

CHAPTER II

GENERAL DESCRIPTION OF KEMPINSKI HOTELS

2.1. History of Kempinski Hotels

Kempinski Hotels is Europe's oldest luxury hotel group. The history began in 1897 with the foundation of the 'Hotelbetriebs-Aktiengesellschaft' in Berlin.

Berthold Kempinski was born on 10 October 1843 in Raszków in today's Poland. The Kempinski family was famous in the wine trade from 1862. In 1872, it extended its company to Berlin, where Berthold Kempinski opened a wine-merchant's business under his name. This made the name Kempinski world-famous. In 1889 he opened a restaurant which was the biggest in the whole of Berlin.

Berthold Kempinski transferred the firm to his son-in-law, Richard Unger, on condition that he kept the name Kempinski. In 1918, an impressive Kempinski hotel dependency was established at 27 Kurfürstendamm. The Restaurant at 27 Kurfürstendamm was destroyed by fire shortly before the end of the World War I. Nevertheless, the name Kempinski survived. In 1951, Richard Unger's son, Dr. Friedrich Unger, built a hotel on the site of the ruined restaurant and it opened a year later under the name Hotel Kempinski

In 1970 the General Assembly of the 'Hotelbetriebs-Aktiengesellschaft' voted to change its name to 'Kempinski Hotelbetriebs-Aktiengesellschaft'. In 1977 the hotel company received its present name as "Kempinski Aktiengesellschaft (AG)". In 2004, the Thailand Crown Property Bureau took over a majority holding in Kempinski AG, which enabled the company to extend its portfolio to develop new markets.

The goal of the group was and remains to make Kempinski a name synonymous with individual luxury. Kempinski achieves this aim by means of a portfolio of internationally distinctive, historically unique and modern hotels, which are either market leaders in their locality, or landmark enterprises of their particular area.

Kempinski Hotels currently operates a total of 82 five-star hotels in 32 countries (currently 2 in Indonesia; Hotel Indonesia Kempinski and The Apurva Kempinski), and continually extended by the addition of new hotels without losing sight of its claim to exclusivity and individuality. The portfolio includes historic grand hotels, superb city hotels, outstanding resorts and superior residences. Kempinski is also a founding member of the Global Hotel Alliance (GHA), the world's largest alliance of independent hotel brands.

2.2. Overview

The Apurva Kempinski Bali offers the epitome of beachfront luxury, by standing atop the majestic cliff of Nusa Dua, with breathtaking views of the Indian Ocean and tropical garden. The Apurva Kempinski Bali presents itself as a majestic open-air theatre, an embodiment of Indonesian elegance. The architectural design of this hotel was inspired by the characteristics and principles of life of the locals; such as the use of natural stones, local flora of Bali, and adaptation of the concept of Pura Besakih. In addition, a touch of cultural diversity of the archipelago is presented in the hotel lobby design, with the use of wooden elements and Javanese carvings. Also, the use of traditional Indonesian weavings in the hotel lobby area, as well as the design of the beachside chapel inspired by the tradition house of South Sulawesi (Tongkonan).



Picture 1. The Apurva Kempinski Bali (Anonymous¹, 2020)

2.2.1. Logo

Kempinski

HOTELIERS SINCE 1897

Picture 2. Kempinski Hotels Logo (Anonymous², 2020)



The Apurva
Kempinski

BALI

Picture 3. The Apurva Kempinski Bali Logo (Anonymous³, 2019)

2.2.2. Location



Picture 4. The Apurva Kempinski Bali Location (Google Map, 2020)

The Apurva Kempinski Bali

Address : Jl. Raya Nusa Dua Selatan, Sawangan, Nusa Dua
80361

Phone : (0361) 209 2288

Website : kempinski.com

2.2.3. Features of The Apurva Kempinski Bali

The Apurva Kempinski Bali offers many features for the guests to explore. These are some of the features:

The Apurva Kempinski has many room options. There are 3 types of room, with the total of 475 rooms available.

