

CHAPTER I

INTRODUCTION

1.1 Background

The hotel industry is a vital component of the global economy, closely intertwined with tourism, business travel, and transportation. More than just providing lodging, hotels offer a wide range of services such as dining, wellness, event management, and leisure activities. In recent years, the industry has demonstrated consistent recovery and growth, driven by rising domestic and international travel, increased urbanization, and shifting consumer preferences. According to Johansson (2024), over 80% of travelers now prefer automated front desks or self-service kiosks, highlighting the demand for convenience and contactless experiences.

Digital transformation has emerged as a key driver of growth in the hotel sector. The integration of advanced technologies—such as mobile apps, voice-based chatbots, artificial intelligence (AI), and smart room features—has significantly improved operational efficiency and guest satisfaction (Shin et al., 2022; Athikkal & Jenq, 2022). These tools not only streamline services but also enable more personalized and responsive hospitality experiences. Energy management technologies have also gained traction. Trull, Peiro-Signes, and Segarra-Ona (2024) note that the adoption of neural network-based systems in hotel buildings helps optimize energy usage and reduce environmental impact.

Sustainability is now central to hospitality strategies, as guests increasingly prioritize environmentally responsible brands. Hotels are responding by implementing renewable energy sources, water-saving systems, green building certifications, and comprehensive waste management programs (Gupta, 2025; Lee & Huang, 2023). In addition, the application of triple-bottom-line sustainability frameworks has

become more common, balancing environmental, economic, and social considerations, especially in high-end resort settings (Naqvi, Ahmed, & Pervez, 2023).

Another defining trend in the industry is the rise of "bleisure" travel, where individuals combine business trips with leisure activities. Yew (2024) reports that over half of business travelers in the Asia-Pacific region extend work trips for recreational purposes, a pattern that continues to reshape hotel services and infrastructure. Modern travelers now seek seamless digital connectivity, ergonomic in-room workspaces, and curated local experiences (eHotelier, 2023; International Hospitality Institute, 2023). In response, hotels are offering flexible booking options, co-working spaces, and hybrid amenities to cater to this growing segment.

The hotel industry is currently entering a dynamic phase of innovation and adaptation, driven by digital integration, sustainable development practices, and increasingly personalized service models. These transformations reflect the industry's response to a more technologically literate and environmentally conscious generation of travelers, requiring hospitality organizations to continuously evolve in order to remain competitive. Within this context, an internship plays a critical role as a form of experiential learning that bridges theoretical knowledge gained in academic settings with real-world professional practice. According to hospitality education theory, internships are designed to enhance technical skills, professional attitudes, and industry readiness by allowing students to engage directly in operational environments.

The primary purpose of this internship was to develop practical competencies, gain firsthand exposure to hotel operations, and understand the application of sustainability and international service standards within a professional hospitality setting. Based on these objectives, Mövenpick

Resort & Spa Jimbaran Bali was selected as the internship location due to its strong alignment with contemporary hospitality principles. The resort's Green Globe certification demonstrates its commitment to sustainable hospitality, supported by the implementation of renewable energy initiatives and environmentally responsible operational practices. Furthermore, Mövenpick's international brand standards and well-established reputation in culinary excellence, particularly in food and beverage operations, provided an ideal learning environment. This combination of sustainability, innovation, and high operational standards made Mövenpick Resort & Spa Jimbaran Bali a highly relevant and valuable setting for gaining professional experience in a modern, eco-conscious kitchen environment.

1.2 Purpose

Internship is a crucial part of hospitality education that gives students real exposure to the professional environment. For those in Food and Beverage Production, it offers hands-on kitchen experience that strengthens technical skills and builds discipline, teamwork, and adaptability. This practical training helps bridge the gap between theory and actual hotel operations, making it an essential step toward a career in hospitality.

1. To gain firsthand experience in a professional kitchen environment

This internship allows students to directly engage in the real operations of a five-star hotel kitchen. By being involved in daily activities such as food preparation, production flow, and service coordination, students can understand how a professional kitchen operates beyond what is taught in class.

2. To develop practical culinary skills

Working in various sections of the kitchen helps students sharpen core culinary abilities such as knife handling, cooking techniques,

food portioning, plating, and maintaining kitchen cleanliness. These are fundamental skills required in the food and beverage industry and cannot be fully mastered without hands-on practice.

3. To understand operational workflows and service standards

Through daily exposure to kitchen routines, students learn about standard operating procedures (SOP), timing, coordination with service teams, and quality control. Understanding how each section in the kitchen contributes to a smooth operation is essential in professional food service.

4. To enhance soft skills

The internship helps improve personal qualities like communication, teamwork, flexibility, and problem-solving—especially under time pressure. These soft skills are equally important as technical skills in a fast-paced kitchen environment where collaboration and quick thinking are essential.

5. To apply theoretical knowledge from the classroom

Students are given the opportunity to implement what they have learned in subjects such as food production, safety and sanitation (HACCP), menu planning, and culinary arts. Applying these concepts in a real kitchen setting deepens understanding and reinforces learning.

6. To build professional relationships

Interacting with chefs, kitchen staff, and fellow interns creates opportunities to learn directly from experienced professionals. These connections may lead to future job offers, mentorship, or career advice, making networking a valuable part of the internship.

7. To contribute to academic progress

The experience and knowledge gained during the internship can be used as supporting material for academic projects such as final reports, case studies, or presentations. This enhances academic performance while linking practical work to academic goals.

8. To strengthen professional identity

Immersion in a professional kitchen environment helps students discover their strengths, interests, and working style. This self-awareness is key in shaping a clear career path in the culinary and hospitality field, and in preparing for future employment in high-level food service establishments.

1.3 Period and Procedures

The Internship Program is mandatory for all Hotel Operations students once they reach fifth semester and one of the requirements for graduations. The Internship Program occurs for 6 months, starting from July 2025 – January 2026 with a minimum of 800 working hours or 100 working days. the writer should be an active student, have minimum 75 SKS done and have a minimum of 2.75 GPA. If all the requirements are met, the writer needs to attend an Internship briefing that is provided by the campus. The purpose of this briefing is so that the writer can understand the procedures needed before and after the Internship Program. After the briefing, the writer can proceed to look for hotels for the Internship Program. With knowledge on how to make a CV, how to do well in an interview and other courses related to the Internship Program, the writer was able to do well in preparing her Internship Program. Below is the process of taking the Internship Program:

1. Writer must make KM 1 which has information about where the writer wants to have Internship at and the department. KM 1 needs to be submitted to Hotel Operations admin for KM 2 to be made and signed by the Head of Hotel Operations Program which can take 1-2 working days.
2. After receiving KM 2, the writer sends it to the hotel of choice along with Cover Letter, CV, GPA, and Supported Certificates by email.

3.The writer sent the application to the hotel on May 13th 2025 and received feedback from the hotel on May 14th 2023 to prepare the application form and be ready for an interview the Next Day.

4.May 7th an interview with the chef in charge happened, and the writer was told to wait for the results

5. The writer receives an acceptance letter from the hotel on the 8th May 2025. As part of the acceptance letter, these are the required documents the writer should prepare :

1. School Reference Letter (Surat Pengantar)
2. Doctor Certificate (Surat Keterangan Sehat)
3. Photo pass size 4x6 – 1 pcs
4. Copy of Family Card
5. Copy of KTP (2 pcs)
6. Copy of BPJS Kesehatan Card
7. Vaccine certificate
8. Copy of BCA Account

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