

# CHAPTER I

## INTRODUCTION

### A. Background

According to Stebbing (1993), any organization, large or small, can only operate successfully and profitably if they are providing a service that the customer desires and can afford. This also includes The Hospitality and Tourism Industry as an industry that is highly related on providing service for guests. Tourism may be defined as the processes, activities, and outcomes arising from the relationships and the interactions among tourists, tourism suppliers, host governments, host communities, and surrounding environments that are involved in the attracting and hosting of visitors (WTO, 2005).

The Hospitality and Tourism Industry itself consists of many working sectors inside of it which are accommodation, travel, food & beverage, tourism, events, sports and recreation, and many more. Hotel is one example of many other hospitality and tourism industry working sectors. Working at a hotel requires practical application because workers need to serve guests directly. Worker needs to have real working experience especially these days where working procedures are entirely changed because of the COVID - 19 pandemic.

COVID – 19 pandemic has highly affected tourism industry. Based on the data provided by United Nations World Tourism Organization on period of January – April 2020, there are 180 million fewer international tourist arrivals, a loss of 195 billion dollars in export revenues from international tourist. Among all regions, Asia and the Pacific are affected the worst with decreasing 51% of arrivals. As part of Asia, similar situation also occurs on Indonesia where positive cases of COVID – 19 keep on rising.



Figure 2.1

Impact of Covid – 19 on Tourism in January – April 2020

Due to the increasing positive case of COVID – 19, government has officially applied *Pemberlakuan Pembatasan Kegiatan Masyarakat* (PPKM) starting from 11 January 2021. In consonance with Coordinating Minister for the Economy, Airlangga Hartarto said that PPKM is not a ban of activities but more like a rearrangement of restrictions on several community activities. The goal of this regulation is that these activities hopefully won't become a new clusters and the source of the increase in positive cases of COVID-19.

This regulation surely affected the way hotel operates because there are limitations of people's activities. Although there are activities limitation, hotel can still operates with less number of workers. Trainee also can still have learning process but it has to be under the following of health protocol that have been established by government. Such as wearing double mask, face shield, hand gloves, bringing personal cutlery and many more.

Industrial Placement Program is a program that can help students to have real working experiences in a hotel. This is a mandatory program for Universitas Multimedia Nusantara Hotel Operations students. The period for this project is six months and students need to do this project twice. Once in the third semester and the other one in the sixth semester. The first project, which students will have in the third semester will focus on room division. This program itself requires specific procedure and steps that student needs to follow.

For room division it consists of Front Office Department and Housekeeping Department. Students can choose one desired department to work from both departments. The writer chooses Front Office Department as the desired department for six months period of training. The reason why writer chooses this department is because writer would like to maximize writer's capability of meeting and handling guest directly. The other reason is because by being a Front Office Department trainee writer can gain knowledge on hotel's whole transaction activity.

The writer chooses to do the first Industrial Placement Program at Atria Residences Gading Serpong. There are few reasons why writer chooses Atria Residences Gading Serpong as a place to do an Industrial Placement Program. The first reason is that Atria Residences Gading Serpong is apartment-style home comfort living in Gading Serpong, Tangerang, inaugurated in 2012 and has proven its service excellence by achieving many kinds of awards from online travel agents. By doing an internship at Atria Residences Gading Serpong, can help writer to develop skills, gain more experience, and have more working opportunities in the future.

The second reason is that Atria is a highly recommended place to conduct an Industrial Placement based on previous experiences of UMN Hotel Operations students. As a hotel and residences, Atria keeps on improving its services. The last reason why writer chooses Atria Residences Gading Serpong as a place to do the Industrial Placement Program is that it is strategically located and nears to writer's home. By this condition, it will help writer to save more time and reduce transportation expense.

## **B. Purpose**

By having an Industrial Placement Program, writer gets a chance to experience working directly on a real hotel. This program will help on preparing writer's career path at hotel on the future. Industrial Placement Program is also a program where writer can resolve real problem that occurs with all kinds of knowledge that writer has gained in the campus. This program can also develop writer's character to become a strong person even when facing hard situations.

### **1. Developing knowledge and capability**

The Industrial Placement Program helps writer to keep on developing writer's knowledge and capability while working directly at hotel. Writer can develop knowledge and capability by meeting real guests and by facing real kinds of situations or even problems that occur.

### **2. Expand Networking**

Writer can also extend networking by having this Industrial Placement Program. Writer will meet many new people that have the same working interest. Having wide networking with other people is important because it will help writer to gain more information that relates to the industry and to give more working opportunities on the future.

### **3. Improve communication skill**

According to Mubeena Iqbal (2014) stated that communication play an immersive role to make the environment of workplace like hotel industry with a peace and pleasant ambience. To hold this ambience the communication is more required to achieve a high productivity at hotel industry. From this statement, communication plays important part for working at hotel. By having this project, writer will get chance to improve communication skill by meeting new people such as other team member, guest or even foreign guest.

### **C. Period and Procedures**

Before doing the Industrial Placement Program that was conducted on 5 July 2021 until 5 January 2022, writer needs to prepare and follow several procedures for the Industrial Placement Program. There are two types of procedures which are from internal and external. The internal procedures are set by the university and for the external procedures are set by the company where writer choose to conduct the Industrial Placement Program.

The first thing to do is writer needs to finish first and second semester course with minimum GPA (Grade Point Average) of 2,75. Writer also need to attend Industrial Placement Socialization which is provided by campus, after attending the socialization, writer needs to do a mock up interview with lecturer. This mock up interview requires writer to submit CV (Curriculum Vitae) and cover letter that writer has made. Mock up interview will put writer in an interview simulation where lecturer will give several question that are usually asked when doing an interview. Writer prepares to do the mock up interview by making and memorizing a script that contains answers for the question and also general knowledge related to the hotel.

After having a mock up interview, the next procedure is to take Fit and Proper Test. Fit and Proper Test will measure writer's capability and knowledge about general hotel knowledge and core subjected of writer's Industrial Placement Program which is Front Office. Writer needs to achieve a minimum score of 80 per test to pass the test.

After all procedures are fulfilled, the Industrial Placement coordinator will sent CV and Cover Letter to the hotel that writer choose. Writer needs to wait for the interview schedule given by the hotel. Writer gets the interview schedule at 19 May 2021 and receive the acceptance letter at 23 May 2021. After receiving the acceptance letter, writer needs to attend Induction Program that is held by Atria Hotel & Residences at 11 June 2021. On 5<sup>th</sup> November 2021, writer attends Industrial Placement Monitoring Program via Zoom Meeting. This monitoring program is held to check on writer's performance and condition while doing the Industrial Placement.