

CHAPTER II

ESTABLISHMENT BACKGROUND

2.1 History of Four Seasons Hotel and Resort

The story of Four Seasons Hotels and Resorts, The founder and chairman of Four Seasons is Isadore Sharp. Isadore Sharp had no plans to enter the hotel business on a grand scale when the young architect and builder. Isadore Sharp thinks, like most things in life, chance events steer us into different directions. That's why Isadore Sharp decided to go into the hotel business. In 1961, Isadore Sharp together with his contractor father, Max Sharp built his first hotel called the Four Seasons Motor Hotel on Jarvis Street, an unlikely downtown site in Toronto. Isadore Sharp was surprised by the success of his first hotel so that Isadore Sharp was confident to do this hotel business himself.

In 1963, Four Seasons opened its second hotel, Toronto's Inn on the Park. Isadore Sharp again commissioned Peter Dickinson, the architect responsible for the innovative design of his first Four Seasons hotel two years before. Perched on a hill above hectares of parkland, and boasting one of the city's top restaurants, the sophisticated urban resort-style hotel was an instant success. In the 1970s the company opened a third hotel in London, England. This hotel set the tone for the future direction of the company and pioneered many of the signature Four Seasons services now delivered worldwide. Within a few years, the company's portfolio also included 10 hotels across Canada, and its first US management contracts, in San Francisco and Chicago. By the close of the decade, Four Seasons had entered the US market under its own brand name in Washington, DC.

Isadore Sharp made the strategic decision to only operate medium sized hotels of exceptional quality and to be the best. Isadore Sharp looks at quality from the customer's perspective. What do customers find valuable? What do customers consider important to them? Whether for business or leisure, the guest experience is memorable, and that's what business is all about. The ability

to attract and satisfy customers, which builds up loyalty. Isadore Sharp decided to create a work environment and work ethic that might make a big difference in how people think about Four Seasons as a service company. That is based on perhaps the single most profound statement ever made. The golden rule, treat others as you would wish to be treated. That very simple statement is the foundation on which the company builds its core values. The first is quality. The second is service. The third is culture. And the fourth is brand. When we look at what Four Seasons actually stands for, it's actually the people behind it who play a role.

Four Seasons continued to grow in both size and recognition around the world. Four Seasons currently operates more than 100 hotels and resorts worldwide. Four Seasons continued its focus on global expansion, while maintaining its emphasis on creativity and innovation, both through the introduction of new properties and technologies, ultimately enhancing its leadership in luxury travel.

In 2015, the company introduced the first-ever Four Seasons Jet, providing a complete Four Seasons experience in the sky. Featuring signature design standards, staff and service, this private jet offers round-the-world journeys to Four Seasons hotels and resorts. In Indonesia, Four Seasons Hotels and Resorts are located in Jakarta and Bali. Four Seasons Resort Bali at Sayan was named the Best Hotel in the World by Travel and Leisure in the annual World's Best Awards.

2.2 Vision, Mission, and Company Objectives

2.2.1 Vision of Four Seasons Hotel and Resort

To be the most aspirational hospitality and residential brand through genuine and unparalleled service experiences.

2.2.2 Mission of Four Seasons Hotel and Resort

Four Seasons set up to create a corporate mission statement that would guide the actions of everyone in the organization. The goals, beliefs and principles are the foundations of four seasons hotels and

resorts to serve the guests. Create properties of enduring value using superior design with a deeply instilled ethic of personal service. Doing so allows Four Seasons to satisfy the needs and tastes of customers, and maintain the position as the world's premier luxury hospitality company.

2.2.3 Company Objectives

Four seasons hotels and resorts have chosen to specialize in the hospitality industry by offering only experiences of exceptional quality. Four seasons hotel and resort is to be recognized as the company that manages the finest hotels, resorts and residential clubs regardless of location.

