

CHAPTER I

INTRODUCTION

1.1 Background

Tourism can be understood as the movement of people who travel and stay outside their usual environment for leisure, business, or other purposes for a limited period of time (UNWTO, 2023). The scope of tourism is broad and includes accommodation, transportation, food and beverage services, entertainment, and cultural experiences. Within this system, hotels play a vital role by shaping how visitors experience a destination. AYANA Resort Bali, located in Jimbaran, is a strong example of how luxury hotels contribute to Indonesia's tourism industry.

Hotels are commercial establishments that provide temporary accommodation along with a range of supporting services such as dining, wellness, and event facilities. Today, the scope of hotels extends far beyond simply offering rooms. Guests increasingly expect complete experiences that combine comfort, service quality, and memorable environments. AYANA Resort Bali reflects this expanded scope through its private villas, hotel rooms, award-winning restaurants, wedding chapels, and spa facilities. One of its most famous attractions, the Rock Bar, is internationally recognized as a sunset destination and has become a key element of AYANA's brand identity (AYANA Hotels, 2023).

An important part of hotel operations is the kitchen, which serves as the foundation of food and beverage services. Hotel kitchens are professional workspaces responsible for menu planning, food preparation, hygiene standards, cost control, and coordination with service staff. In large-scale resorts such as AYANA, kitchen operations support multiple restaurants, banquets, weddings, and in-room dining services. Because dining experiences strongly influence guest satisfaction, effective kitchen management plays a crucial role in maintaining service quality and overall hotel performance (Gursoy et al., 2022).

In the current context, Bali's tourism and hospitality sector continues to show positive development. The food and beverage industry, which directly supports hotel kitchens and restaurant operations, contributed 40.33% to Indonesia's non-oil and gas gross domestic product in 2024 (Indonesian Ministry of Industry, 2023). In addition, Indonesia recorded a trade surplus of USD 7.46 billion in food and beverage exports between January and May 2024 (BPS, 2024). These figures highlight the strong economic contribution of hospitality-related industries and confirm Bali's position as one of the country's leading tourist destinations.

Looking ahead, the tourism and hospitality industry is expected to continue evolving as traveler preferences change. Millennials and Generation Z travelers, in particular, place high value on sustainability, wellness, and visually appealing dining experiences (UNWTO, 2023). As a result, hotel kitchens are increasingly adopting sustainable sourcing practices, reducing food waste, offering healthier and plant-based menu options, and integrating modern kitchen technologies. With the global tourism market projected to grow at an annual rate of 5.7% through 2027, resorts such as AYANA have strong opportunities to expand their culinary offerings and enhance guest experiences (Statista, 2022).

Beyond guest services, AYANA Resort Bali also contributes to the development of future hospitality professionals. The resort offers internships and employment opportunities in various departments, including food and beverage, kitchen operations, front office, housekeeping, and events. These roles allow students and professionals to gain practical experience in a structured and international hotel environment while developing skills that support long-term career growth (Kusuma et al., 2021).

In conclusion, AYANA Resort Bali demonstrates how tourism, hotel operations, and kitchen management are closely interconnected. Supported by a strong tourism market, comprehensive hotel services, and forward-looking kitchen practices, AYANA continues to maintain its position as a leader in Indonesia's luxury hospitality industry.

1.2 Purpose

This internship program aims to provide participants with real-world exposure to the hospitality industry, particularly in the culinary field. It is expected that the intern will be able to apply the knowledge and skills gained during the past four semesters of academic study to a professional kitchen environment. Additionally, the internship helps the intern develop a solid understanding of the industry and mentally prepares them for a future career in hospitality.

Through this internship at AYANA Resort Bali, the writer was able to:

a) Experience the Hospitality Industry Firsthand

The writer stated that this internship allowed them to directly experience the fast-paced and high-standard operations of a five-star hotel kitchen, gaining a deeper understanding of professional food preparation and kitchen management.

b) Build Professional Networking

The writer stated that the internship provided opportunities to build valuable connections with professional chefs and kitchen staff from diverse backgrounds, which will be beneficial for future career development.

c) Work Under Pressure

The writer stated that this internship helped them develop the mental and physical resilience needed to work effectively under pressure, especially during peak service hours, and taught them how to stay focused and professional in a demanding kitchen environment.

1.3 Period and Procedures

The Internship Program is compulsory for all Hotel Operations students when they enter the fifth semester and is one of the main requirements to graduate. This Internship Program lasts for six months, from July 2025 until January 2026, with a minimum requirement of 800 working hours or 100 working days. To be eligible, the writer must be an active student, have completed at least 75 SKS, and have a minimum GPA of 2.75. After meeting all these requirements, the writer is required to attend an Internship briefing organized by the campus. This briefing aims to help the writer understand the procedures that must be completed before and after the Internship Program. After

attending the briefing, the writer can begin searching for a hotel to conduct the Internship Program. With knowledge gained from the briefing, such as how to prepare a CV, how to perform well during an interview, and other subjects related to the Internship Program, the writer was able to prepare properly for the Internship. Below is the process of applying for the Internship Program at AYANA Resort Bali in the Kitchen Division:

- a. The writer must prepare KM 1, which contains information about the chosen internship location and department. KM 1 must be submitted to the Hotel Operations administration so that KM 2 can be prepared and signed by the Head of the Hotel Operations Program. This process usually takes one to two working days.
- b. After receiving KM 2, the writer sends it to the selected hotel together with a cover letter, CV, GPA transcript, and supporting certificates via email.
- c. The writer submitted the internship application to AYANA Resort Bali on May 13th, 2025, and received a response from the hotel on May 14th, 2025, requesting the writer to complete the application form and prepare for an interview scheduled for the following day.
- d. On May 15th, the writer attended an interview with the chef in charge and was informed to wait for the final result.
- e. On May 21st, 2025, the writer received an acceptance letter from the hotel. In the acceptance letter, the hotel listed several required documents that the writer must prepare :
 - a) School Reference Letter (Surat Pengantar)
 - b) Doctor Certificate (Surat Keterangan Sehat)
 - c) Photo pass size 4x6 – 1 pcs
 - d) Copy of KTP (2 pcs)
 - e) Copy of BPJS Kesehatan Card
 - f) Vaccine certificate
 - g) Copy of BCA Account