a. Grand Deluxe Room

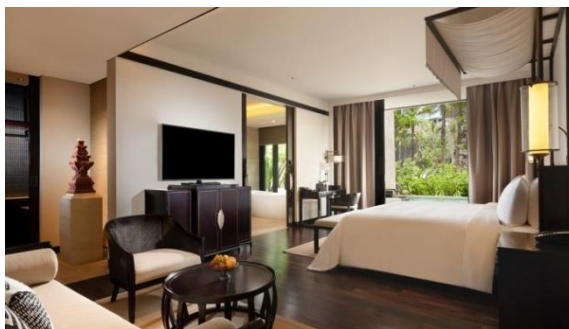
The Grand Deluxe is the cheapest type of room, with the total of 256 rooms available. They are furnished with traditional and modern contemporary décor, and premier amenities. There are two types of the Grand Deluxe Room:

- *Grand Deluxe Ocean Court Room*; with the view of the ocean court and 65 sq m wide.



Picture 5. Grand Deluxe Ocean Court Room (Anonymous¹, 2020)

- *Grand Deluxe Lagoon Room*; has a direct access to the lagoon from the terrace and 80 sq m wide.



Picture 6. Grand Deluxe Lagoon Room (Anonymous¹, 2020)

b. Suites

The Suites have 6 types of rooms, with the total of 176 rooms available. The types are:

- *Cliff Private Pool Junior Suite*; overlooks the tranquil garden and features a private plunge pool and terrace.



Picture 7. Cliff Private Pool Junior Suite (Anonymous¹, 2020)

- *Cliff Private Pool Ocean Junior Suite*; is perched at high atop cliff, 100 sq m wide with the view of the Indian Ocean.



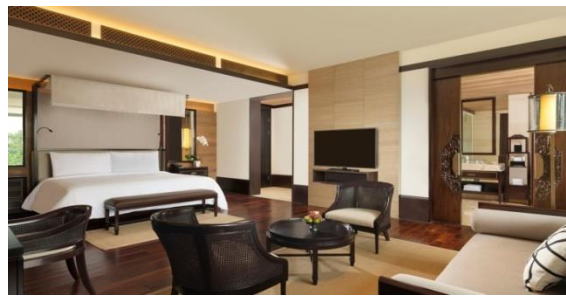
Picture 8. Ocean Private Pool Ocean Junior Suite (Anonymous¹, 2020)

- *Ocean Front Private Pool Junior Suite*; is located right by the beach, 100 sq m wide, featured with a private plunge pool, and overlooking the Reef Beach Club and Apurva Chapel.



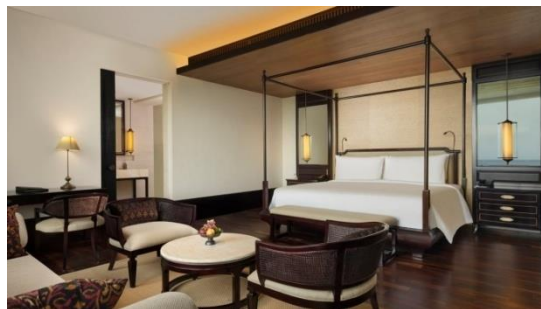
Picture 9. Ocean Front Private Pool Junior Suite
(Anonymous¹, 2020)

- *The Apurva Prestige Suite*; is 200 sq m wide, features a master bedroom with separate living room, private plunge pool, and spacious terrace overlooking the resort. The bathroom features include an outdoor bath, his and hers shower room, and dressing facility.



Picture 10. The Apurva Prestige Suite (Anonymous¹, 2020)

- *The Apurva Prestige Ocean Suite*; is 200 sq m wide and has a panoramic view of the Indian Ocean. This suite features a bedroom, separate living room, a plunge private pool, and a terrace.



Picture 11. The Apurva Prestige Ocean Suite
(Anonymous¹, 2020)

- *Ocean Front Prestige Suite*; is 200 sq m wide has an expansive bedroom, separate living room, and balcony overlooking the ocean. The suite offers an exceptional living space with private plunge pool, vast bathroom, and separate dressing area.



