



FACULTY OF BUSINESS AND MANAGEMENT
BACHELOR OF BUSINESS ADMINISTRATION (HONS.) HUMAN
RESOURCE MANAGEMENT

INDUSTRIAL TRAINING REPORT AT ONE&ONLY DESARU COAST

(1 March 2023 – 15 August 2023)

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(2020820028)

PROGRAMME:

BA243



UNIVERSITI
TEKNOLOGI
MARA

Cawangan Melaka

One&Only
DESARU COAST

Executive Summary

One&Only Desaru Coast is a well-known property in Southeast Asia, renowned for its ultra-luxury brand. The resort has a unique design that separates the bathroom and bedroom, which is a popular feature among guests because it reminded us for the old house design. During my internship journey at this resort, I was responsible for a variety of tasks, including learning new software, organizing activities, and improving my communication skills. I also gained valuable insights into the payroll process for interns, which was a great experience.

Besides, I conducted a SWOT analysis of One&Only Desaru Coast, and the strengths that I noticed include the fact that it is an international brand that attracts guests from all over the world. Additionally, the resort has collaborated with well-known brands such as Dior and Michelin star restaurants, and it has received a silver award for its sustainability program. However, the resort also has some weaknesses that could be overcome, such as its high prices and high turnover rate. However, the resort also has some opportunities, such as the opening of a new ferry terminal nearby and the potential to attract more Chinese and Indian guests, as these countries have large outbound travel markets. The main threats to the resort are competition from other high-standard hotels in Malaysia and the monsoon season in the Desaru Coast.

I am grateful for the opportunity to have interned at One&Only Desaru Coast, and I believe that the resort has a bright future. I am confident that the resort can overcome its challenges and continue to be a successful destination for guests from all over the world.

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Acknowledgment

This final report that was assigned to me had a tremendous impact on me. The effect was very beneficial for me in terms of enhancing my knowledge of my internship journey.

Firstly, I would like to thank One & Only Desaru Coast, Malaysia for giving me the opportunity to undergo my internship and gave valuable experience to me. Next, I would also like to express my gratitude to my advisor, Madam Siti Musliha binti Mohd Idris, for guiding me, for giving remarkable comments and constructive feedback with patience and passion. I pray that Allah S.W.T. grants her happiness, good health, and success throughout her life.

I would also like to thank everyone who has guided me in accomplishing this assignment, directly and indirectly. Many people, mainly my supervisors in the company, Miss Mary Susan Johnson, and all my colleagues, have made essential contributions to my internship, including sharing ideas and making comments, which motivated me to enhance my confidence. I appreciate everyone for their direct and indirect assistance.

Last but not least, my deepest gratitude goes to my beloved parents for their endless love, prayers, and encouragement. To those who have indirectly contributed to this individual assignment, your kindness means a lot to all of me. Thank you.

1.0 Resume

Nuranis Syamira Binti Zulhisham



Education

**Sekolah Menengah Kebangsaan
Bandar Mas**
2013 - 2018

**Johor Matriculation College
in Accounting**
2019 - 2020
CGPA: 3.92

**Universiti Teknologi MARA
(UiTM) Kampus
Bandaraya Melaka**
Bachelor of Business Administration
(Hons.)
Human Resources Management
2021 - Present
CGPA: 3.70

Language

Bahasa Malaysia
Spoken: Excellent
Writing: Excellent

English
Spoken: Good
Written: Good

Skills

Strong communication and
collaboration skills
Attention to detail and ability
to multitask
Good Leadership
& Teamwork skills
Good time management
skills
Microsoft Word, PowerPoint &
Excel
Creative in video & poster
editing

Objectives

To acquire an exceptional working opportunity in Human Resources to enhance the career by improving the skills in this field, provide the professional and finest performance, bringing strong knowledge, and the ability to utilize the knowledge in the best way possible.

Work Experience

Part Time at Bayu Balau Beach Resort
December 2018 - March 2019

- Responsible in managing my time skills and be discipline while doing work
- Create and engaging good communication with customer/guest

Internship at One & Only Desaru Coast
March 2023 - August 2023

- Improve my performance at Human Resources and training field
- Organized a successful wellness day for boosting employee engagement
- Completed Forbes Travel Guide training to elevate service standards
- Responsible to improve my confidence while communicate with colleagues

Experiences

- Participate in training programme by Forbes Travel Guide while doing my internship
- Organizing event for Wellness Day at One&Only Desaru Coast like badminton tournament and beach clean up
- Handling payroll for all trainees every month
- Exco Administration, Level Up Your Business with Shopee 2021 (Human Resources Week 2021), UiTM Kampus Bandaraya Melaka
- Exco Multimedia, Sukarelawan Zakat (SuZa), UiTM Kampus Bandaraya Melaka
- Exco Protocol, Explorace under Charity Week 2022 & Collaborated with Islamic Relief Malaysia (IRM)
- Exco Technical in Programme Encounter Economic Crisis 2023 (Human Resources Week 2022)
- Exco Multimedia in Fundraising's Event at Mydin Ayer Keroh under Charity Week 2022

Award & Achievement

- Silver Award for Virtual-Melaka International Intellectual Exposition
- Participated in Webinar Celik IT - Microsoft Office by UITM Segamat
- Involved in Programme Virtual Up Skilling Program by Human Resources Society, UITM Kampus Bandaraya Melaka
- Participated in Sharing Session: A Day with HR Professional By Human Resources Society, UITM Kampus Puncak Alam
- Participated in Programme Industrial Relation in Malaysia: Issues and Perspective from Industry, Industrial Court and Trade Union

