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HRM666

INDUSTRIAL TRAINING REPORT

AT ROYALE CHULAN
SEREMBAN HOTEL

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Royale Chulan
SEREMBAN



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Tarikh : 13.1.2025

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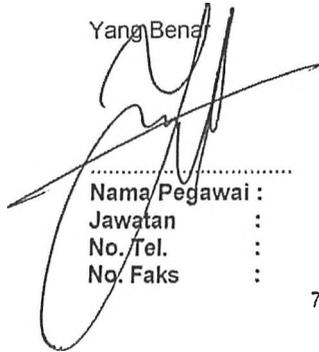
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Yang Benar



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Jawatan : Food & Beverage Manager
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70100 Seremban, Negeri Sembilan

FAZRUL KHALID
Food & Beverage Manager
Royale Chulan Seremban
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70100 Seremban, Negeri Sembilan
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EXECUTIVE SUMMARY

At Royale Chulan Seremban, I started my unforgettable and eye-opening six-month industrial training. I improved my technical knowledge and people skills throughout this internship by gaining practical experience in the Human Resources and Food & Beverage divisions. With its 4-Star Ministry of Tourism, Arts and Culture (MOTAC) rating and Muslim-Friendly Tourism and Hospitality Assurance and Recognition (MFAR) Gold certification, the Royale Chulan Seremban is a prestigious hotel that epitomizes competence and inclusivity, drawing both Muslim and affluent tourists. I gained flexibility, multitasking and interpersonal competencies while handling employee onboarding, creating organizational charts and helping with banquet operations. A thorough SWOT analysis identified the hotel's advantages, including its excellent location and well-known brand, as well as its disadvantages, including its antiquated infrastructure and scant amenities. Opportunities, such as growing MICE travel and implementing cutting-edge technologies, could help overcome these obstacles. To stay relevant in the changing hospitality market, recommendations centered on utilizing technology, modernizing facilities and developing strategic alliances. My enthusiasm for hospitality was stoked by this internship, which also helped me be ready for a future in which I want to manage with creativity, collaboration and a dedication to quality.

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ACKNOWLEDGEMENT

بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ

All praises to Allah and His blessings for enabling the completion of this industrial training report (HRM666). I am deeply grateful to God for providing me with the opportunities, challenges, and strength necessary to complete this report. Throughout this journey, I have grown not only academically but also personally, developing resilience and a deeper understanding of the assignment matter.

First and foremost, I would like to extend my heartfelt thanks to Royale Chulan Seremban for providing me with this invaluable opportunity to gain practical experience in the hospitality industry. I really thank my supervisor, Miss Dewihariayu and Miss Hidayah, for your invaluable guidance, support and patience throughout my training period. Your insightful feedback was instrumental in my learning and development. To my colleagues, thank you for your warm welcome, friendly support and encouragement into the day-to-day operations of the hotel.

Also, I would like to express my sincere gratitude to my advisor, Madam Noor Haty, for her unwavering guidance, understanding and patience, which have been instrumental in the completion of this report. Her positive encouragement and warm spirit have been a constant source of motivation.

Finally, I owe my deepest gratitude to my beloved family and friends. Their unwavering support and encouragement have been crucial throughout this process. My family, in particular, has been a pillar of strength, consistently offering ideas and feedback to improve my assignment. Their support has been invaluable and without them, completing this assignment to a high standard would have been much more challenging. Their faith in my abilities has been a driving force and I am deeply appreciative of their presence in my life.

1.0 STUDENT'S PROFILE

NUR' NADHIRAH ROSLAN



SUMMARY OBJECTIVE

Described by others as a great team player with good leadership skills, disciplined and a faster learner. Inspired and interested in a challenging environment. Skilled in leveraging Microsoft software and other tools to enhance efficiency and accuracy. Excellent interpersonal and communication skills, with a commitment to fostering a positive and inclusive workplace culture. Seeking an internship opportunity to contribute to HR initiatives and further develop my expertise in a dynamic organizational environment.

EDUCATION

UiTM MELAKA BRANCH, CAMPUS ALOR GAJAH	2019 - 2022
<ul style="list-style-type: none">• Diploma in Office Management & Technology• CGPA 3.61• MUET Band 4.0	
UiTM MELAKA BRANCH, CAMPUS BANDARAYA MELAKA	2022 - PRESENT
<ul style="list-style-type: none">• Bachelor of Business Administration (Hons.) Human Resource Management	

EXPERIENCES

HUMAN RESOURCES INTERN	12 AUG 2024 - 15 NOV 2024
<ul style="list-style-type: none">• actively participating in the talent acquisition process• managed onboarding of trainee and new employee• responsible for creative designing• handling events and tournament	
FOOD & BEVERAGES INTERN	18 NOV 2024 - 24 JAN 2025
<ul style="list-style-type: none">• utilizing various systems to streamline operations• contributed to training & development process• assisting the Banquet team• managing the flow of reservations	

INVOLVEMENTS

- Secretary 1 Academic Exco Intellectual Students Association Club 2019/2020
- Program Panel "Kempen Jalinan Mahabbah Dana Kemboja 2021
- Secretary 1 Office Management Faculty Club (OMaC) 2021/2022
- Secretary 1 Intellectual Students Association Club 2021/2022
- Protocol Bureau HR Lavender Day collaboration with National Cancer Society Malaysia (NCSM) and Perpustakaan Tun Abdul Razak (PTAR) 2023
- Secretary 1 Human Resource Society (HURES) 2023/2024
- Protocol Bureau in Profession & Pause Programme 2024

SKILLS & LANGUAGE

TECHNICAL SKILLS

- Keyboarding (Advance)
- Microsoft Words (Advance)
- Microsoft Powerpoint (Intermediate)
- Microsoft Excel (Intermediate)
- Canva (Advance)
- Capcut (Advance)
- Adobe Photoshop (Intermediate)

