THE ROLES OF GUEST RELATION OFFICER IN HANDLING GUESTS’ NEEDS AT NOVOTEL SOLO

FINAL PROJECT REPORT

Submitted as a Partial Requirement in Obtaining Degree in the English Diploma Program, Faculty of Letters and Fine Arts, Sebelas Maret University

by

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Approved to be examined before the Board of Examiners,
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Title : THE ROLES OF GUEST RELATION OFFICER IN
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MOTTOES

“You’ll Never Walk Alone”

“The good thing of being fallen is to give someone a chance to catch you”
DEDICATION

I dedicate this final project especially to my beloved parents who are not longer by my side,

I will always love you, Mom...Dad...Always..

I know you’re watching over me all the time...

And...

You are irreplaceable....
PREFACE

I am sincerely grateful to Allah SWT and The Prophet Muhammad SAW who have given me strength, spirit, and patience so I can finish my final project report right in time.

This final project report entitled *The Roles of Guest Relation Officer in Handling Guests’ Needs at Novotel Solo* was selected because it could completely describe both the job description and the importance of Guest Relation Officer at Novotel Solo.

Although Novotel shares the same management with Ibis hotel, the daily jobs of Guest Relations Officer are focused on Novotel. Because of this matter, in this final report, the writer will discuss the availability of Guest Relation Officer at Novotel only.

I realize that this final project report is still far from perfection, but I had done the optimum efforts to make this final report as best as it could be. By reading this final report, it is expected to give the readers more valuable informations and knowledges.

Surakarta, July 2010

commit to user

Nugrahenny Putri Untari
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By the accomplishment of this final report, I also would like to thank deeply to those who continuously gave help and support:

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3. Drs. Hendarto Rahardjo, M.A. as the Consultant of my final report, thank you for the guidances, advices, and suggestions so the writer can finish this report right in time.
4. All Lecturers of English Diploma Program who have educated me well
5. Mr. Cyrill Vourc’h, the General Manager of Novotel Solo who gave me the great opportunity to have job training at Novotel Solo.
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7. My families, my uncles and aunts, thank you for treating me with love and care just like your own daughter. I do appreciate the efforts in supporting me to finish my education on time.
8. My friends at Novotel and Ibis Solo, all departments and sections, sorry I can not mention one by one, but thanks a lot, really.
9. My BIGREDS (Indonesia’s Official Liverpool FC Supporters Club) friends. We share same passion and build a family through football, thanks for being my great spirit and motivator everytime I was down.
10. My never ending bestfriends, BFF (best friends forever): Rizka, Sinta, and Nindy, nearly eight years we keep this friendship. No matter the distance that keeps us away, our friendship will last forever. Thanks for always being with me in all ups and downs.

11. My close friend and classmate, Ester, thank you for everything, you are always there when I need you. Besides, we shared and experienced a lot of things during the job training period as GRO at Novotel Solo.

12. Gank Kepompong: Lia (Kajol), Nana, Novel, and Ryan (Bebz), thanks for being my closest friends at college, keep crazy like we always do.

Surakarta, July 2010

Nugrahenny Putri Untari
ABSTRACT

Nugrahenny Putri Untari. 2010. THE ROLES OF GUEST RELATION OFFICER IN HANDLING GUESTS’ NEEDS AT NOVOTEL SOLO. English Diploma Program, Faculty of Letters and Fine Arts, Sebelas Maret University.

This final project report is written based on the job training done at Novotel Solo which was done from February 2, 2010 until May 9, 2010. The objectives of this report are to describe the daily routines of Guest Relation Officer and to explain the importance roles of Guest Relation in handling the needs of Novotel guests.

Considering Novotel as a busy hotel, the availability of Guest Relation Officer is very essential. By being Guest Relation Officer, the writer met various characters of guests and experienced directly how to handle their needs, such as preparing special arrangements for VIP guests, handling complaints, handling membership program, etc. Besides, the writer also experienced how to build a good teamwork with other hotel departments in case of meeting and completing guests’ needs. In conclusion, a Guest Relation Officer is a bridge between the guests and the hotel, and to build a harmonious relationship, Guest Relation Officer must be able to conduct an effective communication with the guests.
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CHAPTER I

INTRODUCTION

A. Background

Solo, is a city which can provide any kind of entertainments, recreations, and culinaries. It is famous for its traditional Javanese customs which become the main assets in promoting tourisms. Every day, Solo can attract a lot of domestic and international tourists.

Tourism is linked to some supporting factors, such as transportations, tourists sites, travel agents, and the most essential is accommodation. Accommodation is important, whereas the tourists need a place to stay during their visit. In this case hotel as a place to stay is needed. In the recent years, the growth of hotels increases fast. Many hotels compete to gain more guests and build their best image in front of public. The reputation of an hotel depends on the number of guests staying, facilities, and services.

