

IMPROVING RECEPTIONISTS' COMMUNICATION SKILLS: A STUDY OF SPEAKING TYPES AT DESA POTATO HEAD BALI

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Abstract. This study investigates the types and functions of speaking employed by Desa Potato Head Bali hotel receptionists. As the first point of contact for guests, receptionists play a crucial role in shaping the overall guest experience through effective communication. To cope with the previous goal, case study was used as the research design. Additionally, observation through audio recording and interviews were implemented to collect the data. The findings of this study are: (1) one type of speaking was found, which is dialogue; and (2) eight functions of speaking were discovered, which are exchanging personal information, expressing future intentions, giving directions, giving advice & making suggestions, narrating a story, discussing opinions, describing, and interacting in social situations. However, there is a lack of research specifically focusing on the speaking practices of hotel receptionists when interacting with a diverse clientele. This study aims to fill this knowledge gap by examining the types and functions of speech receptionists in their daily work. The literature review explores the multifaceted nature of speaking, encompassing verbal and non-verbal elements, and the role of inner speech and social speech in forming and interpreting meanings. The findings of this study are expected to provide valuable insights into the communication needs of hotel receptionists and contribute to the development of targeted training programs to enhance their communication skills and ultimately improve the quality of customer service in the hotel industry.

Keywords: *hotel receptionists, communication skills, types of speaking, functions of speaking, guest experience, customer satisfaction*

Introduction

The hotel industry is one of the fastest-growing sectors in the world, and effective communication is crucial for the success of hotel receptionists. Effective communication shapes the hotel guest experience, directly influencing customer satisfaction and loyalty. Communication serves as a conduit for conveying the service's value and understanding guest needs and preferences, essential for creating a positive experience (Ilieva, 2023; Narayanan, 2022). Hotel receptionists are pivotal in the hotel industry, serving as the first point of contact for guests and playing a crucial role in shaping their overall experience. Effective communication skills are indispensable for reception as they directly influence customer satisfaction and perceptions of service quality (Syaifudin, 2023; Jawabreh et al., 2022). The ability to manage hospitality services and address complaints proficiently is a testament to the importance of their role in the smooth operation of a hotel (Syaifudin, 2023). Interestingly, while proficiency in language and communication is vital, the emotional aspect of interactions at the front desk also significantly affects customer satisfaction. Receptionists' displayed emotions rather than inner feelings have enhanced customer mood and satisfaction, particularly in lower-star hotels (Ustrov et al., 2016). Moreover, the physical appearance

of guests can influence the quality of the service they receive, indicating that receptionists' perceptions and biases may inadvertently affect their service delivery (Knežević et al., 2015). In summary, receptionists are integral to the successful operation of a hotel, with their communication skills being a cornerstone of excellent customer service. Training in language skills and emotional displays is essential for improving professionalism and customer satisfaction (Syaifudin, 2023; Ustrov et al., 2016). Additionally, awareness of biases related to guests' appearances is necessary to ensure equitable and high-quality services (Knežević et al., 2015). Receptionists' interactions with guests impact immediate satisfaction and broaden customer behaviour and the hotel's reputation (Qureshi et al., 2022; Ustrov et al., 2016).

Understanding the types and functions of speaking used by hotel receptionists is pivotal for improving communication skills and enhancing the guest experience. Rinda et al. (2022) identify dialogue as the primary type of speaking and outline six functions of speaking that are crucial for receptionists: exchanging personal information, expressing future intentions, giving directions, giving advice and making suggestions, and describing and interacting in social situations. These functions are integral to demonstrating functional competence in communication, which is essential for effective interactions between hotel staff and guests (Rinda et al., 2022). Interestingly, while Rinda et al. (2022) focused on the speaking aspect, Ustrov et al. (2016) highlighted the importance of receptionists displaying emotions over their inner mood, suggesting that the emotional element of communication also significantly influences customer satisfaction and behavioural intentions. This implies that understanding the types and functions of speaking should be complemented by emotional intelligence and the ability to display appropriate emotions to enhance the guest experience (Ustrov et al., 2016). Additionally, Gundersen et al. (1996) emphasized the importance of focusing on attributes that guests consider essential, suggesting that receptionists should tailor their communication to guest preferences and expectations. In summary, comprehending the types and functions of speaking is essential for hotel receptionists to fulfil their duties effectively. This understanding, combined with displaying positive emotions (Ustrov et al., 2016) and focusing on guest-valued attributes (Gundersen et al., 1996), can improve communication skills. Such enhancements in communication are likely to contribute to superior guest experience, which is a critical determinant of guest loyalty and competitive advantage in the hospitality industry (Ilieva, 2023). Training programs that incorporate these aspects of communication are recommended for front-of-house staff to improve service quality and guest satisfaction (Alhassan et al., 2024; Miguel, 2024; Qureshi et al., 2022; Wahyanti et al., 2018; Baumeister et al., 2015; Rahim and Tazijan, 2011).

