

## CHAPTER II

### General Description of The Company

#### 2.1 History of The Company

##### 2.1.1 Marriott International, Inc.



Picture 2.1.1.1 Marriott International Logo (Wikipedia, 2021)

Marriott International, Inc. is an American multinational company that operates, franchises, and licenses lodging including hotels, residential, and timeshare properties.

The company was founded by John Willard Marriott and his wife, Alice Marriott. Marriott is the largest hotel chain in the world by the number of available rooms. It has 30 brands with 7.642 properties containing 1.423.044 rooms in 131 countries and territories. Of these 7.642 properties, 2.149 are operated by Marriott and 5.493 are operated by other pursuant to franchise agreements.

The business started in 1927 as a 9-stool root beer stand in Washington D.C. and later expanded into a chain of Hot Shoppes restaurants. In 16<sup>th</sup> January 1957, the company opened its first hotel, the Twin Bridges Motor Hotel in Arlington, Virginia. Then in 1967 the Hot Shoppes, Inc. was renamed the Marriott Corporation.

In 1993, the Marriott Corporation split into 2 companies: Marriott International, Inc. which franchises and manages properties, and Host Marriott Corporation (now Host Hotels & Resorts) which owns properties.

### 2.1.2 Starwood Hotels and Resorts Worldwide, Inc.



Picture 2.1.2.1 Starwood Hotels and Resorts Logo (Wikipedia, 2021)

Starwood Hotels and Resorts Worldwide, Inc. was one of the largest companies that owned, franchised, and managed hotels, resorts, spas, residences, and vacation ownership properties. Starwood Hotels and Resorts Worldwide, Inc. was acquired by Marriott International in 2016.

Starwood Hotels and Resorts was originally formed by Starwood Capital, a real estate investment firm to take advantage of a tax break –the company was known as Starwood Lodging then. Initially, Starwood Lodging owned a number of hotels throughout North America, all under different brand names. Starwood purchased The Westin Hotel in 1994 from Aoki Corporation of Japan. Starwood then acquired Sheraton, Four Points by Sheraton, and The Luxury Collection brands from ITT Sheraton in 1998. Other brands by Starwood is “W” Hotels –launched in 1999, Aloft –hotel brand based on W Hotels and Le Méridien brand –purchased in 2005.

### 2.1.3 Sheraton Hotels



Picture 2.1.3.1 Sheraton Logo (Wikipedia, 2021)

Sheraton Hotels started in 1933, when Ernest Henderson and Robert Moore purchased the Continental Hotel in Cambridge, Massachusetts. In 1937, Henderson and Moore purchased the Standard Investing Corporation and the International Equities Corporation, combining them into Standard

Equities Corporation, the company through which they would run their hotels. Also in 1937, they purchased their second hotel, the Stonehaven Hotel in Springfield, Massachusetts.

Sheraton got its name from the third hotel Henderson and Moore acquired in Boston, 1939. The building had a large “Sheraton Hotels” sign on the roof, which was too expensive to change. Instead, Henderson and Moore decided to call all of their hotels by the name Sheraton.

In 1949, Sheraton expanded internationally, buying the Ford Hotels chain, with 3 properties in Toronto, Ottawa, and Montreal. In 1956 Sheraton acquired the Eppley Hotel Company which was then the largest privately held hotel business in the United States with 22 properties across 6 mid-western states. In the same year, Sheraton acquired its first motels, purchasing 2 properties in the suburbs of Syracuse, New York. In 1957, Sheraton opened its first newly built hotel, the Philadelphia Sheraton Hotel instead of acquiring existing hotels.

Sheraton became the first hotel chain to centralize and computerize its reservations when it introduced *Reservatron*, the hotel industry’s first automatic electronic reservation system in 1958. Then in 1959 Sheraton acquired its first properties outside North America, purchasing 4 hotels owned by the Matson Lines on Waikiki Beach in Honolulu, Hawaii and opened its first newly built motel –marketed as a highway hotel, the Sheraton Inn located in Binghamton, New York.