Every hotel has its own way to build a good image. Most of high-rate hotels usually have been qualified in quality, both in services and facilities. The good impact is, of course, that this kind of hotel has so many customers, most of them are loyal guests who come many times. This is called “satisfaction”. The guest feels satisfied and amused by the services given, so they desire to comeback another time to the same hotel. Satisfaction does not appear instantly. It is created by the way a hotel provides good services to the guests.
In this case is Novotel Solo. Novotel is one of the four-star hotels in Solo which has the high standard as one of Accor's international hotel chain. As one of high-rate hotels in Solo, Novotel has successfully built a good image. The main purpose of Novotel as a business hotel is also supported by the good relationship built in front of important colleagues and business partners, such as companies, banks, travel agents, or even the states functionaries. This harmonious relationship makes Novotel Solo have so many guests coming to stay there everyday.

The effort to obtain the guests’ satisfactions is done by all staffs of the hotel. Every department involved has its own duty to run the hotel operational. The Front Office Department is the center of all hotel activities. It is called the “nerve” of the hotel (Agus Sambodo dan Bagyono. 2006. Dasar-Dasar Kantor Depan Hotel. Yogyakarta: ANDI).

Front Office Department holds the most important role because the main activity is directly connected to the guests and it is the first impression of the hotel. The sub-divisions of Front Office Department at Novotel Solo are Front Desk Agent (Reception), Concierge, Operator, Reservation, and Guest Relation Officer (GRO). Guest Relation Officer has the main duty to manage the arrangements for VIP guests. However, it does not mean that Guest Relation Officer is only for treating the special guests. Still, the main job is to provide the best services to all guests with no exception.

Becoming Guest Relation Officer is not easy because there are so many tasks to do. The characteristics of the guests are different from each other. Every guest has their own needs. It is a must for Guest Relation Officer to fulfil the guests’ needs because it is a part in building the guests’ satisfaction.
There are various needs of the guests, tangible or intangible. Tangible is such as necessities during their stay and hotel products. Intangible is such as complaints and story sharing. The main skills of Guest Relation Officer are well grooming, patient, communicative, and creative. Those skills are very important to have. By having those skills, the daily activities and mechanisms of Guest Relation Officer will run well. After gaining the good image and satisfaction from the guests, furthermore, Novotel will have frequent customers (loyal customers who come back again very often because they feel satisfied about the services given by Novotel).

The purpose of this report is to describe the jobs and the roles of Guest Relation Officer to support the operational activities at Novotel Solo by completing, providing, and fulfilling any kind of guests’ needs. Considering the high occupancy, the high number of important guests or businessmen staying, the reputation and the prestige as one of the international hotels network chain, the writer has chosen Novotel as the job-training place.

B. Objectives

a. To describe the importance of Guest Relation Officer at Novotel Solo
b. To describe the main duty in providing the best service for all guests
c. To describe the daily activity in managing the arrangements and treatments for VIP guests
C. Benefits

1. To the University

This report is expected to enrich the knowledge about hotelier mainstream. In addition, it can be such a reference and orientation in creating more proficient trainees to do job training in hotel and tourism section.

2. To the hotel

This report can be the way to promote Novotel along with its facilities and services. Public will know Novotel as one of four-star hotels with its prestigious image. Besides, this report can be a consideration for Novotel to evaluate and improve the availability of Guest Relation Officer.

3. To students of UNS

For the students who do not major in hotelier program, this report can enrich the knowledge and give some additional info about hotels. For students of hotelier program, besides to enrich the knowledge, this report can be a reference in choosing job-training place, and a reference for those who get the position as Guest Relation Officer at Novotel Solo.
CHAPTER II

REFERENCE REVIEW

A. Hotel

On the order to find out what the hotel is, the following are the definitions of hotel:

a. General Definition: Hotel is a building where people stay, usually for the short time, paying for their rooms and meals. (Oxford Dictionary)

b. On the other hand, according to Directorate General of Tourism in the SK Menparpostel number KM 34/ HK 103/ MPPT-87 describes the hotel as: ‘Hotel is an accommodation using a part or all building in order to provide rooms, attendant services, food and beverage services and any other services to publics, and it is managed as a commercial and it should follow a government role and regulation’.

From those definitions, it can be concluded that hotel:

• One kind of accomodations
• A part or all used building
• Providing meals, drinks, place to stay, and also the other services
• It is provided for public
According to Denis L. Foster in the book *An Introduction to Travel and Tourism*, in short, hotel can be described as a building used for place to stay which is completed with any kind of services, such as food and beverage, laundry, leisure and recreation facilities.

Hotel industry has special characteristics. It consists of tangible products such as rooms, foods and drinks, and intangible products such as hospitality, respect, and excellent services.

In a hotel, there are several departments which have their own duty to support the hotel activity. They are:

- **Personnel/ Human Resource Department (HRD)**
  
  HRD is a division related to human resources and employees requirements. HRD creates the company regulations, prepares salary standardization, manages employees’ promotion, transfer, or even termination.

- **Engineering Department**
  
  Engineering division which is responsible for handling electricity, water, and another machinery stuffs.

- **Accounting Department**
  
  Accounting division is responsible for managing anything financial. The main job are to count hotel revenue and become cost controller.
- **Housekeeping Department (HK)**

HK holds the role to keep and maintain the cleanliness of the hotel, including guest’s rooms and public area as well. HK also manages the laundry activity.

- **Food and Beverages Department (F&B)**

F & B is a division related to foods producing. The areas under F&B Department are restaurants, bar, lobby lounge, room service, and banquet.

