



Lost World Of
Tambun Hotel

INDUSTRIAL TRAINING REPORT

SWOT ANALYSIS FOR SUNWAY LOST WORLD HOTEL

Prepared By :

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BAHAROM (2021167003)**

2023



Executive Summary

The internship was undertaken at Sunway Lost World Hotel. During the internship, I was involved in various tasks and projects, including Stock controlling, reviewing paperwork, and sending payment links to guests. These activities allowed for the development and application of skills such as critical thinking and problem-solving skills. Additionally, I had the opportunity to collaborate with staff from different departments, enhancing my communication, and teamwork abilities.

Moreover, the internship provided valuable insights into the finance and hotel industry and its challenges, as well as opportunities for improvement. Noteworthy observations and recommendations have been included in the SWOT and Pestel analysis, offering actionable suggestions to enhance operational efficiency, streamline processes, or address specific areas of concern.

Overall, the internship experience at Sunway Lost World Hotel was highly rewarding and impactful. It provided a valuable platform for professional growth and enabled the acquisition of practical skills relevant to the finance and hotel sector. The experience also fostered personal development, enhancing adaptability, resilience, and a deeper understanding of the dynamics of the workplace.



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About Us

The Lost World Hotel offers wonderful mornings. Located near the Lost World of Tambun Theme Park and within walking distance of an old limestone hill.



The Sunway Lost World Hotel offers a variety of rooms that are ideal for all visitors. Each lodging booked on the official Lost World website includes two free passes to the park's hot springs and breakfast for two people. For the purchase of tickets to theme parks, guests will also be eligible to a 35% discount off the published price.

Company's Vision

To be Asia's model corporation in sustainable development, innovating to enrich lives for a better tomorrow



