

CHAPTER I

PREFACE

1.1. Background

One of the most interesting facts about the hospitality and tourism industry is that right now in this era many hotels and tourism in general are implementing the use of modern technology such as automaton system, robot and many more. Example that can be made from this are the fact that hotel, restaurant, resort and whole others are implementing the use of robot for day to day task such as delivering the guest luggage to their room or delivering foods to the guest table. So in short the implementation of technology like AI are slowly happening. (ShijiGroup, 2021)

The global tourism industry is a sector that can be entered into various industries such as accommodation, transportation, attractions. With tourism incorporated into various sectors, it means that the income generated by the tourism industry is one of the largest revenues for a country. by GDP or gross domestic product The total revenue earned by the tourism industry worldwide to global GDP in 2022 reached 65 Billion US dollars. (Livemint, 2023)

The idea of providing special accommodation for visitors first appeared in the eighteenth century, more precisely in Europe. Improvements in transportation and technological developments provided an opportunity to travel long distances to a larger audience and at that very time Hotels and other hospitality establishment began to offer special services for tourists. This is a start of the hospitality and tourism industry that later will grow into the industry that we all know today.

The hospitality industry is one if not the biggest industry in the world sector that can provide a lot of job opportunities. In 2022 the WTTC has established that the hospitality and tourism industry are bringing about 330 million people their earning for living day to day. This happens because new job sectors or opportunities in the industry have open up even more, needing more and more people to work in the

industry. By now the WTTC has speculated the number of job opportunities will rise by up to 126 million by 2032. (Travelindustry, 2023)

This technology significance extends to marketing methods as well. AI enables hotels to design data-driven marketing campaigns that ensure the message conveyed is accurate. Hotels can create relevant and interesting content for their audiences by researching social media trends and consumer behavior. Furthermore, AI-powered virtual assistants and chatbots can immediately answer clients mundane questions, freeing hotel staff to focus on more complicated work.

Indonesia, being one of the world top tourist destinations, is beginning to utilize AI technology in the hotel industry. The government Making Indonesia 4.0 program promotes digital change, especially in this business. Local firms like Kata.ai and Nodeflux are assisting by developing AI-powered solutions to help hotels improve their offerings. However, problems such as insufficient technological infrastructure and high investment costs must still be overcome in order to fully realize the potential of AI in Indonesia.

AI will continue to reshape the hospitality business. This technology enables hotels to do predictive maintenance to avoid operational disruptions, apply sustainability practices through efficient energy management, and create immersive digital experiences using Virtual Reality (VR) and Augmented Reality (AR). AI will also help with data-driven decision-making by offering detailed insights into market trends and guest behavior.

By strategically utilizing AI, the Indonesian hospitality industry has a great opportunity to increase global competitiveness. This journey has only just begun, and those who dare to adapt will become leaders in the new era of hospitality. AI has paved the way for a brighter future, where efficiency, innovation, and exceptional guest experiences are becoming the new standard in the industry.

1.2. Internship Aims and Objectives

The objective of doing an internship program is to have student experience working in their selected industry. The students are expected to use all of the things that they have learn for the past 4 semesters of their college years in the professional working field of their desire. This internship program also provide student the chances to build and establish connection to other people of the same industry not only that but also to prepare their knowledge and mental for their future career in the industry. By doing the internship the student is expected to be able to,

A. Gaining new skills.

By doing internship we will learn new things about ourself that we do not know about. With the help from the staff and time we will find those hidden skills that can be useful in the working environment throughout our internship period.

B. Develop self competencies and self value

By doing internship we will develop our competence, so that when we go working for real those competence have already been built unto us through our internship period and have developed our own value that can be use through out our journey.

C. Developed a stronger mental

When doing the internship in this case in the kitchen we as an intern will be subjugated to work under pressure from our co-worker, this way our mental will be built to be more strong for our future career. We also will get used to working under pressure making us getting used to it.

1.3. Process and Procedure of Internship

Internship program as we all know is mandatory to be taken by all college student because its one of the requirement for a student to graduate from the university.

1. For the hotel operations students they will take their internship program in the fifth semester right around June – August 2024 to January 2025. As we know student can choose which department in the hotel they want to go into, For this writer he chooses to do an internship in the Front office department.
2. Student before hand must prepare couple of things such as Making a CV, cover letter, recommendation letter and deciding where they want to go for their internship program. After which they must get a signature of the lecturer of the designated study for this student he must go get a signature of the Front office lecturer and the student must also get the signature of the head of hotel operations program.
3. A student can go to do an internship program if the student have met a requirement to finishes a total of 75 SKS and must have a minimum GPA of 2.75. the student can only choose their internship place that is near the campus if the student happens to fail one of the previous Study from one to fourth semester. If the requirement are met the student must attend a program that is establish by the university with the purpose that the student understand the purpose and procedure of doing an internship.