



اَبُو سَيِّدِي تَكْوَلُو كِي مَنَارَا
UNIVERSITI
TEKNOLOGI
MARA

Fakulti
Pengurusan
dan Perniagaan



PARKROYAL
HOTELS & RESORTS

**INDUSTRIAL TRAINING REPORT AT PARKROYAL
A'FAMOSA RESORT MELAKA**

12 AUGUST 2024 - 24 JANUARY 2025

NAME : NOR ATHIRAH BINTI IBRAHIM

STUDENT ID : 2022793357

PROGRAM CODE : BA243

ADVISOR NAME : GLADYS SEBI BINTI ENTIGAR

SURAT KEBENARAN

Tarikh : 31/1/2025

Kepada :

Penyelaras Latihan Praktikal
Fakulti Pengurusan Perniagaan
UiTM Kampus Bandaraya Melaka
110 Off Jalan Hang Tuah
75300 Melaka

No Tel : 06-285 7119 / 7190 / 7196

Email : praktikalfppmelaka@uitm.edu.my

Maklumbalas (/)



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Nama Pelajar	NOR ATHIRAH BINTI IBRAHIM		
No. Matriks	2022793357	Nama Program	BA243
Tajuk Laporan	INDUSTRIAL TRAINING REPORT	Nama Syarikat	PARKROYAL AFAMOSA MELAKA RESORT

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Yang Benar

Asheni

Nama Pegawai : ASHVENI PRIYAA

Jawatan : LEARNING & DEVELOPMENT MANAGER

No. Tel. :

No. Faks :

Cop jabatan/organisasi:



EXECUTIVE SUMMARY

Embarking on my six-month industrial training at PARKROYAL A'Famosa Melaka Resort was a transformative journey that provided me with invaluable insights into the world of Human Resources within the hospitality industry. The resort, renowned for its luxurious blend of Peranakan heritage and modern amenities, offered a vibrant and dynamic environment for learning and growth. Throughout my training, I was deeply involved in various tasks, from administrative duties and onboarding new hires to managing specialized HR responsibilities and participating in creative projects. This hands-on experience significantly enhanced my organizational, communication, and digital skills. The resort's strengths, such as its family-friendly amenities and strategic location near KLIA International Airport, underscored the importance of catering to diverse guest needs, while the challenges of its distance from major tourist areas and communication barriers highlighted the necessity for continuous improvement and adaptation.

The SWOT analysis provided key insights into the resort's operations, identifying strengths like its appealing amenities and strategic location, and weaknesses such as its remote location and communication barriers. Opportunities like the Visit Melaka Year initiatives and enhancing digital presence offer exciting prospects for growth, while threats such as economic fluctuations and increased competition for manpower pose significant challenges. My recommendations focused on leveraging strengths, addressing weaknesses, and capitalizing on opportunities to ensure sustainable growth and success. My industrial training at PARKROYAL A'Famosa Melaka Resort has, in summary, been a very enlightening experience that has reinforced my passion of hospitality and human resources. As I look to the future, I want to keep learning and growing so that I can eventually assume leadership positions in the HR industry and help create vibrant, welcoming workplaces that support both organizational success and employee well-being.

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1.0 ACKNOWLEDGEMENT

First and foremost, I would like to express my heartfelt gratitude to everyone who has played a role in making my industrial training at PARKROYAL A'Famosa Melaka Resort a memorable and enriching experience. Firstly, I would like to extend my deepest appreciation to Ms. Ashveni Priyaa, my L&D Manager at PARKROYAL A'Famosa Melaka Resort, for her continuous guidance, support, and encouragement throughout my industrial training. Her expertise and insightful advice have been instrumental in helping me develop both professionally and personally. I would also like to express my sincere thanks to Madam Gladys, my advisor, for her unwavering support, valuable feedback, and understanding throughout the duration of this training. Her expertise in guiding me through the academic aspects of the report has been crucial to its successful completion. A special thank you goes to all the staff and colleagues at PARKROYAL A'Famosa Melaka Resort. Their professionalism, teamwork, and willingness to share their knowledge have made this experience truly valuable. The skills and knowledge I have gained from working with them will certainly be beneficial in my future endeavors. Finally, I would like to express my deepest gratitude to my family and friends for their love, patience, and understanding throughout this journey. Their constant encouragement and belief in my abilities have been a source of strength and motivation. Thank you to everyone who has contributed to my learning and success during this industrial training.

2.0 STUDENT'S PROFILE

Updated Resume

NOR ATHIRAH IBRAHIM



HUMAN RESOURCE STUDENT

Dedicated and detail-oriented Business Administration (Hons.) Human Resource Management student from UiTM Kampus Bandaraya Melaka with a strong academic background, boasting a CGPA of 3.63. Adept at balancing multiple tasks with a commitment to professional excellence. Seeking to apply my analytical skills and knowledge of human resources to contribute to the success of your team. Proficient in Microsoft Office Suite and interpersonal communication, I am eager to bring my strong work ethic and passion for people management to a dynamic HR department and I am ready to learn and progress in the human resource industry.