Previous research has explored the speaking types and functions employed by internship students in hotel receptionist roles, identifying dialogue as the primary type, and various functions, such as exchanging information and giving directions (Rinda et al., 2022). Despite the importance of effective communication in the hotel industry, there is a lack of research on the types and functions of speaking used by hotel receptionists. This study aims to fill this knowledge gap by examining the types and functions of speaking used by hotel receptionists in their daily work, mainly when receptionists interact with a diverse clientele. This study is essential for understanding hotel receptionists' communication needs and developing training programs that can help them improve their communication skills. By examining the types and functions of speaking used by hotel receptionists, this study provides valuable insights into the

communication practices of this critical workforce. This research focuses on the types and functions of speaking used by hotel receptionists in their daily work and how these communication practices can enhance the quality of customer service.

Review of literature

Speaking

Speaking is a multifaceted process of communication that involves not only the verbal articulation of thoughts and ideas but also encompasses non-verbal elements such as gestures, facial expressions, and tone, which can significantly influence the conveyance and interpretation of messages (Thamrin and Darsih, 2023). It is an interactive and cognitive activity in which inner speech and the internalization of social speech play a role in forming and interpreting meanings (Fadeev, 2022). Speaking skills can be developed through various methods, including classroom instruction, multimedia-based oral communication, and public speaking courses, which aim to improve fluency, accuracy, pronunciation, and the use of nonverbal cues (Pangket, 2019; Young and West, 2018; Rose et al., 1993). Moreover, improving speaking skills also involves practicing with native speakers and engaging in conversation exchanges, as this provides opportunities to learn from fluent speakers and to apply learned concepts in real-time scenarios (Pangket, 2019; Young and West, 2018; Rose et al., 1993). Furthermore, incorporating technology into language learning can enhance speaking skills through speech recognition software, language learning apps, and online resources that offer speaking exercises and feedback (Pangket, 2019; Young and West, 2018).

Types of speaking

Monologues and dialogues represent two distinct types of speech. A monologue refers to a single person speaking alone, often without immediate interaction with an audience (Milenković, 2020). This can be internal, as in inner speech, covert self-talk (Honeycutt, 2020), or external, as in a speaker addressing an audience without expecting a direct response (Fay et al., 2000). Conversely, dialogue involves a conversational exchange between two or more individuals characterized by interactive communication where participants influence each other (Fay et al., 2000; Mcallister et al., 1994). Interestingly, the distinction between monologues and dialogue can sometimes be blurred. For instance, in large-group settings, communication can shift from interactive dialogue to a form dominated by a single speaker, resembling a monologue (Fay et al., 2000). In print advertising, dialogical monologues are used where the addressers' cues are unexpressed but condition the content of the expressed speech, simulating a conversation (Kazlauskaite, 2018). Furthermore, in therapeutic settings, such as the Open Dialogue, therapists engage in reflective dialogue without explicit agreement to maintain multiple perspectives and avoid consensus (Ong and Buus, 2021). In summary, monologues and dialogue are two fundamental forms of speech, with monologues involving a single speaker and dialogue involving an interactive exchange. While these forms are distinct, specific contexts demonstrate that the boundaries between them can be fluid, with communication sometimes incorporating elements of both to achieve specific conversational or rhetorical goals (Ong and Buus, 2021; Kazlauskaite, 2018; Fay et al., 2000).

Functions of speaking

As reported by Rahmat et al. (2020), speaking, also referred to as communication in a more formal setting, is an indispensable and highly relevant activity in daily life, particularly for those who use English as a second or foreign language. Torky (2006) categorized the eight primary functions of speaking into exchanging personal information, expressing future intentions, giving directions, giving advice & making suggestions, narrating a story, discussing opinions, describing, and interacting in social situations. Previous research has shown that speaking is critical in people's lives.

