

**FINAL PROJECT**

**HANDLING VIP HILTON HONORS GOLD  
MEMBER CHECK-IN BY GUEST RELATION  
OFFICER AT CONRAD BALI RESORT AND SPA**



**POLITEKNIK NEGERI BALI**

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**STUDY PROGRAM D3 HOSPITALITY  
TOURISM DEPARTMENT  
BALI STATE POLYTECHNIC  
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This Final Report is submitted to Fulfill One of The Requirement to Obtain  
the Diploma III Hospitality Study Program at Tourism Department  
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declare that as far as I know, in this Final Report which entitles:

**“HANDLING VIP HILTON HONORS GOLD MEMBER CHECK-IN  
BY GUEST RELATION OFFICER AT CONRAD BALI RESORT  
AND SPA”**

There are no scientific papers that have been asked by someone else to obtain an academic degree at a college, and there is no work or opinion is ever written or published by another person, except that in writing this Final Report is cited in quotations and sources mentioned in bibliography.

Badung, August 2022



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Badung, August 2022  
Writer

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## **CHAPTER I**

### **INTRODUCTION**

#### **A. Background**

Tourism and hospitality are cooperative, and collective industry consisting of tourism and other hospitality-related businesses. Tourism is considered as of the maintrade and industry activities in the world that contribute economic, cultural, and political advancement of various regions. Tourism is one source of foreign exchange for almost all countries in the world, it can't be denied that almost all countries in the world always try to maintain and increase the good image of their tourism with various efforts to increase and maintain the number of tourists visit every year. Tourism companies are technically considered hospitality businesses because they rely on strong customer service to generate revenue. Service quality is a measure of how well the service level delivered matches client's experiences, service quality must provide a welcoming and enjoyable experience for the guest. Otherwise, those guests won't return in the future, and some guests may share their bad experiences with friends or family members. Exceptional services are very important for increasing economic levels on tourism. One of the most famous tourist destinations that is visited by many tourists is Indonesia. Many tourists want to enjoy the good vibes, beauty of nature and rich

cultural of both domestic and foreign tourists. Tourism is one of many hospitality-related sectors. There are dozens of other career opportunities in the hospitality industry, that do not involve tourism. A few examples would be a concierge, executive chef, hotel manager, waiter/ waitress, food and beverage director, barista, housekeeping manager, and restaurant host/hostess. Tourism contributes tax that taken out by the government therefore it gives very big income for every country from tax of accommodation, restaurant, spa, import any kinds of goods and others including everything related with service charge and tax. It will give a high advantage of state revenue and income country for maintaining hotel facilities and infrastructures for the tourism development.

One of the facilities and infrastructure that supports and has an important role in providing services to tourists are travel services and accommodation services such as hotels, villas, bungalows, and homestays. Especially in Bali, there are many hotels and villas, whether it is in the mountains, forest, central cities and near the beaches. Each hotel strives to provide the exceptional services for guests who come and stay, so that guests will feel happy, comfortable, and get the best service and also satisfaction. Hotels must provide a clean area and hygiene of the rooms that will give an impact in Covid 19 era. The majority of the economic activities at hotels are adversely affected by the pandemic, and the tourism and creative economic

sectors are the one that are most harmfully affected by the pandemic. In tourism sectors, many government policies to lockdown in many countries, social distancing, and restriction of social activities have forced the breaking of the links of tourism industry including among others: transportation, hospitality or hotels, tourist attraction, and other businesses. The impacts of the pandemic in all the regions consists of 3 main aspects, namely the decrease of tax revenues from hotels and restaurants. Tourism industry and hotel must do marketing programs during the Covid-19 pandemic by providing accommodation promotion packages and partnership with the government, and then business transformation in hotel sectors which is the transformation of health and security standards, digitalization transformation, efficiency transformation, and in addition, employment opportunities will be more difficult. The key for the recovery in tourism sector is vaccination of Covid-19 pandemic, supervision of health protocol among the people.

