

**CHAPTER II**  
**GENERAL DESCRIPTION**  
**OF STORYTELLING OBJECT**

**2.1 Object Review**

The Hospitality Management or hospitality management is a word that has been commonly heard at this time. According to Revida (2022), the word hospitality has the meaning of a friendly attitude given by the community around the tourist location area to tourists who will come. Whereas, according to Walker (2015), hospitality management is the process of planning, organizing, managing as well as supervising which covers all operational aspects in the tourism, hospitality, and food or beverage industries. In the world of hospitality, there are many departmental structures or organizational divisions in it, of which there is a General Manager or Hotel Manager, followed by the promotion or marketing division, financial division or finance, food and beverage division, human resources division or human resources, front office division, kitchen division which includes hot or cold kitchen, housekeeping division, security, and others. Talking about General Manager or commonly called GM is a leader who is brave and responsible for managing and organizing the system in hospitality. As stated by Bhawarni and Talib (2017), it is crucial for General Manager to have a sophisticated talent, such as people handling skills, advanced in technology, entrepreneurial skills, and the ability to manage a delayed organisation. the General Manager in hospitality is a leader who must have a deep understanding of all aspects of the hotel business, including financial management, all forms and operating systems within the hotel, marketing, human resources, along with guest services (Ninemeier, 2014).

The role and duties of a General Manager can seem very complex and require in-depth managerial skills about the hospitality industry. Traditionally, gender qualifications for the position of General Manager in the hospitality world have been taken by men. Even though the hospitality business is

expanding, few women hold senior management positions. The hotel industry is dominated by women, with an average of 55.5% of the workforce, yet it is controlled by males, because women are mostly found in jobs stereotypically with their gender (Marinakou, 2014). However, over the past few years, the promotion of gender equality between men and women in the workplace especially in hospitality has increasingly taken centre stage, with many women successfully achieving the position of GM as well as other managerial positions. Furthermore, the UN or United Nations promotes SDG5 or Sustainable Development Goal 5 to eliminate discrimination against women by giving equal opportunity for leadership positions. (Dolly Gaur, 2023).



**Figure 2.1 Caitie Younghwa Lee  
General Manager, Moxy Hotel Bandung**

Caitie Younghwa Lee is one of the female General Managers who leads Moxy Hotel in Bandung. Caitie is one of the women leaders who successfully took managerial and GM positions in the hospitality world. Her career journey from a lower position can lead her to become an independent woman today.

#### 2.1.1 Featured Profile

Caitie Younghwa Lee's career journey has certainly not been easy. Caitie, a hotelier who used to work as a bell attendant or someone who is responsible for handling guests' luggage as well as carrying out duties by providing information needed by guests, was able to change her entire fate to become a leading General Manager of the hotel she currently occupies. Caitie herself won several awards such as “Employee of the Month” at JW Marriott, Seoul in 2006, and “Best Salesperson of the Month” at Conrad Bali in February 2012. She became a speaker at one of the events held by Marriott Indonesia, namely Women in Leadership Conference Indonesia which was attended by 140 female leaders from 62 Marriott hotels in Indonesia, at Sheraton Bali Kuta, on 12 - 13 December 2022.

#### 2.1.2 Location

Caitie Younghwa Lee is a female General Manager who leads Moxy Hotel, Bandung. Moxy Hotel, Bandung is a 3-star hotel located at Jalan Ir H. Djuanda No. 69, Bandung, 40116. The hotel was built in 2016 and is one of the first Moxy Hotel brands in Indonesia said by Andree Susilo, Country Representative Hotel Development Asia-Pacific Marriott International.

#### 2.1.3 Long Time in The Field

Caitie Younghwa Lee first started working in hospitality in 2004, where she became a Bell Attendant or Reservation Agent at Novotel Hotel, South Korea. After that, Caitie had the opportunity to become a Guest Service Agent at JW Marriott, Seoul, South Korea. Caitie has also experienced the position of Senior Sales Manager at Conrad Bali, and after that she was promoted to Associate Director of Sales at Conrad Hotel & Resorts, South Korea. In 2019, Caitie became Director of

Sales at Marriott Executive Apartments located in Jakarta, and after that was chosen to be a General Manager at Moxy Hotel, Bandung in 2021 until now. In total, Caitie Younghwa Lee has been in the hospitality field for about 19 years.

