MINISTRY OF INDUSTRY AND TRADE
COLLEGE OF COMMERCE
DEPARTMENT OF ENGLISH

INTERNSHIP REPORT

USING ENGLISH IN SERVICE, SALES, AND VISITOR ASSISTANCE IN THE TOURISM SECTOR AT BA NA HILLS

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Your sincerely,

Da Nang, December 2025

Student

NGUYEN DUONG GIA MAN

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CHAPTER I: OVERVIEW OF SUN WORLD BA NA HILLS

1.1 Introduction

1.1.1. General information

a. Overview of Sun World and Sun Group

Sun World Ba Na Hills is a major tourism–entertainment destination under Sun World, the leisure brand of Sun Group, one of Vietnam's leading corporations in hospitality and real estate. The Sun World system includes Ba Na Hills, Asia Park, Fansipan Legend, Ha Long Complex, and other large-scale destinations. The brand focuses on delivering world-class, culturally rich, and innovative tourism experiences.

b. Operating Company and Business Fields

Operating company: Ba Na Cable Car Service Joint Stock Company

Established on: 14 September 2007.

Status: Currently active and expanding.

Main business activities:

Operation of amusement parks and themed entertainment areas.

Tourism and accommodation services.

Food and beverage services across multiple restaurants and dining concepts.

c. Address and Identification Information

Sun World Headquarters: 36–38 Bach Dang Street, Thach Thang Ward, Hai Chau District, Da Nang City.

Ba Na Hills Location: An Son Hamlet, Hoa Ninh Commune, Hoa Vang District, Da Nang City.

Website: www.banahills.com.vn

Logo:

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d. Target Customers and Tourism Significance

Target customers include domestic and international tourists seeking sightseeing, leisure, entertainment, and cultural experiences. Visitor groups include families, couples, corporate groups, educational groups, and individual travellers. Ba Na Hills plays a significant role in promoting Da Nang tourism, known for its world-record cable cars, Golden Bridge, French Village, and high-quality services.

e. The History and Development

Ba Na Mountain has a long history that dates back to the early 20th century. In 1919, the French discovered the area and quickly turned it into a hill-station resort because of its refreshing climate and scenic landscape. During this period, they built villas, guest houses, and entertainment facilities, making Ba Na a popular retreat for colonial officials. However, after the French departed, the site gradually fell into abandonment and remained largely undeveloped for many decades.

A new chapter began in 2007 when Sun Group started an ambitious project to restore and transform Ba Na Mountain into a modern tourism and entertainment complex. The establishment of Ba Na Cable Car Service Joint Stock Company marked the official beginning of this redevelopment. Sun Group invested heavily in large-scale infrastructure, including cable car technology, themed architectural zones, high-standard dining facilities, gardens, and entertainment areas.

A major milestone came in 2009 with the opening of the first cable car line, which played a crucial role in reviving Ba Na Hills as a major attraction. In the years that followed, Sun Group continued to expand the complex with signature projects such as the

French Village, Le Jardin D'Amour, the Wine Cellar, Fantasy Park, and various festival spaces. The site gained international attention in 2018 with the introduction of the iconic Golden Bridge, becoming one of Vietnam's most recognizable tourism symbols.

Today, Sun World Ba Na Hills stands as one of the most visited destinations in Vietnam, attracting millions of guests from around the world each year. The complex continues to grow through constant innovation, service improvements, and the introduction of new events and attractions. Its development reflects Sun Group's vision of building world-class tourism landmarks and maintaining Ba Na Hills as a leading cultural and entertainment destination in Asia.

1.2 Main Features and Attractions

Ba Na Hills is often referred to as "the fairyland above the clouds" due to its breathtaking beauty and misty atmosphere. The site includes many well-known attractions such as:

The Golden Bridge: The Golden Bridge is one of the most iconic landmarks of Sun World Ba Na Hills. This pedestrian bridge is held by two giant stone hands and offers panoramic views of the surrounding mountains and forests. Its unique design has gained international recognition and attracts countless visitors for sightseeing and photography.

