

CHAPTER II

COMPANY OVERVIEW

2.1 Brief History and Company

2.1.1 History of the Hotel and Company Profile

Atria Hotel Gading Serpong is a 4-star hotel located in Tangerang Regency. Atria Hotel is taken by a concept name “Wishing Star” which means by hope for Parador Hotel & Resort Management to be a favorite hotel. Atria Hotel Gading Serpong is operated under Parador Hotels & Resort Group as a unit business owned by Paramount Enterprise. This hotel start opening in December 12 2012 and having 6 types of room start from deluxe room (king bed / twin bed), premiere room (king bed, twin bed, or corner room), junior suite (king bed / twin bed), suite room with king size bed, family suite (king bed / twin bed) and the top type is royal suite with private pool in the room. Atria Hotel Gading Serpong is considered a suitable hotel for various occasions, given its location in the heart of Gading Serpong, surrounded by many destinations, office areas, and shop houses. Its strategic location makes Atria Hotel a popular choice for both locals and tourists. This hotel is ideal for business, MICE (Meetings, Incentives, Conferences, and Exhibitions) or group events, and family stays.

Atria Hotel Gading Serpong is also offers a variety of facilities, including Legen Restaurant, 6 meeting rooms (Ivory 1-6), 4 ballrooms, 1 grand ballroom, a semi-outdoor swimming pool, a kids playground, a gym, a spa and massage, Bateeq Lounge, and a mosque (musholla).

Parador Hotels & Resorts, or PT Parador Management International, is a hotel management company in Indonesia and a business unit of PT Paramount Enterprise International, officially established on December 12,

2012. Parador Hotels & Resorts currently operates 11 hotels across Indonesia. The company owns 5 hotel brands ranging from 4-star to 1-star, including Vega Hotels, Atria Hotels, Fame Hotels, and Starlet Hotels. Parador Hotels & Resorts aims to become the largest hotel operator based in Indonesia, with the highest quality standards at each of its hotel units.



Picture 2.1 Logo Parador Hotels & Resort Group
source : <https://parador-hotels.com/atria-hotel-gading-serpong>

Atria

GADING SERPONG

Picture 2.2 Logo Atria Hotel Gading Serpong
source : <https://parador-hotels.com/atria-hotel-gading-serpong>

Parador Hotels & Resorts has a vision, mission, and company core values that form the foundation of its management.

Vision: *“To be salt and the light of hospitality throughout Indonesia.”*

Mission: *“To ensure our guests and customers enjoy a truly premier*

experience by providing sincere hospitality and excellent services

from the heart.”

Values: *Integrity, Stewardship, Respect*

2.1.2 Hotel Facilities and Room Type

2.1.2.1 Room and Facilities

Atria Hotel Gading Serpong has a total of 156 rooms and offering a variety of room types. Atria Hotel offers a range of room types, starting with the Deluxe King or Twin, with a total of 64 rooms, followed by the Premiere King or Twin with 54 rooms, and the Premiere Corner with 4 rooms. There are also 18 rooms for Junior Suite King or Twin, 6 Suite rooms with King bed, 9 rooms for Family Suite King or Twin, and the top tier room is Royal Suite with one room. All room types are available with a choice of benefits, including options for breakfast or without breakfast.

In addition to size differences, some rooms also offer varying facilities depending on the type. However, the common amenities across all room types included a bathroom, a desk and chair, a smart television, two bottles of mineral water, a tea and coffee set, electric kettle, slippers, a set of toiletries, bath towels and both face and hand towels. All guests staying at the hotel are entitled to 24-hour full service by the front desk agent or receptionist, as well as free access to the swimming pool, gym, and playground.

1) Deluxe Room

The Deluxe Room is 25 square meters in size, with the option of either a king-sized bed or two twin beds. This room accommodates a maximum of two people. The room amenities include a safe deposit box, smart television, kettle, a work desk with a chair and table, minibar, bathroom amenities, slippers, and a tea & coffee set.



Picture 2.3 Deluxe Room

source : <https://parador-hotels.com/atRIA-hotel-gading-serpong>

2) Premiere Room

The Premiere Room is similar to the Deluxe Room, with a size of 25 square meters and the option of either a king-sized bed or twin beds. The main difference is in the bed size and this room is already being renovated. This room also accommodates 2 people and includes amenities such a safe deposit box, smart television kettle, a work desk with a chair and table, bathroom amenities, minibar, slippers, and a tea & coffee set.