Company's Mission

1

Empowering our people to deliver enhanced value to all stakeholders

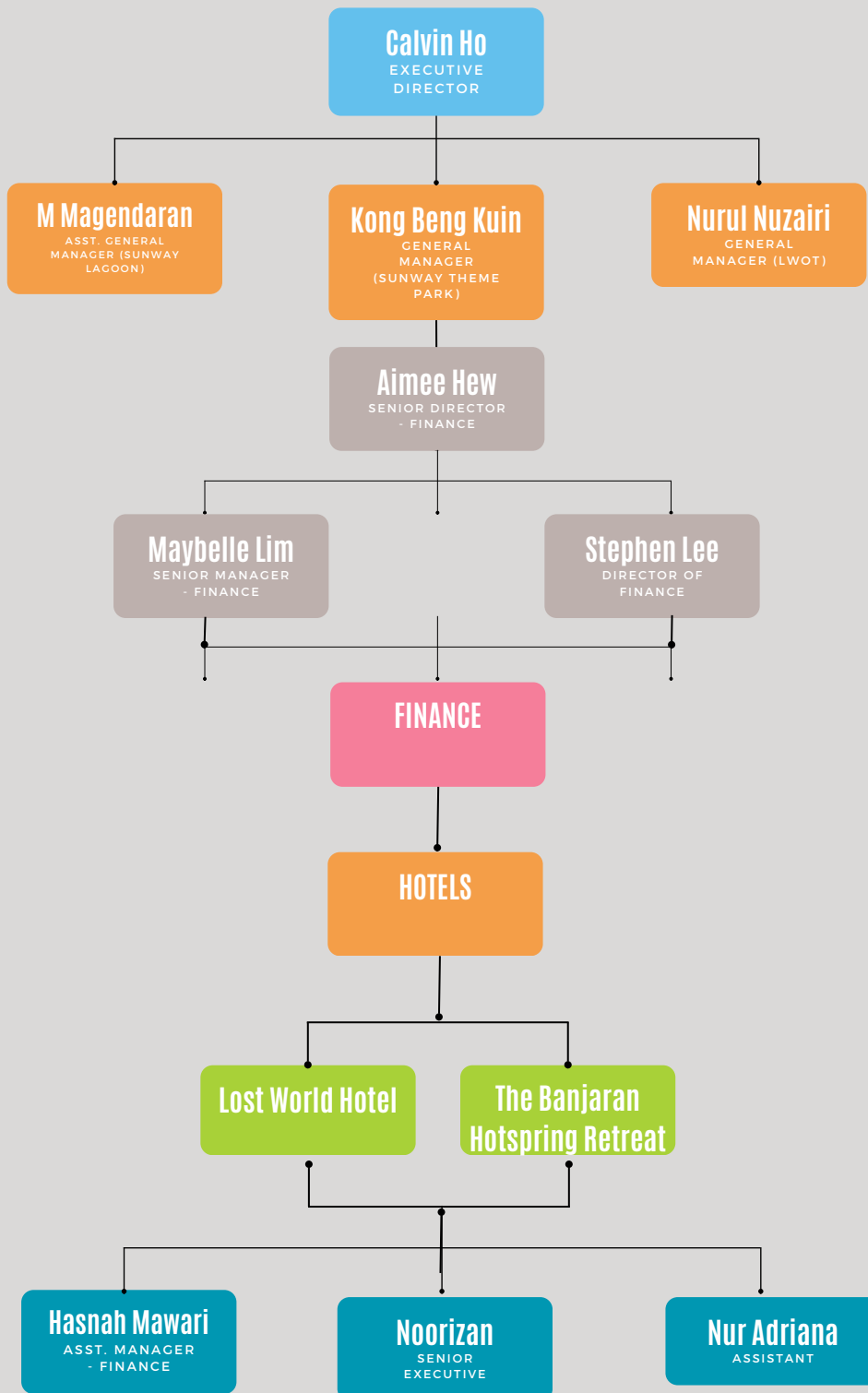
2

Embracing sustainability in our business processes and decisions

3

Attracting and nurturing a talented and progressive workforce for the digital era

Organization's Chart

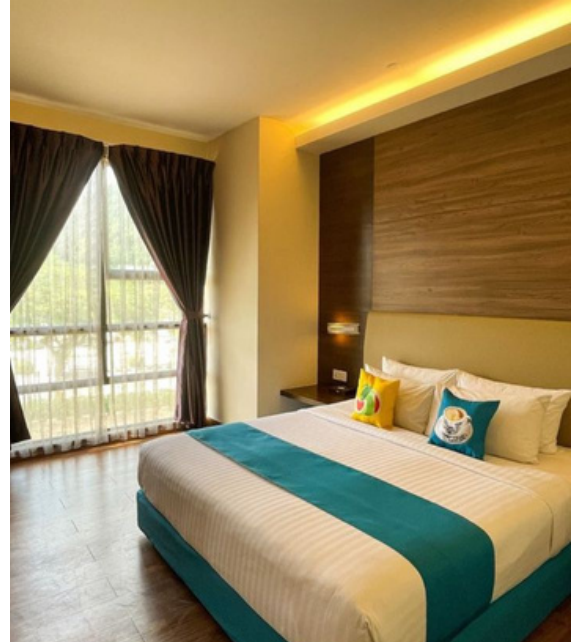


- The finance department in Sunway Lost World Hotel also supervises The Banjaran Hotspring Retreat