Early 1960s, Sheraton opened its first hotel outside the United States and Canada, with the opening of the Sheraton-Tel Aviv Hotel in Israel in March 1961, then Sheraton-Kingston Hotel in Jamaica and Sheraton-British Colonial Hotel in Nassau, Bahamas, both in 1962, and the Macuto-Sheraton Hotel outside Caracas, Venezuela in 1963.

In 1966, Sheraton opened its first hotel in the Middle East, the Kuwait-Sheraton Hotel and in 1967 in Asia, the Sheraton-Philippines Hotel in

Manila, in Europe, the Sheraton-Du Cap Hotel on the island of Corsica, France, in Australia, 2 Sheraton Motor Hotels in Melbourne and Sydney.

The Sheraton Hotels chain was acquired by the multinational conglomerate ITT in 1968 and then rebranded as ITT Sheraton in 1990. Under ITT's ownership, Sheraton quickly moved away from ownership and operation of its properties to a new model of franchising and management, as the chain expanded greatly both in the United States and abroad.

Sheraton Hotels introduced the concept of Sheraton Towers, a line of luxury "hotel-within-a-hotel" facilities designed for business travelers in 1970. In 1998, ITT Sheraton was acquired by Starwood Hotels & Resorts Worldwide, Inc and in 2016 Marriott International, Inc. purchased Starwood Hotels. The newly merged company became the largest hotel and resort company in the world.

## 2.2 Hotel's General Overview

### 2.2.1 Profile



Picture 2.2.1.1 Sheraton Surabaya Hotel & Towers (Marriott, 2021)

#### **Sheraton Surabaya Hotel & Towers**

Address : Jl. Embong Malang no. 25-31, Kedungdoro,  
kec. Tegalsari, Surabaya, East Java, 60241.

Telephone number : (031) 5468000

Type : Classic Premium

Sheraton Surabaya Hotel & Towers is a 5-star hotel included as one of classic premium brands owned by Starwood Hotels and Resorts, now under Marriott International, Inc.

Opened in 1996, Sheraton Surabaya Hotel & Towers is adjacent to Tunjungan Plaza Mall –the biggest shopping mall in the center of Surabaya– and close to Pakuwon Tower.

Sheraton Surabaya Hotel & Towers offers 348 rooms, varies from deluxe room to presidential suite and also apartment units.

### 2.2.2 Accomodations

Accomodations available at Sheraton Surabaya Hotel & Towers are:

Type	Units availability
<b>Apartment</b>	
1BR	20
2BR	23
3BR	2
<b>Regular rooms</b>	
Deluxe	119
Premium Deluxe	126
<b>Towers</b>	
Sheraton Club	37
Junior Suite	4
Deluxe Suite	9
Executive Suite	7
Royal Suite	2
Presidential Suite	1
<b>Total</b>	<b>348</b>

Table 2.2.2.1 Accomodations available

### **a) Deluxe Room**



Picture 2.2.2.a. Deluxe Room (Marriott, 2021)

36 sqm / 387sqft room with choice of 1 king bed or 2 double bed, city view, mid floor.

### **b) Premium Deluxe Room**



Picture 2.2.2.b. Premium Deluxe Room (Marriott, 2021)

36 sqm / 387sqft room with choice of 1 king bed or 2 double bed, city view, mid floor.

### c) Sheraton Club Room



Picture 2.2.2.c. Sheraton Club Room (Marriott, 2021)

36 sqm / 367sqft room with choice of 1 king bed or 2 double bed, city view, high floor, and special benefits.

Special benefits include:

- Club lounge access
- Private access floor
- Complimentary cocktails
- Complimentary non-alcoholic beverages
- High-speed Wi-Fi
- Complimentary pressing (2 garments/stay)
- Business services, for a fee
- Evening bar service
- Evening turndown service
- Butler service

#### **d) Junior Suite**



Picture 2.2.2.d. Junior Suite (Marriott, 2021)

42 sqm / 452 sqft room with 1 bedroom suite, 1 king bed, city view, high floor, and special benefits.