Picture 2.4 Premiere Room

source : <https://parador-hotels.com/atRIA-hotel-gading-serpong>

3) Premiere Corner Room

The Premiere Corner Room is one of the limited options at Atria Hotel Gading Serpong, with only 4 rooms available. This room is larger than the Premiere Room, measuring approximately 30

square meters. The difference in facilities is minimal, with the main distinction being its corner location and larger size. The room amenities include a safe deposit box, smart television, kettle, a work desk with a chair and table, bathroom amenities, minibar, slippers, and a tea & coffee set.



Picture 2.5 Premiere Corner Room

source : <https://parador-hotels.com/atria-hotel-gading-serpong>

4) Junior Suite Room

The first suite room type is the Junior Suite, which offers the option of a king-sized bed or twin beds. This room is equipped with a sofa and table, resembling a living room, and is more spacious, measuring 37 square meters. It accommodates 2 people, and the bathroom is also larger. The amenities in this room include a safe deposit box, smart television, minibar, body scale, kettle, a work desk with a chair, bathroom amenities, slippers, and a tea and coffee set.



Picture 2.6 Junior Suite Room

source : <https://parador-hotels.com/atria-hotel-gading-serpong>

5) Suite Room

The Suite Room has a size of 50 square meters and features 1 living room as well as 2 televisions, one in the bedroom and living room, the bathroom also included with a bathtub. This Suite Room specifically offers only king-size bed. Other facilities are the same and include a safe deposit box, smart television, minibar, body scale, kettle, a work desk with a chair, bathroom amenities, slippers, and a tea and coffee set.



Picture 2.7 Suite Room

source : <https://parador-hotels.com/atria-hotel-gading-serpong>

6) Family Suite Room

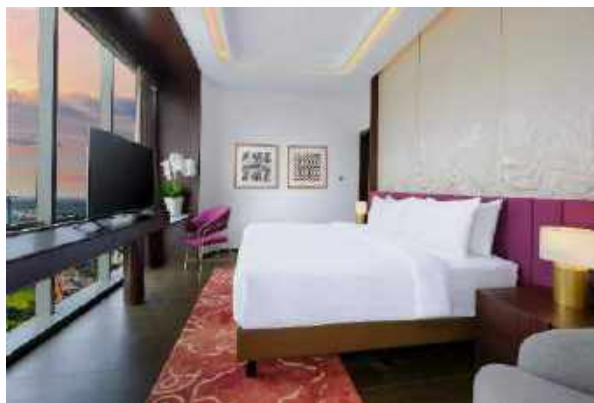
The Family Suite Room is perfect for families staying together. With a size of 60 square meters, this room is equipped with a

living room and a bathtub. However, there are also rooms choice with balcony that do not have a living room. This room offers the option of a king-size bed or twin beds, with 1 king-size bed and 1 twin bed. The facilities provided are similar to those in other suite rooms, such as a safe deposit box, smart television, minibar, body scale, kettle, a work desk with a chair, bathroom amenities, slippers, and a tea and coffee set.



Picture 2.8 Family Suite Living Room

source : <https://parador-hotels.com/atria-hotel-gading-serpong>



Picture 2.9 Family Suite Bed Room

source : <https://parador-hotels.com/atria-hotel-gading-serpong>

7) Royal Suite Room

The Royal Suite is the highest type at Atria Hotel Gading Serpong. With a size of 142 square meters, this room is located on the 3rd Floor with a city view. It accommodates up to 4 people and is equipped with a kitchen area, dining table, living room, TV with karaoke, private pool, and a bathroom with a bathtub. Other facilities are similar to those in other rooms. Guests staying in this suite can also choose breakfast at the restaurant or a floating breakfast in the private pool, along with afternoon tea and a VIP fruit set.



