

CHAPTER I

INTRODUCTION

1.1 Background of the Study

The tourism industry is a tourism business that is interrelated by producing goods in meeting the needs of tourists who want to carry out activities and travel. The aspects that are covered in the tourism industry and become a success booster are the hospitality sector. The hospitality sector is a broad category of fields in the service industry which includes lodging, restaurants, event planning, theme parks, transportation, shipping lines, and additional fields in the tourism industry. The tourism industry, especially in the hotel sector, is the largest share in providing services. The hotel sector has an important role in the service because this field is required to always meet and satisfy the wishes of guests during guests staying. Providing the best service is inseparable in the hospitality business. In hospitality, serving guests well can enhance the good image of the hotel and make guests comfortable and have the desire to stay

Concierge is in charge of welcoming guests when they first arrive at the hotel, with great service as a concierge will make guests feel comfortable staying at the hotel. Guests from various countries always carry different luggage, in this case, the bellboy plays an important role to launch the operational process based on the procedure and gives satisfaction to guests staying at the hotel. Even though it is following work procedures, a bellboy still finds obstacles and obstacles while on duty.

A bellboy who gets the duty to carry guest luggage must pay close attention to the type and number of guest's luggage. Because many mistakes occur during delivery and taking guest items. Bellboy's professionalism in welcoming and handling guest luggage is very important in forming a good image for the hotel itself. A good image will provide comfort for guests as well as confidence in the hotel if the professionalism of the bellboy implements the Standard Operating Procedure (SOP) that works properly and correctly.

Standard Operating Procedures have been made by the management of Anantara Hotel Seminyak Bali Resort, especially in the front office department namely the bellman section, but it is still not implemented properly and evenly. As an example, when handling luggage arrives, after the guest has been unloaded from the car and taken to the lobby, the bellboy should give a receipt or luggage tag to the guest, but there are still some bellboys who do not do that, even though it is important to do anticipating the exchange of goods between guests. This may often occur because of the tasks that they can and receive too much or there may be other factors that prevent them from implementing the Standard Operating Procedures that have been made by the management. From the above explanation the author wants to make a paper about "*S.O.P Handling Guest Luggage Check-In and Check-Out by Bellboy at Anantara Seminyak Bali Resort*"

1.2 Statement of Problem

1. How is the S.O.P Handling Guest Luggage Check-In and Check-Out by Bellboy at Anantara Seminyak Bali Resort?
2. What factors influence bellboy lack of effectiveness in Handling Guest Luggage Check-In and Check-Out by Bellboy at Anantara Seminyak Bali Resort?

1.3 Purposes of the Study

1. The purpose of this study is to investigate the S.O.P Handling Guest Luggage Check-In and Check-Out by Bellboy at Anantara Seminyak Bali Resort?
2. Find out the factors that influence bellboy lack of effectiveness in implementing S.O.P Handling Guest Luggage Check-In and Check-Out by Bellboy at Anantara Seminyak Bali Resort?

1.4 Significance of the study

- 1.4.1 For the students

The results of this study can increase knowledge in the hospitality industry in the field of tourism and then maximize learning for those who want to prepare themselves to get involved in tourism.

1.4.2 For the institution

The results of this research support several materials whose contents will be elaborated with problems and solutions in handling guest luggage in the shipping department at Anantara Seminyak Bali Resort and serve as a guide for bellboy work in the front office department