Special benefits include:

- Club lounge access
- Private access floor
- Complimentary cocktails
- Complimentary non-alcoholic beverages
- Complimentary food (hot buffet breakfast, midday snack, afternoon tea, hors d'oeuvres, dessert)
- High-speed Wi-Fi
- Complimentary pressing (2 garments/stay)
- Expanded à la carte menu (for purchase)
- Business services, for a fee
- Evening bar and turndown service
- Butler service



### e) Deluxe Suite



Picture 2.2.2.e. Deluxe Suite (Marriott, 2021)

64 sqm / 689 sqft room with 1 bedroom suite, 1 king bed, study, dining area, city view, high floor, and special benefits.

Special benefits include:

- Club lounge access
- Private access floor
- Complimentary cocktails
- Complimentary non-alcoholic beverages
- Complimentary food (hot buffet breakfast, midday snack, afternoon tea, hors d'oeuvres, dessert, late night snack)
- High-speed Wi-Fi
- Complimentary pressing (2 garments/stay)
- Business services, for a fee
- Evening bar and turndown service
- Butler service
- Newspaper delivered to room by request

## f) Executive Suite



Picture 2.2.2.f. Executive Suite (Marriott, 2021)

80 sqm / 861 sqft room with 1 bedroom suite, 1 king bed, city view, high floor, and special benefits.

Special benefits include:

- Club lounge access
- Private access floor
- Complimentary cocktails
- Complimentary non-alcoholic beverages
- Complimentary food (hot buffet breakfast, midday snack, afternoon tea, hors d'oeuvres, dessert)
- High-speed Wi-Fi
- Complimentary pressing (2 garments/stay)
- Expanded à la carte menu (for purchase)
- Business services, for a fee
- Evening bar and turndown service
- Butler service
- Newspaper delivered to room by request

### **g) Royal Suite**



Picture 2.2.2.g. Royal Suite (Marriott, 2021)

120 sqm / 1291 sqft room with 1 bedroom suite, 1 king bed, walk-in closet, dining area, city view, high floor, and special benefits.

Special benefits include:

- Club lounge access
- Private access floor
- Complimentary cocktails
- Complimentary non-alcoholic beverages
- Complimentary food (midday snack, afternoon tea, hors d'oeuvres, dessert, late night snack)
- High-speed Wi-Fi
- Complimentary pressing (5 garments/stay)
- Expanded à la carte menu (for purchase)
- Business services, for a fee
- Evening bar and turndown service
- Butler service
- Newspaper delivered to room by request

## **h) Presidential Suite**



Picture 2.2.2.h. Presidential Suite (Marriott, 2021)

240 sqm / 2582 sqft room 1 bedroom presidential suite, 1 king bed, study, dining room, city view, high floor, and special benefits.

Special benefits include:

- Club lounge access
- Private access floor
- Complimentary cocktail
- Complimentary non-alcoholic beverages
- Complimentary food (midday snack, afternoon tea, hors d'oeuvres, dessert)
- High-speed Wi-Fi
- Complimentary pressing (5 garments/stay)
- Expanded à la carte menu (for purchase)
- Business services, for a fee
- Evening bar and turndown service
- Butler service
- Newspaper delivered to room by request.

### 2.2.3 Club Lounge



Picture 2.2.3.1 Club Lounge (Marriott, 2021)

Sheraton Surabaya Hotel and Towers' Club Lounge, located on floor 25 is accessible to guests that stay in either Sheraton Club Room, Junior Suite, Deluxe Suite, Executive Suite, Royal Suite, or Presidential Suite.

Sheraton Surabaya's Club Lounge open from Sunday to Saturday, 6:00 to 23:00.

## 2.2.4 Food and Beverages

### a) Kafe Bromo



Picture 2.2.4.a Kafe Bromo (Marriott, 2021)

### **Kafe Bromo**

Location : Lobby Level (L)

Operational Hours : Breakfast (06:00 – 10:30)

Lunch (12:00 – 15:00)

Dinner (18:00 – 22:00)

Type : Casual Dining

Kafe Bromo is an extensive buffet restaurant by Sheraton Surabaya Hotel & Towers, serving local and global cuisine. Available for breakfast, lunch, and dinner.

Breakfast buffet menu offers both local and global food, such as various types of famous Indonesian cuisine, jajan pasar, jamu, nasi bungkus, and many more. International menu offers western breakfast items such as bacon, sausages, eggs your-way, grilled vegetables, yogurt, salad, cereal, pastries, bread, and more.

