

CHAPTER I

PREFACE

1.1 Background

Since the COVID-19 pandemic passed, Indonesia's tourism sector has increased. The tourism sector, which had previously declined drastically due to the pandemic in 2020, has now recovered as usual. After the pandemic passed, people returned to their respective routines, and not a few people also went on vacation to satisfy Tourism is one of the largest sources of state revenue besides taxes. The tourism sector is the most important sector for the country because tourism is one of the largest contributors to foreign exchange. Indonesia has a lot of beauty that can be used as an attraction for tourists to visit tourist destinations. Tourism is very broad, tourism is not only fixated on tourist objects, but there are many things that play a role in the tourism sector. In tourism there are many parts that have their respective roles. Those parts are; accommodation, airport, food & beverage, transportation, etc. These sectors play an important role and are closely related to each other.

Hospitality is one of the sectors that plays an important role in the world of tourism. According to Lesmana & Purwanti (2020), hotels play an important role in the tourism sector because accommodation is the main need for tourists when traveling to a place. Hospitality is one of the most widely used accommodations when traveling. The number of hotels in Indonesia is already very large, based on the Central Statistics Agency (BPS) the number of star hotels in Indonesia has increased from the previous one in 2021 there were 3,521 star hotels in Indonesia to 3,763 units in 2022. Each hotel has its own characteristics to attract customers. In the world of hospitality there is such a thing as a Chain hotel or commonly known as a Group of Affiliated Hotels. Hotel chain is a group of hotels that do not stand alone, but there is a relationship of ownership and management so that they have the same service standards. There are many hotel groups developing in Indonesia today, such as Accor,

Marriott, Intercontinental group, Four Seasons group, etc. Guest satisfaction must be maintained by providing good service to guests because guest satisfaction is an important indicator for a hotel (Sihombing & Hellen, 2021, p23).

The hotel industry has undergone significant transformation after the COVID-19 pandemic, with profound adjustments to cleanliness and safety protocols. The pandemic has led to the closure of certain industries as they struggle to generate sufficient revenue or profit to cover employee salaries. The hospitality and tourism sector, in particular, has been significantly affected by this global crisis (Ricky Suyiono, 2022). Hotels have adopted stricter cleaning measures, including the use of disinfectants and increased cleaning frequency. Technology has become a key element in the guest experience, with the implementation of contactless services such as mobile app check-ins and check-outs, as well as the use of smart keys. The hotel business model has become more flexible, encompassing attractive packages, special discounts, and more adaptive payment options. There is an increased focus on health and wellness, with improvements to facilities and programs supporting a healthy lifestyle.

Open spaces have become more important, in line with changes in travel patterns leading to an interest in remote and less crowded destinations. Hotels strive to enhance sustainable practices in response to guest awareness of environmental issues. Collaboration with local partners and increased education and training for staff are key elements in navigating these changes. Overall, the hotel industry is moving towards comprehensive adaptation to meet the new expectations and needs of post-pandemic guests.

1.2 Internship Aims and Objectives

Internship is a must for hospitality students to complete their studies. Internships will be a place where students will hone their skills and knowledge even more. Internship is a place where students can hone their skills and knowledge with high hotel standards (Hanifah, 2019, p.83). Students will get a real feel for how the hospitality industry really is and it is important for students to choose the right hotel to deepen their knowledge and skills according to their interests. According to Christopher Steven (2022), engaging in this industrial

program also requires students to establish positive social connections with fellow hotel workers. The reason the author chose Raffles Jakarta hotel as a place to deepen his skills and knowledge is because Raffles has beautiful and attractive pastry & bakery products to learn. Raffles Jakarta is the right hotel for students to learn more about pastry & bakery and other departments.

1.3 Time and Procedure of Internship

This field work practice began on July 17, 2023 - January 17, 2024 by going through several procedures as follows:

1. Determine the hotel you want to go to.
2. Send several files such as; CV, Cover letter, Certificates, and KM form from campus.
3. Interview, after sending several documents, prospective trainees will get an interview call (online / onsite).
4. Interview result, after conducting a good interview, prospective trainees will be sent the interview results via email.
5. Pre-Arrival Briefing, if you have passed the selection and accepted as a trainee, then the trainee will attend the Pre-Arrival Briefing to get to know about hotel regulations and Medical Check-Up.
6. Orientation day 1, on the first day of trainee orientation will be explained about trainee regulations and grooming standards at Raffles Jakarta.
7. Orientation day 2, On the second day of orientation, trainees will be taken around the hotel to get to know the hotel environment thoroughly and then measured for uniforms.
8. Internship, trainees will start their internship according to the schedule that has been determined.