

CHAPTER I

INTRODUCTION

1.1 Background

The hospitality industry is one of the most important sectors for tourism in Indonesia. It is because the two industries rely on each other. Because with the increase in visitors to a tourist destination, the accommodation needed also increases. Indonesia itself is a country with a vast and much-in-demand tourism sector. With the diversity of natural, cultural, and culinary resources, Indonesia has become a tourist spot that is in great demand by both local and foreign tourists. Nature, culture, and historical tourism spread throughout Indonesia, attracting tourists to travel to Indonesia. This is because Indonesia has hundreds of cultural tribes spread from Sabang to Merauke (Rahma, 2020). The friendliness of Indonesian people is also one of the factors that makes tourists feel comfortable vacationing in Indonesia.

According to data from the *Badan Pusat Statistik* (2026) and *Kementrian Pariwisata Republik Indonesia* (2026), the Tourism and Hospitality Industry is experiencing a rapid increase. This can be seen from the growing number of domestic and foreign tourists in Indonesia in 2025. Here are the detailed of the total numbers:

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

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

This increase reflects the recovery and rapid growth of the domestic and foreign tourism sector in 2025. Because of the improvement in the tourism sector, it also affects the enhancement of the hospitality sector. The higher the number of tourist

visits in Indonesia, the more hotel rooms are needed for tourists to stay in, because hotels are the most preferred accommodations during holiday (Karaman, 2021). Five-star hotels are often a top choice by the tourists who want to enjoy a perfect trip and experience the good quality and service of the hotels, and Indonesia offers plenty of five-star options for tourists to stay (Bangun et al., 2025). According to *Badan Pusat Statistik* (2025), the number of hotels in Indonesia shows a consistent increase from 2021 to 2025. The data shows that the number of star hotels in 2025 reaches 4,790 hotels, which is experiencing a rapid increase from the previous years. Meanwhile, the total figure of five-star hotels in 2024, reaches 296 hotels that are widespread in Indonesia (Kompas, 2025).

The expansion of the tourism and hospitality industry is followed by the expansion of job opportunities in both sectors. Human resources itself is one of the most important resources in the tourism and hospitality industry because it affects the competitiveness and sustainability of tourism (Mubarok et al., 2020) in (Rihardi, 2021). In five-star hotels, it requires highly qualified staff to provide a satisfying experience and service for guests. According to British IHM (2026), there are four core departments at five-star hotels that serve as its backbones. Those four departments include Front Office, Housekeeping, Food and Beverage Departments, and the Hotel Management that support the operational activities. The Front Office has always been recognized as the center of communication and transactions between the hotel and its guests. As one of the main operational departments, the Front Office plays a vital role in the hotel's day-to-day operations and significantly influences guests' first impressions as well as their overall experience during their stay (My, 2019). Then, the Housekeeping department also plays a crucial role in guest relations by maintaining the cleanliness and the aesthetic appeal of the hotel (Fakhry et al., 2022). Last but not least, the Food and Beverage department is also considered one of the essential components of hospitality operations by presenting a high quality and efficiency service that can significantly influence guest satisfaction and maintaining the reputation of a hotel (Anubala & Lal Mohan, 2026). Based on those points, it can be known that the Front Office, Housekeeping and Food and Beverage Department are the most crucial part of the hotel.

This research specifically discusses the Housekeeping Department Chapter in five-star hotels, including the detailed information about the job professions, duties and responsibilities, professional ethics, and grooming in the Housekeeping department. According to Gibran et al. (2024), the Housekeeping Department is responsible for organizing, cleaning, and maintaining several areas and operational equipment. In addition to ensuring that guest rooms are clean and ready for occupancy, this department also manages linens, uniforms, guest amenities, and various cleaning supplies needed for the hotel's daily operations. However, the housekeeping staff needs to know and obey the cleaning standard and all procedures while on duty to improve the quality of work (Musparni & Samira, 2021). Considering the wide range of responsibilities handled by the Housekeeping Department, five-star hotels employ a more specialized organizational structure with various professions assigned to specific operational areas and service standards.

