

# CHAPTER I

## INTRODUCTION

### A. Background

Hospitality is the act of kindness in welcoming and looking after the basic needs of customers or strangers, mainly in relation to food, drink and accommodation. A contemporary explanation of Hospitality refers to the relationship process between a customer and a host (Chan, B., & Mackenzie, M, 2009). Hospitality does not only include hotels and restaurants but also refers to other kinds of institutions that offer shelter, food, or both to people away from their homes. We can also expand this definition, as many people have, to include those institutions that provide other types of services to people away from home (Barrows, Powers, & Reynolds, 2012). From this definition, we can conclude that there is a connection between hospitality and service. In other words, without service, there is no hospitality.

According to Miller (Hotelogix, 2016), hotelogix is a website based on property management system indicates that although some hotels perhaps are too busy managing their property with not enough time for training and grooming check for their staff, hotels should be aware of the fact that the appearance of their employees should be considered just as important as choosing the right property management software or creating a revenue plan. When it comes to your staff's demeanor, such as uniform and personal grooming habits, employees should be pushed to follow a strict dress code so they can represent the face of the hotel which can make or break the impression of the hotel.

Unfortunately, the reality of etiquette and protocol seems to fall behind the definitions. In the hospitality industry, as one of the business industries, they tend to focus on maximizing revenue. In other words, instead of controlling the etiquette and grooming of each employee, as evaluating hotel performance is more directly related to the profit, the hospitality industry tends to be paying more attention which can increase the profit (Miller, 2016). Word of mouth (WOM) had been considered one of the most influential informal media among consumers, businesses, and the population at large, due to its intangible nature hospitality industry has a heavy reliance on word of mouth (WOM). It has been believed that word of mouth is one of the factors that have the most influential communication tools for sharing one's experiences with others (Huete-Alcocer, 2017). It is strongly believed that the most important and deciding aspect that determines the outcome of service is etiquette and protocol that is delivered to the guest so that the guest can share their experience with the hotel to others.

Etiquette is defined in the Cambridge Academic Content Dictionary (2017) as the set of rules or customs that control accepted behaviour in particular social groups or social situations defined. According to Öter (2017), a protocol is a dynamic concept, the combination of good manners or behavior and common sense. It is an evolving science and its improper use and can create an international conflict if it is misuse and not understood fully. Essentially, etiquette and protocol are connected. Etiquette is focusing on the code of social behavior or a system of accepted rules, conventions and norms that will effect on polite behavior and interaction among the society and protocol,

on the other hand, protocol is, in essence, is a set of rules that we have to apply and followed to be accepted by the societies and defined the good manners and behavior in our daily life.

As stated by Öter (2017), Etiquette and protocol rules have been a very important asset in business and commerce and even greater in international, multicultural enterprise-scale in operating hospitality service industries. Face-to-face contact is believed to be still the best way to in business relations despite the tremendous developments in technology used daily, especially the tourism enterprises. Proper implementation of protocol and etiquette rules are needed because of the nature of service is being human-focused and cross-cultural. From the analytic result above it's safe to conclude that it is not only excellent accommodations or wonderful tourist destinations but etiquette in serving guests and making them comfortable play an important role in creating an extraordinary impression on the minds of guests and tourists during their stay.

Focusing on this definition and the urge of needing a book that supports the need for knowledge about etiquette and protocol that will educate and give another bright perspective about the hospitality industry. It is realized that this is the perfect opportunity to reach out the readers not only those who are already involved in the hospitality industry including student taking this course but also those who are intrigued and want to enter the hospitality industry was the main reason authors have chosen to write a book about “Etiquette and Protocol in Hospitality”.

The base of being a professional hotelier is thought to be presenting excellence in etiquette and protocol. As nationalities of authors vary from Jambi, Indonesia, and Seoul, Korea, the authors are aiming to show the standard of etiquette and protocol and how it is applied in different cultures, both internationally and regionally and also supporting in sustaining the hospitality tradition to the next generation and also help the growth of the excellence tourism industry.

The concept idea of “Etiquette and Protocol in Hospitality” as its main topic is to provide a new perspective about etiquette and protocol and how important it is in the hospitality industry. As the previous thesis might be too general about the topic, the idea has been gathered that the book would be used more usefully if narrowed down to its industry.

Going into more detail, the aim of making the book is to illustrate the proper standard of grooming recommended per divisions and appropriate attitude on handling guests from different cultures and races. Not only providing the basic knowledge regarding what etiquette and protocol are but also showing the connection between etiquette and hospitality industry and give a slight insight into the protocol that occurs inside the hotel.

With this high demanding situation, it has been believed that providing professional etiquette and protocol is needed to support the growth and a better understanding of the hospitality industry. With that same reason, it has been decided to

make a book that will provide them with all the basics and standards that are required to become a professional in the hospitality industry.

The target audience of this book is from the age group of 17 to 50 years old. The age range of the target reader is chosen considering one's maturity in decision making, good emotional control abilities, and critical thinking (Papalia, Olds, and Feldman, 2007) and also the retirement age in Indonesia which is 56 (OECD, 2017). Therefore, this age group is considered appropriate to be the target of readers of this book as the main purpose of this book is to be used as a reference for those that are interested in learning the etiquette and protocol in the relevant industry. The reason why the education level is not mentioned above is that the word, student, is defined as a person who is studying at a college, university, or school in Cambridge Business English Dictionary. But authors are also willing to provide the information to those who didn't get a chance of schooling.

#### **B. The Purposes of Making the Book Design**

There are 3 (three) purposes of compiling books of etiquette and protocol as Professional Competency Works, are as the following:

1. To be used as a reference book in etiquette and protocol courses for international students, in specific, in the Faculty of Hospitality and Tourism at Universitas Pelita Harapan.

2. To provide useful information for establishing desirable etiquette and protocol in the hospitality industry by comparing the perceptions and the practice of traditional basic table manners.
3. To give a new guideline for students to follow as provisions to deal with problems that might occur in the public, workplaces, and outside of the university.

