

CHAPTER II

GENERAL DESCRIPTION

2.1 Hotel's Profile

2.1.1 History



Figure 2.2 1 Ayana Logo

Figure 2.2 1 Ayana Hotel

The hospitality holding company behind the AYANA brand is an Indonesian company that focuses on developing and managing luxury resorts with strong local character and international standards. The company was founded with the goal of bringing Indonesian hospitality to the global market while respecting local culture, nature, and sustainability. It believes that luxury is not only about modern facilities, but also about meaningful guest experiences and warm, sincere service.

Since its establishment, the company has aimed to strengthen Indonesian ownership in the luxury hospitality industry. It focuses on professional management, high service quality, and responsible development. Through this approach, the company seeks to compete with international hotel brands while maintaining Indonesian values and identity.

An important milestone in the company's history occurred in 2009, when it took over the former Ritz-Carlton Bali. This event marked a major step forward, as it showed that an Indonesian hospitality company was capable of managing a world-class luxury resort. After the takeover, the property was

rebranded as AYANA Resort and Spa Bali and became the main resort under the group.

After the rebranding, AYANA Resort Bali was developed into a large luxury resort located on the cliffs of Jimbaran, Bali. The resort covers around 90 hectares and is surrounded by tropical gardens with beautiful views of the Indian Ocean. This location helps make the resort one of the most well-known and exclusive luxury destinations in Indonesia.

The resort offers various types of accommodation, including hotel rooms, suites, and private villas. It also has many dining outlets and lifestyle facilities, including the famous Rock Bar, which is known worldwide for its sunset views and unique location. Other restaurants and lounges provide different dining concepts to meet international guest needs.

Besides accommodation and dining, AYANA Resort Bali provides complete wellness and leisure facilities. These include Thermes Marins Bali Spa, one of the largest spa facilities in Southeast Asia, swimming pools, a private beach, recreational areas, and wedding venues. Over the years, the resort has received many international awards for its service quality, spa experiences, and sustainable practices. These achievements show the company's commitment to excellence, innovation, and long-term growth.

2.1.2 Facilities

AYANA Resort Bali is made up of four different buildings, and each one has its own number of guest rooms. AYANA Resort offers 294 rooms, while AYANA Villas provides 78 private villas for guests who prefer more privacy. RIMBA by AYANA has the largest number of rooms, with a total of 403 rooms. Meanwhile, AYANA Segara features 197 rooms with a modern design. In total, AYANA Resort Bali has 972 rooms available for guests.

AYANA Resort Room Type's

Table 2. 1 Resort Room Types

Figure	Description
 (Source: Ayana.com) Figure 2.2 1 Resort View Room	This room offers a comfortable space with a pleasant view of the resort area. It is suitable for guests who want a calm and relaxing stay while enjoying the atmosphere of AYANA Resort Bali.
 (Source: Ayana.com) Figure 2.2 2 Ocean View Room	The Ocean View Room provides a cozy and bright room with a beautiful view of the ocean. Guests can enjoy natural light and a peaceful sea view from their room.

 <p><i>Source: Ayana.com</i></p> <p>Figure 2.2 3 Resort View Suite</p>	<p>This suite is larger than a standard room and offers extra space for comfort. It features a relaxing view of the resort surroundings and is ideal for guests who want more room to relax.</p>
 <p><i>(Source: Ayana.com)</i></p> <p>Figure 2.2 4 Ocean View Suite</p>	<p>The Ocean View Suite offers a spacious layout with stunning views of the ocean. It is designed to provide comfort and privacy while allowing guests to enjoy the beauty of the sea.</p>
 <p><i>(Source: Ayana.com)</i></p> <p>Figure 2.2 5 Two Bedroom Resort View Suite</p>	<p>This suite includes two separate bedrooms and a spacious living area. It is suitable for families or groups and offers a comfortable stay with views of the resort area.</p>

	<p>The Two Bedroom Ocean View Suite provides two bedrooms with a large living space and beautiful ocean views. It is ideal for families or groups who want more space and a scenic sea view during their stay.</p>
<p><i>(Source: Ayana.com)</i></p>	<p>Figure 2.2 6 Two Bedroom Ocean View Suite</p>

RIMBA by AYANA Room Type's:

