

CHAPTER 2

GENERAL REVIEW

2.1 Definition of Hotel

According to the Decree of the Minister of Tourism, Post and Telecommunication No. KM94/HK103/MPPT 1998, hotel is a type of accommodation that uses part of all the services for lodging facilities, food and beverage facilitators and other services for the general public which are operated commercially. A hotel is a building that is used for lodging for commercial purposes and provides professional services for guests, including the provision of food and beverages and other facilities (Heldin Manurung and Trizno Tarmoezi. 2002:2).

The function of the hotel is as a means to meet the needs of guests or tourists as a temporary place to stay while traveling. However, with the development and progress of hotels, the function is increasing as a destination for conferences, seminars, workshops, meetings and other activities.

2.2 History of Royal Tulip Gunung Geulis Resort and Golf

Royal Tulip Gunung Geulis Resort and Golf was opened in 2016, claims to be the first five-star hotel in Bogor. The hotel is owned by PT. Mulia Colliman International, a company that has managed the Gunung Geulis golf course since 1992. As for the operation, the owner cooperates with the Louvre Hotels Group, the eighth largest hotel chain in the world from France. Royal Tulip Gunung Geulis is the first property managed by Louvre Hotels in Indonesia.

2.2.1 Louvre Hotels Group

Louvre Hotels Group is the 2nd largest European hotel group and 8th largest

global player in the hotel industry with more than 1000 hotels in 40 countries, Louvre Hotels Group is an affiliate of Groupe du Louvre, owner of the Concorde luxury hotels, Baccarat brand (crystal) and Annick Goutal (fragrances).

Since being founded by the Taittinger family in 1976, the Louvre Hotels Group has gradually expanded outside of France, adding to its extensive hotel portfolio around the world, as it did after its merger with Golden Tulip Hospitality in 2009. In February 2015, Louvre Hotels Group was acquired by Chinese group Jin Jiang International. Based on the complementarity between Asia and Europe, the entity now boasts a network that currently operates about ten thousand hotels worldwide.

Allied with Golden Tulip Hospitality Group since July 2009, Louvre Hotels Group operates 7 differentiated hotel brands, ranging from 1 to 5 stars:

1. Première Classe, 1-star hotels
2. Campanile, a large chain of 2-star hotels/restaurants, France's second largest hotel chain, with a presence in nine European countries
3. Kyriad, the alternative to traditional 2- and 3-star hotels
4. Tulip Inn, the best quality-price ratio for 3-star hotels, ideally located
5. Golden Tulip, for those who love 4-star hotels with character
6. Royal Tulip, chic and refined 5-star hotels in city centers and business districts



Picture 2.1 Hotel Brands by Louvre Hotels Group

Managed by Pierre-Frédéric Roulot since November 2007, Louvre Hotels Group is owned by the American private equity firm Starwood Capital Group (since 2005). Led by Barry S. Sternlicht, Starwood Capital Group was created in 1991. It has 130 employees and 10 offices around the world.



Picture 2.2 The CEO of Louvre Hotels Group

2.2.2 Royal Tulip Gunung Geulis Resort and Golf

PT. Mulia Colliman International planned to build Royal Tulip Gunung Geulis Resort and Golf as a five-star hotel and start the construction in 2014. Louvre Hotels Group was chosen as a hotel partner because Louvre is an International hotel player which the presence is not popular as other international hotel chains. Even though the market exposure is still small, it brings a brand that has not existed before and gives the property uniqueness.



Picture 2.3 Royal Tulip Gunung Geulis Entrance

The presence of Royal Tulip raises the standard of Bogor City as a luxury destination area. Because, so far, Bogor is only surrounded by budget hotels, three-star hotels, and the highest is four-star hotels. Moreover, from the six brands owned by Louvre Hotels Group, Royal Tulip is in the top class. Thus, the facilities offered are more complete than the four-star hotels around the area.

Royal Tulip Gunung Geulis Resort and Golf which is located on an area of 450 hectares, has 173 total rooms and suites.

Room type	Total room
Deluxe and Executive Deluxe	136
Studio and Executive Studio	30
Junior Suite	6
Royal Suite	1

Table 1. Room Type and Total Room

The hotel also has two restaurants, as are following:

1. LL One Restaurant

LL One Restaurant serving various Indonesian menu, Asian menu, and Western menu for breakfast, lunch and dinner. Open hour from 06.00 – 22.00 with buffet presentation system, namely the availability of several types of food that guests can choose according to their tastes. Besides, the guests can also choose ala carte menus and set up for group guests or on a reservation basis.