- **Sales and Marketing Department (S&M)**

S&M Department is a division which is responsible in doing promotions to the customers. Besides, S&M also holds the job as in-house public relation officer.

- **Front Office Department (FO)**

### B. Front Office Department

According to Vallen (1985: 24) in the book *Check-in Check-out, Principles of Effective Front Management*, Front Office is described: It is indeed the heart and the hub and the nerve center of guest activity.

Front Office holds the major role to arrange everything related to the guests. In running the hotel activity, Front Office always contacts other department. Every problem is occurring during the stay is reported to Front Office as the one who face the guests directly.
The part of Front Office Departments as following:

- **Reception (Front Desk Agent):** the area inside the entrance of a hotel where guests go first when they arrive. A person whose job is in this area called Receptionist. The job is to handle the process of check-in and check-out. Reception is also the center of all information related to the guests.

- **Concierge/Bellboy:** a person whose job is to carry people’s cases to their rooms in a hotel. Besides, concierge provides the other services, such as car rental, newspaper order, shuttle service, and driver.

- **Guest Relation Section**

  Guest Relation Section is created to give more effective attention and service to the guests. This section is usually available only in four or more-star hotels or the hotels beyond international chain networks, like Novotel. At Novotel, Guest Relation Section is held by Guest Relation Officer.

  Guest Relation Officer is a person who has main duties to welcome the guest, conduct guest’s check-in process hospitably and efficiently, help and escort the guests in finding their room, give accurate information to the guest, handle and solve guest’s problems (complaints), especially for special or particular services, during their stay at hotel (Ir Endar Sugiarto: 2004)

  Guest Relation Officer is responsible in welcoming and maintaining the courteous relationship between the hotel and its guests and helping the guest to arrange their activity during their stay.

  The main duties of Guest Relation Officer:

  - Handling VIP Guests arrangements
  - Handling Loyalty Programs Membership
• Handling written correspondence in English
• Conducting tours of the hotel for visitors, guests, tour operators
• Doing communication with guests and coordination with the management in order to meet customers’ needs.

C. Conception of Novotel

According to several factors, Novotel can be classified as business hotel. Besides strategically located in the heart of the city, the guests of Novotel are mostly businessmen. However, it does not mean that Novotel has limited purpose as business hotel only. The motto of Novotel is ‘designed for natural living’ means that Novotel blends both modern and traditional senses to create a concept as business and leisure hotel. Modern, spacious and comfortable, Novotel rooms have been designed to meet the needs of all types of hotel users like individual travelers, or even for recreational families.

However, the modern conception of Novotel Solo is perfectly applied without leaving the Javanese values as one of the identities of Indonesia which is rich and famous for its various customs.

D. Accor Chain

i. The History of Accor

Accor is the European leader in hotels (Accor Hospitality) and a global leader in services to corporate clients and public institutions (Accor Services). As
the biggest international hospitality and service network, Accor operates in nearly 100 countries with more than 150,000 employees.

Accor Hospitality, the Accor hotels branch, has more than 4,000 hotels worldwide, ranging from economy to luxury. Through Accor Services, Accor also runs service vouchers to over 430,000 companies and institutions and 30 million users in 40 countries. Accor Services provide ticket restaurant, ticket service, childcare vouchers, eyecare vouchers, worklife benefits, and ticket compliments.

Accor was built by two French men Paul Dubrule and Gerard Pélisson in 1983. At first, Paul Dubrule and Gerard Pélisson created SIEH (Société d'investissement et d'exploitation hôteliers) in 1967 which settled in business of catering, restaurants, and accommodations. Dubrule and Pélisson opened their first Novotel hotel in Lille, France.

In 1974, they launched the Ibis brand with the opening of the Ibis Bordeaux. The following year, SIEH acquired the Courtepaille and Mercure brands, and in 1980 the Sofitel hotel brand, which then consisted of 43 hotels. Two years later, in 1982, the SIEH bought out Jacques Borel International, the then world-leading brand offering restaurant vouchers.

(adapted from www.wikipedia.com)

Then in 1983, was the creation of Accor, the new entity counted 440 hotels, 1,500 public or institutional restaurants, 35,000 employees, a presence in 45 countries. Years passed, Accor extended fast and now Accor becomes the leading of international hospitality industry with the main focus is on hotel management.
Accor Values

Accor Values is created as the image of Accor as international hospitality and service industry. Accor’s services reflect the strength and character of the individuals who formed it. The following are the Accor values:

- Trust: Accor has the customers’ trust as it is qualified to provide good services and create good image as one of international brand.
- Respect: In providing services to the customers, Accor shows the high respect and put the customers’ satisfaction as the main priority.
- Performance: Performance is very important. By showing good performance and attitude, Accor has successfully built good image in front of the customers.
- Innovation: As a professional brand, Accor is always ready to create new innovations or ideas following the modern era which keep changing all the time.
- Spirit of Conquest: The spirit of conquest is needed as a motivation to always step ahead before the other competitors.

(Source: HRD Novotel Solo)

ii. Accor Hotels

Federated under the Accor Hospitality name, the group’s hotel operations include more than 15 complementary brands—from luxury to economy. Present
in 90 countries, with 4100 hotels and nearly 500000 rooms, Accor’s brands offer hotel stays tailored to the specific needs of each business and leisure customers.