Cable Car System: The cable car system connects visitors from the base to the hilltop efficiently while providing scenic views during the ascent. It has been recognized by Guinness World Records for its engineering and length, adding a unique experience to the visit.

The French Village: The French Village provides a European-style environment with streets, churches, squares, and cafes that recreate the charm of a classic French town. It is particularly popular among tourists who enjoy cultural exploration and capturing picturesque scenes.

Fantasy Park: Fantasy Park is one of the largest indoor amusement parks in Southeast Asia, offering a wide range of games, rides, and attractions suitable for all age groups. It

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also includes interactive entertainment activities, making it a favorite for families and young visitors.

Moon Castle and Sun Castle: These areas feature themed attractions, 4D cinemas, and entertainment shows. They regularly host cultural events and festivals, adding dynamic experiences for visitors throughout the year.

Gardens and Scenic Spots: Beautifully landscaped gardens, including Le Jardin D'Amour and the Wine Cellar area, provide relaxing spaces for leisure and sightseeing. These areas enhance the aesthetic and cultural atmosphere of Ba Na Hills, creating a peaceful environment amid the bustling attractions.

Beer Plaza & BaNa Brew House: Ba Na Hills also offers a craft beer experience through the BaNa Brew House, one of the highest craft breweries in Vietnam. Visitors can enjoy a variety of freshly brewed Sun KraftBeers, explore the brewing process, and experience the production of craft beer firsthand. The Beer Plaza provides a lively atmosphere with dining, beer tasting, and entertainment, enhancing the leisure and cultural experience for adult visitors.

Supporting Facilities: Restaurants, cafes, souvenir shops, hotels, and service counters ensure comfort and convenience for all visitors. Together with the main attractions, these facilities create a comprehensive tourism experience that blends sightseeing, leisure, and entertainment, attracting millions of domestic and international guests each year.

1.3 Organizational Structure

Sun World Ba Na Hills operates under Sun Group, a leading tourism and entertainment corporation in Vietnam. The organizational structure is designed to coordinate multiple departments, ensuring smooth operations, high-quality service, and maximum guest satisfaction. The main departments include:

Food & Beverage (F&B) Department:

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It is responsible for managing all restaurants, beverage stalls, cafes, and snack counters within Ba Na Hills. Tasks include menu preparation, food quality control, hygiene standards, staff training, and daily operation monitoring.

This department also supervises inventory, coordinates with suppliers, and ensures that all food and beverage services meet both domestic and international standards.

During my internship, I worked under the F&B Department, where I was involved in customer service, order management, and maintaining service quality.

Operations Department:

It oversees the daily functioning of all attractions and activities within Ba Na Hills, including cable cars, amusement rides, gardens, themed zones, and entertainment shows.

Ensures safety protocols are followed, monitors crowd flow, and coordinates with technical teams to maintain operational efficiency. This department also handles maintenance schedules, emergency response planning, and compliance with national safety regulations for tourism facilities.

Sales & Marketing Department:

It focuses on promoting Ba Na Hills and other Sun World attractions through various channels, including social media, advertisements, travel agencies, and tour operators. It develops promotional campaigns, special offers, and seasonal events to attract both domestic and international tourists. Besides, it collects market data and feedback to improve service offerings and aligns with visitor expectations, plays a strategic role in enhancing the brand image of Sun Group and increasing visitor engagement.

Customer Service Department:

It acts as the main point of contact for visitors seeking assistance, directions, or information about the park. It handles inquiries, complaints, and suggestions in a professional manner to ensure visitor satisfaction. Moreover, it coordinates with other

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departments to resolve issues efficiently and monitors guest feedback to support continuous improvement. Staff in this department also assist international visitors by providing multilingual support and ensuring accessibility throughout the park.