INTERNSHIP EXPERIENCE

PEOPLE & CULTURE INTERN

12 AUGUST 2024- 24 JANUARY 2024

PARKROYAL A'Famosa Melaka Resort, Melaka

- Managed and processed MC leaves from department coordinators, ensuring accurate records and timely submission.
- Assisted new candidates and associates by processing application forms and necessary documentation.
- Coordinated distribution of employee materials such as name tags, locker keys, and handbooks for new hires.
- Handled incoming phone calls and scheduled appointments/interviews for new interns.
- Prepared and submitted monthly Trainee Allowance report to Finance.
- Collected weekly training attendance and updated the Training Report Systems.
- Assisted with monthly trainee punch card labeling and leave record management.
- Coordinated trainee clearance process, including separation checklist and exit interviews.

EDUCATION

Universiti Teknologi Mara (UiTM) Campus Bandaraya Melaka

MARCH 2022 - PRESENT

- Bachelor of Business Administration (Hons.) Human Resource Management
- **Current CGPA :** 3.64 **Dean's List :** Semester 1, 3, 4 & 5
- **Related Coursework:** Talent Recruitment and Selection, Human Resource Management, Training and Development, Performance Management, Compensation and Benefits and Employment Law

Universiti Teknologi Mara (UiTM) Campus Alor Gajah Melaka

JUNE 2018 - FEBRUARY 2021

- Diploma in Office Management and Technology
- **CGPA :** 3.80 **Dean's List :** All Semester **MUET :** Band 3.5
- **Related Coursework:** Organizational Behavior, Record Management, Document Processing, Introduction of Accounting, Introduction to Mandarin and Event Management

ACTIVITIES & INVOLVEMENTS

- Vice President for "Profession & Pause" programme at UiTM 2024
 - Joined as a participants of "Coffee Talk with Alumni" Event
 - Representative for "Webinar: Business Registration with Company Commission of Malaysia"
 - Representative for Corporate Social Responsibility (CSR) "Lensa Kasih: Loving is Caring" at Rumah Kasih Tun Abdul Aziz 2023
 - "Battle of Peers" Event as Special Task Committee Members
 - Representative in SULAM programme "International Teaching Aid Competition 2023"
 - Representative in "Pertandingan Kawad Kaki (PERKAD) Badan Beruniform UiTM Melaka 2018"
-

ACHIEVEMENT

- Vice Cancellor Award in Diploma of Office Management and Technology
 - eUsahawan Course Level 1 - Go Digital (MDEC)
 - MASMED Young Entrepreneur (MYENT)
-

ADDITIONAL INFORMATION

- **Technical Skills:** Microsoft Words (Advanced), Microsoft Excel (Intermediate), Microsoft Powerpoint (Intermediate), Canva (Advanced), CapCut (Intermediate) and Adobe Photoshop (Basic)
 - **Soft Skills:** Teamwork, Effective Communication, Adaptability, Problem-solving, Time management and Interpersonal skills
 - **Languages:** Malay (Native), English (Professional Working Proficiency), Mandarin (Basic)
-

REFERENCES

Noorain Binti Mohd Nordin

- Academic Advisor, UiTM Kampus Bandaraya Melaka
- **Phone Number :** 012- 780 4925
- **Email :** noorainnordin@uitm.edu.my

Ashveni Priyaa

- Learning & Development Manager, PARKROYAL A'Famosa Melaka Resort
- **Phone Number :** 016-2212621
- **Email :** ashveni.priyaa@parkroyalhotels.com

3.0 COMPANY'S PROFILE

3.1 COMPANY BACKGROUND

LOGO	
COMPANY NAME	PARKROYAL A'Famosa Resort Melaka
ADDRESS	Jalan Kemus, Simpang Ampat, 78000 Alor Gajah, Melaka, Malaysia.
TELEPHONE	06-9088888
WEBSITE	https://www.panpacific.com/en/hotels-and-resorts/pr-afamosa-melaka-resort/location.html
EMAIL	reserve.prmlk@parkroyalhotels.com

PARKROYAL A'Famosa Melaka Resort is the resort that surrounded by rolling hills, lakes, and a picturesque golf course. It is also conveniently located near the Freeport A'Famosa Outlet and the famous Coach Airways. The features of PARKROYAL A'Famosa Melaka Resort is a luxurious getaway that seamlessly blends authentic Peranakan heritage with modern luxury. The resort offers a vibrant gateway experience to its guests, combining cultural richness with contemporary amenities. The owner of this resort is Dato Alex Chir Nguan and the General Manager is Mr. Anthony Quinn. This resort was officially opened to the public on 22 January 2024. Besides that, PARKROYAL A'Famosa Melaka Resort is also part of the Pan Pacific Hotels Group (PPHG) brand. Where there PPHG encompasses three distinguished brands such as PAN PACIFIC HOTELS, PARKROYAL COLLECTION, and PARKROYAL. So, this resort is proudly operates under the PARKROYAL brand which known for its commitment to delivering exceptional guest experiences.

Furthermore, even though this resort is still new, they has garnered recognition for its excellence in winning the prestigious "Best New Resort" for Luxury Lifestyle Award in 2024. This recognition highlights the resort's dedication to providing top-notch services and luxurious

accommodations. Finally, this resort offers a wide range of amenities that are all designed to accommodate different guest preferences, ensuring that each guest has a memorable and pleasurable stay.

