

## **CHAPTER II**

### **GENERAL DESCRIPTION**

#### **2.1 Hotels Profile**

##### **2.1.1 History**

The Mövenpick Group, founded by Ueli Prager in 1948, is the parent company of Mövenpick Hotels & Resorts. The name Mövenpick comes from the seagull, a symbol of prompt service. Mövenpick Ice Cream, first launched in 1963 and subsequently licensed to others from 1974, was eventually acquired by Nestlé in 2003. The first Mövenpick hotels opened in Zurich and Regensdorf in 1973. In 1976, they expanded beyond Europe with a hotel in Cairo, Egypt. This began their rapid expansion into the Middle East and Africa.

After Kingdom Holding Company acquired Mövenpick in 1997, it became one of the fastest-growing hotel chains in the Middle East. Upon its opening in Medina, Mövenpick was dubbed the "hotel for Hajj pilgrims." Since 2010, Mövenpick has partnered with Green Globe and has dozens of certified properties, demonstrating its commitment to the environment. In a new step in the brand's journey, Accor acquired Mövenpick Hotels & Resorts in April 2018 for CHF 560 million.

Mövenpick Resort & Spa Jimbaran Bali is the first five star resort that was constructed by PT Summarecon Agung Tbk. It was completed on January 12, 2017. This hotel, which is approximately 3.5 hectares in size and is integrated with Samasta Lifestyle Village, was built with an investment of between Rp 550 and Rp 600 million. In addition to incorporating local ornaments like layang-layang and ukiran khas Bali, Mövenpick Jimbaran's architecture and interior design draw inspiration from a few traditional Bali elements, creating a harmonious blend of modern and traditional elements.



Figure 2.1 Mövenpick Hotel Jakarta City Centre  
(Source : Accor)

Mövenpick Resort & Spa Jimbaran Bali is the first five star resort that was constructed by PT Summarecon Agung Tbk. It was completed on January 12, 2017. This hotel, which is approximately 3.5 hectares in size and is integrated with Samasta Lifestyle Village, was built with an investment of between Rp 550 and Rp 600 million. In addition to incorporating local ornaments like layang-layang and ukiran khas Bali, Mövenpick Jimbaran's architecture and interior design draw inspiration from a few traditional Bali elements, creating a harmonious blend of modern and traditional elements.

This resort features 297 rooms and suites with private balconies, Bali-style décor, and a variety of long-range amenities like Wi-Fi, a 3,000-meter-long resort with a water park and a mini-Olimpiade, Meera Kids Club with international certification, a ballroom, a spa Arkipela, and other amenities for MICE needs. Additionally, Mövenpick offers several dining options such as Anarasa restaurant,

which features a live cooking station, the Mövenpick Café, which serves many different style of coffee and ice cream, and the rooftop bar Above Eleven, which offers a view of the Jimbaran from above.



Figure 2.2 Mövenpick Resort & Spa Jimbaran Bali  
(Source : Bali.Tribun)

Mövenpick Bali also serves as the resort's main attraction, with events like Chocolate Hour every day at 16.00 WITA when guests can enjoy any kind of dessert with chocolate sauce. Based on its high-quality services and amenities, Mövenpick Jimbaran has received several accolades, including the title of "Bali's Leading Family Resort" from the 2018 World Travel Awards and a few accolades from Holidays with Kids, such as the top ranking for "Top Recommended Resort for Travellers with Infants" in Indonesia. Situated just 100 meters from Jimbaran beach and around 20 meters from Bandara Ngurah Rai, this resort is the top choice for domestic and foreign tourists seeking to experience the beauty, tranquility, and spirit of Bali in one place. Mövenpick Resort & Spa Jimbaran Bali is a hotel that ensures the highest food safety standards, Mövenpick Resort & Spa Jimbaran Bali has demonstrated this commitment by undergoing a rigorous audit

conducted by Ms. Nuanprang Simma, an honorable auditor from Environmental Health Consultancy (EHC) (Siahaan, 2024).