2. FIRE Grill & Bar

FIRE Grill & Bar serving Western food especially beef and pizza. The restaurant is located next to the pool. Open hour from 11.00 – 23.00 every day.

There are also Breeze Lounge, a bar lounge which serving variety of drinks, light snacks, gelato, pastry and bakery corner. For other facilities, Royal Tulip Gunung Geulis Resort and Golf provides two swimming pool, one kids pool, kids playground (indoor and outdoor), fitness center, yoga area, wine room, spa, six meeting rooms, and ballroom area of 600 m². Moreover, 100-hectare golf course containing 36 holes along with a country club and dozens of cottages which will soon be managed by Louvre Hotels.

2.4 Vision and Mission of The Hotel



Picture 2.4 Royal Tulip Logo

2.4.2 Vision

The Vision of Royal Tulip Gunung Geulis Resort and Golf:

1. To be the leading of International Chain Hotel Management in hospitality
2. Company with high corporate social responsibility
3. Create high return of investment to shareholder

2.4.3 Mission

The Mission of Royal Tulip Gunung Geulis Resort and Golf:

1. To manage with full integrity
2. To trust each member of the team
3. To adhere to open door policy
4. To openly communication about all events or happenings

5. To manage through participation of the team
6. To openly voice one's opinions
7. To be very honest persons
8. To make decisions by mutual consent
9. To listen to each other
10. To respect each other's point of view
11. To support each other
12. To lead by example
13. To use and show best practices
14. To treat suppliers, applicants, peers with same respect as we would our guests
15. To adhere to the rules and regulations of the company
16. To adhere the ethics and code of conduct of the company

2.5 The Organizational Structure

2.5.2 The Executive Comitee of Louvre Hotels Group

No.	NAME	POSITION
1.	Pierre-Frédéric Roulot	C.E.O.
2.	Laura Benoumechiara	Human Resources
3.	Eduardo Bosch	Operations
4.	Sébastien Maquet	Finances
5.	Max Cergneux	Development
6.	Françoise Houdebine	Marketing
7.	Nicolas Paepegaey	Data
8.	Benjamin Dornic	Legal
9.	Krystel Blondeau	Bu France
10.	Andreas Tscherning	International BU
11.	Joël Guiraud	Byron Gestion