Picture 12. Ocean Front Prestige Suite (Anonymous¹, 2020)

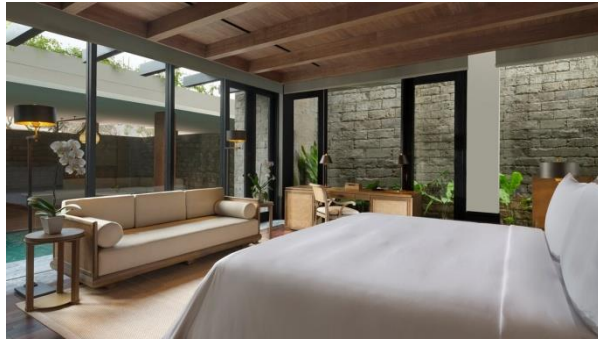
c. Residential Villa

- *Singhasari One-Bedroom Villa*; offers the ultimate privacy for serene togetherness. This villa features as a private pool on the first floor, while a king-sized bed and an outdoor rain shower is available on the second floor. *Singhasari One-Bedroom Villa* comes with exclusive access to the Villa Lounge.



Picture 13. Singhasari Villa (Anonymous¹, 2020)

- *Sriwijaya Two-Bedroom Villa*; is 195 sq m wide, complimented with a twin-bed room, a private pool lounge, a designated al fresco lounge and dining area. *Sriwijaya Two-Bedroom Villa* comes with exclusive access to the Villa Lounge.



Picture 14. Sriwijaya Villa (Anonymous¹, 2020)

- Majapahit Three-Bedroom Villa; encompasses 637 sq m of indoor and outdoor spaces. The master suit on the ground level features a terrace opens to a lush garden, as well as two additional guest bedrooms on the second floor. Guests can enjoy the private plunge pool, modern kitchen adjacent to the generous dining room, as well as a guest powder room. Majapahit Three-Bedroom Villa comes with exclusive access to the Villa Lounge.



Picture 15. Majapahit Villa (Anonymous¹, 2020)

- Nusantara Presidential Villa; is set right by the beach with a view of the ocean. Vast and versatile, the two-storey accommodation offers 1,379 sq m of living area with easy access to the Apurva Chapel, making it a perfect space for wedding receptions, and exclusive occasion. The first floor is home to the main bedroom, as well as a living space and kitchen. An 18-metre-long infinity pool also sits on the first floor, while two

bedrooms and an 8-metre-long infinity pool grace the upper level.



Picture 16. Nusantara Villa (Anonymous¹, 2020)

Kempinski Hotels also introduce their Lady in Red as the hotel's brand ambassador, also hosts that will deliver highly personalized and impeccable services to the guests.



Picture 17. Lady in Red (Anonymous⁴, 2020)

The Apurva Kempinski Bali also provides 3 wedding venues, gym, spa, swimming pools, lounges, art gallery, kids' pool, etc.



Picture 18. Apurva Chapel (Anonymous⁶, 2020)



Picture 19. Gym at The Apurva Kempinski (Anonymous¹, 2020)



Picture 20. The Apurva Spa (Anonymous¹, 2020)



Picture 21. Asha Boutique & Gallery (Anonymous⁵, 2020)

The Apurva Kempinski Bali offers a broad of cuisine options from around the world to be chosen; Indonesian cuisine, Japanese cuisine, Western cuisine, etc. There are also various Indonesian traditional snacks that can be found at some restaurant outlets. Restaurant outlets of The Apurva Kempinski are:

a. Pala Restaurant and Rooftop Bar



Picture 22. Pala Restaurant (Anonymous¹, 2020)

Pala Restaurant is a buffet restaurant that serves many cuisines from around the world; Indonesian, Chinese, Western, Japanese, etc. Pala Restaurant also provides à la carte menu (all day dining). In Pala Restaurant guests can find Asian and Western Mains Station, Egg Station (breakfast only), Korean Station, Indian Station, Pasta Station (dinner only), Japanese Station, Fruit Station, Ice Cream Station, Cereal Station (breakfast only), also Brunchcation (on Sunday only), etc.



