prime position in the center of Gading Serpong makes it possible for organizers and attendees to have productive meetings. The conference spaces are intended to accommodate 20 to 30 people.</p>
<div data-bbox="464 1032 842 1429" data-label="Image"> </div> <div data-bbox="440 1469 876 1543" data-label="Caption"> <p>(Source : www. parador-hotels.com) Figure 2.17 Ivory 3</p> </div>	<p>Ivory 3 The Atria Hotel Gading Serpong prime position in the center of Gading Serpong makes it possible for organizers and attendees to have productive meetings. The meeting rooms can accommodate 48 to 110 people in total.</p>

	<p>Ivory 4 and 5</p> <p>The Atria Hotel Gading Serpong prime position in the center of Gading Serpong makes it possible for organizers and attendees to have productive meetings. The meeting spaces may accommodate between sixty and one hundred people.</p>
<p>(Source : www. parador-hotels.com) Figure 2.18 Ivory 4-5</p>	

	<p>Ivory 6</p> <p>The Atria Hotel Gading Serpong prime position in the center of Gading Serpong makes it possible for organizers and attendees to have productive meetings. The conference spaces can accommodate between thirty and fifty people.</p>
<p>(Source : www. parador-hotels.com) Figure 2.19 Ivory 6</p>	

2.1 Organizational Chart

An organizational chart plays a crucial role in establishing order and structure. They played a part to show the employee of the place or hotel, where they need to be and what responsibilities that they must endure. This organizational helps the employee to be able to communicate and understand where their report line and duties is. Another function to a organizational chart is that it allows new staff to quickly adapt and understand the layout of the department that is available.

For Atria Hotel Gading serpong , they uses a very clear structure to show to their employee. Their structure is a combination between teamwork and hierarchy, with this in mind it helps their employee to work well together and being able to communicate with one another very efficiently.

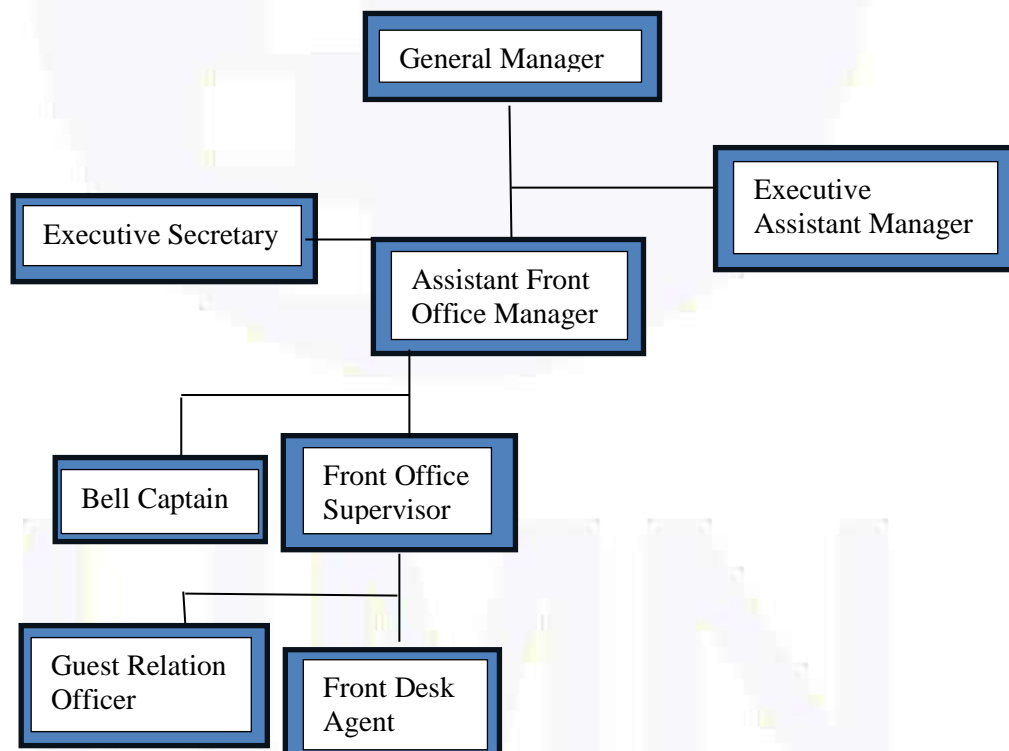


Figure 2.20 Front Office Organization Chart

Right here we have the Organizational chart job descriptions for the atria hotel gading serpong its consists of eight different positions,

General Manager, Manage daily hotel operations to guarantee a positive guest experience, including guest interactions, front desk, housekeeping, maintenance, revenue, and expenses. Staff hiring, scheduling, team building, employee development, and maintaining high operational standards are all part of the responsibilities. Next up Executive Assistant Manager, their job is to Provide leadership to hotels by maximizing financial returns, fostering employee growth, ensuring exceptional guest experiences, upholding brand standards, and enhancing local community exposure. Right after that we have the Executive secretary, their job is to Manage the executive's calendar, schedule meetings, handle mail, create reports and presentations, organize travel, maintain filing systems, and help with event planning and coordination. Next up is Assistant Front Office Manager, Supervising the front desk staff and ensuring smooth visitor check-ins and check-outs are critical responsibilities. This involves keeping track of room availability and responding quickly to guest concerns. Furthermore, they are incharge of supervising the overall front desk operations ensures they function efficiently and fulfill the hotel's service requirements.

Front Office Supervisor, their job mainly revolves around Overseeing guest arrivals and departures with the front desk crew, ensure daily operations run smoothly, and deliver individualized, high-level customer service. Next up is the Bell Captain, their job is to Create staff schedules, train new team members that just join, coordinate with other head of the department, and perform standard bellboy tasks as needed. Then we have the Guest Relations Officer, Welcome and help guest, handle reservations, plan the check-in and check-out processes, respond to questions and grievances, and make sure guest are satisfied during their stay. At last we have Front Desk Agent, Greet guests swiftly and courteously, manage check-ins and check-outs, deliver room keys, answer queries about hotel