3.2 VISION, CORE VALUES AND SERVICE ATTRIBUTES

VISION

The Trusted Global Hospitality Group:

Vision Blueprint (4Ps)

- **People**
Build and develop aligned and engaged associates to create memorable experiences for guests, associates and communities.
- **Process**
Simple, effective and innovative.
- **Positive Culture**
Create a culture of trust through mutual respect, communication and shared success.
- **Profitability**
Sustainable business and profitability.

CORE VALUES

- **Integrity**
I am honest and sincere in my interactions, in what I say and do
- **Respect**
I will be transparent and real in my interactions without the need to engage in gossip
- **Teamwork**
I will actively engage in partnerships that exploit our greatest capabilities and push boundaries beyond all silos.
- **Creativity**
I will foster bold ideas and solutions.
- **Results**
I will focus on agreed actions with clear and measurable shared goals.

SERVICE ATTRIBUTES

Recognition

- Engage with name
- Attend to preferences
- Facilitate positive exchange

Anticipation

- Empathize
- Clarify
- Be proactive

Flexibility

- Know our products and services
- Be resourceful
- Provide alternatives

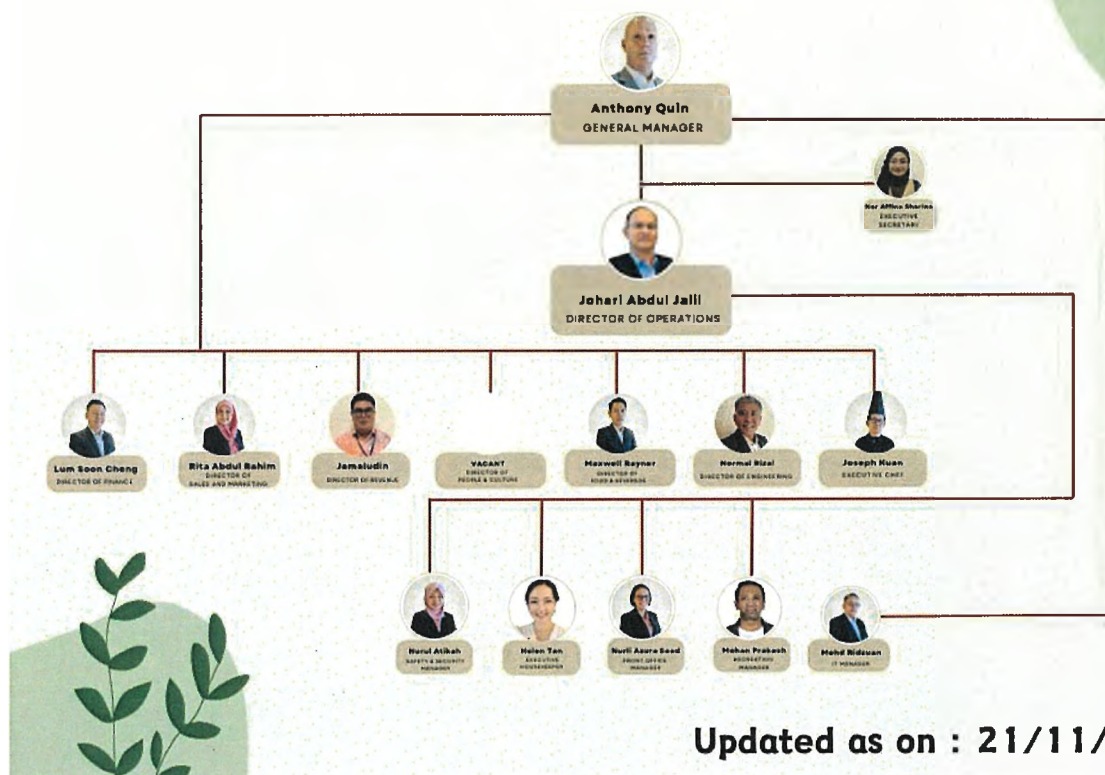
The Extra Mile

- Continuously improve
- Create surprises
- Build cherished relationships

3.3 ORGANIZATIONAL STRUCTURE

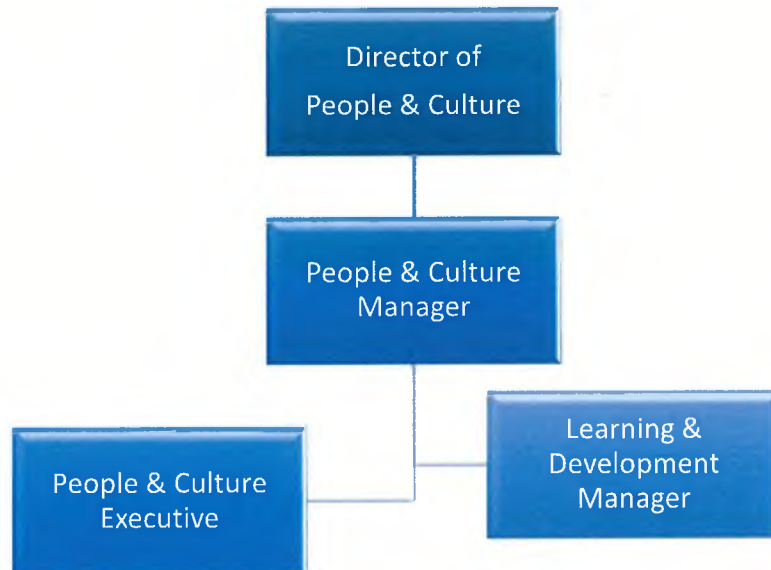
BOARD OF DIRECTORS

Organization Chart



Updated as on : 21/11/2024

PEOPLE & CULTURE DEPARTMENT



3.4 PRODUCTS AND SERVICES

1. ACCOMMODATION

Hotel Room Types	<ul style="list-style-type: none">• Superior Room• Deluxe Room• Premier Suite• Family Room• PARKROYAL Family Suite• PARKROYAL Club Room• PARKROYAL Suite• PARKROYAL Family Club Room TOTAL ROOMS : 428
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2. DINING EXPERIENCE