Table 2. 2 Rimba Room Types

Figure	Description
 <p><i>(Source: Ayana.com)</i></p> <p>Figure 2.2 7 Resort View Room</p>	<p>A comfortable room with a view of the resort area and a relaxing atmosphere.</p>

	<p>The RIMBA Forest View Suite at AYANA Bali offers a spacious and comfortable stay surrounded by lush tropical greenery. The suite features a modern design with warm natural touches, creating a calm and relaxing atmosphere for guests.</p>
	<p>A calm room that faces the forest, offering a natural and peaceful environment.</p>
	<p>A room with direct access to the swimming pool, ideal for guests who enjoy easy pool access.</p>

 <p><i>(Source: Ayana.com)</i></p> <p>Figure 2.2 11 Pool Acces Suite Room</p>	<p>A spacious suite with direct access to the pool and extra space for relaxation.</p>
 <p><i>(Source: Ayana.com)</i></p> <p>Figure 2.2 12 Resort View Suite</p>	<p>A larger suite with a pleasant view of the resort and added comfort.</p>
 <p><i>(Source: Ayana.com)</i></p> <p>Figure 2.2 13 Jimbaran View suite</p>	<p>A spacious suite with beautiful views of Jimbaran Bay, offering a relaxing and scenic stay.</p>

Ayana Villa Room Type's:

Table 2. 3 Villa Room Types

Figure	Description
 <p data-bbox="526 871 732 900"><i>(Source: Ayana.com)</i></p> <p data-bbox="343 929 796 959">Figure 2.2 14 One Bedroom Ocean View Villa</p>	<p>This villa offers a spacious one-bedroom layout with a private swimming pool and an outdoor lounging area. Guests can enjoy panoramic ocean views from the terrace, surrounded by lush tropical landscaping that enhances privacy and comfort. The villa is designed to provide a serene atmosphere suitable for relaxation while maintaining a close connection to nature.</p>
 <p data-bbox="521 1639 728 1668"><i>(Source: Ayana.com)</i></p> <p data-bbox="430 1697 812 1754">Figure 2.2 15 One Bedroom Cliff View Villa</p>	<p>The One Bedroom Cliff View Villa features an elegant design complemented by a private infinity pool overlooking dramatic cliff scenery and the Indian Ocean. The outdoor pavilion and sun deck create an ideal space for leisure, while the elevated location provides uninterrupted views and a tranquil environment.</p>

	<p>This villa is located at the front cliff area, offering direct and expansive ocean views. It includes a private pool and outdoor seating area, allowing guests to experience the coastal landscape closely. The combination of open space and natural surroundings delivers an exclusive and luxurious stay experience.</p>
	<p>This Villa provides a comfortable living space with a private pool and garden area. Designed with traditional Balinese elements, the villa offers a peaceful ambiance and is ideal for guests seeking privacy while still enjoying the resort's natural scenery.</p>
	<p>This two-bedroom villa is designed for families or groups, featuring spacious indoor and outdoor areas. It includes a private swimming pool and landscaped garden with partial ocean views. The layout emphasizes comfort, privacy, and functionality for a shared luxury stay.</p>



(Source: Ayana.com)

Figure 2.2 19 Two Bedroom Ocean View Villa

The room offers expansive accommodation with two bedrooms, a private pool, and generous outdoor spaces. Positioned to capture wide ocean views, the villa blends modern luxury with traditional Balinese architecture, providing an ideal setting for an exclusive and relaxing stay.

Ayana Segara Room Type's:

Table 2. 4 Segara Room Types

Figure	Description
	This room offers a comfortable and modern space with a relaxing view of the resort area. It is suitable for guests who want a calm atmosphere while enjoying the facilities.

