



INDUSTRIAL TRAINING REPORT AT IBIS HOTEL MELAKA

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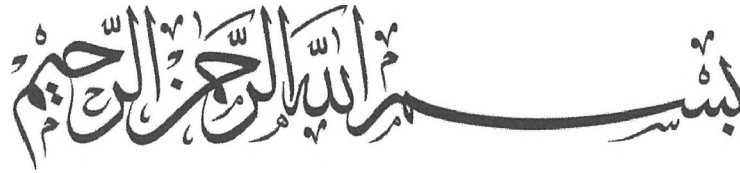
EXECUTIVE SUMMARY

This report represents a comprehensive overview of a six-month internship experience undertaken at IBIS Hotel Melaka. The internship was conducted as a part of the requirement as a curricular program at UiTM Bandaraya Melaka. The primary objective of the placement was to gain hands-on experience in the Talent and Culture department, develop relevant skills, and understand the operational dynamic of hospitality organization. IBIS Hotel Melaka is a well-established 4-star hotel that was located in the heart of Melaka City, under the Accor Hotels and Interhill Group. It offers a modern comfort with a strategic location close to tourist attraction. The hotel operates with strong values focused on guest satisfaction, sustainability, innovation, and community development.

During the internship, I was actively involved with various HR functions including staff documentation, recruitment coordination, database management, training session preparation, employee engagement activities, event management and many more. Notable contribution which includes supporting the Learning and Development Manager with many types of training such as New Hire Orientations, Service Culture, Brand Standard, Train the Trainer and many more. These tasks provided valuable exposure to the responsibilities and expectations of HR professionals in a hotel setting. The internship also revealed several strengths and challenges within the organization. A detailed SWOT analysis identified IBIS Hotel's strengths in its training culture and employee recognition systems, while highlighting weaknesses such as high employee turnover and workload imbalance. Opportunities included expanding university partnerships and numerous hotels offered opportunity to work at their hotel, whereas threats consisted of growing industry competition and wage pressures from rival hotels.

Key recommendations proposed in the report include leveraging training programs as branding tools, improving leadership communication, creating digital platforms for learning, strengthening employee value propositions to retain talent and many more. Hence, the internship has been a transformative experience, allowing the intern to apply theoretical knowledge in a real-work environment, develop professional skills, and gain deeper insight into HR operations within the hospitality industry.

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Firstly, I would like to express my gratitude to Allah SWT for giving me the strength and divine blessings that helped me throughout the completion of my internship report and company portfolio IBIS Hotel Melaka. In addition, I am able to complete this task and assignment with great enthusiasm and determination and all the time spend planning, researching and studying for the suitable points and detailed information that was definitely worth my effort and time. After everything has been put together, I finally managed to successfully complete this assignment.

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