Spice Brasserie Opening Hours: 6:00 am to 10:30pm Cuisine type : International Capacity: 180 guests	Enjoy a culinary journey at Spice Brasserie, our all-day dining restaurant with an open kitchen. Guests can savor a variety of Asian-inspired dishes, including Chinese, Japanese, Southeast Asian, and a wide selection of seafood. The buffet is Halal-certified, ensuring it meets Halal standards. <ul style="list-style-type: none">• A la Carte Dining (Daily)• Buffet Breakfast (Daily)• Buffet Dinner (Saturday)• Buffet Lunch (Sunday)
Ya Yuen Opening Hours: <ul style="list-style-type: none">• Wed-Fri : Dinner- 6:00pm to 10:30pm• Sat, Sun & Public Holiday: Lunch – 11:30am to 2:30pm Dinner – 6:00pm to 10:30pm Cuisine type: Cantonese Capacity: 140 guests	Ya Yuen is a flagship Chinese restaurant, offers a unique culinary experience featuring classic Cantonese cuisine with a modern twist. Using the finest ingredients, the menu includes both traditional favorites and innovative dishes designed to delight even the most discerning diners.
Pool Lounge Opening Hours: <ul style="list-style-type: none">• Sunday to Thursday – 10:00am to 8:00pm	The Pool Lounge, located on the lower ground floor with a full view of the swimming pool, offers a cozy, contemporary setting where guests can relax. It features a variety of casual snacks and fun cocktails.

<ul style="list-style-type: none"> • Friday & Saturday – 11:00am to 11:00pm <p>Cuisine type: International Capacity: 140 guest</p>	<p>Guests can also enjoy games such as pool, foosball, table tennis, or the traditional game of congkak.</p>
<p>PARKROYAL Club Lounge</p> <p>Opening Hours: 6:30 am to 9:30pm</p>	<p>Club Lounge guests can enjoy the exclusivity and convenience of cozy resort lounge in Melaka.</p> <ul style="list-style-type: none"> • Complimentary and seamless connectivity with wireless internet access • Late check-out at 3:00pm (subject to availability). • All-day refreshments (non-alcoholic) • Daily breakfast from 6:30am to 10:30am daily • Evening cocktails from 5:00pm to 7:00pm daily.

3. SPA AND WELLNESS FACILITIES

<p>Mandara Spa</p> <p>Operation Hours: 11:00am to 8:00pm (Daily) Location: Lobby Level</p>	<p>Offers a range of facials, body treatments, and foot therapies designed to rejuvenate your mind, body, and soul, providing a truly relaxing experience.</p> <p>Signature Treatments:</p> <ul style="list-style-type: none"> • Balinese Massage • Deep Relaxation • Oriental Therapy • Total Wellness • Sheer Brilliance Facial
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4. EVENT AND MEETING SPACE

<p>PARKROYAL Grand Ballroom Capacity: 500 guests</p>	<ul style="list-style-type: none"> • Can be split into 3 section. • Suitable for wedding and any formal occasions.
<p>Meeting Rooms & Halls</p>	<p>They have 1 meeting room and 6 meeting hall :</p> <ul style="list-style-type: none"> • Hibiscus Meeting Room • Plumeria Meeting Hall • Vernonia Meeting Hall • Lantana Meeting Hall • Calathea Meeting Hall • Areca Meeting Hall

	<ul style="list-style-type: none"> • Ixora Meeting Hall
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5. RECREATIONAL ACTIVITIES & OTHER FACILITIES

Swimming Pool Operation Hours: 8:00 am to 8:00pm daily	Bicycle Rental Operation Hours: 9:00am to 6:00pm daily
Kid's Room Operation Hours: 10:00am to 6:00pm daily	Gym 24 hours access with room key card daily
Other Facilities: <ul style="list-style-type: none"> • Surau • Shuttle service • Free parking • Concierge 	<ul style="list-style-type: none"> • A'Famosa Safari Wonderland • A'Famosa Water World • Freeport A'Famosa Outlet • Golf course • Golf Pro- Shop
	<i>*Operated by third party</i>

4.0 TRAINING'S REFLECTION

Duration of Internship	12 th August 2024 – 24 th January 2025 (6 months)
Place	PARKROYAL A'Famosa Melaka Resort
Department	People & Culture Department
Working Days	Monday to Friday Saturday, Sunday & Public Holiday – Off day
Working Hours	9:00am to 6:00pm
Benefits	<ul style="list-style-type: none">• Allowance RM500 per month• Free Meals at Le'Park Cafe• Medical Leave
Person In Charge	Ms. Ashveni Priyaa Learning & Development Manager

During my six-month internship at the People & Culture (P&C) department, which is commonly known as the HR department. I got the chance to get fully involved in a variety of tasks and assignments that directly related to my Human Resources Management coursework. My primary responsibilities were office administrative tasks that aided in the department's day-to-day operations. I was in charge of handling the medical leave documents, which included receiving and checking the leave requests from various department coordinators, stamping the documents, and sending it to the P&C manager. I also had to label new archiving files, file various office documents, and make sure that any documents that weren't needed had been shredded. I gained a thorough knowledge of the organizational structure and the significance of maintaining accurate records in a busy HR department as a result of this common administrative work.