Hotel receptionist

Hotel receptionists occupy a vital position that can significantly influence guest impressions as they are frequently the first individual's guests encounter. To create a favourable first impression, hotel receptionists must greet guests with a smile, conduct themselves professionally, and assist with various daily activities, according to Astuti et al. (2018). Rahardiani (2011) emphasizes the significance of hotel receptionists in meeting visitor demands, as they must possess thorough knowledge about the hotel and its customers to provide exceptional services. Furthermore, hotel receptionists interact with international guests more frequently than other staff members, providing services such as welcoming them to the hotel, making reservations, providing information about amenities, and addressing complaints from foreign guests. Also, hotel receptionists must quickly acquire proficiency in English to effectively communicate with foreign visitors, as Karuniawan and Robiasih (2018) indicated. In summary, receptionists play a critical role in the hotel industry, and their exceptional communication skills are essential for their success in this position.

Materials and Methods

Design and subject

The present study aims to delineate the particular phenomenon of various types of speaking and their corresponding functions utilized by hotel receptionists. To achieve this, a case study was adopted as the research design, concentrating on a present-day phenomenon within its respective context, significantly when differentiating between the two may not be readily apparent (Yin, 1994). The subjects of this study were three receptionists at the Desa Potato Head Bali. They were selected based on observations of their speaking skills during their duty at Desa Potato Head Bali. The purpose of this study was to examine the use of speaking skills by three receptionists. The objectives of this study were accomplished through the implementation of two methodologies: observation via audio recordings and interviews. The former approach was used to capture and document all verbal interactions carried out by the research subjects in their capacity as hotel receptionists. The latter method was implemented to confirm and substantiate the information gathered using the first approach.

Data collection and analysis

To collect data on the diverse types and functions of hotel receptionists' verbal communications, an observation method involving audio recording was implemented. Prior to data collection, hotel receptionists were informed of their right to anonymity

and were briefed on the purpose of the study. Thereafter, all conversations between the three hotel receptionists and the guests were documented through audio recordings. In addition, online interviews were conducted with the three hotel receptionists. The audio recording was initially transcribed to initiate the data analysis. Subsequently, the data were organized. The English audio recordings were processed, while those in other languages were disregarded. Next, English audio recordings were categorized into two distinct types of speaking: monologues and dialogue (Nunan, 1989), as cited in Torky (2006). Additionally, audio recordings were grouped according to speaking functions, including exchanging personal information, expressing future intentions, providing directions, offering advice and making suggestions, narrating a story, discussing opinions, describing, and engaging in social interactions (Torky, 2006). The two groups were triangulated using the interview findings. Finally, the results were compared with existing theories and relevant studies.

Results and Discussion

This section presents the findings with a comprehensive discussion in two main sections: (1) types of speaking; and (2) functions of speaking.

Types of speaking

After analyzing the data gathered from the audio recording and field note observation, findings on the types of speaking used by the three hotel receptionists were finally found. The first example quoted below is the audio recording taken from the conversation [1] between receptionist 1 and the guest. According to the conversation [1], Receptionist 1 employed speaking skills to communicate with the guest. Upon examining the types of speaking utilized, it was observed that Receptionist 1 used the type of dialogue. Upon confirming with Receptionist 1 through the online interview, it was revealed that the guest had inquired about how to reach Damaria Bali restaurant. In response to the direct question, Receptionist 1 provided the relevant information. As a result of the exchange between the two speakers, Receptionist 1 and the guest, the presence of dialogue was evident (*Table 1*).

Table 1. *The conversation [1] between receptionist 1 and guest.*

Respondent	Description
Guest	Actually, I have a question, so I have a reservation tonight at Damaria Bali restaurant, I think. How should I get there?
Receptionist 1	Oh. Damaria Bali, actually it is not far from here, so I probably suggest you to take a car or taxi It will take like 15 minutes from here to get there.
Guest	Thank you for your suggestion. Is there a taxi stand nearby, or should I book one in advance?
Receptionist 1	If you wish, I can book one for you.
Guest	That would be wonderful, thank you. Could you please book a taxi for me at around 7 PM?
Receptionist 1	Absolutely, I will arrange that for you. Is there anything else I can assist you with?
Guest	No, that is all for now. Thanks again for your help!
Receptionist 1	My pleasure! Have a wonderful evening at Damaria Bali restaurant. If you need anything else, don't hesitate to let us know.

Another example of the use of dialogue was marked in the conversation [2]. It is cited as *Table 2*. According to the conversation [2], different types of speaking, such as dialogue, were introduced rather than monologue. This conversation occurred when a guest inquired about the availability of standard rooms in the studio for the next two months. To address this question, Receptionist 2 mentioned that the standard room is

categorized into three types, Sunrise Studio, Bamboo Studio, and Desa Studio, by engaging in dialogue.

