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UNIVERSITI
TEKNOLOGI
MARA

MGT666

**INDUSTRIAL TRAINING REPORT AT KLANA RESORT
SEREMBAN**

1ST MARCH – 15TH AUGUST 2023



KLANA RESORT
SEREMBAN, MALAYSIA
Resort In The City

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EXECUTIVE SUMMARY

According to the curriculum, the internship is the capstone course for all Bachelor of Business Administration programs offered by the Faculty of Business and Management. Every student is required to do an internship or practical experience in a field related to their major or area of study. Internships provide students with a way to put what they've learned in the classroom into practice while also learning valuable skills and gaining a sense of duty in their employment. All students would get the information, skills, and mentality necessary to complete the work successfully. In addition, it gives young people an opportunity to offer fresh perspectives to employers as well as make meaningful contributions.

My first week at Emerald Spirit Sdn Bhd, the company I've chosen to complete my five and half months job internship, was both productive and eye-opening. My internship at Emerald Spirit Sdn Bhd lasted for 24 weeks, and this report is a comprehensive overview of my experiences there. This report will detail the results of my participation in the organisation's practical experience as well as the lessons I learned. My resume has been revised to reflect the knowledge I obtained during my internship and is included in this report. This internship is crucial since it will allow me to strengthen my resume and apply for jobs after completing my studies.

I have also included extensive information about the business's profile, such as its background, organisational structure, objective, and the goods and services it provides to its clients. The training reflection section of my report includes information regarding the duties I was assigned and the benefits I experienced both personally and professionally as a result of my internship. In addition to the discussion, I have also provided the SWOT analysis that was conducted to ascertain the company's competitive advantage. In addition to the SWOT analysis results, this report will also offer recommendations for the company's future development.

ACKNOWLEDGEMENT

I want to start by giving all the glory and honour to Allah, who has been with me and helped me during my entire practical training. The development and completion of this report would not have been possible without the guidance and assistance of several individuals who contributed in some way and offered their significant aid. My thanks go to Miss Munirah Binti Mohamed, my lecturer for MGT 666, for all she has done to help me succeed in this internship requirement. Her dedication to providing all the facts about the topic has made it feasible for me to finish writing this report thanks to her numerous insightful contributions of opinions, time, and energy.

Following that, I want to thank my parents for all the moral support they provided me during my internship. I appreciate their teaching about new things on the career world and encouraging me when I needed it. Not to mention, my parents gave me a lot of support in a variety of ways while I was having trouble adjusting to the new environment so that I could complete the internship. They also constantly tell me to keep trying and resist the urge to give up after making little errors. Thus, I want to thank them for everything they have done for me.

Last but not least, I want to show my appreciation to Klana Resort Seremban for providing me with the opportunity to gain internship experience over the course of a year. It's been a tremendous privilege and honour. I'd also like to express my gratitude to Mr Shahrizal, my internship supervisor, for his valuable suggestions and unwavering encouragement. I'd also like to thank my new friends and colleagues at the company for helping me settle in quickly. I owe an outstanding debt of gratitude to the internship opportunities provided by UiTM's Faculty of Business Management, where I am pursuing a degree in International Business.

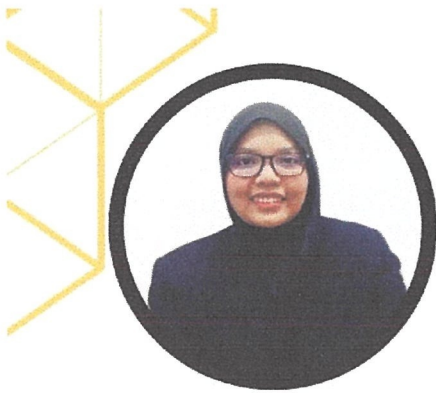
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1.0 STUDENT'S PROFILE



Personal Profile

I am a 23 year old International Business student. I am looking for a position in a company that can help me learn new things in the business industry. Ambitious is the best word to describe my work as I always seek excellent results on all of my works.

Education Background

- **Bachelor in Business Administration (Hons) International Business**

Universiti Teknologi MARA | 2021-Present
-Current CGPA: 3.61

- **Diploma in Business Studies**

Universiti Teknologi MARA | 2018-2021
-Graduated with CGPA: 3.63
-Vice Chancellor Award

- **Science Stream**

SMK Tunku Ampuan Durah | 2013-2017
-Graduated with 3A 4B
-Full Attendance Award (2017)
-Head of Boarding School Welfare Committee (2017)
-Vice Chairman of History and Nationality Club (2017)

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Anis Najihah

Internship Student

Involvement Experience

- **Volunteer in REZQ NGO (2020 - present)**

I have been involve in volunteering activities with small NGO. My aim is to practice my communication skill and gain knowledge about the different way of thinking from different social background.

- **Internship at Klana Resort Seremban (March 2023 - present)**

My responsible are conducting sales pitches by making and receiving calls from prospective customers, performing sales documentation like invoice and event order, and maintaining client records.

Skills

●●●●●●●● Canva	●●●●●●●● Malay	●●●●●●●● Teamwork
●●●●●●●● Capcut	●●●●●●●● English	●●●●●●●● Critical Thinking
●●●●●●●● Microsoft Office	●●●●●●●● Mandarin	

Contact Information



2.0 COMPANY PROFILE

2.1 COMPANY BACKGROUND



Figure 1.1: Logo of Klana Resort Seremban

The 4-star Klana Resort Seremban is one of the oldest hotels in Seremban, Negeri Sembilan. On January 10, 1993, construction on the resort began. Previously, Allson International Hotels & Resorts oversaw what is now known as Klana Resort Seremban. The state government of Negeri Sembilan and its wholly owned company, Negeri Sembilan Township Development, collaborated to build this resort. When it opened, it was Seremban's top resort (Klana Resort, n.d.).

When the state government assumed control of Allson Klana Resort in 2008, the resort changed its name to Klana Resort. In an asset swap, the state government sold its stake in three enterprises in exchange for equity in Allson Klana Resort, which the new owner then acquired. Even though the state minister had previously said that this resort would be perfect for holding events due to the abundance of tourism projects in the state, the acquisition was initially made to obtain complete control of the property, particularly in the decision-making process. The new owner can save RM14,000 monthly royalties by abandoning the Allson brand name. The state administration has pledged to maintain its high standard of hospitality and service despite dropping the Allson name. As a result, Klana Resort Seremban has undergone extensive renovations that have given it a modern makeover. Nestled deep within 24 acres of calm sprawling landscaped gardens, amidst the cascading sound of falling water lies the splendid Klana Resort Seremban, a perfect balance of the elements of business and pleasure at

one with nature. The resort hotel is within 45 minute's drive from the capital city, Kuala Lumpur. The Klana Resort Seremban enjoys a prime location near the main thoroughfares that lead to and from Melaka, Singapore, and Seremban's primary business districts. The Sepang International Airport in Kuala Lumpur may be reached in as little as thirty minutes. Situated in the centre of Seremban, the business district is a quick 3-minute drive away, and Seremban's pride, the Lake Gardens, can be reached on foot in just 2 minutes (Klana Resort, n.d.).

Emerald Spirit Sdn Bhd is the company's legal name at the moment, and it is headquartered in Seremban. The four primary services Klana Resort Seremban provides include accommodations, banquets and meeting spaces for organisations, food and beverage service, and activities designed to boost morale in the workplace (teambuilding). Over the years, Klana Resort Seremban has served a wide variety of guests, including government officials, business executives, and local and foreign travelers (Klana Resort, n.d.).

2.2 LOCATION

Emerald Spirit Sdn Bhd office or better known as Klana Resort Seremban is located at PT 4388, JalanPenghuluCantik, Taman TasikSeremban, 70100 Seremban, Negeri Sembilan. The resort is in the middle of Seremban, which is close to Pejabat Mara Negeri Sembilan and theRoyal Gallery TuankuJaafar.



Figure 1.2: Location of Klana Resort Seremban

2.3 VISION

To be the BEST hotel in Negeri Sembilan providing excellent Service and Product to our Customers

2.4 MISSION

- I. By providing service that will create repeat business
- II. By continuously reviewing and enhancing our service and product
- III. By continuously train and develop human capital
- IV. By providing a clean, safe and conducive environment
- V. By reinforcing awareness of the hotel through effective marketing

2.5 OBJECTIVE

The hotel has a Customer Service programme known as Going The extra Mile (G.E.M). One of the hotel's ways of recognising the importance of providing Excellent Service and Products and continuously seeking ways to enhance the total Customer Service in the hotel.

