

CHAPTER I INTRODUCTION

1.1 Background

One of the most significant tourism-related industries in Indonesia is the hospitality sector. This is due to the mutual interdependence between the two industries. After all, demand for accommodations increases as the number of visitors to a tourist destination grows. Indonesia has a substantial and highly attractive tourism industry. With its rich natural resources, culture, and cuisine, Indonesia has become a popular tourist destination for both domestic and international travelers. Tourists are drawn to Indonesia by its natural beauty, culture, and historical attractions. This is due to the fact that hundreds of ethnic groups are spread throughout Indonesia, from Sabang to Merauke (Rahma, 2020). One of the things that helps visitors feel at home while vacationing in Indonesia is the hospitality of the local people.

According to data published by *Badan Pusat Statistik* (2026) and the Ministry of Tourism of the Republic of Indonesia (2026), Indonesia's tourism and hospitality industries experienced significant growth in 2025. This development is reflected in the increasing number of both international and domestic tourist visits throughout the year. The details are presented in Table 1.1.

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

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

The increase in both domestic and international tourist arrivals indicates a strong recovery and continuous growth of Indonesia's tourism sector. As tourism activities expand, the hospitality industry also experiences increasing demand, particularly for accommodation services. Karaman (2021) states that hotels are among the most preferred types of accommodation for travelers, meaning that higher tourist arrivals naturally lead to a greater demand for hotel rooms. Among the available accommodation options, five-star hotels are often chosen by tourists who seek high-quality facilities and excellent services (Bangun et al., 2025). This growing demand has also contributed to the continuous development of the hotel industry in Indonesia. Data from *Badan Pusat Statistik* (2025) show that the number of star-rated hotels increased steadily between 2021 and 2025, reaching 4,790 hotels in 2025. Furthermore, Kompas (2025) reported that Indonesia had 296 five-star hotels in 2024, reflecting the expanding availability of premium accommodation across the country.

The tourism and hospitality industries are currently experiencing significant growth, accompanied by an expansion of job opportunities in both sectors. As job opportunities increase, so does the demand for human resources. Human resources are the most critical factor in achieving a sustainable tourism and hospitality industry (Mubarok et al., 2020), as cited in (Rihardi, 2021). To provide high-quality service and a satisfying experience for guests at a five-star hotel, highly qualified staff are essential. According to British IHM (2026), hotel operations are primarily supported by four core departments: the front office, housekeeping, food and beverage, and hotel management. These departments work together to ensure that daily hotel operations run effectively and have direct interaction with the guests. The housekeeping department plays an essential role in maintaining guest satisfaction by ensuring that hotel facilities remain clean, comfortable, and visually appealing (Fakhry et al., 2022). Similarly, the food and beverage department is another key operational unit that provides food and beverage services. According to Anubala and Lal Mohan (2026), delivering high-quality and efficient food and beverage services contributes greatly to guest satisfaction and helps strengthen the hotel's reputation. Last but not least is the front office is responsible for handling

communication and guest transactions while also creating guests' first impression and contributing significantly to their overall stay experience (My, 2019). Based on the explanation above, can conclude that the front office, housekeeping, and the food and beverage department have important roles in the hospitality industry.

This study focuses on the front office department in five-star hotel. As the main point of contact between the hotel and its guests, the front office department plays a central role in ensuring smooth communication and delivering quality service throughout the guest experience (Agripina et al., 2025). This department also serves as the hotel's communication center by coordinating guests' requests and information with operational departments to ensure that services are delivered efficiently (Silaen et al., 2025). Moreover, effective communication and professional service provided by front office staff also contribute to a positive guest experience throughout their stay (Aiba & Septemuryantoro, 2024). In addition, the quality of front office services has a direct influence on guest satisfaction, customer loyalty, and the overall image of the hotel. Consequently, considering the wide range of responsibilities carried out by the front office department and its significant impact on service quality, individuals working in this department are expected to possess excellent communication skills, professional conduct, and strong service competencies to meet the high standards of five-star hotel.

Therefore, understanding the roles, responsibilities, and professional standards of these departments is essential for individuals who wish to pursue a career in five-star hotels. In terms of service, there are certainly aspects that distinguish a five-star hotel from hotels with different star classifications. This is what requires more specific professions within a five-star hotel, where the competencies and roles needed also differ. However, Mallia (2022) states that there are some common competencies, such as communication skills, the ability to build relationships with guests, and professional conduct. This suggests that soft skills are also essential in the hospitality industry to facilitate successful interactions with guests (Sisson & Adams, 2013), as cited in (Mallia, 2022).