### 2.1.2 Facilities

#### A. Room Types



**Table 2.1** Room Types

Figure	Description
 <p>Figure 2.3 Classic King Pool View Room (Source : Movenpick.Accor)</p>	<p>Classic King Pool View Room is a 38 sqm room that have 1 king bed that can accomodate 2 people and has several facilities such as free wifi, smoke-free room, shower, air conditioning, and hair dryer.</p>
 <p>Figure 2.4 Classic Twin Pool View Room (Source : Movenpick.Accor)</p>	<p>Classic Twin Pool View Room is a 38 sqm room that have 2 twin bed that can accomodate 2 people and has several facilities such as free wifi, smoke-free room, shower, air conditioning, and hair dryer.</p>
 <p>Figure 2.5 Junior Suite (Source : Movenpick.Accor)</p>	<p>Junior Suite Room is a 58 sqm room that have 1 king bed that can accomodate 2 people and has several facilities such as free wifi, smoke-free room, shower, air conditioning, and hair dryer.</p>



 <p>Figure 2.6 Family Duplex Garden View Room (Source : Movenpick.Accor)</p>	<p>Our duplex-style Family Rooms give everyone the space they need to spread out and relax during their stay at the family-friendly Mövenpick Resort &amp; Spa Jimbaran Bali.</p>
 <p>Figure 2.7 Premium Suite (Source : Movenpick.Accor)</p>	<p>Premium Suite Room is a 58 sqm room that have 1 full size bed that can accomodate 2 people and has several facilities such as free wifi, smoke-free room, shower, air conditioning, and hair dryer.</p>
 <p>Figure 2.8 Jimbaran Pool Suite (Source : Movenpick.Accor)</p>	<p>Premium Suite Room is a 158 sqm room that have 1 full size bed that can accomodate 2 people and has several facilities such as free wifi, smoke-free room, shower, air conditioning, and hair dryer. This room is have a direct view to Indian Ocean.</p>

 <p>Figure 2.9 Premium Suite (Source : Movenpick.Accor)</p>	<p>Premium Suite Room is a 58 sqm room that have 1 full size bed that can accomodate 2 people and has several facilities such as free wifi, smoke-free room, shower, air conditioning, and hair dryer.</p>
 <p>Figure 2.9 Premium Suite (Source : Movenpick.Accor)</p>	<p>Premium Suite Room is a 58 sqm room that have 1 full size bed that can accomodate 2 people and has several facilities such as free wifi, smoke-free room, shower, air conditioning, and hair dryer.</p>
 <p>Figure 2.10 Family Prestige Room (2 Connecting Rooms) (Source : Movenpick.Accor)</p>	<p>Family Prestige Room is a 78 sqm room that have 1 full size bed that can accomodate 2 people and has several facilities such as free wifi, smoke-free room, shower, air conditioning, and hair dryer. This room also have a connecting room.</p>

 <p data-bbox="400 712 810 779">Figure 2.11 Classic King Room (Source : Movenpick.Accor)</p>	<p data-bbox="919 304 1353 521">Classic King Room is a 38 sqm room that have 1 king bed that can accomodate 2 people and has several facilities such as free wifi, smoke-free room, shower, air conditioning, and hair dryer.</p>
 <p data-bbox="400 1193 810 1261">Figure 2.12 Classic Twin Room (Source : Movenpick.Accor)</p>	<p data-bbox="919 790 1353 1043">Classic Twin Pool View Room is a 38 sqm room that have 2 twin bed that can accomodate 2 people and has several facilities such as free wifi, smoke-free room, shower, air conditioning, and hair dryer.</p>

## B. Restaurant

**Table 2.2 Restaurant**

Figure	Description
 <p data-bbox="316 1841 726 1908">Figure 2.13 Anarasa Restaurant (Source : Movenpick.Accor)</p>	<p data-bbox="847 1496 1353 1713">This restaurant serves breakfast, lunch or dinner. Starting from enjoying traditional Balinese liquor cocktails and tasting Indonesian coffee to enjoying delicious local dishes through Indonesian street food.</p>