The three main principles in G.E.M is:

- I. Personalise Greeting
- II. Smile, Smile, Smile
- III. Don't Worry, Be Happy

These principles are supported by six objectives:

- I. Reliable and Efficient Service
- II. Consistency in Service
- III. Customer Awareness
- IV. Anticipation of Customer's Needs
- V. Pride at Work
- VI. Dedication

2.6 ORGANISATION CHART

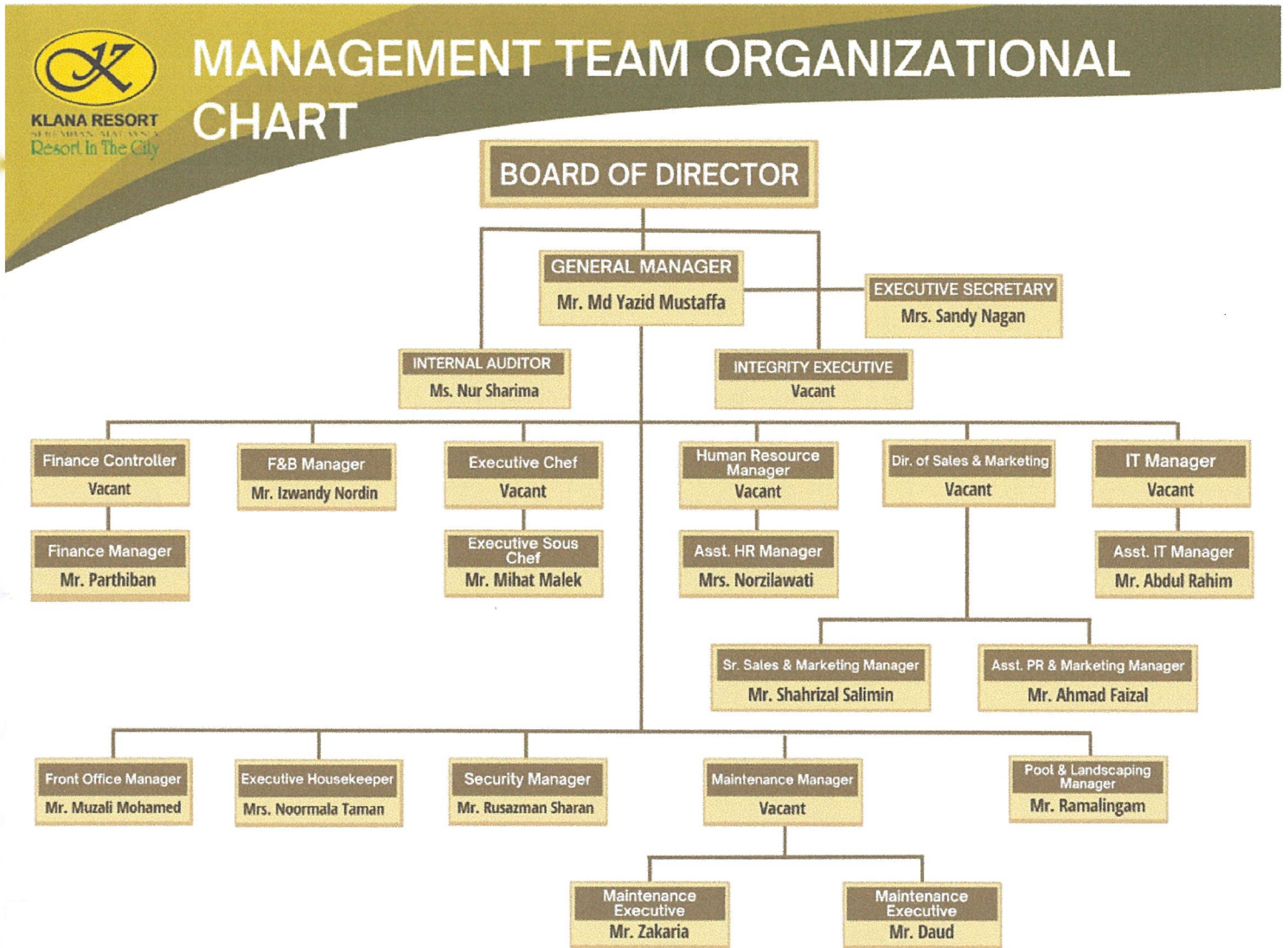


Figure 1.3: Management Team Organizational Chart of Klana Resort Seremban



SALES AND MARKETING ORGANIZATIONAL CHART

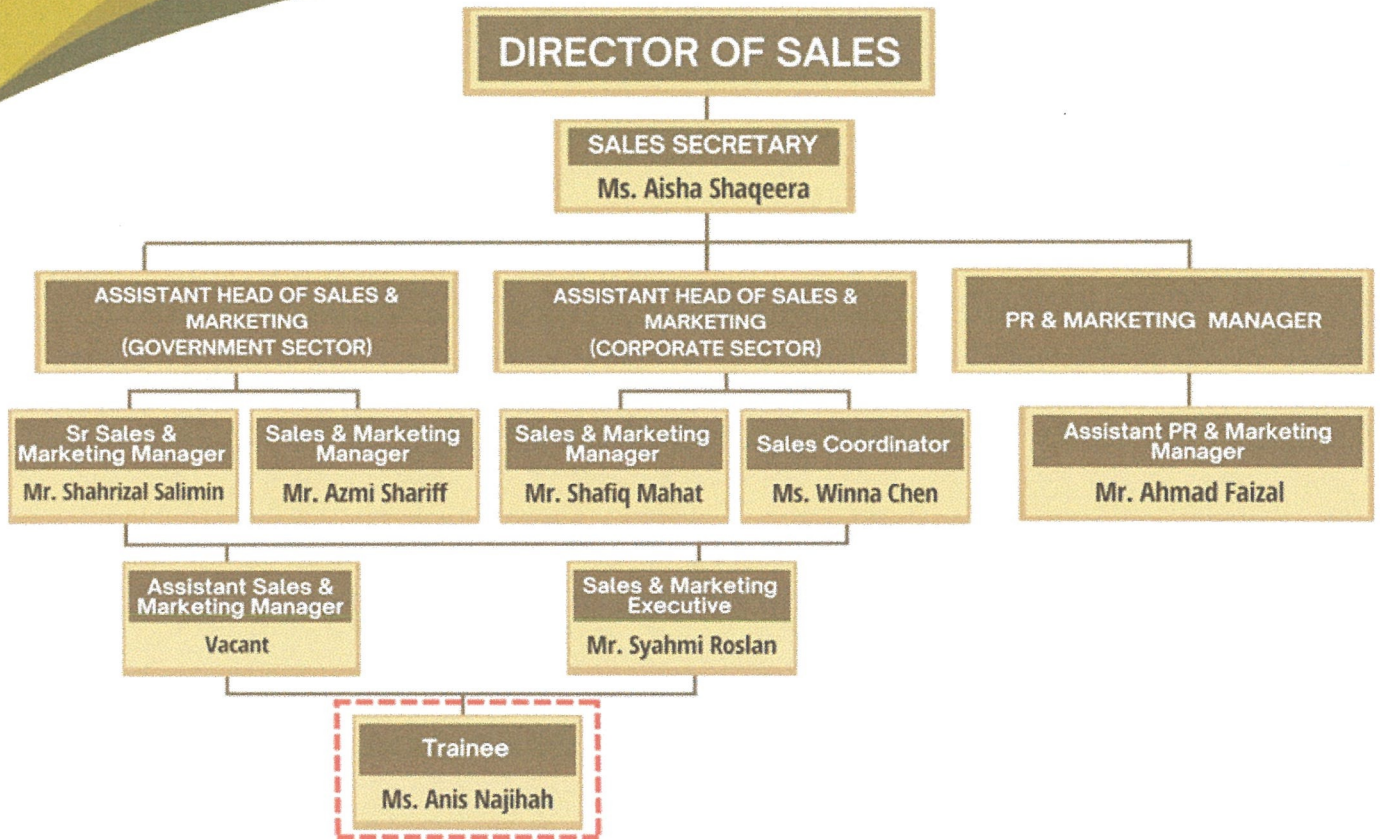


Figure 1.4: Sales and Marketing Organizational Chart of Klana Resort Seremban

2.7 PRODUCTS AND SERVICES

2.7.1 Residential Services



Figure 1.5: Deluxe Room and Family Suite

The Klana Resort Seremban is situated on 24 acres of land and has 236 rooms, of which there are four different room kinds and two different suite styles. Each of these rooms has been elegantly decorated and offers ample space. There are four distinct categories to choose from when booking a room at this hotel: Superior, Deluxe, Pool Premium, and Garden Premium. The suites are referred to by their official names, which are Family Suites and Executive Suites. All of the rooms in the resort have contemporary furniture and design as a result of the recent renovations that were completed there. The bed's tidiness and level of comfort are the two most important factors that determine the quality of one's sleep (Klana Resort, n.d.).