## b) Kawi Lounge



Picture 2.2.4.b.1 Kawi Lounge (Tripadvisor, 2016)

### **Kawi Lounge**

Location : Lobby Level (L)

Operational Hours : 10:00 – 22:00 (Monday – Thursday)

: 10:00 – 23:00 (Friday – Sunday)

Type : Bar and Lounge



Picture 2.2.4.b.2 Kawi Lounge Bar Area (Tripadvisor, 2016)

Kawi Lounge is a bar and lounge by Sheraton Surabaya Hotel & Towers. Kawi Lounge offers variety of cocktails, mocktails,



wine, beer, and spirits. Guests could relax and enjoy their time accompanied by live music for entertainment. Live music available every Friday and Saturday, from 19:00 to 22:00.

### c) La Patisserie



Picture 2.2.4.c.1 La Patisserie Bread Display (Personal Documentation, 2021)



Picture 2.2.4.c.2 La Patisserie Cake Display (Personal Documentation, 2021)

### La Patisserie

Location : Lobby Level (L)

Operational Hours : 10:00 – 22:00

Type : Bakery and cake shop

La Patisserie is a bakery and cake shop by Sheraton Surabaya Hotel & Towers. La Patisserie offers various type of breads, cakes, sandwich, tartine, and snacks.



## 2.2.5 Facilities

Some facilities offered by Sheraton Surabaya Hotel & Towers are:

### a) In-room Dining

24-hour room service available for guests.

### b) Fitness Centre



Picture 2.2.5.b. Fitness Centre (Tripadvisor, 2021)

Cardiovascular equipment, free weights, cardio and strength training equipments, massage service is also available.

### c) Outdoor Swimming Pool



Picture 2.2.5.c Outdoor Swimming Pool (hotelscombined, 2021)

Operational Hours: 06:00 – 18:00

### d) Whirlpool

### e) Sauna

**f) Outdoor Tennis Court**



Picture 2.2.5.f Outdoor Tennis Court (Tripadvisor, 2021)

**g) Business Services**

Business services offered are copy and fax service, network/internet printing, and secretarial service.

### 2.2.6 Meetings and Events

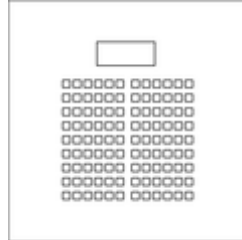
Whether it's for vacation, short holiday, or business trip, Sheraton Surabaya provides a comfortable place to stay. To support that, Sheraton Surabaya Hotel & Towers offers several type of function rooms, that are as below:

<b>Room</b>	<b>Area (sqm)</b>	<b>Location</b>
Daha	40	M level
Jenggala	60	M level
Kahuripan	96	M level
Singosari	112.5	M level
Sriwijaya	122.4	Lobby level
Mataram	166	M level
Sheraton 1	267.75	Lobby level
Sheraton 2	267.75	Lobby level
Sheraton 3	267.75	Lobby level
Terrace Room	280	Lobby level
Sheraton Grand Ballroom	803.25	Lobby level

Table 2.2.6.1 Sheraton Meeting Rooms (Marriott, 2021)

There are several examples of room set-ups offered by Sheraton Surabaya Hotel & Towers, those are:

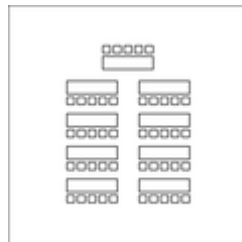
a) Theatre



Picture 2.2.6.a Theatre Room Set-up (Marriott, 2021)

Appropriate for large sessions and short lectures that do not require extensive note-taking. This is a convenient setup to use before breaking into discussion or role-playing groups because chairs can be moved.

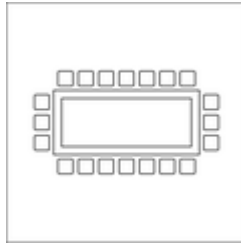
b) Classroom



Picture 2.2.6.b Classroom Room Set-up (Marriott, 2021)

The most desirable setup for medium to large-size lectures. Requires a relatively large room. Tables provide attendees with space for spreading out materials and taking notes.

