



اَبُو سَيِّدِي تَيْكُو لُو كِي مَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA

Fakulti  
Pengurusan  
dan Perniagaan



**THE RITZ - CARLTON**

LANGKAWI

**INDUSTRIAL TRAINING REPORT AT THE RITZ – CARLTON  
LANGKAWI**

**16 OCTOBER 2023 – 31 MARCH 2023**

**NAME : MUHAMMAD DANIAL DANISH BIN MOHD SHUHAIMI**  
**STUDENT ID : 2021856328**  
**PROGRAM : BACHELOR OF ADMINISTRATION (HONS.) FINANCE**  
**ADVISOR NAME : PM DR. MAHYUDIN BIN AHMAD**

## **EXECUTIVE SUMMARY**

Industrial training involves placing students in an organization for supervised practical training within the industry sector prior to obtaining a bachelor's degree. This form of training holds significant importance in education as it serves to connect theoretical knowledge with practical application across various sectors. It offers students the chance to implement the theoretical concepts acquired during their academic studies in real-world situations, thereby closing the gap between theory and practical experience. This executive summary provides a comprehensive overview of my enriching internship experience at The Ritz-Carlton, Langkawi. Over the course of 24 weeks, I had the opportunity to immerse myself in the world-renowned hospitality industry, working with a dedicated team at one of the most luxurious resorts in Langkawi. The Ritz-Carlton, Langkawi, situated amidst the breathtaking landscapes of Langkawi Island, is synonymous with unparalleled luxury and exceptional service. The resort caters to a discerning clientele, offering an exquisite blend of traditional Malaysian hospitality and modern opulence.

During my internship, I was assigned a dynamic role that exposed me to various facets of the hospitality industry. My responsibilities included assist Income Auditor, assist Account Receivable, assist receiving in Purchasing Department and inventory check with Cost Controller allowing me to develop a holistic understanding of hotel operations, guest services, and the meticulous attention to detail that defines The Ritz-Carlton experience. The internship provided a platform for continuous learning and professional growth. Gaining valuable insights into the meticulous standards that distinguish The Ritz-Carlton brand. Regular training sessions and mentorship opportunities further augmented my knowledge of the luxury hospitality sector. The Ritz-Carlton's commitment to fostering a collaborative and inclusive environment was evident throughout my internship. I had the privilege of working alongside a diverse and talented team, and the collaborative spirit within the workplace enhanced my ability to adapt to fast-paced scenarios and contribute effectively to team goals. My internship at The Ritz-Carlton, Langkawi, was an invaluable experience that deepened my appreciation for the intricacies of the luxury hospitality industry. The exposure to a world-class establishment, coupled with hands-on learning and a supportive work environment, has not only enhanced my professional skill set but also instilled in me a profound understanding of the commitment required to maintain the highest standards in the hospitality sector. I am grateful for the opportunity to have contributed to The Ritz-Carlton's legacy of excellence and look forward to applying the knowledge and skills gained in my future endeavours.

## TABLE OF CONTENT

<b>CONTENT</b>	<b>PAGES</b>
<b>EXECUTIVE SUMMARY</b>	<b>2</b>
<b>TABLE OF CONTENT</b>	<b>3</b>
<b>1.0 ACKNOWLEDGEMENT</b>	<b>4</b>
<b>2.0 STUDENT'S PROFILE</b> 2.1 UPDATED RESUME	<b>5</b>
<b>3.0 COMPANY'S PROFILE</b> 3.1 COMPANY'S BACKGROUND, LOGO, AND LOCATION 3.2 COMPANY'S VISION, MISSION, AND OBJECTIVES 3.3 ORGANIZATIONAL STRUCTURE 3.4 SERVICES	<b>6 – 9</b>
<b>4.0 TRAINING'S REFLECTION</b>	<b>10 - 15</b>
<b>5.0 SWOT ANALYSIS</b>	<b>16</b>
<b>6.0 DISCUSSION AND RECOMMENDATION</b> 6.1 STRENGTH 6.2 WEAKNESS 6.3 OPPORTUNITIES 6.4 THREATS	<b>17 - 21</b>
<b>7.0 CONCLUSION</b>	<b>22 - 23</b>
<b>8.0 REFERENCES</b>	<b>24 - 25</b>
<b>9.0 APPENDICES</b>	<b>26 - 28</b>