2.3 Organizational Structure and Main Task



Figure 2.1 Organizational Structure

1. General Manager
 - Responsible for resort operations
 - Responsible for plans and decisions for everything at the resort
2. Resort Manager
 - Supervise and be responsible for all staff
 - Determine targets that must be achieved by all departments
3. Director of People and Culture
 - Develop strategies to establish and implement the recruitment and hiring process for all employees
 - Manage and implement organizational onboarding and onboarding for new employees

4. Senior Director of Marketing

- Create marketing and sales strategies.
- Responsible for hotel publications and advertising.
- Ensure room sales meet targets.

5. Director of Finance

- Receivables management
- Preparation of information and implementation of the monthly invoicing cycle
- Full management of all fixed assets of the resort
- Manage all matters related to insurance
- Ensure the smooth operation of all matters related to finance
- Preparation of management reports, financial reports and other finance

6. Regional Director of Spa

- Creates, maintains and oversees the Spa
- Monitoring service quality at F&B outlets
- establish and implement the goals of the spa, fitness and swimming pool departments to always be in top condition (operation and cleanliness)

7. Director of Engineering

- Responsible for repairing and maintaining hotel equipment and facilities.
- Make reports regarding repairs or updates to hotel facilities and equipment.
- Carryout supervision and financing of Property Operation, Maintenance and Energy Cost.

2.4 Establishment Description

Four Seasons Resort Jimbaran Bay has 157 villas consisting of 148 villas and 9 residences. Four Seasons Resort at Jimbaran Bay also has 5 outlets namely Telu, Sundara, Alu, Jala, and Taman Wantilan.

1. Telu

Telu is made entirely from upcycled materials with an open-air bar overlooking an aromatic herb and cocktail garden. Telu has a 40 seating capacity, open from Wednesday to Sunday; 05.00 PM - 12.00 Midnight.

The signature menu of Telu :

- Murni : Zero-proof tequila , lime, trigona honey, and smoked salt.



Figure 2.2 Murni

- Down to Earth : East Indies gin, spirulina, matcha, passion fruit, guava, honey nectar, and coconut milk whey.



Figure 2.3 Down to Earth

- Coral Guardian : Palwana Arak, Spiced Nusa Cana, Pandan, Peanuts, lime, dragon fruit jam.



Figure 2.4 Coral Guardian

2. Sundara

Sundara is inspired by Jimbaran's traditional seafood barbecue culture, the dinner menu features fresh and bold flavors to complement the fiery sunset views. Each dish is served covered in elements of wood, smoke or fire. During the day, the smaller selection of beach clubs is perfect for a relaxing day by Bali's longest beachside pool. Sundara has a 50 seating capacity, open all day dining at 11.00 AM - 01.00 AM (last order at 10.00 PM). The signature menu of Sundara :

- Crispy Baby Pig : Snake fruit chutney, charred cabbage, and mustard jus.



Figure 2.5 Crispy Baby Pig

- Texture of Cocoa : 85% dark chocolate mousse, agar, smoked cocoa nib sorbet, and crumble.



Figure 2.6 Texture of Cocoa

- Kelapa Negroni : coconut fat washed gin, house bitters, sweet vermouth, and wilson.



Figure 2.7 Kelapa Negroni

- Line-Caught Tuna Tartare : Sturia vintage caviar, smoked cream, and lemon basil kerupuk.



Figure 2.8 Line-Caught Tuna Tartare

- Wagyu Tataki Charred on Embers : Fresh curry, smoked mayo, bone marrow, and apple.



Figure 2.9 Wagyu Tataki Charred on Embers

3. Alu

Alu is a casual poolside cafe serves a healthy menu created in collaboration with nutritionist Miles Price of LIFE Clinic, Hong Kong. Menu selection of Alu are Buddha bowls, poke, street food and platters, alongside cheat day treats. Alu open hours at 11.00 AM - 04.00 PM. The signature menu of alu :

- Traditional Churros : cinnamon coated with milk chocolate



Figure 2.10 Traditional Churros

- Aussie Burger : Angus patty, cheddar cheese, tomato, pickles, beetroot, lettuce, onion, egg, and bacon.