Each accommodation features a satellite TV setup with access to BBC News, Fox Sports, AXN, and ASTRO Asia, as well as a smart TV with Netflix, free high-speed Internet access, an international direct-dial telephone, and a direct-dial telephone. In addition, users who possess an Android smartphone are able to utilise the screen mirroring functionality of the TV. In addition, each guest room at the hotel is equipped with a safe and a Voice Mail System. Each guest gets control over the temperature in their room, and each room comes equipped with a full bathroom, a separate shower, a complimentary coffee/tea maker, a hair dryer and an iron. Every accommodation at the Klana Resort Seremban has a balcony where guests may sit and take in the serene landscape, whether it be the resort's pool or garden or the hills and surrounding area that provide a fitting atmosphere for the resort. The guests also have access to non-smoking rooms, as well as the option to pay a fee or make a special request for an additional bed (Klana Resort, n.d.).

2.7.2 Banquet and Meeting Facilities



Figure 1.6: Grand Klana Ballroom and Meeting Room

The Klana Resort Seremban can suit the requirements of every group, no matter how large or small, from a meeting of ten people to a conference attended by 1,400 people. In addition to the Grand Klana Ballroom, which is ideal for conferences and banquets, the hotel also features 13 meeting rooms, each of which may host a different kind of smaller gathering. One of these is called Sri Merbau, and it has a capacity of up to 96 people when set up in theatre style. In the event that the ballroom is already reserved for a given day, prospective clients will have the choice to rent an alternative hall instead. The Sri Merawan, Sri Meranti 1–3, and Sri Jati 2–3 halls are the smaller of the four alternatives for those looking for a venue. On the other hand, some of the other halls are either too damaged on their interiors to be used for their intended purpose or are being used as a store. The hotel is able to arrange seating in a variety of styles, including Viking style, Banquet/Roundtable style, Theatre style, Classroom style, U-shape/Boardroom style, and Hollow Square style (Klana Resort, n.d.).

This resort offers a number of different meeting packages, such as Half-day Meeting (includes Hall rental, coffee break, lunch buffet), Full-day Meeting (includes Hall rental, coffee break, lunch buffet, tea break), RSP or Residential Seminar Package, which means a meeting facilities rental with hotel room accommodation (includes Hall rental, breakfast buffet, coffee break, lunch buffet, tea break, dinner buffet, supper, one night stay accommodation). Other types of banquet packages, such as those for lunch, high tea, dinner and wedding receptions, are also available (Klana Resort, n.d.).

2.7.3 Restaurant and Bar Services



Figure 1.7: Yuri Japanese Restaurant & Cascades Lobby Lounge

The Klana Resort Seremban includes three dining options. These eateries are the Yuri Japanese Restaurant, the Selera Coffee House, and the Cascades Lobby Lounge. The primary dining venue is Selera Coffee House, where nearly all banquets from meeting packages, including breakfast, lunch and dinner, are hosted. The Selera Coffee House opens at 6:00 am for breakfast and stays open until 12:00 am for supper. This restaurant provides a variety of regional, international, and continental dishes. There are a maximum of 218 seats at this feasting table. While the Cascade Lobby Lounge is renowned for its delectable bar drinks, suitable for guests who wish to unwind while listening to our resident band in the evening, the Cascade Lobby Lounge is also renowned for its resident band. Guests can also enjoy a gorgeous view of the pool and garden while sipping beverages and dining on light snacks at the Cascades bar. This bar is open from 9 a.m. to 1 a.m., allowing guests to gather and engage in late-night conversation in the lounge. The seating capacity of the Cascade bar is 65 people, making it ideal for a straightforward afternoon tea with a small group of clients as well as a Ramadan suhoor dining area (Klana Resort, n.d.).

The final dining option is Yuri Japanese Restaurant, which is renowned for its traditional specialities, sushi bar, teppanyaki counter, and buffet lunch on the first Sunday of each month. There are 90 seats available at Yuri and four Tatami chambers for private dining. Klana Coffee House is an additional venue public at this resort; it typically hosts private venue meals for breakfast, lunch and dinner. In addition, this

resort offers catering services for events such as corporate meetings, birthday parties, holiday celebrations, corporate lunches, and dinners (Klana Resort, n.d.).

2.7.4 Teambuilding Activities



Figure 1.8: Flying Fox & Rappelling Games

Teambuilding and leadership programmes are built and developed in such a way as to address the specific requirements and goals of an organisation in terms of training. Rappel from a mural painting of a rocky mountain that is recorded in the Malaysia Book of Records as the Tallest Rock Climbing Wall Mural' in Malaysia. The mural measures 70 feet in height and features a height of 70 feet. In addition to the Spider Web, Flying Fox, Rapelling and High and Low Ropes, there is a 12-foot Wall that tests a team's ability to work together, plan strategically, communicate effectively, and trust one another (Klana Resort, n.d.).

2.7.5 Other Services and Facilities

- Swimming Pool
- Gymnasium
- Sri Ratu Spa
- Convenience store
- Boutique
- Bicycles for rent
- Children's playground

3.0 TRAINING REFLECTION

My internship began on March 1, 2023, and it will conclude on August 15, 2023, a period of nearly six months. Klana Resort Seremban is the resort where I complete my internship. This is a fantastic opportunity because it allows me to see how a hotel operates from the inside. At the same time, the experience of working in the tourism business can open my eyes to the interest of this industry in the working world. Mr Shahrizal Salimin, who also served as my internship supervisor, assigned me to the Department of Sales and Marketing. Additionally, he serves as the senior sales and marketing manager. My workday begins at 9:00 a.m. and concludes at 5:30 p.m. In addition, between 1 and 2 p.m., I was given a one-hour break to eat lunch and execute the Zohor prayer. Besides, Monday through Friday constitutes my five-day workweek.

Although my department handles two aspects of business management, namely sales and marketing, I have been designated roles primarily focused on business sales, with a few marketing-related roles as a backup. This resort's sales department oversees the sale of banquets and hall rental packages for events. This department is crucial because it serves as the resort's consumer acquisition foundation. Because this resort is located in the middle of Seremban town, where tourism activities are comparatively low, this company's primary source of revenue is the rental of banquet halls. My duties are close to those of other sales personnel. My primary responsibility is receiving inquiries from prospective clients, responding to their questions about available hall rental packages, and persuading them to use the resort's products/services. I was tasked with gathering information about the client's desired event and preparing a price quote. Concurrently, I must reserve any necessary banquet facility in the banquet reservations book to reserve the time and venue for the prospective client. If the function package includes hotel accommodations, I must prepare documentation to send to the front desk department regarding hotel room reservations.

In addition to performing office duties, my additional responsibility is to welcome prospective clients who schedule in-person appointments at the hotel to discuss the hall rental package. Customers who have already obtained a price quote and wish to view the resort's products in person can schedule an appointment with the resort's salesperson, including myself. My role is to accompany the prospective client to the hall they wish to rent so they can see it for themselves while also providing a brief explanation of the product. I usually bring prospective clients to the hall, the VIP room (if necessary), the hotel room (if included in the package), the

prayer hall, and the dining outlets. If the client agrees to purchase a rental package from this resort, I must prepare additional sales documentation for the subsequent procedure.

Other tasks that I need to perform during this internship are updating the government client database as well as a small list of corporate companies where I need to transfer all previous client information from 2021 until the current year into the database. The required information includes the company representative, the company's name, address, state, office telephone number, the representative's mobile phone number, and email address. All of this information is obtained from previous quotation documentation; if any is incomplete, I must contact the customer to get the missing data. When calling previous customers, I was also instructed to inquire if anyone was interested in this resort's hall rental package. If interested consumers exist, I must prepare a quote for them. In addition, when the resort has new promotions, the PR manager will designate me to send out emails and WhatsApp blasts using the client database of the resort.

Last but not least, the essential benefit that comes from working in the Sales and Marketing department here at Klana Resort Seremban is the enhancement of the communication abilities that I already have. This is a result of the fact that the primary responsibility that falls under my duty demands me to interact with clients on a daily basis. Other skills that I picked up include having formal discussions in a professional context, including making a sales pitch to potential clients. In addition to that, I get the chance to gain experience in advertising basics by utilising social media and the Internet. I am confident that all of these intrinsic benefits will assist me in better preparing for future use in any field of employment and will motivate me to be more courageous in taking on challenges in disciplines that are outside of my comfort zone.

In addition, in terms of the extrinsic advantages, the primary one is that the corporation provides me with an RM200 monthly stipend for my work at this resort. During the course of my internship, I was also provided with one free meal every day that was considered my "duty meal." It's wonderful since it eliminates the need for me to spend money on lunch and enables me to put that money towards other expenses. Not only that, but this free duty lunch does not require a coupon, and there is no limit placed on the amount of food I can take, so I may take as much food as I need, including the daily desserts and snacks offered. I am thankful to receive both benefits throughout the term of the internship because not only does it assist me in learning something new that I can apply in the future, and the added advantages also make me

feel comfortable and welcome to carry out the internship in this firm. For all of these reasons, I am grateful to receive both benefits during this period.