Company's Product



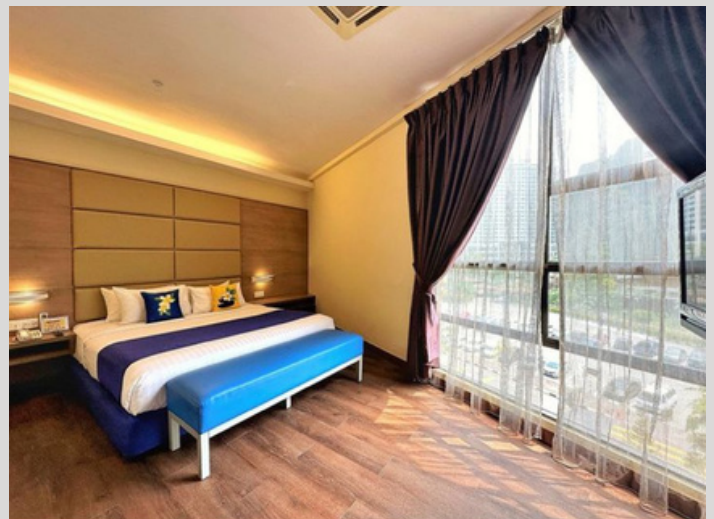
Exotic Room



Classical Room



Deluxe Room



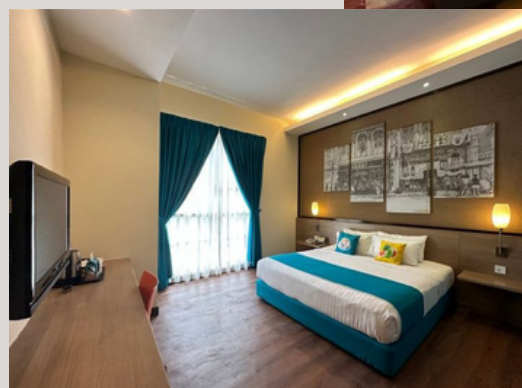
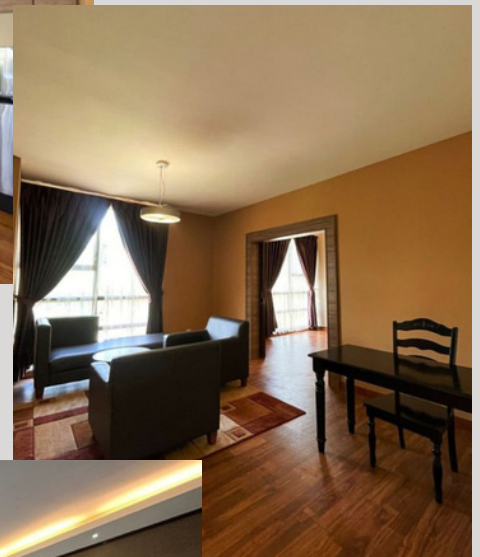
Premier Suite

Company's Product



Family Suite

Super Suite



Training's Reflection

Duration : Date, working days & time

DATE

1 Mac 2023 - 15 August
2023

WORKING DAYS

Monday - Friday

TIME

9.00 AM - 6.00 PM

Training's Reflection

Department, Roles, and Responsibilities

Department: Finance Department

For about 6 months, I worked as an intern in the finance department at Sunway Lost World Hotel. During that time, I was assigned to assist with the company's Account Payable. Therefore, some of my responsibilities include stock control in the hotel and cheque writing. Aside from that, I help with Account Receivables by reviewing paperwork and the city ledger. Furthermore, I send the payment link to guests who book directly through Sabre's website. I also do extra bed checking every day.

Training's Reflection

Department, Roles, and Responsibilities

Roles and Responsibilities

1. Stock Controlling

Every week, I will be in line for charging out to other departments. Charge out is the process by which other departments replenish their stock in their own pantry from the loading bay, which housed the majority of the hotel's stocks and amenities. For example, the housekeeping departments will revise their current stock in their store every week and restock it with new stock from the loading bay. However, depending on the occupancy of the hotel for the week, I will have to verify whether they really need to charge out or not. Aside from that, whenever new stocks arrive, I'll have to do the receiving by checking the delivery order receipt to ensure that everything that arrived matches what was ordered. Finally, I will update all of the in and out of stocks in the stock cards.

Training's Reflection

Department, Roles, and Responsibilities

Roles and Responsibilities

2. Writing Cheques

Every time cheques arrived, I will have to double-check whether it is the same as the invoices. After verifying it, I can proceed to write the supplier's bank account on the back of the cheque before handing it over to the procurement team to bank in. There are also some suppliers that prefer to collect the cheque on their own from the office, therefore, I will call them to inform them that their cheques are ready to be collected. This task indirectly make me learn about a system called Esker where all the invoices will be updated in the systems.

Training's Reflection

Department, Roles, and Responsibilities

Roles and Responsibilities

3. Reviewing paperwork and city ledger

I need to review the paid-out vouchers. A paid-out voucher transaction occurs when a cashier advances money to a guest and then charges the sum given to the guest's account. In this case, the payout is usually a refund of the guest's deposits. I also need to double-check that all of the vouchers match the journal in the system. A city ledger is a type of accounting tool used by hotels to track non-guest transactions. It is a group of accounts that track money brought in by a hotel that is not related to a transaction involving a currently registered guest. I will record all revenue charged to Sunway Lost World Theme Park in the master file of Excel so that the hotel can claim the money and record it as revenue.

