

CHAPTER I

INTRODUCTION

1.1. Background

The hospitality and tourism industry are one of the biggest and most influential industries in Indonesia (Dávid et al., 2024). Not only in Indonesia, the industry is also one of the biggest industries contributing to the economic and globalization state of the world, ranging from smaller countries to bigger ones. The hospitality and tourism industry has significantly impacted the world through economic, globalization, and other sectors (Nuringsih et al., 2020). Economically, the tourism and hospitality industry plays a vital role, contributing to global GDP and job creation, with millions employed in various roles worldwide (Alam et al., 2022). The industry fosters globalization by promoting cultural exchange and understanding and facilitating interactions between people from different countries (Jian et al., 2024). Additionally, it generates foreign currency influx, supports local businesses, and helps preserve cultural heritage, attracting tourists and boosting national economies. Overall, the hospitality and tourism sector serves as a key driver of economic growth, cultural exchange, and job opportunities on a global scale. The worldwide travel and hospitality markets are expected to reach \$3953 billion in 2021, demonstrating the industry's substantial influence on the world economy. However, the pandemic COVID-19 happened in 2020 and the number of travel decreased due to the difficulties in traveling as the government banned travel and put a large-scale social restriction (Pranindyasari, et al, 2023). However, in 2022, the industry is predicted to add 58 million jobs, totaling over 330 million, a mere 1% decrease from the pre-pandemic level. After declining in 2020, the travel and tourism industry is predicted to employ almost 330 million people in 2023 (Lian, 2024), demonstrating a consistent growth pattern. Consumer tastes have also changed, according to the industry, with searches for vacations that are less than six days away now nearly equaling those for trips that are between seven and thirty days away. Furthermore, it is anticipated that the "bleisure" trend—which blends

leisure and business travel—will be valued at \$497.5 billion in 2022, with sales rising at a remarkable 19.5% CAGR during the assessment period. The hospitality and tourism industry in Indonesia has experienced significant growth in recent years. In 2022, there were about 5.47 million international visitor arrivals in Indonesia, a significant increase compared to the previous year (Bhutia, 2022). From January to October 2023, Indonesia recorded 9.49 million tourist arrivals, surpassing the government's target of 7.4 million. The hotel business in Indonesia is well-developed, with a range of accommodations from five-star hotels to simple guesthouses. In 2021, there were 29 openings with 4,913 rooms, and in 2022, there were 16 launches with 3,097 keys (MoordorinIntellegence, 2024).

To this day, the hospitality and tourism industry is witnessing a rapid expansion both in Indonesia and worldwide. Indonesia is one of the countries experiencing rapid growth (Efri, et al., 2024). With its diverse cultural heritage and breathtaking natural landscapes, Indonesia has become a magnet for tourists. From the iconic beaches of Bali to the historical wonders of Yogyakarta, Indonesia offers numerous attractions that appeal to both domestic and international travelers. Moreover, government efforts to promote tourism, coupled with improvements in infrastructure and accessibility, have further fueled the industry's expansion in the country (Gai et al., 2024). Now, with the support of digital platforms and online bookings, access to these destinations is much easier and more efficient for tourists. On a global scale, the tourism industry's surge can be attributed to an increasing emphasis on experiences and exploration, driven by a growing global economy and a burgeoning desire for cross-cultural interaction. The hospitality and tourism industry are expected to continue its growth in Indonesia and throughout the world because of the critical role that it plays in economic development and cross-cultural understanding.

Given the industry's important role and rapid growth, it would be an excellent place for students to start their internships and careers (Kamble, 2023). Hotel is an example of one of the biggest parts of the industry. As the hospitality and tourism industry experiences rapid growth, so does the hotel sector. Hotel has a huge role in the industry as an establishment that offers accommodations, dining,

facilities, entertainment, and other various amenities for tourists and travelers to enjoy (Deepthi & Shariff, 2024). Hotels offer an ideal setting for college students to acquire valuable experience through internships. They also offer a wide range of departments and roles for students to choose for their careers. Hotels are a great place for college students to start an internship since they provide a lot of learning opportunities, real-world experience, and career growth chances in the rapidly growing hospitality and tourism industry (S. & El-Nagar, 2020). One of the hotels that came to the writer's mind when he thinks which hotel he wanted to do his internship in is Mandarin Oriental Jakarta. Mandarin Oriental is a world-renowned hotel brand and is one of the oldest 5-star hotels here in Jakarta. The writer's experience visiting the hotel once has made a great impression on it and has made the writer believe that Mandarin Oriental is a hotel that really prioritizes guest service above all else. It also has a very strategic location, being placed at the very heart of Jakarta near the Bunderan HI roundabout which has very easy access to numerous tourist destinations. Its location is also not very far compared to other 5-star hotels when it comes to the total distance from the writer's home. Because of all the reasons stated, the writer confidently believes that this hotel is the right choice for his internship experience as a front desk trainee.

