

CHAPTER I

INTRODUCTION

1.1 Background of the study

Bali is one of the Indonesia islands that famous for its nature, culture, foods, and the local people. According to site of geographic, this island is topographically consists of mountain, lake, valley, and some beautiful beaches with its white sand. Bali also has its epithets that given by the people who has discovered this island before, the epithets are “an island with thousand of temples”, “the island of paradise”, and the island with thousand god”. It is not surprised that one of the international community stated that Bali is one of beautiful island around this earth. Beside Bali is famous for its nature, Balinese people are also famous because of their friendliness and also with variety of culture that they have depends on the parts of Bali. In Bali, the tourists also can easily find hotels as the accommodation when they spend their time in discovering Bali.

According to Lawson (1976) stated that hotel is a means of residence that can be used by tourists with several service facilities such as room service, food and beverage service, and other accommodation services on condition that it is in the form of compensation or payment. Hotel also consists of several departments and one of them is front office.

Front office is one of the hotel departments that has duties and responsibilities in providing services to the hotel guests, during the cycle of guest which consists of Pre-arrival, Arrival, Occupancy and Departure. The responsibilities of front office include greeting guests, assisting guest registration such as check-in and check-out, assigning rooms, informing them of any specials offered by the hotel as well as provide guest with information about the hotel, handling guest luggage, and cashiering which means handling all of the guest bills. There are several sections in the front office. They are front office manager, assistance manager, telephone operator, reservation, reception or front desk agent, cashier, and bellman.

One of the important sections in front office is the front desk agent or reception. Hotel Front Desk agent responsibilities include welcoming, greeting guest upon arrival at the hotel, checking guests in and out, assigning rooms to guests and informing them of any specials offered by the hotel as well as provide guest with information about the hotel. Reception is the art of receiving. The front desk agent at a hotel creates the first and the last impressions in their minds. How can the Front Desk be involved in creating a wow guest experience? The important key to finding opportunities to enhance the guest experience is guest engagement.

Based on the reason above, the writer would like to do a research as the title ‘How Guest Engagement Can Help Front Desk to Make a Wow Guest Experience at U Paasha Seminyak hotel’. In this research, the writer would like to reveal how the front desk agent applies the guest engagement, what kind of acts that can be implemented in order to make a wow guest experience.



1.2 Statement of Problem

Based on the background of the study, there are some problems that can be described by the writer. They are as follows:

- 1.2.1. What is guest engagement in the hospitality industry according to the front desk agent of *U-Paasha seminyak* hotel?
- 1.2.2. What kind of engagement acts that can be implemented by the front desk agent in order to make a wow guest experience?

1.3 Purpose of the Study

The purposes of this study are as follows:

- 1.3.1 To know the definition of the guest engagement in the hotel
- 1.3.2 To know what kind of engagement acts that can be applied by front desk staff in order to make a wow guest experience.

1.4 Significance of The Study

The results of the study are expected to be useful for:

1. For the students

Hopefully by reading this research, the student can get new knowledge about the guest engagement. This knowledge can be useful for the student who would like to do the trainee program or work in the hotel especially in position of front desk agent because in this research there are some acts of guest engagement that can be implemented in order to make a wow guest experience.

2. For Future Researcher

The writer realized that this research is complete enough to reveal the acts of guest engagement in the hospitality industry especially hotel. So, the writer

highly expected for the future researcher who would like to do the same research regarding the guest engagement, will find more acts that can be implemented by the front desk agent and not only for the front desk agent but hopefully the future researcher will find another engagement acts in other department.

