



HOTEL FRONT LINERS ASSOCIATION - BALI

PRESS RELEASE
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Bali Congratulates **Imanullah Edwin Kerukaspari** *as Bali Receptionist Of The Year 2014*

Denpasar, October 6, 2014 - Hotel Front Liners Association (HFLA) Bali crowned **Imanullah Edwin Kerukaspari** of **The Kuta Heritage** as the winner of Bali Receptionist Of The Year 2014 after series of competency-based test and live interview, in an event held in **Sekolah Tinggi Pariwisata Bali International (STPBI)** Denpasar.

The “Receptionist Of The Year” competition is conducted every year by the “**Amicale Internationale des Sous Directeurs et Chefs de Réception des Grand Hôtels (AICR)**” or “The International



Left to right: 1st Runner-Up: **Suci Ayumi** - **Grand Nikko Bali**; Winner: **Imanullah Edwin Kerukaspari** - **Kuta Heritage**; 2nd Runner-Up: **Lalita Sari Rustanti** - **The Westin Nusa Dua**

Association of Deputy Managers and Front Office Managers of Luxury Hotels” where Indonesia is a full member since 2009. The Competition’s main objective is to be a training tool for the younger generation, the future AICR and the Hospitality Industry, with the emphasis on “Amicale” (friendliness), and HFLA Bali as the driver behind AICR Indonesia is excited to promote this

educative program in raising the qualification of Bali's hotel receptionist to be on international competence and standard.

Imanullah Edwin Kerukaspari won the title following written test and live presentation test held on the early part of the day of the event, and convinced the panel of judges on the role-play session to vote for him over 30 candidates from all over Bali. Edwin will represent Bali in the national level of the same competition, accompanied by the **1st Runner up Suci Ayumi of Grand Nikko Bali** and **Lalita Sari Rustanti of The Westin Nusa Dua**, which will be held in Bandung in the coming weeks. The Chairman of HFLA Bali, Mr. Wayan Sugita, presented the award and trophy, witnessed by BHA Reps, media partners, public sector, educational institute and hotel managers whom made up the panel of judges.

Winner of this competition will represent the Bali on the national Receptionist Of The Year 2015 which will be held in Bandung competing for the prestigious chance to compete in the International competition held by AICR in Singapore on January 13 - 17, 2015.

HFLA Bali, as part of AICR Indonesia, had participated in the international competition since 2010. Putu Cynthia of Novotel Bali Benoa went to Christchurch, NZ that marked the initial international participation of Indonesia. Made Ayu Trisnadewi of The Legian continued the torch in competing in Prague, Czech Republic in 2011 and won the 2nd Runner-Up title, with a close-to-tie from fellow amicalist from Singapore.

Ni Putu Wulan Septiandari represented Indonesia on the 2014 International Receptionis Of The Year competition held in Hamburg, DE in January, and we're confident that Imanullah Edwin Kerukaspari, Suci Ayumi or Lalita Sari Rustanti would cement Indonesia's present to the peers around the world with their strong performance in Singapore next year, thanks in no small part to the continuous contribution to all supporters and contributors of HFLA Bali and AICR Indonesia.

Editor's Note:

About Hotel Front Liners Association

The Hotel Front Liners Association (HFLA - Bali) is the association of Bali Hotels, Resorts and Villas Director of Rooms, Rooms Division Managers and Front Office Managers. HFLA Bali has 108 active members under the Bali Hotels Association. HFLA's vision is to become the strongest professional's network association in the Hospitality Industry, and at the same time, position's itself as the organisation that pays concerns in Room Division human resources development.

About International RoTY (Receptionist of The Year) – The David Campbell Trophy

The late David Campbell became Chef de Reception at The Ritz Hotel, Paris, after gaining a wealth of International experience. In memory of David and in acknowledgement of his dedication and passion to the industry, the International Receptionist of the Year Competition was formed, with a Trophy designed and sponsored by the Paris AICR section, to be presented each year.

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