LANGUAGE

- Malay (Primary fluency)
- English (Professional working proficiency)
- Mandarin (Basic)

ACHIEVEMENTS

- Dean's List Award: Semester 2 - 5 (Diploma)
- Candidate for The Best Graduate Award (Leadership Category) in the 2021 Melaka branch
- Bronze Medal Category Innovation in V-MiiEX 2021 "Creativity in The New Norms"
- Consolation prize in "Pertandingan Kawad Kaki Badan Beruniform" UiTM Melaka 2019
- Consolation prize in SULAM programme "International Teaching Aid Competition 2023"

REFERENCES

PN. NURUL HIDAYAH BINTI MOHD YUSOP

| F&B Secretary, Royale Chulan Seremban

PROF. MADYA DR. AHMAD FADHLY BIN ARHAM

| Senior Lecturer, UiTM Campus Bandaraya Melaka

2.0 COMPANY'S PROFILE

2.1 Company's Background



Figure 1 : Royale Chulan Seremban

Royale Chulan Hotels & Resorts, a renowned name in Malaysian hospitality, is a collection of exquisite hotels managed by Boustead Hotels & Resorts Sdn. Bhd., a division of the esteemed Boustead Holdings Berhad. Boustead Holdings Berhad, a cornerstone of Malaysian business, boasts a remarkable history dating back to 1828. Founded by the visionary Edward Boustead in Singapore, the company has witnessed the evolution of Southeast Asia firsthand. From its humble beginnings as a trading company, Boustead expanded its reach, venturing into diverse sectors that shaped the nation's growth, including rubber plantations and import-export businesses.

In 2003, Boustead embarked on a new chapter by entering the hospitality industry with the acquisition of The Royale Bintang Kuala Lumpur. This marked the beginning of a journey that would redefine luxury travel in Malaysia. The launch of The Royale Chulan Kuala Lumpur in 2010 further solidified the brand's presence in the market. In 2004, the company expanded its global footprint with the acquisition of the prestigious Hyde Park Hotel in London, which was rebranded as The Royale Chulan Hyde Park Hotel, a testament to the brand's ambition and international appeal. In 2017, a significant rebranding initiative brought all eight hotels under the unified "Royale Chulan" brand, reflecting the company's growth and its commitment to providing a consistent and exceptional guest experience. This strategic move not only strengthened the brand

identity but also positioned Royale Chulan as a leading player in the competitive hospitality landscape.

Nestled amidst the picturesque Lake Garden in Seremban, the state capital of Negeri Sembilan Darul Khusus, Royale Chulan Seremban offers a tranquil retreat for both business and leisure travelers. Previously known as The Royale Bintang Resort and Spa Seremban, the hotel underwent a transformation, reflecting the vibrant energy of the city while maintaining its serene ambiance. Experience the epitome of Malaysian hospitality at Royale Chulan Seremban. Enjoy a delectable array of international flavors at Asiatique, savor the exquisite artistry of Chinese cuisine at Han Pi Yuen, or indulge in delectable pastries at Sweet Seremban. Whether you're seeking a relaxing escape or a productive business trip, Royale Chulan Seremban provides the perfect blend of comfort, convenience, and sophistication.

2.2 Vision, Mission and Objectives

Vision

At the heart of everything we do is our commitment to exceeding our guest's expectations. We strive to provide the highest level of service and hospitality, ensuring every guest feels valued and cherished during their stay.

Mission

We believe that creativity and innovation are the driving forces behind success. We foster a collaborative and supportive environment where every team member feels empowered to share their unique ideas and perspectives. We encourage out-of-the-box thinking and celebrate the spirit of ingenuity.

Objectives

At Royale Chulan Seremban, we understand that the world of hospitality is constantly evolving. That's why we're always looking for ways to improve and adapt. We regularly review our policies and procedures to ensure they meet the changing needs of our guests and the industry as a whole. Our goal is to create a

dynamic and efficient environment where our team can provide the best possible service and exceed guest expectations in every way.

2.3 Slogan and Core Values

“Malaysian Hospitality from The Heart”

Core Values

Respect – Dignity, Trust, Fair, Open & Honor.

Integrity – Honest, Truthful, Conscience, Sincere, Accountability.

Teamwork – Unity, Harmony, Co-operation, Commitment, Collaboration.

Excellent – Professional, Courage, Pride, Proactive, Competitive.

2.4 Organizational Structure



Figure 2 : Royale Chulan Seremban's Organizational Chart

DESIGNATION	MAIN RESPONSIBILITIES
Abd. Halim Md Yusuf (General Manager)	Leads the hotel, ensuring guests have a wonderful experience while keeping the business thriving.

Mohd Faizal Hussain (Executive Assistant Manager)	Supports the General Manager, coordinates departments and helps with special projects to keep the hotel running smoothly.
Marline Meera Hunt (Executive Secretary)	Assists the General Manager with administrative tasks, manages communication and ensures everything runs efficiently.
Azira Arif (Marketing & Communication Manager)	Brings in guests by creating exciting marketing campaigns, managing the hotel's online presence and building strong relationships with the community.
Nooraini Khosim (Financial Controller)	Keeps the hotel's finances in order, manages budgets and ensures the hotel is financially sound
Siti Sapiah (Director of Sales & Marketing)	Drives sales, builds relationships with clients and creates strategies to attract more guests to the hotel.
Syahirah Dalilah (Head of Human Resources)	Takes care of our amazing team, recruits top talent, ensures employee well-being and creates a positive work environment.
Mohd Othman (Safety & Security Executive)	Keeps everyone safe and secure, manages emergencies and ensures the hotel is a safe place for guests and employees.
Fazrul Khalid (Food & Beverage Manager)	Oversees all restaurants, ensures delicious food and drinks and lead the talented culinary team.
M. Suresh (Executive Chef)	Creates delicious menus, ensures the highest quality food and leads the kitchen team to culinary greatness.
Maizatun Hashim (Room Division Manager)	Manages the front desk, housekeeping and guest services, ensuring a comfortable and enjoyable stay for every guest.

