

# CHAPTER I

## INTRODUCTION

### 1.1 Background

Bali stands as a globally renowned tourist destination, celebrated for its unique culture and society, attracting millions of foreign visitors annually (Astina, 2021; Utami et al., 2020). The island's enduring appeal hinges on the need to continuously develop and preserve its tourist attractions, ensuring visitor comfort and satisfaction. The modern tourism concept has significantly shaped the Bali region through various governmental policies, with the "Bali Mandara" concept aiming for a developed, safe, peaceful, and prosperous Bali (Jundi et al., 2022). Tourism in Bali is deeply rooted in its cultural richness, inspired by Hinduism and the "Tri Hita Karana" philosophy, creating a unique system encompassing culture, religion, art, and customs. The Balinese people, in an effort to maintain their original and unique culture, showcase various cultural performances and rituals to tourists, albeit sometimes leading to the commercialization of their spiritual and sacred values (Gorda et al., 2023).

The allure of working in a Balinese establishment like Ayana Bali stems from several factors, including the island's unique cultural context and the professional opportunities it provides. The hospitality sector in Bali thrives on providing authentic experiences, often integrating local traditions and values into its service delivery. Many hotels in Bali serve as strategic stopover or rest locations for tourists, further highlighting the importance of the hospitality industry (Karinuada & Suwandana, 2022). For the Balinese, certain professions possess a spiritual significance, which can be a draw for those seeking more than just a job (Jayendra & Suarmana, 2022). The island's distinctive cultural attributes have the ability to draw in tourists and have the potential to be further developed, encompassing not only tangible aspects like natural beauty and cultural performances but also intangible elements such as local wisdom and religious values.

The work environment in Ayana Bali, and similar establishments, is influenced by the island's multicultural society, a result of increased migration and globalization (Ardhana, 2020). This can lead to both enriching interactions and potential social divides, as the economic gap between local communities and newcomers widens. Cultural tourism is a rapidly growing segment of the tourism industry, driven by tourists seeking unique and authentic cultural experiences, creating economic benefits for local communities. However, as Bali evolves into a "touristic capital," its culture becomes intricately intertwined with tourism, blurring the lines between the two. The development of Bali as a tourist destination must harmonize economic, socio-cultural, and environmental aspects to ensure sustainability, in alignment with the "Tri Hita Karana" philosophy. Ayana Bali, like other Balinese hotels, is increasingly incorporating the local architectural vernacular to adapt to climatic factors while creating unique, sustainable dwellings, which can be a draw for those interested in sustainable design and construction.

People choose Bali for internships due to a combination of factors, including the island's natural beauty, cultural richness, and the opportunity to gain international work experience. The development of tourist villages, showcasing local customs and culture, offers a unique avenue for tourism diversification, and this can be particularly appealing for interns seeking exposure to community-based tourism initiatives (Yudhistira, 2021). However, the rapid development of tourism in Bali poses challenges, as it can lead to environmental degradation and structural changes in Balinese society and culture. Tourism development in Bali should be holistic, considering economic, socio-cultural, and environmental factors, ensuring the preservation of Bali's unique cultural values.

There is a growing need to shift the focus from conflicts between tourists and hosts to conflicts within local communities, ensuring that the benefits of tourism are distributed more equitably. The economic benefits of tourism are widely acknowledged, as it can increase local revenue, create jobs, and improve infrastructure (Ayu & Diswandi, 2023). The growth of nature-based tourism, including activities like tracking, cycling, and camping, presents opportunities for local communities to generate income. Internship opportunities in Bali often

provide exposure to these diverse facets of the tourism industry, offering valuable insights into sustainable tourism practices and community development (Azizurrohman et al., 2023). Bali's tourism governance, guided by the 2009 Tourism Law, aims for a multisectoral approach, yet it often lacks a clear adoption of sustainable tourism principles, leading to fragmented initiatives (Fadli et al., 2022).

Furthermore, the allure of an internship in Bali lies in the potential for personal and professional growth within a unique cultural and environmental setting. Internship opportunities in Bali provide a chance to witness the practical application of sustainability principles in the tourism industry, contributing to environmental preservation.

## **1.2 Purpose of Internship**

The primary purpose of the internship program is to obtain practical experience within a professional kitchen environment while applying the academic culinary knowledge acquired during the preceding semesters to real-world industry scenarios. This program is structured to support the intern in developing a comprehensive understanding of the hospitality industry while preparing for future professional careers. Through participation in this internship, the intern was able to:

### **a. Acquire New Competencies**

The internship provided opportunities to develop new knowledge and technical skills essential for professional environments. Under the supervision of experienced hotel staff, the intern was trained in specific techniques and industry standards relevant to the culinary and hospitality sectors.

### **b. Develop Stronger Interpersonal Skills**

The fast-paced nature of kitchen operations required effective communication and teamwork. Throughout the internship period, interpersonal skills were strengthened, contributing to efficient kitchen operations and collaborative teamwork.

### **c. Gain New Professional Connections**

The internship created opportunities to establish networks with professionals from diverse backgrounds who share interests within the hospitality industry. The establishment of such professional relationships may prove beneficial for future career development and personal growth.

### **d. Manage Working Under Pressure**

Exposure to real-life working conditions allowed the intern to develop the ability to operate efficiently under pressure. Encountering challenges in a demanding work environment strengthened mental resilience and improved operational efficiency, further preparing the intern for the realities of professional life in the hospitality sector.

## **1.3 Process and Procedure of Internship**

After the fifth semester, all Hotel Operations students must complete the Internship Program, which is a prerequisite for graduation. A minimum of 800 working hours or 100 working days must be completed during the six-month internship program, which runs from July 15, 2025, to January 14, 2026. The writer was able to select any department for the internship program this year, so she decided to work in the kitchen department.

The writer must be enrolled in classes, complete at least 75 SKS, and have a minimum GPA of 2.75 before beginning an internship program. The writer must attend the campus-provided internship briefing if all conditions are fulfilled. This briefing is intended to help the writer comprehend the steps required both before and after the internship program. The writer can start looking for lodgings for the internship program after the briefing. The writer was able to successfully prepare for the internship program thanks to their understanding of how to create a CV, how to perform well in an interview, and other courses pertaining to the program. The steps involved in enrolling in the internship program are listed below:

1. Look for the opportunity for internships:

Look for hotels that provide internships relevant to your career goals. Utilise job boards, social media, and hotel websites. Make a list of the places and go over the application requirements.

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: After the first interview, wait to find out if you were chosen for the second round. Take advantage of this chance to prepare for a more thorough discussion about your credentials and experiences.

6. Second stage of interview:

Second interview stage: If you are invited for a second interview, concentrate on showcasing your enthusiasm and readiness for the role. Enquire about the internship and give thoughtful answers to questions.

7. Receiving the Acceptance Letter:

Getting the Acceptance Letter: If you are chosen, you will receive an acceptance letter with details regarding the internship. Check for approval and get ready for this fantastic chance.