

CHAPTER I

INTRODUCTION

1.1. Background

According to the search results, the contribution of the tourism industry to Indonesia's GDP in 2020 was 2.24% (Statista, 2023). The World Travel & Tourism Council (WTTC) predicts that the tourism sector will be a driving force behind the country's economic recovery and it is expected to create more than five million new jobs over the next decade (World Travel & Tourism Council, 2023). The WTTC also shows that the sector is expected to grow at an average annual rate of 10% between 2022 and 2023, twice the rate of the overall economy, which is forecasted to grow by 5.1%. The sector's contribution to GDP will reach IDR 1.692 trillion, injecting additional IDR 1.042 trillion to the economy and representing 5.7% of the total economy (World Travel & Tourism Council, 2023).

Bali is one of the most popular tourist destinations in the world, with millions of foreign visitors arriving each year. The top five countries dominating foreign tourist arrivals in Bali in July 2023 were Australia, India, China, the United Kingdom, and the United States (Theurillat, 2023). In April 2023, the top five countries dominating foreign tourist arrivals in Bali were Australia, India, China, the United Kingdom, and the United States (Muthiariny, 2023a).

In the last two years, Indonesia has experienced significant growth in its hotel and tourism industry. The country's beautiful beaches, stunning landscapes, and rich cultural heritage have made it a popular destination for international tourists looking for an exotic holiday experience. This growth is particularly evident in Bali, which has seen a steady increase in foreign visitors over the past few years. According to data from Statista (2021), the number of foreign visitors to Bali has risen from 6.23 million in 2018 to 7.06 million in 2019, with the majority coming from Australia, China, and Japan. This trend bodes well for Indonesia's overall tourism industry, which is expected to continue growing as more people discover

the country's unique attractions and hospitality offerings. As such, hotels and other tourism-related businesses are being built or expanded across the country to cater to this increasing demand, making Indonesia a compelling destination for investors looking to capitalize on its potential as one of Asia's fastest-growing economies.

Before the pandemic, Bali was a popular destination for both Japanese and Korean travelers, with statistics showing a steady increase in visitors from both countries. In 2019 alone, there were approximately 192,000 Japanese visitors and 112,000 Korean visitors to Bali. However, due to the outbreak of COVID-19, these numbers plummeted as countries-imposed travel restrictions and people refrained from unnecessary travel. As a result, Bali's tourism industry has suffered greatly. The Indonesian government has put various measures in place to mitigate the impact of the pandemic on the economy and the tourism sector. These include vaccine distribution, strict health protocols for tourists and locals alike, and targeted campaigns to attract domestic tourists. While it remains uncertain when international travel will fully resume again, Bali continues to work towards its recovery by adapting to new norms and providing safe experiences for all travelers.

1.2. Internship Aims and Objectives

An internship is a crucial part of gaining practical experience and expanding one's knowledge base in preparation for career development. The purpose of an internship is to bridge the gap between classroom learning and real-world application by providing an opportunity to work in a professional setting. By engaging in internships, writer's can acquire hands-on experience, develop essential skills, and build a network of professional contacts, ultimately enhancing their prospects for future employment.

Internships offer a unique opportunity to apply theoretical knowledge gained during college studies to real-life situations. In an internship, one can gain insight into industry-specific practices and understand how concepts learned in classrooms are implemented in practice. This experience allows the writer to

identify the strengths and weaknesses of their academic training and make adjustments accordingly. Moreover, internships foster personal and professional growth by encouraging the intern to take on challenges, develop problem-solving skills, and become efficient team members.

Completing an internship does not only provide experience but also demonstrates a student's commitment to continuous learning and professional development. Internships serve as proof of the writer's ability to add value to an organization through their skills, adaptability, and work ethic. Employers often value candidates who have completed internships, as it reflects their preparedness for the demands of the workplace. Moreover, internships can also influence future career decisions by allowing students to explore different industries and roles, helping them make informed choices regarding the writer's study completion and post-graduation plans.

The aim of this internship is to gain or explore practical knowledge in the field or industry through direct involvement in various activities in the world of business/industry, foster writer attitudes and work ethic as prospective professional workers who are ready to work, and be able to discuss topics encountered in the field. through scientific analysis methods in the form of an internship report.

Writers are expected to be able to work and adapt to places where they can carry out industrial field experience and can improve their knowledge, insight and skills in the world of work. Writers are expected to be able to search for new information and learn to solve problems so that they can collaborate well in a team in accordance with the company's existing rules and can practice work discipline by complying with the regulations set by the company/industry.

1.3. Time and Procedure of Internship

1. Pre-Placement

The Industrial Placement Program is a program that students must complete in order to graduate. Students participate in the Industrial Placement Program for six

months beginning on August 07, 2023, and ending on February 06, 2024. The process of taking the Industrial Placement Program:

1. Writer must make KM 1 about the information of the department and which hotel for internship. KM1 then needs to be submitted to the Hotel Operations admin to be signed by the Head of Hotel Operations Program.
2. After that, KM 2 will be received and need to be sent to the hotel with CV, Cover Letter, GPA and supported certificates by email.
3. The writer sent the application to the hotel on 02 May 2023 and received feedback on 08 May 2023 to let them know about the department interest and inquiries about MoU.
4. The writer then was informed for the first interview with the Human Resources Department on 24 May 2023 by Zoom. Then later after the interview, the next scheduled interview was informed.
5. The second interview on 26 May 2024 by Zoom was conducted by Mr. Anom as the Assistant Front Office Manager of RIMBA as the user.
6. On 29 May 2023, the writer received an acceptance letter from the hotel.
7. On 07 August 2023, writers came to submit the requirements and have a 3 days orientation until 10 August 2023.