Mohd Fadzly (Maintenance Manager)	Keeps the hotel in tip-top shape, fixes any issues and ensures everything runs smoothly and safely.
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Every organization needs a clear structure to function effectively. This structure outlines each role and responsibility and helps everyone understand who's in charge and how decisions are made. At Royale Chulan Seremban, we have nine key departments each led by a skilled leader. These department heads are responsible for guiding their teams and ensuring they deliver exceptional service. They also keep the General Manager informed about their department's progress and any challenges they face. Every department plays a vital role in making sure our hotel runs smoothly and provides an amazing experience for our guests. From welcoming guests at the front desk to creating delicious meals, each team contributes to the overall success of the hotel.

2.5 Products or Services

As the name suggests, Royale Chulan Seremban is more than just a place to sleep. It's a vibrant hub of activity where guests can truly experience the best of Seremban. From delicious dining options to comfortable accommodations, the hotel offers a wide range of experiences to suit every traveler's needs. Whether you're looking for a relaxing getaway, a thrilling adventure, or simply a comfortable place to stay, Royale Chulan Seremban has something for everyone. This diverse range of services not only caters to individual needs but also contributes to a lively and exciting atmosphere that makes the hotel a popular destination for both tourists and locals alike.

ACCOMMODATION	
	<p>Superior Room</p> <ul style="list-style-type: none"> ▪ Room size approximately 35 sqm ▪ 2 persons ▪ Superior Twin or Hollywood Twin



Deluxe Room

- Room size approximately 35 sqm
- 2 until 3 persons
- King Bed or Twin or Hollywood Twin



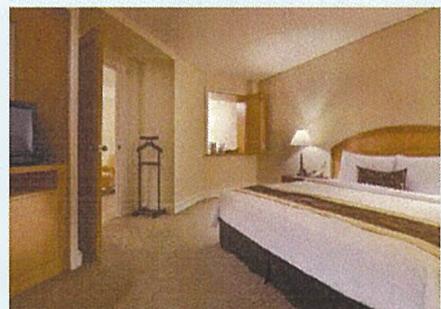
Executive Room

- Room size approximately 35 sqm
- 2 persons
- King Bed or Hollywood Twin



Executive Suite

- Room size approximately 51.8 sqm
- Separate bedroom & living area
- 2 persons
- King Bed



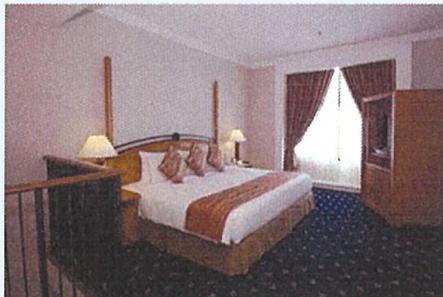
Alcove Suite

- 77.35 sqm, Alcove Suite & Alcove Corner
- Separate bedroom, living room & dining room
- 2 persons
- King Bed



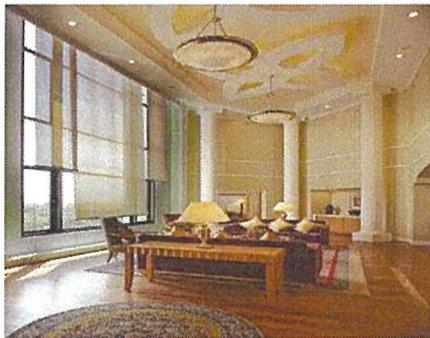
Grand Duplex

- **151 sqm**
- **Non-smoking**
- **King Bed**
- **Mountain view**



Duplex Suite

- 104 sqm & 151 sqm, two-storey Duplex & Grand Duplex
- Separate bedroom, living room, dining room & pantry
- Super King Bed



Singgahsana

- 261.2 sqm
- Separate bedroom, living room, dining room & pantry
- Super king-size bed
- Separate bath and shower unit

DINING



Asiatique

- An all day dining coffee house featuring Malay, Asian and International fare, served on the buffet and a la carte



Han Pi Yuen

- An exquisite Chinese Restaurant, which serves well-known specialities from the different regions of China



Sweet Seremban

- The perfect deli to enjoy sweets, savouries as well as goodies on-the-go

Other Services

- Business Centre
- Meetings
- Events
- Conferences
- Weddings



Figure 3 : Other Services

3.0 TRAINING'S REFLECTION

My internship at Royale Chulan Seremban took place over six months, starting on August 12, 2024 and wrapping up on January 24, 2025. I worked a typical five-day work week, with a daily schedule of nine hours, including a one-hour lunch break, giving me valuable hands-on experience within the company.

Firstly, I started in the Human Resources department, where I was fortunate to learn under the guidance of Miss Dewihariayu. This aligned perfectly with my studies. However, I was eager to gain a broader understanding of the hotel, so I was thrilled to have the opportunity to experience different areas of the hotel. This valuable cross-exposure allowed me to spend the second half of internship in the Food & Beverage department which is started from November 18, 2024, where I learned from the expertise of Miss Hidayah, giving me a well-rounded perspective on how the entire hotel operates.

3.1 Role and Responsibilities as a HR Intern

a. Talent Acquisition

A key aspect of my role involved actively participating in the talent acquisition process. I began by welcoming prospective candidates through phone calls, guiding them on how to submit their applications via email. For those who submitted applications manually, I carefully reviewed their applications and ensured all necessary information was included.