Picture 23. Brunchcation at The Apurva Kempinski (Refa Koetin, 2019)

- Location: The Apurva Kempinski Bali (1st Floor)
- Opening hours: Monday – Sunday
 - Breakfast (06.00 – 10.30)
 - Lunch – dinner à la carte (11.00 – 22.00)
 - Dinner buffet (18.00 – 22.00)
- Restaurant style: Casual dining

b. Koral Restaurant



Picture 24. Koral Restaurant (Anonymous¹, 2020)

Koral Restaurant offers the bistronomic experience, combining Indonesian coastal flavors, local ingredients, a laid back ambience, and the atmosphere of an aquarium.

- Location: The Apurva Kempinski Bali (Basement Floor)
- Opening hours: Monday – Sunday (18.00 – 23.00)
- Restaurant style: Semi fine dining

c. Izakaya by OKU



Picture 25. Izakaya by OKU (Anonymous¹, 2020)

Izakaya by OKU is inspired by the award-winning OKU Japanese Restaurant in Hotel Indonesia Kempinski Jakarta. The restaurant offers crafted Japanese dishes consist of fine ingredients, combined with the latest composition techniques. Izakaya by OKU is bistro-chic set with an open-kitchen dining experience, where the guests and the chefs can interact deeper.

- Location: The Apurva Kempinski Bali (Lobby Floor)
- Opening hours: Monday – Sunday (18.00 – 22.30)
- Restaurant style: Casual dining

d. Selasar Deli



Picture 26. Dishes served at Selasar Deli (Anonymous¹, 2020)

Selasar Deli serves a wide range of traditional Indonesian light bites in wooden cart style (locally known as ‘Angkringan’). The menu also include the Indonesian herbal drink ‘Jamu’ and the distinctive Luwak Coffee.

- Location: The Apurva Kempinski Bali (Lobby Floor)
- Opening hours: Monday – Sunday (10.00 – 22.00)
- Restaurant style: Casual dining

e. Reef Beach Club



Picture 27. Reef Beach Club (Anonymous¹, 2020)

Reef Beach Club offers mesmerizing view of the Apurva's infinity pool and the Indian Ocean, which make it perfect setting to delight in bites of local and international cuisines.

- Location: The Apurva Kempinski Bali (1st Floor)
- Opening hours: Monday – Sunday
11.00 – 18.00 (lunch)
18.00 – 22.00 (dinner)
- Restaurant style: Casual dining

f. Kubu Pool Bar



Picture 28. Kubu Pool Bar (Anonymous¹, 2020)

Kubu Pool Bar is located beside the hotel's swimming pool and offers light meal and refreshing drinks.

- Location: The Apurva Kempinski Bali (1st Floor)
- Opening hours: Monday – Sunday (10.00 – 18.00)

2.3. Vision, Mission, and Company Objectives

2.3.1. Vision

To create beautiful performances, where we craft authentic and rich performance to ensure the guests travel and stay, and feel at home.

2.3.2. Mission

- **Timeless elegance;** this is how Kempinski carry themselves, talk with their guests and colleagues, wear their unique and elegant uniform, and pay attention to details in every contract Kempinski have with their guests and every task they complete.
- **Cultural empathy;** means to craft; infused by cultural characteristics, imbuing each property a unique ambience and outstanding sense of place.
- **Delivering beautiful performances;** Kempinski maintain their standards, service, and quality on a consistent high level, exceeding Kempinski’s guest expectation and needs. By crafting additional special effect – Kempinski’s “My Moments” will ensure that they achieve consistency in delivering their brand purpose: beautiful performance.
- **Authentic people;** Kempinski’s “Cast and Crew” is truly interested in guest; who they are, where they come from, and what their unique needs are. They care for moments and create a special memory for each guest.
- **Educate to entertain;** Kempinski create experience by telling stories to guest, being attentive and proactive, in approaching guest, put every guest to ease, to make them feel at home.
- **Dedicated to please;** Kempinski Hotels always adopting ‘can do’ attitude to every task they do, since they want to deliver a special moment for guest and colleagues..