(Source: Ayana.com)

Figure 2.2 20 Resort View Room

 <p><i>(Source: Ayana.com)</i></p> <p>Figure 2.2 21 Ocean View Room</p>	<p>The View Room provides a bright and cozy space with a clear view of the ocean. Guests can enjoy natural light and a peaceful sea view during their stay.</p>
 <p><i>(Source: Ayana.com)</i></p> <p>Figure 2.2 22 Partial Ocean View Room</p>	<p>This room features a combination of resort and ocean views. Although the ocean view is not fully visible, the room still offers a pleasant and comfortable place to relax.</p>
 <p><i>(Source: Ayana.com)</i></p> <p>Figure 2.2 23 Resort View suite</p>	<p>The Resort View Suite is more spacious than a standard room and includes a separate living area. It offers extra comfort and a calm view of the resort surroundings, making it ideal for longer stays.</p>

 <p data-bbox="483 624 690 655">(Source: Ayana.com)</p> <p data-bbox="362 682 812 714">Figure 2.2 24 Two Bedroom Ocean View suite</p>	<p data-bbox="839 339 1248 570">This suite includes two separate bedrooms and a large living space with beautiful ocean views. It is perfect for families or groups who need more space, comfort, and privacy during their stay.</p>
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AYANA Resort Bali Food and Beverages:

Figure	Description
 <p data-bbox="426 1361 636 1392">(Source: Ayana.com)</p> <p data-bbox="387 1419 709 1450">Figure 2.2 26 To'Ge Restaurant</p>	<p data-bbox="839 1057 1209 1289">To'ge Restaurant serves international and Asian dishes in a casual and friendly setting. It is suitable for guests who want a relaxed dining experience with a wide variety of menu choices.</p>



(Source: Ayana.com)

Figure 2.2 27 Forest Bar

Forest Bar is located in a green and natural area, creating a calm and refreshing atmosphere. It offers light snacks and drinks, making it a great place to relax after enjoying resort activities.



(Source: Ayana.com)

Figure 2.2 28 Rimba Pool Bar

RIMBA Pool Bar provides drinks and light meals beside the swimming pool. Guests can enjoy refreshments without leaving the pool area, creating a fun and relaxing poolside experience.

	<p>Kampoeng Bali offers traditional Indonesian and Balinese cuisine in a cultural setting. The restaurant allows guests to experience local flavors and authentic Indonesian hospitality.</p>
<p><i>(Source: Ayana.com)</i></p>	<p>Figure 2.2 29 Kampoeng Bali</p>
	<p>Rock Bar is one of the most famous outlets at AYANA Bali, located on the cliffs above the ocean. It is well known for its sunset views, signature cocktails, and dramatic atmosphere.</p>
<p><i>(Source: Ayana.com)</i></p>	<p>Figure 2.2 30 Rock Bar</p>
	<p>Kisik Seafood and Grill specializes in fresh seafood served by the beach. Guests can enjoy grilled seafood while experiencing a romantic seaside dining atmosphere.</p>
<p><i>(Source: Ayana.com)</i></p>	<p>Figure 2.2 31 Kisik Seafood and Grill</p>

	<p>Padi Restaurant focuses on Indonesian cuisine with flavors inspired by local ingredients. The restaurant offers a warm and traditional dining experience.</p>
<p><i>(Source: Ayana.com)</i></p> <p>Figure 2.2 32 Padi Restaurant</p>	
	<p>Damar Terrace serves Indonesian dishes in a semi-outdoor setting. The relaxed atmosphere makes it suitable for casual meals while enjoying the resort surroundings.</p>
<p><i>(Source: Ayana.com)</i></p> <p>Figure 2.2 33 Damar Terrace Restaurant</p>	
	<p>Sami-Sami Restaurant offers Italian cuisine with an open kitchen concept. Guests can enjoy freshly prepared pasta, pizza, and other Italian dishes in a lively and interactive dining environment.</p>
<p><i>(Source: Ayana.com)</i></p> <p>Figure 2.2 34 Sami - Sami Restaurant</p>	

Meeting Venue Type's:

Table 2. 6 Meeting Venue

Figure	Description
 <p data-bbox="453 1051 659 1082">(Source: Ayana.com)</p> <p data-bbox="421 1111 707 1143">Figure 2.2 35 Ayana Ballrom</p>	<p data-bbox="850 736 1232 1082">AYANA Ballroom is a large and elegant venue designed for weddings, gala dinners, and big events. The spacious room allows flexible setups and is suitable for formal celebrations with a luxury atmosphere.</p>
 <p data-bbox="461 1605 667 1637">(Source: Ayana.com)</p> <p data-bbox="421 1664 771 1695">Figure 2.2 36 Batur Meeting Room</p>	<p data-bbox="850 1358 1216 1709">Batur Meeting Room is ideal for small to medium-sized meetings or private events. It offers a quiet and comfortable space that supports focused discussions and professional gatherings.</p>