Training's Reflection

Department, Roles, and Responsibilities

Roles and Responsibilities

4. Sent payment link to guests

Sunway Lost World Hotel has its own reservation website, Sabre. When someone makes a reservation, the reservation team will notify the finance team of the details such as the guest's name, arrival time, and email address. Then, using Global Payment, I must send a payment link to the person who made the booking. I will include the details of their hotel stays as well as the amount that the person must pay. Throughout the day, I need to check to see if any of the guests have paid. If they did, the next step is to raise the payment in Sunway Cloud. The cloud system will verify the payment, and the person in charge will be able to charge the guest's card.

Training's Reflection

Gains: Benefits and skills

Benefits

The Sunway Lost World Hotel gave me an RM 500 monthly stipend for the duration of my internship. In addition, the company offered all of its employees a complimentary lunch. We had a buffet-style lunch served, so we could choose what to eat. During my internship, I additionally received a free ticket to the Sunway Lost World Theme Park once a month. I also received a uniform consisting of three polo shirts. As a result, we do not have to worry about what to dress every day, which is really convenient. Last but not least, by receiving inventory and a large lump sum of cash on my own, I also earned the trust of my superiors for working independently.

Training's Reflection

Gains: Extrinsic and intrinsic benefits

Skills

I got to learn many software and website during my internship. Some of the software are Global Payment, Opera Clouds, Sunway Cloud, Esker, and Excel. I used all this software every day to do my daily task. I also got to learn Booking.com and Agoda extranet which I need to look for the guest's credit card details to charge them. Besides that, I also gained new acquaintances since I need to work with people from other departments.

SWOT Analysis

Strengths

- Cloud technology
- Well-trained and experienced staff

Weaknesses

- Seasonality of the Hotel Business and dependence on tourism
- Outdated facilities / old building

- Expand their business
- Be the best hospitality service in Ipoh

Opportunities

- Airbnb Industry
- Many competitors

Threats

Strengths

Cloud technology for saving on server resources

The Sunway Lost World Hotel uses a cloud computing platform named Opera Cloud. All hotel staff members from every department are able to use this cloud-based system. For instance, the reservation team will update reservations made by guests straight to the cloud from other travel agencies like agoda and booking.com. Additionally, the front desk will utilise it to monitor check-in and check-out times as well as to review any extra notes that the reservation system has made. In addition, the housekeeping division uses the clouds to make it simpler for them to tidy up the room after visitors have checked out. Moreover, the cloud is used by the finance department to determine whether a payment has been received or not.

Well-trained and experienced staff

The expertise of the staff enables them to provide exceptional customer service, anticipate requests from guests, and handle a variety of operational duties efficiently. Their employees are skilled at resolving conflicts, promoting upselling opportunities, and guiding new employees. Their presence improves guest experiences, increases operational efficiency, and builds a strong reputation for superior service. Furthermore, well-trained employees may draw talented individuals to the industry, lower employee turnover, and foster an enjoyable workplace. Overall, their expertise and professionalism improve the guest experience and contribute to the hotel's success.

Weaknesses

Seasonality of the hotel business and dependence on tourism

The hotel has a lower occupancy rate on regular days. As a result, the hotel won't be able to turn a large profit. For example, during Ramadan, fewer guests visited the hotel since they couldn't go to the waterpark. However, the hotel will be crowded during the busy season or during school breaks. The hotel sector frequently deals with problems like this. The number of visitors, special occasions, and the time of year all affect the hotel industry. The hotel industry's main issue is its seasonality and reliance on tourists. It might be challenging to forecast high and low seasons in advance. Maintaining a macro perspective becomes increasingly challenging.

Outdated facilities / old building

After operating for more than ten years, the Lost World of Tambun hotel has become outdated. There have been several problems with damaged and inoperable air conditioners, as well as leaking roofs. Though many individuals had complained about it, prior to Ramadan, they had already taken the initiative to replace all old air conditioners with new ones. Apart from that, they constantly check any damages that occurs in the hotel to ensure all guests have the best experience.

Opportunities

Be the best hospitality service in Ipoh

The Lost World of Tambun Hotel has the potential to be the best lodging option in Ipoh, despite the fact that its rate is relatively high. This is due to the fact that the hotel's accommodation rates already included breakfast for two people per room and complimentary admittance to the Lost World Hot Springs theme park. This will undoubtedly draw visitors because they will be able to take advantage of the natural hot spring at a much more affordable price while also receiving the best hospitality. In addition, the view of the Tambun Lost World is breathtaking, filled with mountains and greenery.