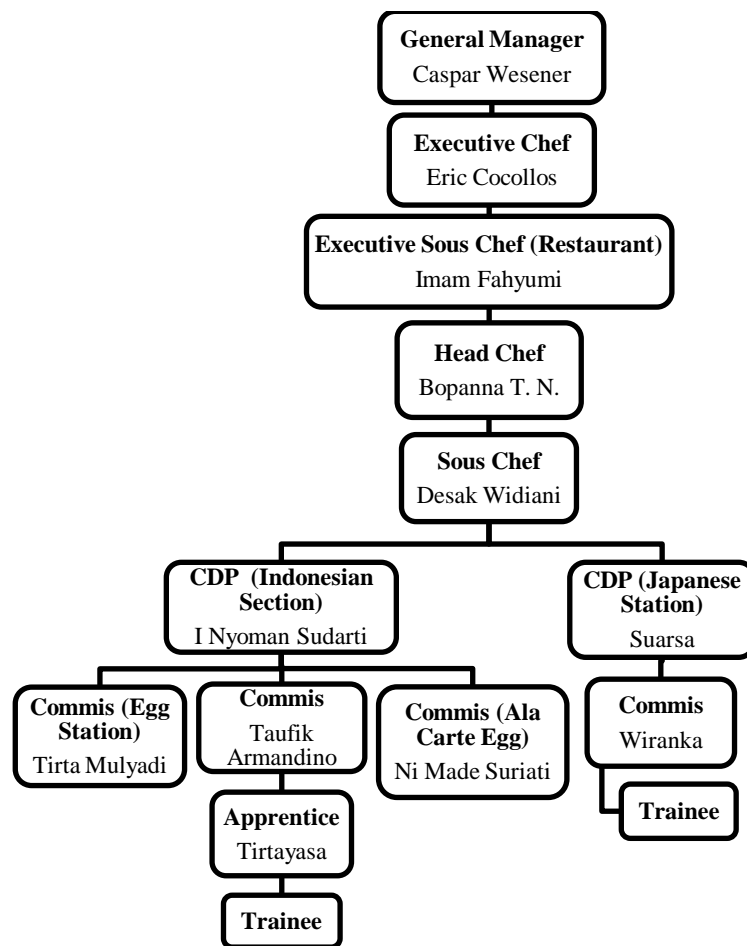
2.3.3. Company objectives

- Make each Kempinski’s Hotel internationally distinctive, historically unique, and modern by adopting the characteristic of the particular area.
- Provide service and facilities that support guests’ necessity, in order to make the guests feel at home.

- Understand and being truly interested in guest to ensure every service done is on their personal level.
- Keep the standards, service, and quality on a consistent high level, exceeding Kempinski’s guest expectation and needs.
- Craft the Kempinski’s “My Moments” to ensure that Kempinski achieves consistency in delivering their brand purpose: beautiful performance.

2.4. Organizational Structure and Main Tasks

Table 1. Organizational Structure of Indonesian Section in Pala Restaurant (Personal Documentation, 2020)



These are the main tasks of the kitchen department team:

- a. General Manager
 - Manage hotel's daily operation.
 - Plan, execute, coordinate, and supervise hotel operational.
 - Plan and manage hotel's budgeting.
 - Make and set hotel's SOP (Standard of Procedure).
- b. Executive Chef
 - Create new recipes and plan menus.
 - Set and monitor staff's performance standard.
 - Monitor the quality of the dishes and the storage.
 - Receive feedback from guests regarding to food and service quality.
 - Calculate the food cost.
 - Check the hygiene standard of the foods and equipments.
 - Hire and train staff, including trainees.
- c. Executive Sous Chef
 - Assist executive chef in monitoring certain section (e.g. the restaurant or the banquet).
 - Monitor the performance of the staff.
 - Monitor the quality of the dishes.
 - Supervising food production.
- d. Head Chef
 - Monitor and ensure the performance of the staff.
 - Ensure the quality of the dishes.
 - Brief the staff under the section about certain issues.
 - Ensure the running of the section.
 - Control the food cost.
- e. Sous Chef
 - Assist the head chef to monitor and ensure the running of the section.
 - Get directly involved in the kitchen running.
 - Ensure the running of the kitchen, especially at busy times.