4.0 SWOT ANALYSIS

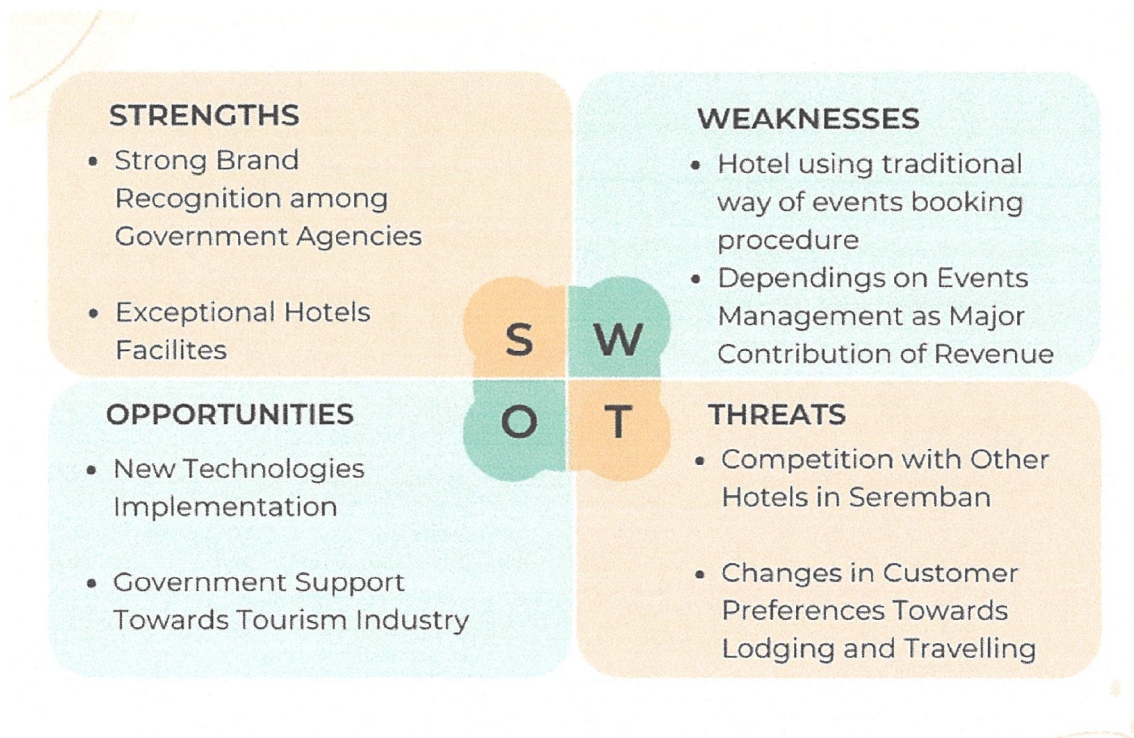


Figure 2.1: SWOT Analysis

4.1 STRENGTH

4.1.1 Strong Brand Recognition among Government Agencies

Klana Resort Seremban's key perk is that it is well-known by the local government. Numerous government entities have come to associate this hotel with specific qualities. One of them is that the hotel's ownership is a member of Negeri Sembilan's Menteri Besar Incorporated (MBI). It has widespread support because of its close ties to the state administration. For government agencies, the Klana Resort Seremban may offer a discounted price on their event and seminar packages, making them the first choice among hotels in Seremban for hosting conferences, seminars, and other large gatherings. In addition to being widely regarded as Seremban's finest provider of local fare, this hotel also offers substantial cost advantages over competing facilities for hosting events hosted by government entities. As a result of the hotel's widespread renown, the establishment enjoys the steadfast patronage of regulars who provide a significant monthly financial boost (Klana Resort, n.d).

4.1.2 Exceptional Hotel Facilities

Customers often base their choice of hotel on the quality of the available facilities. The facilities at Klana Resort Seremban are superior to those of its competitors. Tourists can stay in one of the resort's rooms, which is spacious and comfortable (Klana Resort, n.d.). Even the smallest guest room has enough space to accommodate a large group. This hotel has one of Seremban's largest selections of banquet halls and ballrooms. As a result, the hotel will be in a prime position to host more events at their facility and become the go-to venue for events with a huge guest list. Compared to other Seremban hotels, this one has a massive swimming pool, making it ideal for vacationers travelling in large groups or with many families. The outdoor park setting of Klana Resort Seremban makes it suitable for team-building activities like the flying fox and high ropes. (Klana Resort, n.d.).

4.2 WEAKNESS

4.2.1 Hotel using a traditional way of events booking procedure

The hotel's age can be deduced from the fact that it has been around for 30 years (Klana Resort, n.d.). Therefore, the hotel's event booking process is still conducted in a conventional manner. The Klana Resort Hotel has no online system to reserve a hall or ballroom for an event. It's possible that every salesperson has to use pen and paper while making reservations for the function hall. In addition, the system cannot automatically generate a quotation, thus, the salesperson must do it by manually typing it into Microsoft Word. The sales team and the company's reputation take a hit because of this issue, and it takes longer to respond to quotation requests from potential customers. On top of that, the hotel may lose potential revenue if the prospective customer decides to cancel the application because of the lengthy processing period.

4.2.2 Depending on Events Management as a Major Contribution of Revenue

While most business hotels make their money through the sale of guest rooms to vacationers, Klana Resort Seremban instead makes most of its revenue from the management of events held there. A significant amount of revenue is made from the selling of accommodations and food and drink at this hotel because of the events held there. This hotel's monthly earnings are thus highly sensitive to the frequency with which it hosts events. The hotel is in compromise because it cannot rely on other sorts of business to compensate for the losses incurred during months when event management is slow. The absence of events also reduces the hotel's food and beverage (F&B) and room and service (R&S) revenues.

4.3 OPPORTUNITIES

4.3.1 New Technologies Implementation

Because of the rise of tech-savvy consumers, such as those in Malaysia (Jovanovi & Savoiu, 2016), businesses can no longer afford to ignore the role of technology in their operations. Products with cutting-edge features that simplify users' lives tend to sell well. This presents an excellent chance for the Klana Resort Seremban to introduce advanced amenities to its guests. Digital mirrors, in-room tablets for remote service control, and many more innovations are all within reach. This hotel may stand out from the competition in part because of the unique features it provides. Better and speedier methods, for example, can benefit hotel guests and staff if implemented as part of the new technology. Having this system in place will make it easier to manage information at the hotel's administrative office and elsewhere, thereby boosting efficiency and production.

4.3.2 Government Support Towards Tourism Industry

In the 12th Malaysia Plan (12MP), the government outlined numerous initiatives aimed at renewing the tourism industry (Mosbah & Khuja, 2014). Malaysia strives to regain the trust of tourists in a post-pandemic world by promoting ecotourism and community-based cultural immersion programmes that eloquently depict the Malaysian experience. Cleanliness and safety will be promoted heavily in all promotional materials. The government has also introduced the National Tourism Policy (NTP) 2020-2030, a ten-year plan to revamp the tourism industry completely. The NTP aimed to make Malaysia one of the world's top 10 most popular and financially successful tourist destinations by 2021 (Tourism Malaysia, 2021). The Economic Transformation Plan (ETP) was introduced in 2010 (Bhuiyan et al., 2013), and it has since reaped benefits in the transportation, healthcare, education, retail, media, and service sectors. The development of Malaysia's tourism and hospitality sectors has allowed the country to cater to the needs of visitors successfully.

4.4 THREATS

4.4.1 Competition with Other Hotels in Seremban

Klana Resort Seremban, like every other business, faces competition from other organisations operating in the same market. Hotels in Seremban strive intensely for event management clients because the city is not a popular tourist destination. The Klana Resort Seremban and this competing hotel both have nearly identical amenities. A more affordable rate package for corporate clients and a more advantageous location may be two of the reasons why some potential guests select other hotels over this one. Because of this, Klana Resort Seremban is losing business to other hotels for corporate events. Since other hotels in the neighbourhood are situated closer to transportation and business hubs, this one faces competition from them in the effort to draw guests to the hotel area.

4.4.2 Changes in Customer Preferences Towards Lodging and Travelling

Every day brings new challenges and opportunities as the times continue to evolve and shape modern life. Everyday experiences can influence how people feel and what they conclude about something. Consumers' tastes have shifted, which in turn influences their purchasing decisions (Ramachandran & Basariya, 2019). When planning a trip, many guests would rather stay at a hotel or motel with multiple onsite attractions than a hotel that simply provides service rooms. Many vacationers look for hotels and motels with a selection of fun activities for guests. In addition, the socioeconomic circumstances in modern Malaysian society have led many consumers to seek out a less expensive place to dwell (STR, 2022). Concerns over public health have led some people to avoid visiting destinations that regularly welcome large numbers of foreign visitors, adding to the reluctance of locals to explore places they don't know well (Isabeau, 2022).