Once received, I diligently forwarded the candidate resumes and applications to the respective department heads for their consideration. I then took the lead in coordinating the interview process, scheduling convenient times for both the candidate and the interviewer and ensuring all parties were informed of the interview details.

Also, I preparing the necessary documentation for candidates, guiding them through the process and ensuring all required documents were completed accurately. Finally, I conducted

thorough reference checks by contacting the candidates' previous employers, ensuring the information provided on their applications was accurate and verified.

b. Onboarding of Trainee and New Employee

For new employees, I began by warmly welcoming them and providing with all the essential information including their start date, designation and other key details. To facilitate their smooth integration, I provided them with important documents such as letters for opening a bank account and undergoing medical checkups at our designated clinic. I then guided them on the process of collecting these documents and ensuring their timely return to the Human Resources department for further processing.

Other than that, I prepared essential onboarding materials, including employee handbooks, personalized nametags and badges. I also actively participated in the orientation process, assisting new employees in understanding company policies and procedures. I meticulously checked their documents, guided them through the necessary system entries and even captured their photos for their staff IDs. Finally, I meticulously created and maintained personal files for each new employee, ensuring all relevant payroll documents were accurately filed and readily accessible to the Human Resources department.

For trainees, I followed a similar process, providing them with detailed information regarding their internship dates, assigned department and other relevant details. I prepared the necessary documents, including employee handbooks and nametags and assisted them in completing the required documents. I also conducted a short brief session, covering essential hotel rules and regulations, emphasizing key dos and don'ts. To provide a comprehensive overview, I personally bring the trainees rounding around the hotel, introduce them to different departments, key facilities and important areas within the property.

c. Creative Designing

I was responsible for designing visually appealing welcome boards. These likely served as the first impression for new arrivals, so my designs needed to be both aesthetically pleasing and informative. I likely considered factors like color schemes, typography and overall layout to create a warm and inviting atmosphere for new employees.

I designed organizational charts for the sports club. These charts are essential for visualizing the club's structure and hierarchy. My designs likely focused on clarity, readability and visual appeal, ensuring that the information was easily understood and accessible to all club members. I designed impactful announcements for the sports club committee. These announcements may have included information about upcoming events, club activities or changes in committee membership. My designs aimed to effectively communicate the information to club members in a visually engaging and informative manner.

I contributed to celebrating colleagues' birthdays by designing creative and engaging social media posts. This involved selecting appropriate visuals, crafting concise and heartfelt messages and ensuring the overall design was visually appealing and conveyed a sense of camaraderie. I was involved in creating dynamic and engaging video announcements for birthdays. This likely involved selecting appropriate video clips, incorporating music or sound effects, adding text overlays and ensuring the overall presentation was visually appealing and celebratory.



Figure 4 : Creative Designing Tasks

d. Handling Events and Tournament

I had the opportunity to contribute to several exciting events during my internship. One of the highlights was my involvement in the Royale Chulan Talent Quest Dance Competition, an inter-hotel competition featuring talented individuals from all Royale Chulan properties across Malaysia. I played a key role in the preparations, ensuring a smooth and enjoyable experience for all. This included tasks like creating a rooming list for the contestants, preparing meal vouchers and organizing the judging forms. During the event itself, I assisted VIP guests, guided contestants and audience members and helped maintain a calm and organized atmosphere within the ballroom.

I also had the privilege of assisting with the MAHNS Badminton Tournament, a prestigious event organized by the Malaysian Association of Hotel Negeri Sembilan, where hotels from across the state compete. Prior to the tournament, I helped prepare for the event by gathering first aid supplies and ensuring we had all the necessary equipment and refreshments. During the tournament, I assisted players, supported the tournament manager and captured the excitement of the event by taking photos and videos for documentation.

I was also involved in organizing employee appreciation events, such as the Staff Gathering and Townhall meetings. I helped prepare for these events by creating special birthday cards for colleagues and designing engaging birthday slides. During the meetings, I had the rewarding experience of distributing gifts to our valued employees. Finally, I played a key role in organizing the Children's Day event. I was responsible for managing the registration counter, providing essential information to guests and overseeing the exciting lucky draw, ensuring a fun and memorable experience for all the children.



Figure 5 : MAHNS Tournament & Talent Quest Competition

3.2 Role and Responsibilities as a F&B Intern

a. Utilizing Various Systems to Streamline Operations

A significant part of my role involved utilizing various systems to streamline operations. I was responsible for meticulously creating and updating the duty roster for the Asiatique outlet and foreign workers within the Timetec system. This involved ensuring accurate scheduling and ensuring all employees were aware of their work shifts. I then printed the rosters and diligently collected signed attendance records from each employee, ensuring their accuracy before submitting them to the Human Resources department for payroll processing.

Furthermore, I assisted employees in navigating the BrioHR system by guiding them through the leave application process and assisting them in requesting credit for public holidays. To support the efficient functioning of the Asiatique outlet, I also utilized the IDB Accounting System to initiate purchase request and store requests, ensuring that necessary supplies and resources were readily available for smooth operations.

b. Training & Development

After each training session conducted by the Asiatique Restaurant outlet, I was responsible for creating a comprehensive training outline. This involved carefully documenting the key learning objectives, training methods used and the overall effectiveness of the session. The outline served as valuable records of the training conducted, capturing the key takeaways and providing a framework for future training sessions.