Conrad Bali Resort and Spa is one of the luxury resorts that is located close to the beach. Conrad is an international brand of luxury hotels and resorts owned and operated by Hilton Worldwide and named after company founder Conrad Hilton. Conrad Bali Resort and Spa provide with the CHSE (Cleanliness, Health, Safety, and Environmental Sustainability) government protocols, which include wearing a mask, social distancing, and sanitizing all the area of the

hotels. Conrad Bali Resort & Spa opened since 1<sup>st</sup> of April 2004 managed by PT. Oriental Indah Bali Hotel Bandung and owned by Tatang Hermawan. The location of Conrad Bali is very strategic and has the best view located at Jalan Pratama no 168 Tanjung Benoa, Nusa Dua, Bali. It takes less than 40 minutes from Ngurah Rai International Airport. Conrad Bali Resort and Spa is one of the hotels that has the concept of a modern contemporary design and the resort is a luxury brand of Hilton Management. As for some hotels that are under company of Hilton World Wide include Hilton Sawangan Bali, Hilton Garden Inn Bali. Conrad Bali Resort and Spa is a well-known hotel with excellent facilities such as providing bedrooms with complete facilities both Resort and Suite, a restaurant with varieties selection of food and beverages as well as meeting room and wedding events. In addition, the services provided to guests are very professional and friendly services because there are supported by Human Resources that support and able to work together well. All these components are necessary to support the operational activities within the hotel. Conrad Bali Resort and Spa is CHSE certified and all staffs are fully vaccinated. Health and safety measures under CHSE protocols, contact tracing under Peduli Lindungi, face masks required for staff in public areas, visual reminders for social distancing, hand sanitizer that available to guests and staffs and the resort is totally hygiene, cleanliness to facilities like the water sports,

kids club and spa are in a good condition and hygiene.

In order to provide exceptional and warm service to guests, Conrad Bali Resort and Spa in operation has several departments including Front Office Department, Housekeeping Department, Food and Beverage Department, Accounting Department, Reservation Sales Department, Sales and Marketing Department, and Human Resource Department. All departments in Conrad Bali Resort and Spa play an important role in supporting the operation of the hotel. One of them is Front Office Department.

Front Office Department is a brand ambassador of the hotel and giving the best service to the guests. One of the departments in the hotel that directly facing guests, Front Office is often called The First and The Last Impression of the guests. The Front Office Department doing an important role in providing all the information needed by the guests, handling guest check-in services from the internet, email, travel officers and guests who come directly to the hotel, and providing information to guests about the facilities at the hotel or other facilities desired by guests, to handle guest's payment process that will check out. This check-in process usually starts at 15.00 pm and check-out process starts at 12.00 pm. The process of check in and check out in Conrad Bali Resort and Spa is one of the responsibilities of the Guests Relation Officer or often called Front Desk.

In Conrad Bali Resort and Spa hotel the terms of Front Desk known as GuestsRelation Officer, which is one of important section of the Front Office Department thatproviding best service starting from check-in guests, check-out, and there is also another duties and responsibilities of this section such as give information about hotel and all the facilities are there in a hotel. Guests Relation Officer has a crusial impact because it will determine the good image of the hotel. Guests Relation Officer must pay attention in having a close engagement with the guests at the first time by knowing their preferences both individual or group who want to check in Conrad Bali Hotel Resort and Spa.

Check in is a step to verified guest's reservation that booked by a travel agent/guest's personal account and need to be completed when the first time they come to thehotel. While the guests doing checked-in they will get a welcome drink and cool towel as a complimentary. Handling check-in at Conrad Bali Resort and Spa is one of the most important things to concern on because as a luxury brand of Hilton must give theexceptional service on the guests such as knowing the guest's profiles and preferenceswhile they check-in, giving them a warm greeting and smile when they are coming, handling their check-in with sincerely and on the right procedure at hotel. Every hotelalways wants to give the best services and run flawless to get satisfaction from both parties, same with Conrad Bali

Resort and Spa, especially at FO Department section.