### 3.0 COMPANY'S PROFILE

#### 3.1 COMPANY'S LOGO, BACKGROUND AND LOCATION



## THE RITZ - CARLTON

### LANGKAWI

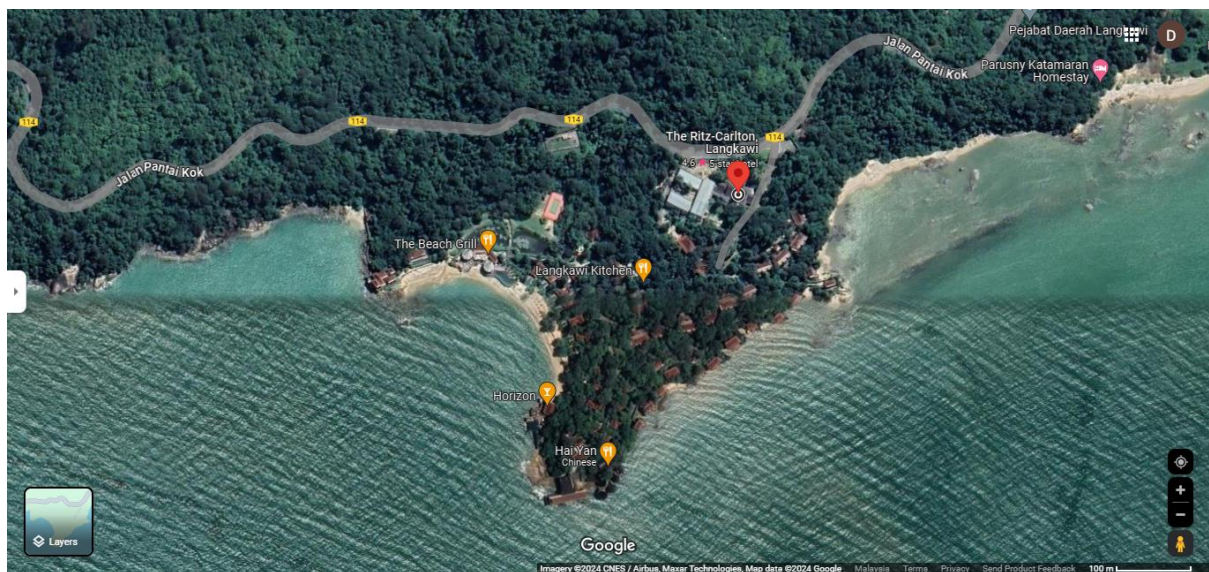
The Ritz-Carlton Hotel Company, LLC is an American multinational company that operates the luxury hotel chain known as The Ritz-Carlton. The Ritz-Carlton Langkawi is a distinguished member of The Ritz-Carlton, a global hospitality brand featuring 108 luxury hotels and resorts across 30 countries and territories. Situated in a pristine rainforest setting, this 5-star oceanfront resort is renowned for its exceptional offerings, showcasing a wealth of authentic experiences and emphasizing the extraordinary. The Ritz-Carlton Langkawi is a relatively new luxurious addition to the Langkawi hotel scene under ownership of AJ Resort Sdn Bhd. Opened on the 21 September 2017, Ritz-Carlton offers top class contemporary styled accommodation and facilities combined with a lush forest backdrop and a sandy bay beachfront. Set in a tranquil private bay, the resort is surrounded by an ancient jungle, while its beachfront is sheltered by trees and gently lapped by the Andaman Sea. Designed to reflect the beauty and vibrancy of the nearby traditional villages – which are known as Kampongs – The Ritz-Carlton, Langkawi incorporates influences from local culture, creating a uniquely luxurious retreat with an authentic touch.

Designed by Philippe Villeroux from Tropical Area Architects in Kuala Lumpur, The Ritz-Carlton Langkawi has been meticulously crafted to offer travellers an immersive experience in the island's natural environment and local heritage. The resort boasts 90 guest rooms, 15 suites, and 29 villas, featuring interiors that reflect delicate Malay architecture through intricately designed elements, large windows, and gabled roofs. The vertical lines in the rooms seamlessly blend living spaces with the surrounding jungle, while the overwater villas provide stunning panoramic views of the sea and Langkawi sunsets. The Villa Mutiara, the largest accessible suite, is ideal for multi-generational families, offering premium accommodations for up to eight people, two pools, and access to a private beach.

Furthermore, The Ritz-Carlton Langkawi presents four distinct dining venues, including Langkawi Kitchen with a blend of Malay, Chinese, and Indian cuisine, the Beach Grill

featuring Western favourites, Hai Yan specializing in Chinese seafood, and the Horizon Lounge & Bar, an adults-only tranquil retreat. The resort places a strong emphasis on staff recognition, rewarding employees with vouchers, lion pins, and gifts for their dedication, especially those completing one or five years of service. This is complemented by bonuses and various appealing open programs for all team members.

Regarding events, The Ritz-Carlton Langkawi organizes two noteworthy activities—Take Care and Community Footprints—aimed at staff well-being. The Take Care activity serves as an appreciation gesture for the dedicated staff, while Community Footprints involves collaborations with external organizations, focusing on charitable programs that benefit those in need.



PO BOX 199, JALAN PANTAI KOK, TELUL NIBONG, 07000 LANGKAWI, KEDAH  
MALAYSIA

### 3.2 COMPANY'S VISION, MISSION, AND OBJECTIVES

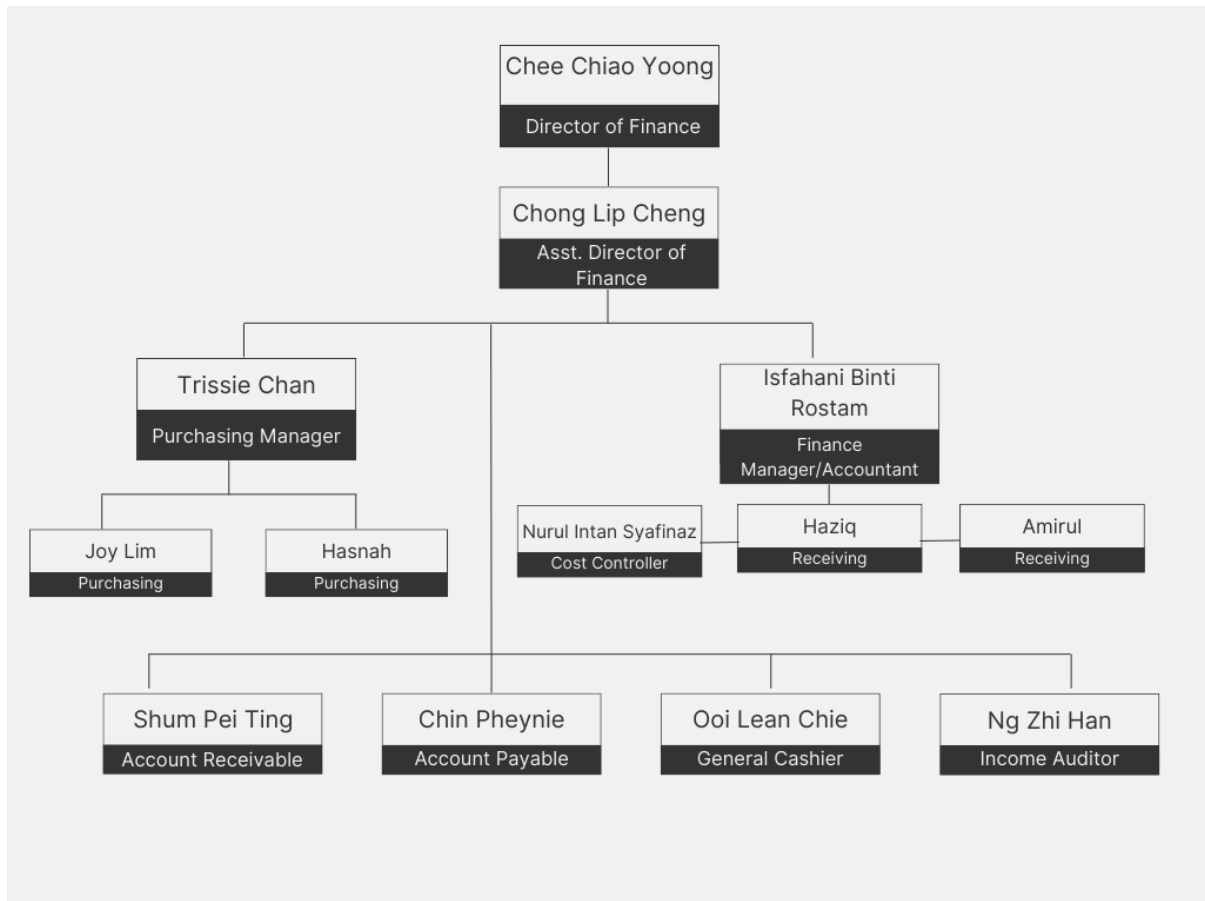
Vision:

“The Ritz-Carlton inspires life’s most meaningful journeys”

Mission:

“Provide genuine care and exceptional products and services resulting in profit leadership”.

### 3.3 ORGANIZATIONAL'S STRUCTURE



**Finance Department Organisation Structure**

### 3.4 SERVICES

The Ritz-Carlton Langkawi, a 5-star oceanfront resort, offers a plethora of services catering to its guests. Among the most renowned offerings are a range of suites and rooms, catering from smaller accommodations to the grandest villas suitable for large groups. Additionally, the resort features a versatile ballroom with four breakout rooms, surrounded by lush tropical scenery, ample space, and natural light, supported by state-of-the-art technology. This ballroom is ideal for executive retreats, high-end incentive events, and exclusive social gatherings. The Ritz-Carlton Langkawi offer 8 different type of luxurious and lavish accommodation that consist of 45 units Rainforest Deluxe, 15 units Rainforest Junior

Suite, 5 units Rainforest Villa, 10 units Beach Villa, 9 units Ocean Front Villa, 3 units Grand Ocean Front Villa, 1 unit Villa Kenari and the largest and most expensive, 1 unit Villa Mutiara.

Moreover, located at the entrance of Langkawi Kitchen – The Library, Retail Shop and Concierge & Activity Centre is the hub for our guest to enhance their experience further at The Ritz-Carlton Langkawi. The Ritz-Carlton Langkawi extends its services to weddings, where a commitment to a time-honoured approach to personal service, culinary excellence from a skilled catering team, and the intuitive guidance of wedding advisors focused on brides ensure a uniquely memorable wedding experience. Other offerings encompass a range of activities such as spa treatments, sunset kayaking, swimming classes, private gym sessions, yoga classes, pottery workshops, and henna art.

For younger guests, the resort provides Ritz-Kids activities, including minibeast hunts, beach exploration, butterfly walks, cultural dances, and diorama making. The diverse array of services ensures that guests of all ages and preferences can indulge in a truly enriching and enjoyable experience at The Ritz-Carlton Langkawi. While the resort also provides fitness centre to strengthen your physique, energize your body and invigorate your soul within the inspiring ambiance of the tropically inspired from TECHNOGYM. Equipped with cardiovascular and strength training equipment and weights as well as movement studio for yoga available for indoor and outdoor.

## **4.0 TRAINING'S REFLECTION**

### **Specific Date, Working Day, and Time**

My internship will span 24 weeks, commencing on October 16, 2023, and concluding on March 31, 2024. The work schedule is from 9:00 a.m. to 6:00 p.m., inclusive of a one-hour break from 1:00 p.m. to 2:00 p.m. The finance department operates from Monday to Friday, with Saturday and Sunday designated as rest days.

### **Department, Roles, Responsibilities, Assignments, Tasks.**

As an intern in finance department, my primary responsibilities revolve around supporting full-time employees. Specifically, I am tasked with efficiently completing assigned work and subsequently handing it over to the respective individuals for further clarification and action. With the guidance of the Income Auditor, Account Receivable, and assistance from other team members, I successfully accomplished all assigned tasks. In summary, my role in the Finance Department encompasses the following duties:

1. Assist Income Auditor

My initial responsibility involves assisting Ms. Zhi Han, the Income Auditor. Each morning upon arriving at the office, I follow a routine of going to Level 3 to retrieve the Income Audit and F&B pack from a locked drawer. The Income Audit Pack, originating from the Front Office Department, includes various reports that require segregation for the Income Auditor. These reports encompass Housekeeping Discrepancies, Out of Order, Rate Changes, Corrections, City Ledger, and Rebates.

Simultaneously, the F&B pack, sourced from all Ritz-Carlton outlets, including Langkawi Kitchen, Horizon, Hai Yan, Beach Grill, Private Dining, Retail Shop, and Banquet Group, contains sales receipts. My task involves categorizing each receipt from the outlet pack into officer check (OC), credit card, room charge, and voids. Subsequently, I meticulously cross-verify the receipts using a detailed checklist to ensure their existence and accuracy. In case of discrepancies, I promptly inform the Income Auditor. If a receipt is missing, I retrieve the softcopy from the Infrasy system.

For room charge receipts, I compile and store them in a designated box for future audit purposes. This meticulous process ensures the accurate handling of financial documents and sets the groundwork for future auditing procedures.