References

Mary Susan Johnson

Manager Learning & Development
One&Only Desaru Coast

Nur Hazwani Mohamad Roseli

Program Coordinator (Practical Training)
UITM Kampus Bandaraya Melaka

Dr Azhana Binti Othman

Senior Lecturer
Faculty of Business Management
UITM Kampus Bandaraya Melaka

2.0 Company Profile

One&Only

DESARU COAST

2.1 About One&Only Desaru Coast



One&Only Desaru Coast is the first ultra-luxury resort in Asia. It is owned by Khazanah Nasional Berhad through its investment in Destination Resorts & Hotels, which is managed by Kerzner International Holdings Limited, a company based in Dubai. Siro, Rare Finds, Atlantis, and One&Only are the four brands established under this company. Under the leadership of Chief Executive Officer Philippe Zuber, these companies are constantly expanding and developing around the world, including Australia, China, Rwanda, and Greece. As a private legal entity, One&Only Desaru Coast has become renowned for its luxury hospitality and known for its accommodations, impeccable service, and stunning location. It offers an extraordinary experience that embraces the natural beauty of its surroundings and embraces the luxury hospitality of Malaysia, making it an ideal destination for a romantic escape, a memorable family vacation, or a peaceful retreat.

Opened on September 6, 2020, One&Only Desaru Coast was located on 128 acres of beautiful beachfront in Desaru Coast, Kota Tinggi, Johor (Khoo, 2020). It has a unique attraction among all the resorts in Southeast Asia under the leadership of our highly anticipated General Manager, Jerome Pichon. Despite establishing itself in the waving of covid 19

pandemic, this company managed to sustain its business until now. This resort features 42 spacious suites, 2 luxurious grand suites, and a private 4-bedroom Villa One that promises privacy to all the guests. One of the uniqueness of this resort is the concept which is a traditional village that is set apart from the rest of the world. Inspired by traditional village architecture, this concept features a unique layout where the bedroom and bathroom are separated, which is shown as the design in old houses in rural communities. Upon arrival, guests will be greeted by the rhythmic beats of Jidor, a traditional Malaysian large drum, and treated to exclusive welcome drinks such as Longan Pandan for adults and Ribena Lemon for kids.



2.2 One&Only Desaru Coast Vision, Mission, Objectives & Values

The vision of this company is “We create joy for our guests through emotional connections to be leading ultra-luxury beach resort in Southeast Asia”. This vision shows that they always provide good service to guests from the day they arrive until they depart. Colleagues ensure that they establish strong connections and demonstrate anticipation in their jobs while communicating with guests. Aligned with this profound vision, **the mission** is to create tailored experiences enhanced by its vast surrounding, unspoilt nature, Malaysian culture that are delivered by their diverse passionate colleagues. This means that One&Only Desaru Coast will make sure that the guest will be having an unforgettable experience and everlasting memories during their stay. Next, **the objective** is to build a lasting legacy and create sustainable value for all our stakeholders. Additionally, they also have their brand promise that is called "We Create Joy," to ensure that every employee is inspired to work well at their job. This commitment is manifested through the establishment of a dedicated relaxation area called Joy Space, where employees can take short breaks. Furthermore, the management consistently

plans engaging activities and initiatives to prevent demotivation among colleagues while they are working.

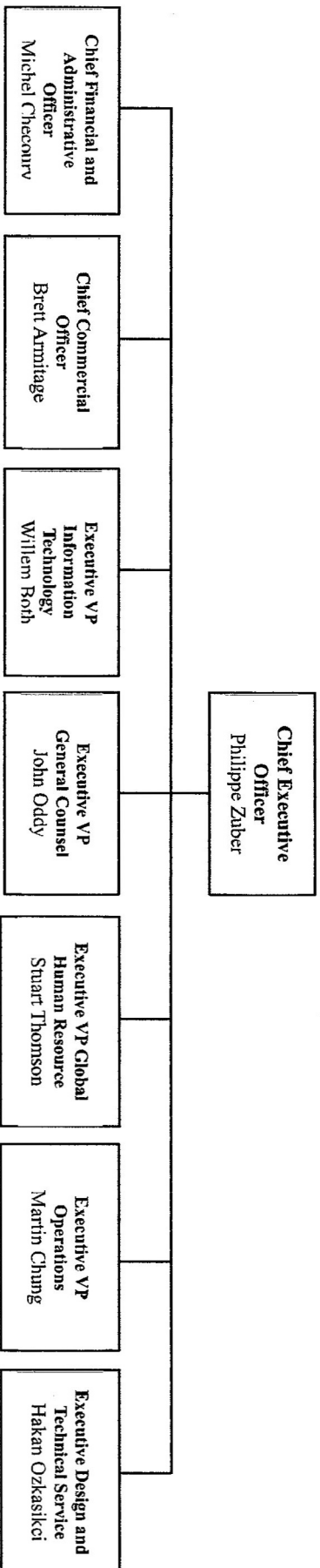
This resort values the sense of unity and respect among its team members, **referring to them as "colleagues" instead of employees or workers.** This inclusive term reflects the resort's commitment to creating a harmonious work environment and a good bonding between one another. Additionally, they also practice a heartwarming gesture that exemplifies the resort's hospitality when colleagues place their hand on their heart to greet both colleagues and guests. This gesture signifies a genuine respect and appreciation for the people they interact with, making them feel valued and important. By fostering a culture of respect and unity, One&Only Desaru Coast ensures that every colleague or guest is treated with the utmost care and consideration.