## 2.2 Literature Review and Reference

**Table 2.2.1**  
**LITERATURE REVIEW**

No.	Title of Literature Reference	Link	Summary
1.	Queen Seon Deok Korea's First Female Leader (Rike Oyadile, 2014)	<a href="http://repository.unas.ac.id/2428/1/RIKE%20OYADILE%20%20%2020%25.pdf">http://repository.unas.ac.id/2428/1/RIKE%20OYADILE%20%20%2020%25.pdf</a>	Reviewing the background, interesting and unique stories while leading and what factors make Queen Seon Deok worthy of being a leader in the Kingdom of Silla.
2.	Women's Leadership in Madrasah Aliyah in Bone Regency (Sitti Zakiah, 2018)	<a href="http://ejurnal.iainpare.ac.id/index.php/almaiyah/article/view/543/400">http://ejurnal.iainpare.ac.id/index.php/almaiyah/article/view/543/400</a>	Several women have become heads of Madrasah, so that education in Bone Regency is advanced and developed.
3.	Jacinda Ardern, a charismatic and visionary leader (Armila Miranda Rengganis, 2021)	<a href="#">MENILIK-SOSOK-JACINDA-ARDERN-PEMIMPIN-KARISMATIK-DAN-VISIONER.pdf (researchgate.net)</a>	A look at the journey and leadership style of New Zealand's youngest female prime minister and the youngest female leader in the world.

4.	Deborah as a wise and just female leader (Utama, Franciscus Alam Panji, and Bobby Steven Octavianus Timmerman, 2023)	<a href="#">Kuat Kuasa Firman ALLAH di Seluruh Bumi - Nikolas Kristiyanto, S.J., S.S., S.S.L, Silvana Natalia Nainggolan, Yulius Suroso, SJ, ... [et al.] - Google Buku</a>	Debora's figure inspires women to dare to be leaders in the midst of a patriarchal society.
5.	Madurese Women's Leadership (Achmad Jamaludin Karim, 2004)	<a href="https://ejournal.unisba.ac.id/index.php/mimbar/articled/view/242/132">https://ejournal.unisba.ac.id/index.php/mimbar/articled/view/242/132</a>	The difference between "Srikandi" women's leadership and men's leadership and socio-cultural support for the success of "Srikandi" women leaders.

**Table 2.2.2**  
**VIDEO REFERENCES**

No.	Title of Video Reference	Link Video	Source	Video Summary
1.	"From Bellboy to GM: The Westin GM's Hotel Career Pursuit"	<a href="https://youtu.be/5D7M_a8pu2o">https://youtu.be/5D7M_a8pu2o</a>	Youtube	Tells the story of the journey of Emmanuel Richardet, a GM of The Westin Turtle Bay & Spa. Emmanuel started his career as a Bellboy, and is now on his 4th GM. In a 30-year career in hospitality, Emmanuel says that the biggest challenge is understanding that each property is different and has its own unique characteristics.
				Tells the story of John Rolfs who is the General Manager of The Ritz-Carlton,

2.	The Ritz-Carlton, Tokyo Interview with John Rolfs, General Manager	<a href="https://youtu.be/482oeG9JMmY">https://youtu.be/482oeG9JMmY</a>	Youtube	Tokyo. In this video, it discusses the problems faced by the hotel to find the right ladies and gentlemen to work at the hotel. In addition, how ADR and Revpar have grown from last year to the current year, as well as discussing the Ritz-Carlton's expansion plans throughout Japan.
3.	Four Seasons Milan – Milano Lifestyle Featuring General Manager, Mauro Governato	<a href="https://youtu.be/xB_R2UKJ0gg">https://youtu.be/xB_R2UKJ0gg</a>	Youtube	Featuring some footage of Mauro Governato, as General Manager of Four Seasons, Milan in his daily life in Milan, Italy.
4.	Meet Lamara Davidson – Diary of the Craft Artisan Series	<a href="https://www.youtube.com/watch?v=WVBCoesTHsA">https://www.youtube.com/watch?v=WVBCoesTHsA</a>	Youtube	Chronicles Lamara Davidson's life as an Executive Chef at the Gaylord Texan Resort. Lamara is a half-breed from South Korea and Africa. Lamara says that she is proud to be doing what she loves, which is being a chef. Since childhood, Lamara has loved her hobby of cooking with her mother. Lamara says that by loving herself, it influences her ideas in making delicious dishes.
5.	Roberto Otálora, Executive Assistant Manager – Passion with Purpose	<a href="https://www.youtube.com/watch?v=IX7U6eZH4QM">https://www.youtube.com/watch?v=IX7U6eZH4QM</a>	Youtube	It tells the story of the Executive Assistant Manager at the St. Regis, Mexico City, Robert Otálora. Robert tells us how to manage the hotel well and

				be a mentor to his employees. One of the interesting things is when Robert says that no matter what the challenge is, he can always find the best solution.
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