Moreover, on a bi-weekly basis, it is part of my duties to visit each outlet, including those previously listed, to gather the cash bills receipts stored in the secure box. These cash



bills pertain to guests who settled their meal payments in cash. Following the collection, I am required to meticulously verify the accuracy of each cash receipt and reconcile it with the corresponding amount on the detailed checklist. As the month concludes and the closing procedures take place, I organize all the cash bills by date and store them alongside the room charges in a designated box for future reference during audits.

## 2. Assist Account Receivable

Upon completion of my responsibilities with the Income Auditor, I transition to assisting the Account Receivable, focusing on tasks related to credit card payments made by guests. The initial step involves extracting credit card copy receipts from the previously collected Income Audit pack on Level 3. These A4 paper copies detail various payments made by guests, encompassing different credit card types like Master Card, Visa Card, American Express, Union Pay, JCB, and E-Wallet.

My role involves retrieving the Guest Registration Form, known as Res Card, from the A4 copy receipt, as it serves as evidence of guests who have checked into the resort. Subsequently, I verify that the receipt number aligns with the details on the receipt. In cases of offline sales, the process involves ensuring the presence of a Pre-Auth receipt, signifying a temporary hold on a specified amount until settlement.

After confirming the accuracy of amounts and receipt numbers, I proceed with organizing the A4 copy receipts. The arrangement is critical to facilitate matching the correct amounts with the details and settlement reports. The meticulous organization requires aligning the total A4 copy receipts in the correct order and sequence as outlined in each detail and settlement report. It is crucial to ensure that the total A4 copy receipts precisely match the amounts stated in the reports.

For instance, if the detail report indicates 4 Master Cards and 3 American Express transactions, the corresponding A4 copies must reflect the exact numbers without any discrepancies. In cases where A4 copies are missing, indicating that the Reservation Department has not yet dropped the receipt, it becomes my responsibility to promptly inform the Account Receivable. She will then contact the Reservation Department to expedite the submission of the missing receipts.

## 3. Assist Receiving in Purchasing Department

For my subsequent responsibility, I am tasked with assisting in the Receiving role within the Purchasing Department, a component of the Finance Department. This duty, however, is not a daily routine but rather a backup role activated when the supply van encounters a high

volume of deliveries, surpassing the available workforce. In this capacity, I am responsible for scrutinizing the quality and quantity of goods received from suppliers, ensuring accuracy in alignment with the placed orders. These goods encompass a range of items, including food products, general items, toiletries, laundry items, raw materials, and more.

Following the receipt of goods, my duties include calculating the total quantity of items listed in each invoice and entering this information into the Birchstreet system. After committing the invoices, I print out the reconciliation report, which is then submitted to Ms. Pheynie, the Account Payable, facilitating the subsequent payment process to suppliers.

Moreover, I aid the Purchasing Executive in Confirming Purchase Orders (CPO). This involves modifying prices, weights, and quantities of items in the Birchstreet system to ensure alignment with the received invoices. CPO is a crucial step to minimize the risk of miscommunication, prevent errors, and avoid disputes with suppliers. This process is essential for obtaining clarity about the item details, ensuring accuracy in order details, preventing misunderstandings, and establishing clear expectations. By confirming the Purchase Order, The Ritz-Carlton ensures that suppliers are duly informed and will fulfil the order according to the agreed terms.

#### 4. Inventory Check with Cost Controller

An inventory check is a physical examination of the quantities and quality of products stored in a warehouse. Its significance lies in ensuring that the organization maintains an appropriate supply level. Keeping a vigilant eye on inventory levels enables The Ritz-Carlton to mitigate the risks associated with stockouts or overstocking, thereby optimizing resource utilization, and minimizing waste.

Furthermore, implementing effective internal controls through regular inventory checks enables the company to meet guest demands promptly. This, in turn, maximizes profits and cultivates guest loyalty, contributing to the resort's sustained success. At The Ritz-Carlton Langkawi, inventory checks for dishes and beverages occur every quarter. I collaborate with the cost controller to visit each outlet, where the staff conducts the initial count, and our Finance team performs a second count to verify and ensure consistency between the staff's closing count and our team's actual count.

In cases where stocks fall below the required levels, Intan, the cost controller, initiates restocking and updates the system accordingly. Therefore, regular inventory checks contribute to maintaining sufficient stock levels to meet demand, minimize waste, and control expenses.

## **Gains:**

### **Extrinsic**

#### **1. Allowance, accommodation, and others.**

Securing a position within the Finance Department during my internship at The Ritz-Carlton emerged as an exceptionally enriching experience. This unique opportunity not only afforded me the chance to expand my knowledge base within the finance domain but also presented numerous advantages stemming from collaborative efforts with diverse departments within the esteemed establishment. Throughout the duration of my internship at The Ritz-Carlton Langkawi, I was provided with a monthly allowance of RM500. However, during my lateral stint in the Food and Beverage (F&B) Department, I had the opportunity to earn overtime compensation at a rate of RM10 per hour.

As an intern at The Ritz-Carlton Langkawi, I was also entitled to a comprehensive set of benefits. This encompassed a medical allowance of RM150 at the hotel's appointed panel clinic, offering a robust healthcare support system. Additionally, the internship package included the provision of six days of sick leave with pay, contingent upon the submission of a valid medical certificate. The accommodation aspect was meticulously taken care of, ensuring a seamless living experience throughout the internship duration. Furthermore, the provision of a uniform and nametag added a professional touch to my role. The Ritz-Carlton Langkawi went above and beyond by offering roundtrip transportation services, contributing to a hassle-free commuting experience. Lastly, duty meals were graciously provided during working hours, catering to both sustenance and convenience. Collectively, these facets of my internship experience at The Ritz-Carlton Langkawi contributed significantly to my professional growth and overall well-being.