People	Passion	Place	Prosperity
We do business at an emotional level.	We absolutely love what we do.	We curate exceptional places and experiences.	We create a positive lasting impact. (Colleagues, Guests, Investors and Communities)

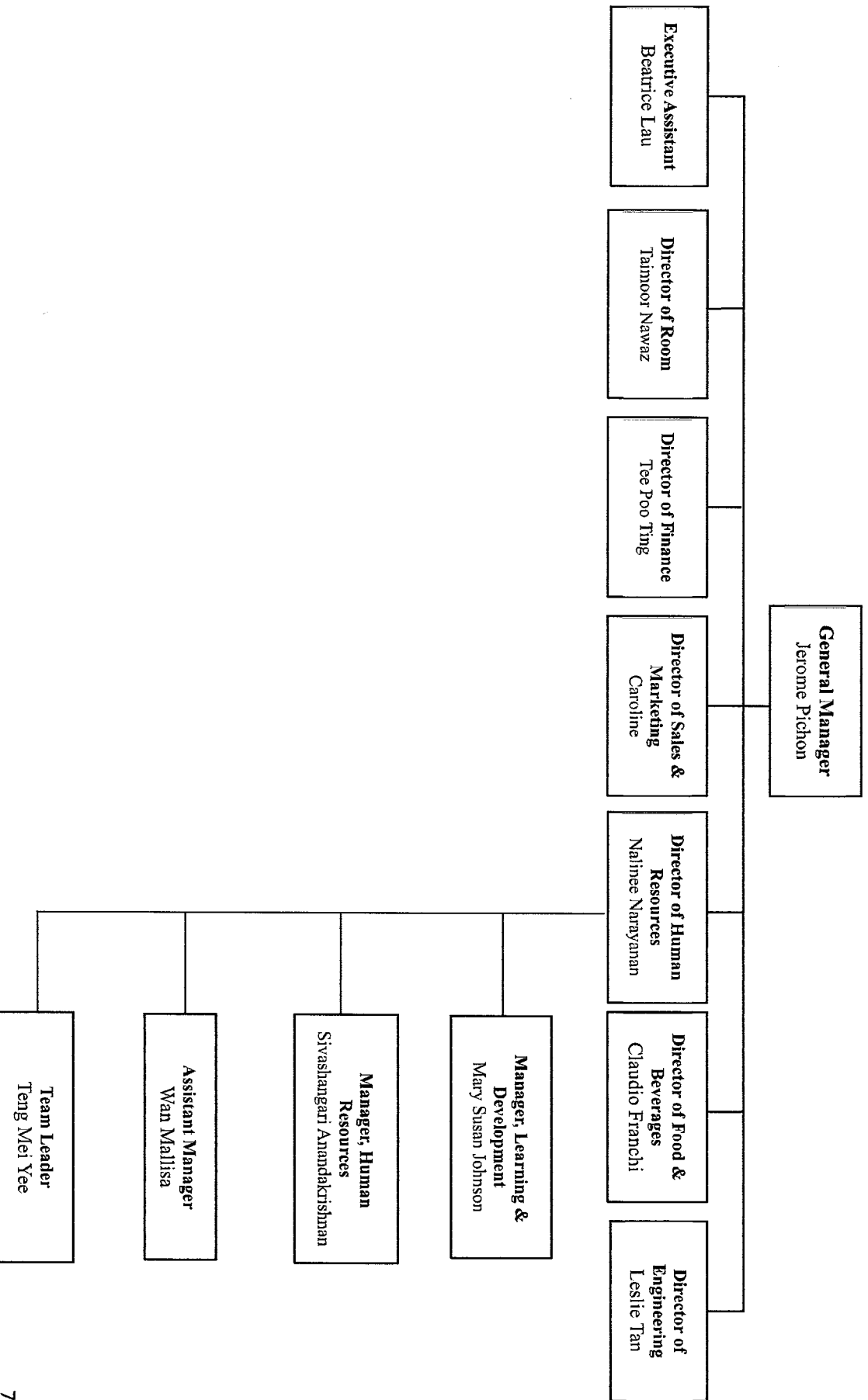
Not only that, One&Only Desaru Coast have their **own services philosophy**, 5 pillars which are warmth, empathy, anticipation, precision and creativity that drive all the colleague to do better in their job and keep them always on track while confronting the guest. Adding to the resort's allure is its exclusive brand of perfume called "Tropical Sanctuary." This special fragrance embodies the peaceful atmosphere of the beautiful surroundings, surrounding guests with a delightful scent that enhances their stay and brings a sense of calmness. Next, every One&Only resort is proud to offer its own special jam flavor. Embracing the true spirit of the location, the Desaru Coast resort presents a custom papaya jam that lets visitors enjoy the unique flavors and carefully made to give guests a delicious taste of the local fruits in Malaysia. Thus, this resort is known for its expertise in various areas, especially in how they treat their guests and shows strong dedication to providing exceptional service and maintaining high-quality standards. The resort takes great pride in making sure that every guest is well looked after, going the extra mile to create unforgettable moments and ensuring consistently excellent service.

2.3 Organizational Structure

Kerzner International Leadership Team



One & Only Desaru Coast Organizational Chart



3.0 Training's Reflection

My internship experience at One&Only Desaru Coast in the Human Resource Department has been an enriching and transformative experience. Over the course of six months, from 1st March 2023 to 15th August 2023, I had the chance to explore different Human Resources functions and personally see how important it is for the success of a company. In this reflection, I would like to share the valuable lessons that I learned, the skills I acquired and the personal growth I experience during my internship. Firstly, **I had the opportunity to work with various software, including the Orisoft system.** One of the key responsibilities assigned to me was to familiarize myself with this software and utilize its features effectively. Orisoft proved to be an invaluable tool for managing employee information and payroll.

