

CHAPTER II

GENERAL DESCRIPTION OF COMPANY

2.1 History of Company

Marriott Corporation was founded by John Willard Marriott in 1927 when he and his wife, Alice Marriott, opened a root beer stand in Washington, D.C. As Mormon missionaries in the humid summers in Washington, D.C., the Marriotts were convinced that what residents of the city needed was a place to get a cool drink. The Marriotts later expanded their enterprise into a chain of Hot Shoppes restaurants. In 1953, Hot Shoppes, Inc. became a public company via an initial public offering.

The company opened its first hotel, the Twin Bridges Motor Hotel, in Arlington, Virginia, on January 16, 1957. It cost \$9 per night, plus an extra \$1 for every person that was in the car. Its second hotel, the Key Bridge Marriott in Rosslyn, Arlington, Virginia, was opened in 1959 and is Marriott International's longest continuously operating hotel.

Hot Shoppes, Inc. was renamed the Marriott Corporation in 1967.

Marriott International, Inc. was formed in 1993 when Marriott Corporation split into two companies: Marriott International, Inc., which franchises and manages properties, and Host Marriott Corporation (now Host Hotels & Resorts), which owns properties.

In 1995, Marriott was the first hotel company to offer online reservations.

In April 1995, Marriott acquired a 49% interest in The Ritz-Carlton Hotel Company. Marriott believed that it could increase sales and profit margins for The Ritz-Carlton, a troubled chain with many properties either losing money or barely breaking even. The cost to Marriott was estimated to have been about \$200 million in cash and assumed debt. The next year, Marriott spent \$331 million to acquire The Ritz-Carlton, Atlanta, and buy a majority interest in two properties owned by William Johnson, a real estate developer who had purchased The Ritz-Carlton, Boston in 1983 and expanded his Ritz-Carlton holdings over the next twenty years. Ritz-Carlton expanded into the timeshare market. Ritz Carlton benefited from Marriott's reservation system and buying power. In 1998, Marriott acquired majority ownership of The Ritz-Carlton.

In 1997, the company acquired the Renaissance Hotels and Ramada brands from Chow Tai Fook Group and its associate company, New World

Development. Marriott International also signed an agreement to manage hotels owned by New World Development.

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In 2001, the Marriott World Trade Center was destroyed during the September 11 attacks.

In 2003, the company completed the corporate spin-off of its senior living properties (now part of Sunrise Senior Living) and Marriott Distribution Services.

In 2004, the company sold its right to the Ramada brand to Cendant, acquired in 1997.

In 2005, Marriott International and Marriott Vacation Club International were two of the 53 entities that contributed the maximum of \$250,000 to the Second inauguration of George W. Bush.

On July 19, 2006, Marriott implemented a smoking ban in all buildings it operated in the United States and Canada effective September 2006.

In 2007, Marriott became the first hotel chain to serve food that is completely free of trans fats at all of its North American properties.

Hotels franchised or operated by the company were affected by the 2003 Marriott Hotel bombing, the Islamabad Marriott Hotel bombing in 2008, and the 2009 Jakarta bombings.

On November 11, 2010, Marriott announced plans to add over 600 hotel properties by 2015, primarily in emerging markets: India, where it planned to have 100 hotel properties, China, and Southeast Asia.

On January 21, 2011, Marriott said that adult movies would not be included in the entertainment offered at new hotels, which would use an Internet-based video on demand system.

Effective March 31, 2012, Bill Marriott assumed the role of executive chairman of the company and relinquished the role of chief executive officer to Arne Sorenson.

In 2011, Mitt Romney received \$260,390 in director's fees from Marriott International, despite the fact that he had already stepped down from the board of directors to run for President of the United States. His released 2010 tax returns showed earnings in

2010 of \$113,881 in director's fees from Marriott. In February 2012, Bloomberg News reported on Romney's years overseeing tax matters for Marriott, which had included several "scams" (quoting John McCain) and legal actions brought against Marriott, which Marriott lost in court, over its manipulations of the U.S. Tax Code.

In December 2012, Guinness World Records recognized the JW Marriott Marquis Dubai, a five star hotel, as the tallest hotel in the world.

