

CHAPTER 1

INTRODUCTION

1.1 Background of the Study

Reservation is one of the most critical sections of the hotel operation, because of the reservation manages all of guest reservation required for their prospective accommodation, maintains the hotel occupancy and increases hotel revenue. In The Westin Resort Nusa Dua, this section is part of the Reservation and Revenue Department, a department that specially created to ensure the quality of the overall hotel performance and affect everything from cash flow projections to staffing and ensure that guests get the accommodation as they expected. It will reduce complaints and increase guests' satisfaction. In general, the tasks of reservation are almost the same with the general telephone operator. Whereas in The Westin Resort Nusa Dua, this section is already upgraded. Reservation sales agents are responsible to know the basic of hotel system (special service code, rate plan inclusion, how to put some comments and remarks), how to open extranet, how to identify the booking, how to notify guest about their reservation by sending confirmation questionnaire, how to calculate room charge, understand the rate plan that has advance purchase rate, how to prepare the charging of the booking, how to process the charges, how to post the amount of guest room payment at the system, inform the guest about successfully charge their booking and also how to make cashier report.

Since reservation is given such big responsibilities, this section is also given the opportunity to communicate with the guest through email such as answering the guest questions about resort information in general, handling any type of guest inquiries (early check in or late check-out inquiry, room reservation, additional person charges, additional cost of breakfast, transportation arrangement, celebration inquiries), handling guest credit card problems (declined message, expired card, different cardholder name stated differently to the guest name in the reservation, insufficient funds, etc.), giving the detail information to the guest about all of the inclusions in their reservation package and also asking the guests

who have more than one reservation regarding duplicate booking by sending questionnaire through email.

In responding emails, it is very important to use good, formal and appropriate language in order to make a good relation with the guest. There must be certain type of standard language expressions that must be followed to help the reservation sales agent in responding to different type of inquire as well as to ensure that the email up to the standard.

Reservation sales agents use various language functions and language expressions to respond to the guest email because there are many different cases happen in guest inquiry. For example, the guest wish to add extra bed to the room, wish to know the cost of additional breakfast, wish to be prepared for the birthday, honeymoon or wedding anniversary celebration amenities in the room and also wish to know the price of airport or hotel transfer.

The language functions and the language expressions used by the reservation sales agent might be different from the general language functions and language expressions taught in the book or from what have been taught in the formal school. The differences are in the form of language selection, the length of the sentence and might be also in form of the level of formality. As explained in the book of *Business Correspondence: A Guide to Everyday Writing*, Second Edition by Lin Lougheed (2003) and also in my previous study on English Correspondence subject by Putu Suarcaya (2019), the language functions and language expressions used in the responding email based on the parts of the email there are: salutation line, body of email (opening paragraph, focus, action and closing paragraph), complimentary close, and signature block. The body of email has four parts including their content namely: opening paragraph (the content is tell why you are writing), focus (the content is restate the guest's needs completely), action (the content is discuss problems, if any), and closing paragraph (thank the reader). Whereas in Reservation and Revenue Department, the parts of emails are opening (salutation and greetings), body of email (thanking, stating purpose, informing and offering further assistance), and closing (complimentary close and signature block). Therefore here the writer conducts

this study to identify the language functions and the language expressions used in responding email at reservation in The Westin Resort Nusa Dua.

1.2 Statements of the Problems

The problems in this research are:

1. What language functions are used in responding emails at reservation in The Westin Resort Nusa Dua?
2. What language expressions are used in responding emails at reservation in The Westin Resort Nusa Dua?

1.3 Purposes of the Study

The purpose or aims of this research are:

1. To identify the language functions used in responding emails at reservation in The Westin Resort Nusa Dua.
2. To identify the language expressions used in responding emails at reservation in The Westin Resort Nusa Dua.

1.4 Significance of the Study

In this research the writer identified the language functions and the language expressions used in responding email at reservation in The Westin Resort Nusa Dua. The writer hopes this study could provide insights for the students of Diploma 3 English Study Program about how to respond email in the real implementation, and also how to increase the vocabulary of the student. In addition, the writer hopes this study can be used as a reference for future researchers.