Coordination Among Departments:

All departments collaborate closely to provide a seamless experience for visitors. Regular meetings and reporting systems ensure smooth communication, quick problem-solving, and consistent service quality.

The organizational structure is effectively designed to enhance both operational efficiency and the delivery of exceptional guest experiences. These elements are crucial for upholding Ba Na Hills' esteemed reputation as a premier tourism destination in the region.

1.4 Internship Position

1.4.1. Main Duties

My internship position was Restaurant Service Staff at a food and beverage counter located in the Moon Castle area. My primary duties includes:

- Setting up and cleaning the counter before and after shifts
- Preparing and selling drinks, ice cream, and popcorn
- Assisting guests with orders and answering basic questions
- Recording daily sales and reporting to the supervisor
- Supporting colleagues in nearby kiosks when necessary

1.4.2. Work Environment

The work environment at the F&B counter was dynamic and required fast-paced coordination. The area had a steady flow of visitors, especially during weekends and holidays. I worked with a team of friendly co-workers who guided me during busy periods.

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The environment also required punctuality, discipline, teamwork, and the ability to maintain a positive attitude even during long shifts.

1.4.3. Responsibilities

In addition to standard duties, I carried specific responsibilities related to customer service, including:

- Greeting guests warmly and professionally
- Using English to assist international visitors
- Providing clear information about products, prices, and recommendations
- Ensuring hygiene and food safety standards
- Delivering polite and respectful communication at all times

This position helped me gain valuable experience in hospitality, communication, and customer service within a professional tourism environment.

This role required fast and accurate service, teamwork, and especially English communication skills to support international tourists effectively.

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CHAPTER II: INTERNSHIP TASKS AND RESPONSIBILITIES

2.1 Common Service Situations Using English

2.1.1. Greeting Guests

Greeting visitors is the first interaction and plays a crucial role in creating a positive impression.

Common phrases include: “Good morning! Welcome to Ba Na Hills,” “How can I help you today?” or “Hello! Would you like some popcorn or ice cream?”

Proper greetings often combine smile, eye contact, and polite tone, which are essential in building a friendly and welcoming atmosphere, especially for foreign guests who may not understand Vietnamese. Greetings also provide an opportunity to observe guests’ moods and preferences. For example, noticing if a guest seems lost or unsure allows staff to offer additional guidance proactively. A warm and polite greeting is the foundation of excellent customer service, as it sets the tone for the rest of the interaction.

2.1.2. Taking Orders

Taking orders requires clear and accurate communication to ensure guests receive exactly what they want.

Key tasks include:

- Listening carefully and repeating the order to confirm accuracy.
- Explaining available products, sizes, or promotions in simple and understandable English.
- Using polite expressions such as “Would you like to try our special drink today?” or “Your total is 30,000 VND, please.”

Staff should also be attentive to non-verbal cues, like gestures or pointing to menu items, which help clarify orders for guests who may struggle with English.

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Efficient order-taking improves customer satisfaction, minimizes mistakes, and enhances the overall flow of service, particularly during busy hours.

2.1.3. Giving Directions

Many visitors need guidance to reach attractions such as the 4D Cinema, Fantasy Park, gardens, or restaurants. Common phrases include: “You can find the French Village just ahead on the left” or “The cable car station is near the main entrance.” Clear and simple English sentences, combined with gestures, maps, or illustrations, help guests navigate easily. Giving directions also develops the staff’s ability to explain locations concisely, answer follow-up questions, and maintain politeness even when guests seem confused or impatient.

This task plays a crucial role in enhancing the overall visitor experience, as providing proper guidance not only alleviates stress for guests but also leaves them with a strong impression of professionalism and attentiveness throughout their visit.