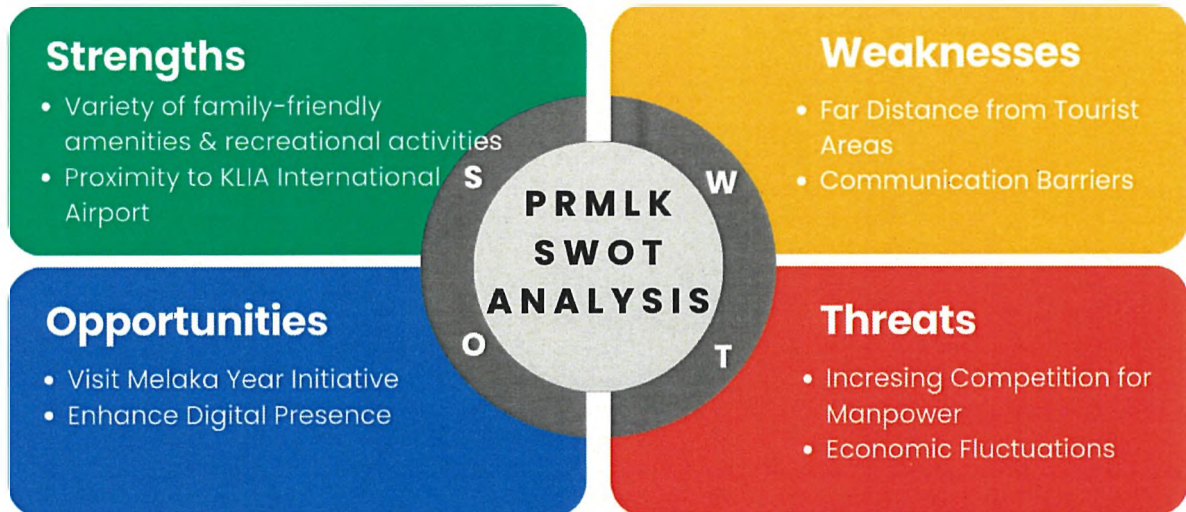
The opportunity to directly assist with onboarding and assisting newly hired staff was one of the most interesting parts of my internship. I helped applicants complete application forms and made sure they filled out every necessary document, including documents for personal information, locker policies, and business property. This helped with the hiring process. Along with helping to distribute name tags, employee handbooks, and other important documents to new hires, I also gained a greater grasp of employee engagement and the part HR plays in making

a good first impression on recruitment. I also assisted with interview coordination, scheduling new internship applications and trainee onboarding appointments, and assisting with the clearing process for trainees who finished their internships. Through these tasks, I was able to hone my organizational abilities, pay close attention to detail, and gain knowledge of the HR lifecycle, especially with regard to hiring and retaining staff.

Furthermore, I also assisted with other specialized HR responsibilities such as handling trainee allowance reports, gathering and updating training attendance data, and helping to check and calculate overtime and allowances for permanent associates. I also got to work on several creative projects that broadened my skill set beyond standard human resources tasks. For example, I designed wellness posters, birthday cards, and event backdrops, and I made an appreciation video to celebrate our General Manager, Mr. Anthony Quinn,'s one-year anniversary. Moreover, I also assisting with the Trust You system, which I need to tabulate the data from the system for recognition awards, and lastly, updating the notice board with relevant department information. These tasks improved my knowledge of digital tools and systems utilized in HR operations while also allowing me to employ my creativity and creative abilities.

In conclusion, I gained significant practical knowledge in both the technical and people-oriented facets of human resources during my internship. In addition to expanding my understanding of HR regulations, hiring procedures, and staff development initiatives, I was also able to enhance my own personal development abilities in areas like flexibility, be creative, multitasking, and problem-solving. I have to be adaptable in this fast-paced setting and have good communication skills with coworkers in different areas. I gained experience managing several projects at once while still producing work of a high quality and being on time. In order to maintain seamless operations, I collaborated extensively with my P&C team and other departments, which further underlined the value of teamwork. My enthusiasm for human resources has definitely grown as a result of this internship, which has also given me the real-world experience and knowledge I need to succeed in the field.

5.0 SWOT ANALYSIS



6.0 DISCUSSION AND RECOMMENDATION

6.1 STRENGTHS

6.1.1 Variety of family-friendly amenities and recreational activities

The first strength of PARKROYAL A'Famosa Melaka Resort is the wide range of activities and family-friendly amenities. The resort provides a kids room, a playground, and the facility to rent bicycles. The resort's appeal to families is further increased by these features, which offer a pleasant and joyful experience for all family members, including the young ones. Throughout my industrial training, I noticed that guests regularly utilized these amenities, and customer ratings were generally positive. This positive feedback not only builds a loyal customer base but also encourages repeat business. Besides that, It also enhance overall guest satisfaction and resort occupancy rates. Because of these facilities, the resort is a well-liked option for families seeking a holiday spot that can accommodate all of their demands.