 <p>Figure 2.14 Katha Lobby Lounge &amp; Library (Source : Movenpick.Accor)</p>	<p>The restaurant offers a bright and airy setting in Bali and offers semi-indoor and outdoor seating on the veranda overlooking the resort's tropical gardens. Guests can enjoy our afternoon tea with a tempting sweet buffet and a selection of unlimited teas and coffees with views of the tropical gardens on the veranda of the Katha lobby lounge. Guests often indulge in cocktails infused with exotic herbs and spices for a special island experience by the hotel's poolside.</p>
 <p>Figure 2.15 Movenpick Cafe (Source : Movenpick.Accor)</p>	<p>Mövenpick Café is the ideal place to enjoy a coffee or tea to go. With a variety of traditional Swiss cakes and pastries on offer at Mövenpick Café, you can experience a culinary culture that has existed for centuries.</p>
 <p>Figure 2.16 Jejala Pool Bar (Source : Movenpick.Accor)</p>	<p>Jejala Pool Bar is the pool bar at Mövenpick Resort &amp; Spa Jimbaran Bali. A 45-meter lap pool, Jacuzzi, artificial beach, children's playground and water slides are just some of the features of the Jejala Pool Bar area. Guests can enjoy frozen margaritas in a variety of flavors while relaxing in the lounge, sunbathing on the lounge chairs or lying in the hammocks at our Bali pool bar. Jejala Pool Bar is also a kids-friendly area, children can spend hours exploring the water slides, children's pool, playground and artificial beach while parents relax with refreshing drinks and snacks. Jejala Pool Bar also has a special kids menu that little ones will love to spend their day at the pool in Jimbaran.</p>





### C. Fitness and Wellness

**Table 2.3** Fitness and Wellness

Figure	Descriptuon
 <p>Figure 2.17 Gym (Source : Movenpick.Accor)</p>	<p>Movenpick Resort &amp; Spa Jimbaran Bali has 1 gym located next to the all day dining restaurant, namely Anarasa restaurant, this gym has an area of 150m<sup>2</sup> with quite complete facilities such as water dispensers, towels, and lockers that can be used by guests staying at Movenpick Resort &amp; Spa Jimbaran Bali.</p>
 <p>Figure 2.18 Arkipela Spa (Source : Movenpick.Accor)</p>	<p>Arkipela Spa is a spa owned by Mövenpick Resort &amp; Spa Jimbaran Bali, this spa is located on the 5th floor of Mövenpick which can be accessed from the lobby or guest rooms. At Arkipela Spa, guests staying at Mövenpick Resort &amp; Spa Jimbaran Bali can enjoy the spa facilities to relax for a moment while staying at Mövenpick Resort &amp; Spa Jimbaran Bali. Arkipela Spa has special equipment to provide spa comfort for guests who want to enjoy a traditional Indonesian spa.</p>

#### D. Meeting and Events

**Table 2.4 Meeting and Events**

Figure	Description
 <p>Figure 2.19 Akasa Ballroom (Source : Movenpick.Accor)</p>	<p>Akasa Ballroom is the ideal venue for large and festive events such as weddings, business meetings and conferences in Bali, with an area of 420 square meters, the pillar-less Akasa Ballroom can be divided into three smaller rooms, each measuring 140 square meters. In total, up to 300 people can be hosted for a cocktail reception, or 210 people for a banquet in the largest event space at Mövenpick Resort &amp; Spa Jimbaran Bali. A spacious pre-function area with natural light is available next to the ballroom, while ample parking and valet parking facilities ensure convenience for all arriving guests.</p>
 <p>Figure 2.20 Baga Rooms (Source : Movenpick.Accor)</p>	<p>Movenpick's Bali meeting space options include three Baga rooms, two of which can be combined to form a functional conference space. Each meeting room measures 50 square meters and is fully equipped with everything you need to host a business meeting. One of the rooms offers natural light and views of the tropical gardens, making it perfect for more relaxed events in Bali.</p>

 <p>Figure 2.21 The Boardroom (Source : Movenpick.Accor)</p>	<p>Movenpick Bali offers a smaller modern meeting room for 14 participants, which provides an intimate atmosphere for corporate meetings. Professional meeting room equipment includes black meeting tables, five-wheeled office chairs, conference call equipment, projectors and screens to ensure the success of the meeting.</p>
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#### E. Facilities at All Movenpick Resort & Spa Jimbaran Bali Bar Outlet

**Table 2.5** All Outlet Bar Facilities


Figure	Description
 <p>Figure 2.22 Anarasa Restaurant Bar (Source : Movenpick.Accor)</p>	<p>Anarasa restaurant bar has facilities such as a wine chiller, beverage chiller, coffee machine, ice bin, sink, and dishwasher that can be used to clean glasses used for ala carte bar operations.</p>





Figure 2.23 Movenpick Cafe Bar  
(Source : Movenpick.Accor)

The bar at Movenpick Cafe has several facilities such as a chiller, sink, dishwasher, and a coffee machine that is quite sophisticated compared to Anarasa and Katha, because Movenpick Cafe focuses on selling quality coffee, tea, and juice.