All of Guests Relation Officers have to know the procedure of handling checkin to make them ready to meet many problems or complaints from the guests and it will appear upon guest check-in such as the room is under expectation, the deposit is paid half of the payment, and the room is still dirty and not ready yet. When handling check-in for VIP guests in the member category of Hilton Company, we need to be more details. Hilton Member is a category of guests who have been listed as the member of Hilton Company throughout the world wide. On certain policies can make payments using points they have collected since becoming members of Hilton Honors. There are 4 types of Hilton Honors member, the first are Blue Member, Silver Member, Gold Member, and Diamond Member. There are lot of benefits when the guest would like to become the Hilton Honors Member. For example, gold members could use their points to get discounts for free stay, complimentary for late check-out until 15.00, get My way benefits (guest need to choose either they will get free breakfast or 1000 points per stay).

Many kinds of guest types come to Conrad Bali Resort and Spa. It makes all the procedure for handling check-in for the guests become different. Conrad Bali has some hospitality desk for Hilton Honors Gold Member so the guest will not wait for too long and GRO will give personalized service to the Gold Member and also explained

the benefits of Gold Member. GRO will ensure all the procedure is followed up flawlessly and beyond guest's expectation. That's why, most of the guests who come to Conrad Bali Resort and Spa are very loyal. Based on the background above, very exciting to arrange a final report with the title of "Handling VIP Hilton Honors Gold Member Check In By Guest Relation Officer At Conrad Bali Resort And Spa".

### **B. Problem Statement**

Based on to the explanation above, the problem statement can be formulated bythe writer as follows:

1. What is the procedure for Handling VIP Hilton Honors Gold member Check in by Guest Relation Officer at Conrad Bali Resort and Spa?
2. What are the obstacles faced by Guest Relation Officer when Handling VIP HiltonHonors Gold Member Check in by Guest Relation Officer at Conrad Bali Resort and Spa and the solutions?

### **C. The Purpose and Usage of Writing**

Based on the problem statement above, the purpose and the usage that might obtained from Handling VIP Hilton Honors Gold Member Check in By Guest RelationOfficer at Conrad Bali Resort and Spa, such as following report:

1. The Purpose of Writing

Based on the problems statement above, the purpose of which may be obtainedfrom "Handling VIP Hilton Honors Gold Member

Check in By Guest Relation Officer at Conrad Bali Resort and Spa, such as the following report:

- a. To know the procedure of handling VIP Hilton Honors Gold member check in by Guest Relation Officer at Conrad Bali Resort and Spa.
- b. To know the obstacles faced by Guests Relation Officer when handling VIP Hilton Honors Gold Member at Conrad Bali Resort and Spa.

## 2. The Usage of Writing

- a. For students
  - 1) This final report could be a good resource to improve how to make a good essay and to get more information about the Front Office Department in general especially in Guest Relation section.
  - 2) This final report as one of the requirements to complete the education of Diploma 3 majoring in Hospitality study program Hotel Management at Bali State Polytechnic.

### b. For Bali State Polytechnic

This final project could enrich the sources or references about the knowledge of handling VIP Hilton Honors Gold Member by Guest Relation Officer, as well as a comparative between the knowledge that gained on campus and those in the workplace.

c. For Conrad Bali Resort and Spa

As the feedback for all the management of Front Office and Guests Relation Officers in performing their duties and resolve problems regarding to the procedure of handling VIP Hilton Honors Gold Member check-in by Guest Relation Officer.

**D. The Method of Writing**

1. The Method of Collecting Data

This final report, used some method in order to collecting data and get complete information about the content of this final report, are as follows:

a. Observation

Observation is a method based on direct observation of the physical symptoms of research for Front Office Department. Observation is used to get a knowledge like how to operate Opera System which is used at Conrad Bali, handling check in and check out especially for the VIP Hilton Honors Gold Member, upselling the room, telephone operator courtesy both handling incoming call and in house call, giving information about hotel products and facilities, prepare registration form and resolve problem according the Standard Operational Procedure of Conrad Bali Resort and Spa. By observing the procedures related can be known more deeply

and also know how problem might arise and the solution taken.

b. Interview

Interview is a technique of collecting data by asking directly to staff, Guest Relation Captains and managers of Guests Relation who already have many experiences and directly involved in handling VIP Hilton Honors Gold Member check-in. The writer can do by recording the entire data by recorder by tape recorder or note technique.

c. Literature Review

Literature review is collecting the data based on the magazines, literature books and other media such as Google Chrome, Internet Explorer or other sources like the previous final report which has relation with Front Office Department at Conrad Bali Resort and Spa.