Under the guidance of my team leader, I gained an in-depth understanding of the capabilities of the Orisoft software. It served as a comprehensive database containing essential personal details of employees, such as their contact information, payroll details, emergency contacts, and benefits. I learned how to navigate the software and retrieve accurate and up-to-date employee information promptly. Not only that, but **I also learn about new software for generating ID cards for all colleagues called Asure ID.** This involved familiarizing myself with the software's functionalities and understanding the process of creating ID cards. Through this task, I not only enhanced my technical skills but also gained confidence in using new software effectively. Apart from that, I also developed the ability to recognize my colleagues by knowing their names and recognizing them in pictures since I still new in the company. This helps me remember their names and enables me to address them during the communication process, especially for new colleagues who have joined the company. It was an interesting learning experience as I am now able to create the ID cards using the printing machine on my own after being trained by my team leader. She taught me step by step how to include the data into the software until I became proficient.

Next, I had the opportunity to **learn about payroll management** with the guidance of my supervisor, Miss Mary Susan. She patiently taught me the step-by-step process of handling payroll for all the trainees, which was a crucial responsibility in the HR department. Learning about payroll was a great experience for me as an HR intern because it is one of the important tasks in HR. We had to carefully review and double-check employee information, such as hours worked, overtime, and any deductions they were entitled to. The trust my supervisor placed in me to handle payroll independently was a significant confidence booster. This experience not

only allowed me to develop attention to detail but also fostered a sense of responsibility and encouraged me to continue expanding my knowledge in payroll management.

Additionally, a major focus of my internship was on **developing my communication skills**. Prior to joining One&Only Desaru Coast, I struggled with confidence in speaking with people. As what I experienced, most of the colleague in this resort are not from Malaysia and they are mostly communicating in English. However, the welcoming and friendly nature of my colleagues created an environment that fostered personal growth. Engaging with colleagues on a daily basis allowed me to overcome my nerves and improve my communication abilities. This experience has been invaluable in developing my interpersonal skills, which are crucial in the HR field as we need to communicate almost everything with the colleague. As far in my degree journey, I realized that I have been improving my way of communicating especially in English. It is not always easy for me to try but the support and confidence I gain from all the colleagues always boost my determination to communicate with them every time they approach me.

Besides, I was also given an opportunity by my Director of Human Resources to **assist in the recruitment process and arrange job fairs**. She assigned me the task of contacting hospitality universities in Malaysia that offer hospitality management courses. My role was to schedule job fairs or career talks at these universities with the aim of providing a better understanding of the One&Only Desaru Coast property and attracting students to join the company after completing their studies. This job allowed me to gain more knowledge in this area and provided me with a better understanding of real-life job requirements. Additionally, I participated in job fairs at PERKESO Johor Bahru, where I **helped organize interviews with the candidates**. I learned about the entire process, starting with the initial interview, followed by selecting the best candidate to be considered for employment. Afterwards, they would have another interview with the manager of the department they applied for. If they were accepted, they would receive an offer letter from the Human Resources department and proceed to the next steps. This recruitment process required a significant amount of time and careful consideration to ensure that we hired suitable candidates.

In addition, during my time as a trainee at the luxury hotel, I had the wonderful **opportunity to be involved in organizing and participating in various events**. I am truly grateful for this chance as it provided me with valuable experiences and unforgettable memories throughout my internship. Among all the events, the Syabas Award holds a special

place in my heart. It is an annual dinner where colleagues are recognized and received award for their hard work. My role was to decorate the event and make sure everything ran smoothly. I took this responsibility seriously and paid attention to every detail to create an elegant and sophisticated atmosphere that matched the significance of the occasion. Additionally, my team and I worked hard to ensure that all aspects of the event were executed flawlessly without any issues. Not only that, but I was also **given the opportunity to participate in a training program** held by the Forbes Travel Guide company. They helped us achieve the standards required for luxury properties and acted as auditors to give us recognition if we could meet the stated standards. During the past four days of the programme, I was responsible for the registration process for all the attendees and also participated in the sessions. It was a memorable program that I will never forget since it was my first training session, and I learned a lot during that time.

Next, at One&Only Desaru Coast, we also had **a monthly event called Wellness Day**. This program was held every month with four themes: emotion, physical, financial, and social. As a part of the Human Resources department, we were responsible for generating ideas to make this program successful. Some examples of programs that were held during my internship included badminton tournaments, bowling tournaments, beach clean-ups, and "plan your own veggies" activities. These activities helped strengthen the bond between management and colleagues as we had the opportunity to engage with one another. Furthermore, we also had a birthday bash every month at our café to celebrate colleagues' birthdays according to their birth month. They were given a gift and got to cut the cake with our General Manager. By organizing these activities, our colleagues felt appreciated and a sense of belonging in the workplace. Additionally, I had the **opportunity to utilize my talent in designing posters using the Canva app for every event**. My supervisor always trusted me to showcase my creativity and attract colleagues to join us. This opportunity was truly meaningful to me as I enjoy learning and coming up with new ideas.