5.0 DISCUSSION AND RECOMMENDATION

5.1 STRENGTHS

5.1.1 Strong Brand Recognition among Government Agencies

Every business must work towards building a recognisable brand. It refers to the extent to which buyers recognise, appreciate, and have faith in a particular brand. When people recognise a firm, they may feel more inclined to buy from them because of that recognition. It has been found that consumers are more likely to purchase or subscribe to a service that they are already familiar with (Aribarg & Schwartz, 2019), suggesting that companies that successfully build and manage their brands are more likely to succeed financially. There is excellent familiarity with the Klana Resort Seremban amongst Negeri Sembilan government agencies and federal government entities based in Putrajaya. Proof of this can be found in the January–June 2023 data for the number of government agency events held at this hotel.

EVENT SEGMENTATION	NUMBER OF EVENTS AT KLANA RESORT SEREMBAN 2023						
	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE	TOTAL
GOVERNMENT	48	92	69	23	53	23	308
CORPORATE	13	6	10	12	20	8	69
SOCIAL EVENT	6	14	6	4	12	3	45
WEDDING	3	1	0	0	2	0	6
TOTAL	70	113	85	39	87	34	428

Figure 3.1: Table of the Number of Events at Klana Resort Seremban 2023

Based on the table above, Klana Resort Seremban has run an event for government agencies exceeding the target of other segments. Every month this hotel is also able to get more than 23 events from the government agency, exceeding the highest number of events managed for the corporate sector, which is 20 events. In fact, the highest number of events that the government agency has ever managed by the hotel during the first half of 2023 was a total of 92 events in the month of February. Some of the top clients among government agencies include Negeri Sembilan Islamic Religious Affairs Department (JHEAINS), Negeri Sembilan Islamic Religious Council

(MAINS), Social Welfare Department (JKM), SUK NS, as well as Yayasan Negeri Sembilan (YNS).

January, 2023	
Date	Company Name
6-Jan	Pejabat SUK Negeri Sembilan [SUK NS]
6-Jan	Jabatan Kerja Raya Negeri Sembilan [JKR]
6-7 Jan	Kementerian Kesihatan Malaysia Putrajaya [KKM]
7-8 Jan	Jabatan Muzium Negeri Sembilan
9-Jan	Jabatan Kebajikan Masyarakat [JKM] NS
9-Jan	Perbadanan Kemajuan Negeri NS [PKNNS]
9-Jan	Pejabat Menteri Besar NSDK
10-Jan	Pejabat SUK Negeri Sembilan [SUK NS]
11-Jan	Yayasan Negeri Sembilan [YNS]
11-Jan	Pejabat Pegawai Khas MB
12-Jan	Jabatan Pendidikan Negeri Sembilan [JPNS]
12-Jan	Majlis Agama Islam Negeri Sembilan [MAINS]
12-Jan	Ibu Pejabat Polis Daerah Seremban [IPD]
12-Jan	Pejabat Menteri Besar NSDK
12-13 Jan	Jabatan Pendakwaan Syariah Negeri Sembilan
13-Jan	Jabatan Kebajikan Masyarakat [JKM] NS
13 -15 Jan	Jabatan Keselamatan & Kesihatan Pekerja Putrajaya [JKKP]
14-Jan	Pejabat SUK Negeri Sembilan [SUK NS]
15-17 Jan	Jabatan Ukur & Pemetaan Malaysia [JUPEM]
16-Jan	Jabatan Kebajikan Masyarakat [JKM] NS
16-17 Jan	Majlis Agama Islam Negeri Sembilan [MAINS]
16-18 Jan	Pusat Kegiatan Guru Gombak [PKG]
16-18 Jan	Majlis Ketua Guru Gombak [MKG]
17-Jan	Yayasan Negeri Sembilan [YNS]
17-Jan	Jabatan Hal Ehwal Agama Islam NS [JHEAINS]
18-20 Jan	Jabatan Hal Ehwal Agama Islam NS [JHEAINS]
19-20 Jan	Jabatan Pendidikan Negeri Sembilan [JPNS]
20-Jan	Pejabat SUK Negeri Sembilan [SUK NS]
20-Jan	Pejabat Menteri Besar NSDK
20-21 Jan	Jabatan Kebudayaan & Kesenian Negara [JKKN]
25-26 Jan	Jabatan Hal Ehwal Agama Islam NS [JHEAINS]
25-27 Jan	Majlis Agama Islam & Adat Resam Melayu Pahang
26-Jan	Jabatan Hal Ehwal Agama Islam NS [JHEAINS]
26 -28 Jan	Pejabat SUK Negeri Sembilan [SUK NS]
27-Jan	Pejabat SUK Negeri Sembilan [SUK NS]
27-Jan	Majlis Agama Islam Negeri Sembilan [MAINS]
27-29 Jan	Jabatan Hal Ehwal Agama Islam NS [JHEAINS]
27-29 Jan	Jabatan Hal Ehwal Agama Islam NS [JHEAINS]
27-29 Jan	Jabatan Hal Ehwal Agama Islam NS [JHEAINS]
27-Jan	Yayasan Negeri Sembilan [YNS]
28-Jan	Jabatan Kebajikan Masyarakat [JKM] Putrajaya
28-Jan	Majlis Bandaraya Seremban [MBS]
29-Jan	Jabatan Hal Ehwal Agama Islam NS [JHEAINS]
30-Jan	Majlis Bandaraya Seremban [MBS]
30-Jan	Pejabat Menteri Besar NSDK
30Jan-1Feb	Jabatan Hal Ehwal Agama Islam NS [JHEAINS]
31-Jan	Pejabat SUK Negeri Sembilan [SUK NS]
31-Jan	Majlis Agama Islam Negeri Sembilan [MAINS]

Figure 3.2: List of Government Events Held at Klana Resort Seremban in January 2023





There are a number of reasons why the Klana Resort Seremban is a popular choice for events, seminars, and meetings organised by government bodies. One of the main reasons is the hotel's affordable seminar and residential packages. Government agencies can take advantage of discounted pricing compared to the standard rate for social and corporate events. This is because of the hotel's ownership, which is involved in the establishment's government discount policy. The Menteri Besar Incorporated (MBI) owns this hotel so that government agencies can use it to host conferences, training sessions, and other events (Singh, 2019). Therefore, the quoted price represents a significant discount compared to comparable local hotels. The hotel's proximity to state government office buildings also makes it a desirable option. There is no alcohol served at this hotel, making it a trusted halal brand among Seremban hotels. This hotel not only provides a halal assurance but also serves authentic Negeri Sembilan cuisine. Government agencies from outside of the state often choose to hold their seminars in Seremban so that their personnel get to experience the delicious food of Negeri Sembilan, as reported by the Malay Mail (2016)

Even so, there are some things that the hotel can improve to retain clients who come to this hotel and encourage repeat business. For example, the hotel's food and beverage staff need to regularly conduct food tasting to guarantee that customers always have a pleasant dining experience. Since hotel guests often return for the establishment's dining options, this suggests that the hotel's value should be raised to keep up with the industry. The hotel should also step up its marketing and sales efforts directed at corporate companies in order to entice more of these organisations to host their events at Klana Resort Seremban. In addition, this hotel and its top client can work together to create a contract making this hotel the exclusive location for any event or seminar hosted by the aforementioned government agency. Therefore, the hotel will be able to lock down an extensive number of events through the contract and guarantee income from specific clients.

5.1.2 Exceptional Hotel Facilities

In general, "hotel facilities" refers to features or spaces in a hotel that are meant to make a certain task easier for guests. Bars, restaurants, pools, tennis facilities, spas and even meeting spaces all fall under this category. The quality of a hotel's facilities directly affects its success. It is crucial to the hotel's success and reputation that the hotel's facilities are well-selected and well-managed. The Klana Resort Seremban is a well-known hotel in the area because of its exceptional services and amenities. The hotel's amenities, including the large, comfortable rooms, make it a good choice for vacationing groups of tourists or families. Even the hotel's smallest room offers more than enough space for most guests.

10.0 Exceptional





-  Nurfarizma from Malaysia
-  Family with young children
-  Garden View Twin Room
-  Stayed 1 night in April 2023

"Spacious and clean room"

The room is very spacious. Cleanliness of the room is good too. My kids love the pool. The staffs are friendly and very helpful. The particular time we came maybe it was hari raya so there was no room service to order food so you have to go outside the hotel or order grabfood. But its ok overall we are happy with our staying. Will repeat again if we come back to seremban.

Reviewed April 24, 2023

8.4 Excellent

-  Yung from Singapore
-  Family with young children
-  Deluxe King Room
-  Stayed 1 night in September 2022





"Newly refurbished spacious room!"

My husband and I stayed got a night in 313 Premier King and 311 Premier Twin with my uncle, his wife and a 6-year old. The rooms had your basics with a good selection of TV channels. Will come again.

Reviewed September 10, 2022

[See room deals](#)

10.0 Exceptional

-  Mursyidah from Malaysia
-  Family with young children
-  Deluxe Twin Room
-  Stayed 1 night in May 2023

"Review kolam"

Paling puas hati, swimming pool sangat luas dan besar, anak2 puas mandi kolam.

