

CHAPTER I

PREFACE

1.1. Background

Indonesia tourism has been essential field to set the economic growth and cultural promotion (Aida, et al., 2024). In Southeast Asia, Indonesia has the most dynamic tourism markets which offers a diverse array of attractions (Denes, et al., 2024). Bali, for example, offers its rich cultural heritage (Dewi, et al., 2024), and Jakarta offers a more modern urban development. Tangerang, on the other hand, is a fast-growing city in Banten Province, offers a mix of tourism and urbanization. For example, in BSD area, the city has been a mix of entertainment district, housing complex, diverse culinary spots, and also business districts.

Indonesia has a steady increase in international tourist arrivals, with the numbers growing from 15,81 million in 2018 to 16,11 million in 2019 (Statistic Indonesia, 2020). Although there is a huge setback during Covid 19 due to the health protocols and huge travel ban and restrictions (Pranindyasari, 2023), the tourism industry has rebounded significantly due to government initiatives with “Wonderful Indonesia” campaign and policies promoting sustainable tourism (Ministry of Tourism and Creative Economy, 2021). During the recovery and adaptation post Covid 19, efforts to develop the infrastructure, accessibility, and the local MSMEs have further made Indonesia as the top tourist destination in the global tourism market (UNWTO, 2022).

Tangerang as one of the growing city in Indonesia, is located close to Jakarta. It has been developed as hub for business, leisure, and cultural tourism. The city is home to landmarks such as Scientia Square Park and Taman Kota 2. It also has a strategic location which is close to Soekarno-Hatta International Airport. Thus, the hospitality sector in Tangerang area is thriving with international and local hotel chains. Mercure Hotel BSD, for instance, located 5 minutes away to Aeon Mall and ICE BSD as one of the biggest convention and exhibition in Indonesia. Mercure

Hotel, embodies the sophistication and quality that focus on guest satisfaction, innovative services and sustainability, aligns with global hospitality trends (Accor, 2023).

As part of the Accor Group, the writer believes that doing internship in Mercure Hotel BSD would help the writer to improve and gain skills in hospitality industry, especially in F&B Service. Besides, the location of Mercure Hotel is integrated with business, education, and entertainment which made the writer can greet and serve guests from different backgrounds. As Mercure Hotel BSD sets operational standards, customer-centric approach, and focus on innovation, the writer believes that the hotel will provide a conducive environment for professional growth. The writer believes that by interning in Mercure Hotel BSD will help the writer to understand more about hospitality operations, enhance the writer's soft skills and hard skills, and to learn how to deliver exceptional guest experiences.

1.2. Internship Aims and Objectives

As a hospitality student, the writer really wants to experience working in the real world of work. In other words, internships have benefits such as improving practical job skills, building self-confidence in the workplace, and providing opportunities to secure a job after the internship. After doing practice and studying the theory for 4 semesters, the writer is confident to use all the knowledge learned during internship.

The internship process is also a place for develop career in the future. Starting from developing the skills. There are many things that can only be obtained when we work directly, directly in real situations. Like knowing how to deal with guests properly and correctly. Apart from developing skills, the internship process can also be a place to train mental at work as making mistakes in the hotel will have a big impact on the hotel.

Mental training will also make the writer wiser in making work decisions. This internship process will test the mentality and train the mentality to be strong at work. The writer will gain a lot of experience in this internship process. Remembering that an internship is a work process in a real situation, therefore what

he learns will be the basis for my future career. To be better prepared to face charges related to the internship field. Also trained me to face real situations at work. Choosing an internship field that suits to the writer dreams will help him to be successful in the future.

1.3. Time and Procedure of Internship

To achieve internship goals that meet our expectations requires a process and time that does not happen instantly. As time goes by, the internship process can be a time for the writer to learn more deeply about knowledge that is appropriate to my internship field, namely F&B Service. Hotels provide knowledge that we have not received during the lecture period.

This knowledge can be different due to the differences in each company culture in each hotel. Having knowledge from various points of view is the source of my strength in facing real work situations and can be benefit for the company or hotel itself. Therefore, the writer can be even more flexible at work. Working situations in hotels can make us individuals who are more responsible and disciplined at work.

When we fail at work in a real situation, we cannot repeat it like during college, when we fail in a real work situation then all our efforts will fail too and start from the bottom again. However, failure during the internship period is also a learning process the failures we make in the internship process make us individuals who are more critical in our work so we don't repeat the same mistakes. Apart from that, we can find out what our mistakes were, how to solve them and what we should do. With this, we can become individuals who are able to learn from mistakes and change them for the better.

For the internship process itself, the writer needs to make a CV which will be sent to the hotel we are interning at. This CV contains the values as an intern. When the CV has been received, the writer proceeded to the interview stage. This stage is the beginning of the mental training for work provided by the hotel. After the interview is complete, the writer was assessed whether he is suitable and ready to learn in real work situations. The process of getting to this internship also makes

the writer know about himself better, such as what strengths and weaknesses, and how do the writer should represent himself at work professionally.

Here are the steps that must be taken when starting an internship:

- a. As students we can choose a hotel either provided by the campus or we can find a hotel outside the campus choice
- b. After knowing the hotel of our choice, we first make a CV and a cover letter that is approved or has been signed by the relevant lecturer and the head of the division program.
- c. After having a CV and Cover Letter, then we approach the hotel contact listed
- d. Usually will be contacted 3 days to 1 week after submitting the files, will be informed by the hotel whether accepted or not. If accepted, we will be given information regarding when, where the interview will take place, and what to prepare and bring during the interview.

After the interview process is complete, then we will be contacted again by the hotel whether we are accepted for the internship or not. If accepted, we will be notified when we can start coming, the agreement made by the hotel for us to agree to during the internship period, when our internship period takes place, the first 2 days of entering the internship are the orientation period or introduction to the hotel environment. The 3rd day we start the real work.