 <p><i>(Source: Ayana.com)</i></p> <p>Figure 2.2 37 Hibiscus Meeting Room</p>	<p>Hibiscus Meeting Room provides a modern setting for meetings and small events. The room is designed to create a professional yet comfortable environment for guests.</p>
 <p><i>(Source: Ayana.com)</i></p> <p>Figure 2.2 38 Frangipani Conference Room</p>	<p>Frangipani Conference Room is suitable for conferences, seminars, and business meetings. It offers enough space and facilities to support organized and smooth event activities.</p>
 <p><i>(Source: Ayana.com)</i></p> <p>Figure 2.2 39 Ixora Conference Room</p>	<p>Ixora Conference Room is a flexible venue that can be arranged for different types of events, including meetings and small weddings. The comfortable layout helps create an efficient and pleasant event experience.</p>

Wedding Venue:

Table 2. 7 Wedding Venue

Figure	Description
 <p data-bbox="454 900 664 932">(Source: Ayana.com)</p> <p data-bbox="410 959 717 990">Figure 2.2 41 Champa Garden</p>	<p>This place is an outdoor wedding venue surrounded by green gardens and tropical flowers. It offers a calm and natural atmosphere, making it ideal for romantic garden wedding ceremonies.</p>
 <p data-bbox="454 1343 669 1374">(Source: Ayana.com)</p> <p data-bbox="442 1401 688 1432">Figure 2.2 42 Kisik Pier</p>	<p>This place is located by the ocean and provides a beautiful seaside setting. This venue is perfect for couples who want a wedding with ocean views and a peaceful beach atmosphere.</p>

 <p>(Source: Ayana.com)</p> <p>Figure 2.2 43 Asmara Gazebo</p>	<p>This place is intimate and romantic setting with views of the ocean. The gazebo design creates a private and elegant space for small wedding ceremonies.</p>
 <p>(Source: Ayana.com)</p> <p>Figure 2.2 44 Kubu Beach</p>	<p>This place is a beachfront wedding venue with soft sand and ocean scenery. It gives a relaxed and natural beach wedding experience, especially during sunset.</p>
 <p>(Source: Ayana.com)</p> <p>Figure 2.2 44 Kubu Beach</p>	<p>This wedding place is a modern glass chapel with panoramic ocean views. The elegant design and bright interior create a sacred and romantic atmosphere for wedding ceremonies.</p>



Source: Ayana.com)

Figure 2.2 46 Tresna Chapel

This wedding site, which can accommodate about 180 guests, includes a stunning glass altar and a translucent glass aisle with a rocky river running below.



(Source: Ayana.com)

Figure 2.2 47 Astina Pavillion

This wedding place is a semi-outdoor venue with a classic Balinese style. It is suitable for traditional or cultural wedding celebrations in a peaceful setting.



Source: Ayana.com)

Figure 2.2 48 Bale Kencana

This wedding place is an open-air pavilion that offers a warm and elegant atmosphere. It is ideal for intimate weddings or private events with a traditional touch.

Ayana Resort Bali Pool and Beach:

Table 2. 8 Pool and Beach

Figure	Description
 <p data-bbox="462 923 669 954">(Source: Ayana.com)</p> <p data-bbox="430 983 696 1015">Figure 2.2 49 Kibu Beach</p>	<p>This beach is a quiet and private beach located at the bottom of AYANA's cliff. It has white sand and clear blue water, creating a peaceful atmosphere for guests who want to relax away from crowds. This beach is perfect for sunbathing, light swimming, or enjoying the ocean view in a calm and natural setting.</p>
 <p data-bbox="462 1693 669 1724">(Source: Ayana.com)</p> <p data-bbox="399 1754 728 1785">Figure 2.2 50 Ocean Beach Pool</p>	<p>Ocean Beach Pool is an infinity pool facing directly to the Indian Ocean. Guests can enjoy swimming while watching the waves and sunset view. The pool area has a relaxed beach-style feeling, making it a great place to unwind during the day or enjoy a beautiful evening atmosphere.</p>



(Source: Ayana.com)

Figure 2.2 51 River Pool

This pool is designed to look like a natural river surrounded by tropical gardens. The pool flows gently and offers a refreshing experience for guests who want to feel close to nature. It is suitable for families and guests who prefer a relaxed and peaceful swimming



(Source: Ayana.com)

Figure 2.2 52 Thalassotherapy Pool

This pool is a seawater pool designed for wellness and relaxation. It uses natural seawater and water pressure to help reduce stress and refresh the body. This pool is ideal for guests who want to enjoy a healthy and calming experience during their stay.