2.2. Difficulties and challenges

2.2.1. Lack of vocabulary

One of the primary challenges that interns face is the lack of familiarity with specific terminology associated with food, beverages, attractions, or cultural expressions. This gap in knowledge can create significant barriers in various interactions. For instance, when an intern is tasked with explaining a menu item in English, they may struggle to clarify the ingredients or describe promotional items effectively. Without a sufficient vocabulary, they might find themselves taking longer to respond, repeatedly seeking clarification, or providing incomplete explanations. Such issues can ultimately compromise customer satisfaction and the overall dining experience.

Moreover, the inability to communicate clearly can hinder an intern's ability to build rapport with customers and co-workers alike. In a fast-paced environment like a restaurant or hospitality setting, where timely and accurate communication is essential, this deficiency can lead to frustration for both the intern and the clients. Consequently,

enhancing vocabulary is vital not only for improved communication but also for boosting confidence levels in a professional setting.

To expand our vocabulary, interns can engage in several practical activities. Reading menus regularly helps them become more familiar with food items and their descriptions. Observing more experienced co-workers interacting with customers provides real-life context for industry-specific phrases and expressions. Additionally, participating in training sessions or workshops focused on communication skills in the hospitality industry can offer valuable insights and techniques. Encouraging interns to practice new vocabulary in everyday conversations will further consolidate their learning. Ultimately, improving linguistic skills through these methods is essential for our professional growth, empowering them to deliver exceptional service and enhance the overall customer experience.

2.2.2. Various Accents

Foreign guests often speak English with various accents-European, American, or Asian which can be difficult to understand initially.

Mishearing or misunderstanding orders is common, especially when multiple customers speak simultaneously. To overcome this, staff must practice active listening, ask for clarification politely, and confirm orders. Exposure to diverse accents during peak hours accelerates listening comprehension and builds confidence in real-life communication.

2.2.3. Lack of confidence

Many interns feel shy, nervous, or hesitant when talking to foreigners at the beginning. Low confidence may cause slower responses, limited conversation, or even avoiding interactions. Overcoming this challenge requires consistent practice, observation of senior staff, and gradually building experience. Confidence also improves as staff become familiar with recurring customer situations and develop routines for handling them smoothly.

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2.3. Solutions and Improvements

2.3.1. Practicing Service Phrases

Memorizing short, polite English phrases helps handle standard situations efficiently and naturally.

For examples:

"Would you like anything else?"

"Please enjoy your meal."

"Thank you! Have a nice day."

Regular practice, both during work and outside, increases fluency, reduces hesitation, and enhances confidence in front of guests. Repetition also allows staff to focus on other aspects, such as body language, tone, and speed of service.

2.3.2. Using Body Language

When words are insufficient, gestures, smiles, and pointing can communicate effectively. For example, pointing to the menu, demonstrating directions, or handing over items politely. Body language conveys friendliness, warmth, and professionalism, reducing the impact of limited vocabulary or accent issues. It also helps make interactions more interactive and engaging, leaving a lasting positive impression on guests.

2.3.3. Learning from Co-workers

Observing senior staff provides practical examples of handling diverse situations.

Key learnings include:

How to greet foreign guests naturally and warmly.

How to repeat or confirm orders politely.

How to multitask efficiently during peak hours.

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Asking co-workers for tips or feedback further accelerates skill development and helps interns adapt to the fast-paced working environment.

In sum, during my internship, using English in daily service situations was both challenging and rewarding. By practicing key service phrases, observing and imitating body language, and learning from experienced co-workers, I gradually became more confident in communicating with foreign guests. This experience not only improved my English skills but also enhanced my customer service ability, time management, problem-solving skills, and adaptability in a multicultural work environment. Additionally, regular interactions with tourists helped me understand different cultural expectations, refine my professional attitude, and develop patience and empathy, which are essential qualities in the hospitality industry.

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CHAPTER III: CONCLUSION AND PERSONAL REFLECTION

3.1 General Conclusion

The internship at Sun World Ba Na Hills provided me with valuable practical experience in the hospitality and tourism industry. Working in the Food & Beverage Department allowed me to understand the daily operations of a professional service environment, including customer interaction, sales, and teamwork. This experience helped me develop essential skills required for future employment and gave me insights into the standards and expectations of a large tourist attraction.