On October 3, 2014, the Federal Communications Commission (FCC) fined Marriott \$600,000 for unlawful use of a "containment" feature of a Wi-Fi monitoring system to deliberately interfere with client-owned networks in the convention space of its Gaylord Opryland Resort & Convention Center in Nashville. The scheme disrupted operation of clients' mobile phone hotspots via Wi-Fi deauthentication attacks. Marriott International, Inc., the American Hotel and Lodging Association and Ryman Hospitality Properties responded by unsuccessfully petitioning the FCC to change the rules to allow them to continue jamming client-owned networks, a position which they were forced to abandon in early 2015 in response to backlash from clients, mainstream media, major technology companies, and mobile carriers. The incident drew unfavorable publicity to Marriott's practice of charging exorbitant fees for Wi-Fi.

On April 1, 2015, Marriott acquired Canadian hotel chain Delta Hotels, which operated 38 hotels at that time.

On November 16, 2015, Marriott announced the acquisition of Starwood for \$13 billion. A higher offer for Starwood at \$14 billion from a consortium led by China's Anbang Insurance Group was announced March 3, 2016. After Marriott raised its bid to \$13.6 billion on March 21, Starwood terminated the Anbang agreement and proceeded with the merger with Marriott. Following receipt of regulatory approvals, Marriott closed the merger with Starwood on September 23, 2016, creating the world's largest hotel company with over 5700 properties, 1.1 million rooms, and a portfolio of 30 brands. The Starwood acquisition gave Marriott a larger non-US presence; approximately 75% of Starwood's revenues were from non-US markets.

On November 30, 2018, Marriott disclosed that the former Starwood brands had been subject to a data breach. After the disclosure, Attorney General of New York Barbara Underwood announced an investigation into the data breach. The cyberattack was found to be a part of a Chinese intelligence-gathering effort that also hacked health insurers and

the security clearance files of millions more Americans. The hackers are suspected of working on behalf of the Ministry of State Security, the country's Communist-controlled civilian spy agency. Initially, Marriott said that 500 million customers' personal information had been exposed. In January 2019, the company updated the number of guests affected to "less than 383 million" customers, and claimed many of the customer's payment cards had expired.

In December 2019, the company acquired Elegant Hotels, operator of 7 hotels in Barbados.

In February 2020, the company discovered a data breach that included the theft of contact information for 5.2 million customers.

In April 2020, during the COVID-19 pandemic, the company instituted additional cleanliness standards, including requiring the use of electrostatic sprayers with disinfectant, adding disinfecting wipes in all hotel rooms, and removing or rearranging furniture in public areas to allow more space for social distancing. During the pandemic, global occupancy fell as low as 31%.

President and CEO Arne Sorenson died on February 15, 2021, from pancreatic cancer. On February 23, 2021, Anthony Capuano was appointed to fill Sorensen's vacancy as CEO and Director, having previously served as Marriott's group president of global development, design and operations.

2.2 Company Overview

2.2.1 Location

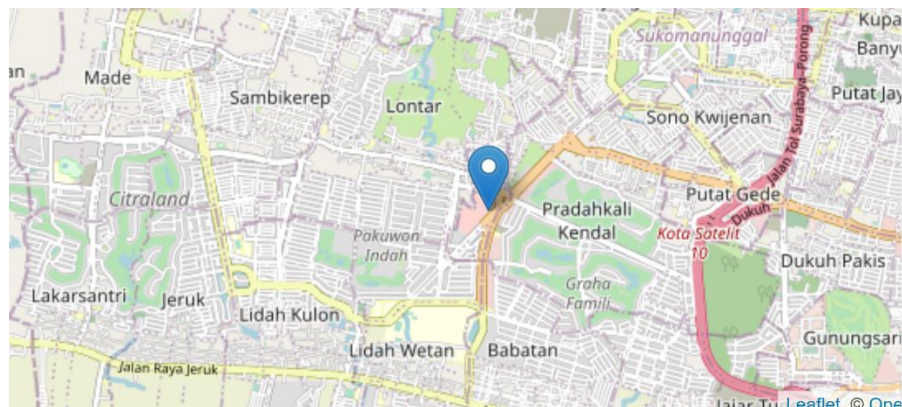


Figure 1. Four Points Map (Four Points, 2021)