Picture 2.10 Royal Suite Room

source : <https://parador-hotels.com/atria-hotel-gading-serpong>

2.1.2.2 Legen Restaurant & Bateeq Lounge

1) Legen Restaurant

The restaurant at Atria Hotel is named Legen Restaurant, located on the M (Mezzanine) floor. This restaurant serves as the venue for guests to have breakfast, and there is also an A la carte menu available for ordering. Legen Restaurant can also be used for special events such as birthdays, weddings, and meetings. The breakfast concept is buffet-style. The breakfast start from 06.00 AM – 10.00 AM.



Picture 2.11 Legen Restaurant

source : <https://parador-hotels.com/atria-hotel-gading-serpong>



Picture 2.12 Legen Restaurant

source : <https://parador-hotels.com/atria-hotel-gading-serpong>

2) Bateeq Lounge

Bateeq Lounge is a lounge owned by Atria Hotel. It is located on the Ground Floor, near the front office counter. Bateeq Lounge offers a variety of drinks and desserts, such as slice cakes, pastries, and whole cakes. Guests also can order ala carte dishes from Legen Restaurant to be enjoyed in the Lounge.

Bateeq Lounge also serves as the provider of welcome drink for guests checking in.



Picture 2.13 Bateeq Lounge

source : <https://parador-hotels.com/atria-hotel-gading-serpong>

2.1.2.3 Meeting Room and Ballroom

1) Ivory 1-3

Atria Hotel has 6 types of meeting rooms, spread across two floors. Ivory 1-3 are meeting rooms located on the first floor. Each of these meeting rooms have a maximum capacity of 48 people, depending on the seating arrangement during the meeting. However, on average, each meeting room can accommodate 20 people. If the meeting rooms are combined, the capacity can reach up to 60 people.

2) Ivory 4-6

Ivory 4-6 are located on the ground floor, and the capacity of these meeting rooms is significantly larger than Ivory 1-3. Ivory 4-5 can accommodate approximately 100 people, depending on the seating arrangement. Ivory 6 is smaller than Ivory 4-5, with a maximum capacity of 40 people.



Picture 2.14 Meeting Room Ivory 3

source : <https://parador-hotels.com/atria-hotel-gading-serpong>



Picture 2.15 Meeting Room Ivory 4

source : <https://parador-hotels.com/atria-hotel-gading-serpong>

3) Ballroom 1-4 & Grand Ballroom

Atria Hotel has 4 ballrooms on the Mezzanine Floor (M). Each ballroom area has its own lobby, making it easier for guests to directly access the ballrooms. Each ballroom is 250 square meters in size and can accommodate a maximum of 150 people. If these ballrooms are combined, they form the Grand Ballroom with a capacity of 900 people.



Picture 2.16 Grand Ballroom

source : <https://parador-hotels.com/atria-hotel-gading-serpong>

2.1.2.4 Playground, Gym, Spa, and Swimming Pool

1) Kids Playground & Gym

The kid's playground and gym are located on the Ground Floor. The operating hours are from 6.00 AM to 8.00 PM. Both the gym and kid's playground are available for use by all hotel guests.



Picture 2.17 Kids Plyaground

source : <https://parador-hotels.com/atria-hotel-gading-serpong>



Picture 2.18 Gym & Fitness

source : <https://parador-hotels.com/atria-hotel-gading-serpong>

2) Swimming Pool

The swimming pool is also located on the Ground Floor, near the playground and gym. This pool features a semi outdoor concept, complete with a children's pool and an adult pool. Towels are also available for rental at the swimming pool area. The operational hours are from 6.00 AM to 6.00 PM.



Picture 2.19 Swimming Pool

source : <https://parador-hotels.com/atria-hotel-gading-serpong>

3) Kalyani Spa

Atria Hotel offers a Spa & Massage service called Kalyani Spa. The services provided range from full body treatments to tiger healing treatments, with prices starting from IDR 249.000 to IDR 499.000. The Spa & Massage can be performed in the guest rooms with a therapist or directly in the spa cabin.

2.2 Organizational Structure

The structure of an organization is an important thing to many companies. Organization Structure is an arrangement of positions or roles inside an to achieve the company goals. The organizational structure can either be hierarchical with various levels of management or divisional with separate product lines and divisions.



Picture 20 Hotel Organizational Structure

source : <https://parador-hotels.com/atria-hotel-gading-serpong>



Picture 21 Front Office Organizational Structure

source : <https://parador-hotels.com/atria-hotel-gading-serpong>