

CHAPTER 1. INTRODUCTION

1.1 Background

Tourism is a human needs around the world. Along with increasing of the people prosperities in economics, it appears the human nature that is have a mind to see the other side of the world that different from their daily activities. Thus, it arises the intention to do travelling. It's means that they must leave their daily life and also their home. Because of the activities of that trip, it is needed the existence of important facilities to fulfil the needs of people or tourist who have travelling more than a day. So, the important facilities that needs are homestay/hotel for a few days.

Currently the tourism industry such as hotels and restaurants is growing rapidly. It is because the providers of the accommodation in Indonesia have different characteristics such as services, facilities and amenities. The demands of accommodation increase from year to year because a lot of domestic and foreign tourists came to many places of tourism objects. Besides, the development of business also increases and they need accommodation to do their activities. Finally, it influences the development of accommodations demands.

Hotel is a place that provide temporary lodging facility or accommodation for public or the people who come with various objective, intentions, and purposes in the area where the hotel located. Hotels are usually located in a place or in the environment of the region that have potential to be visited. The regions have such as interesting scenery, social customs, social, cultural, administrative centre, trade centre, religious centre, and spiritual centre, etc. Besides, the hotel business can also support the activities of the businessmen who are travelling on business or tourists who are travelling to visit areas of tourist destinations, and they need a place to stay, eat/drink, and entertainment.

The existence of a lot of hotels in Surabaya is part of one of the evidence of the rapid development of the tourism industry in Surabaya city. There are many star hotels in Surabaya. Those hotel are built in order to facilitate the people who want to visit Surabaya, either for doing recreation and business. The rapid growth of new

hotel in Surabaya give positive contribution for regional economic growth. In the data of the Association of Hotel and Restaurant Indonesia (AHRI), East Java in 2013 as many as 10 new hotels has been officially opened. This had a positive impact because it will create new job opportunities with the various concepts of the existing hotel. According to Soleh in Adi (2013) the number of the hotel in Surabaya East Java will rise to 83 unit hotel, until now at least has operated as many as 63 units of hotel in Surabaya. It is prove that the interest of hospitality in east java especially Surabaya city are very high. Moreover, there are some kinds of big hotels in Surabaya based on the purposes classification. They are Business hotel and Pleasure Hotel. Business Hotel is designed for guests who have a business purpose. While, Pleasure Hotel is mostly aimed to facilitating the amenities guests' that has recreation purpose. Recreational activity supporting facilities, such as the hotel is equipped with various facilities for recreation and relaxation whether for indoor or outdoor activities.

One of big hotels in Surabaya is Santika Premiere Hotel Gubeng Surabaya. This hotel is four stars hotel. It is one of the properties belongs to Indonesia Santika Hotel and Resorts that spread in Indonesia. It is a strategic place to do business because the location of Santika Premiere Hotel is located in the middle of the city. The strategic location of the hotel makes Santika Premiere Hotel Surabaya become one of the main for tourist and businessmen to stay overnight.

Santika Premiere Hotel Gubeng Surabaya is a suitable place for conducting the internship program. Based on that reason, I am a student of Language, Communication and Tourism Department, chose Santika Premiere Hotel Gubeng Surabaya as an institution to do my Internship Program. The reason why I chose this hotel because at that place, I could apply the skills and knowledge that I have learnt in the college, especially the skills and knowledge that are related to jobs of administration/secretary. The most important thing is I could practice my communication skill. And I also interest to learn about hotel especially about hospitality.

1.2 Objective

The objectives of internship program at Santika Premiere Hotel are mention below:

1. To apply skills and knowledge that I got from my college, especially English for Hotel and Restaurant class, English for Secretary Class and Public Speaking class.
2. To get new knowledge and real experience that I did not get from the college especially about activities of working at a hotel.

1.3 Significances

The results of the conducting the internship program hopefully would be beneficial for the following parties:

1.3.1 For the writer

By conducting this internship program, the writer can increase the communication skill and knowledge such as making offering letter, confirmation letter, and contract rate, etc. that were not gotten from the college. Then the writer can improve interpersonal skills such as self-confidence, maturing in making decision and resolving a problem. Furthermore in the internship program, the writer was trained to be person who have disciplines and responsibilities in handling a job. Moreover, the writer can get an obvious overview about the real place behavior.

1.3.2 For student of Politeknik Negeri Jember

This internship program report can be used as reference for the students of Politeknik Negeri Jember, especially for the student who want to do an internship program in a hotel sector. Then this internship program can be useful to build good relationship between Politeknik Negeri Jember and Santika Premiere Hotel Gubeng Surabaya.

1.3.3 For the Reader

The internship program report also provides the information and knowledge about the activities in the hotel especially in Santika Premiere Hotel Gubeng.

1.4 Place and Time of Internship Program

This internship program was conducted at Santika Premiere Hotel Gubeng Surabaya. It was located at Jl. Raya Gubeng No.54, Gubeng – Surabaya 60281. Phone: (62 – 31) 505 3636. Fax: (62 – 31) 505 6688. This activity was started from 1st March up to 31st May 2016. It was around 648 hours.