Figure 2.11 Aussie Burger

- Tasmanian Salmon Tataki : Avocado, snap peas, pickled ginger, chilled buckwheat soba noodles, nori, sesame, chili soy mayonnaise.



Figure 2.12 Tasmanian Salmon Tataki

- Torched Bonito : Red cabbage, japanese omelette, pickled radish, brown rice, garlic, crisps, and ponzu.



Figure 2.13 Torched Bonito

- Turkish Dips : Hummus, baba ghanoush, sun dried tomato, raw vegetables, and crispy vegetables.



Figure 2.14 Turkish Dips

4. Jala

Jala is a seafood-themed menu inspired and sourced from the famous fish market in Jimbaran. The dishes served include fresh fish pepe, seafood salad, and grilled shrimp with Balinese spices. Local flavors, comfortable atmosphere and premium quality define this Balinese dining experience. Jala has a 30 seating capacity, open from 06.00 PM - 10.00 PM. The signature menu of Jala :

- Timbungan Udang Baron : Jumbo prawn cooked inside bamboo.



Figure 2.15 Timbungan Udang Baron

- A Variety of Dishes from The Daily Balinese Diet : Usually reserved for important ceremonies such as weddings and temple anniversaries.



Figure 2.16 A Variety of Dishes from The Daily Balinese Diet

- Gegecok Timun Udang Panggang : Grilled prawns on cucumber salad.



Figure 2.17 Gegecok Timun Udang Panggang

5. Taman Wantilan

Taman Wantilan serves a variety of Asian and Western dishes in an open kitchen. Interactive dining with made-to-order dishes delivered directly to your table. Taman Wantilan has a 182 seating capacity, for breakfast Taman Wantilan open at 06.30 AM - 10.30 AM and for dinner open at 06.00 PM - 10.00 PM. The signature menu of Taman Wantilan :

- Seafood Teppanyaki



Figure 2.18 Seafood Teppanyaki

- Salad Shaker Bar



Figure 2.19 Salad Shaker Bar

- Lamb Rack



Figure 2.20 Lamb Rack

- Gelato and Crêpe Station



Figure 2.21 Gelato and Crêpe Station

- Laksa and Noodle Station



Figure 2.22 Laksa and Noodle Station

During an internship at Four Seasons Jimbaran Bay, the average occupancy rate experiences both decreases and increases. It is very important for all staff to know the occupancy rate because the occupancy rate determines how much food will be produced so that food is not wasted. Daily occupancy rate will be notified during the briefing and during the briefing the trainees will take a note so that staff, seniors or other trainees who have a day off that day will know the information during the briefing.

The following is the average occupancy percentage during internship writers from January to July :

1. January occupancy rate around 35% - 50%
2. February occupancy rate around 60% - 80%
3. March occupancy rate around 50% - 80%
4. April occupancy rate around 80% - 90%
5. May occupancy rate around 55% - 85%
6. June occupancy rate around 80% - 90%
7. July occupancy rate around 80% - 90%

The kitchen hierarchy at Four Seasons Jimbaran Bay, especially in the pastry-bakery section, starts with the executive chef, senior sous chef, sous chef, junior sous chef, cdp, commis, daily worker, and trainee. The kitchen hierarchy at pastry bakery section has different responsibilities.