The hotels beyond Accor are (divided into two types, business street and economy street):

**Business Street category:**
- Mercure
- Grand Mercure
- Suite Hotel
- Novotel
- Sofitel

**Economy Street (cheaper and more reachable) category:**
- Ibis
- Etap Hotel
- Formule 1
- Motel 6

(adapted from [www.accor.com](http://www.accor.com))
CHAPTER III

DISCUSSION

A. Novotel Solo

1. System of Organization

Running under management of Accor, Novotel Solo shares the same management with Ibis hotel which is built recently next to Novotel. However, the both hotels have different conception. Novotel is more spacious and classic view meanwhile Ibis is much more simple and colorful.

The good image as one of international hotel shows that the mission of the management and the workers in presenting the best services to the guests is accomplished. The principle of Accor "Succeeding Together" means that to reach the success needs a great teamwork. To run the hotel operational well, there must be a harmonious relationship among the workers. The main objective of hotel activities is to provide the best services to the guests.

Moreover, the Accor’s Values give such a great spirit for the workers. Accor’s Values are written on the wall alongside the HRD corridor where the workers pass and walk every day before they go on duty. By reading those values when first arrive at the hotel, it is expected to bring such as a spirit and motivation.

The chief members of the management team are General Manager, Department Head, Department Assistant, and Supervisor. (for the further information of the structure of organization in detail-kindly to see the appendices.
2. Description of Novotel Solo

Novotel is one of Accor’s hotel networks. It is designed for business and leisure. In Indonesia, there are 30 Novotel hotels. One of them is in Solo, which is famous as a cultural city of Javanese alongside Yogyakarta.

Novotel Solo is a four-star hotel and strategically located in the heart of the city, the complete address is at Jl. Slamet Riyadi 272 Solo, Central Java. Because of the strategic location, Novotel is very suitable to become the center of business and leisure. There are so many business and leisure sites nearby, such as shopping center, twenty minutes ride to Adi Sumarmo Airport, and the other places in walk distances. Below are the description of floors:

Ground level: at the entrance of the hotel, there is concierge counter, ready for welcoming the guests arrived. When entering the front door, the guests will directly see the reception, spacious lobby on the right, and arcades counter on the left. Novotel’s lobby is completed by lobby lounge with free billiard, newspapers, and web corner, there is also Sun and Pastry Deli Shop which provides any variant of bakery, coffee or tea. Next to the lift, there are two statues of Javanese lady. The lobby is designed with a variety of Javanese furnishing and paintings blending with modern decorations.

First floor: the first floor consists of ballrooms which are used for meeting, exhibition, or conferences. As a business hotel, Novotel ballrooms are often fully booked. The participants of the event mostly have their stay as well in the hotel. It makes them easier to attend the event. Novotel has six meeting rooms with the specification:
### Name of the Room

<table>
<thead>
<tr>
<th>Name of the Room</th>
<th>Area (sq. meter)</th>
<th>Dimension (meter)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Borobudur 1</td>
<td>240</td>
<td>16 x 15</td>
</tr>
<tr>
<td>Borobudur 2</td>
<td>180</td>
<td>12 x 15</td>
</tr>
<tr>
<td>Borobudur 3</td>
<td>180</td>
<td>12 x 15</td>
</tr>
<tr>
<td>Prambanan 1</td>
<td>112.5</td>
<td>7.5 x 15</td>
</tr>
<tr>
<td>Prambanan 2</td>
<td>112.5</td>
<td>7.5 x 15</td>
</tr>
<tr>
<td>Mendut</td>
<td>48</td>
<td>6 x 8</td>
</tr>
</tbody>
</table>

#### Rooms

Novotel has 145 rooms which are divided into four types: Standard, Executive, Suite, and Family. The room number consists of three numbers. First number shows the floor, second and third show the number of the room. At Novotel, there are no room number 13 and 25.

<table>
<thead>
<tr>
<th>Room Type</th>
<th>Floor</th>
<th>Room Numbers</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Standard</td>
<td>2nd-5th</td>
<td>02-12</td>
<td>14-26</td>
</tr>
<tr>
<td>Standard</td>
<td>6th</td>
<td>-</td>
<td>02-26</td>
</tr>
<tr>
<td>Executive</td>
<td>7th</td>
<td>15-26</td>
<td>-</td>
</tr>
<tr>
<td>Family</td>
<td>8th</td>
<td>-</td>
<td>15-26</td>
</tr>
<tr>
<td>Suite</td>
<td>2nd-5th</td>
<td>01</td>
<td>-</td>
</tr>
<tr>
<td>Suite</td>
<td>6th</td>
<td>-</td>
<td>01</td>
</tr>
<tr>
<td>Suite</td>
<td>7th</td>
<td>03</td>
<td>-</td>
</tr>
</tbody>
</table>

**Total** 145

**Standard Rooms:**
- Individually controlled air conditioner (AC)
- Minibar, refrigerator, coffee maker, water heater
- 14” non-flat screen television with local channel
- Bathroom with tube, shower, and hairdryer