Table 2. *The conversation [2] between receptionist 2 and guest.*

Respondent	Description
Guest	Hi, I wonder if you could show me a standard room in the studio, as I plan to come back in the next two month.
Receptionist 2	Certainly, Bapak, I'll check the availability first, it seems that they're fully booked at the moment, therefore, there's no room to show, but I can show some pictures and tell you a little bit so that you'll have some pictures in your mind
Guest	Oh sure
Receptionist 2	This is their standard room, which is divided by 3 types: Sunrise studio, Bamboo Studio and Desa Studio. All these three rooms are at the same size which is 36 sqm. What makes them different is the view, The name of the room reflects the view of it.

Furthermore, the dialogue was also present in conversation [3], as demonstrated by the following transcript (*Table 3*). According to the information available [3], a guest asked what outfit to wear during a restaurant visit during a conversation. In response, Receptionist 3 provided a suggestion through verbal communication. Specifically, Receptionist 3 suggested that the guest dress casually or in smart casual attire or opt for something more formal.

Table 3. *The conversation [3] between receptionist 3 and guest.*

Respondent	Description
Guest	and also, what outfit do you suggest me to wear to go there.
Receptionist 3	Since, it is an upscale restaurant I would say. You will probably need to wear something nice like casual or smart casual or something nicer, you know

Functions of speaking

In this section, the findings concerning the functions of speaking are explicated. As per Torky (2006), there are eight fundamental functions of speaking, which include exchanging personal information, expressing future intentions, giving directions, giving advice & making suggestions, narrating a story, discussing opinions, describing, and interacting in social situations. In this study, all of these functions were observed during the service. To obtain a more detailed comprehension of these functions, the following elaborates upon each one individually.

Exchanging personal information

The receptionist spotted the first function of speaking, which is exchanging personal information, in several dialogues. Here is the sample of the existence of that function cited in conversation [4] as follows (*Table 4*). The following dialogue occurred between receptionist 2 and the guest. After an observation, it was determined that this exchange occurred during the check-in process. To initiate the process, Receptionist 2 introduced himself and inquired about the guest's personal information, including their name and country of origin. The guest provided the necessary information, and the conversation served as an example of the function of speaking, specifically the exchange of personal information. This was evident when Receptionist 2 provided his name, and the guest responded with their name and place of origin. The guest seemed at ease during the interaction, displaying a friendly demeanour and a willingness to engage in conversation. Receptionist 2 maintained a professional yet welcoming attitude, creating a comfortable atmosphere for the guests. Overall, the exchange was smooth and efficient, setting a positive tone for the rest of the check-in process. The successful

exchange of personal information between Receptionist 2 and the guest demonstrated the importance of effective communication in providing quality customer service.

Table 4. *The conversation [4] between receptionist 4 and guest.*

Respondent	Description
Receptionist 2	Good afternoon Bapak, welcome to Desa Potato Head, I'am Yogi, allow me to assist you for the check-in process. Please have a sit Bapak.
Guest	Sure, Thankyou
Receptionist 2	Alright Bapak, how should I address you?
Guest	My full name is Yu Chen, but Chen is fine
Receptionist 2	And, where do you actually from?
Guest	I am actually from a city called Guangzhou in China but I currently live in Australia in Brisbane

Expressing future intentions

The second function of speaking, which is expressing future intentions, was also found in the conversation [5] between Student 3 and the guest. The dialogue is cited as follows (Table 5). The conversation reveals that the guest is inquiring about an event at Potato Head, and Receptionist 1 confirms that Erykah Badu will be performing live on June 1st. The Merasa week event will continue until June 8th, offering a seven-day experience focused on regenerating and elevating the mind and body. This time, the event is co-curated by Erykah Badu herself. The exchange highlights the receptionist's knowledge about local events and the guest's interest in participating in culturally enriching activities. From the citation shows that one of the functions of speaking, that is, expressing future intentions, was observed. Additionally, the receptionist's proactive and detailed response demonstrates a commitment to enhancing guest service quality by providing relevant and timely information, thus ensuring guests are well-informed and can make the most of their stay. This level of attentiveness and personalized service helps to create a more satisfying and memorable experience for guests, contributing to overall guest satisfaction and loyalty.