As the hospitality industry continues to grow, so does the number of job opportunities, particularly in three key departments within five-star hotels. There is

much that needs to be thoroughly prepared, ranging from interview preparation to recognized competencies, in order to be hired at a five-star hotel. According to Manafe et al. (2022), the interview process is crucial to a job applicant's success, as it is through this process that a person's character is revealed through their responses to questions, body language, and behavior.

Based on the questionnaire distributed to Applied Foreign Language students who had completed internships or worked in the hospitality industry, the researcher found that many students still had limited knowledge of the hospitality industry. In particular, they lacked an understanding of the basic knowledge required to work in the industry, professional hospitality ethics, and preparation for job interviews, especially in five-star hotels. Based on the results of the needs analysis, the researcher developed a guidebook titled "Guidebook for Front Office, Housekeeping, and Food and Beverage Departments in Five-Star Hotels", which focused on these three departments that are crucial to the hospitality industry. In addition to focusing on these three departments, the guidebook includes an equally important chapter on job interview preparation. This guidebook is designed to assist Applied Foreign Language students who are interested in working or interning at five-star hotels, particularly in the Front Office, Housekeeping, and Food and Beverage departments. In addition, the Applied Foreign Languages program has established partnerships with several five-star hotels, providing students with internship opportunities. Therefore, this guidebook is intended to serve as a learning resource to help students prepare before entering the hospitality industry. In addition, this guidebook can also be used by individuals who are new to the hospitality industry and wish to gain a better understanding of hotel operations.

1.2 Statements of The Problem

1. How is the process of making this Guidebook for the Front Office Department in Five-Star Hotels, along with the educational videos on department introduction and job interview?
2. How is the stakeholders' feedback of Guidebook for the Front Office Department in Five-Star Hotel and its supporting educational videos?

1.3 Objective of The Study

1. To understand and to implement the process of making the guidebook for the Front Office Department in Five-Star Hotels, along with the educational videos on department introduction and job interview.
2. To identify feedback and evaluate the guidebook for the Front Office Department in Five-Star Hotels and its supporting educational videos in enhancing understanding in the hospitality industry.

1.4 Significance of The Study

a. Theoretical Contribution

1. It is expected that this research can enrich the literature on front office operations, hospitality ethics, and job interview preparation in five-star hotel.
2. It is expected that this guidebook, along with the educational videos, can contribute to the development of multimedia-based learning resources in hospitality education.

b. Practical Contribution

1. It is expected that this guidebook can provide learning materials on the front office department, while the educational videos can enhance users' understanding through visual demonstrations and practical examples.
2. It is expected that this guidebook, along with the educational videos, can provide accurate and communicative guidance content, therefore assisting readers in understanding operational training materials who want to develop their expertise in the hospitality industry.

1.5 Output

The final output of this research is a guidebook entitled Guidebook for Front Office, Housekeeping, and Food and Beverage Departments in Five-Star Hotels. The guidebook consists of approximately 80 pages and is designed as a practical learning resource for Applied Foreign Language junior students and individuals who are interested in pursuing a career in the hospitality industry. The guidebook provides information about the Front Office, Housekeeping, and Food and Beverage departments, including department introductions, job positions and responsibilities, hospitality ethics, grooming standards, and job interview preparation in five-star hotel. To enhance users' understanding, the guidebook is supported by educational videos that can be accessed through QR codes. The educational videos consist of five videos. The first video, entitled "Introduction of Front Office Department in Five-Star Hotel", has a duration of 2 minutes and 35. The second video, entitled "Introduction of Food and Beverage Department in Five-Star Hotel", has a duration of 2 minutes and 24 seconds, and the third video, entitled "Introduction of Housekeeping Department in Five-Star Hotel", has a duration of 2 minutes and 19 seconds. Both of them and introduces the front office, housekeeping, and food and beverage department, their job positions, and the responsibilities of each position. The fourth video, entitled Educational Video: Video Simulation of Job Interview for Applying in Five-Star Hotel, has a duration of 8 minutes and 32 seconds and presents simulations of both offline and online job interviews in five-star hotel. The last video has a duration of 3 minutes and 17 seconds and explains appropriate and inappropriate interview behavior, as well as practical tips and strategies for succeeding in job interview at a five-star hotel.