Four Points Pakuwon By Sheraton Surabaya

Address : Pakuwon Mall Jalan Puncak Indah, Jl. Raya Lontar No.2,
Surabaya, Jawa Timur 60216

Telp : +62 031 99150000

Email : fp.subfk.marcomm@fourpoints.com

GPS Long : 112.676146

GPS Lat : -7.289127

2.2.2 Four Points By Sheraton Pakuwon Surabaya

Four Points Pakuwon Surabaya isn't just a simply place where the people come and go. It's also become a part of their story where it start began for our guests. At Four Points Pakuwon Surabaya they believe that all of their hotels and resorts tell the story of a place: its setting, its people and its culture and beliefs. Across the globe, Four Points welcome their guests to become part of those stories. Their constellation of remarkable havens are infused with Marriot unique perspective on luxury and what it means in the modern world of travel, where the demand for authentic, once-in-a-lifetime travel experiences continues to grow. With that in mind, Four Points Pakuwon guarantee that your experience at Four Points Pakuwon Surabaya will be creating sleep well, eat well, and move well experience and also a good relationship between guests and the hotel.

a.



Figure 2. Four Points Lobby (Four Points, 2021)

In the hotel lobby, you'll be welcomed by an artist impression of Kalimas and the aerial view of Surabaya on the carpet. Kalimas depicts the history of Surabaya's maritime heritage, the gateway of legendary Majapahit Kingdom, and once became the meeting point for people around the island.

b.



Figure 3. Four Points Tower (Four Points, 2021)

Whether you're visiting the city for business or leisure, feel welcomed at Four Points by Sheraton Surabaya, Pakuwon Indah, with attentive service and modern comforts. Connected to East Java's largest shopping mall, Pakuwon Mall and near the Surabaya Satelit Toll Road, our 4-star hotel offers a prime location in a high-end residential neighborhood in Surabaya, Indonesia.

c.



Figure 4. Four Points Swimming Pool (Four Points, 2021)

Set amidst in the middle tower, Four Points spectacular 60 meter swimming pool is the perfect place to swim laps or simply to take refreshing dip at leisure time. A children's pool is located adjacent to the main pool.

d.



Figure 5. Four Points Fitness Center (Four Points, 2021)

Set in a cliff building overlooking stunning view, the fitness centre is equipped with a variety of modern fitness centres equipped with a range of modern fitness equipment to meet each guest's health needs. Personal trainers are also available.

e.



Figure 6. Four Points Restaurant (Four Points, 2021)

Introducing “Djaman Doeloe Resto and Bar” as a restaurant with open kitchen concept and the latest menu that invites us to explore the taste and richness of culinary throughout Indonesia, and offers a perfect blend of contemporary and local interior design inspired from several regions in Indonesia such as Jepara, Surabaya, Bali, Makassar, Palu, Semarang, Banten, Padang and Yogyakarta, creating a warm and friendly atmosphere reminding us back to Indonesia in the past. Djaman Doeloe Resto and Bar will be home to a series of Indonesia specialties that are processed with selected ingredients and modern presentations, but still retain the original recipe.

2.2.3 Accommodation

a.



Figure 7. Four Points Room (Four Points, 2021)

King Deluxe Guest Room

Room Features :

- 24sqm/258sqft
- Air-conditioned
- This room is non-smoking

Accessible Room Features :

- This room type does not offer mobility accessible rooms
- This room type offers accessible rooms with roll in showers
- This room type does not offer hearing accessible rooms

b.



Figure 8. Four Points Room (Four Points, 2021)

Double/Double Deluxe Guest Room

Room Features :

- 24sqm/258sqft
- Air-conditioned
- This room is non-smoking

Accessible Room Features :

- This room type does not offers mobility accessible rooms
- This room type offers accessible rooms with roll in showers
- This room type does not offer hearing accessible rooms

c.



Figure 9. Four Points Room (Four Points, 2021)

King Premium Deluxe Guest Room

Room Features :

- 30sqm/323sqft
- Air-conditioned
- This room is non-smoking

Accessible Room Features :

- This room type does not offers mobility accessible rooms
- This room type offers accessible rooms with roll in showers
- This room type does not offer hearing accessible rooms

d.



