

CHAPTER I

INTRODUCTION

1.1. Background

New technology has entered the world of hospitality. The hotel industry is one of the most important industries in the tourism sector. This industry significantly contributes to a country's economy in terms of income and job creation. However, the hotel industry faces increasingly fierce competition, especially in the digital era. This requires hotels to continue innovating to improve their competitive advantage and customer experience in order to survive amidst increasingly fierce competition (Mulyana, 2019).

One innovation that can help the hotel industry improve its competitive advantage and customer experience is the use of technology. In the current digital era, technology has played an important role in various sectors, including the hotel industry. The use of technology in hotel services can provide many benefits, such as increasing operational efficiency, reducing costs, and improving service quality (Komalasari et al., 2019)

Implementing technology in hotel services also has challenges that need to be overcome. Lack of adequate infrastructure, lack of skilled human resources, and high investment costs in technology are some of the challenges faced in implementing technology in hotel services (Hughes, 2021). In the current digital era, the use of technology in hotel services can also significantly increase the competitiveness of the hotel industry. Whole. For example, hotels that are able to provide a better and more efficient customer experience through technology tend to be more popular with the public compared to hotels that do not utilize technology optimally (Teguh & Ciawati, 2020).

Many benefits can be obtained from the use of technology in hotel services, but there are still There are several challenges that need to be faced in implementing this technology. One of the challenges faced is the lack of adequate infrastructure, especially in areas that are difficult to reach. Apart from that, the lack of skilled human resources in

Operating and maintaining technology is also an obstacle to implementing technology in hotel services (Hendriyaldi & Mailindra, 2019)

The hospitality industry is now filled with solutions that serve various guest needs, making optimizing the guest experience easier than ever. This new technology in the hospitality industry has every brand striving to improve its own guest experience, and the importance of new technology in the hospitality industry has never been more important, especially when it comes to streamlining operations. With the introduction of new technologies in the hospitality industry, the sector is experiencing rapid growth post-COVID-19, enabling unprecedented improvements in guest experience and operational efficiencies.

New technology in the hotel industry refers to technological advances in providing solutions in the hotel industry. The goal is to improve or better shape not only the guest experience but also the efficiency of customer service roles, including hoteliers, servers, tour guides, and more. The two main keys to this technology shift in hospitality are enhancing the guest experience and increasing operational efficiency. With an emphasis on improving the guest experience and operational efficiency, new technologies in the hospitality industry are realizing a fundamental shift in service, embracing the goal of providing better and more effective solutions for all stakeholders, from guests to hotel managers.

Technology integration is essential for the hospitality industry: Introducing technology to hospitality services significantly reduces unnecessary waiting times and speeds up service delivery. Luxury in the hospitality industry is synonymous with personalized experiences. The latest technologies, such as AI & big data analytics, can analyze guest preferences and behavioral patterns to provide customized experiences that go beyond standard offerings. In the post-COVID era, contactless services such as digital menus, mobile payments, and keyless entry provide guests with a sense of security by minimizing physical contact. Technology like mobile apps and online portals give guests easy ways to make reservations, check in or check out request

Services, and more. They can have control over their experience right from their device. In today's hospitality industry, comfort is more than a comfortable bed. It's about creating a home-away-from-home experience that allows guests to personalize their environment to their preferences. With today's technology, guests can customize the environment to their liking and control lighting, temperature, and entertainment systems. Advanced technology at St. Regis Resort Bali enables guests to control their surroundings seamlessly, communicate with staff, and request services, fostering heightened satisfaction. This integration streamlines service delivery, enables personalized experiences, and ensures guest safety through contactless services, elevating overall satisfaction levels.

1.2. Purpose

The mission of this Internship Program is to provide real experience in the work environment, allowing the author to apply knowledge from the last four semesters in the professional field. Through this Internship Program, it is hoped that the author can achieve several goals, including:

A. Increasing Competency

The Internship Program helps writers gain new skills and knowledge relevant to the world of hospitality professional work. Collaboration with hotel staff allowed the author to develop his competence significantly.

B. Development of Interpersonal Skills

In a kitchen environment that demands speed and skill, the author was able to hone his communication skills. Internships are an opportunity to strengthen interpersonal skills that are important in the world of work.

C. Building a Network

The Internship Program opens up opportunities for writers to interact with various individuals. The importance of building connections and networking is seen in a writer's ability to form relationships with people in the same profession, expanding future employment opportunities.

D. Handling Work Pressure

Through real experience in the Internship Program, writers can face the challenges of working under pressure. This situation strengthens the writer's mentality and increases the ability to respond to work pressure effectively.

As a result of this Internship Program, it is hoped that the author will be able to summarize real experience in the hotel work environment, enriching skills and knowledge with the support of hotel staff. The goals of increasing competence, developing interpersonal skills, building networks, and overcoming work pressure have been achieved, equipping the author with a strong foundation to enter the world of hospitality work with high confidence and readiness.

1.3 Periode and Procedures

The Internship Program is an obligation for Hotel Operations students after completing the fifth semester as one of the graduation requirements. The duration of this Internship Program covers 6 months, running from 8 July 2024 to 8 January 2025, with a minimum target of 800 working hours or 100 working days. This year, the author had the freedom to choose an internship major and decided to focus on the kitchen major. Several things need to be prepared for the internship program:

1. Before starting the Internship Program, the author must fulfill several requirements: being an active student with a minimum of 75 credits and a minimum GPA of 2.75. After fulfilling the requirements, the author participated in an internship training organized by the campus to understand the procedures before and after the internship program. Next, the author uses this knowledge to search for hotel internships by preparing a CV, Application Letter, Certificate, University Cover Letter, and Recommendation Letter.
2. The process for taking the Internship Program begins with creating KM 1, which contains information on the location and major of the internship, and then submitting it to the Hotel Operations Admin. After the process of creating KM 2, which was signed by the Head of the Hotel Operations Program, the author sent an application to the selected hotel along with a Cover Letter, CV, GPA, and Supporting Diplomas via email.
3. The selection process involves submitting applications on 3 April 2024, followed by feedback from the hotel on 3 April 2024. The author underwent a first interview on April 11, 2024, with the Human Resources Department via Microsoft Teams.
4. After passing the first interview, the author continued to the second interview on April 12, 2024, with a user who is an Executive Sous Chef. The author received an acceptance letter from the hotel on the same day as the second interview. In the next stage, the author must undergo a medical examination, rectal swab, create a bank account, and prepare documents such as photos and insurance, which must be submitted by June 4, 2024.