1.2. Purpose

The purpose of the writer to do an internship in a hotel can be attributed to various factors. The primary objective of undertaking internships in hotels is to gain real experience in the hospitality industry and enhance skills and knowledge, which can be beneficial for future careers. By undertaking an internship, the writer can prepare himself to be more knowledgeable and competent and also build a wide range of networking in the industry. With this internship program, the writer will get the following benefits:

a. Applying Knowledge in Real World Industry

The writer will be able to apply the knowledge that he has gained throughout the four semesters of learning at the university. The purpose of this aspect of the internship is to bridge the gap between theoretical learning in the classroom and

practical application in real-world settings. This will let the writer know how that knowledge can be applied in the real world and gain hands-on experience, which can be valuable for the writer to better understand their role in the industry.

b. Being able to work under pressure

As a front office, the writer will have to deal with numerous real customers on a daily basis and handle them accordingly. The writer will do stuff like checking the guests into their rooms, making reservations, handling complaints, and much more. This will train the writer's mentality to adapt and work calmly and effectively under pressure.

c. Skill development

The writer will also be able to enhance their skill by getting hands-on experience in the industry. Through daily interactions with guests, colleagues, and supervisors, the writer will be able to improve communication skills, learn to solve problems efficiently and enhance their ability to collaborate effectively in a team-oriented environment.

d. Gaining networking and professional connections:

Building a professional network and connections is crucial to improving our careers. The internship program will provide opportunities for the writer to interact with other professionals, hotel staff, and managers, enabling the writer to establish meaningful relationships that may open doors to future job opportunities, mentorship, or valuable references.

1.3. Time and Procedure of Internship

The internship program is crucial for the writer to prepare himself for the start of the journey in his career in the Hospitality Industry. This internship program will be done by the writer when he reaches his 5th semester in the Hotel Operations Major, and the writer will undergo the internship in spans of six months, commencing from July 1st, 2024, to December 31st, 2024, with a requirement of a minimum of 800 working hours or 100 working days to fully complete the program. The internship program allows students to choose the department that they prefer

to work in, but it must be approved and checked by the lecturers first to see if the students are indeed fitting for the department they chose. In this case, the writer chose the Front Office department for his internship.

There are terms and conditions for taking part in the internship program. The writer must be participating in classes full-time, have completed at least 75 SKS, and have a minimum GPA of 2.75 before beginning the internship program. If all of the requirements are met, the writer must attend the campus-provided internship briefing. This briefing's objective is to help the writer comprehend the steps required both before and after the internship program. The writer can start looking for hotels for where he wants to intern in after the briefing. The writer did well in planning his internship program since he had taken classes on creating a CV, methods for interviews, and other internship-related topics. The steps to enroll in the internship program are listed below:

- a. The writer is required to create KM 1, which includes details on the department and place of the desired internship. For KM 2 to be created and signed by the Head of Hotel Operations Program, it must be submitted to the Hotel Operations Administrator. This process may take one to two business days.
- b. Upon obtaining KM 2, the writer emails it, along with the cover letter, CV, GPA, and supporting certificates, to the preferred hotel.
- c. On April 05, 2024, the writer applied to the hotel, and on April 12, 2024, the hotel provided comments, inviting the writer for an interview process with details to serve as the start of the hiring process.
- d. The writer then come to the hotel for the offline interview, and have the first interview with the Human Resources Department and the second interview with the Director of Rooms, which happened on the 19th of April 2024.
- e. The writer was notified on 24 April 2024 after the initial interview that he had passed the selection for the internship position for the period of 1 July to 31 December 2024.
- f. The writer gets an acceptance letter from the hotel a week after the interview. To receive an acceptance letter, the writer must complete a medical examination, current Photograph, Student Card, ID Card (KTP), Kartu

Keluarga (KK), SKCK (Surat Keterangan Catatan Kepolisian), Insurance card (if any such as BPJS etc), Reference letter agreement from parents, Vaccine Certificate by May 10th, 2024 the latest.

- g. Once all the necessary paperwork has been submitted accordingly, the writer just needs to wait until July 1, 2024, for orientation. The orientation will be held for three days, from July 1, 2024, to July 4, 2024.
- h. The orientation is held to educate interns regarding the hotel's history, vision, mission, amenities, product knowledge, safety and security, cleanliness and hygiene, grooming standards, trainee code of conduct, and other basic hotel information.
- i. The writer completes his Internship Program Report during the internship, editing it as needed with the advisor's help.
- j. Then Mr. Oqke Prawira Triutama, S.ST.M.Si.Par., CHE. and HR department will monitor the writer at the hotel where he is interning in.
- k. The writer then prepares and submits the Internship Report accordingly and prepares for the presentation.

