

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. In 1976, the company opened two theme parks: California's Great America and Six Flags Great America.

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.

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.

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. 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

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

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 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.

2.1.1 History of Four Point by Sheraton Surabaya

Four Points by Sheraton Surabaya is one of the brands of Starwood which is one of the largest hospitality companies in the world. However, the trademark was acquired by Marriott International in 2015. Marriott International itself was founded in 1927 as a place to drink, then continued to become a restaurant and hotel so that it became a global company. Marriott International was formed when Marriott Corporation was split into Marriott International and Host Marriott Corporation in 1993. In 2002, Marriott International began to develop Community Senior Living Services (now part of Sunrise Senior Living) and Marriott Distribution Services which allowed the company to focus more on hospitality and management. . Currently Marriott International is managed by Bill Marriott and Arne Sorenson.

Four Points by Sheraton Surabaya itself has a pioneer, namely the Sheraton Surabaya Hotel and Towers which has the same location. Four Points by Sheraton Surabaya and Sheraton Surabaya Hotel and Towers are trademarks of PT. Pakuwon Jati Tbk. This company has been

established since 1982 which is a public company engaged in real estate and domiciled in the city of Surabaya. One of the missions of PT. Pakuwon Jati Tbk. is to develop the best workplace in the property industry and optimize the investment of tenants and buyers. Various other types of properties have been handled by PT. Pakuwon Jati, such as Pakuwon Golf and Family Club, Ascott Waterplace Surabaya, Somerset Berlian Jakarta, Sheraton Grand Jakarta Gandaria City, Pakuwon Mall, and others.

Over time, Four Points by Sheraton Surabaya was opened to become a soft brand from the previous pioneer. This is expected to fulfill and pamper consumers to get comfortable lodging but at a fairly affordable price. Four Points by Sheraton Surabaya opens outlets on June 18, 2016, by offering a more casual, stylish, comfortable atmosphere, and having a working space for its customers.

2.1.2 Company Overview

1. Location



Figure 1. Location Four Point Hotel

Address : Jl. Embong Malang 25-31 Surabaya, Indonesia 60261
Phone : (+62) 31 547 7977
Email : Fourpoints.surabaya@fourpoints.com

2. Four Point by Sheraton Surabaya



Figure 2 Logo Four Point

Hotel Four Points by Sheraton Surabaya is located right above Tunjungan Plaza. Its strategic location makes this hotel the right choice for business people and families. Hotel Four Points by Sheraton Surabaya is an hour's drive from Juanda International Airport and 15 minutes from Gubeng Surabaya Station and it is close to commercial centers in Surabaya.



Figure 3. Four Points by Sheraton Tower

Hotel Four Points by Sheraton Surabaya has 293 rooms and suites with free fast internet access in the rooms and lobby. In addition, the room is also equipped with a 43-inch LED TV and a Four Points by Sheraton four comfort bed.



Figure 4. Four Point Room

At Four Points by Sheraton Hotel Surabaya, you can enjoy a variety of cuisines from Asian to Western in a relaxed atmosphere. Stop by for a good meal with friends or family before or after exploring Surabaya.



Figure 5. Four Point Lime Restaurant

The fitness center is equipped with a variety of modern and up-to-date fitness equipment to meet the health needs of every guest. Many

guests like to use a treadmill because it is a tool that can help them walk, run, and even walk uphill without moving from place to place.



Figure 6. Four Point Fitness Center

At the Lobby Lounge Bar, guests will find a collection of the best coffee and beer collections from local to international, and guests can also enjoy food and drinks in this lounge while talk with other guests.



Figure 7. Four Point Lobby Lounge

Guests can enjoy a quality breakfast with satisfying service and can also enjoy views of the Suramadu Bridge and Surabaya city at the LIME restaurant which has a capacity of 140 people and serves a variety of Asian and international specialties. Hotel Four Points by Sheraton Surabaya has meeting room facilities covering an area of 680 square meters which is divided into seven meeting rooms with capacities ranging from 30 to 300 people.



Figure 8. Four Point Lime Restaurant

Located in Surabaya's central business district, Four Points by Sheraton is an ideal meeting destination. All meeting rooms in the hotel have

high speed Wi-Fi access and modern AV technology. Four Points by Sheraton Surabaya has 9 meeting rooms that can accommodate up to 748 people and a very large meeting room of 12,152 square feet



Figure 9. Four Point Meeting Room

Located in the center of the tower, the Four Points swimming pool is the perfect and comfortable place for a leisurely swim. The children's pool is located next to the mainpool,



Figure 10. Four Point Swimming Pool

3. Features in Four Point by Sheraton Surabaya

a. Deluxe Room



Figure 11. Four Point Deluxe Room

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

b. King Deluxe Room



Figure 12. Four Point King Deluxe Room

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

c. King Premium Room



Figure 13. King Premium Room

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

d. Premium Suite - Living Room



Figure 14. Premium Suite - Living Room

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

2.2 Vision, Mission, and Company Objectives

1. Vision

The vision of Four Point hotel is to be world's favorite travel company.

2. Mission

The mission of Four Point hotel is to enhance the lives of our customer by creating and enabling unsurpassed vacation and leisure experience.