Throughout my internship, I engaged in various tasks, from taking orders and serving food to managing inventory and assisting in promotional activities. This hands-on experience not only honed my ability to work efficiently under pressure but also enhanced my sales skills. Observing how my colleagues collaborated to ensure smooth operations highlighted the critical role of teamwork in delivering an exceptional guest experience. Each day presented new challenges that required quick thinking and adaptability, enabling me to develop problem-solving abilities.

Moreover, this internship provided me with deep insights into the standards and expectations prevalent at a major tourist attraction. I learned about maintaining quality and consistency in service, adhering to health and safety regulations, and understanding the importance of creating a memorable experience for guests. The exposure to various operational aspects broadened my perspective on what it takes to succeed in this highly competitive industry.

Overall, my time at Sun World Ba Na Hills equipped me with essential skills and knowledge that I will carry into my future career. I gained not only practical experience but also a newfound passion for the hospitality field, motivating me to pursue further education and opportunities in this vibrant industry. This internship was a pivotal step toward achieving my career goals and understanding the intricate workings of tourism and hospitality at large.

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3.2 Skills and Knowledge Gained

During the internship at Sun World Ba Na Hills, I had the opportunity to acquire and enhance a variety of practical skills and professional knowledge. These skills were developed through daily interactions with visitors, coordination with colleagues, and participation in the operations of the F&B Department. Some of soft skills and knowledge I have gained helping me in my future career.

3.2.1 English Communication Skills

One of the most significant improvements was in my ability to communicate confidently in English with international guests. I learned to use polite, simple, and clear expressions suitable for various service situations, such as greeting, taking orders, giving directions, and providing information about menu items or attractions. For example, I could explain the differences between drinks or snacks to a guest, offer recommendations politely, and respond to questions about the park's attractions. In addition, I became more adept at understanding different accents, including European and American English, which enhanced my listening comprehension. This skill not only improved my English fluency but also built my confidence in handling real-life communication with foreign visitors in a professional setting.

3.2.2 Customer Service Skills

I developed core customer service competencies, including greeting guests warmly, taking orders accurately, providing assistance promptly, and maintaining a friendly and positive attitude. I learned to anticipate customer needs, such as offering extra napkins or guiding guests to nearby attractions, which contributes to a better visitor experience. Handling complaints or special requests also strengthened my ability to remain calm and polite under pressure. These experiences taught me the importance of professional etiquette, patience, and empathy in ensuring guest satisfaction.

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3.2.3 Time Management Skills

Working in a busy environment with high visitor traffic, especially during weekends and holidays, helped me develop strong time management skills. I learned to prioritize tasks effectively, balancing order-taking, counter maintenance, sales recording, and guest guidance. For instance, during peak hours, I had to process multiple orders quickly while still ensuring accuracy and quality, which required careful planning and multitasking. This skill improved my efficiency and ability to stay organized in a fast-paced workplace.

3.2.4 Teamwork Skills

The internship provided valuable lessons in collaborating with colleagues to maintain smooth daily operations. I learned to communicate effectively with team members, assist them when needed, and follow coordinated procedures to ensure seamless service. For example, when multiple guests arrived simultaneously, working closely with co-workers allowed us to serve everyone promptly without confusion or delays. This experience highlighted the importance of cooperation, mutual support, and shared responsibility in a professional environment.

3.2.5 Problem-Solving Skills

I gained practical experience in handling unexpected situations professionally and calmly. Challenges such as misheard orders, unfamiliar requests, or equipment issues required quick thinking and flexible solutions. By analysing situations, consulting colleagues, and responding appropriately, I developed the ability to resolve problems efficiently without affecting service quality. This skill is essential in the hospitality industry, where adaptability and decision-making directly impact guest satisfaction.

