

CHAPTER I

INTRODUCTION

2.1 Background

The hospitality industry continues to grow and develop, especially in the luxury hotel sector. Luxury hotels are required to provide high service standards, personalized experiences, and excellent facilities to meet guest expectations. According to Ismail et al. (2022), luxury hotels must prioritize service quality and emotional connections to create a competitive advantage in the global market. One of the hotels that represents these values is Rosewood Hong Kong, a world-class luxury hotel located in Victoria Dockside, Hong Kong.

Rosewood Hong Kong is part of Rosewood Hotels & Resorts, a global luxury hotel brand known for its philosophy of "A Sense of Place." This philosophy focuses on connecting guests with local culture and the community. As noted by Kandampully (2023), integrating local culture into hotel branding is essential for creating authentic experiences that modern luxury travelers seek. The hotel officially opened in 2019 and has quickly gained international recognition. Rosewood Hong Kong is currently ranked as the number one hotel in the world, making it an important example of excellence in the global hospitality industry.

As a luxury hotel, Rosewood Hong Kong offers not only elegant facilities but also high-quality service across all departments, including Food and Beverage Service. The hotel operates in an international working environment with staff and guests from different cultural backgrounds. This creates both opportunities and challenges, especially in communication, service consistency, and teamwork. Ford et al. (2020) emphasize that working in a multicultural hospitality environment requires strong interpersonal skills and the ability to adapt to diverse guest preferences.

Therefore, conducting an internship at Rosewood Hong Kong provides valuable learning opportunities for students to understand real hotel operations, professional service standards, and workplace culture in a luxury hospitality setting. According to Zopiatis (2024), internships are a critical bridge between theoretical education and professional practice, helping students develop the soft skills necessary for a successful career. Through this internship, students can apply their theoretical knowledge, develop practical skills, and prepare themselves for future careers in the global hospitality industry. Period and Procedures

Before starting my internship, I took several steps to make sure the application process went smoothly. These steps included preparing documents, contacting the chosen hotel, and completing the requirements from my university.

2.1.1 Preparation Stage

On July 7th, 2025, I started preparing by updating and tailoring my CV for the Front Office Department. I was interested in applying for a position in that area. After doing research and comparing some hotels, I decided to choose Rosewood Hong Kong as my internship place because of its high standards, strong reputation, and focus on luxury service.

2.1.2 Approval & Documentation

After choosing the hotel, I informed my academic supervisor and began preparing all the required documents. These included administrative forms needed by the university. I submitted everything to my academic supervisor for checking and approval.

2.1.3 Application & Interview Process

I sent my internship application by email to Rosewood, along with my CV and documents. On July 9th, 2025, I was invited to attend an interview with the hotel's Human Resources team. The interview was held online and focused on

the Food and Beverage Department. I had the chance to explain my motivation, skills, and passion for the hospitality industry.

2.1.4 Post-Interview & Acceptance

After the interview, I waited for the result. On July 13th, 2025, I received an official acceptance from Rosewood Hong Kong for the internship program. After receiving the good news, I completed additional forms from the hotel and prepared for a visa.

2.1.5 Internship Commencement

I made sure all documents and requirements were ready before the internship started. My internship is scheduled to begin on August 18th, 2025, and I will officially join Rosewood Hong Kong as part of the Food and Beverage Department in The Butterfly Room Outlet. This will be the beginning of a valuable learning experience in a luxury hotel environment.