Table 5. *The conversation [5] between receptionist 5 and guest.*

Respondent	Description
Receptionist 1	Alright Bapak, is there anything I can help you with?
Guest	Yes, a friend told me that there's gonna be an event at Potato Head this week, but I wasn't sure.
Receptionist 1	Yes Bapak, we will be having Erykah Badu live on stage on June 01 st , then the event will continue up until June 08 th for the Merasa week. It is a seven days experience dedicated to regenerating and elevating mind and body, and this time it is co-curated by Erykah Badu herself

Giving directions

The next function of speaking is giving direction. To prove the existence of the third function, a conversation [6] involving Student 2 and the guest is copied below (Table 6). During a phone call received by Receptionist 3 from a guest's room, the conversation provided above took place. The transcript demonstrates that Receptionist 3 initially attempted to give directions to the sunset bar by disclosing its location. Subsequently, Receptionist 3 also offered information about breakfast locations, specifying two places for breakfast. Receptionist 3's clear and concise directions likely made the guests feel more comfortable during their stay. This helpful communication is essential in ensuring a positive guest experience and fostering a welcoming atmosphere at the hotel. The purpose of communication, in this instance, was to give directions.

Table 6. *The conversation [6] between receptionist 6 and guest.*

Respondent	Description
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Guest	anyway, where the sunset bar is?
Receptionist 3	The sunset bar is located at the next building, in front of this building, you go on the right side and keep going you will find an elevator go to the third floor
Guest	How about the breakfast tomorrow? where should I go?
Receptionist 3	for the breakfast, we have two locations, the first one, you can go to the second floor, near the lobby, you can have breakfast there but the food will be vegetarian or you can go all the way to the beachfront area that's for regular breakfast, it will be located near the main pool.

Giving advice and making suggestions

The next function of speaking in the recording is giving advice and making suggestions. It was cited in the conversation [7] below (*Table 7*). Based on the above dialogue, the guest sought advice regarding the reservation from the hotel. As Receptionist 2 pointed out, it being Saturday, He anticipated traffic would be quite heavy. To accommodate the guest's needs, Receptionist 2 suggested allocating an additional 30 minutes for the journey. This showed that Receptionist 2 was attentive and considerate of the guest's situation, going above and beyond to ensure a smooth and pleasant experience. With the extra time allocated for potential traffic delays, the guest felt more at ease and prepared for their journey to the hotel. The interaction highlighted the importance of excellent customer service and how small gestures can make a big difference in the guest experience. Through this dialogue, the act of giving advice and making suggestions was observed.

Table 7. *The conversation [7] between receptionist 7 and guest.*

Respondent	Description
Guest	Oh. right, right Thank you. so, my reservation tonight will be at 6 pm, so I should go there by, maybe like a quarter to six?
Receptionist 2	Oh right, so since it is saturday today, we expect the traffic will be quite busy, we suggest, maybe spare like 30 minutes from here to go there.

Narrating a story

The next function of speaking found in the recording is narrating a story. It was cited in the conversation [8] below (*Table 8*). The conversation above highlights the guest's desire to explore lesser-known, non-touristy spots in Bali, and Receptionist 1 recommends the Singaraja Regency, particularly Gatep Lawas, a scenic river on a hill with fresh water and a natural water slide. The Receptionist 1 shares a personal experience, mentioning the challenging but rewarding journey to get there. Additionally, Receptionist 1 suggests other attractions in the area, such as an Eco Park, farms, and waterfalls, emphasizing Singaraja's natural beauty and calming atmosphere. The guest finds these recommendations appealing and expresses intent to visit. This exchange underscores the value of local knowledge in discovering unique travel experiences. The guest leaves the hotel feeling excited and grateful for the receptionist's tips, knowing their trip will be filled with unforgettable memories and authentic experiences. Through this dialogue, the act of narrating a story was observed.

Table 8. *The conversation [8] between receptionist 8 and guest.*

Respondent	Description
Guest	Hey, since you're local here, I'd like to ask about some underrated spot in Bali, not some over touristic places.
Receptionist 1	Ohh, recently I've been to few places in Singaraja regency, it was nice and not a lot of people knew about these places. So, I've been in this one place called Gatep Lawas, in Singaraja, it is a river located on top of a hill. It was so nice and the water was so fresh and clean, plus there is a natural but not so natural water slide, it was long and fun, but you know what, to get there, it was so fun and scary at the same time because the road is so small and steep road, there was even a moment I had to ask my friend to get off the bike because the bike couldn't move, so he had to walk, but trust me it was worth what you're getting at the end.
Guest	That's sounds nice, is there anything else in that area that I could explore?