*commit to user*
- Deposit box
- Telephone

Executive Rooms/Family Rooms:
- Individually controlled air conditioner (AC)
- Minibar, refrigerator, coffee maker, water heater
- 29” flat screen television with 33 channels (local and international)
- Bathroom with tube, shower, and hairdryer
- Deposit box
- Telephone
- Docking station

Suite Rooms:
- Individually controlled air conditioner (AC)
- Minibar, refrigerator, coffee maker, water heater
- 29” flat screen television with 33 channels (local and international)
- Bathroom with tube, shower, and hairdryer
- Deposit box
- Telephone
- DVD Player
- More spacious area than Executive or Family Rooms

On the 7th floor (Executive Floor), there is a lobby lounge providing the free internet access via two personal computers, buffet for breakfast and

commit to user
complimentary cakes, coffee maker, 29” flat screen television with 33 channels (local and international). In addition, the General Manager’s apartment and the counter desk of Guest Relations Officer are on this floor.

**Facilities**

a. **Oasis and Lagoon Swimming Pool**

As a four-star hotel, Novotel Solo has two swimming pools. Oasis is located in Novotel while Lagoon is located next to Ibis. However, the pools can be used by the guests of the both hotels. At Oasis, there is Splash Pool Bar which provides fresh and healthy drinks. The guests can enjoy this additional service while they are having a relax at the pools. Splash Pool Bar opens daily from 06.00 am to 08.00 pm.

b. **Vous SPA**

Vous SPA offers many kind of relaxation treatments, from traditional to modern. There are services for the guests who are willing to have massage in their room, with the last reservations until 10.00 pm for the staff coming to the guests’ room. Besides, Vous SPA also provides several beauty care such as facial care, hair care, and nail care.

c. **In Balance Fitness Centre**

In Balance fitness centre opens daily from 06.00 am to 10.00 pm and provides yoga class, aerobic class, and of course the fitness equipments with personal trainer as well. There are also sauna, jacuzzi, and steam room provided.
d. Andrawina Restaurant

Andrawina Restaurant provides Indonesian, Japanese, Chinese, and Western cuisine with special and different buffet theme every day. Located on the lobby floor makes it easy to find. The guests have their breakfast here by choosing any kind of food they desire. Andrawina restaurant also provides the 24 hours room service.

e. Saraswati Bar and Vino Wine Shop

Located on the lobby floor and next to Andrawina Restaurant, Saraswati Bar is very nice place for guests to spend their time by enjoying drinks, cigarettes and few snacks. The guests will be amused by the live music performance with cozy atmosphere. Vino Wine Shop is one of the facilities given by Saraswati Bar. Providing any kind of wine which guests can pick. Saraswati Bar opens daily from 05.00 pm to 01.00 am.

f. Drugstore and Kapla Kids Corner

For medical treatment, there is a drugstore which provides drugs and medicines. Drugstore also provides local souvenirs and swimming costumes. Kapla Kids Corner is a place where guests can bring their kids to play. In Kapla, it is equipped with toys, televisions, and large playground. Both Kapla and the drugstore open daily from 08.00 am to 08.00 pm and located near Lagoon swimming pool.

g. Sun Pastry and Deli Shop (Lobby Lounge)

Located on the lobby to provide guests with home made breads, French pastries, Asian snacks, coffee and tea. Lobby Lounge opens daily from 09.00 am to 10.00 pm.
h. Business Centre

As a business hotel, Novotel provides business centre to support the guests’ activities in business. Business centre is located on the 7th floor equipped with two personal computers, one printer, and one web corner. On the 7th floor, the guests who are mostly businessmen, are often having a meeting with their partners or colleagues. It is the reason why the Guest Relation Officer’s desk is put on here.

B. Guest Relation Officer

1. Guest Relation Officer at Novotel Solo

Considering the busy activities and the high amount of frequent guests coming, Novotel Solo provides Guest Relation Section to maintain and arrange the needs of the guests, especially the VIP guests. As a busy four-star hotel, it is important for Novotel to make this section available. The Guest Relation Section is only running the activity at Novotel. However, sometimes the VIP guests at Ibis get the special treatment as well, but it is very rare.

Guest Relation Section at Novotel is handled by Guest Relation Officer (GRO). As it was mentioned before, Guest Relation Officer is a person who has particular responsibilities (welcoming the guest, escorting the guest, giving a special treatment/attention to VIP guests, etc) in order to support the hotel activities, and all these services are focused on to VIP guests, and generally to the all guest in the hotel.
Nowadays, GRO at Novotel is all performed by female trainees under the watch of Receptions and Front Office Supervisor.