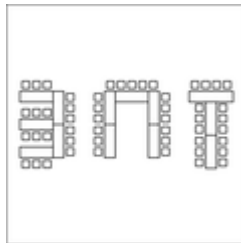
c) Conference and Hollow Square



Picture 2.2.6.c Conference Room Set-up (Marriott, 2021)

Appropriate for interactive discussions and note-taking sessions for fewer than 25 people, equipped with full audiovisual capabilities, a writing board, cork board and a flip chart.

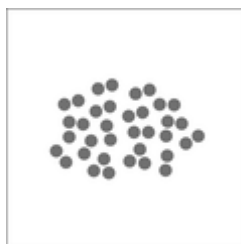
d) E-shape, U-shape, and T-shape



Picture 2.2.6.d U-shape Room Set-up (Marriott, 2021)

Appropriate for groups of fewer than 40 people. These are best for interaction with a leader seated at the head of the setup. Audiovisual is usually best set up at the open end of the seating.

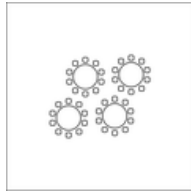
e) Reception



Picture 2.2.6.e Reception Room Set-up (Marriott, 2021)

Stand-up social function where beverages and light foods are served. Foods may be presented on small buffet tables or passed by servers. May precede a meal function.

f) Banquet



Picture 2.2.6.f Banquet Room Set-up (Marriott, 2021)

Banquet set-up generally used for meals and sessions involving small group discussions.

Rooms	Accommodation on Types of Room Set-up (pax)					
	Theatre	Class-room	Conference	U-shape	Reception	Banquet
Daha	15	5	5	5	15	8
Jenggala	20	9	9	7	25	12
Kahuripan	35	15	15	9	45	20
Singosari	50	22	22	13	60	24
Sriwijaya	50	14	14	11	50	36
Mataram	38	17	17	9	75	40
Sheraton 1	75	40	40	15	100	60
Sheraton 2	75	40	40	15	100	60
Sheraton 3	75	40	40	15	100	60
Terrace Room	75	34	34	13	75	48
Grand Ballroom	500	120	120	68	500	200

Table 2.2.6.2 Sheraton Meeting Rooms Capacity (Marriott, 2021)



Picture 2.2.6.g Sheraton Grand Ballroom (Marriott, 2021)

## 2.3 Company Value

### 2.3.1 Vision Statement

- **Marriott's Vision**

“To be the world’s best travel company”

- **Starwood Hotels and Resorts Worldwide, Inc. Vision**

“One Voice – One Vision – One Future”

We succeed only when we meet and exceed the expectations of our customers, owners, and shareholders. We have passion for excellence and will deliver the highest standards of integrity and fairness. We celebrate the diversity of people, ideas, and cultures. We honor the dignity and value of individuals working as a team. We improve the communities in which we work. We encourage innovation, accept accountability and embrace change. We seek knowledge and growth through learning. We share a sense of urgency, nimbleness and endeavour to have fun too.

### 2.3.2 Mission Statement

- **Marriott's Mission**

“To enhance the lives of our customers by creating and enabling unsurpassed vacation and leisure experience”

- **Starwood Hotels and Resorts' Worldwide, Inc. Mission**

“To consistently exceed our guests’ expectations in terms of the products and services we provide to our business and leisure travelers. We strive to create an experience that is responsive to our guests’ needs by using the information you entrust us with responsibly.”

### 2.3.3 Core Value

- **Marriott's Core Value**

- **Put People First**

- “Take care of associates and they will take care of the customers”

- **Pursure Excellence**

- “Our dedication to the customers shows in everything we do”

- **Embrace Change**

- “Innovation has always been part of the Marriott story”

- **Act with Integrity**

- “How we do business is as important as the business we do”