Lastly, as part of the HR team, **we participated in morning briefings known as "the daily."** These briefings served as a platform for each department to discuss their objectives for the day. As an HR team member, I took turns reading out the briefing and understanding the tasks assigned to me by my supervisor. This practice helped me prioritize my activities and provided clear focus on the specific goals I needed to accomplish. Whether it was organizing colleague certificates or arranging career fairs, the morning briefings ensured that I stayed on track and focused on the day's priorities. Not only that, during the briefing, we also usually had

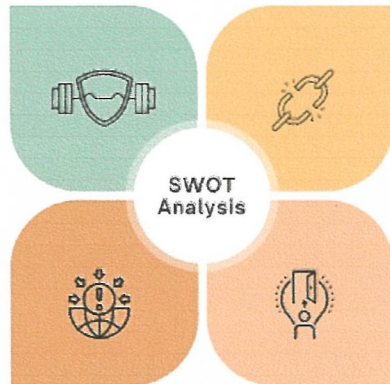
a session called "Moment of Joy" where the entire team would share our joyful moments from the past 24 hours, whether they were related to our personal lives or feedback from guests. For me, this was a very heart-warming session as it allowed us to relieve stress during that time. For example, my supervisor, Miss Mary Susan, shared her excitement when the company announced that all colleagues would receive bonuses this month.

As I reflect upon my time there, I realize that I was not only able to enhance my knowledge and skills, but also **received several benefits that made my internship more rewarding**. Firstly, I greatly appreciated the RM500 allowance that was provided to me. This financial support allowed me to cover some of my personal expenses and it was encouraging to receive as it demonstrated the organization's commitment to supporting its interns and acknowledging their contributions. Not only that, the provision of free accommodation with air conditioning ensured a comfortable environment for me. Moreover, they also offering two free meals per day which not only save my money on daily food expenses, but it also ensured that I had access to nourishing meals that sustained my energy during busy workdays. Furthermore, the organizations also provide free transportation to all colleagues and that greatly facilitated my daily commute, eliminating the stress and expenses associated with traveling to and from work. Overall, the combination of financial support, comfortable accommodation, free meals and transportation assistance provided an excellent support system that ease my internship experience.

4.0 SWOT Analysis of One&Only Desaru Coast



SWOT ANALYSIS



S

STRENGTHS

- International brand name
- Collaboration with international brand like Dior & Michelin Star
- Recognition from EarthCheck for sustainability

W

WEAKNESSES

- High price for local tourist
- High turnover rate among colleague

O

OPPORTUNITIES

- Opening of jetty terminal nearby the resort
- Potential to attract new customers especially from China and India

T

THREATS

- Competition from other high-standard resorts in the region
- Monsoon season in Desaru



5.0 Discussion & Recommendations

5.1 Strengths

- **International brand name**

One&Only is an international brand with resorts located in over 20 countries around the world like Afrika, Maldives and India. The brand is based in Dubai, where it was first established, and **Desaru Coast is the first One&Only resort in Asia.** This is a source of pride for the resort, as it is a testament to the brand's



commitment to providing the highest levels of luxury and service. This strength is shown that by being known as a global brand, it can give them a positive impact on their business and could help them to expand the business easily. First, **One&Only Desaru Coast can enhance its reputation and credibility by attracting investors.** This can lead to increased revenue, as the resort will be able to attract more investment and partners, which can help the resort to expand and grow. For example, one well-known investor bought one of the resort's private homes and shares the revenue with the resort every time another guest wants to stay at their private villa. This could lead to continuous revenue for the resort.

Next, **the brand gives the resort access to a global network of guests.** For example, a guest who stays at a One&Only resort in Dubai may be interested in staying at a One&Only resort in Malaysia. This gives the resort a wider pool of potential guests, as it is not limited to just guests from Malaysia but from all over the world. As the brand is known **for its high standards of luxury and service**, this is the most important thing that One&Only Desaru Coast can do to maintain and expand their brand value. Guests who have a positive experience at the resort are more likely to recommend it to others, which will help to spread the word about the resort and its excellent reputation. This means that guests who stay at One&Only resorts can expect a consistent level of

quality, regardless of which resort they stay at. This can be a major draw for guests who are looking for a luxurious and memorable vacation.

In order to improve and expand this strength, **the resort can continue to invest in its infrastructure**. As they are well-known for their ultra-luxury hospitality management, they should upgrade the resort's facilities to meet the expectations of guests, ensuring that they are always satisfied with the services provided. According to the article journal (Marasigan, 2020), facilities are a very important concern for guests, as they start to observe them as soon as they enter the resort. Guests are such an important asset to the resort, as they are the ones who generate revenue to sustain it in industry. For example, **the resort could start adding facilities for disabled guests**, such as creating more accessible pathways for guests who use wheelchairs, providing accessible rooms and bathrooms, and offering accessible activities, so that they can move around more easily. Some guests may not always prefer to be assisted by staff, so this would be a helpful addition. By doing so, guests who have been considering their disabilities may be more likely to choose this resort because it has these types of facilities, and at the same time, it would create a more memorable stay for them. Adding facilities for disabled guests is a great way to show that the resort is inclusive and welcoming to everyone. By making these changes, One&Only Desaru Coast could attract a wider range of guests and improve its international brand.

- **Collaboration with international brand like Dior and Michelin Star**



One&Only Desaru Coast collaborated with the famous international brand that known as Dior to open a pop-up store and café that called as DiorVierra event (Hilda, 2023). The event was held from June 13th to August 6th at Ember

Beach Club. The Dior team transformed the beach club with their own incredible design and came out with their own menu. The event was a huge success, with many Dior lovers coming to the resort to experience it and purchase items in the resort. The resort also gained a lot of exposure from the event, as many influencers and celebrities, such

as Zahirah Macwilson, Eyka Farhana, and Mira Filzah, were invited to attend. These guests posted about the event on social media, which attracted even more people to come to the resort. This collaboration clearly benefited the resort, as it helped to raise its profile and attract new visitors. The resort can continue to reap the benefits of this collaboration by continuing to partner with high-end brands and hosting exclusive events.