2. The Main Duties of Guest Relation Officer

Every day, GRO has three shifts, they are: morning, middle, and afternoon with eight working hours each. The first thing to do of morning shift is to take “GRO Check List” which mentions the daily routine of GRO, as following:

### Shift: Morning

<table>
<thead>
<tr>
<th>No</th>
<th>List</th>
<th>Done by</th>
<th>Remarks</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Stand by at 7th floor during breakfast time</td>
<td>06.00-10.00</td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>Read Log Book in case there’s something have to be F/U</td>
<td></td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>Make report VIP Arrival Today and info to other department</td>
<td></td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>Check newspaper today</td>
<td></td>
<td></td>
</tr>
<tr>
<td>5</td>
<td>Check breakfast item and partsock</td>
<td></td>
<td></td>
</tr>
<tr>
<td>6</td>
<td>Refill breakfast item if any</td>
<td></td>
<td></td>
</tr>
<tr>
<td>7</td>
<td>Handling C/O or C/I guest at 7th floor if any</td>
<td></td>
<td></td>
</tr>
<tr>
<td>8</td>
<td>Clear-up breakfast and set-up complimentary cake and fruit</td>
<td>10.00-10.20</td>
<td></td>
</tr>
<tr>
<td>9</td>
<td>Check EA VIP (room status, welcome letter, or other arrangement)</td>
<td>10.20-11.00</td>
<td></td>
</tr>
<tr>
<td>10</td>
<td>Courtesy call for guest in-house expected departure today</td>
<td>11.00-12.00</td>
<td></td>
</tr>
<tr>
<td>11</td>
<td>Take a break</td>
<td>12.00-13.00</td>
<td></td>
</tr>
<tr>
<td>12</td>
<td>Send parstock request to rooms service</td>
<td>13.00-13.15</td>
<td></td>
</tr>
<tr>
<td>13</td>
<td>Preparation hand over to afternoon shift if there any to be F/U</td>
<td>13.15-14.00</td>
<td></td>
</tr>
</tbody>
</table>

### Shift: Middle

<table>
<thead>
<tr>
<th>No</th>
<th>List</th>
<th>Done by</th>
<th>Remarks</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Read Log Book and follow up</td>
<td>10.00-10.15</td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>Check room for Expected Arrival VIP, put welcome letter or welcome card</td>
<td>10.15-11.15</td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>Check TV channel</td>
<td></td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>Make report TV channel status and send email to engineering</td>
<td>11.15-11.30</td>
<td></td>
</tr>
<tr>
<td>No</td>
<td>Task</td>
<td>Time</td>
<td></td>
</tr>
<tr>
<td>----</td>
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<td>------------</td>
<td></td>
</tr>
<tr>
<td>5</td>
<td>Check the GRO supplies and make store request or purchase request if needed</td>
<td>11.30-12.00</td>
<td></td>
</tr>
<tr>
<td>6</td>
<td>Stand by at 7th floor if any guest C/I or C/O (during morning shift take a break)</td>
<td>12.00-13.00</td>
<td></td>
</tr>
<tr>
<td>7</td>
<td>Take a break</td>
<td>13.00-14.00</td>
<td></td>
</tr>
<tr>
<td>8</td>
<td>Welcoming VIP and do courtesy for A-Club and Medallia</td>
<td>14.00-15.00</td>
<td></td>
</tr>
<tr>
<td>9</td>
<td>Check Expected Arrival today if there is any additional EA VIP today</td>
<td>15.00-15.30</td>
<td></td>
</tr>
<tr>
<td>10</td>
<td>Check and prepare Expected Arrival VIP Tomorrow (sent amenities request to kitchen and room service)</td>
<td>15.30-16.30</td>
<td></td>
</tr>
<tr>
<td>11</td>
<td>Stand by at 7th floor for Happy Hour (during afternoon shift take a break)</td>
<td>16.30-18.00</td>
<td></td>
</tr>
<tr>
<td>12</td>
<td>Input new member and point A-Club</td>
<td>18.00-18.15</td>
<td></td>
</tr>
</tbody>
</table>

**Shift: Afternoon**

<table>
<thead>
<tr>
<th>No</th>
<th>Task</th>
<th>Done by</th>
<th>Remarks</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Reading Log Book and do hand over with morning shift</td>
<td>14.00-14.15</td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>Check juice and cake at 7th floor if needed to refill</td>
<td>14.15-14.45</td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>Distribute Advantage Guest list report (Advantage Plus Member)</td>
<td>14.45-15.00</td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>Handling C/I at 7th floor for other VIP arrival</td>
<td>15.00-16.30</td>
<td></td>
</tr>
<tr>
<td>5</td>
<td>Prepare for Happy Hours</td>
<td>16.30-17.00</td>
<td></td>
</tr>
<tr>
<td>6</td>
<td>Take a break</td>
<td>17.00-18.00</td>
<td></td>
</tr>
<tr>
<td>7</td>
<td>Stand by at 7th floor during Happy Hours and cortessy call guest in-house C/I today</td>
<td>18.00-20.00</td>
<td></td>
</tr>
<tr>
<td>8</td>
<td>Clear up Happy Hours menu</td>
<td>20.00-20.30</td>
<td></td>
</tr>
<tr>
<td>9</td>
<td>Check VIP Tomorrow (special request ATA, room assignment)</td>
<td>20.30-21.00</td>
<td></td>
</tr>
<tr>
<td>10</td>
<td>Newspaper request</td>
<td>21.00-21.15</td>
<td></td>
</tr>
<tr>
<td>11</td>
<td>Print car parking report</td>
<td>21.15-21.30</td>
<td></td>
</tr>
<tr>
<td>12</td>
<td>GRO Daily Report to FOM</td>
<td>21.30-21.45</td>
<td></td>
</tr>
<tr>
<td>13</td>
<td>Write in the Log Book if there any that to be F/U for morning shift</td>
<td>21.45-22.00</td>
<td></td>
</tr>
</tbody>
</table>