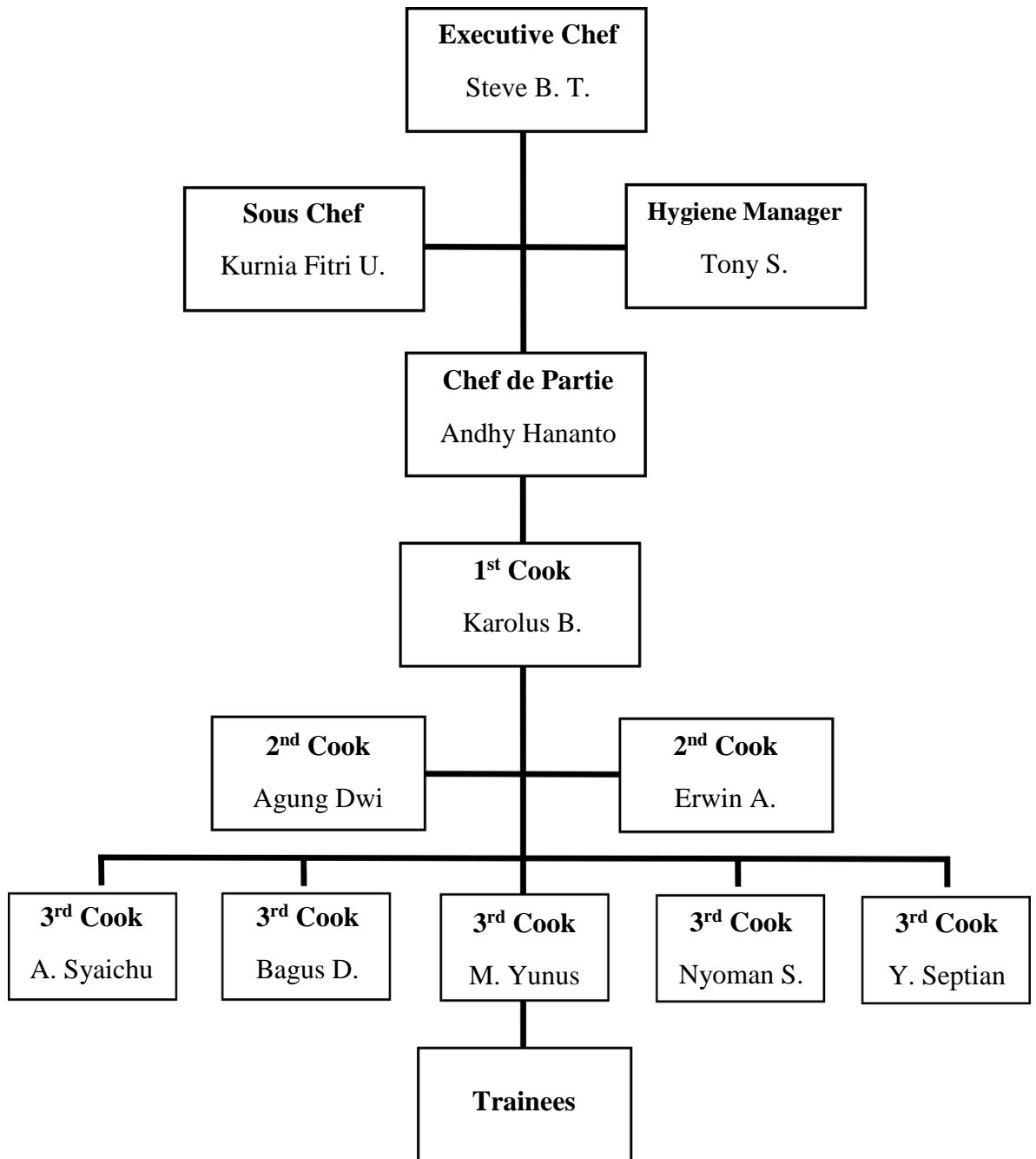
- **Serve Our World**

- “Our spirit to serve makes our company stronger”



## 2.4 Organizational Structure and Main Task

### 2.4.1 All-Day Dining Kitchen



Picture 2.4.1.1 ADD Kitchen Organizational Structure (Personal Documentation, 2021)

**Main task of ADD Kitchen staffs are:**

**1. Executive Chef**

- Oversees kitchen's daily operation
- Do menu planning and rotation for dinner buffet
- Plan new items rotation for breakfast
- Do research on trending items
- Approve market list order
- Handling kitchen's administrative matters
- Do weekly / monthly briefing with kitchen staffs
- Ensure food taste and quality up to standard
- Designing menu for events