In addition, this resort has **partnered with Michelin-starred Chef Andrew Walsh, who is known for his "chef's kiss" food**. Walsh has created a new menu for Ember Beach Club that fuses Asian flavors with wood-fired cooking techniques featuring the art of barbecue with a selection of meats and freshest seafood (Elhence, 2022). Michelin stars are an honored award given to restaurants that are considered to be of the highest quality dining in the hospitality industry. This resort has also gained customer trust by serving very good food, as they have brought skilled chefs to the restaurant. In my opinion, this collaboration has had a very positive impact, as it has not only attracted guest attention but also **attracted other top chefs to work at Ember Beach Club**, as they want to be associated with a high-quality establishment. Apart from the collaboration, One&Only Desaru Coast has been able to gain more revenue, become more prestigious, and become well-known all over the world.

In order to sustain a partnership with this kind of international brand, **this resort needs to create clearer and measurable goals**. The goals must be stated in detail and specifically for both parties before agreeing to the terms and conditions of the collaboration. It is important for this resort to determine how this collaboration could benefit the sales and revenue of the company. **According to the article by Sarah Laoyan (Laoyan, 2022)**, establishing clear business objectives and setting business goals help the industry to keep moving in the right direction by giving them a roadmap for developing the right tactics to achieve their goals. For instance, the resort makes a partnership with the Carles & Keith brand, they must set a specific revenue goal, such as increasing revenue by 15% from the sale of the product. The brand could create a unique product that is only available at One&Only Desaru Coast's Neo Botique. This would benefit both the resort and the brand. Additionally, the resort could set a goal of increasing brand awareness by 20%. For example, if the resort hosts an event with the brands, influencers might post about the resort on social media, which could attract new guests and increase brand awareness. Having clear and measurable goals is essential to ensure that the collaboration is successful and benefits both parties.



EARTHCHECK

- **Recognition from EarthCheck for sustainability**

The third strength of One&Only Desaru Coast is that **they have received a silver award from the EarthCheck Programme** for their sustainability (EarthCheck, 2022). This program is known as a trusted advisor to destinations and tourism organizations on their sustainability journey. As an auditor, they offer a variety of programs that help organizations measure their environmental performance and verify what areas can be improved. This resort has shown great sustainability, as **almost all of their sources are from local farmers and fishermen**. This not only lessens their carbon footprint, but it also provides economic opportunities for the local community (Team, 2021). They also have their own garden, known as the "Chef Garden," which is full of herbs, chilies, and vegetables that are taken care of by their amazing landscaper.

In addition, One&Only Desaru Coast has an **appropriate waste management system**, which includes recycling, composting, and waste reduction. For example, they have their own recycling room for water bottles, called the Brista Bottle Room. In my opinion, by managing this kind of strength, it will definitely affect guests' preferences to come to this resort as most people nowadays are aware of sustainability and want to save the world. They will definitely **choose a place that promotes environmental protection** over a place that harms the environment. They believe that by choosing sustainable resorts, they are helping to protect the environment and make a positive impact on the world. As part of this, the resort could capitalize on its sustainability practices and take the chance to grow larger, as this type of opportunity can help the resort to earn revenue.

In order to continue to expand their sustainability achievements, One&Only Desaru Coast can **create a program to promote sustainable tourism**. They can come up with ideas like creating a new activity of making art using shredded paper as vase fillers for their kids' club. This kind of activity would be a good exposure for kids since they are still eager to learn. Not only that, but they can also come up with hiking activities for adults near the resort since these activities are not yet available. By doing this, they can also collaborate with tourism organizations that offer natural environment activities, such as planting mangrove trees to protect the environment and allow guests to experience the natural beauty of nature and learn how to protect it in the future. According to the article journal, responsible tourism aims to achieve economic growth in a way that does not harm the environment or the culture and heritage of local

communities (Rasdi, 2019). This means that responsible tourists should be mindful of their impact on the places they visit, and should take steps to minimize their environmental impact. Therefore, it would be beneficial for the resort to create the natural activities mentioned above.

5.2 Weaknesses

- **High price for local tourist**



One&Only Desaru Coast is one of the most expensive hospitality managements in Malaysia. Even though the concept of booking is based on dynamic pricing, which means that prices are dependent on current demand, it is still considered pricy and unaffordable for local tourists. Businesses typically use dynamic pricing to set prices based on demand for their products or services, so the website itself sets the price. The price range per night at the resort can start

from RM2,800 to RM42,000 for suites and villas, which is significantly more expensive than any other hotel in the area. Reservations can be made through their reservation department on various platforms, such as Expedia, Agoda, Ctrip, and their own One&Only website. Local tourists with a monthly salary of less than RM5,000 will most likely not be able to afford to experience the memorable stay at this resort. For most local tourists, the resort will remain a dream destination that is simply out of reach.

From my observation during my internship at the resort, despite their expensive prices, they still be able to sustain in the market and generate high revenue. This is because most of their guests come from international tourists, such as those from China. Recently, there is couples from China who have come to the resort specifically to have their wedding ceremony at this high-class resort. Apart from that, it is important to note that there is no one-size-fits-all solution to this problem, but I would recommend them to **create a loyalty program**. According to research by (Zhixiang Zhou, 2021) on

Hilton Honors Hotel, around 40% to 60% of hotel room bookings come from loyalty groups. Supported by article (Jiayin Liu, 2020), they also revealed that 47% of guest who is staying in the hotel are using a loyalty program membership where 54% of them are satisfied with the program. This means that if One&Only Desaru Coast applies the same strategy to attract more loyal guests, they might have the same results as Hilton Hotel. For example, they could offer a 5% discount on spa treatments to guests who stay at the resort for more than two nights. This would encourage guests to stay longer and make them more likely to return in the future. The resort could also target a specific market, such as couples or families, with special packages and promotions. This would help the resort attract guests who are willing to pay a premium for a luxurious vacation experience.