GRO is responsible in maintaining the Executive/Business Floor (7th floor). The tasks on the 7th floor are:

- keeping the 7th floor area clean

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• helping the guests in case of using computers, printer, coffeemaker, etc
• preparing special treatments for executive guests
• welcoming checked-in guests
• managing General Manager’s needs

3. Guest Relation Officer in Handling Guests’ Needs

Workers and all persons involved in the hospitality industry like hotel have the same duty to give the best service to the guests. Every guest has different character and need. Some of them are very kind but some others are difficult to understand. The guests staying in a hotel need big attentions since they have paid a lot to get the leisure and satisfaction. In most four or more-star hotels, there is a special section to handle the needs of the guests.

At Novotel, GRO holds the roles in case of handling the various needs of the guests:

• Problem Solver in handling complaints

Some guests have problems during their stays and it is a right of them to complain about the lack of hotel services. GRO must listen the complaint with careness to give impression that the complaint is well-accepted. To handle their needs in complaining, GRO must be so patient and professional because most guests share their complaint with anger and only a few who shares it kindly. After listening the complaints, GRO takes further handle by calming down the guests and looking for best solutions depends on the problem occurs.

One sample of complaints is about the poor room facilities. When a guest is complaining about the breaking down Air Conditioner (AC), GRO first must listen carefully with no interruption. After the guest finishes talking, GRO calms commit to user
down the guests and directly calls the department related to the complaint, in this
case is Engineering Department. GRO must ensure that the Engineer will come
immediately. The next thing to do by GRO is apologize to the guests for the
inconvenience.

- Communication facilitator by doing Courtesy

Besides complaining, the guests can give suggestion about hotel services
and facilities. GRO takes a initiative act to provide guests a place to share by
doing a courtessy. Courtessy is done by calling via room phone to each guest on
post-arrival and pre-departure.

Morning courtessy is done in the morning before guests check-out from
the hotel. GRO asks the guests about departure time, services, facilities, and
suggestions. Afternoon courtessy is done in the afternoon after guests check-in.
GRO asks the guests whether they need something for their room and email
address. All guests’ comments are written in the Guest Comment Book which will
be read by Front Office Manager and Manager on Duty.

- Customer service in dealing with Accor Membership Program

As a big hotel network, Accor provides its customers with two kind of
membership programs: A-Club and Advantage Plus. A-Club is free of charge but
Advantage Plus is program with subscription. The two programs are kind a
similar but the difference is on the benefits.

At Novotel, GRO handles A-Club program. Started from registration,
points earning, information giver or the other things related. Managing the
membership program is not easy because the responsibility of guests data is sent
into Accor, so GRO must be so careful in handling the program.

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The following are tasks related to A-Club membership that are handled by GRO:

- Informing about A-Club program to the guests (benefit, term and condition)
- Asking for guests’ email via afternoon Courtesy to complete A-Club form
- Completing A-Club form with guests’ full name, address, room number, length of stay, and email address
- Registering A-Club form by logging in to Accor A-Club portal via internet
- Counting and earning A-Club points of each guest staying
- Making a report of registered A-Club member

Meanwhile, for Accor Advantage Plus, GRO gives the product information only. For the apply is handled by reception.

- Primary coordinator in handling the needs of VIP Guests

Novotel has a lot of important and frequent guests. Those kind of guests are in VIP category. At Novotel, frequent guests are called “Repeater”. Repeaters get special treatments since they become loyal customers of the hotel.

Besides frequent guests, another VIP guests are:

- president
- state functionaries
- general managers
- suite room guest
- executive room guest
- long stay guest

It is GRO’s responsibility to set the treatments:
- fruit basket
- welcome letter
- welcome card
- bouquet of flowers
- cakes

GRO first re-confirm the guest’ arrival. After that, the next job is prepare the treatments-mentioned above, and arrangements including registration card, key holder, and room key. GRO makes sure the status of VIP guest is “special attention” on system. In doing room assignment, GRO must notice special request of the guests for their room, such as smoking or non-smoking room, front view or back view, and of course make sure that the room available is VCI (Vacant Clean Inspected)-room is ready to sell. The treatment of fruit basket is done with the help of room service, bouquet of flowers with the help of florist, and cakes with the help of pastry section.

GRO also prepares welcome letter and welcome card which the format is available in the Front Office’s folder. The only thing to do is change the name and the date according to guest’s name and Expected Arrival Time (ETA). After the welcome letter or welcome card is ready, GRO goes to Executive Office to get it signed by General Manager then put it in the room.

When all treatments have been prepared, GRO must do room inspection to ensure that everything completely set up and ensure the condition of the room: clean and tidy, no broken item, no wrinkle, sheer curtain is free from cigarette burn, the facilities inside the room (Safety Deposit Box, hairdryer, bed, coffee
maker, laundry bag, slipper, mini bar, etc) are available and in the proper conditions to be used by the guests.

