

CHAPTER I

INTRODUCTION

1.1 Background

The hospitality industry plays a crucial role in Indonesia by providing essential services such as lodging, dining, and meeting facilities for tourists, significantly contributing to the national and regional economies (Mahsun & Rizal, 2021). Indonesia's attractiveness to both local and international investors is significantly enhanced by its natural beauty, which stimulates investments across various sectors (Hadiyanti & Saputra, 2020). The country's strategic geographic location between two continents and the favorable exchange rate of the Rupiah against foreign currencies further bolster its appeal as a premier tourist destination (Sipahutar, 2020). The tourism sector in Indonesia is largely rooted in its rich natural and cultural heritage, making it a key driver of economic expansion through foreign exchange earnings and increased domestic spending (Sipahutar, 2020).

Indonesia, known for its diverse tourism activities encompassing nature, religion, shopping, culinary experiences, culture, sports, agriculture, political conventions, and education, has established itself as a prominent destination in Southeast Asia (Ekasani et al., 2020). The dynamic nature of the hospitality sector necessitates a constant influx of new, well-educated individuals who can maintain and elevate service standards and operational efficiency, hence, companies seek potential employees through internship programs, providing students with invaluable opportunities to apply their knowledge and skills in real-world settings (Tjiputra, 2020).

Tourism in Indonesia has evolved into a major independent industry that enhances the quality and income of both regions and the entire country (Puspita et al., 2021). The rapid expansion of the tourism industry necessitates a skilled workforce that is highly competitive and can satisfy the demands of the business world (Saepudin et al., 2021). In recent years, Indonesia has been adopting the idea of sustainable tourism as a development strategy (Fadli et al., 2022). This

strategy aims to optimize tourism's economic and social benefits while minimizing its environmental impact, thereby ensuring the long-term viability of tourist destinations (Kabu & Tandilino, 2021). Tourism serves as a vital source of alternative foreign exchange earnings, with the Indonesian government projecting it to be the country's greatest source of foreign exchange. The development of tourism is expected to provide benefits to the community (Sumarsono et al., 2020).

One strategy for developing tourism is through community-based ecotourism for sustainable rural development (Djuwendah et al., 2019). Tourism contributes significantly to regional income through hotel taxes, restaurant revenues, and tourism levies, highlighting its importance as a primary revenue source for local governments (Ananda, 2025). The sector not only generates employment and entrepreneurial opportunities but also promotes local culture and traditions to visitors (Ananda, 2025). The tourism sector is actively promoted by the government due to its substantial role in Indonesia's development, particularly as a significant source of foreign exchange, surpassing even the oil and natural gas sectors and becoming the largest contributor to international trade from the service sector (Pratiwi et al., 2020).

Given this robust backdrop, the Indonesian government is prioritizing the tourism sector to bolster economic expansion and stability through increased foreign exchange earnings, marking it as a pivotal area for national development (Sugiaman et al., 2022). This dedication is reflected in policy adjustments and infrastructure investments that support tourism and hospitality businesses. The tourism industry's ability to create jobs and reduce poverty has been acknowledged by various international organizations, and with the rise of Indonesia's tourism sector, it is projected to become the leading source of state revenue, reflecting its growing significance in the national economy (Yunanda et al., 2019) (Sushanti et al., 2020).

In line with Indonesia's growing hospitality sector and the government's emphasis on sustainable tourism, AYANA Resort Bali stands out as an ideal place to gain hands-on experience in a world-class hospitality environment. As a

globally recognized five-star integrated resort, AYANA embodies the values of cultural preservation, service excellence, and sustainable tourism practices outlined in the national development strategies. The resort not only caters to high volumes of international and domestic guests, but also integrates Balinese heritage into its design and service culture, making it a relevant case study for the practical application of Indonesia's tourism development goals. By undertaking an internship at AYANA, the writer aims to contribute to and learn from an organization that reflects the very strengths and challenges of Indonesia's hospitality landscape, while honing the professional competencies needed to thrive in this dynamic industry.

1.2 Purpose

Hotel industry is a service-based and labor-intensive sector (Triutama et al, 2023). With the setting of implementing the skills and knowledge learned in the campus to the real hotel industry, an internship in the culinary department is a valuable opportunity to gain hands-on experience in a professional kitchen setting. It allows interns to develop essential culinary skills such as food preparation, proper knife techniques, plating, and understanding hygiene and food safety standards. Beyond the technical aspects, it offers insight into the daily operations of a kitchen, from teamwork and time management to the fast-paced environment that defines the culinary industry. Interns also get the chance to apply what they've learned in class to real-world situations, bridging the gap between theory and practice. Working closely with experienced chefs and kitchen staff helps build confidence, discipline, and a deeper appreciation for the profession. It's also a great way to explore different areas of the culinary field, make valuable connections, and receive constructive feedback to support personal and professional growth.

1.3 Period and Procedures

Every Hotel Operations student is required to complete an internship program in the 5th semester as a graduation requirement. There are certain conditions students must meet before starting the internship: they must complete at least 75 credits (SKS) and have a GPA above the minimum requirement of 2.75 GPA.

The internship will last for six months, with a minimum of 800 working hours or 100 working days. The writer will do the internship from July 2025 to January 2026. Before starting the internship, the writer had already received internship preparation provided by the university. This preparation was useful for building confidence and readiness for the internship interview process. It included guidance on how to create a proper CV, how to perform well during interviews, and several academic courses related to the internship program. Here is the process of applying for the internship:

1. First, students are required to look for hotels that are offering internship opportunities or select a hotel they are personally interested in. After that, they must prepare the KM1 form along with important documents such as a CV, cover letter, certificates, and a recommendation letter, which must be signed by the head of the study program.
2. Once KM1 is completed and signed, students continue with KM2 and begin applying to their chosen hotels by submitting the CV, cover letter, and recommendation letter.
3. The writer submitted the internship application on 21 May 2025 and received feedback on the same day. The first interview was conducted by the Human Resources Department via Google Meet on 23 May 2025, followed by a second interview with the Executive Sous Chef on 26 May 2025, also via Google Meet. The writer officially received the internship acceptance letter from the hotel on 28 May 2025.
4. As part of the internship requirements, the hotel asked to prepare several documents:
 - a. Reference letter from the university confirming the internship

period.

- b. Medical report. Photocopy or screenshot of the bank account number.
- c. Rectal swab test (required for F&B and Culinary trainees).
- d. Photocopy of medical and life insurance card.
- e. Latest full-body photo (4R size, wearing school uniform, white background).
- f. Pregnancy test result (letter), for female trainees.
- g. Photocopy of ID card.