### **Intrinsic**

#### **1. Real Working Environment**

As an intern, stepping into a professional work environment marked a new beginning and an entirely novel experience for me, considering I had no prior experience working with any company. The hotel industry was a bit surprising during my initial encounter, notably due to the extroverted nature of the individuals I encountered. To navigate the 24-week internship successfully, I recognized the need to transition from my introverted tendencies to adopt a more extroverted approach. This adjustment was essential, especially considering the necessity to communicate with various departments.

My strategy for adapting involved initiating interactions by offering smiles, inquiring about colleagues' well-being, and gradually engaging in conversations. Over time, this approach proved effective. In the real-world work setting, tasks cannot be postponed without potential consequences for the entire department. In my role, assisting full-time employees in the department, completing tasks promptly is crucial. Therefore, being punctual is imperative to ensure tasks are accomplished within the allocated time frame.

This internship experience has not only refined my professional behaviour but also enhanced both my internal and external communication skills. Recognizing that future career endeavours will bring more challenges, I am determined to face them with confidence and continue to excel in my chosen field.

## **2. Communication Skills**

Communication skills encompass the proficiency in conveying and receiving diverse information through listening, speaking, observing, and empathizing. In the context of my internship in the hotel industry, possessing strong communication skills is paramount. Effective communication is not only vital for internal interactions with colleagues but also essential when dealing with external stakeholders to accomplish tasks.

For instance, during my involvement with Receiving in the Purchasing Department, I had to engage in professional communication with suppliers to coordinate item deliveries. This involved making phone calls to follow up on delivery times and the expected list of received goods. Additionally, communication played a crucial role in assisting staff to ensure they received the correct number of supplies.

In the Finance Department, effective communication extended to obtaining signatures from managers in three departments—Reservation, Housekeeping, and Engineering—for daily reports. Without proficient communication skills, obtaining these signatures would have been challenging, as the managers might not have approved the reports without a clear understanding of the information.

Learning how to communicate confidently and effectively in a real work environment has proven to be a valuable experience. Prior to this internship, I did not have the confidence to engage courageously with individuals I did not know. The acquired communication skills have not only facilitated the completion of tasks but have also contributed to personal growth in navigating professional interactions.

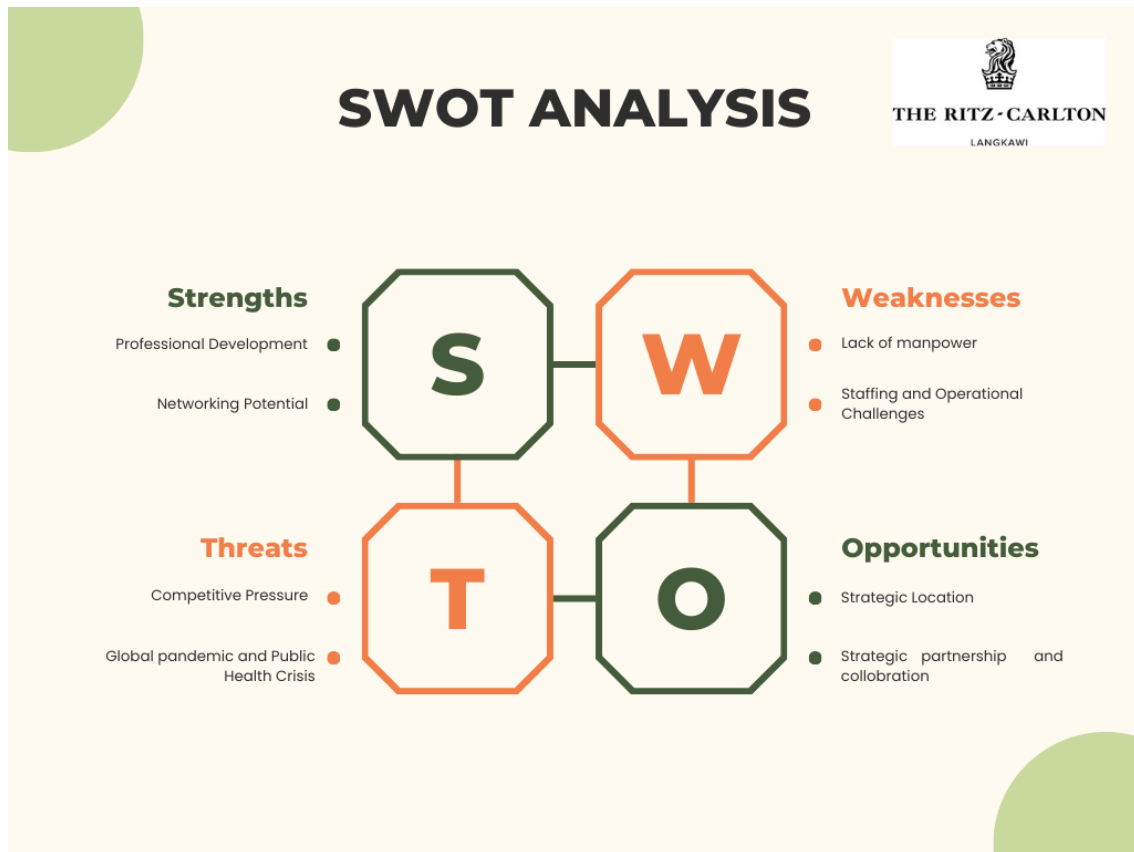
## **3. Industry Reputation on Resume**

The reputation of The Ritz-Carlton as a globally renowned luxury hospitality brand adds significant prestige and credibility to an individual's professional profile. When an internship or work experience at The Ritz-Carlton is listed on a resume, it serves as a strong indicator of the individual's exposure to high standards of service, commitment to excellence, and a profound understanding of the luxury hospitality sector.

Recruiters and employers often recognize The Ritz-Carlton as a symbol of luxury, quality, and exceptional customer service. As a result, having this brand on my resume can significantly enhance the perceived value of an individual within the hospitality industry. It signals that the person has undergone training and gained experience in an environment synonymous with luxury and has likely developed a skill set that aligns with the high standards associated with The Ritz-Carlton.

