

# CHAPTER I

## INTRODUCTION

### 1.1 Background of study

Indonesia is one of the countries that relies on the tourism sector. This is supported by the availability of tourism places in all regions in Indonesia with their own uniqueness and characteristics. So they can attract tourists to visit to Indonesia. Bali is one of tourism attraction that has a diversity of arts and culture worldwide, because Bali is one of the most beautiful islands in the world, that is make local tourists and foreign tourists who want to make a vacation choose Bali as one of their tourist destinations for a vacation. Hotel is one of the accommodations needed by tourists as a place to stay during their vacation. According to Sihite (2007:206), a hotel is a type of accommodation that uses part or all of the building to provide lodging, food and beverage services and other supporting services for the public which are commercially managed. U Paasha Seminyak Bali is one of hotel has strategies location, because this hotel close to the beach and has a beautiful view on the rooftop, and close to places that needed by guest such as shopping centers, cafe, restaurant, and many more things

Front office is one of the most important department in every hotel accommodation. As a front office must know all about hotel because the front office is like an ambassador of hotel, every inquiry of guest will be asked to the front office department. According to Sulastiyono (2002:67), The Front Office is the front line in charge of receiving orders, providing information, accepting and accommodating guests, including carrying out payments and receiving guest payments.

Based on descriptions above Front Office is one of department that has the duty as a point of information about hotel facilities and services, there are several part of Front Office there are several part of Front Office at U Paasha Seminyak as follows : Reservation, Reseptionist, Bellboy, and Telephone Operator.

Considering that Front Office is an important aspect in a hotel, the hotel needs to ensure that it has professional front office staff to carry out the tasks well. This can be done by providing the prospective hoteliers knowledge and skills on run every task in Front Office section. In so doing, the tourism students need to learn about standard operational procedures (SOP) in a hotel, especially in front office department. Based on descriptions above, the author conducted a study to identify Front Office Standard Operational Procedures (SOP) used in U Paasha Seminyak Bali“.

### 1.2 Research Questions

Based on the background of study, the research questions can be formulated as follows:

- What are the job descriptions and responsibilities of Front Office Department used in U Paasha Seminyak ?
- What are the procedure of Front office according to standard operational procedure at U Paasha Seminyak ?

### 1.3 Purpose of the Study

The purpose of the study are :

- To find out and identify the job descriptions and responsibilities of Front Office Department in U Paasha Seminyak
- To identify the procedure of front office according to standard operational procedure at U Paasha Seminyak

### 1.4 Significance of the study

The result study's expected to be useful as follows :

- For the Students

This report could improve a knowledge to the students especially about Front Office operations according to Standard Operational Procedure (SOP).

- For the Institute

This report could be a reference for other students and could be a reference book in the Undiksha library.