Receptionist 1	Of course, there's a really nice Eco Park, farm, bunch of waterfalls and many more. If you like being in nature, you'll like it there. I've never got bored of that place, it's like calming you know.
Guest	It sounds interesting, I'll definitely check it out.

Discussing opinions

The following function of speaking found in the recording is discussing opinions. It was cited in the conversation [9] below (*Table 9*). The conversation above reveals that the guest plans to have dinner at Sushi Koen and is concerned about walking there in heels. The receptionist explains that while the restaurant is closed, the hotel's golf car service can only drop guests off at the main street, and Grab cars are not allowed for pick-up service directly at the hotel. The guest finds this inconvenient and is advised to use the hotel's local car service, which is readily available, can be billed to the room, and costs IDR 100,000. The receptionist also mentions the option of a meter taxi, which can enter the hotel for pick-up but might require a wait and only accepts cash. The guest decides to use the hotel's local car service and requests it to be ready at 6 pm. This exchange highlights the receptionist's knowledge of transportation options and their effort to provide the guest with the most convenient and efficient solution. Additionally, it demonstrates the hotel's commitment to enhancing guest service quality by offering personalized recommendations and flexible payment options, ensuring a hassle-free and pleasant experience for the guest. The ability to charge transportation costs to the room bill and the prompt arrangement of the car further reflect the hotel's dedication to guest convenience and satisfaction. Through this dialogue, the act of discussing opinions was observed.

Table 9. *The conversation [9] between receptionist 9 and guest.*

Respondent	Description
Guest	I see, and also after sunset, I plan on having a dinner at Sushi Koen, I saw that it is pretty close, but I don't think I will go there walking because I'll wear heels. Will the golf car take me there or should I use the Grab, how does thing work here?
Receptionist 2	Yes Ibu, it is pretty close actually, but unfortunately the golf car can only take you to the main street. When it comes to transportation, we have few options here. Grab car is not allowed for a pick-up service here, they can only wait you at the main street, not at our main lobby, therefore it is less convenience.
Guest	Right, I don't think I want to do that either too much hassle.
Receptionist	In my opinion, using our local car is the best way, they're ready anytime, no need to wait and we can put it on your room bill, the price will be IDR 100,000. We can actually help you to book a meter taxi, which is allowed to enter the hotel area for a pickup service, but it is Saturday night, you may have to wait for the taxi to arrive, plus they only accept cash.
Guest	I see, yeah I think it will be the best choice, please get me the car ready at the lobby at 6pm.

Describing

One of the functions of speaking is describing. During the conversation [10] recorded, it was found that Receptionist 2 used that function as cited as follows (*Table 10*). The conversation reveals that the guest is interested in viewing a standard room at the studio for a future visit, but the receptionist 2 informs him that all standard rooms are currently fully booked. To assist the guest, the receptionist 2 offers to show pictures and provide descriptions, explaining that the standard rooms come in three types-Sunrise Studio, Bamboo Studio, and Desa Studio-all 36 sqm in size but differing views. The guest finds these rooms attractive but too small for him and his girlfriend. In response, the receptionist 2 recommends the more oversized Oceanfront Room, which is 72 sqm, ideal for couples, featuring an ocean view, a floating open bathtub, and a maxi bar. This exchange highlights good customer service, with the receptionist addressing the guest's concerns and offering suitable alternatives. The function of speaking, describing, was spotted by performing the dialogue.

Table 10. *The conversation [10] between receptionist 10 and guest.*

Respondent	Description
Guest	Hi, I wonder if you could show me a standard room in the studio, as I plan to come back in the next two month
Receptionist 2	Certainly sir, I'll check the availability first, it seems that they're fully booked at the moment, therefore, there's no room to show, but I can show some pictures and tell you a little bit so that you'll have some pictures in your mind
Guest	Oh sure
Receptionist 2	This is their standard room, which is divided by 3 types, Sunrise studio, Bamboo Studio and Desa Studio, all these three rooms are at the same size which is 36 sqm. What makes them different is the view, The name of the room reflects the view of it.
Guest	hmm it looks nice, but I think it is a bit too small, because I'll be coming with my girlfriend.
Receptionist 2	They also have bigger room, the Oceanfront room, which I think will be more suitable for you, it is bigger at 72 sqm, it suits best for couple, it has a nice ocean view, floating open bathtub and a maxi bar.