**2. Sous Chef**

- Oversees kitchen's daily operation
- Seeks feedbacks and comments from guests during meal time
- Involved in kitchen's operation if needed
- Handling kitchen's administrative matters
- Make market list order submitted by each department
- Ensure food taste and quality up to standard
- Responsible for interviewing trainee candidates

**3. Hygiene Manager**

- Involved in kitchen's operation if needed
- Checking hygiene and sanitation in the kitchen area
- Check notes of food temperature written by cooks

- Ensure all chiller and freezers' temperature are correct
- Handling kitchen's administrative matters
- Checking the cleanliness of dry storage, walk-in chiller and freezer daily
- Seeks feedbacks and comments from guests during meal time
- Held hygiene, sanitation, and safety training to staffs monthly

#### **4. Chef de Partie**

- Lead the team in daily operations
- Create kitchen's staffs and trainees schedule weekly
- Check mise en place done by cooks and trainee
- Check ingredients stock daily

#### **5. 1<sup>st</sup> Cook**

- Do mise en place daily
- Check ingredients availability daily
- Ensure cleanliness of working space
- Prepare guests' order
- Lead banquet's kitchen team during event preparation
- Ensure trainees' job was done properly

#### **6. 2<sup>nd</sup> Cook**

- Do mise en place daily
- Check ingredients availability
- Ensure cleanliness of working space
- Prepare guests' order
- Ensure trainees' job was done properly