Expand their business

Hotels can grow their business by using a variety of tactics. In order to improve the visitor experience, they can upgrade and modernise its facilities. Brand visibility can be increased by efficient marketing and promotion, including social media marketing and internet advertising. A larger consumer base can be attracted by focusing on new markets and demographics. It's critical to keep a strong internet presence and to control online reviews. Growth can also be accelerated by putting in place loyalty programs, enhancing amenities and services, working with partners and travel agencies, and expanding offerings. Other feasible strategies for hotel expansion include looking into Internet booking platforms and concentrating on the guest experience

Threats

Many competitors

Each day, better and more affordable hospitality services proliferate. For that regard, Airbnb is the biggest danger to the hotel sector. In addition to offering a lower price point, airbnb also offers a larger space at a reasonable cost because the majority of individuals utilise their own flat or home as an investment on airbnb. These hospitality services are not, however, quite as safe as hotel security. There have been some serious safety concerns regarding AirBnB.

Airbnb Industry

Airbnb has had a significant impact on the hotel sector, bringing new competition and changing client preferences. Its distinctive housing choices have drawn travellers looking for authentic experiences at lower prices, resulting in fluctuating occupancy rates in various places. Hotels have rethought pricing methods, improved guest experiences, and invested in technology in response. Regulatory issues have also arisen in several locations. Despite these developments, hotels continue to adapt by emphasising their unique amenities and services in order to remain relevant in the developing hospitality market. Collaboration between hotels and Airbnb has also been investigated as a possible strategy to navigate this rapidly changing sector.

SWOT Matrix

	Strength <ul style="list-style-type: none">• Cloud technology• Well-trained and experienced staff	Weaknesses <ul style="list-style-type: none">• Seasonality of the hotel business• Outdated facilities
Opportunities <ul style="list-style-type: none">• Be the best hospitality service in Ipoh• Expand their business	SO Strategies <ul style="list-style-type: none">• Expand geographically• Adapt to changing consumer preferences	WO Strategies <ul style="list-style-type: none">• Enhance online presence• Emphasize wellness offerings
Threats <ul style="list-style-type: none">• Many competitors• Pandemic and natural disaster	ST Strategies <ul style="list-style-type: none">• Implement effective risk management strategies• Focus on customer loyalty and retention	WT Strategies <ul style="list-style-type: none">• Improve operational weaknesses

Sunway could try to expand their business geographically because they have a great cloud system. Sunway currently operates hotels in Kuala Lumpur, Perak, and Penang. Because they have a great cloud system, they may be able to open in another state in the future.

SO Strategies

Aside from that, they might be able to adapt to changing consumer preferences. Because the hotel's staff is well-trained and experienced, they should have no trouble adapting to a new culture. The Human Resources team should conduct extensive research on how to improve the customer service skills of the operations staff. Managers can also teach their subordinates new skills to help the operation run more smoothly and with fewer errors.

WO Strategies

Every hotel has the same problem, which is the season of the hotel business, which is that the hotel's occupancy is only high during the school holidays. To combat this issue, they should improve their online presence. The hotel could run promotions to entice guests to visit on weekends. Do could also pay Google to have their booking site appear at the top of search results.

Furthermore, because the hotel's facilities have some issues, they could do renovations to improve them so that guests do not complain. Air conditioners that aren't cold enough and leaking can be easily repaired in a matter of weeks. As a result, the hotel will be able to provide the best hospitality in Ipoh.

Natural disasters like Covid 19 and floods are among the threats to the hotel industry. As a result, the company must implement effective risk management strategies. The company must consider both its own and its employees' well-being.

Furthermore, the company must compete with numerous competitors. Airbnb has exploded in popularity in recent years. They might prevail by focusing on customer retention and loyalty. Aside from providing excellent customer service, they can also improve other aspects of their services. This is going to lead the hotel to last longer in the hospitality sector.

ST Strategies

WT Strategies

With the hotel's weaknesses and threats, they may lose their business if no action is taken to address them. Even if the treats cannot be controlled, there will always be ways to improve their flaws. The primary approach that the hotel should implement is to strengthen its operational weaknesses. When the service provided is good, the guest will leave positive feedback on the hotel. This will eventually entice more visitors to come to witness it for themselves.