Interacting in social situations

The final function that receptionists employed is interacting in social situations. This function is utilized more frequently than the others. One instance of conversation [11] is provided below (*Table 11*). As cited above, Receptionist 3 thanked the guests for their stay at Desa Potato Head Bali. Giving a sustainability bracelet as a departure gift and expressing his gratitude to the guest became one way to maintain social interaction between the hotel and the guest. Again, through this dialogue, the act of interacting in social situations was observed. This thoughtful gesture enhances the guest's overall experience and reinforces the hotel's commitment to sustainability and personal touch. Such practices are integral in improving service quality, as they leave a lasting positive impression on guests, encourage repeat visits, and foster a sense of community and loyalty towards the hotel. By combining gratitude with a meaningful gift, the receptionist helps create a memorable departure experience, highlighting the hotel's dedication to environmental consciousness and exceptional guest service.

Table 11. *The conversation [11] between receptionist 11 and guest.*

Respondent	Description
Receptionist 3	Thank you for staying with us, and before you leave, we have a departure gift for you. This bracelet made from recycled plastic, we hope that this bracelet will remind you the good times that you have with us. And we're looking forwards to welcoming you back in the future.
Guest	Thank you so much, this is so beautiful. I will definitely come back.

Types of speaking

From the three examples taken from the three receptionists hotel above coded in [1], [2], and [3], it can be seen that only one type of speaking was found, which is dialogue. In line with Rinda et al. (2022) Hotel receptionists predominantly use dialogue rather than monologue when communicating with guests to facilitate a two-way exchange of information and to meet the guests' needs. Dialogue allows for the exchange of personal information, expression of future intentions, provision of directions, advice, and suggestions, and interaction in social situations (Rinda et al., 2022). This interactive communication is essential for understanding and responding to guests' inquiries, preferences, and potential complaints, thereby ensuring a satisfactory service encounter (Alhassan et al., 2024). Interestingly, while dialogue is the norm, there are instances where monologue might be used, such as when providing detailed instructions or information. However, these are less common as they do not engage the guest to the same extent. Additionally, dialogue aligns with the emotional contagion framework, where receptionists' displayed emotions during interactions can enhance guest mood

and satisfaction, emphasizing the importance of interactive communication (Ustrov et al., 2016). In summary, dialogue is a critical component of hotel receptionists' communication with guests as it supports the functional competence of speaking required for their role, contributes to positive emotional exchanges, and is more likely to result in guest satisfaction. This interactive approach is preferred over monologue as it allows for a more personalized and responsive service, which is key to the hospitality industry (Alhassan et al., 2024; Rinda et al., 2022; Ustrov et al., 2016).

Indeed, providing a personalized and responsive service is crucial in the hospitality industry. By engaging in a dialogue with guests, hotels can better understand their preferences and tailor their services to meet their needs. This not only enhances the overall guest experience but also increases customer loyalty and satisfaction, which are essential for the success of any hospitality business. As Alhassan et al. (2024) noted, this approach allows hotels to create memorable experiences that guests are likely to share with others, thereby contributing to positive word-of-mouth marketing. Ustrov et al. (2016) also highlighted the importance of personalization in the hospitality industry, stating that it can lead to increased customer satisfaction and repeat business. Rinda et al. (2022) further emphasized the role of personalization in the hospitality industry, noting that it can help hotels stand out in a crowded market and differentiate themselves from competitors. The three receptionists chose the dialogue approach, which enabled them to respond to guest inquiries promptly and efficiently. This approach allowed for a more positive and productive interaction with the guests, as their concerns were quickly and effectively addressed. Previous research has found that the hotel receptionists employed only dialogue, whereas monologue was never observed.

Functions of speaking

Based on the findings revealed in the second part related to the functions of speaking used by the hotel receptionist, it can be highlighted that all of the speaking functions were recorded. Those functions are exchanging personal information, expressing future intentions, giving directions, giving advice & making suggestions, narrating a story, discussing opinions, describing, and interacting in social situation. As previously discussed, a conversation [4] between two individuals involves exchanging personal information. In a hotel setting, for instance, the receptionist may request information about the guest's name and country of origin. As highlighted by Torky (2006), this type of dialogue typically arises when individuals seek details about personal preferences, habits, and routines. The second function of speaking, as outlined in [5], is the expression of future intentions. This is often seen when a speaker makes plans, predicts the future, or confirms arrangements. In a conversation [5] the receptionist provided details about events scheduled to take place at a hotel, including the date. In this instance, the receptionist attempted to predict the future. The third function, identified by the same expert, involves giving directions. This can be observed when a speaker provides instructions on reaching a particular destination. As depicted in the conversation above [6], the hotel receptionist offered comprehensive directions to the guest, ensuring they could quickly locate the sunset bar and breakfast area.

