

## CHAPTER 2

### GENERAL DESCRIPTION OF COMPANY

#### 2.1 History of Company

##### 2.1.1 Marriott International

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.

The Marriott World Trade Center was destroyed during the September 11 attacks. 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 Communication 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 client's mobile phone hotspot 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 cyber attack 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 re-arranging 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.

### **2.1.2 Four Points by Sheraton Surabaya**

Four Points by Sheraton Hotel is a part of four-star international hotel network under the management of Sheraton which chain extends to more than 200 hotels in 25 countries. Four Points by Sheraton Hotel Surabaya is the fourth Four Points in Indonesia after Bali, Bandung and Makassar, and start operations in June 2016. Four Points by Sheraton Hotel

Surabaya is located on top of Tunjungan Plaza. Its strategic location makes the hotel a right choice for business travel and family vacation.

Four Points by Sheraton Hotel can be reached within one hour of driving from Juanda International Airport and 15 minutes from Surabaya Gubeng train station, and is adjacent to commercial centers in Surabaya. Four Points by Sheraton Hotel has 293 rooms and suites with free high speed internet access at the rooms and lobby area.

## 2.2 Location Four Points by Sheraton Surabaya



Picture 1. Four Points by Sheraton Surabaya Map

Address : Jl. Embong Malang No.25-31, Kedungdoro, Kec. Tegalsari, Kota SBY, Jawa Timur 60261

No. Telp/Fax : (031) 5477488

Email : [Fourpoints.surabaya@fourpoints.com](mailto:Fourpoints.surabaya@fourpoints.com)

## 2.3 About Four Points by Sheraton Hotel Surabaya

### 2.3.1 Interior Design Concept

Designed with timeless classics woven with modern details, Four Points by Sheraton is where business meets pleasure. Catering to the independent traveler seeking balance on the road, Four Points offers guests a chance to kick back and relax for a greater travel experience. Four Points is designed for the solo traveler who still wants to feel right at home.



Picture 2. Four Points by Sheraton Surabaya



Picture 3. Four Points Interior Lobby Design

### 2.3.2 Facilities

- Lime Restaurant

Four Points by Sheraton Surabaya has Lime Restaurant as a signature restaurant features Asian and international specialties in a relaxed atmosphere. Lime Restaurant provides various international and local cuisine for the guests to enjoy. With enough space, the guests can enjoy their meals with friends or family.

- Restaurant capacity : 145 pax
- Open hours :
  - Breakfast : 06.00 – 10.30
  - Lunch : 12.00 – 15.00
  - Dinner : 18.00 – 22.00
  - Room service : 24 hours
- Location : L Floor



Picture 4. Lime Restaurant





Picture 5. Lime Restaurant

- Lobby Lounge

Outside the Lime Restaurant, Four Points by Sheraton Surabaya has a Lounge as well as a Lobby for its hotel guests. In the Lounge, guests can enjoy sitting and relaxing and enjoying drinks and snacks provided in the Lounge. The lounge can also be a gathering place for guests to chat with other guests.

Open hours :

- Sunday – Thursday : 10.00 am - 12.00 am
- Friday Saturday and eve of Public Holidays : 10.00 am – 02.00 am



Picture 6. Lobby Lounge



Picture 7. Lobby Lounge

- **Wrapped**

Next to Lime Restaurant, there is a cake shop called wrapped. Wrapped provides assorted cakes such as devil cake, rainbow cake, and dessert box. Guests can buy the cake in here.



Picture 8. Wrapped

- **Pool**

Pool is located outside the lobby. On the weekends, the pool sells a variety of light and heavy snacks suitable for kids.



Picture 9. Pool



Picture 10. Pool Stall

- Fitness center

Located in 9<sup>th</sup> floor, Four Points' fitness center provides a stunning view while working out. Equipped with adequate sports

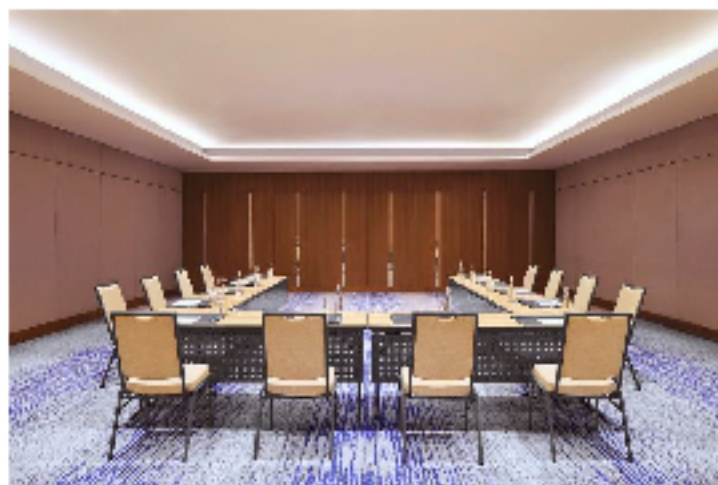
equipment, guests can freely use the fitness center to maintain a healthy body.



Picture 11. Four Points Fitness Center

- Meeting Rooms

As a business & city hotel, Four Points by Sheraton is equipped with many rooms including Cinnamon I, II, III; Coriander; Tamarind; and Lemongrass. Each room is equipped with chairs, LCD projectors and a sound system that supports activities.



Picture 12. Tamarind Meeting Room

### 2.3.3 Accommodation

- Deluxe Room



Picture 13. Deluxe King Room

The 28 m<sup>2</sup> Deluxe Room is equipped with a King bed or two Twin beds, a showcase window that provides a direct view of the Surabaya city, a work desk and a private shower. Extra beds can be added to accommodate up to three adults, or two adults and one child.