In the competitive job market, particularly within the luxury hospitality sector, having The Ritz-Carlton on one's resume can set individuals apart from other candidates. It may catch the attention of recruiters, demonstrating a commitment to excellence and a background in a brand known for its exceptional service and guest experience. This will add prestige to the individual's professional identity but also increases the likelihood of being considered favourably by potential employers within the industry.

## 5.0 SWOT Analysis



## **6.0 DISCUSSION AND RECOMMENDATION**

### **6.1 STRENGTHS:**

#### **6.1.1 Professional Development**

Professional development emerges as a robust strength for The Ritz-Carlton Langkawi, aligning with the brand's unwavering commitment to excellence in service. The resort's comprehensive training programs are designed to transcend conventional boundaries, offering interns and employees a holistic curriculum that not only addresses specific job requirements but also instills a deep understanding of hospitality principles and the meticulous service standards associated with The Ritz-Carlton brand (Smith, 2019). The organization actively encourages skill diversification, recognizing the importance of a versatile skill set in the dynamic hospitality industry (Jones, 2018). Employees are motivated to diversify their skills, contributing to enhanced operational flexibility and the resort's ability to provide unparalleled guest experiences.

Mentoring and leadership development initiatives at The Ritz-Carlton Langkawi are instrumental components of its professional development strength. This approach is consistent with findings in the broader luxury hospitality industry, where mentorship and leadership programs contribute to a pipeline of capable leaders (Stevens & Cabras, 2020). The organization stands out for recognizing the imperative of a diverse skill set in the ever-evolving landscape of the hospitality industry. Actively encouraging employees to diversify their skills, The Ritz-Carlton Langkawi ensures that its workforce can contribute effectively across various departments, enhancing operational flexibility. The strength in professional development is further underscored by the resort's commitment to mentoring and leadership development. Seasoned professionals assume mentorship roles, guiding and nurturing talents, while leadership development initiatives identify and groom individuals exhibiting potential. This dual-pronged approach ensures a continuous pipeline of capable leaders within the organization. However, among these hotels, Marriott International hotels group plays very important role, as they have wide range of training and development programs that vary from one another in different way (Khalimova, N. J. (2020)).

#### **6.1.2 Networking Potential**

The networking potential at The Ritz-Carlton Langkawi stands out as a significant strength, contributing to the overall attractiveness of the organization. This strength aligns with the luxury hospitality brand's reputation for excellence and creates a foundation for long-term professional growth. The Ritz-Carlton Langkawi stand under the largest hotel

chain in the world, which is Marriot International, Inc. that offer opportunity to network with professional around the world. The resort, known for hosting high-profile events and attracting an elite clientele, creates a networking environment conducive to establishing valuable connections. The Ritz-Carlton's membership in exclusive industry networks and collaborations with other luxury brands enhance its networking potential, creating opportunities for strategic partnerships and cross-promotions (Smith & Puczko, 2016). Furthermore, the resort's participation in prestigious industry events and conferences serves as a platform for executives and employees to connect with key players in the hospitality and related industries, fostering collaborations and staying abreast of industry trends (Gursoy et al., 2020).

**As for the recommendations**, the resort should consider expanding cross-functional training programs to promote a more versatile workforce. Additionally, incorporating technology into training initiatives can modernize the learning experience, ensuring it remains engaging and aligned with contemporary preferences. Strengthening leadership development programs and facilitating continuous learning platforms will contribute to a robust leadership pipeline and empower employees to drive their own professional growth.

## **6.2 WEAKNESS**

### **6.2.1 LACK OF MANPOWER**

The shortage of manpower at The Ritz-Carlton Langkawi represents a notable weakness that can have implications for the organization's operational efficiency and the overall employee experience. Identifying and addressing this weakness is crucial to maintaining the high standards of service associated with the luxury hospitality brand. The potential weakness of a lack of manpower at The Ritz-Carlton Langkawi could be a critical concern, especially in a labour-intensive industry where guest satisfaction is paramount. High service standards associated with luxury hospitality demand a well-staffed and skilled workforce (Vasquez, 2019).

The shortage of staff not only strained the existing workforce but also affected the promptness and efficiency of service provision. With fewer employees to manage the demanding tasks associated with maintaining the hotel's luxurious standards, the existing staff members were compelled to work overtime to compensate for the shortfall, leading to increased labour costs. This lack of manpower not only affected the quality of service but also posed financial challenges due to the need for additional compensation and overtime



wages. It indicates, hotel need to employ foreign labour due to manpower shortage (Zainol, A., & Radha, J. Z. R. R. R.).

## **6.2.2 STAFFING AND OPERATIONAL CHALLENGES**

Staffing and operational challenges pose a significant threat to the seamless functioning and service excellence of The Ritz-Carlton Langkawi. These challenges can impact various facets of the organization, ranging from guest satisfaction to employee morale. Understanding and addressing these issues is crucial to maintaining the brand's reputation for luxury and hospitality. Higher turnover rates within the hospitality industry, a common challenge, could have led to a dynamic workforce, necessitating continuous recruitment efforts (Vasquez, 2019). High turnover can lead to a loss of institutional knowledge, disrupt team dynamics, and increase recruitment and training costs.

The Ritz-Carlton Langkawi, like many luxury resorts, may face seasonal fluctuations in demand. Balancing staffing levels during peak seasons and managing operational efficiency during off-peak periods can be challenging, potentially leading to overstaffing or understaffing issues. Finding and recruiting skilled professionals who align with the brand's commitment to service excellence can be challenging. The recruitment process may be time-consuming, and the organization may face competition for top talent from other luxury hospitality establishments.

