

CHAPTER I

INTRODUCTION

1.1 Background of Study

Resort hotel is a place for vacation and recreation which is built on a place with beautiful scenery, such as mountains, hills, beach, and lake. Resort hotel offers facilities such as a playground, swimming pool, restaurant, cycling arena, and sports center. According to The Director-General of Tourism (1988: 13), a resort is a change of the place where people live or stay outside their home. So they can get peace of mind and a fresh body. The resort also provides various places for activities, such as doing sports, healthy activities (yoga), conventions, religious activities, and business purposes. Coltman (1895: 95) also states that the resort was designed for recreational tourists. This resort can be a simple resort or a luxury resort and can accommodate various needs, for family and also business needs. Resorts are usually located in places with a natural background of the beach or locations where facilities such as golf courses and tennis courts are provided.

In this research, the writer will explain one of the well-known resorts in Bedugul, the resort called Buyan Resort. From the research above, the writer will explain how to handling guest's complaints at Buyan Resort. The writer got a lot of experience during the training, the writer identifies some complaints in the Front Office section, in the housekeeping section, laundry section, and in the kitchen. Buyan Resort is located on Bedugul Highway, Pancasari Village, Sukasada District, Buleleng Bali. The staff in Buyan Resort faced some problems, maybe the guests complain about the room facilities, service problems like poor service will make the guests feel dissatisfied while staying at the resort, so guests will have some complaints. To handle complaints in the resort is quite difficult, we have to concern with language expressions that we can use and we have to keep amiable with the guest.

Based on the explanation above, this research tries to explore the procedures and language expressions used in handling guest's complaints at Buyan Resort.

From this research we can find out how many procedures must be considered and what are the appropriate language expressions used in handling guests complaints at the hotel. And also we have to concern with our gestures and speak clearly with a warm smile in natural voice. Furthermore, we have to make a good impression on our guests. The resort's staff have to serve the guests as well as possible, so the guests will be happy and comfortable to stay in the resort, and also it will make the guests come back to choose the resort again for vacation.

Some researchers are done this topic, the writer would like to share one of the researchers who is identifying the same topic with the writer, she is Kadek Dwi Krisnawati, she identifies about complaints entitled "Front Office Staff's Challenges and Strategies in Handling Guest's Complaints. From her research, she used Standard Operating Procedure by Swyers 2001:134, there are seven procedures used by the front office department in handling complaints, 1. Greeting, 2. Asking Identity, 3. Empathizing, 4. Repeating the problem, 5. Offering a solution, 6. Executing the solution, 7. Following up.

1.2 The Statement of The Problems

Based on the background of the study above, the statement of problems is formulated as follows :

1.2.1 What procedures are used by Buyan Resort's staff in handling guest's complaints?

1.2.2 What language expressions are used by Buyan Resort's staff in dealing with the complaints?

1.3 The Purpose of The Study

1.3.1 To describe the procedures used by Buyan Resort's staff in handling guest's complaints.

1.3.2 To describe the language expressions used by Buyan Resort's staff in handling guest's complaints.

1.4 Significance of The Study

1.4.1 Theoretically

The result of this study can be beneficial for students to increase their knowledge and ability to solve their problems in handling guest's complaints. And students can learn and prepare themselves before facing the real world.

1.4.2 Practically

The result of this research can be beneficial for students as a guide and as references, it will be easier for the student to make a research study exactly in handling complaints.