3.2.6 Knowledge of the Hospitality and Tourism Industry

Beyond specific skills, I acquired general knowledge about the operations of a major tourist destination. I learned about the organization and functioning of a large F&B

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department, coordination with other departments, and the importance of maintaining standards in hygiene, service, and safety.

Exposure to daily activities in a multicultural setting enhanced my understanding of visitor expectations, service quality benchmarks, and operational efficiency.

In a word, the internship at Sun World Ba Na Hills allowed me to improve both technical and soft skills, including English communication, customer service, time management, teamwork, and problem-solving. These skills, combined with industry knowledge, provide a strong foundation for my future career in tourism, hospitality, or related service fields. The practical experience not only enhanced my professional competencies but also boosted my personal confidence and adaptability in a multicultural work environment.

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3.3 Personal Reflection

Initially, I found the demands of the job to be both physically exhausting and emotionally taxing, particularly during the peak hours when the restaurant was bustling with guests. The fast-paced environment often left me feeling overwhelmed; however, as time progressed, I gradually learned to adapt to these challenges. I discovered the importance of patience, not only with myself but also with my co-workers and the guests we served. Effective communication became a vital skill, as I realized that clear interactions could alleviate tension and foster a more harmonious working environment. This internship was transformative in many ways, as it instilled in me a sense of responsibility and self-discipline that I had not fully developed before. I began to understand the critical role my attitude played in influencing the atmosphere around me, recognizing that maintaining a professional job, even under stress, was essential. Additionally, my experience allowed me to delve deeper into the intricacies of the tourism and hospitality sector, equipping me with a wealth of knowledge about industry standards and customer expectations. This newfound understanding has provided me with clarity regarding my future career path, reinforcing my desire to pursue opportunities where I can continue to grow and contribute positively in the hospitality field. Overall, the lessons I learned during my time at Sun World Ba Na Hills will undoubtedly serve as a foundation for my profession ahead.

3.4 Challenges and Solutions

Challenges:

- Difficulty communicating with foreign guests due to limited vocabulary.
- Initial nervousness when serving guests during busy periods.
- Adjusting to a fast-paced and physically demanding work environment.

Solutions and Improvements:

- Observed senior staff to learn effective communication strategies.
- Practiced common English phrases for service situations.

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- Used gestures, smiles, and body language to complement verbal communication.
- Developed confidence through repeated practice and real-life interaction with guests.

3.5 Suggestions and Recommendations

For Sun World Ba Na Hills:

- Organize short English training sessions for service staff to improve communication skills with international visitors.

For myself:

- Continue practicing English and learning tourism-related vocabulary.
- Improve stamina and adaptability for busy work environments.
- Seek further opportunities to gain experience in customer service and hospitality.

3.6 Final Conclusion

Overall, the internship at Sun World Ba Na Hills was an incredibly enriching experience that exceeded my expectations. It offered me a wealth of practical knowledge that is essential for anyone pursuing a career in the hospitality and tourism sector. Not only did I improve my English communication skills through constant interaction with both guests and colleagues, but I also gained invaluable insights into customer service dynamics and effective teamwork.

The various roles I undertook allowed me to develop a diverse set of professional skills, such as problem-solving, time management, and adaptability in a fast-paced environment. Each day brought new challenges that pushed me to think critically and respond efficiently, reinforcing the importance of remaining composed under pressure.

Moreover, the lessons I learned during this period will serve as a solid foundation for my future studies and career aspirations. I now have a clearer understanding of the industry's expectations and standards, which will guide my academic pursuits and professional decisions moving forward. Overall, this internship has not only shaped my

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immediate skills but has also ignited a deeper passion for the tourism and hospitality field, motivating me to seek further opportunities for growth and development in this vibrant industry. The experiences and relationships I cultivated during my time there will undoubtedly leave a lasting impact on my future career.

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