

# CHAPTER 1

## INTRODUCTION

### 1.1 Background

Tourism plays a crucial role in fostering goodwill among communities and contributes significantly to a country's socioeconomic development. As an industry, tourism generates foreign exchange earnings and provides extensive direct and indirect employment opportunities across various sectors (Thommandru et al., 2023). Along with increasing global mobility and rising demand for comfortable and high-quality services, the hospitality industry continues to evolve and adapt to rapid changes in market conditions. In an increasingly competitive hospitality environment, service quality has become a key factor in attracting and retaining customers. The COVID-19 pandemic in 2020 marked a major turning point for the hospitality industry, causing a sharp decline in hotel occupancy, operational restrictions, and shifts in travel behavior. As a result, hospitality businesses were required to implement adaptive strategies such as health protocols, service innovation, and operational efficiency to maintain business continuity (Dovgal, 2019).

In response to these challenges, hotels are required to continuously adapt to evolving guest expectations, technological advancements, and global service standards. This dynamic environment demands a skilled workforce that is not only theoretically competent but also practically prepared. Therefore, internship programs have become an essential component of hospitality education, serving as a bridge between academic learning and real industry practice (Kusluvan&Kusluvan, 2000). Internships allow students to gain hands-on experience, understand workplace culture, and develop professional attitudes required in the hospitality sector (Zopiatis, 2007).

Previous studies indicate that internships significantly enhance students' technical skills, communication abilities, problem-solving capacity, and professional confidence (Gursoy et al., 2012; Lam & Ching, 2007). Through

direct exposure to hotel operations, students are able to apply theoretical knowledge in real working environments and gain a deeper understanding of service quality and guest satisfaction (Chen & Shen, 2012). Internship experiences also play a critical role in shaping students' career readiness and employability in the hospitality industry (Richardson, 2009; Teng, 2008). Furthermore, experiential learning through internships supports personal development, adaptability, and teamwork, which are essential competencies in hospitality operations (Kolb, 1984; Ruhanen et al., 2013).

Therefore, this internship report is prepared to describe the activities, experiences, and learning outcomes gained during the internship period, as well as to analyze how the internship experience contributed to the writer's professional development and readiness to enter the hospitality industry.

## 1.2 Purpose

The purpose of the internship at Oakwood Hotel & Apartments PIK Jakarta was to gain practical experience in the hospitality industry by directly participating in daily hotel operations. This internship aimed to provide the writer with real working exposure to guest services, interdepartmental coordination, and the application of standard operating procedures within a professional hotel environment. Through hands-on involvement, the internship was designed to help the writer understand the operational standards, service quality, and workflow of a hybrid hotel and serviced apartment property.

In addition, the internship aimed to develop essential skills required in the hospitality industry, including technical competencies, effective communication, teamwork, discipline, responsibility, and adaptability. By working under the supervision of hotel professionals, the writer was able to apply theoretical knowledge gained during academic studies to real operational situations, enhancing both practical understanding and problem-solving abilities.

Furthermore, this internship was intended to prepare the writer for future employment in the hospitality sector by fostering professional work attitudes and a deeper understanding of guest satisfaction and service excellence. The

experience at Oakwood Hotel & Apartments PIK Jakarta served as a foundation for professional growth and career readiness, bridging the gap between academic learning and real-world hospitality practices.

### 1.3 Process and Procedure

The Oakwood Hotel & Apartments PIK Jakarta primary objectives of this internship program are to understand how the real industry operates and to gain practical experience within the field. According to UMBC, an Internship is an opportunity for valuable education and experience that gives meaningful and practical work toward the field of study and career interest of a student. The internship lasted for a total of 6 months during the educational journey, the writer has developed fundamental knowledge in the Writer interest field, which is food and beverage service. This education has made the Writer to understand the theoretical and practical aspects of food and beverage service. The writer expected to apply the knowledge the Writer got during college to the real industry. Therefore, the purposes of this internship are :

1. Applying for job : the first Students step in doing the internship program, the writer has to make a professional resume and cover letter to the hotel the Writer applying for. After that, the internship coordination will require the students to fill in the list of personal information and preferred hotel to work at using One Drive link. The Writer has to send a request for a recommendation letter for the prospective departments that the Writer going to the related lecturer. After the writer got recommendation letter, the Writer requested to admin officer the recommendation letter for the hotel from UMN that will be used for applying to hotel.
2. Interview: The writer received a message from the HR team of the hotel the Writer applied to for the offline interview which was held on.
3. Acceptance: upon interview, the writer received a trainee acceptance letter that states the training period will be from.

4. Prepare documents to be brought during on boarding: the writer needs to prepare an internship application form, internship regulation and agreement, photocopy of KTP, photocopy of vaccine, photocopy of saving books, 3x4 photo, and medical checkup.
5. Trainee on boarding: the writer attended the trainee orientation that was held on Monday. The day after trainee orientation, the writer starts here internship in food & beverage service