PESTEL Analysis

POLITICS	ECONOMY	SOCIO-CULTURAL	TECHNOLOGY	ENVIRONMENT	LEGAL
P	E	S	T	E	L
Travel Ban	GDP	Age factor	Technological access	Recycling	Regulations
Elections	Employment rate	Lifestyle	Technology trends	Consumption trends	Rights
The influence of taxes	Inflation		Security system		

PESTEL ANALYSIS OF THE MARKET INFLUENCES

Political

The government has the authority to establish a travel ban in the event of political turmoil or any other crisis. This choice could have a negative impact on the hotel sector, which depends significantly on travellers arriving from other countries and looking for short-term lodging.

Elections or other similar governmental changes may be beneficial or detrimental to the hotel industry. Due to the assistance the hotel business provides for the country's economy, a political party may adopt choices that benefit the hospitality industry. At the same time, another political party might depose them in light of their views on the hospitality sector.

The influence of taxes on the entire hotel earnings is significant in the hotel industry. The country's hotel business may benefit from tax measures that the government may implement. The hotels can use the money they save on taxes to fund infrastructure improvements or security systems.

Economic

The hotel industry is directly impacted by economic factors like inflation, unemployment, recession, and economic instability. People choose luxury hotels when the economy is doing well because they bring in more revenue. People aim to reduce their travel costs when they have fewer bucks in their pockets. As a result, they start to favor cheap hotels.

Moreover, as new hotel construction begins, the owner and management team determine how many employees will be required for each daily shift. The number will fluctuate depending on the season, especially around the holidays when people travel to see family and friends.

One of the first significant ways that hotels improve communities is through the creation of these jobs. After each individual completes their training and documents, the money given through their paycheques has a direct impact on the economy as they spend it on nearby housing, necessities, and shops.

Socio-cultural

The travellers range in age and social status. Millennials prefer to research hotel costs and features before booking a room. A lot of tourists base their hotel choice on the inclusion of amenities like bars, swimming pools, heating, valet, etc. Hotels are frequently chosen by travellers due to their convenient locations and breathtaking views. However, given the majority of Gen Z likes to explore the local sites, cultures, and cuisines, they would opt for a less expensive hotel. As a result, they will choose a hotel where they may spend the night in comfort. As a result, since they provide a larger space at a better price, Airbnb or homestay will gradually become more appealing. The Gen Z will be able to save money on lodging costs and spend more of their cash on eating or travel.

The hotel business nowadays is extremely competitive, and fresh businesses constantly enter the market. A sizable portion of visitors make hotel reservations after reading reviews. or as a result of referrals from friends, family, or colleagues. Thus, the hotel sector is reliant on consumer perceptions and opinions.

Technology

Many hotels accept secure payments through their websites for bookings. Customers may expect a smooth and positive experience thanks to the AI-based customer care system and secured application. With a few clicks, visitors may quickly and easily book a hotel anywhere. Due to direct booking options for foreigners, it benefits the hotels.

Furthermore, technology has improved guest comfort and safety. To provide their customers with the finest service possible, hotels make use of technologies like lifts, heaters, and intercoms. They are kept secure and safe by systems like CCTV and security alarms. Visitors frequently pick hotels with superior amenities and security.

Apart from that, social media has made it possible for hotels to advertise to a wider audience. It may have a favourable or negative effect on the hotel's reputation. Due to the reviews that travellers can post on travel websites, hotels remain competitive. The Lost World of Tambun also makes great use of social media, regularly updating their posts to highlight all the accommodations, deals, and events that are offered there.

Environmental

The hotels can take action to reduce energy, water, and food waste. To lessen pollution, they can move to alternative energy sources. To stop plastic pollution, they can also use recyclable products more frequently. For instance, Lost World of Tambun gives their leftover food to the local farmer to be utilised as fertiliser. For recycling, they also gather used cartons and plastic bottles.

The environment is negatively affected by chemical cleaning agents. A lot of hotels have already avoided using any environmentally damaging chemicals. For greener earth, it is preferable to utilize eco-friendly cleaning products. The development of a hotel is directly influenced by the local environment. The customers may feel uneasy checking in if the air and water are contaminated and the hotel does not adhere to cleaning standards and environmental rules. Fortunately, the Lost World of Tambun Hotel makes sure that their space is consistently sanitary and in good shape. Additionally, they have a stunning environment that is covered in forests and mountains.

