

CHAPTER I

INTRODUCTION

This chapter focuses on the research background, problem identification, limitations of the problem, research questions, purposes of the research, significance of the research, and definition of important terms. The research introduction is explained as follows.

1.1 Background of Study

Tourism is a term that refers to travel activities or visits to certain places for recreation, entertainment, or cultural experiences. These activities can include visiting tourist attractions, enjoying natural beauty, exploring local culture, and participating in various activities offered by the tourist destination. Tourism can also have a positive impact on the local economy and cultural preservation.

According to Baloch et al. (2022), Tourism is a dynamic and engaging force that encourages people to travel in order to explore natural environments, seek adventure, experience cultural wonders, and connect with different societies. It allows individuals to discover diverse cultures, interact with local values, meet new people, and immerse themselves in unique traditions and events. The development of tourism aims to attract visitors to specific destinations, supporting the growth and sustainability of the tourism sector. At the same time, environmental sustainability represents a forward-looking and conscious effort to safeguard cultural heritage and conserve natural resources. This is

essential for protecting ecosystems and ensuring both public health and economic well-being. Sustainable environmental practices can be seen through clean and green landscapes, rich biodiversity, unspoiled beaches, expansive desert terrains, cultural values, and historical heritage—elements that influence tourists' motivation and reflect the local community's readiness to welcome visitors. In this regard, tourism growth and environmental sustainability are deeply interconnected; an increase in tourism development and visitor numbers directly impacts the overall quality and viability of sustainable and eco-friendly tourism.

The hotel industry refers to the sector concerned with providing accommodation for guests who travel, both for business and recreational purposes. It covers a wide range of accommodation types, from luxury hotels to more modest lodgings, as well as additional services such as restaurants, conference facilities, spas, and cleaning services. The hotel industry also includes the management, marketing, and customer service necessary to ensure a good stay. This sector plays an important role in tourism and the economy, as it attracts tourists and creates jobs. According to Zhang et al. (2020), the tourism and hospitality sectors are strongly interconnected, with the hotel industry playing a key role as a component of the overall tourism experience. The growth and advancement of each sector significantly influence the other, and as both industries continue to evolve, they are likely to encounter rising competition and a growing demand to enhance their competitiveness.

The front office plays a crucial role in the hospitality industry, serving as the main point of contact between guests and the hotel's internal operations. Front office personnel play a vital role in the hospitality industry, being responsible for greeting guests, managing and storing their luggage, assisting with registration, issuing room keys, and handling mail and correspondence. Their primary objective is to deliver high-quality

service. As stated by Ocal (2021), front office employees need to be proficient in English to ensure smooth communication with guests. The front office is the hotel's key guest-facing department, managing a variety of important and sometimes complex tasks. According to Soenarno (2021) stated that Front Office Management in the Hospitality Industry. This department oversees the entire room management process, from handling reservations and check-ins to supporting guests during their stay and facilitating the check-out process. Because of its continuous interaction with guests, the front office is often seen as the core of the hotel, shaping both the initial and final impressions of the guest experience. Yuvraj (2014) highlights several sections within the front office, such as the reservations desk, reception, information desk, cashier or payments section, tour services, and communications—each with specific roles in managing guest needs. As the central information point, front office staff are expected to demonstrate outstanding communication abilities, especially in English, along with a professional, friendly, and attentive demeanour.

Courtesy is a polite and caring service that is shown to hotel guests to make them feel comfortable and appreciated by the hotel staff on duty. This includes several actions and interactions that show respect and hospitality, such as welcoming guests in a friendly manner, providing the necessary assistance, and ensuring their needs are met. Courtesy is generally performed by guest relations officer, but at The Stones Legian-Bali, it can also be executed by receptionists, bellboys, and food and beverage service staff. For guest relations officer, the act of courtesy is typically more intricate. Before extending courtesy, the guest relations officer usually looks up the guest's name, room number, and tier, allowing them to mention the guest's name directly when providing the courtesy. Following that, the guest relations officer typically encounters the guest during breakfast at the restaurant. The guest relations officer usually checks with the restaurant

hostess to find out the guest's seating location for a direct meeting. In a casual conversation, the guest relations officer will ask several questions, similar to those exchanged among friends, while suggesting vacation destinations, sharing guest experiences, and discussing vacation arrangements.

The author examines an analysis of topic language functions and language expressions used by guest relations officer in performing courtesy at The Stones Hotel Legian-Bali. Based on the reasons stated above, the author chose this title because the author was interested in investigating the topic, language functions, and language expressions used by the Guest relations Officer at The Stones Hotel, which would make it easier for them to work, and so that customers could understand hotel information.

Several prior studies have examined language functions and expressions within hospitality and tourism contexts. One such study by Sidabutar et al. (2018), titled *Language Functions and Styles Used by Vendors at Legian Beach*, explored the linguistic strategies used by local vendors when communicating with tourists. This descriptive-qualitative research found that vendors primarily used language to guide conversations and obtain information. Their communication style was generally informal and conversational, reflecting the easygoing and friendly atmosphere typical of tourist environments.

Another relevant study was conducted by Ayu et al. (2024), which focused on identifying the specific language expressions and functions utilized by hotel receptionists. Using a questionnaire as the primary data collection tool, this study examined receptionist interactions during check-in and check-out procedures. Building upon these previous works, the present research seeks to explore the language functions and expressions used by the Front Office Team at The Stones Legian Bali. These linguistic elements are considered essential for ensuring the effective implementation of work systems and

adherence to Standard Operating Procedures (SOPs). As such, the author proposes a study entitled The Topic, Language Functions, and Language Expressions Used by Guest relations Officer in Performing Courtesy at The Stones Hotel Legian-Bali.

1.2 Problem Identification

Based on background research and initial observations carried out by the researcher, several problems have been identified that the guest relations officer faces when dealing with hotel guests. The problems are:

1. Guest relations officer are confused about the topics that will be discussed when doing courtesy with guests at the hotel.
2. Guest relations officer have difficulty understanding guest pronunciation when talking at the hotel.

The guest relations officer has a very important role in any company, especially in hotels. Front office staff must understand how to ensure guests are happy and well served. The use of language is important in this process, as the style, the topic, function and expression of language have a significant impact on the work of frontline staff one of them is to make it easier for staff or interns who work as guest relations at a hotel to not be confused about what topics are usually used when communicating with guests, and what expressions and language functions are often used when talking to hotel guests.

1.3 Scope of the Study

The focus of this research is to analyze of topics, language functions and language expressions used by guest relations officer in performing courtesy at The Stones Hotel Legian-Bali. At this hotel, the guest relations officer have the job to do courtesy. The courtesy used by guest relations officer is more complex compared to other departments.

1.4 Research Questions

From the background, research questions can be described as follows:

1. What are the topics asked by the guest relations officer during courtesy at The Stones Hotel Legian-Bali?
2. What are the language functions used by guest relations officer during courtesy at The Stones Hotel Legian-Bali?
3. What are the language expressions used by guest relations officer during courtesy at The Stones Hotel Legian-Bali?

1.5 Research Objective

The objectives of this research are:

1. To analyze the topics asked by the guest relations officer during courtesy at The Stones Hotel Legian-Bali.
2. To identify the language functions used by guest relations officer during courtesy at The Stones Hotel Legian-Bali.

3. To identify the language expressions used by guest relations officer during courtesy at The Stones Hotel Legian-Bali.