- **High turnover rate among colleagues**

One&Only Desaru Coast has been praised for its beautiful surroundings and excellent service. However, the resort has also been known for **its high turnover rate among colleagues**. One of the reasons why this situation occurred is because of the manpower is not used to luxury standard. This means that the resort expects its staff to be able to provide a level of service that is not typically found in other resorts in the area. This can be a challenge for staff who are not used to working in such a high-pressure environment because they have their own standards that need to be achieved like Leading Quality Assurance (LQA) Standards and Forbes Travel Guide. Not only that, but the **resort's location in a relatively remote area could also make it difficult to attract and retain staff**. The resort is located in Desaru Coast, which is a relatively remote area in Malaysia. This can make it difficult for the resort to attract staff who are not from the area. For example, the resort is about an hour's drive from Johor Bahru, the nearest major city. This can make it difficult for staff to commute to work, especially if they have families.

In my opinion, this issue can still be overcome by the organization, as they have the potential to grow and expand their business in the future. The resort can **provide more training programs for their colleagues** to enhance their knowledge so that they can get better understanding about the standard of a luxury hotel. For instance, organized a training program that provided role play activities like how to communicate with the guest if there is problem occurring while they are assisting the guest. By doing

this, the colleague will be more anticipated and can practice their skills in a safe environment. This will help staff to feel more confident in their abilities and will make them more likely to stay at the resort. According to the journal article (Qi, 2023), employee training can help improve employee loyalty and reduce the tendency of employees to leave by providing them with the skills and knowledge they need to be successful in their role. When employees feel confident in their abilities, they are more likely to be satisfied with their work and less likely to look for a new job. Additionally, training can help employees feel more connected to the company and its mission, which can also lead to increased loyalty.

5.3 Opportunity

- **Opening of jetty terminal nearby One&Only Desaru Coast**



Desaru Coast Ferry Terminal began operations on July 7, 2022, capable of processing 300 passengers at a time. According to online news The Star (Shah, 2022) , the purpose of opening this facility was to facilitate tourism and

economic growth in southeastern Johor. Apart from that, One&Only Desaru Coast took the opportunity as it could **increase the accessibility for Singaporeans to reach the resort** because they have made partnership with Batam Fast Ferry Pte Ltd to offer passenger ferry connecting Singapore's Tanah Merah ferry terminal to Desaru Coast. They offer direct transit from Singapore to Ember Beach Club. This could lead to an increase in bookings and reservations, as guests would no longer need to travel long distances by car or bus. This action not only saves their time, but it can also improve their experience by going to the resort by ferry, which is a new experience that not everyone can have.

From my point of view, the opening of the ferry terminal and the collaboration with other ferry terminals is **a positive development for both companies**. Both companies could easily make money if they work together, and this has the potential to

increase company revenue and economic activity in the area. The resort can take advantage of this opportunity as it can **enhance its brand image**. Supported by articles that share the same opinion, collaborating with other reputable businesses can help a company build trust and credibility, which can enhance its brand image (Garvie, 2023). For example, the ferry terminal itself is a modern and well-designed facility so it will give guests a positive first impression of the resort by making it appear more luxurious and accessible. By doing so, it will indirectly attract new visitors to the region, which will boost tourism and economic activity. In addition, the resort may be able to collaborate more with the ferry terminal to have better connections not only with Singapore, but also with nearby areas like Indonesia in the future.

- **Potential to attract new customers from China & India**

In 2019, Chinese tourists were the most frequent outbound travelers in the world, taking an estimated 150 million trips overseas each year (Bhutia, 2023). They also spent a record \$255 billion on their travels, making China the largest outbound travel market in the world. Whereas India is known as the second-largest outbound travel market, this means that there is a large number of Chinese and Indian travellers who will be looking for luxury vacations, especially in Malaysia. The resort has a dedicated website for both Chinese and Indian, and it offers a number of special promotions and packages that are aimed at these markets. This means that potential guests are aware of the resort and its offerings, which makes it more likely that they will choose to book a stay. From what I observed, this opportunity is **a positive development for One&Only Desaru Coast** because it can attract new guests, target new market share, and increase revenue and profit for the resort.

In my opinion, the organization can take advantage of this opportunity by **making the resort more Chinese and Indian-friendly**. For example, in order to attract more Asian travelers to the resort, the resort need to make them feel comfortable even though they are outside of their country. This includes offering Chinese and Indian menus, providing Chinese and Indian-speaking staff, and offering Chinese and Indian-inspired activities and amenities. By doing this, they can choose whether they want to try Malaysian cuisine or taste the differences between their food in Malaysia. I would also suggest that the resort **partner with Chinese and Indian travel agencies to build strong relationships and trust with them** in order to promote the resort to these

markets. This will help the company reach a wider audience and make it easier for Chinese and Indian travellers to book a stay at the resort. Additionally, they can offer commissions to the travel agencies, which will give them an incentive to promote the resort to their target clients.

5.4 Threats

- **Competition from other high-standard resorts in the region**



In Malaysia, One&Only Desaru Coast is not the only resort offering high standards services. There are other resorts that offer 5 stars and high quality of services to satisfy customers' stays, such as The Ritz-Carlton, Langkawi, Four Seasons Resort Langkawi, Malaysia, and The Datai

Langkawi. One&Only Desaru Coast offers a variety of amenities, but its competitors may offer even more. For example, The Ritz-Carlton, Langkawi has a championship golf course, while Four Seasons Resort Langkawi, Malaysia has a water park. This could make it difficult for One&Only to compete on amenities alone, as they do not have the same facilities as their competitors. In order to stand out from the competition, the resort must willingly take courage and take risks to be on par with their competitors, such as offering excellent customer service to guests. By taking these risks, the resort can position itself as a leader in the industry and attract guests who are looking for something special.