In handling guests’ needs, GRO can not stand alone. The cooperation between departments is needed. Below is the coordination between GRO and other departments:

- **GRO with Housekeeping (HK) Department**

  Asking help about room equipments. HK is the department which mostly have a continuously contact with GRO in case of guests when complaining about the lack of room condition or when guests need some additional facilities such as extra bed, more toothbrush, more towel, etc.

- **GRO with Engineering Department**

  Confirming about the electricity or machinery stuffs related to guests’ needs. For example is Air Conditioner (AC) problem, leak ceiling, bathroom problem, TV problem, etc.

- **GRO with Food and Beverages (F&B) Department**

  Contacting F&B service in need of guests to have food services. For example is room service. Actually, there is a room service menu available on the desk in every room. There are guests who call the room service by themselves but there are few guests who ask the help of GRO to handle their order.

As a bridge between the guests and the hotel, GRO must be smart in handling any kind of problem in handling various guests’ needs. In handling guests’ needs, a GRO must be:

*commit to user*
- **Patient**

  Be patient in handling various characters of guests. The implementations of patience can be done by: no interuption when the guest is speaking, stay calm when the guest is insulting, and know how to handle annoying guest.

- **Creative**

  When there is a stuck in meeting the guests’ needs, a GRO is expected to take initiative act by thinking clearly and wisely before deciding what to do.

- **Well grooming**

  Working in a hotel is all about performance and appearance. Moreover, for those who work in the front line which face the guests directly. It is important, not only for GRO but also for all hotel staffs to look great in appearance. The guests will feel comfort to see a tidy and clean hotel staff.

- **Communicative**

  Language is very essential in building a good communication. When communicating with the guests, GRO must use proper language to show a respect. Besides, GRO must be friendly when having a talk with the guests.

  By showing the professionalism toward job, there will be a good feedback from guests which called “satisfaction”. It is kind a mutualism project that both hotel and the guests get the benefits.
CHAPTER IV

CONCLUSION AND SUGGESTION

A. Conclusion

The existence of GRO at Novotel Solo is obviously significant due to its important role in handling guests’ needs both VIP and ordinary guests. In summary, in handling guests’ needs, GRO must be professional, communicative, attractive, and creative. However, the guests’ needs are various according to every guest’s will and character.

The following are the roles of GRO in handling guests’ needs:

- Problem solver in handling complaints
  
  As a part of Guest Relation Section, GRO have a duty to handle the complaints from guests. After listening carefully, GRO concludes what exactly the problem, speaks wisely to calm down the guests, and looks for the best solutions which can be accepted by the guests.

- Communication facilitator by doing Courtesy
  
  Guests’ comment is very important for the advance of the hotel. Hotel will know which part that must be fixed and made up for the better service and quality. In this case, GRO asks for guests’ comment by having a talk via phone to each room. In the talk section, the guests can share anything to GRO not only about the hotel but also anything they want to share.

- Customer service in handling Accor Membership Program
Accor rewards its guests by creating membership programs with several benefits. They are A-Club and Advantage Plus. At Novotel Solo, GRO holds A-Club activity program as customer service, a place where the guests may ask about the program. Besides, all related to A-Club is handled by GRO, both registration and point earning.

- Primary coordinator in handling the needs of VIP Guests

VIP guests at Novotel are treated very well. They got special arrangements. GRO is the person who coordinates and arranges the needs of VIP guests, such as room assignment, fruit basket, welcome letter, welcome card, cakes, and bouquet of flower. Primary here means that GRO manages every preparation in the pre-arrival by the help of another sections according to the guests’ needs.

In performing her duty, GRO coordinates with other hotel department, such as:

- Housekeeping Department : in needs of guests related to room equipments
- Engineering Department : in needs of guests related to machinery stuffs
- Food and Beverages Department : in needs of guest related to food products and services
B. Suggestion

1. For Novotel Solo

After conducting job training for three months and ten days at Novotel Solo as Guest Relation Officer, and dealing with many cases during the job training period, the writer would like to give some suggestions:

Considering the busy activity at Novotel Solo, there must be additional workers to help running hotel activity. The second-area or replacement system is not effective because it can decrease the accuracy and effectiveness of work. It will be affected the optimum effort in giving the best services to the guest. Every position has its own job to complete. It is suggested for Novotel Solo to hire more employee.

For GRO section is good enough. It is fine if GRO is handled by trainees but it will be much better if there is Guest Relation Executive to watch the work of GRO. Guest Relation Executive must be a senior staff so if there were any difficult cases which trainees could not handle, a senior staff could handle it.

2. For English Diploma Students

While conducting job training at Novotel Solo, the writer got many experiences. Working in a hotel seemed so difficult at first, it was very hard industry, but it could bring so many great lessons. Communications become essential in dealing with various people’s character.

The other experiences the writer got during the job training: knowing table manner, using facsimile, using photocopy machine, using coffeemaker, making
oshibury (cold towel for the guests when they first arrive at the hotel), knowing hotel terminologies, knowing the name of international foods, etc.

Through this, it is expected that all students must be confident in facing the job training, especially in hotel. Besides getting unforgettable experiences, there would be a lot of knowledge. In addition, working in a hotel can improve the self-confidence.