The professions and services given in the five-star hotels are different from the lower star-hotels. There are more specific professions in the five-star hotel that have different roles and jobs to do. The competencies needed by the workers for each profession in those departments certainly have differences. But, Mallia (2022) stated that there are some similarities for the competencies such as communication skills, customer relations skill, and professional behaviour. In the hospitality sector, it shows that soft skills, such as interpersonal, communication, and leadership skills are the most needed competencies, as these help to interact successfully with others (Sisson & Adams, 2013) in (Mallia, 2022).

With more opportunities to work in the hospitality industry, especially in those three essential departments of the five-star hotel, it needs a preparation and knowledge about hospitality to be able to get in and be accepted to work in a five-star hotel. The applicants need to know what kind of professions are needed in those three departments. In addition, the applicants are required to know what kind of skills are necessary in hospitality so that the applicants can produce high-quality work and easily get through to the interview stage. The job interview process is very important for assessment because one's personal qualities can be read instantly

during the interview. Often, the interview process determines the success of an applicant because the applicant's true character is revealed during the interview, not in the application letter (Manafe et al., 2022).

Based on the observations and interview conducted with several students that have worked and interned at hospitality industry, the researchers realize that there is still a lack of information about hospitality in Applied Foreign Language majors, more specifically, many students are still unaware of what they need to know to work in the hospitality industry, what the professional code of ethics entails, and how to handle job interviews, particularly at five-star hotels. Based on those needed analysis, this guidebook is made along with the educational video to give its users deeper understanding through audiovisual. The method used for this guidebook is the Research and Development method by Borg and Gall that was developed in 1983. That is the most suitable method for the making of this guidebook because it shows each process from the beginning and the output which is the guidebook itself can reach its full potential for the reader.

1.2 Statements of the Problem

1. How is the process of making this Guidebook in the Housekeeping Department along with the supporting video and the Hotel Grooming Chapter?
2. How is the stakeholders feedback about the guidebook specifically in the Housekeeping Department and the Hotel Grooming Chapter?

1.3 Objective of the Study

1. To know and to implement the process of making the guidebook in the Housekeeping Department along with the supporting video and Hotel Grooming Chapter.
2. To identify the feedback and to evaluate the feasibility of the guidebook in enhancing understanding in the hospitality industry, especially in the Housekeeping Department and Hotel Grooming in Five-Star Hotel.

1.4 Significance of the Study

a. Theoretical contribution

1. It is expected that this guidebook can reach a literature of understanding of the operations of the Housekeeping Department and understand about Grooming in the Five-Star Hotel while ensuring that the guidelines presented are relevant to real operational needs in the field.
2. It is expected that this guidebook can assist with research in related fields.

b. Practical contribution

1. It is expected that this guidebook can provide a practical guide in the Housekeeping Department in five-star hotels.
2. It is expected that this guidebook provide accurate and communicative guidance content, thereby facilitating readers in understanding operational training materials who want to deepen their knowledge in the fields of the Housekeeping Department

1.5 Output of the Study

The output of this research is a bilingual guidebook entitled *Guidebook for Front Office, Housekeeping, and Food and Beverage Departments in Five-Star Hotels*, accompanied by supporting instructional videos. This guidebook is made with the aim of helping people, specifically 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.

This guidebook provides comprehensive information about those departments, including the duties and responsibilities of each position, hotel grooming standards, professional ethics, and job interview preparation. To enhance user understanding and engagement, this guidebook also features illustrations and QR codes that link to instructional videos entitled *Introduction of Housekeeping Department in Five-Star Hotel* with 2:19 duration to demonstrate practical scenarios and examples related to hotel operations. This product aims to enhancing users' readiness to enter the hospitality industry, especially in five-star hotel.