The influence of these family-oriented facilities on the company is significant. By addressing the needs of families, the resort guarantees a consistent flow of visitors who are prone to revisit and suggest the resort to others. This form of word-of-mouth advertising is essential for the resort's image and aids in establishing a solid, devoted clientele. Moreover, the favorable comments from visitors about these facilities lead to increased ratings and reviews on travel sites, which in turn draws in more prospective guests. The availability of these facilities enables the resort to stand out from rivals, providing a unique selling proposition that attracts a wide range of customers. In general, the range of family-oriented facilities and leisure activities not only boosts guest happiness but also promotes business expansion and sustainability.

6.1.2 Proximity to KLIA International Airport

The second strength is PARKROYAL A'Famosa Melaka Resort is at strategic location which is about approximately 105 km from KLIA International Airport. This closeness to a major transportation hub boosts the resort's attractiveness to the foreign visitors and business guests. Next, the decreased travel time and transportation expenses also make the resort a more convenient alternative compared to other hotels in Melaka that are located further from the

international airport. As a result, I noticed during my industrial training that a lot of foreign visitors, particularly from China, stayed at our resort.

The ease of being adjacent to KLIA International Airport has a huge influence on the resort's operations. It makes the resort an attractive alternative for foreign guests who wish to reduce travel time after a lengthy journey. Positive comments from guests about the resort's location boost its standing and draw additional tourists. Other than that, the resort's attractiveness is also increased by its ability to provide competitive packages and promotions aimed at foreign tourists due to its close proximity to the airport. All things considered, the resort's advantageous position close to KLIA International Airport boosts its competitiveness and supports its long-term growth and prosperity.

As for recommendation, to sustain or expand this strength, the resort can introduce more recreational activity such as a private karaoke room which can enhance the entertainment options at the resort. This can be an exciting activity for families, group of friends or even individual guests which can provide fun and memorable. According to Rashwan (2022), this type of entertainment experience can impact guest loyalty at the resort. Besides that, the resort also could offer shuttle services between the resort and KLIA Airport to enhance convenience for guests. According to Haggerton (2024), offering a shuttle service at resort can significantly enhance guest trust and overall experience.

6.2 WEAKNESSES

6.2.1 Far Distance from Tourist Area

The first weakness of PARKROYAL A'Famosa Melaka Resort is its location, which is approximately 37 km far away from major tourist areas such as Jonker Walk and Malacca River Cruise. This considerable distance can be a significant deterrent for potential guests who prefer accommodations that are closer to key attractions. During my industrial training, I observed that some guests expressed dissatisfaction with the travel time required to reach popular tourist spots. This inconvenience can lead to lower occupancy rates, particularly among tourists who prioritize convenience and proximity to attractions. Additionally, the increased transportation costs associated with traveling to and from the resort can further diminish its appeal, making it less competitive compared to other hotels situated closer to tourist areas.

The impact of this weakness on the business is multifaceted. The resort may struggle to attract tourists who are looking for a more centrally located accommodation, which can result in a reduced customer base. This geographical disadvantage can also affect the resort's ability to market itself as a prime destination for tourists. Furthermore, the additional transportation costs incurred by guests can lead to negative reviews and lower overall guest satisfaction. To mitigate this weakness, the resort could consider offering shuttle services to major tourist areas or creating attractive packages that include transportation, thereby enhancing its appeal despite the distance.

6.2.2 Communication Barriers

Second weakness of PARKROYAL A'Famosa Melaka Resort is the communication barriers that arise from employing a diverse workforce. The resort employs contract workers from countries such as Bangladesh, Nepal, and Indonesia, many of whom may not speak English fluently. This linguistic diversity can sometimes lead to communication challenges, affecting the efficiency of operations and the quality of guest service. During my industrial training, I observed instances where misunderstandings between staff and guests, or among staff members, led to delays and mistakes. These communication barriers can result in decreased guest satisfaction, as guests may feel frustrated by the lack of clear communication and the resulting service issues.

The impact of communication barriers on the business is significant. Inefficient communication can lead to operational inefficiencies, such as delays in service delivery and errors in fulfilling guest requests. This can negatively affect the guest experience, leading to lower satisfaction levels and potentially negative reviews. Additionally, communication challenges among staff can hinder teamwork and collaboration, further impacting the overall efficiency of the resort's operations. To address this weakness, the resort could invest in language training programs for its staff, ensuring that all employees have a basic proficiency in English. This would not only improve communication with guests but also enhance internal communication, leading to a more efficient and cohesive work environment.

As for recommendation, to leverage these weaknesses, PARKROYAL A'Famosa Melaka Resort could offer on-site attractions and activities, transforming the resort into a destination in itself and reducing the perceived inconvenience of its distance from major tourist areas. By developing a variety of on-site activities, such as cooking classes and cultural

performances can keep guests entertained without needing to leave the resort. According to study by Emuy et al., (2024), it highlights that providing high-quality services and engaging activities on-site can make the resort a destination in itself, thereby mitigating the disadvantage of being distant from popular tourist spots. Next, to address the communication barriers at the Resort, they can conduct regular English classes. This approach can enhance job performance and reduce misunderstandings in the workplace. A related article by Syaifudin (2023), highlights that improving employees' English proficiency can leads to better communication, increased efficiency, and overall job satisfaction.