The fourth function of speaking, as outlined in [7], is giving advice & making suggestions. In a conversation [7], the receptionist suggested allocating 30 minutes for the journey, ensuring that all participants could arrive on time without any unnecessary stress or inconvenience. In line with Rinda et al. (2022), the function of speaking that involves giving advice and making suggestions is a critical component of effective

communication across various contexts. Rinda et al. (2022) identifies this function as one of the six discovered during a case study of internship students working as hotel receptionists, emphasizing its role in facilitating functional competence in bridging communication between the hotel and guests. The fifth function of speaking, as outlined in [8], is narrating a story. In a conversation [8] the receptionist shares a personal experience, mentioning the challenging but rewarding journey to get the Singaraja Regency, particularly Gatep Lawas, a scenic river on a hill with fresh water and a natural water slide. The function of speaking in the context of narrating a story, as explored by Rinda et al. (2022), is multifaceted. Speaking through storytelling is a pedagogical tool to enhance language skills, including vocabulary, grammar, and oral fluency (Komala and Suharti, 2023). It allows individuals to engage with their listeners personally, creating a connection and building rapport. Additionally, storytelling can help convey emotions and complex ideas more engagingly and memorably. Overall, narrating a story entertains and educates, strengthens communication skills, and fosters a deeper understanding of language and culture.

The sixth function of speaking, as outlined in [9], is discussing opinions. In a conversation [9], the receptionist expressed that taking a cab would be more practical and comfortable than walking, especially if wearing high heels. This example illustrates how discussing opinions can lead to a decision that benefits everyone involved. Subsequently, Torky (2006) also highlighted the function of speaking, which involves describing, and can be used to describe individuals and objects. As the dialogue in [10] indicated, the hotel receptionist attempted to clarify the standard rooms in three types (Sunrise Studio, Bamboo Studio, and Desa Studio). Additionally, the last function of speaking identified is interacting in social situations, encompassing expressions of gratitude and apologies. As evidenced in [11], the hotel receptionist employed this function to thank the guest for their stay at Desa Potato Head Bali. Furthermore, speaking is crucial in conveying emotions and establishing connections with others (Shumin, 2002). Through tone of voice and choice of words, individuals can express their feelings and connect on a deeper level (Caldwell, 2020). In the hospitality industry, effective communication through speaking is essential for creating a positive guest experience and building strong customer relationships (Bharwani and Jauhari, 2017). By utilizing the various speaking functions, hotel staff can ensure that guests feel welcomed, understood, and valued during their stay.

Conclusion

From the previous explanation, it can be concluded that there are two significant findings about using the hotel receptionist's speaking skill. Firstly, dialogue is the most frequently used type of speaking by the three hotel receptionists. Secondly, it can be identified that there are eight functions of speaking: exchanging personal information, expressing future intentions, giving directions, giving advice & making suggestions, narrating a story, discussing opinions, describing, and interacting in social situations. These findings suggest that hotel receptionists primarily converse with guests to provide information and assistance. By utilizing the various functions of speaking identified, receptionists can communicate effectively with guests and fulfil their needs. Overall, the study highlights the importance of solid speaking skills for hotel receptionists to create a positive guest experience and ensure smooth operations within the hotel. For further research could include exploring the impact of non-verbal communication on guest

satisfaction, examining how receptionists handle challenging interactions with guests, analyzing the role of technology in facilitating communication between receptionists and guests, investigating cross-cultural communication challenges that may arise in a hotel setting, and studying the training programs available to help receptionists improve their speaking skills. By delving into these research areas, hotel managers can gain valuable insights into how to enhance the overall guest experience and improve the efficiency of their operations. Understanding the nuances of non-verbal communication, honing receptionists' skills in handling challenging interactions, utilizing technology effectively, and addressing cross-cultural communication barriers can all contribute to a more positive and seamless guest experience. Additionally, investing in training programs to improve receptionists' speaking skills can further elevate the level of service provided to guests, leading to increased customer satisfaction and loyalty.

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Conflict of interest

The authors declare that they have no known competing financial interests or personal relationships that could have appeared to influence the work reported in this paper.

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