Table 2. Executive Comitee of Louvre Hotels Group

2.5.3 The Organizational Structure of Royal Tulip Gunung Geulis

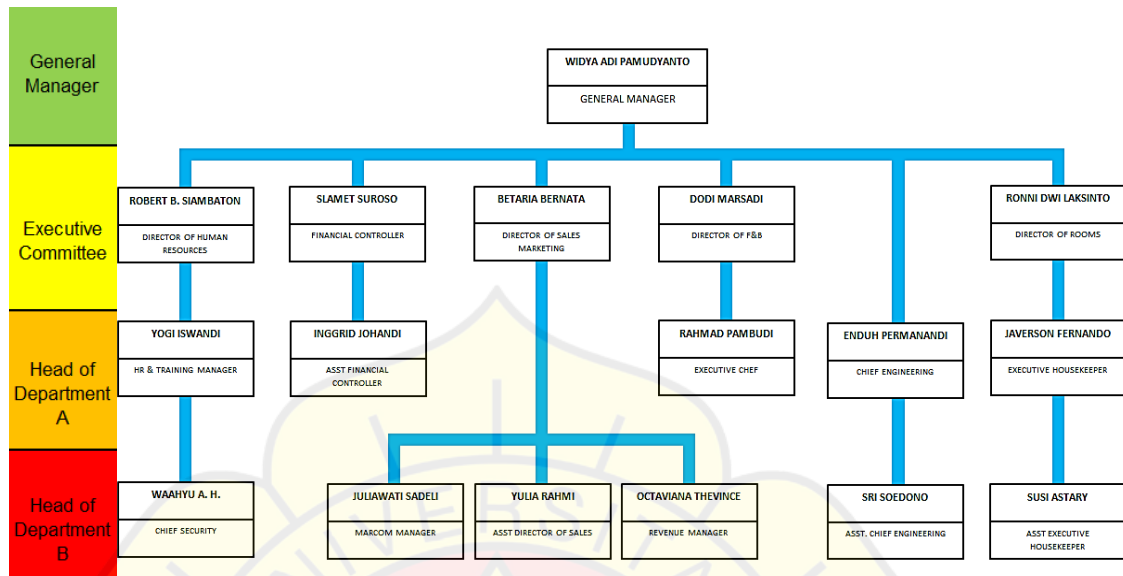


Table 3. Organizational Structure of Royal Tulip Gunung Geulis

2.4.3 The Organizational Structure of Front Office Department

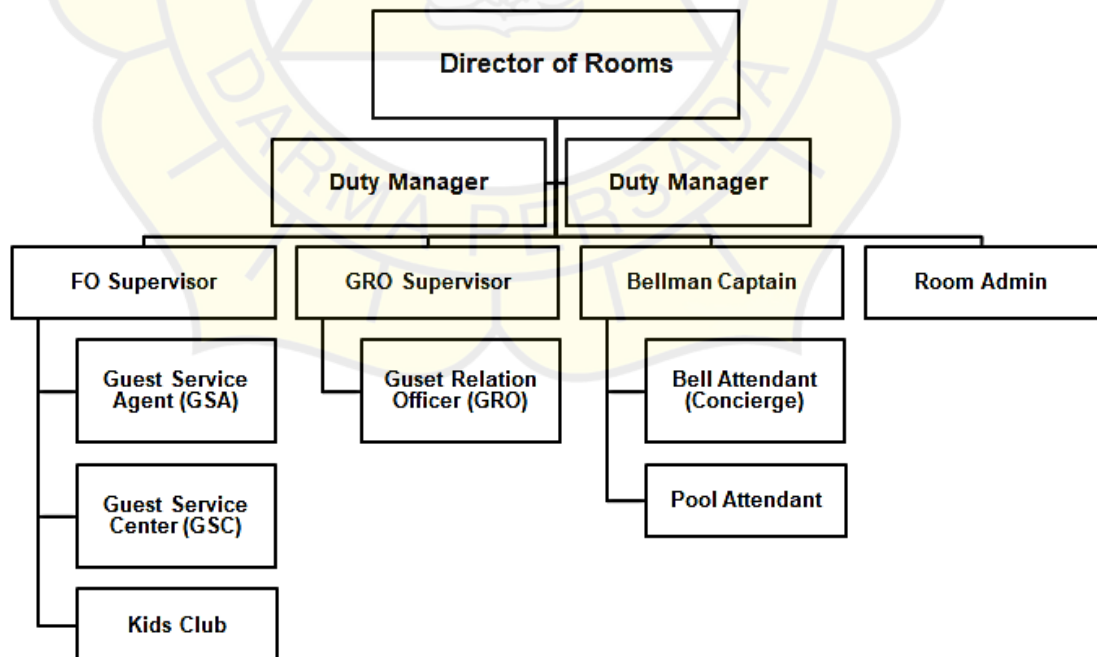


Table 4. Organizational Structure of Front Office Department

2.5 General Hotel Activity

There are some general hotel activities, including:

1. Staff meeting which held in every quarter of year. The activities includes best employee announcement, charity for local community, and dinner.
2. Staff training which held twice in a week for every department.
3. Pray and worship in every week
4. Appreciate day for all staff in every month

2.6 Hotel Location

Royal Tulip Gunung Geulis Resort and Golf is located at:

Address : Jl. Pasir Angin, Gadog-Ciawi, Bogor – West Java.

Telephone : 0251 756 3800

E-mail : rsvn@rtgununggeulis.com

Website : <https://royal-tulip-gunung-geulis.goldentulip.com>

2.7 Front Office Department

According to Agusnawar (2002:1), Front Office is one of the departments or sections in the hotel, which directly provides services to guests, starting from prospective guests making room reservations, until the guest stays and leaves (check-out) from the hotel. Front Office Hotel has an important role in the operation of a hotel because it deals directly with guests. The role of front office hotel is as the management representative, sales person, information giver, record keeper, diplomatic agent, service coordinator and public relation agent.

The functions of the Front Office in a hotel are as following:

1. Selling room and handling room registration
2. Provide information about services inside and outside the hotel
3. Coordinate guest services

4. Compile room status reports
5. Organizing payments directly related to guests
6. Compile guest visit history data
7. Handling communication services by telephone
8. Handling guest luggage