Figure 2.24 Katha Lounge Bar  
(Source : Movenpick.Accor)

Katha Lounge has a bar that has facilities such as a coffee machine, sink, ice bin, chiller, wine chiller, and ice machine that can be used and taken at any time to support operations because Katha Lounge needs more ice to make cocktails because Katha Lounge focuses more on its cocktail products.

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Figure 2.25 Jejala Pool Bar  
(Source : Movenpick.Accor)

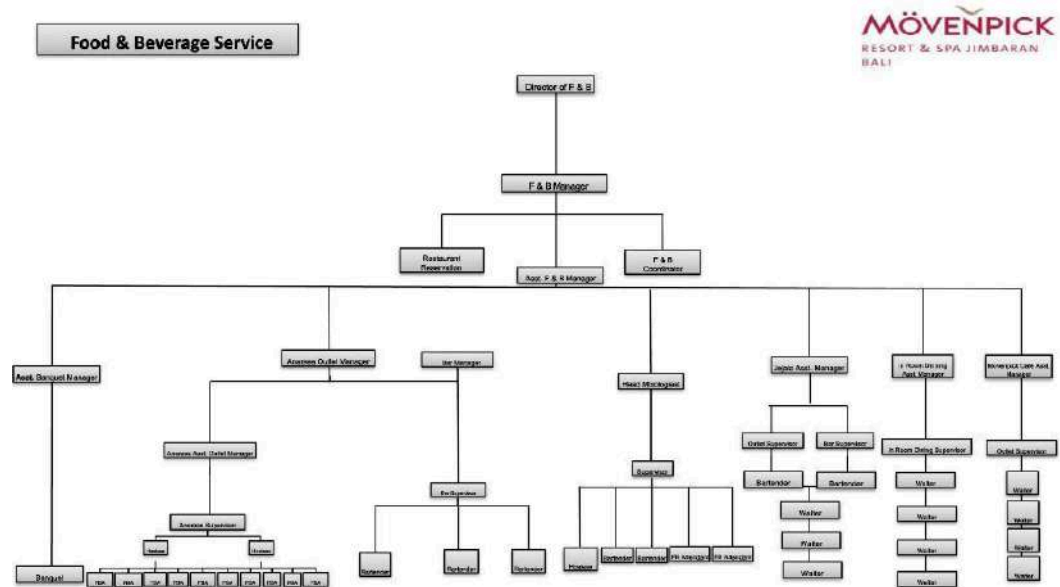
Jejala pool bar has facilities such as a chiller, sink, ice bin, and a dishwasher with a slightly larger capacity than the dishwasher owned by Anarasa Restaurant or Movenpick Cafe because Jejala pool bar requires glasses that are often used to make cocktails and juices.

## 2.2 Organizational Structure

To ensure the smooth operation of the Food & Beverage Service at Mövenpick Resort & Spa Jimbaran Bali, the organizational structure is structured in an orderly manner. At the top of the structure, the Director of F&B is responsible for the overall strategy, policies, and performance of the department. Under him is the F&B Manager who manages daily operations, assisted by the Assistant F&B Manager, Restaurant Reservation Manager, and F&B Coordinator who are responsible for inter-outlet communication, administration, and reservations.

At the mid-level operational level, there are Outlet Managers such as the Anarasa Outlet Manager, Bar Manager, Banquet Manager, In-Room Dining Assistant Manager, and Mövenpick Café Assistant Manager. They are responsible for managing their respective outlets, including service quality, staff management, achieving sales targets, and guest satisfaction. The Head Mixologist also plays a crucial role in managing beverage quality and bar menu innovation.

Figure 2.26 Organization Chart



Supervisors and Outlet Supervisors are responsible for daily field operations and ensuring that service standards are met. They are also responsible for discipline, task allocation, and problem-solving during operations. Staff such as bartenders, waiters, hostesses, and F&B servers serve guests directly at the executive level. Through prompt, friendly, and professional service, they play a crucial role in providing a quality dining experience. Overall, this organizational structure demonstrates a clear division of duties and a coordinated work system to ensure the smooth operation of the hotel's food and beverage service.