



Cawangan Melaka
Kampus Bandaraya Melaka

UNIVERSITI TEKNOLOGI MARA (UiTM) KAMPUS BANDARAYA MELAKA

FACULTY OF BUSINESS AND MANAGEMENT

**BACHELOR OF BUSINESS ADMINISTRATION (HONS.) HUMAN RESOURCES
MANAGEMENT
(BA243)**

HUMAN RESOURCES INTERNSHIP (HRM666)

INTERNSHIP COMPANY REPORT:

PARKROYAL MELAKA RESORT



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Tajuk Laporan	HRM666-Internship Company Resort (PARKROYAL A'Famosa Melaka Resort)	Nama Syarikat	PARKROYAL A'Famosa Melaka Resort

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Yang Benar



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Executive Summary

This report provides a summary of my internship experience at PARKROYAL A'Famosa Melaka Resort, which is part of the Human Resources department's Learning & Development (L&D) section. My responsibilities here such as managing training data, creating posters and materials for staff development events, and helping with day-to-day administrative work were just a few of the HR responsibilities encountered during my internship.

The research also includes a SWOT analysis of PARKROYAL A'Famosa Melaka Resort, which highlights the resort's advantages, like its tranquil setting and strategically located attractions as well as its disadvantages, such as a lack of employees and restricted access to city facilities where it required guest to have their own private transportation for a better and smooth journey to the Melaka City Centre. External potential like rising domestic travel and digital marketing are also examined, as are concerns like fierce rivalry from metropolitan hotels and uneven service during busy times. To counter the concerns that were identified, a number of recommendation were made, including improving visitor experiences with on-site entertainment where the hotel promote their uniqueness instead of comparing with other established hotel located at the Melaka City-Centre, better staff scheduling preparation especially during peak occupancy times, and launching a personal mobile app that can differentiate between PARKROYAL A'Famosa Hotel from other hotel as people nowadays really into digital development. All in all, this internship has improved my communication, coordination, and problem-solving abilities in a formal HR setting while giving me insightful knowledge about the hospitality sector.

Acknowledgement

Alhamdulillah, all praise to Allah SWT for giving me the strength, patience, and chance to finish my internship at PARKROYAL A'Famosa Melaka Resort until the end. My sincere gratitude goes out to the Human Resources Department, particularly the Learning & Development team, for their support, confidence, and direction during my training. My professional and personal development has greatly benefited from your guidance and openness to sharing knowledge. I also want to express my gratitude to my People and Culture Manager not forget to my very helpful co-workers, and every employee who involved in helped make my internship experience enjoyable and fulfilling. I also want to express my sincere gratitude to my family, friends, and lecturers for their unwavering support and inspiration for me to be more motivated in doing my internship.

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