- Fills in for the head chef when the head chef is not present.
- f. CDP (Chef de Partie)
- Get directly involved in the kitchen running, especially in day-to-day operations.
 - Ensure every task under the section is well done.
 - Monitor items' availability and ordering.
- g. Commis
- Learn the ins and outs of a specific station.
 - Reports directly to the CDP.
 - Make sure the tasks under the station is completely done.
- h. Apprentice
- Get involved in preparation tasks.
 - Help other staff to prepare and cook dishes
 - Assist other staff to complete the tasks.
- i. Trainee
- Get involved in preparation tasks.
 - Assist other positions in kitchen by moving throughout the kitchen.

2.5. Hygiene and Sanitation Standard in The Apurva Kempinski

Hygiene and sanitation plays a very important role in the hotel environment. Since bacteria and other contaminant can grow easily on dirty places, hygiene and sanitation have to be done properly and correctly to prevent contamination and food borne illness, and ensure food produced is safe. The grooming of kitchen's members also contributes in this matter. Some hygiene and sanitation standard in The Apurva Kempinski are:

- a. At kitchen:
- Using different color of cutting board for different type of food.

Table 2. Color Coded Cutting Board Guide
(The Apurva Kempinski, 2019)

White	For cutting foods ready to be consumed.
Blue	For cutting seafood.
Green	For cutting vegetable and fruit.
Yellow	For cutting poultry.
Red	For cutting meat.

- Ensure every station and table is clean.
- Dry store must be dry, cool, clean, and free from pest.
- Chiller and freezer must be cold and clean. Chiller's temperature is between 2° C to 4° C, while freezer's is below -18° C.
- Ensure the floor is dry, clean from dirt and oil, therefore not slippery, and could minimize accidents. General cleaning for kitchen is held every day. It is done by spraying the floor with high pressured water and soap, then dried using squeegee. Chemical type of cleaners is also used to clean the stove, griller, etc. with stubborn dirt. Kitchen utensils are cleaned using high pressured water and sanitizers.
- All food items have to be stored properly; wrapped and stored at proper place (e.g.: raw meats in freezer, vinegar and spices in dry store).

b. Personal:

- Take shower regularly.
- Chef jacket and apron must always be clean at the beginning of a shift, and as much as possible to be kept clean throughout the shift.
- Cover nose and mouth when coughing or sneezing.
- Keep fingernails short and clean. Nail polish is prohibited.
- Hair must be tied and hair cap must always be used during a shift.
- Wash hand properly, regularly; after sneezing or coughing, before touching foods, before handling different types of foods, after using the restroom, etc.
- Cover wounds with bandages. Wear glove if the wound is on the hand and change the glove regularly.

c. Proper hand washing procedure:

- i. Wet hands with water.
- ii. Apply enough soap to cover all hand surfaces.

- iii. Rub hands with soap on the palm, back of the hands, between fingers, fingertips, under the nails, and wrist.
- iv. Rinse hands with running water.
- v. Dry hands with single-use paper towel.

2.6. Kitchen Outlets

a. Main Kitchen

Main Kitchen is located on the 15th floor, responsible for providing foods for other outlets (e.g. rice and soups for buffet in Pala Restaurant), banquet, and in-room dining.

b. Fruit and Vegetable Preparation

Fruit and Vegetable Preparation is located in the Main Kitchen and here is where vegetable, fruits, and eggs are stored. Vegetables are cut here, to later be used by other outlets and restaurants.

c. Butcher and Fish Preparation

Butcher and Fish Preparation is located in the Main Kitchen and responsible to supply meats and seafood needed by other restaurants.

d. Pastry and Bakery

Pastry and Bakery is located in the Main Kitchen and responsible to support the restaurants' need. Pastry and bakery produce breads, cakes, ice creams, pastries, and Indonesian traditional snacks.

e. Cold Kitchen

Cold Kitchen is located in the Main Kitchen and responsible to supply items that are needed by other outlet and restaurants by preparing salads, cut fruits, juice, etc.

f. Restaurants Kitchen

Restaurant Kitchen is the kitchen located in each restaurant, responsible to help the operational of its restaurant.

g. Banquet Kitchen

Banquet Kitchen is the kitchen used to prepare dishes, usually for events held in ballroom.