(Source: Ayana.com)

Figure 2.2 53 Ayana Main Pool

This pool is a spacious pool located near the main resort area. It offers comfortable loungers and a relaxing atmosphere with ocean views. This pool is suitable for all guests and is a popular place to swim, relax, and enjoy the luxury resort environment.



(Source: Ayana.com)

Figure 2.2 54 Rimba Main Pool

This pool has a modern and lively design surrounded by lush greenery. It is perfect for guests who enjoy a fun and vibrant pool atmosphere. The pool area is wide and comfortable, making it ideal for families, couples, and group travelers.



(Source: Ayana.com)

Figure 2.2 55 Forest Pool

This beach is located in a quiet area surrounded by trees and tropical plants. It offers a peaceful escape with a natural and fresh ambiance. This pool is perfect for guests who want privacy and a calm environment while enjoying nature.

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Ayana and Rimba Facilities:

Table 2. 9 Ayana and Rimba Facilities

Figure	Description
 <p data-bbox="467 855 674 887">(Source: Ayana.com)</p> <p data-bbox="414 916 717 947">Figure 2.2 56 SPA on the Rock</p>	<p>This facility is a luxury spa located on a cliff above the ocean. It offers relaxing treatments with stunning sea views and the sound of waves. This spa provides a unique and unforgettable wellness experience in a peaceful and romantic setting.</p>
 <p data-bbox="475 1610 690 1641">(Source: Ayana.com)</p> <p data-bbox="438 1671 694 1702">Figure 2.2 57 Ayana SPA</p>	<p>This facility offers a wide range of traditional and modern spa treatments. The spa focuses on relaxation, beauty, and body wellness. With professional therapists and a calm atmosphere, guests can enjoy a refreshing and rejuvenating experience.</p>



(Source: Ayana.com)

Figure 2.2 58 Ayana and Rimba Kids Club

This facilities is designed for children to play and learn in a safe environment. It offers fun activities, games, and creative programs supervised by trained staff. This facility allows parents to relax while their children enjoy quality time.



(Source: Ayana.com)

Figure 2.2 59 Ayana and Rimba Gym

This facilities are fully equipped with modern fitness equipment. Guests can maintain their workout routine while enjoying a comfortable and clean environment. The gym is suitable for both beginner and experienced fitness guests.



(Source: Ayana.com)

Figure 2.2 60 Businnes Center

This facilities provides professional facilities for guests who need to work during their stay. It offers internet access, printing services, and meeting support. This facility is ideal for business travelers who need a quiet and functional workspace.



(Source: Ayana.com)

Figure 2.2 61 Cabana Work Suite

This facilities is a private workspace designed for comfort and productivity. It combines a relaxing resort atmosphere with work facilities, allowing guests to work efficiently while enjoying the resort environment. This suite is perfect for remote work or private meetings.

Kitchen Area Facilities:

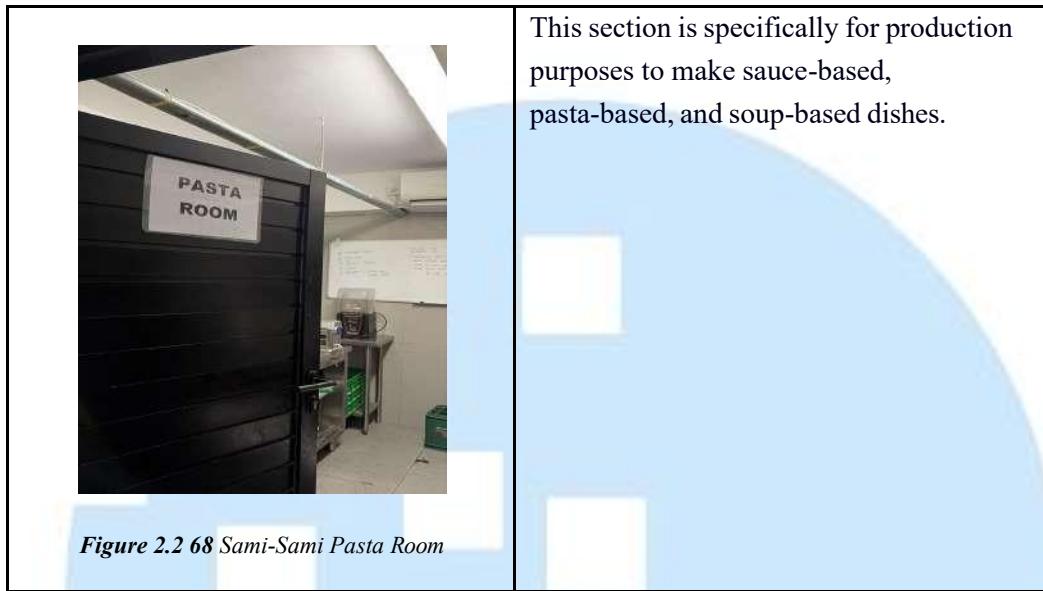
Table 2. 10 Bar Area

Figure	Description
	This kitchen is equipped with a walking chiller, stove, wok kitchen, oven, and sink. This kitchen is specifically for hot production only.

Figure 2.2 62 Banquet Kitchen

	<p>This kitchen features a standing chiller and a work table with chiller. This kitchen is specifically for appetizers and desserts only.</p>
	<p>In this section there is a special pizza oven, in this section it is only for pizza section</p>

	<p>This place is like a warehouse, but only specifically for dry ingredients such as spices and others.</p>
	<p>This kitchen has a walk-in chiller and a standing chiller. This area is specifically for cooking to order and is also only for hot food.</p>
	<p>This is a walk-in chiller. This is a refrigerator but people can enter it and inside this walk-in chiller there is also a walk-in freezer.</p>



2.1.3 Organizational Structure

In a large luxury resort such as AYANA Resort Bali, the kitchen plays a vital role in delivering high-quality guest experiences. With multiple restaurants, banquet facilities, villas, and special events operating simultaneously, a clear and well-structured kitchen organization is essential. Each position within the kitchen has specific responsibilities that ensure food quality, operational efficiency, hygiene standards, and smooth coordination between teams. The following explanation outlines the main kitchen positions applied at AYANA Resort Bali, starting from top management to entry-level roles, highlighting how each role contributes to the overall success of the culinary operation.