Legal

The hotel's location is a significant factor influencing customers' choices. The guests tend to choose places with low crime rates for safety. The localities with high crime rates are not suitable for hotels as guests will avoid them.

The hotels must follow innkeeper laws to ensure the guests and their belongings. If any such issue arises, these laws decide whom to hold responsible and how much compensation they should pay.

Many countries monitor hotels to prevent data leaking and breaching. They have laws regarding the guest's data security, which the hotels must comply with to sustain in the market. For example, the EU has General Data Protection Regulation which the hotels need to follow. It keeps the personal data of the guests safe from being leaked.

Conclusion

Overall, the internship experience has been transformative, providing a solid foundation for future endeavors in the industry. It has contributed to my professional growth and fostered personal development, strengthening adaptability, resilience, and a deeper understanding of the dynamics of the workplace.

I am grateful to Sunway Lost World Hotel for providing this internship opportunity and for the guidance and support received throughout the internship period. I would like to express my gratitude to my supervisors, mentors, and colleagues who have contributed to making this internship a valuable and enriching experience.

Lastly, I would like to extend my thanks to UiTM and the faculty who supported and facilitated this internship opportunity. The knowledge and skills gained during the internship will undoubtedly shape my future career path and contribute to my success in the field.

In conclusion, the internship report serves as a comprehensive record of the internship journey, encapsulating the activities, achievements, and insights gained. It is my hope that this report will provide valuable insights for both the organization and future interns, fostering continuous growth and success in the years to come.

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Appendices



Hotel amenities @ the loading bay



Induction @ Lost World theme park



Raya celebration @ finance department's office




Fire drill practice

Appendices

Document Information

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Entire Document

INDUSTRIAL TRAINING REPORT SWOT ANALYSIS FOR SUNWAY LOST WORLD HOTEL 2023 Prepared By : NURIN NABILA BINTI BAHAROM (2021167003) Lost World Of Tambun Hotel

Executive Summary Overall, the internship experience at Sunway Lost World Hotel was highly rewarding and impactful. It provided a valuable platform for professional growth and enabled the acquisition of practical skills relevant to the finance and hotel sector. The experience also fostered personal development, enhancing adaptability, resilience, and a deeper understanding of the dynamics of the workplace. The internship was undertaken at Sunway Lost World Hotel. During the internship, I was involved in various tasks and projects, including Stock controlling, reviewing paperwork, and sending payment links to guests. These activities allowed for the development and application of skills such as critical thinking and problem-solving skills. Additionally, I had the opportunity to collaborate with staff from different departments, enhancing my communication, and teamwork abilities. Moreover, the internship provided valuable insights into the finance and hotel industry and its challenges, as well as opportunities for improvement. Noteworthy observations and recommendations have been included in the SWOT and Pestel analysis, offering actionable suggestions to enhance operational efficiency, streamline processes, or address specific areas of concern.

Resume 1 Company's Profile 2 Training Reflection 3 SWOT Analysis & SWOT Matrix 1 PESTEL Analysis 2 Conclusion 3 2 References 1 2 3 4 5 6 7 Table Of Content

Firstly, I would like to thank my creator, the almighty Allah S.W.T for giving me the strength to complete my internship with ease. To my family, especially my parents, thank you for supporting me mentally and financially throughout my internship journey. Without their blessing, I would not be able to finish my degree on time. I would like to express my sincere gratitude to Lost World of Tambun Hotel for providing me with the opportunity to complete my internship at their esteemed establishment. It has been a remarkable experience for me, and I am grateful for the support, guidance, and encouragement that I received from my mentors and colleagues throughout my internship. I would like to extend my appreciation to my immediate supervisor, Ms Hasnah, and team members, Puan Noorizan, Puan Adriana and also Raj who took me under their wings and gave me the chance to develop my professional skills, work on meaningful projects, and contribute to the company's growth. Lastly, I would like to thank my friends who lend me their time to listen to my concerns regarding any of my problems. Also, to Emil Haziq, just know that you have been my biggest strength for me to complete my internship. Once again, I express my deepest heartfelt gratitude to Lost World of Tambun Hotel for providing me with an opportunity to learn and grow through this internship experience, and I hope to keep in touch with the invaluable connections I made here in the future. Acknowledgement
Strengths Weaknesses Resume 1

Original's result