6.3 OPPORTUNITIES

6.3.1 Visit Melaka Year Initiatives

The Visit Melaka Year initiative is a major tourism campaign that uses a variety of events, cultural festivals, and marketing campaigns to position Melaka as a top vacation destination. By providing specialized experiences and packages that complement the campaign's themes, PARKROYAL A'Famosa Melaka Resort has a rare chance to profit from the increasing number of guests. Our resort was chosen to host the TYT Malacca Birthday Celebration 2024, a significant highlight of the Visit Melaka Year, during my industrial training. The resort's exposure is improved and it is positioned as a top location for important events by hosting such a high-profile event, which draws more media attention and a wider audience.

Aligning the company with the Visit Melaka Year effort can have a significant effect. Through the provision of packages and experiences that align with the campaign's themes, the resort can enhance its guest base, occupancy rates, and revenue. Actively participating in the program also helps the resort's reputation and brand awareness, which has long-term advantages including positive word-of-mouth and repeat business. The campaign period's spike in tourism offers the resort a great chance to highlight its services and position itself as a major force in the local hospitality sector. The Visit Melaka Year program, taken as a whole, provides a competitive edge that can greatly support the expansion and prosperity of the resort.

6.3.2 Enhance digital presence

In the current digital era, drawing in and keeping customers requires a strong online presence. Enhancing the resort's online presence with a well-designed website, frequent social media posts, and focused online advertising campaigns may raise its profile and draw in tech-savvy tourists. During my industrial training, I saw that the resort's present online engagement measures, such as website traffic, social media followers, and online booking rates, showed areas for development. The resort can find possible growth opportunities and put strategies in place to improve its online presence by examining these metrics and comparing them to industry norms. Increased online reservations, better customer service, and greater brand recognition can all result from a strong web presence.

A strong online presence has the following effects on the company: It enables the resort to connect with more people, especially tech-savvy tourists who plan their trips mostly through online channels. Since prospective visitors are more likely to make direct reservations via the resort's website or social media accounts, increased online interaction can result in improved conversion rates. Furthermore, having a strong online presence gives the resort important information about the tastes and habits of its customers, which helps it better customize its services. Through the use of digital marketing tools and tactics, the resort may give visitors individualized experiences that will increase their level of satisfaction and loyalty. In the end, improving the resort's online visibility is a calculated move that can spur company expansion and guarantee sustained prosperity in the cutthroat hospitality sector.

As for recommendation, to take advantage of the opportunities presented by the Visit Melaka Year initiatives and the need to enhance digital presence, PARKROYAL A'Famosa Melaka Resort should develop special packages that include guided tours, cultural experiences, and local culinary delights. Other than that, they also can host themed events for celebrating Melaka's heritage, such as traditional dance performances, cooking classes, and historical tours. A recent article by Azmi et al. (2023) highlights that creating new tourism products, such as guided tours and cultural experiences, can significantly enhance a destination's competitiveness and attractiveness to tourists. Next, to reach a larger audience, the resort should also execute focused online marketing strategies utilizing advertisements, influencer collaborations, and content marketing, as well as keep up-to-date and engaging social media accounts on sites like Facebook, Instagram, and Tiktok. According to Can and Çakır (2025) study, it emphasizes how

social media interaction and influencer marketing greatly improve the allure of a destination and the behavior of tourists, making them useful tactics for expanding visibility and reaching a larger audience. The resort can attain significant expansion and sustained prosperity by coordinating its services with the Visit Melaka Year themes and improving its online visibility.

6.4 THREATS

6.4.1 Increase in Competition for Manpower

During my industrial training at PARKROYAL A'Famosa Melaka Resort, I observed that the opening of many new hotels in Malacca has intensified the competition for skilled workers. These new establishments often offer better employment packages to attract talent, creating a challenging environment for recruiting and retaining staff at the resort. This increased competition for manpower can lead to higher employee turnover rates, as staff may leave for better opportunities elsewhere. Additionally, the resort may face increased recruitment costs as it strives to attract and retain qualified personnel. Potential understaffing issues can arise if the resort is unable to fill positions promptly, which can negatively impact the quality of service provided to guests. This, in turn, can affect guest satisfaction and loyalty, as consistent and high-quality service is a critical factor in the hospitality industry.

The impact of this threat on the business is significant. High employee turnover can disrupt operations and lead to a loss of institutional knowledge, which is essential for maintaining service standards. Increased recruitment costs can strain the resort's budget, diverting funds from other important areas such as marketing and facility improvements. Understaffing can result in longer wait times, reduced service quality, and increased workload for existing staff, leading to burnout and further turnover.