Figure 10. Four Points Room (Four Points, 2021)

Double/Double Premium Deluxe Guest Room

Room Features :

- 30sqm/323sqft
- Air-conditioned
- This room is non-smoking

Accessible Room Features :

- This room type does not offers mobility accessible rooms
 - This room type offers accessible rooms with roll in showers
 - This room type does not offer hearing accessible rooms
- e.



Figure 11. Four Points Room (Four Points, 2021)

Junior Suite - King Bedroom

Room Features :

- 38sqm/409sqft
- Air-conditioned
- This room is non-smoking

Accessible Room Features :

- This room type does not offers mobility accessible rooms
- This room type offers accessible rooms with roll in showers
- This room type does not offer hearing accessible rooms

f.



Figure 12. Four Points Room (Four Points, 2021)

Premium Suite - King Bedroom

Room Features :

- 64sqm/689sqft
- Air-conditioned
- This room is non-smoking
- Living/sitting area
- Living room is separated

Accessible Room Features :

- This room type does not offers mobility accessible rooms

- This room type offers accessible rooms with roll in showers
- This room type does not offer hearing accessible rooms

2.2.4 Standard Operating Procedures

During the current Covid-19 pandemic, making it difficult for some companies to carry out their operations, especially in the tourism and hospitality sector. There are many hotels that try all ways to stay afloat by keeping their operational activities running well. As is the case in changing standard operating procedures to better suit the circumstances during a pandemic by following directions from the government, especially in the implementation of health protocols. Similarly, Hotel Four Points has updated and implemented Standard Operating Procedures, in addition to complying with the recommendations and rules of the government, it also aims to save the existence of hotels during pandemics. This is supported by the existence of professional human resources and also adequate facilities and from the results of clean, health, safety and environment (CHSE) from KEMENPAREKRAF, where these things support in the implementation of health protocols. With this becomes a marker that the Four Points Hotel is safe to visit, as well as to increase public confidence, which will eventually turn the wheels of the economy back.

2.3 Vision, Mission, and Company Objectives

2.3.1 Vision

To be the best hotels, leading the market and creating extraordinary experiences through personalized and authentic services.

