

CHAPTER I

INTRODUCTION

1.1 Background of Study

The hospitality industry is one of the most important sectors for tourism in Indonesia. This was due to the two industries being dependent on each other. As the number of visitors to a tourist destination increases, there is also an increase in demand for accommodation. Indonesia is a country with a large and highly popular tourism sector. The diversity of its natural resources, culture and cuisine has made Indonesia a highly attractive tourist destination for both domestic and international travellers. Natural, cultural and historical attractions are spread throughout Indonesia, attractive tourists to visit the country. This is because Indonesia has hundreds of cultural tribes spread from Sabang to Merauke (Rahma, 2020). The friendliness of the Indonesian people is also one of the factors that makes tourists feel at home whilst on holiday in Indonesia.

The tourism and hospitality sectors in Indonesia have shown rapid recovery and growth, reflected in increased domestic and international arrivals (*Badan Pusat Statistik*, 2026). This can be seen from the growing number of domestic and foreign tourist in Indonesia in 2025 (*Kementerian Pariwisata dan Ekonomi Kreatif Republik Indonesia*, 2026). Here are the total numbers of international and domestic tourist in Indonesia:

Table 1.1 Growth of International and Domestic Tourism in Indonesia in 2025

Indicator		2024	2025	Comparison with Previous Period	
Foreign Arrival	Tourist	13,886,678 visitors	15,386,646 visitors	Increased by 10.80% compared to 2024	
Domestic Trips	Tourist	1,021,084,031 trips	1,200,332,559 trips	Increased by 17.55% compared to 2024	

This increase reflects the rapid recovery and growth of the domestic and international tourism sectors in 2025. The improvement in the tourism sector has also driven growth in the hospitality sector. As the number of tourists visited to Indonesia continues to rise, the demand for hotel rooms also increases, as hotels are generally the preferred accommodation option for travellers on holiday (Karaman, 2021). Five-star hotels are commonly selected by tourists who expect outstanding hospitality, premium facilities, and excellent service throughout their stay. To accommodate this demand, Indonesia offers a wide variety of five-star hotels across the country (Bangun et al., 2025). According to the *Badan Pusat Statiska* (2025), the number of hotels in Indonesia has shown a consistent increase from 2021 to 2025. The data indicates that the number of five-star hotels in 2025 will reach 4,790 in total, which is a significant increase compared to previous years. In 2024, the total number of five-star hotels reached 296, spread across Indonesia (Kompas, 2025). In Semarang, there are currently six five-star hotels in operation, which are highly popular among visitors to the city.

The expansion of the hospitality industry is followed by the expansion of the job opportunities in this sector. Human resources are one of the most important assets in the hospitality industry, as they influence the competitiveness and sustainability of tourism (Mubarok et al., 2020) in (Rihardi, 2021). In five-star hotels, highly qualified staff are required to provide a satisfying experience and service for guests. According to British IHM (2026), the operations of a five-star hotel are primarily supported by four core departments. These four departments include the Front Office, Housekeeping, and Food and Beverage, and Hotel Management, each contributing to the effective operation of the hotel. The Front Office, in particular, functions as the main center for communication and guest transactions throughout the guest experience. As a core operational department, the Front Office is responsible for supporting the hotel's daily operations while creating positive first impressions and enhancing the overall guest experience during their stay (My, 2019). In addition, the Housekeeping department plays an important role in guest satisfaction by ensuring the cleanliness and visual appeal of the hotel environment (Fakhry et al., 2022). Lastly, the Food and Beverage department is

regarded as one of the key components of hotel operations, as it delivers high-quality and efficient services that play a significant role in enhancing guest satisfaction and preserving the hotel's reputation (Anubala & Lal Mohan, 2026). So that, these three departments were specifically selected for this study because they have the highest frequency of direct interaction with both domestic and international guests throughout the guest journey. Based on the discussion above, it can be concluded that the Front Office, Housekeeping, and Food and Beverage departments are the most important parts of a hotel as they ensure guest satisfaction, good reputation, and maximum revenue.