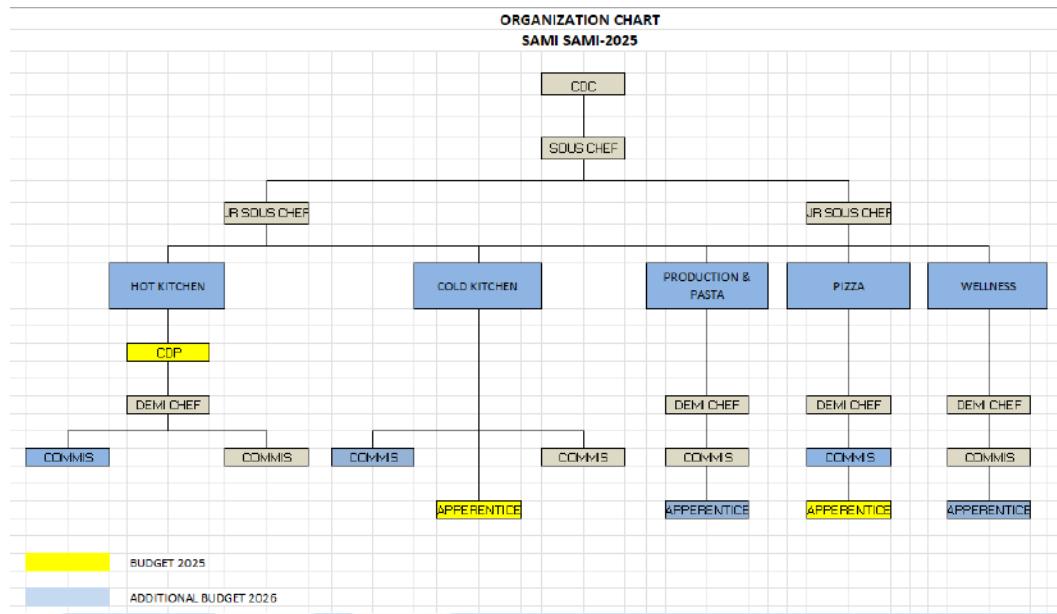


Figure 2.1.3 Sami-Sami Organizational Structure

The Chef de Cuisine (CDC) is responsible for managing a specific restaurant or kitchen outlet within the resort. In AYANA Resort Bali, each major outlet typically has its own Chef de Cuisine who oversees the daily kitchen operations for that venue. The CDC is directly involved in menu execution, quality control, staff scheduling, and maintaining hygiene standards. This role bridges management and hands-on operations, ensuring that the culinary vision set by the Executive Chef is properly executed. The CDC works closely with the Sous Chef and kitchen team to maintain consistency, presentation, and guest satisfaction.

The Sous Chef functions as the second in command within an outlet kitchen and plays a crucial operational role. At AYANA, the Sous Chef supervises daily food preparation, coordinates kitchen sections during service, and ensures that standard operating procedures are followed. This position is highly hands-on and often responsible for problem-solving during busy service hours. The Sous Chef also assists in training junior staff, managing inventory, and maintaining communication between management and kitchen employees, ensuring that operations run smoothly at all times.

Assisting the Sous Chef is the Junior Sous Chef, who is responsible for overseeing specific kitchen areas or shifts. In the AYANA kitchen environment, the Junior Sous Chef supports daily operations by monitoring food preparation, checking

mise en place, and supervising Chef de Partie and Commis. This role is important in maintaining consistency and discipline, especially during peak service times. The Junior Sous Chef is also in a learning and development phase, gaining leadership experience in preparation for higher managerial roles.

The Chef de Partie (CDP), also known as the section chef, is responsible for managing a specific kitchen station such as hot kitchen, cold kitchen, grill, or pastry. At AYANA Resort Bali, CDPs play a key role in maintaining food quality and efficiency within their assigned section. They are responsible for preparing dishes according to standard recipes, supervising Commis staff, managing ingredients, and ensuring cleanliness within their section. CDPs are expected to have strong technical skills and attention to detail, as their work directly impacts guest satisfaction.

Working under the CDP is the Commis, a junior cook who supports daily kitchen operations. In AYANA's professional kitchen setting, Commis chefs assist with food preparation, basic cooking tasks, and maintaining cleanliness and organization in their work area. This role is essential for learning fundamental culinary skills, understanding kitchen discipline, and gaining hands-on experience. Commis chefs follow instructions from CDPs and Sous Chefs while gradually developing their technical abilities and confidence in a fast-paced environment.

The Apprentice is usually a culinary student or trainee who is undergoing structured practical training. At AYANA Resort Bali, apprentices are given the opportunity to observe and participate in real kitchen operations under close supervision. Their responsibilities include assisting with basic preparation tasks, maintaining cleanliness, and learning standard kitchen procedures. This role focuses on skill development, work discipline, and understanding professional kitchen culture rather than performance output.

The entry level position in the kitchen structure is the Trainee, who is often new to the hospitality industry. Trainees at AYANA are introduced to the fundamentals of kitchen operations, including hygiene practices, safety procedures, and basic food handling. Their tasks are simple and closely supervised, allowing them to gradually adapt to the professional kitchen environment while building foundational knowledge and work habits.

In conclusion, the kitchen organizational structure at AYANA Resort Bali is designed to support efficient operations, consistent food quality, and professional staff development. Each position, from Executive Chef to Trainee, has clearly defined responsibilities that contribute to the overall success of the resort's culinary services. This structured system not only ensures smooth daily operations but also provides a clear career path for kitchen staff to grow and develop within a world class hospitality environment. Through strong leadership, teamwork, and continuous training, AYANA Resort Bali maintains its reputation as a leading luxury destination with exceptional culinary standards.

The logo features a large blue circle with a white cross inside. The cross is composed of several white squares of varying sizes. Below the circle, the letters 'UMN' are written in a large, blue, stylized font.