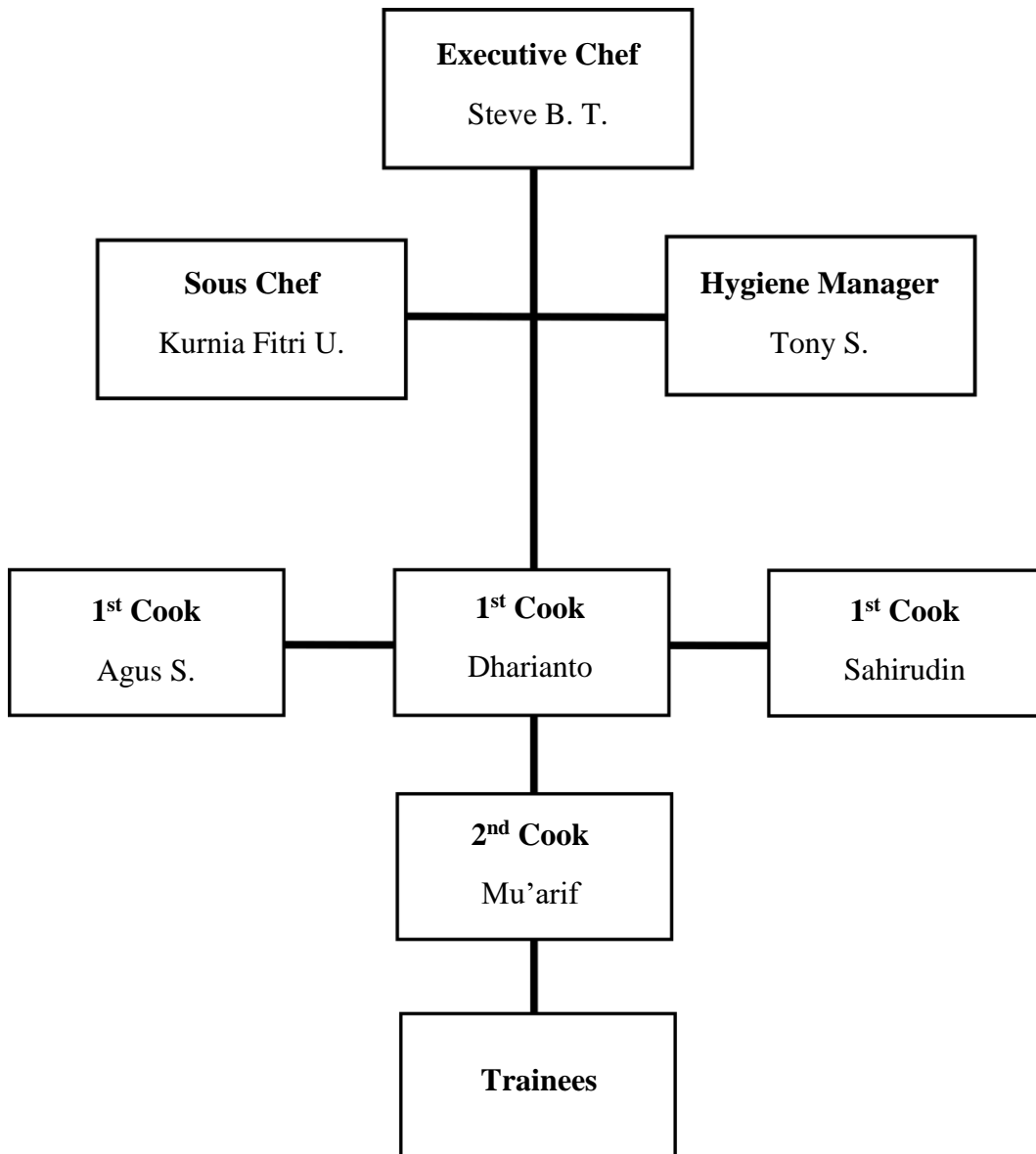
### **7. 3<sup>rd</sup> Cook**

- Do mise en place daily
- Check ingredients availability
- Ensure cleanliness of working space
- Prepare guests' order
- Report and task hand-over to fellow associates
- Ensure trainees' job was done properly

### **8. Trainees**

- Do mise en place
- Assists the staff in preparing breakfast items
- Report ingredients stock in the storage
- Serve guests' during breakfast time (breakfast ADD)
- Assists the staff in preparing à la carte order (afternoon shift)
- Help the cook in ensuring food's taste and quality up to standard
- Keeping workspace clean and sanitized

### 2.4.2 *Garde Manger*



Picture 2.4.2.1 *Garde Manger* Organizational Structure (Personal Documentation, 2021)

**Main task of *garde manger* staffs are:**

#### **1. Executive Chef**

- Oversees kitchen's daily operation
- Do menu planning and rotation for dinner buffet
- Plan new items rotation for breakfast

- Do research on trending items
- Approve market list order
- Handling kitchen's administrative matters
- Do weekly / monthly briefing with kitchen staffs
- Ensure food taste and quality up to standard
- Designing menu for events

## **2. Sous Chef**

- Oversees kitchen's daily operation
- Seeks feedbacks and comments from guests during meal time
- Involved in kitchen's operation if needed
- Handling kitchen's administrative matters
- Make market list order submitted by each department
- Ensure food taste and quality up to standard
- Responsible for interviewing trainee candidates

## **3. Hygiene Manager**

- Involved in kitchen's operation if needed
- Checking hygiene and sanitation in the kitchen area
- Check daily notes of food temperature written by cooks
- Ensure all chiller and freezers' temperature are correct
- Handling kitchen's administrative matters
- Checking the cleanliness of dry storage, walk-in chiller and freezer daily
- Seeks feedbacks and comments from guests during meal time
- Held hygiene, sanitation, and safety training to staffs monthly

#### **4. 1<sup>st</sup> Cook**

- Lead the team in daily operations
- Create kitchen's staffs and trainees schedule weekly (designated person)
- Do mise en place daily
- Ensure cleanliness of workspace
- Prepare guest's order
- Prepare and continue fellow associate's tasks
- Check mise en place done by fellow associates and trainees
- Check ingredients stock daily
- Submit market list needed to be ordered to the sous chef
- Ensure trainees' job was done properly

#### **5. 2<sup>nd</sup> Cook**

- Do mise en place daily
- Ensure cleanliness of workspace
- Prepare guest's order
- Prepare and continue fellow associate's tasks
- Check mise en place done by fellow associates and trainees
- Check ingredients stock daily
- Submit market list needed to be ordered to the sous chef
- Ensure trainees' job was done properly

#### **6. Trainees**

- Do mise en place
- Breakfast set-up and clear-up for morning shift

- Prepare and restock breakfast items for morning shift
- Help the cook in preparing cut fruit for breakfast for afternoon shift
- Checking items' freshness and quality daily, report to staff in charge
- Report ingredients stock in the storage to the staff in charge
- Keeping workspace clean and sanitized
- Assists the cooks in preparing guests' order