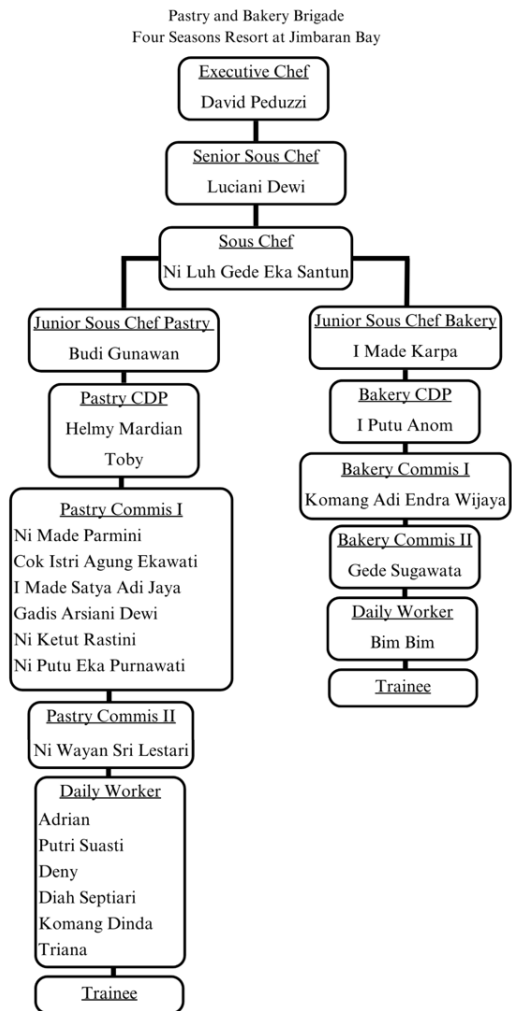


Figure 2.23 Pastry and Bakery Brigade

1. Executive Chef
 - Responsible for the overall management of the pastry and bakery kitchen
 - supervise the work of the staff
 - Create menus, new recipes and special orders
 - Always check the food served in terms of hygiene, presentation and serving layout.
2. Senior Sous Chef and Sous Chef
 - Makes order purchases of the ingredients

- Help the executive chef to organize everything in the kitchen such as create menu and special orders, controlling the hygiene, presentation and serving layout.
3. Pastry Junior Sous Chef
 - Make special order cakes such as wedding cakes and fondant cakes
 - Help the production process
 4. Bakery Junior Sous Chef
 - Makes order purchases of the bakery ingredients
 - Help the executive chef to organize everything in the kitchen such as create menu and special orders, controlling the hygiene, presentation and serving layout.
 - Controlling the bakery production process
 5. CDP Pastry and Bakery
 - Controlling and help the production process
 6. Commis I and Commis II
 - Each commis has their own responsibilities in certain production
 - Responsible for apprentice training
 7. Daily Work Pastry and Bakery
 - Helping the production process
 - Help to train the trainees
 8. Trainee
 - Helping the production and preparation process

2.5 Hygiene and Sanitation

The Four Seasons Resort at Jimbaran Bay kitchen staff and trainees are provided uniforms such as hats, chef jackets, aprons, trousers and safety shoes. Uniforms are washed every day in the laundry department. Aprons should only be used in the kitchen area. If we want to leave the kitchen area, we must remove it and keep the apron in the kitchen to avoid cross contamination. Before working or entering the kitchen, kitchen staff and trainees are required

to wash their hands with water, soap, then dry with tissue and use hand sanitation. When touching ready-to-eat food, we must use gloves. Every new kitchen staff and trainee at the Four Seasons Resort at Jimbaran Bay will be given a personal hygiene training form to study and then sign. Almost every day there is briefing and training for hygiene and SOP in the kitchen.

When handling food that has just arrived, it will be handed over to the store and the store staff will wash and sanitize all incoming goods using food sanitizer. For storage of processed products, ready to eat products, and products that have been opened, labels must be provided (production date and storage period). The storage period for the chiller is 3 days and for the freezer, dry store and chocolate room is 1 month. Pastry and bakery kitchens have a daily closing checklist for areas that must be cleaned and labels checked. Before and after using the working station, it must be cleaned using soap and wiped using a tissue or kitchen towel, then the working station must be sprayed using the sanitation provided.