This research specifically focusses on the Food and Beverage Department Chapter in five-star hotels, including the information about the introduction of Food and Beverage department, job professions, duties and responsibilities, professional ethics, and grooming in the Food and Beverage Department. According to Wulansari & Hakim (2019), the Food and Beverage Department is one of the hotel's core operational departments responsible for providing food and beverage products and services to guests. As one of the departments that interacts directly with guests, it plays a significant role in ensuring guest satisfaction while contributing substantially to the hotel's revenue. The department is generally divided into two major sections, Food and Beverage Product, which is responsible for food preparation and production, and Food and Beverage service, which focuses on receiving guest orders, serving food and beverages, and delivering quality service throughout the dining experience.

The roles and services provided in five-star hotels are different from those in hotels with a lower star rating. There are more specialised roles in five-star hotels, each with different responsibilities and duties. Consequently, each profession within these departments requires a unique set of competencies to perform its functions effectively. However, Mallia (2022) stated that there are several similarities in terms of competencies, such as communication skills, customer relations skills, and professional ethics. In the hospitality industry, interpersonal, communication, and leadership skills are the most valued soft skills, as they

facilitate successful interactions with others (Sisson & Adams, 2013) in (Mallia, 2022).

Due to the increasing number of job opportunities in the hospitality industry, particularly within the three main departments of five-star hotels, thorough preparation and understanding of the hospitality sector are essential for securing a position in a five-star hotel. Applicants need to understand the specific roles required in these three departments. Furthermore, applicants must be aware of the specific skills required in the hospitality sector in order to deliver quality performance and successfully progress to the interview stage. The job interview process directly assessed during the interview. In many cases, the interview process determines an applicant's success because their true character is revealed during the interview, rather than in the application letter (Manafe et al., 2022).

This guidebook is designed to help people, particularly the junior in Applied Foreign Language students who are interested to work or intern in a five-star hotel, especially in Front Office, Housekeeping, and Food and Beverage Departments. The authors realize that there is still a lack of information regarding the hospitality sector within the Applied Foreign Languages programme. Therefore, this guidebook provided specific details regarding professional roles in these three departments at five-star hotels, the skills required for each role, professional appearance, as well as tips and tricks to improve performance during interview sessions. The method used for this guidebook is the Research and Development (R&D) method by Borg and Gall that develop in 1983. This method is the most suitable for producing this guidebook as it outlines every process from the start., ensuring the final product can reach its full potential for readers.

1.2 Statements of The Problem

1. How is the process of making a Guidebook for Food and Beverage Department along with the supporting video and the Job Interview Chapter?

2. How is the stakeholders' feedback about the Guidebook especially for Food and Beverage Department and the Job Interview Chapter also the supporting video?

1.3 Objective of The Study

1. To understand and to implement the process of making the guidebook.
2. To identify the feedback and to evaluate the guidebook in enhancing understanding about the hospitality industry, particularly within the Food and Beverage Department, and understanding of job interviews in the operational departments of a five-star hotel.

1.4 Significance of The Study

a. Theoretical contribution

1. Hopefully, this guidebook can help readers gain a comprehensive understanding of hotel operations and ensure that the guidelines provided are in line with operational requirements on the ground.
2. Hopefully, this guidebook can assist with research in related fields.

b. Practical contribution

1. Hopefully, this guidebook can provide a practical guide to introduce the Food and Beverage Department and provide guidance on job interviews at a five-star hotel.
2. Hopefully, this guidebook provided accurate and communicative guidance content, therefore facilitating readers in understanding operational training materials who want to have knowledge in the fields of Food and Beverage, and improve preparedness for job interviews within the operations department.

1.5 Output of The Study

The output of this research is a practical and educational guidebook designed to support students and individuals who are interested in the hospitality industry career. This guidebook focuses on the three main operational departments, such as Front Office, Housekeeping, and Food and

Beverage. It provides detailed explanations of introduction about the departments, professional ethics, job positions with the responsibilities, required skills, and standard operational procedures. In addition, it includes a specific section on job interview preparation, covering the examples of interview questions, appropriate responses, grooming, and useful tips and tricks to help applicants perform confidently and professionally. The guidebook supported by visual practical examples to enhance understanding and engagement. This guidebook is expected serve a useful learning resource for students, trainees, and job applicants, as well as a supporting material in hospitality education and training. It is will be helping to bridge the gap between theoretical knowledge and real-world practice in the hospitality industry.