Reviewed May 30, 2023

[See room deals](#)

Figure 3.3: Reviews on Klana Resort Seremban from Agoda.com

In addition to large rooms, this hotel also has facilities among the largest ballrooms in the Seremban area to hold significant events such as weddings, seminars, conferences and many more. For example, there is a company that wants to hold a dinner party for more than 1000 pax, and the hotel is able to accommodate it. In addition, the hotel has a wide selection of halls that can accommodate gatherings of varying sizes. For instance, the Sri Merawan Hall can seat up to 30 people, while the Sri Merbau Hall can seat up to 100 people in a theatre-style setup.

Next, the Klana Resort Seremban is the only hotel in Seremban with a sizable outdoor park, making it the best option for a teambuilding event. The hotel has an outdoor park where guests can play activities like the flying fox and high ropes exercise. Furthermore, for guests interested in holding company team-building activities in this outdoor area, the hotel offers a package for teambuilding with a recreation manager. One of the main features of this hotel is its swimming pool, which is one of the largest leisure swimming pools in the Seremban area and features separate areas for children and adults.



Figure 3.4: High Ropes Game for Teambuilding Program

Because this hotel has been in operation for over 30 years, some areas of its facilities are no longer functional or less appealing. Therefore, the administration must make investments to enhance existing tourist facilities. To ensure that the existing facility is well-maintained, undamaged, and functional, maintenance activities must be performed with greater diligence. Investing in renovation to give hotel facilities a new appearance is also capable of attracting visitors, particularly if the furniture used is of contemporary design. As the hotel has ample space, new amenities such as tennis and volleyball courts can be introduced to increase the hotel's appeal.

5.2 WEAKNESSES

5.2.1 Hotel using a traditional way of events booking procedure

As previously stated, the hotel is an old establishment; therefore, some systems or procedures must still employ the conventional approach. Even though the room booking system at Klana Resort Seremban utilises one of the leading booking software, the method for booking events is still lagging. Everything is done manually, from the commencement of the booking process to the documentation of event orders. For instance, the salesperson will receive a quotation request via email or phone call, and the event details will be noted. To check the availability of the hall on any particular date, the salesperson needs to check the Banquet Reservations Book that has been placed near the department secretary's desk instead of checking on their computer. The reason is that no hall booking system is available on the computer for sales staff to verify. The salesperson will then manually write the event's information in the booking book. After reserving a venue, the salesperson must manually create a quotation in Microsoft Word by editing the event-specific details on the provided quotation template. These procedures differ significantly from those of other hotels; for instance, a hotel with an outstanding event booking system only needs to enter the event's specifics, and the system will continue to generate the quotation without needing to make any changes.



GROUP NAME: _____
REG NO: _____

ENQUIRY FORM

Company Name : _____
 Group Name : _____
 Company Address : _____
 Contact Person : _____ Contact No : _____
 Fax No : _____ Email Address : _____
 Mobile No : _____ Time : _____
 Check In Date : _____ Check Out Date : _____
 Room Type/No of Rooms : Single Twin Triple Exec / VP Suite
 Total No of Pax : _____ Set Up : Theatre Classroom
 Manager In Charge : _____ Roundtable Boardroom
 Events Name : _____ U-Shape Fish Bone
 Teambuilding : Yes / No _____

	Breakfast	Coffee Break	Lunch	Tea Break	Dinner	Supper
Day 1						
Day 2						
Day 3						
Day 4						
Day 5						

REMARKS : _____

 Date : _____ Inquiry Taken By : _____

Internal Reservation Form

Date of Request : _____ VIP :
 New Reservation :
 Amenities :

Arrival Date:	Arrival Flight/Time:	Departure Date:	Departure Flight/Time:

Name: _____ #Pax: _____ #Room: _____ Type: _____
 Surname First Initial
 Company Name/Title: _____ Rate... Full
 Address: _____ Comp
 50%
 Other
 Notice: _____

GTD By: LTR FAX TLX DEP CR CD
 Credit Card No. _____ Exp Date _____

Specials: _____
 Contact Tel No: _____
 Caller's Name and Address _____ Ext _____
 Remarks _____
 Resv. Clerk _____ Date _____ Folio# _____ Conf# _____
 Requested by _____ Approved by _____
 Signature _____ Signature _____

Figure 3.5: Enquiry Form for Event Booking & Reservation Form

Several factors cause it to become a vulnerability for the business. First, it is time-consuming, as sometimes multiple individuals wish to verify and book a hall at the reservation book simultaneously. Therefore, they must take turns, which occasionally causes the caller to wait a little longer. Manually altering details in Microsoft Office is also time-consuming and can result in a sluggish response time to the client. In addition, manual booking is susceptible to human error, such as a salesperson writing in the incorrect column of the reservation book, and some bookings are deleted due to illegible handwriting, resulting in a clash of bookings. Another example of a human error is the salesperson who failed to provide the requested quote despite noting the event details in the reservation book. Consequently, there were a number of instances in which prospective clients contacted back to inquire why they had not received a quote after days of waiting. In fact, many discontinue their bookings due to the hotel's slow response time. This results in a loss for the hotel due to lost business opportunities.

Due to this flaw, which contributes to a loss of business, the hotel must enhance its event-booking process. The most important thing that hotels can do is create a streamlined and efficient reservation system for the entire sales department. This system simplifies and expedites the process of verifying the availability of a venue. In addition, the booking system must be programmed to generate instantaneous quotes based on the information entered. This allows the quotation to be generated and sent to the client in a timely manner. In addition, hall-type booking errors can be avoided, and the hotel will be able to update the event waiting list more frequently.

5.2.2 Depending on Events Management as a Major Contribution of Revenue

A company's ability to bring in money is a crucial indicator of its well-being and ability to survive. It refers to the many channels through which a company generates income, such as selling products or rendering services. The ability to generate income from various sources increases a company's chances of success and stability. Perhaps, most hotels are built synonymously to provide lodging services to tourists and travellers. Consequently, the hotel's revenue should prioritise these two markets before expanding into others. However, the F&B and accommodation revenue at Klana Resort Seremban heavily relies on the hotel's event management sector. To rephrase, the hotel will struggle to acquire revenue and may even see a decline if it does not host any events or seminars. This is partly because there is little in the way of tourism or recreational pursuits. The hotel is solely focused on booking events and does not market itself as a destination in its own right.

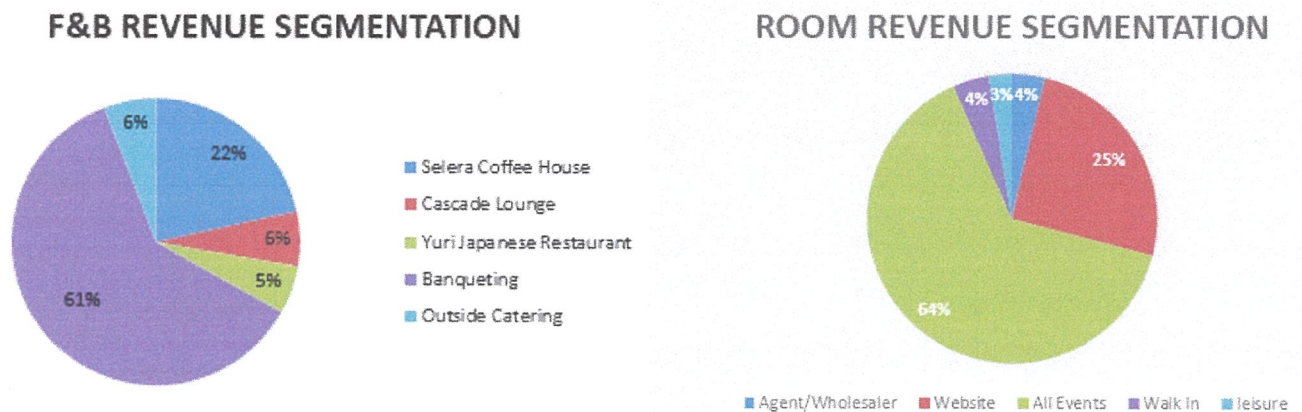


Figure 3.6: F&B and Room Revenue Segmentation

As much as 61% of this hotel's F&B revenue comes from banqueting, which is defined as revenue derived from events managed in the hotel, while the remaining F&B revenue segment often comes from tourists at the hotel's outlets. More than half of hotel customers choose to stay here because of events or seminars held at this hotel, and this is reflected in the hotel's room accommodation revenue, which accounts for 64% of the hotel's total revenue. In months with a low volume of hotel events, this might negatively impact the hotel's ability to make a profit from its food and beverage (F&B) and lodging (accommodation) operations.