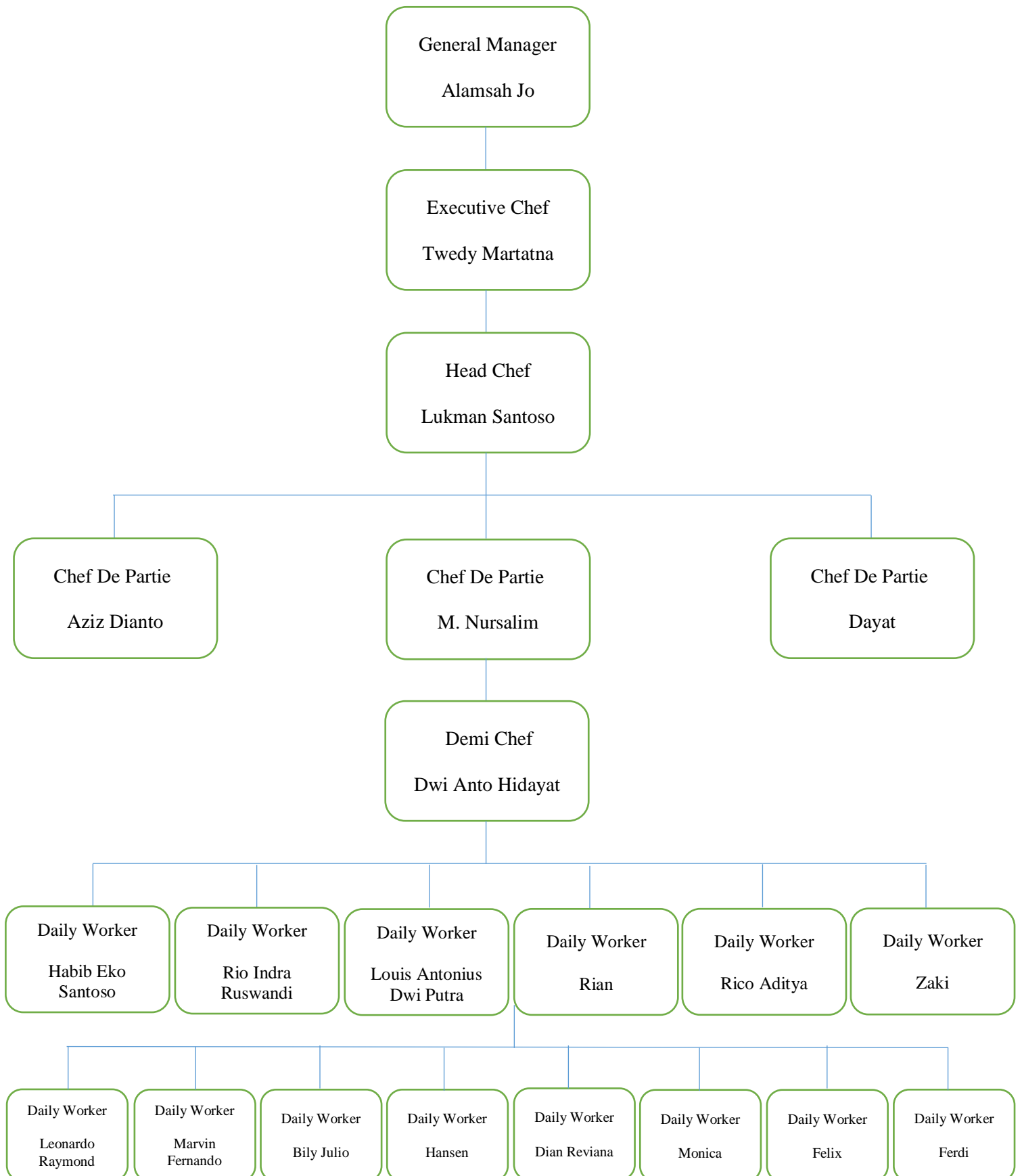
2.3.2 Mission

- **Mission our Associates** : We inspire and empower our associates through our strong culture to motivate them to reach their best.
- **Mission our Owner/Company** : We continuously drive revenue, take care of our assets to consistently grow our profits for our stakeholders.
- **Mission our Guests** : We are authentic, energetic and approachable to create extraordinary experiences that exceeds guests expectations.
- **Mission our Community** : We actively support local communities, through partnerships to shape a better life for other.

2.3.3 Company Objectives

- Developing the talents of employees to delivering Four Points brand promise to guests.
- Maximizing the potential of existing employees to give a strong emphasis on values driven approach to leadership. Unlike other leading hotel chains, and need people who are good cultural fit and have Four Points DNA.
- Distinctive and unique services delivered through management know-how under the Four Points brand, while ensuring a stable financial performance.

2.4 Organizational Structure and Main Task



1. General Manager

- Responsible for all aspect of operation in hotel
- Ensure and maximize the operation and guest satisfaction
- Hold a meetings with all head departments
- Hiring all hotel staffs
- Manage on-going profitability and revenue of hotel

2. Executive Chef

- Oversee daily operation of all Food and Beverage departments
- Ensuring a high quality and cost effective product
- Hiring and training all kitchen staffs
- Designing new recipe, planning menu and decide the plate presentation
- Performing administrative tasks of all departments
- Oversee all hygiene and safety in all departements

3. Head Chef

- Supervise,manage, and motivate kitchen team
- Lead the team in monthly cooking demo
- Controlling and directing the food preparation
- Regularly monitor and check for ingredients in chiller
- Plating for hot kitchen menu
- Ensure the ingredients are meet the standard
- Inform daily occupancy and training every morning
- Maintain hygiene and safety in kitchen
- Ensure the guest satisfaction
- Develop new menu with executive chef
- Represent in meeting with all departments
- Implement the sanitation regulation

4. Chef De Partie

- Leads the kitchen team in head chef absence
- Plating for the hot kitchen menu
- Ensure the ingredients are meet the standard

- Controlling and directing the food preparation

5. Daily Worker

- Get involved in daily operation tasks
- Ensure all items and food preparation met the standard
- Order ingredients to main kitchen
- Ensure the quantity of items in the walking-in-chiller
- Keep all area clean and sanitizes

6. Trainee

- Get involved in daily operation tasks
- Assist other staff to prepare and plating
- Ensure all item and food preparation met the standard
- Assist all cold kitchen team to order ingredients in the main kitchen
- Ensure the quantity of items in the walk-in-chiller
- Keep all area clean and sanitized