3. Company Objectives

The company objectives of Four Point hotel is :

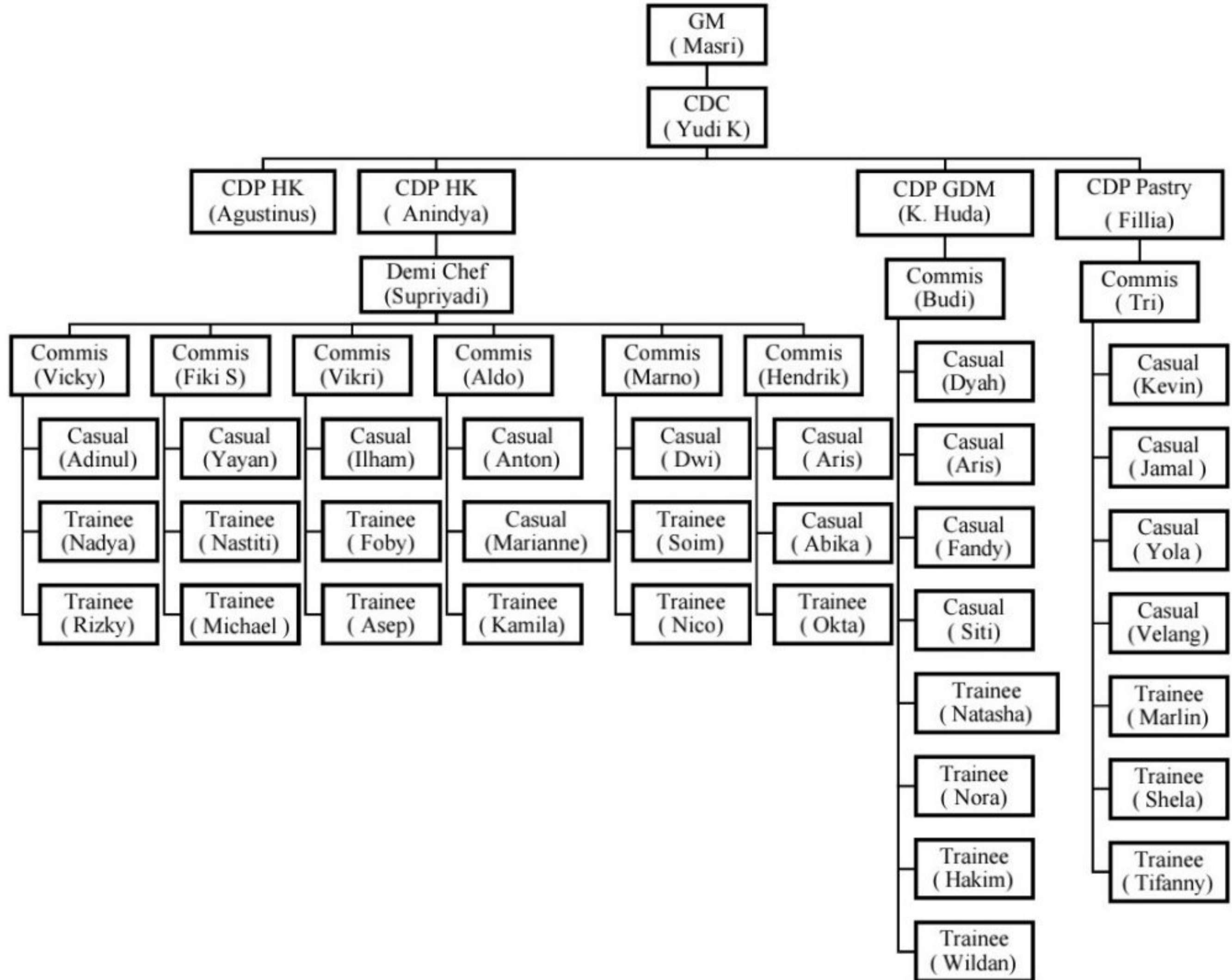
- The hotel has developing the talents of employees to delivering Four Points hotel promise to guests.
- The company expects all employees to carry out their duties with high integrity in order to grow as a trustworthy brand name.
- The hotel has distinctive and unique service provided through Four Points hotel management and ensures that guests feel right at home in the hotel.

2.3 Standard Operating Procedure

During the current Covid-19 pandemic, several companies are having difficulty carrying out their operations, especially in the tourism and hospitality sectors. There are many hotels that try everything to stay afloat by keeping their operations running well. Likewise, Four Points Hotel has updated and implemented Standard Operating Procedures, in addition to complying with government recommendations and rules, it also aims to save the existence of the hotel during the pandemic. This is supported by the presence of professional human resources as well as adequate facilities as well as from the results of clean, health, safe.

2.4 Organizational Structure and Main Task

Table 1. Organizational Structure



1. General Manager

The responsibility of general manager are :

- The general manager is responsible for all aspect of operation in hotel.
- The general manager is ensure and maximize the operation and guest satisfaction.
- The general manager is hold a meeting with all head departments.
- The general manager is manage on-going profitability and revenue of hotel.

2. Chef de Cuisine

The responsibility of chef de cuisine are :

- 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 .
- Represent in meeting with all departments.
- Implement the sanitation regulation.

3. Chef De Partie

The responsibility of chef de partie are :

- 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

4. Casual/Daily Worker

The responsibility of casual are :

- 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

5. Trainee

The responsibility of trainee are :

- 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