**As for recommendation**, to mitigate the challenges of higher turnover, demanding work conditions, recruitment issues, and balancing staffing during different seasons at The Ritz-Carlton Langkawi, strategic interventions are imperative. The resort could implement comprehensive employee retention programs, emphasizing career development, competitive compensation, and work-life balance (Vasquez, 2019). Balancing staffing levels during different seasons requires a nuanced approach. The Ritz-Carlton Langkawi could implement flexible staffing models, embracing part-time or seasonal staff during peak periods and cross-training employees for versatility during off-peak times (Cetin & Dedeoglu, 2019). Additionally, forecasting tools and historical data analysis can aid in anticipating fluctuations in demand, enabling more precise workforce planning.

## **6.3 OPPORTUNITIES**

### **6.3.1 STRATEGIC LOCATION**

The strategic location of The Ritz-Carlton Langkawi presents at Pantai Kok, Langkawi 12 kilometres from a popular tourist attraction, Pantai Cenang and surrounded by the tourist attraction such Pantai Cenang, Telaga Harbour, Langkawi Skybridge Cable Car

and nature attraction like Telaga Tujuh give a significant opportunity that can be leveraged to enhance the overall success and competitiveness of the luxury resort. A well-chosen location can contribute to attracting a diverse clientele, providing unique experiences, and fostering sustainable growth. Langkawi, known for its scenic beauty and natural attractions, offers The Ritz-Carlton an opportunity to capitalize on its surroundings. The resort position itself show the stunning landscapes, pristine beaches, and cultural richness of Langkawi. This can attract guests seeking a luxurious retreat amid nature's splendour and status as a UNESCO Global Geopark provide The Ritz-Carlton with the opportunity to align its offerings with the unique attractions of the region.

### **6.3.2 STRATEGIC PARTNERSHIP AND COLLABRATION**

The Ritz-Carlton Langkawi, by seeking strategic alliances and collaborations, has a unique potential to expand its offers and consolidate its position as a luxury resort. Collaborating with local companies, craftspeople, and cultural organizations can help you create unique and authentic experiences for customers. By highlighting local craftsmanship, adding regional flavours into culinary offerings, and promoting indigenous art, the resort may deliver a genuine feeling of place, appealing to the growing demand for culturally immersive vacation experiences. Forming strategic partnerships and collaborations with others Marriott's hotel such as St. Regis Langkawi, The Westin Langkawi Resort & Spa, Aloft Langkawi and others can present significant opportunities for The Ritz-Carlton Langkawi. Collaborations could include joint marketing initiatives, exclusive packages, or co-branded events that elevate the hotel's brand visibility and attract a more diverse clientele.

**As for recommendation**, to leverage on its strategic location, The Ritz-Carlton Langkawi should create unique experiences that showcase Langkawi's natural beauty and cultural diversity, such as guided tours, wellness treatments, and gastronomy experiences. Simultaneously, the resort should actively pursue strategic alliances and cooperation with local businesses, craftsmen, and others hotel. Hosting local artists, using locally sourced materials, and cooperating with local chefs can help to create a real feeling of place.. By actively interacting with the local community and aligning with sustainable tourism principles, The Ritz-Carlton Langkawi can boost its brand image and provide guests with a truly immersive and responsible luxury experience.

## **6.4 THREATS**

### **6.4.1 COMPETITIVE PRESSURE**

The competitive pressure faced by The Ritz-Carlton Langkawi is a significant threat that requires careful consideration. While the brand is synonymous with luxury and excellence, the hospitality industry is highly competitive, and various factors contribute to the challenges posed by competitors. As we know, in Langkawi there are many 5-stars hotel that compete with the Ritz-Carlton Langkawi. For example, there are Four Seasons Resort Langkawi, Park Royal Langkawi, The Danna Langkawi and other that same under the brand Marriot which are St. Regis Langkawi and Westin Langkawi gave a direct threat to the Ritz-Carlton. Every hotel has their advantages that can pressure others. But most of the challenges faces related with price and services. This could lead to challenges such as price wars or the need for continuous investment in innovative amenities and services to maintain a competitive edge (Sigala, 2020). Additionally, factor that influences by the economic moreover will change the landscape.

#### **6.4.2 GLOBAL PANDEMIC AND PUBLIC HEALTH CRISIS**

The spread of the COVID-19 pandemic has had serious consequences for the hotel industry. Travel restrictions, lockdowns, and health concerns have caused a dramatic drop in tourist and hotel bookings. Social distancing measures and hygiene procedures have changed the way hotel's function, impacted the guest experience while raised operational costs. The Ritz-Carlton Langkawi may have faced the significant threat posed by the global pandemic and ensuing public health crisis in 2020. The hospitality industry, including luxury resorts, experienced unprecedented challenges due to travel restrictions, lockdowns, and health concerns, leading to a substantial decline in global tourism (Nicola et al., 2020). The resort might have encountered cancellations, reduced bookings, and operational disruptions, impacting revenue streams and profitability (Sigala, 2020).

**As for recommendation**, to navigate the dangers of rising competitive pressure and the impact of global pandemics and public health crises, The Ritz-Carlton Langkawi needs take a diverse strategic strategy. To maintain a distinct market position in the face of increasing competition in the luxury hospitality sector, the resort needs constantly innovate its offers, emphasizing unique and personalized experiences. Simultaneously, the resort should develop contingency plans to address the problems posed by worldwide pandemics and public health emergencies. This could include improving crisis management methods, diversifying revenue streams, and implementing flexible cancellation policies to reassure potential guests. Furthermore, The Ritz-Carlton Langkawi should prioritize the adoption of strong health and safety procedures that are consistent with industry best practices to protect the well-being of both guests and employees.

## 7.0 CONCLUSION

In essence, industrial training constitutes a crucial period of practical exposure provided by employers to familiarize students with the professional environment relevant to their field of study. It is a mandatory step for students to undergo such training before graduating, serving as a foundational experience before embarking on their chosen professions. My internship experience in the Finance Department at The Ritz-Carlton Langkawi has been a profound and enriching journey. The exposure to the intricacies of financial management in the context of a luxury hospitality setting has provided invaluable insights and practical skills.