6.4.2 Economic Fluctuations

PARKROYAL A'Famosa Melaka Resort is also seriously threatened by economic fluctuations like inflation and currency rate variations. These economic elements can affect the resort's operational costs and profitability, as I saw during my industrial training. The resort's profit margins may be impacted by rising prices for goods and services brought on by inflation. For instance, increasing power costs might raise overall running expenses, while expanding food and

beverage prices can raise the cost of serving meals to guests. Exchange rate fluctuations can also affect foreign visitors' purchasing power, which could lower revenue from foreign visitors. A stronger local currency may increase the cost of the resort for tourists from other countries, which would reduce foreign reservations.

The impact of economic fluctuations on a business can be profound. For example, increased operating costs can erode profit margins, making it challenging for resorts to maintain their financial health. In addition, reduced revenue from international guests can also burden the resort's finances, especially if the majority of its customers are foreign tourists.

As for recommendations, the resort should concentrate on making the workplace more alluring by providing competitive pay, extensive advantages, and opportunities for professional advancement in order to counter these threats. Paying top people competitively is essential to luring and keeping them. In today's labour market, creating competitive and fair compensation packages is crucial, according to a recent Forbes article. The article highlights that in order to establish competitive and equitable compensation ranges, businesses must do market price and trend analysis. By making sure their pay packages meet employee expectations and industry norms, this strategy aids businesses in luring and keeping top talent. Next, the resort should adopt cost-control strategies like energy-efficient practices and bulk supply purchases to lessen the effects of economic fluctuations. Investing in energy-efficient technologies like LED lighting, high-efficiency HVAC systems, and water-saving fixtures can drastically lower operating costs for hotels, according to a recent Xotels article. Buying supplies in bulk can also result in significant cost savings because of volume discounts, particularly for non-perishable items and frequently used supplies like cleaning supplies and toiletries. In addition, offering extra services like event planning and health programs can help diversify revenue sources and stabilize revenues. By actively controlling expenses and looking for new sources of income, the resort can more effectively weather economic downturns.

7.0 CONCLUSION

In conclusion, my industrial training at PARKROYAL A'Famosa Melaka Resort has been an invaluable experience, providing me with a comprehensive understanding of the multifaceted nature of Human Resources and hospitality management. From handling administrative tasks and onboarding new hires to managing specialized HR responsibilities and engaging in creative projects, I have gained practical skills and insights that are directly applicable to my future career. The exposure to various aspects of HR operations, such as maintaining accurate records, coordinating interviews, and calculating allowances, has enhanced my organizational abilities and attention to detail. Additionally, the opportunity to assist with onboarding and employee engagement has deepened my appreciation for the critical role HR plays in fostering a positive work environment and ensuring smooth operations.

The strengths of the resort, such as its family-friendly amenities and strategic location near KLIA International Airport, have highlighted the importance of catering to diverse guest needs and leveraging unique selling points to attract and retain customers. However, the challenges posed by its distance from major tourist areas and communication barriers within a diverse workforce have underscored the need for continuous improvement and adaptation. By addressing these weaknesses through innovative solutions like offering shuttle services and language training programs, the resort can enhance guest satisfaction and operational efficiency. Furthermore, the opportunities presented by initiatives like Visit Melaka Year and the potential to enhance the resort's digital presence offer exciting prospects for growth and increased visibility in the competitive hospitality market.

Lastly, I want to keep improving my human resources abilities and expertise in the future, concentrating on strategic HR management and staff development. Over the next five years, I want to step into leadership positions in the HR industry and help build vibrant, welcoming workplaces that support both organizational success and employee well-being. My passion for HR and hospitality has been cemented by my time at PARKROYAL A'Famosa Melaka Resort, and I am determined to use this base to promote innovation and constructive change in the sector. I am sure that by remaining flexible and always looking for chances to improve, I will be able to have a significant influence on my future profession.

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8.0 APPENDICES



Figure 1: Mini Karnival TVET MYFUTUREJOBS @ Kuala Linggi



Figure 2: Onboarding session for new trainees



Figure 3: Thank you 2024 & New Year 2025 Celebration



Figure 4: PRMLK 1st Anniversary Celebration



Figure 5: Wellness Wednesday



Figure 6: Town Hall & Christmas Day Celebration



Figure 7: Update Notice Board

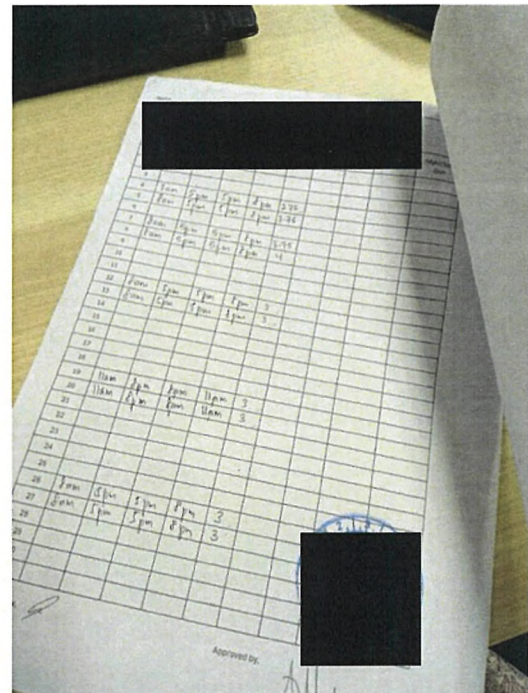


Figure 8: Check Overtime Timesheet



Figure 9: General Manager 1st Anniversary