In addition, I had to create a policies and procedures document based on the completed training outlines and hand it in to the Human Resources department. This ensured that all employee training hours were accurately recorded and utilized for departmental Key Performance Indicators (KPIs), contributing to the overall success of the hotel's training and development initiatives.

c. Assisting the Banquet Team

I actively supported the Banquet team in ensuring the smooth execution of various events. My responsibilities included meticulously creating menu cards and food tags that precisely reflected the specifications outlined in the Banquet Event Order (BEO). I also showcased my creative skills by designing eye-catching digital signage for upcoming events, ensuring that they were displayed prominently on televisions throughout the hotel to inform and excite guests.

Furthermore, I played a crucial role in event preparation by efficiently printing the BEO directly from Outlook. This readily accessible information, displayed on a convenient clipboard, ensured that all staff members were well-informed and prepared for the event. I also actively assisted the Banquet team in acquiring necessary items for event setups. This involved coordinating the retrieval of items that had been previously ordered through the IDB accounting system and approved by the F&B Manager. I efficiently facilitated the collection of these items from the receiving area, ensuring their timely availability for event setup and contributing to the overall success of the event.



Figure 6 : Banquet Event

d. Managing The Flow of Reservations

A key aspect of my role involved managing the flow of reservations for the Asiatique Restaurant. I usually handled incoming inquiries, whether received via phone calls or WhatsApp messages and meticulously recorded each reservation in the designated book. This often involved creating proforma invoices, particularly for larger groups or special events. I meticulously prepared these invoices, ensuring they accurately reflected the guest's requirements, including the number

of pax, desired date and time and any special requests. These proforma invoices provided guests with a clear understanding of the expected costs and facilitated the reservation process, enhancing their overall dining experience.

To enhance the guest experience, I took the initiative to design a visually appealing digital menu catalogue showcasing the diverse and enticing buffet offerings at Asiatique. I meticulously crafted captivating descriptions for each dish, highlighting the unique flavors and culinary artistry involved. Furthermore, to streamline the reservation process and provide guests with immediate assistance, I developed a series of quick reply messages for WhatsApp. These pre-written messages addressed common inquiries, such as reservation requests, dining times and other relevant information, enabling guests to quickly receive the information they needed and ensuring a seamless and efficient dining experience.

3.3 Benefits that I Gained

My internship provided me with valuable benefits, including a monthly allowance of RM500, complimentary meals during my shifts and the assurance of receiving compensatory time off for working on public holidays or during my scheduled rest days. Beyond the tangible benefits, the internship significantly enhanced my professional development. I gained valuable knowledge and technical skills by learning to navigate and utilize crucial systems such as Timetec, BrioHR and IDB. The opportunity for cross-departmental exposure, specifically my transition from the Human Resources department to the Food & Beverage department, broadened my understanding of hotel operations and fostered a well-rounded skillset.

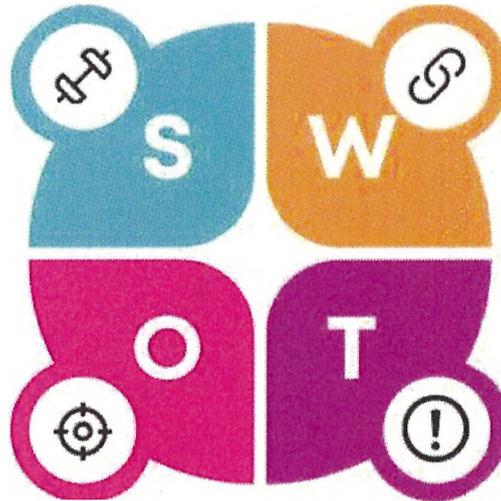
Furthermore, this internship significantly contributed to my personal development. I learned to be highly adaptable and multi-task effectively, as demonstrated by my willingness to assist the Food & Beverage team during a busy event when manpower was limited. Moreover, my involvement in various events, from organizing tournaments to assisting with guest inquiries, significantly enhanced my communication and interpersonal skills. I learned to effectively communicate with colleagues, guests and external stakeholders, fostering strong relationships and ensuring a smooth and enjoyable experience for all.

4.0 SWOT ANALYSIS

Comprehensive SWOT Analysis

Strengths

- Strong Brand Reputation
- Prime Location



Weakness

- Outdated Facilities
- Limited Amenities

Opportunities

- Emerging Technologies
- Strategic Partnerships

Threats

- Changing Guest Preferences
- Job Hopping Talent

Figure 7 : SWOT Analysis

5.0 DISCUSSION & RECOMMENDATION

5.1 Strengths

a. Strong Brand Reputation

The 4-Star Rating from Ministry of Tourism, Arts and Culture (MOTAC) is a testament to Royale Chulan Seremban's commitment to excellent. This prestigious recognition, earned through meticulous attention to detail in every aspect of the guest experience from impeccably maintained rooms and public areas to the consistently professional and courteous service provided by the dedicated staff, inspires confidence in discerning travelers seeking a high-quality stay. This distinction attracts discerning travelers who value a superior level of service and comfort, ultimately boosting the hotel's reputation and attracting a higher-paying clientele.

Furthermore, the Gold Category certification from Muslim-Friendly Tourism and Hospitality Assurance and Recognition (MFAR) underscores the hotel's commitment to inclusivity. By thoughtfully providing Halal food options, dedicated prayer facilities and ensuring service delivery adheres to Islamic principles, the hotel creates a welcoming and comfortable environment for Muslim guests. This certification attracts a significant segment of the Muslim travel market, both domestic and international, expanding the hotel's customer base and revenue streams.

To maintain this competitive edge, the hotel must consistently strive for excellence. This means continually exceeding guest expectations by upholding the highest standards of cleanliness, service and facilities. Given that Muslims now make up roughly 30% of the global population, the study's findings suggested that there is a chance for the tourism industry to grow halal travel among Muslim travelers (Widodo et al., 2022). Regular guest feedback and thorough audits will be crucial in identifying areas for improvement and ensuring ongoing quality enhancement. Leveraging the prestigious Gold Category certification from the MFAR is key to attracting a wider clientele.

