

# CHAPTER I

## INTRODUCTION

### 1.1 Background

In this big world, hospitality industry has been increasing in most countries that the industry itself has become the heart of the tourism environment. The growth of the industry occurred due to high demand for business and leisure. And as it grows, the industry has become a key contributor to job creation and international trade (Tabenska, 2022). Many countries has realized that the growing of hospitality industry can be a tool for long-term economic growth (Hashmi, 2026). As the industry grows, the expectations of customers also grow. Many hotels has been competing in the form of services in order to meet customers' expectation.

As competition becomes stronger, many hotel business focus on customer satisfaction (Ali et al., 2021). In order to meet the satisfaction, hotel businesses focuses on their service excellence, especially for five-star hotels. Within the five-star hotels, the standards are higher than any other average star hotels. Five-star hotel provides not only high-quality luxury accommodation and their food and beverage but also their high-quality services. With these high standards, the hotel demand well prepared professionals that not only understand the operational of the hotel but also having strategies to accomplish customer satisfaction (Gunawardana et al., 2024). As the industry grows, it also opens a lot of opportunities for the young to have a profession in the industry.

Internship is one of ways to educate as well as preparing hospitality students in industry. The industrial work practice, or usually known as internship, acts as a bridge between industrial and educational institution. For hospitality students, internships provide an opportunity to gain practical knowledge and real work experience (Sihombing et al., 2022). The internship will help the graduates to cope in the industry's

environment (Bhardwaj, A., Chauhan, S., Sharma, P., 2022). With the theoretical knowledge that they learn at university, they can apply it to practical settings to strengthen their understanding in hospitality (Gad, El-Rab & Elnagar, 2020).

As a hospitality student, by working directly in hotels or related services, the writer can understand how the industry operates, develop essential skills, and build professional connections. This early exposure can help prepare her for future careers and give the writer a better understanding of customer service, teamwork, and problem-solving. With the industry expected to keep growing in the coming years, completing an internship in a hotel can be a smart investment in one's professional journey.



## **1.2 Purpose**

The purpose of doing an internship in the hospitality industry is to give the writer a chance to experience the real working environment. This opportunity allows the writer to apply what the writer has learned during their studies directly into the professional field. By joining an internship, students are not only improving their practical knowledge but also preparing the writer mentally and professionally for their future careers.

### **1.2.1 Gain real work exposures**

One of the main benefits of an internship is gaining exposure to real hotel operations. The writer can learn how each department works, how staff members interact, and what kinds of challenges appear in daily hotel activities. This kind of direct experience helps students understand what it's really like to work in the hospitality field and what is expected from professionals in the industry.

### **1.2.2 Obtaining Industry Experience**

Another reason why internships are important is to gain hands-on experience and improve useful skills. These include time management, communication, teamwork, and problem-solving. Doing actual tasks and being part of the work process helps the writer to strengthen the skills that the writer may not fully develop in the classroom. It also builds her confidence and gives them experience that can be helpful when applying for a job later on.

### 1.2.3 Build Professional Network

Internships also give the writer the chance to build their professional network. During the program, the writer can meet and connect with hotel staff, supervisors, and other interns who have different backgrounds and experiences. These connections can be very useful in the future for job opportunities, advice, or even partnerships.

### 1.2.4 Support Academic Contribution

Internship plays an important role in academic contribution. By taking part in real work situations, the writer can relate their academic knowledge to what the writer faced in the field. This connection helps her understand her studies better and gives useful insights that can be shared in reports or academic discussions.



### 1.3 Period and Procedures

The Internship Program in Hotel Operation Study Program Universitas Multimedia Nusantara is mandatory requirement for the academic score. The program was implemented in the fifth semester of their academy, and it is a six months internship program. Preceding the Internship Program, the students should fulfill various of academic and administrative requirements. Those who enrolled for the program should have completed a minimum of 75 credit units (SKS) with the minimum GPA of 2.50.

To be accepted to a hotel for an internship, the writer takes multiple steps of preparation. Below are brief preparation steps for the internship.

1. The writer creates Curriculum Vitae (CV), ensuring all of the writer's experience are provided in the CV. The CV was then checked by the advisor.
2. After CV, the writer then fills the Recommendation Letter to be signed by Pastry and Bakery Production lecturer, as well as the Head of the Hotel Operations Program.
3. Through the lecturer, the writer submitted an application to Raffles Hotel Jakarta through email, that includes Cover Letter, CV, as well as Recommendation.
4. The application was sent on May 26, 2025. On the same day, the writer received a response from the hotel.
5. The first interview was scheduled for May 27, 2025, with the Human Resources Department.
6. The writer then received an email two days after the interview about the schedule for the second interview.
7. The second interview was conducted on June 2, 2025, with the Executive Pastry Chef.
8. The acceptance email was received on June 4, 2025. The email consists of the acceptance email and information about Pre-Arrival Briefing

9. Pre-Arrival Briefing (Online) was conducted on June 11, 2025 to be informed about the documents needed for the internship.