The lack of tourists in Seremban is not an area that has many tourist attractions. Even so, a hotel may provide a mini tour package that covers a wide range of topics, such as a day trip to a cultural and gastronomic tour. In addition, the hotel can still attract local tourists by promoting staycation activities at this hotel. The hotel sector can now advertise to a previously untapped customer base. To ensure guests who come to relax at the hotel have all they need, hotels can establish a wide range of leisure businesses within the hotel complex. The hotel can also benefit from the usage-based and subscription-based revenue model in which customers pay in exchange for ongoing use of the hotel's services or purchase of its products. The hotel can offer swimming lessons, archery lessons, and access to a personal trainer at the fitness centre, to name a few. When a company has a broader range of products, it can better leverage its customer base and in-depth understanding of its current offerings to expand into adjacent markets and offer customers more supplementary offerings (Nikolskaya et al., 2019).

Hotels with solid management and a focus on their customers' needs will be in a prime position to take advantage of all these possibilities. In addition, hotels stand to gain financially from this as clients will stay at their establishments longer than the typical tourist. Therefore, the longer a guest stays at the hotel, the more likely they will spend money on the hotel's additional amenities and entertainment options (Nikolskaya et al., 2019).

5.3 OPPORTUNITIES

5.3.1 New Technologies Implementation

Since the hotel industry is focused on customer service, its staff members are vital, but technological advancements are necessary for the sector to thrive in the modern business climate. Several technical advances are needed to enhance hotel service and improve quality and productivity. Both the customers' participation in and expectations of the hotel service process, as well as the roles, responsibilities, and methods used by hotel management and service staff, are profoundly altered by technological advancements. Investments in IT and their role in progress are crucial for the hospitality industry since they boost efficiency, cut expenses, and improve the quality of guest experiences (Bilgihan & Rostami-Nejad, 2015). Consumers' pre-, during-, and post-stay expectations and demands for cutting-edge technologies have prompted a sea change in how hotels approach customer service. Based on a 2015 survey of 3,103 people, Sixty per cent of potential guests say they'd be more likely to book a night at a hotel that offers mobile check-in and room access (Kortsha, 2014).

According to Bilgihan and Rostami-Nejad (2015), tourism is one of the fastest-growing and most stable industries in the world economy. UNWTO estimates that international tourism contributes 10% of global GDP (UNWTO Tourism Highlights, 2016 Edition, 2016). One reason for these outcomes is the introduction of advanced technological devices. Since they account for over 25% of the world's population and are growing more and more prosperous as they begin climbing up in their careers, millennials (or young people in general) are seen as the initial and predominant worldwide consumer segment (Jovanovi & Savoiu, 2016). Young people today are naturally adept with technology and eager to learn about all the latest developments in the field (Jovanovi & Savoiu, 2016).

The proliferation of online communities and resources has aided hotel managers in their research, particularly in the formulation of operational plans (Koutroumanis, 2011). Managers can learn more about their customers' habits thanks to technological advancements, which in turn allows them to offer superior, customised service. Companies are trying to gain an advantage over rivals by using data to better understand their clientele and meet their specific requirements. As smartphone and

wearable device technology improves, so will the amount of data available to businesses and the ease with which they may obtain it. When AI is added, travel companies can quickly and accurately tailor their services to each customer. Managers of modern hotels gather information about their guests from various online sources, including public reservation systems, social media, and guest blogs (Kamble & Chandel, 2019). They can also employ technologies like tablets, smartphones, and other devices to encourage customers to complete surveys right away to acquire valuable data.

Wearables are one example of cutting-edge technology that hotels can adopt. There are now apps that make it simple, quick, and smart to do things like enter a room, turn on the lights and Smart TV, place an order for room service, lock and unlock a safe, and access personal belongings. Hotels can update their rooms in line with current tastes by installing features like Smart tile floors that alter the colours, colour-changing blinds, and remote control for services like curtains and smart alarm clocks (Jovanovi & Savoiu, 2016). In addition, the Klana Resort Seremban has the potential to introduce Chatbots and other forms of instant messaging. This technology also allows for two-way communication between hotel customers and the front desk in immediate response, which is crucial for handling guest complaints and avoiding negative internet reviews. Managers of hotels can use them in a wide variety of ingenious ways to boost business, acquire information from customers, and provide better service overall.

Improvements to the hotel's information system (HIS) are needed to make life easier for those working in the marketing, reservations, and front desk departments, as well as to cut down on the amount of time spent gathering, processing, and analysing data (Jovanovi & Savoiu, 2016). They can enter search parameters that help narrow down results and retrieve the desired data. Regarding guest services, technological advancements like the SOS alarm, in-room temperature control, and status monitoring can all help hotels better protect their guests by letting them know when someone is in their rooms and whether or not they want to be disturbed. In addition, the hotel's manager may exert more excellent supervision over staff operations thanks to the access control system. Managers may quickly check employees' hours worked, and receptionists can utilise it to learn everyone's status. If a guest is there when a room is marked as available for cleaning, the cleaning staff won't be able to enter the room. This helps keep everyone involved out of unpleasant circumstances.

5.3.2 Government Support Towards Tourism Industry

The government's encouragement of the tourism industry is highly beneficial because it opens up numerous doors for monetary and industrial growth. More international visitors can be attracted if the government formulates policies that pave the way for development in the tourism sector. Domestic tourism will also increase because the government has made it easy for tourists to move around Malaysia. The government's commitment is exemplified by the 12th Malaysia Plan (12MP), which contains numerous initiatives to revive the country's tourism industry (Mosbah & Khuja, 2014). Regaining the trust of tourists, producing and delivering higher quality goods and services, making tourism products more environmentally friendly, promoting and placing brands more prominently, improving government policy, and encouraging more internal travel were all measures taken to revitalise the sector. The document outlines plans to promote Malaysia as a primary choice location for MICE (meetings, incentives, conventions, and exhibitions) events and shopping, as well as strategies to introduce a more agile and effective business model to allow the private sector to complement government efforts (Mosbah & Khuja, 2014). The Malaysia Truly Asia slogan will be brought back to life, and exciting new vacation packages will be created and promoted to attract more tourists to the country. These packages will highlight culturally significant sites and experiences throughout Malaysia. As part of its mission, Tourism Malaysia is also working hard to increase the number of international and domestic visitors returning to the country (Tourism Malaysia, 2021).

In addition, Budget 2022 calls for the implementation of seven significant initiatives with a combined value of RM1.6 billion in 2022 to revitalise the country's tourism industry. More than 20,000 tourism operators registered with MOTAC will receive special assistance totalling RM85 million, and RM50 million will be set aside for the industry's upkeep as part of the PENJANA Tourism Financing and BPMB Rehabilitation Scheme. In addition, the MOTAC has set aside RM30 million in matching grants for the renovation of 738 low-cost hotels and registered homestay owners, RM50 million in matching grants for businesses to host cultural events, and RM60 million in incentive funds for initiatives designed to boost domestic tourism (Tourism Malaysia, 2021). The government has also introduced the National Tourism Policy (NTP) 2020–2030, and the launch of the Economic Transformation Plan (ETP) in 2010 will be beneficial to the transportation, healthcare, education, retail, media, and service sectors (Bhuiyan et al., 2013). The

tourism and hospitality industries both stand to benefit from all of these new initiatives and developments in the years to come. The East Coast Rail Link project, for instance, which is slated for completion in 2026, will bring more tourists to Kelantan state and Terengganu, and not just because of the incentives available there. Highway construction is also underway, with projects like East Malaysia's 5,500-kilometer Pan-Borneo Highway scheduled for completion by 2025 (Herbert Smith Freehills, 2021).

The hospitality industry in Malaysia has a great possibility to grow as a whole if they take advantage of the government's encouragement and implement the tourist sector development plan. Hotels, for instance, would be wise to take advantage of any and all festivals the government supports to raise awareness of their brand and market tourism-related products and services. Following the government's lead, the hospitality industry can promote tourism in the country by offering culturally and historically themed vacation packages (Tourism Malaysia, 2021). If the hotel's package is particularly creative, the two parties may be able to work together on future events and marketing initiatives. With regards to domestic tourism, the hospitality sector can concentrate on advertising its services by following one or more of the government's guidelines, which may include experiencing shopping, ecotourism, visiting friends and family, and even adventure travel (Tourism Malaysia, 2021). By setting themselves apart from rivals, hotels can attract more patrons by providing novel amenities.

5.4 THREATS

5.4.1 Competition with Other Hotels in Seremban

Hotels in Seremban rely heavily on event, seminar, and conference management through the rental of hall and banquet space because the city is not a popular tourist destination. As a result, Klana Resort Seremban faces stiff competition from similar establishments for tourist business. While the hotel has successfully attracted customers from the public sector, its efforts to manage or secure corporate business have lagged. Several factors, such as a lower package price for corporate clients, the provision of alcohol, and so on, cause many clients from the corporate sector to choose competitors to conduct their events. The hotel is at elevated risk since it won't be able to make deals with the many available corporate clients in and around the Seremban area.