By actively promoting the hotel's commitment to providing a welcoming and comfortable environment for Muslim guests through targeted marketing campaigns and partnerships with travel

agencies specializing in Halal tourism, the hotel can effectively tap into this significant market segment. The significant impact of Halal certifications on travel decisions, underscoring the importance of this strategy (Aziz & Ismail, 2022). Furthermore, the strong brand recognition associated with the Royale Chulan name is a valuable asset. By consistently delivering exceptional guest experiences, implementing innovative service offerings and effectively utilizing digital platforms to engage with potential guests, the hotel can further strengthen its brand equity. This includes fostering long-term relationships with loyal guests through personalized communication and loyalty programs. Building on this foundation, the Royale Chulan brand can continue to thrive in the competitive hospitality market.



Figure 8 : MOTAC & MFAR Certificates

b. Prime Location

The Royale Chulan Seremban boasts a fantastic location, making it a top choice for both business and leisure travelers. Nestled in the heart of Bandar Seremban, a popular tourist destination, guests have easy access to a wealth of attractions, shops and restaurants. Making a poor location choice can lead to significant cost hikes and unhappy customers (Gul & Guneri 2021). This central location is a major plus as it saves guests time and money compared to staying further out.

The hotel’s excellent accessibility is another key strength. Its proximity to both the Seremban Railway Station and the Seremban Bus Terminal makes it a breeze for travelers to reach,

regardless of their mode of transportation. Furthermore, the hotel is surrounded by a variety of amenities. Shopping enthusiasts will appreciate the nearby Seremban Prima Mall and Seremban Centre Point, while those seeking spiritual solace will find places of worship easily accessible. This thoughtful consideration for diverse needs adds to the hotel's appeal.

By strategically leveraging its prime location, the Royale Chulan Seremban can significantly enhance its appeal to a wider range of guests. Highlighting the convenience and accessibility in marketing materials and offering personalized recommendations to guests can further solidify its position as a preferred choice for travelers visiting Seremban.

5.2 Weaknesses

a. Outdated Facilities

The hotel exhibits a significant weakness in its outdated and poorly maintained facilities, particularly within recreational amenities and personal services. This is evident in the discontinuation of services like the spa, hair salon and bridal services, alongside the dilapidated state of the tennis court and playground.

This condition directly impacts guest satisfaction. Guests today expect modern amenities and well-maintained surroundings. The absence of these services and the unusability of recreational areas can lead to disappointment and negative reviews. Moreover, in the highly competitive hospitality industry, outdated facilities place the hotel at a serious disadvantage. Guests may choose for properties with more modern and appealing amenities, even if the hotel's location or pricing is otherwise competitive. This situation also translates to substantial revenue loss. The closure of services and the unusability of recreational areas directly impact potential income streams. Furthermore, the decline in attractiveness to guests may result in lower occupancy rates.

To overcome this weakness, the hotel must prioritize facility upgrades and modernization. Renovating hotels is essential for long-term achievement, expanding market share, enhancing

overall performance and bolstering the hotel's reputation (Elsayed et al., 2023). This involves investing in renovations of existing facilities, such as the spa, hair salon and recreational areas. Modernizing equipment, updating décor and improving overall aesthetics are crucial steps. Enhanced maintenance and upkeep are equally important. Implementing a regular maintenance schedule to ensure all facilities are in good working order and presentable is essential. This includes proactive repairs, cleaning and landscaping. Considering hiring a professional property management company to oversee the maintenance and upkeep of the hotel's facilities can also be beneficial.



Figure 9 : Spa & Sauna



Figure 10 : Playground & Tennis Court

b. Limited Amenities

The hotel faces several weaknesses related to its pool and parking facilities. Firstly, the pool area often feels cramped, especially during peak seasons or when the hotel hosts special events. This can lead to an unpleasant experience for guests, particularly families with children who are looking for a relaxing and enjoyable pool time. Secondly, the lack of dedicated areas for children within the pool is a significant drawback. Finally, limited parking space can create considerable frustration for guests. During busy periods or large events, finding a parking spot can be a real struggle, potentially leaving guests feeling stressed and inconvenienced. Also, Weinberger (2020) asserts that ineffective parking management contributes to problems including clogged roads, pollution and ineffective urban growth.

These issues have a direct impact on the hotel's overall performance. Overcrowding and inadequate child-friendly amenities can significantly diminish guest satisfaction. Guests may feel uncomfortable and leave with a negative impression of their stay. In today's competitive hospitality market, these shortcomings can put the hotel at a disadvantage. Guests are more likely to choose hotels that offer spacious and appealing pool areas with amenities for children, as well as convenient parking options. Furthermore, these limitations can directly impact the hotel's revenue. If families with children feel unwelcome or guests are deterred by parking issues, the hotel may experience lower occupancy rates and missed revenue opportunities.

To address these weaknesses, the hotel needs to take proactive steps to improve its pool and parking facilities. Expanding the pool area, if feasible, would provide more space for guests to relax and enjoy themselves. Creating dedicated children's zones within the pool, such as small water features, would make the pool more appealing to families with young children. Implementing strategies to manage pool capacity, such as timed entry slots or reservation systems, can help to prevent overcrowding and ensure a more enjoyable experience for all guests.

Regarding parking, the hotel should explore options to increase parking capacity. This could involve expanding the existing parking lot or partnering with nearby off-site parking facilities. Implementing efficient parking management systems, such as clear signage and staff

assistance, can also help to minimize congestion and frustration for guests. Finally, gathering guest feedback and conducting market research is crucial. Regular guest surveys and analyzing competitor offerings can provide valuable insights into guest preferences and expectations regarding pool and parking facilities. Royale Chulan Seremban may learn what guests want, what is lacking, what needs improvement to better service and what discomfort guests have by examining their views (Joshi, 2024). By addressing these weaknesses and investing in improvements, the hotel can enhance guest satisfaction, increase its competitiveness and ultimately drive revenue growth.