2. Analysis Data Method

Data analysis method used in this of this Final Project providing qualitative description and systematically about the data obtained directly at the Hotel Conrad Bali Resort and Spa significantly and linked with some information obtained from several books so that it can be concluded.

## **CHAPTER V**

### **CLOSING**

#### **A. Conclusion**

Based on the discussion on chapter IV, there are some conclusions that can be made as follows:

Before handling VIP Hilton Honors Gold Member check-in, GRO should pay attention to several things and follow the procedure to create the best impression upon the guest check-in. The procedure of Handling VIP Hilton Honors Gold Member check-in by Guest Relation Officer at Conrad Bali Resort and Spa and the way of explanation will be separated into three steps. They are preparation stage, implementation stage, and final stage.

##### **1. Preparation Stage**

###### **a. One Day Before Hilton Honors Gold member Guest Arrival.**

There are some steps that have to be done by GRO one day before the VIP Hilton Honors Gold Member guest arrival such as, making room assignment to assign the room for the Hilton Honors Gold member guest while seeing the trace that has been made by reservation, preparing the registration card and room key.

###### **b. On the Day of VIP Hilton Honors Gold Member guest Arrival.**

Before doing the operational procedure of check-in for VIP Hilton Honors Gold Member guests, GRO has to do some preparations.

## 2. Implementation Stage

The procedure of handling VIP Hilton Honors Gold Member check-in by Guest Relation Officer at Conrad Bali Resort and Spa is as follows, welcoming VIP Hilton Honors Gold Member guest, offering help to the guest and asking regarding their reservation, serving the welcome drink, asking the guest to fill the registration form, ask the payment of incidental deposit by cash or credit card.

After the payment done.

## 3. Final Stage

Handover to the Guest Service is the last step of the check-in the VIP Hilton Honors Gold Member Guest. After check-in process is done, then GRO will do few steps as a final stage when handling the guest check-in such as checking in the guest in the system, completing the guest data in the system and putting the registration form in the docket.

# **1. The Problem in Handling VIP Hilton Honors Gold Member Check in by GRO and The Solution Can Be Taken to Solve the Problem at Conrad Bali Hotel Resort and Spa**

The problem in handling VIP Hilton Honors Gold Member check in by GRO and the solution as follows:

- a. The Room is not ready yet for early check-in. To prevent this problem, GRO will coordinate with Housekeeping Department to give priority to prepare and make up the room that has been blocked to the

VIP Hilton Honors gold member guest who come earlier will wait at the Lobby lounge and enjoying coffee, tea, and some cookies.

b. The assigned room is different with the original reservation. The solution is the GRO will discuss it with manager about the situation and offer the guest to get a complimentary either spa or food and beverage to calm the situation then give the guest explanation about our room condition.

### **B. Suggestion**

Based on the experience during training at the front office department in ConradBali Hotel Resort and Spa especially in handling VIP Hilton Honors Gold Member check in, some suggestions will be given:

1. Handling VIP Hilton Honors Gold Member who will do check in a GRO should be more careful when making preparation and checking the rooms prepared in accordance with the reservation. By taking care and being aware of the guest preferences, GRO can minimize the misunderstanding and the mistakes happened during check-in process.
2. As the Hilton Honors Gold Member, Guest Relation Officer has to pay attention of their personal address, their booking and benefits, and their payment method. Make sure all information regarding the guest profile and reservation is already correct and the payment method is correct because if we are wrong to input the information will be impacted to guest's account as Hilton Member.

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