

CHAPTER I

INTRODUCTION

A. Research Background

The city of Hong Kong which accommodates more than 7.4 million human being by the year of 2019 is a Special Administrative Region of China that was colonized by the British for approximately 99 years. Strategically located between the Pearl River Delta and South China Sea on the southeast coast of China, the country is well known for it's financial, banking, trade center and last but not least as tourism destination. It is known for all of the above since Hong Kong is the world's freest economy for 25 consecutive years as rated by The US-based Heritage Foundation. Hong Kong itself has the GDP per capita of 46,000 USD in the year of 2018 with the real GDP growth rate at 3% and inflation rate at 2.4%. The unemployment rate in Hong Kong is also pretty low at around 2.8% in January 2019. This all supported by the Four Key Industries which is financial services, trading and logistics, professional services and other producer services, and tourisms.

There is no doubt that Hong Kong is one of the most famous tourism destination all around the world. By the end of the year of 2018, there are around 65 million visitor arrival which had increase 11.4% from the year before. All of this fame could be achieved with an incredible supporting tourisms industry which can be vary from accommodations, food and beverages, travel and tourism and as well the attractions and recreations. Those business segment are really important to hold up the incredible Hong Kong tourism industry and each play a significant role to ensure Hong Kong to thrive in that industry.

To accommodate the huge amount of tourists visiting Hong Kong each day, there are different lodging options for the visitors from motel, hostel, guest house, hotel and as well as online based apartment or room rental such as Airbnb. Yet the most common accommodation that are chosen by the tourists are the hotels. There are more than 283 hotels with over than 79,200

rooms all around Hong Kong with the average occupancy rate of 91%. This hotels can be vary from the type of services and facilities provided and offered, locations, prices and their own brand.

Located in one of district that are most visited by tourists in Mong Kok, Kowloon, and surrounded by all sorts of popular destinations like the Ladies Market, Sneakers Street and streets food all over the area is Cordis Hotel, Hong Kong. Cordis Hotel is a 5 star hotel that is under the Langham Hospitality Group, a luxury hotel chain that started when it opened Europe's first "Grand Hotel", The Langham London, with as the first hotel that have a build in elevator and bath tub. Langham Hospitality Group that is now a part of Great Eagle Holdings manifest the philosophy of reflecting elegance in design, innovation in hospitality, sincere service and captivation of the senses.

The Cordis Hotel, Hong Kong, accommodates 669 rooms with remarkable supporting food and beverage outlets as well as spa, business center, pool, gym and club lounge facilities. Supported with 4 different food and beverage outlets from the Michellin Star restaurant, Ming Court; Alibi Bar, Garage Bar and serving *a-la-carte* and international themed buffet is The Place. Providing 4 different buffet including breakfast buffet, lunch buffet, dinner buffet, and tea buffet during the weekend and public holiday with the capacity of 250 pax, The Place usually have a theme for their international buffet that is going to be renewed every 3 months.

As the food and beverage outlet with the most total number of direct contacts with customers and hotel guests, the quality of service that is given by all of the colleagues of The Place is significant and crucial to the experience that the guests will have. All the colleagues are eager to channel the brand promise of "Heartfelt Service" and "Cordis Guest, My Guest" through each service that they are going to deliver to the guests. To ensure the efficiency and the trait of the service that was given has meet the quality needed a set of a Standard Operating Procedures (SOP) is much needed. Not only the colleagues need to be aware of the SOP yet it also have to be execute and implemented seamlessly into the daily service occurrence in handling the

service, matter and some issues. Nevertheless the SOP has not been implemented in a practical terms effectively through-out the deliverance of the service. This phenomenon is not only felt by the trainee but also felt by several colleagues including the Assistant Manager. Since there are no written and evident SOP, different colleagues may approach different situation and cases distinctly from one another. The colleagues were never given any SOP from the first they that they start their job. In addition to that, the colleagues will also approach the situation distinctly depending on the senior colleagues that are in charged during that particular time. This had been proved to cause an issue for the colleagues to handle a situation since each senior will most likely to handle every circumstances differently and some of the colleagues might get in trouble if they way they handle the situation is not in favor with the senior colleagues that they are working with at that particular time even though that the other senior colleagues might suggest that it is the right way to deal with the situation. As well as each colleagues have their own way to carry out the service or execute the task given using their own way since there are not an evident or written SOP given in advanced about how to do it.

There are a few situation in which there are no clear SOP about how to handle the task or situation that had been experienced personally by the writer which is: 1). The way of handling production and service in the juice station during breakfast buffet, 2). The complimentary drinks or any exception of variance of drinks that can be serve for the guests, 3). The leniency of the colleagues towards the guests my depend on the senior colleagues that is in charged during that particular time. All of the above situation are as an example of how the SOP is failed to be implemented and executed by the colleagues. SOP is necessary and required both for the benefit of all the colleagues and the guests so that the colleagues may deliver the service efficiently to the guest and there will not be any misunderstanding between the colleagues about what is the right thing to do and not only based on the senior colleague that is in charged. From all of the personal experience about this phenomenon of 6 months of field training in The Place, the writer is intrigued to dig further to study about this case as the writer's final project

with the title of “Analysis of Standard Operating Procedure Implementation at The Place Restaurant, Cordis Hotel, Hong Kong”.

B. Problem Identification

Based on the explanation of the background of the study on the above, the writer has identify the problem of the study as below:

1. The operating procedure carry out by the colleagues might depend on the senior colleague that is in charged at that particular time.
2. The standard operating procedure is not implemented wisely by the colleagues.

C. Limitations of the Research

The writer will bounds the limitation of this research to enhance the clarity, specifications the research. The research will be done at The Place Restaurant, Cordis Hotel, Hong Kong, to analyze the occurrence that are happening within the area of The Place by all the colleagues that are involved. The Standard Operating Procedure that is going to be analyzed is the one within the food and beverage service scopes.

D. Statement of the Problem

Based on the problem identification above, the writer has the statement of the problem as below:

1. What is the factor that supports the execution of the operating procedure depend on the senior colleague that is in charge?
2. What is causing the standard operating procedure to not implement wisely by the colleague at The Place?

E. Purpose of Research

The purpose of that the writer wants to obtain from this research are as below:

1. To find out about the factor that supports the execution of the operating procedure depend on the senior colleague that is in charge.
2. To find out about what is causing the standard operating procedure to not implement wisely by the colleague at The Place.

F. Benefits of the Research

1. Towards The Place, Cordis Hotel

This research may benefit The Place along with the colleagues that are involved as an evaluation, proposition and recommendation about the dilemma that the colleague confront daily on delivering the service and performing the task given. This research may also eliminates any misunderstanding and distinctness about how to carry out every procedure and confronting every situation at The Place. Last but not least this research may increase guests' satisfaction of The Place.

2. Towards the guests of The Place, Cordis Hotel.

By doing this research, it may help the guests to be able to obtain optimum service experience by all the colleagues with consistency each and every time even though it is carry out by different colleagues. This research will also enhanced guests' satisfaction of The Place.

3. Towards the other party.

This research may give other party the information about how significant the implementation of standard operating procedure at a restaurant.