Throughout this internship, I've had the opportunity to contribute to diverse tasks, from income auditing to assisting with credit card payments and engaging in purchasing-related activities. This hands-on experience has not only expanded my understanding of financial operations within a renowned establishment but has also allowed me to apply theoretical knowledge gained during my academic studies. The collaborative environment within the Finance Department has been instrumental in my professional growth. Working alongside experienced professionals, I've learned the importance of effective communication, adaptability, and attention to detail in ensuring the financial integrity of a prestigious resort like The Ritz-Carlton Langkawi. One of the highlights of this internship has been the chance to interact with colleagues from different departments, fostering a holistic view of the resort's operations. Additionally, the exposure to the unique cultural and industry aspects of Langkawi has added a distinctive dimension to my learning experience.

In conclusion, the SWOT analysis of The Ritz-Carlton Langkawi has identified several key factors that impact the resort's performance. In terms of strengths, the resort has a strong brand image and a dedicated team, which promotes a premium and individualized visitor experience. Langkawi's strategic position creates opportunity for distinctive, culturally immersed offerings and partnerships. However, shortcomings such as staffing issues during busy seasons and a shortage of personnel create operational obstacles. Furthermore, the threat of competitive pressure and the long-term consequences of global pandemics highlight the significance of adaptation and crisis readiness.

In summary, while The Ritz-Carlton Langkawi has solid foundations, recognizing and addressing identified vulnerabilities and possible threats will be critical for long-term growth and resilience in the dynamic hospitality industry. The resort is encouraged to use its

strengths and chances to proactively address difficulties, resulting in an upgraded and unrivalled guest experience.

## 8.0 REFERENCES

*Foundations of Our Brand | Ritz-Carlton Leadership Center.* (2023, August 1). Ritz-Carlton

Leadership Center. Retrieved August 28, 2023, from

<https://ritzcarltonleadershipcenter.com/about-us/about-us-foundations-of-our-brand/#:~:text=The%20Employee%20Promise-.The%20Credo,%2C%20relaxed%2C%20yet%20refined%20ambiance.>

*Ritz-Carlton, L.* (2017, September 22). The Ritz-Carlton opens in Langkawi. Hospitality Net.

Retrieved August 28, 2023, from <https://www.hospitalitynet.org/announcement/41000635.html#:~:text=Marriott%20International%2C%20Inc.>

*Smith, A. (2019).* The Ritz-Carlton Hotel Company: *The quest for service excellence.* Routledge.

*Jones, P. (2018).* Skill requirements for the future hospitality workforce: *A global perspective.* *Journal of Teaching in Travel & Tourism*, 18(1), 1-15.

*Stevens, C., & Cabras, I. (2020).* The role of leadership development programs in organizational change: *A case study evaluation.* *Journal of Organizational Change Management*, 33(4), 490-508.

*Khalimova, N. J. (2020).* Analysis of foreign experience in hotel career enhancement programs. *Central Asian Problems of Modern Science and Education*, 2020(2), 3-14.

*Smith, M. A., & Puczko, L. (2016).* The Routledge Handbook of Health Tourism. Routledge.

*Gursoy, D., Chi, C. G. Q., & Lu, L. (2020).* Antecedents and outcomes of tourists' place attachment. *Annals of Tourism Research*, 82, 102902.

- Vasquez, C. A. (2019). Employee Turnover and Its Relation to Service Quality in the Hotel Industry. *International Journal of Hospitality & Tourism Administration*, 20(1), 44–60.
- Zainol, A., & Radha, J. Z. R. R. R. Policy changes and its enforcement toward foreign workers in hotel industry. *Management*, 5(18), 01-09.
- Cetin, G., & Dedeoglu, B. B. (2019). Seasonal Employment in the Hotel Industry: The Role of Organizational and Job Factors in the Job Performance of Seasonal Employees. *Journal of Human Resources in Hospitality & Tourism*, 18(4), 415–436.
- Sigala, M. (2018). Tourism and COVID-19: Impacts and implications for advancing and resetting industry and research. *Journal of Business Research*, 117, 312–321.
- Nicola, M., Alsafi, Z., Sohrabi, C., Kerwan, A., Al-Jabir, A., Iosifidis, C., ... & Agha, R. (2020). The socio-economic implications of the coronavirus pandemic (COVID-19): A review. *International Journal of Surgery*, 78, 185–193.
- Sigala, M. (2020). Tourism and COVID-19: Impacts and implications for advancing and resetting industry and research. *Journal of Business Research*, 117, 312–321.

## 9.0 APPENDIX



Figure 1: Daily Routine



Figure 2





Figure 3



Figure 4: Inventory Count with Cost Controller

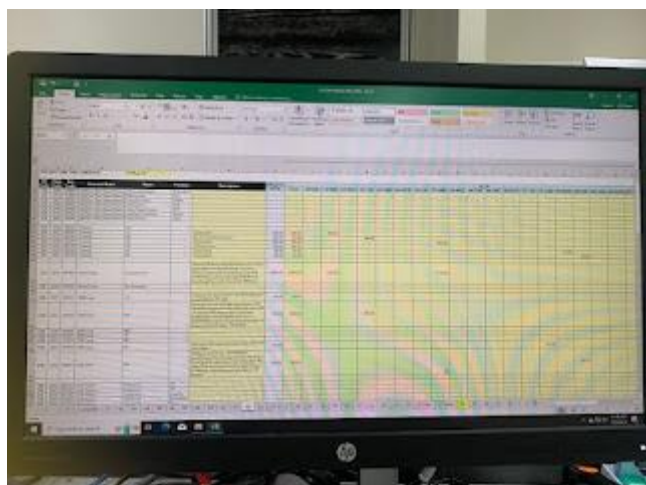


Figure 5: Key In Officer Check (OC)



Figure 6



Figure 7