Room Features :

- 28sqm/301sqft
- Air-conditioned
- Walk-in closet

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

- Premium Room



Figure 14. Premium Room

Premium Room measuring 40 m<sup>2</sup> is equipped with 1 King bed with city view. This room is also equipped with a work desk, cable television, internet connection, shower/bathtub, water heater for coffee and tea, safetybox, mini bar and free laundry service for guest's visitor.

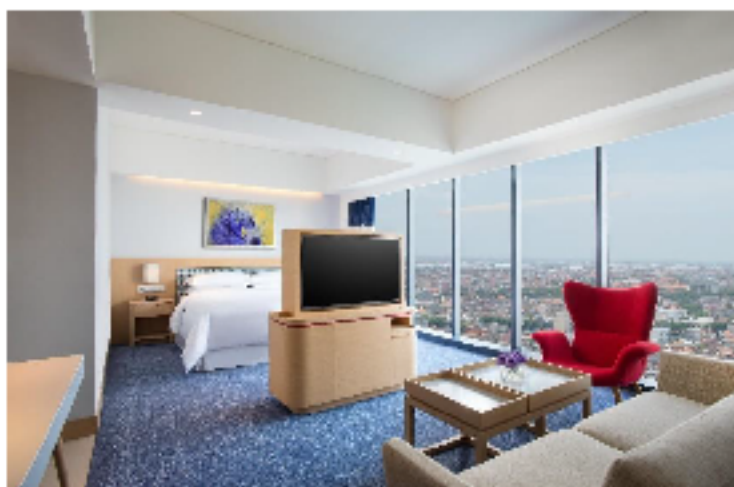
Room Features :

- 40sqm/430sqft
- Air-conditioned
- Walk-in closet

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

- Premium Suite



Picture 15. Premium Suite

This 53 m<sup>2</sup> Premium Room is equipped with 1 King bed and a window with cityview. This room is also equipped with a work desk, living room, sofa, cabinet, cable television, internet connection, shower/tub, water heater for coffee and tea. , safety box, mini bar and free laundry service for guests.

Room Features :

- 53sqm/570sqft
- Air-conditioned
- Walk-in closet

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

#### **2.3.4 Standard Operating Procedure**

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.

## **2.4 Vision, Mission, & Company Objectives**

### **2.4.1 Vision**

To be World's Favorite Travel Company.

### **2.4.2 Mission**

To enhance the lives of our customer by creating and enabling unsurpassed vacation and leisure experience.

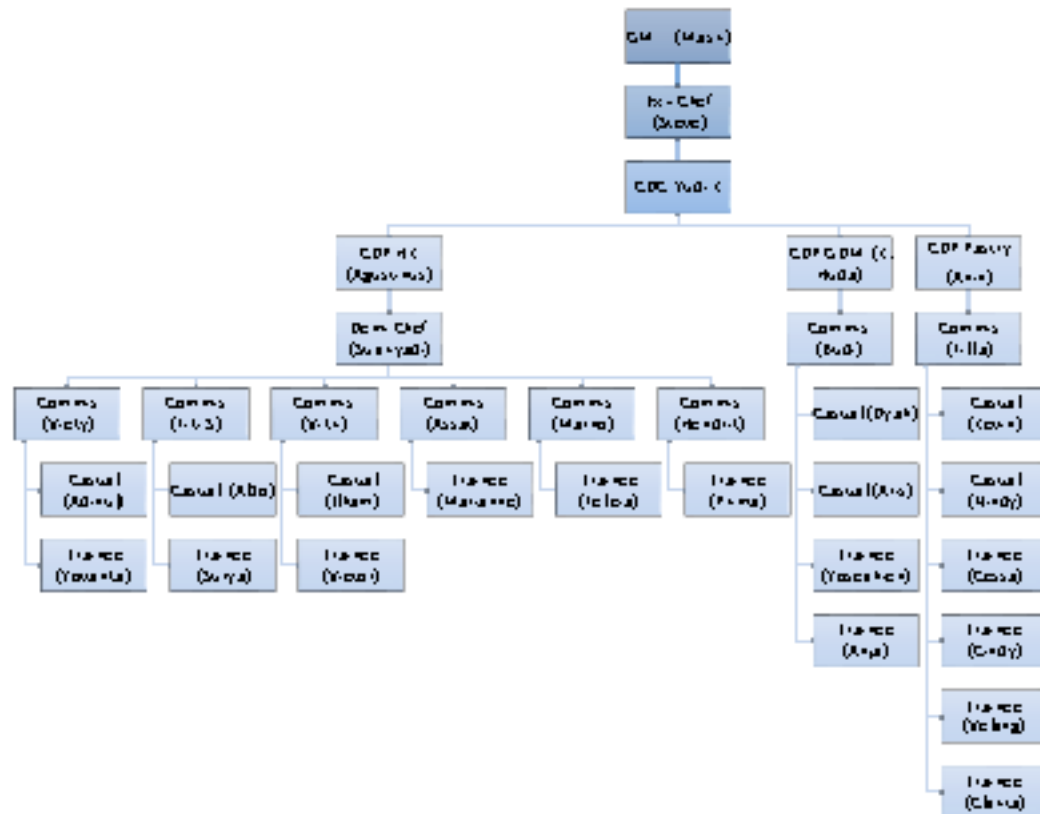
### **2.4.3 Company Objective**

- 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.

## 2.5 Organizational Structure and Main Task



Picture 16. Organizational Structure

### 1. General Manager

- Responsible for all aspect of operation in hotel
- Ensure and maximize the operation and guest satisfaction
- Hold a meeting 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 departments

### **3. Chef de Cuisine**

- 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. Casual/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