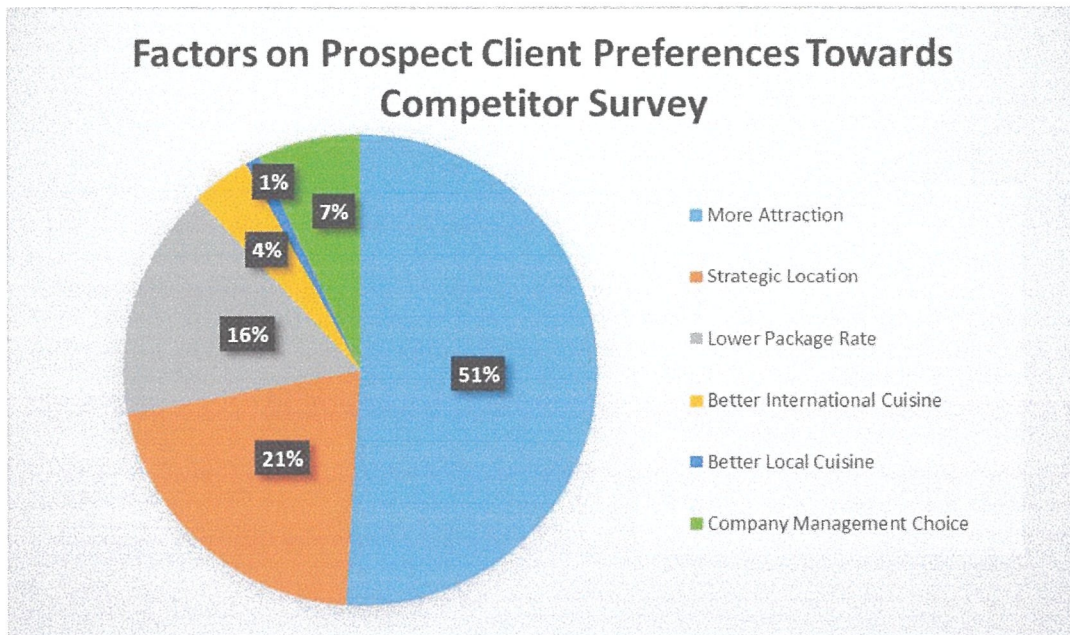


Figure 3.7: Survey result of the Factors on Prospect Client Preferences Towards Competitor

The 4-star Royale Chulan Seremban and the 3-star Palm Hotel are Klana Resort Seremban's main rivals. These two hotels pose a threat to Klana Resort Seremban because they are among the most popular in the city and offer services and facilities that are competitive with those of Klana's, such as large ballrooms suitable for formal events. The sales staff at Klana Resort ran a poll to determine why prospective clients have chosen other hotels over their own. Due to its attraction, half of all respondents choose the alternative destination. The hotel's location within a retail mall lends credence to the assumption that it is the Palm Hotel; such a location would be ideal for guests who want easy access to a variety of restaurants, a movie theatre, and other forms of entertainment (Palm Seremban Hotel, n.d.). One more is that compared to Klana Resort Seremban, Royale Chulan is closer to major transit and tourist hubs (Official Site Royale Chulan Seremban, n.d.). After that, some respondents think that another location offers better value for money in terms of event packages, company management options, foreign cuisine, and local cuisine.

Due to this growing popularity of other hotels, Klana Resort Seremban needs to differentiate itself from the market competitor in order to attract guests by differentiating the guest experience. Hotels can promote and, if possible, increase the number of

distinctive features and services offered. Since there is a large amount of underutilised hall space, it might be used to create new amenities like a karaoke room, movie theatre, game room, rooftop bar and more. In addition to gymnasiums, hotels may provide outdoor tennis and volleyball courts. Other than attractions, Klana Resort Seremban can improve the amenities it offers customers, such as personalised welcome gifts and room service. All of the special touches should make the guests' leisure time more relaxing and enjoyable. Hotels can also produce booklets of activities for the enjoyment of their visitors. With a guide from the hotel, guests will feel more welcome at the hotel and are more likely to return in the future. Apart from that, hotels need to make use of the guest rewards programme. Hotels can attract a specific clientele and increase repeat business by providing a robust loyalty programme for their guests. Hotels may maintain client satisfaction by fostering new alliances and elevating the value of existing ones, both of which are essential to the success of any business (Yang et al., 2017).

5.4.2 Changes in Customer Preferences Towards Lodging and Travelling

According to research by Ramachandran and Basariya (2019), consumers' purchase decisions are heavily influenced by their preferences, which include what they expect, likes, dislikes, motives, and tendencies. The term "consumer satisfaction maximisation" describes the actions taken by buyers to achieve this goal. According to the theory (Ramachandran & Basariya, 2019), customers are influenced by their own preferences, the preferences of those around them, and the circumstances in which a purchase is being considered. The social pressure to act or believe a specific way is just one way in which social norms and cultural values impact consumers (Li et al., 2014). It can be used in several contexts, including learning about consumer preferences, developing new offerings in response to those preferences, and enhancing the quality of existing offerings (Li et al., 2014). Nonetheless, the hotel business as a whole faces challenges from shifting client preferences in terms of accommodation, travel style, and attraction, all of which pose a risk to Klana Resort Seremban.

The COVID-19 outbreak has influenced customer demand shifts towards alternative lodging for tourists. The rise of remote employment, limits on travel, and increased security measures have all altered traditional work and living patterns

(Sanabria-Daz et al., 2021). The types of people staying in hotels and their motivations for doing so may change over time. People are becoming wary of visiting locations frequented by foreign tourists out of fear for their health once a pandemic occurs (Sanabria-Daz et al., 2021). The local economy has also taken a hit from the pandemic, with many people reluctant to take expensive vacations. Nearly 70% of respondents to a STR (Co Star Group) survey said they intend to select alternative, more cost-effective lodging options in the future (STR, 2022). As a society, Malaysians love to follow the current trend to stay up with society's daily activities (Isabeau, 2022). This means that customers' tastes are constantly evolving under the impact of social media.

Since the hotel industry hinges on guest experience, to be successful, Klana Resort Seremban need to follow new consumer trends closely and move with the trends to provide the best guest experience. It's clear that social media significantly influences user behavior (Isabeau, 2022). As a result, Klana Resort Seremban must monitor social media trends so that they may tailor their offerings to the preferences of modern Malaysians. If, for instance, a TikTok-based holiday craze emerges in which guests may enjoy activities like ATV rides, the hotel would be wise to adapt their outdoor offerings accordingly. By keeping up with the latest trend, Klana Resort Seremban has positioned itself as the go-to spot for holidaymakers seeking a mainstream experience.

Next, the hotel can advertise special rates for short-distance visitors, or "micro-travellers," who often stay at a location less than a four-hour drive from their primary residence (Isabeau, 2022). Direct advertising with targeted campaigns might be helpful for promoting lodging. Advertisements on the most popular social media sites can be easily customised to reach people who live within a three to four-hour drive of the property or have already shown interest in the area by liking relevant pages. In addition, booking windows are getting smaller as a result of passengers being wary of making reservations too far ahead of time for fear of having their trips disrupted by new regulations, such as quarantine mandates (Isabeau, 2022). Therefore, hotels need the flexibility to rapidly adjust their pricing and strategies in response to shifting market conditions.

6.0 CONCLUSION

At last, I have gained insight into the inner workings of the hospitality sector thanks to my internship at Emerald Spirit Sdn Bhd, also known as Klana Resort Seremban. It has taught me a lot about the internal operations of hotels, which is the bedrock of the hospitality business. My outlook on personal development has been drastically altered, and I now feel much more assured of my abilities due to the experience I was given. Over the course of six months, I was taught to overcome my reserved nature and make conversation with clients. As part of my job, I interact with customers on a regular basis and explain to them regarding the offerings of my company. The ability to put my communication skills to daily use and grow in assurance thanks to this experience, is invaluable. In addition, I gained a deeper comprehension of the corporate world and the company's ability to survive to provide superior customer service. This apprenticeship enabled me to evaluate my preferred business field by providing an understanding of how specific departments function on a daily basis. I now have a clearer vision of my professional future and the self-assurance to work towards it with enthusiasm. Finally, I've found that analysing the company's strengths, weaknesses, opportunities, and threats through a SWOT analysis is a beneficial practice. It's been illuminating my grasp of the company's history, present, and prospective. By considering both internal and external elements, the SWOT analysis may provide helpful information for strategic decision-making and lead to the discovery of new opportunities for development and expansion. Nonetheless, the SWOT analysis was created for educational use only and does not in any way criticise the organisation.

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APPENDICES



Figure 4.1: Food Served at Hitea Buffet



Figure 4.2: Ballroom 1 with Classroom Seating Arrangement for Seminar



Figure 4.3: Balcony of Garden Premium Room



Figure 4.4: Kids & Adult Swimming Pool



Figure 4.5: Government Agencies Event Held at Klana Resort Seremban