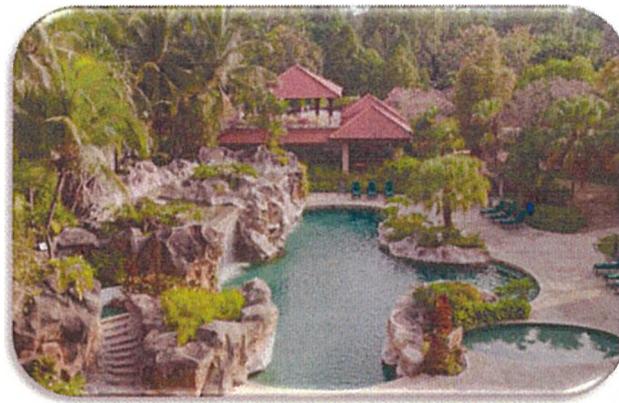


Figure 11 : Royale Chulan Seremban's Pool

5.3 Opportunities

a. Emerging Technology

The Royale Chulan Seremban has a fantastic opportunity to enhance its guest experience and improve its bottom line by embracing emerging technologies. Imagine a future where guests can easily check in using self-check-in kiosks, unlock their rooms with a simple tap of their phone and get instant answers to their questions through a friendly AI chatbot. AI has the ability to have a big impact on the tourism and hospitality sectors by increasing customer satisfaction and efficiency in operation, which will eventually boost revenue (Buhalis, D., 2020). These technologies aren't just futuristic fantasies, they're becoming increasingly common and expected by today's travelers.

By implementing these solutions, the hotel can significantly improve the guest experience. Self-check-in kiosks streamline the arrival process, allowing guests to bypass the front desk queue and get to their rooms faster. Mobile key access adds a layer of convenience, eliminating the need to fumble with physical keys. AI-powered chatbots provide 24/7 assistance, answering guest inquiries promptly and offering personalized recommendations for local restaurants and attractions.

Beyond enhancing the guest experience, these technologies can also significantly improve operational efficiency. Automating tasks like check-in frees up staff to focus on more important duties, such as providing personalized service and addressing guest needs. This not only improves efficiency but also potentially reduces labor costs. Furthermore, embracing technology can give the Royale Chulan Seremban a significant competitive edge. In today's tech-savvy world, travelers appreciate hotels that embrace modern conveniences. By offering a technologically advanced experience, the hotel can attract a wider range of guests, particularly tech-savvy travelers who value convenience and efficiency. This can lead to increased occupancy rates and higher revenue.

To capitalize on this opportunity, the hotel should implement these technologies in a phased approach, starting with a pilot program for self-check-in kiosks and gradually expanding to other areas. It's crucial to choose user-friendly technology that is easy for both guests and staff to use. Comprehensive training for all staff is essential to ensure they are comfortable and confident in using the new systems.

b. Strategic Partnership

Royale Chulan Seremban can significantly benefit from strategic partnerships to enhance its offerings and attract a wider clientele. By collaborating with local businesses, tour operators, and other stakeholders, the hotel can create mutually beneficial relationships that enhance the overall guest experience. Any hotel hoping to capitalize on the expansion of the industry shouldn't alliances to boost sales. Enhanced market coverage, connectivity to new client groups, enhanced brand visibility and additional time savings are just a few advantages of this collaborations (Puffett, M., 2023).

Targeting the MICE segment presents a significant opportunity to increase occupancy rates, particularly during weekdays and slower periods. Corporate events and conferences often generate substantial revenue, making them highly attractive for hotels. By successfully hosting these events, the Royale Chulan Seremban can establish a strong reputation as a preferred venue for business travelers, leading to increased brand recognition and a more consistent revenue stream throughout the year.

To capitalize on these opportunities, the hotel should actively seek out and cultivate strategic partnerships with complementary businesses. Identifying potential partners, negotiating mutually beneficial agreements and building strong, long-term relationships are crucial for success. Furthermore, the hotel should actively pursue the MICE market by developing attractive packages tailored to the specific needs of corporate clients and event planners. This may include offering competitive rates for meeting room rentals, providing comprehensive catering services and investing in state-of-the-art audiovisual equipment and flexible meeting room layouts.

5.4 Threats

a. Changing Guest Preferences

The changing tastes of travelers are causing major changes in the hotel sector. The emergence of alternative lodging options like Airbnb poses a serious threat to established hotels like Royale Chulan Seremban. A research study that explains how customer happiness is changing is pertinent given the ways in which Airbnb has changed since its founding and the fluidity of consumer tastes (Cavique, M. et al., 2022). These platforms attract to contemporary tourists because they provide distinctive and customized experiences. Furthermore, hotels must change to satisfy the growing demand for seamless digital experiences and sustainability in order to stay competitive. First, profitability is impacted by competition from other lodging option. Given that it offers a variety of individualized housing options, it has been demonstrated that Airbnb's growing market share reduces hotel income. Additionally, travelers are looking for more unusual experiences, which Airbnb takes advantage of by matching visitors with distinctive, locally inspired lodgings.