In my opinion, the threat of competitors is hard to avoid. Even if you try to get rid of one competitor, there will always be more competitors trying to attract customers, especially in the hospitality industry. However, this threat can still be lessened by the resort by continuing **to innovate its business**. By constantly coming up with new ideas and implementing them, One&Only Desaru Coast can maintain its edge over the competition and provide guests with thrilling experiences that they cannot find anywhere else. According to the article (Mistry, 2022), the only way to beat the competition is to keep innovating and personalized services. This clearly means that the

resort needs to work harder to regain customer trust. For example, they can **offer new activities like bonfire legends**, where the resort would arrange for a bonfire and invite experienced and well-known individuals to share their stories during that time. These activities would not only improve guest satisfaction but also give them better motivation in life.

- **Monsoon season in Desaru**

The monsoon season in Desaru runs from November to March but it can start as early as October and end as late as February. During this time, the weather in Desaru Coast can be unpredictable, with sudden downpours and strong winds. This can make it dangerous to swim in the ocean, as well as to participate in some outdoor activities. As a result, the monsoon season can discourage tourists from visiting Desaru Coast because they may be worried about the weather conditions and can result in a decrease in revenue for businesses that rely on tourism as it can affect guests' experiences at the resort. However, it is important to note that the monsoon season is a natural phenomenon that cannot be avoided by anyone. As such, there is always the potential for injuries to occur. Therefore, it is important for guests to be aware of the risks and to take precautions accordingly.

In order for the resort to sustain its market share, even though it faces this kind of threat, it can always lessen the impact by **providing more indoor activities for guests**. According to the article (Philip, 2018), to ensure that our guests have plenty to do and don't get bored, we can provide them with entertainment and a list of rainy-day activities as keeping guests happy is our top priority. The resort could build a game room to provide guests with indoor activities to enjoy even if the weather outside is bad. The game room would offer a variety of games, such as pool, darts, and table tennis, which would be a great place for guests to socialize and have fun. These guests may be less likely to be affected by the rain, and they may appreciate the opportunity to spend time indoors especially with their lovely family. Not only that, they also can offer an indoor pool where guests can swim and cool off even when it's raining



outside. The pool would be surrounded by comfortable seats so guests can relax and soak up the sun. There would also be a variety of pool games available, like water volleyball and water basketball.

6.0 Conclusion

In conclusion, my internship at One&Only Desaru Coast was a truly rewarding experience. I was able to learn a great deal about the hospitality industry, and I gained valuable insights into the operations of a luxury resort. I believe that not everyone will be able to receive the same experience, which made it even more special. Not only that, but I was also given the chance to develop my skills in problem-solving and teamwork. In addition to the SWOT analysis that I conducted, I believe that the resort will be able to overcome all of its weaknesses and come up with better solutions to enhance the company's revenue and become more well-known. I hope that the resort will become even more successful in the future if they continue to provide their high-quality services and skilled staff. Last but not least, I am grateful for the opportunity to have interned at One&Only Desaru Coast, and I am confident that the skills and knowledge I gained will be invaluable in my future career. I would like to thank my supervisor, Miss Mary Susan Johnson, for their guidance and support during my internship. I would also like to thank the entire team at One&Only Desaru Coast for making me feel welcome and for sharing their knowledge with me along my internship journey.

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8.0 Appendixes

- i) Indoor orientation with General Manager, Jerome Pichon



- ii) Outdoor orientation at Tanjung Belungkor



- iii) Planting vegetable for Earth Day



iv) Birthday Celebration for colleagues every month



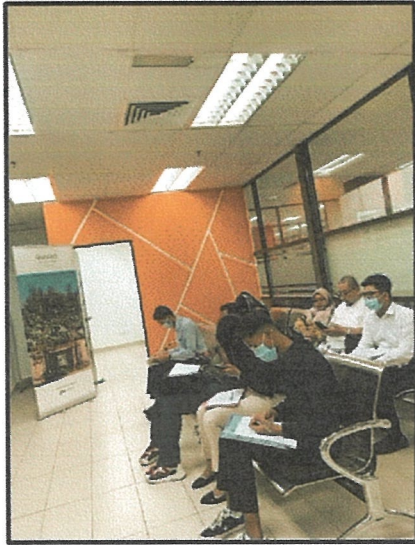
v) Syabas Award – Annual Dinner for Colleague Recognition



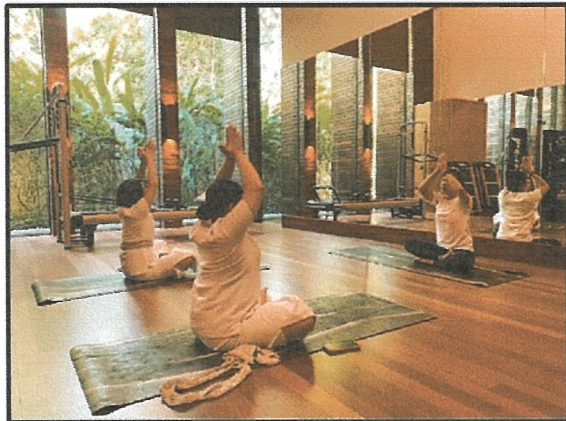
vi) Bowling Tournament



vii) Interview Candidates at PERKESO, Johor Bahru



viii) Wellness Day Activities



ix) Iftar Event with all One&Only Desaru Coast College

