

CHAPTER I

INTRODUCTION

1.1 Background

The pandemic of Covid 19 hit Bali tourism so bad in 2020 to 2022(Astawa, 2022). The hassle to travel due to the restriction from the government made the the people reluctant if not cancelling their travel plan (Pranindyasari et al., 2023). The impact of this pandemic on the tourism and hospitality industry in Bali has been devastating, with hotels reporting over 90% of their employees being laid off due to the complete halt in operations (Rahmawati & Trianasari, 2021).

Since the start of 2023, however, Indonesia's hospitality industry had a sizable and generally good development, particularly with the news that the COVID-19 epidemic decreasing in number of outbreaks (Zahro & Irawanto, 2023). Hospitality industry thankfully recovered rather quickly. In the fourth quarter of 2023, hotel performance in Jakarta, Surabaya, and Bali exhibited promising trends. Although the recovery is uneven across different regions, which depends to differing local policies and economic conditions.(Busaina et al., 2023)

Since the third quarter of 2023, hotels in Bali have experienced a resurgence in activity, drawing in business and government clients. Hotel occupancy rates, revenues, and staff numbers have all increased significantly during the return of tourism. (Sanjaya & Sari, 2021). This recovery has led to the revival of internship opportunities in the hospitality sector, including at the prestigious Ayana Resort Bali.

Resort hotels, commonly having a distinct brand and concept as accommodation, also saw the increase in the number of tourists(Yen et al., 2020). One of the strategic actions that has to be well thought out and carried out in resort hotels to attract guests is the trend of switching from unbranded to branded hotels. Furthermore, it is anticipated that the trend of family trips would endure and even expand. It was thus projected that by 2024, where would be a greater need for family rooms.(Schänzel & Yeoman, 2014)

As a student of Hotel Operations program, the writer took the opportunity to undertake an internship as a bartender at the Ayana Resort Bali. Ayana Resort Bali is renowned luxury resort that offers high-quality services. Several seniors from Hotel Operations program had already done the internship there and they were recommending the hotel to be the place for the internship. Intern students are exposed to professional hospitality environment there. As a bartender intern, the writer can gain hands-on experience in crafting signature cocktails, mocktails and many other beverages using advanced techniques.

Besides, Bali is considered as the main tourist destination in Indonesia which is well-known for its beautiful natural sceneries, cultural richness, and hospitable people (Ekawati & Yasa, 2018). Thus the writer will be exposed to a multicultural environment. From the guests all over the world, the writer can develop communication skills, cultural sensitivity, and understanding of diverse preferences. Additionally, the experience will also help the writer to improve the professionalism in serving customers.

1.2 Internship Aim and Objectives

Getting a firsthand look at the workplace is the goal of this internship program. It is anticipated that the writer's will be able to apply what they have learned throughout the last four semesters to their work settings. The writer's will benefit from the internship program by gaining extensive industry knowledge and psychologically preparing for the future in the hotel sector. Through this internship program, the writer was able to:

- a) Gained new skill, the internship program assists the writer's in gaining new skills while working at the hotel as an intern. The writer was able to acquire new information and abilities that are necessary in the professional working sectors with the assistance of the hotel personnel.
- b) Becoming more adept in interpersonal interactions collaborations is essential for working in the food and beverage industry, and the writer was able to hone his cooperation abilities while in the internship. The work atmosphere not only

fostered teamwork but also allowed the writer to hone his interpersonal and collaborative abilities.

- c) Make new connections because there were so many people with diverse backgrounds and interest in the internship program, the writer's was able to make new friends. The opportunity for the writer to network and form relationships with individuals who share their interest in the topic is however, the most significant aspect. Developing relationships and networks is crucial since they will be essential for the future employment chances.
- d) Manage performing task under stress, the writer was able to gain practical job experience through an internship program. The writer's was able to gain experience managing problems that arise in the workplace, such as working under pressure, thanks to the radically different settings. These circumstance might strengthen the writer's mind and facilitate better writing.

1.3 Period and Procedures

All student studying in the hotel operations must complete the internship program by the fifth semester, and it is also a requirements for graduations. The writer's decided to work in the food and beverage service department as a Bartender and full-filled the requirement that needed, which is having an active student status, completing 75 SKS, and having GPA above the minimum standards, which is 2.75 GPA. The internship program runs for six month, from July 2th, 2024 to January 2th, 2025, with a minimum of 800 working hours or 100 working days. The writer can comprehend the steps required before and after the internship program after attending an internship briefing that school provides. Following the briefing, the writer is prepared with the required information and abilities, such as interview techniques, CV writing, and further internship-related courses. Below is the process of taking the internship program:

- 1) Look for the opportunity for internships:

Seek out hotel that provide internship related to your professional objectives. Make the use of social media, job forums, and hotel websites. Make list of the locations and review the requirements for applying.

2) Submit your applications:

Prepare your Cover Letter (CV), Resume, and any other necessary paperwork ready. Send them to the Human resources department company e-mail or use the online application (if available).

3) Wait for the feedback;

Wait for a response after submitting an applications. Study about the hotel, and prepare how to response to the frequently asked question if you are asked to participate in an interview.

4) Conduct the initial interview:

Show up for the interview, make a good first impression, and discuss why would you be a good fit for the internship program on their company, Be confident and courteous.

5) Wait for the announcement:

Await the announcement of your selection for the second round following the initial interview. Make use of this opportunity to get ready for a more in-depth conversation regarding your qualifications and experiences.

6) Second stage of interview:

Focus on demonstrating your excitement and preparedness for the position if you receive a second interview invitation. Ask about the internship and provide thought-full responses to inquiries.

7) Receiving the Acceptance Letter:

An acceptance letter containing information about the internship will be sent to you if you are selected. Verify the approval and prepare for this wonderful opportunity.