Hotels as well are under pressure to implement eco-friendly procedures including lowering waste programs and energy-efficient operations due to the increased focus on sustainability. Royale Chulan Seremban should concentrate on improving individualized visitor experiences in order to overcome these obstacles. The hotel can set itself apart from rivals by creating things that are culturally relevant, including specially designed in-room amenities or carefully planned trips. It's also critical to implement sustainable practices such as waste reduction initiatives and energy-efficient technologies. The hotel's image can be further enhanced by informing visitors about these efforts. Last but not least, the hotel can differentiate itself from competing lodging options by emphasizing quality and outstanding service. The hotel can foster positive word-of-mouth and loyalty by focusing on visitor pleasure and creating unforgettable experiences.

b. Job-hopping Talent

The Royale Chulan Seremban faces a significant threat in retaining its talented employees. In today's competitive job market, employees have more options and may be more likely to seek new opportunities elsewhere. This "job-hopping" trend can have a detrimental impact on the hotel's operations. High employee turnover rates translate to increased costs associated with recruitment and training new staff. It also disrupts the smooth flow of operations as new employees require time to learn their roles and adapt to the hotel's environment. This can lead to inconsistent service delivery, potentially impacting guest satisfaction and damaging the hotel's reputation. Furthermore, the loss of experienced and knowledgeable staff can significantly impact service quality and operational efficiency.

To address this threat, the Royale Chulan Seremban needs to prioritize employee retention strategies. Offering competitive salaries and benefits packages is crucial to attracting and retaining top talent. Creating a positive and supportive work environment, fostering open communication and recognizing and rewarding employee contributions are essential for boosting employee morale and engagement. Using efficient training and development techniques to increase employee retention was one of the main recommendations made to hotel owners (Dogonyaro, H., 2021). Investing in employee development through training programs, mentorship opportunities and clear career paths can also significantly improve employee satisfaction and loyalty. By implementing

these strategies, the Royale Chulan Seremban can foster a more stable and engaged workforce, leading to improved service quality, increased operational efficiency and ultimately, greater success for the hotel.

6.0 CONCLUSION

My internship at Royale Chulan Seremban was an incredibly enriching experience. I gained valuable hands-on knowledge in both Human Resources and Food & Beverage departments, learning about everything from managing employee data to ensuring smooth restaurant operations. I developed essential skills, such as proficiency in HR software and the ability to effectively manage events and enhance guest satisfaction. This experience also highlighted the importance of teamwork, communication and adaptability within a dynamic hotel environment.

This internship has solidified my passion for a career in hospitality, particularly within Human Resources. In the next five years, I aspire to become a skilled HR professional in the hospitality industry, eventually taking on a leadership role. I am eager to contribute to innovative strategies that foster employee engagement and drive organizational success. I also aim to champion sustainable practices and embrace technology to enhance operational efficiency and ensure we meet the evolving expectations of today's travelers. This journey has taught me the importance of continuous learning, resilience and a proactive approach. I will carry these valuable lessons with me as I embark on my future career in the hospitality industry.

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APPENDICES



Figure 12 : My Job as an HR Intern

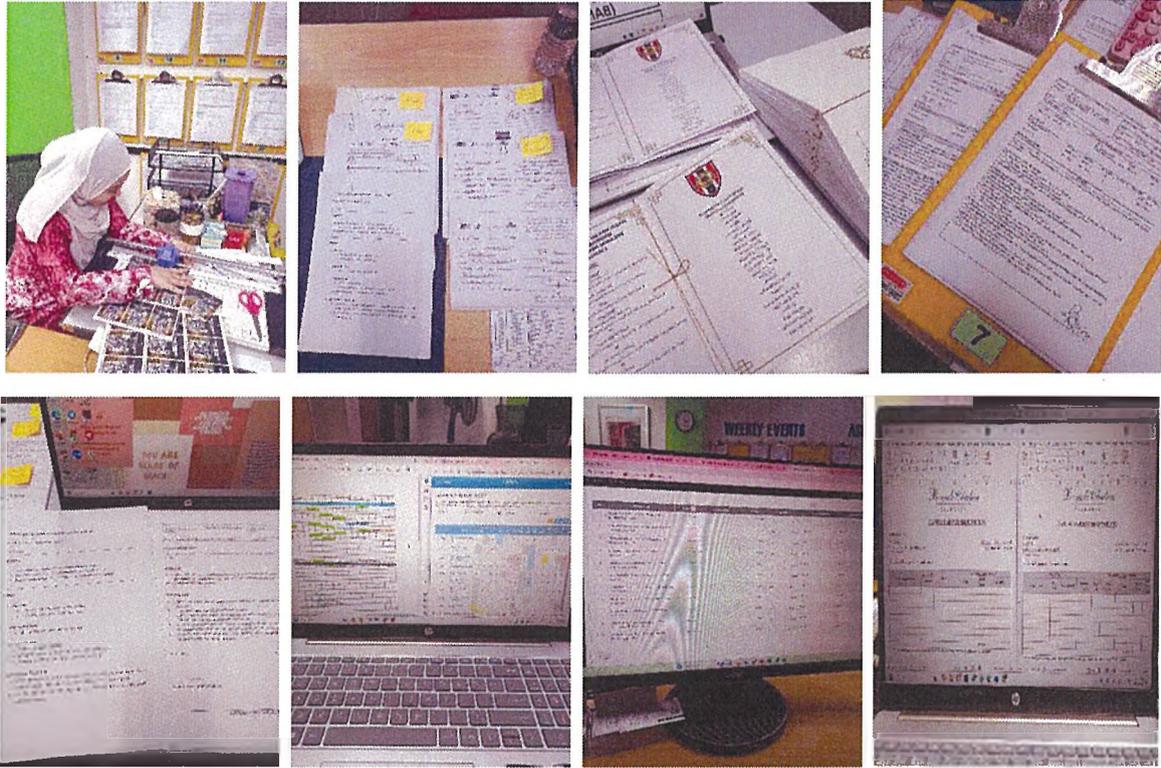


Figure 13 : My Job as an F&B Intern



Figure 14 : Events & Programs at Royale Chulan Seremban



Figure 15 : Meetings & Discussions