MINISTRY OF INDUSTRY AND TRADE
COLLEGE OF COMMERCE
DEPARTMENT OF ENGLISH

INTERNSHIP REPORT

USING ENGLISH IN THE CUSTORMER GUIDANCE PROCESS AT BA NA HILLS

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Da Nang, December 2025.

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ACKNOWLEDGEMENT

Inrecent years, Vietnam's tourism industry has continuously grown and affirmed its significant role in the national economy. The increasing demand for travel and exploration among both domestic and international visitors requires higher service quality and a more professional workforce. For students in tourism-related fields, gaining hands-on experience in a real working environment is a valuable opportunity to enhance skills, deepen knowledge, and develop professional work habits.

With the support of my university and the approval of the host organization, I had the opportunity to complete my internship at **Ba Na Hills – Sun World**, one of the most renowned tourist destinations in Vietnam, often referred to as the "road to heaven" thanks to its modern cable car system, unique natural scenery, and diverse entertainment activities. During my internship at the **Guiding Department**, I was directly involved in welcoming guests, providing information, and assisting visitors; observing the department's operation; and learning from the professional service mindset and effective problem-solving skills of the staff.

This report is written to summarize my practical experiences, work results, lessons learned, and personal evaluations throughout the internship period. I hope that this report will accurately reflect my learning journey and demonstrate my efforts in applying academic knowledge to real-world situations at Ba Na Hills.

Yours sincerely,

Da Nang, December 2025.

Student

HUYNH HOANG TINH THU

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LIST OF ABBREVIATIONS

Abbreviations	Explain
VND	Viet Nam Dong
ROE	Return on Equity
PBT	Profit Before Tax
PAT	Profit After Tax
SOP	Standard Operating Procedures

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CHAPTER I: OVERVIEW OF SUN WORLD BA NA HILLS

1.1. Overview of Sun World Ba Na Hills.

1.1.1. General information.

Ba Na Hill was named after a local ethnic minority group that once lived in this area, and in their language, the name means “my mountain.” At the end of the 19th century, Ba Na was developed by the French as a resort destination due to its pleasant year-round climate.

Later, the area was invested in and expanded by Sun Group to become a world-class recreational and entertainment complex known as **Sun World Ba Na Hills**. The site still preserves its refined French-style architecture along with luxurious resort facilities. In addition, many new attractions and entertainment zones have been constructed, offering visitors a variety of enjoyable experiences. The number of sightseeing areas and programs at Sun World Ba Na Hills continues to grow, allowing tourists to return many times throughout the year and always discover something new.

- Full name: BA NA CABLE CAR SERVICE JOINT STOCK COMPANY
- Tax code: 0400585547
- Address: An Son Village, Hoa Ninh Commune, Hoa Vang District, Da Nang
- Transaction name: BANACAB
- Business license: 0400585547 - date of issue: September 20, 2007
- Date of operation: September 14, 2007
- Phone: (+842 – 236) 3791 999 - Fax: (+84 236) 3791 999
- Email: banahills@sunworld.vn
- Director: NGUYEN LAM AN

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BA NA HILLS

1.1.2. History of Ba Na Hills.

Ba Na was discovered by the French in the early 20th century and developed into a resort in 1919 thanks to its cool year-round climate. After the war, the area was

abandoned for many decades. In 2007, Sun Group invested in restoring and transforming Ba Na into the Sun World Ba Na Hills complex. Today, it is famous for its French-style architecture, record-breaking cable cars, and iconic structures such as the Golden Bridge, attracting millions of visitors each year.

1.1.3. Development process.

Ba Na was first established in 1919 when the French discovered and developed it into a climatic resort with hundreds of villas, hotels, and entertainment facilities, once known as the "Da Lat of Central Vietnam." After many years of abandonment due to war, Ba Na was only partially restored in the 1990s but still struggled to attract visitors. A major turning point came in 2007 when Sun Group invested heavily in infrastructure and services, especially the modern cable car system that achieved multiple world records. Since then, Ba Na Hills has rapidly grown into a leading tourism and entertainment complex with iconic structures such as the French Village, Fantasy Park, spiritual attractions, and notably the Golden Bridge introduced in 2018, which helped elevate Ba Na's image internationally. Today, Ba Na Hills continues to expand and diversify its offerings, aiming toward a model of cultural tourism, leisure, and large-scale event hosting.

1.1.4. Overview of Ba Na Hills operations and results of operations.

1.1.4.1. Field of activities of the company.

Ba Na Hills operates primarily in the fields of tourism, hospitality, and entertainment services. The company focuses on developing and managing an integrated resort complex that includes sightseeing attractions, cable car transportation, cultural and architectural experiences, accommodation services, food and beverage operations, and large-scale entertainment facilities. Its activities also extend to event organization, festival programming, and customer service management to ensure a high-quality visitor experience. With a diverse range of services, Ba Na Hills aims to provide a comprehensive tourism destination that combines natural landscapes, cultural heritage, leisure activities, and modern entertainment to attract both domestic and international visitors.

1.1.4.2. Business Results of the Company (2024–2025)

During the period 2024–2025, Ba Na Hills (under Ba Na Cable Car Joint Stock Company – Sun Group) continued to affirm its position as one of Vietnam's leading tourist destinations. Business operations recorded positive results, especially in 2025 when both domestic and international tourist arrivals recovered strongly after the pandemic.

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In 2024, the total revenue of Ba Na Hills was estimated at over VND 3,000 billion, with a post-tax profit of VND 426 billion. Total assets at year-end reached approximately VND 31,166 billion, an increase of more than 31% compared to 2023.

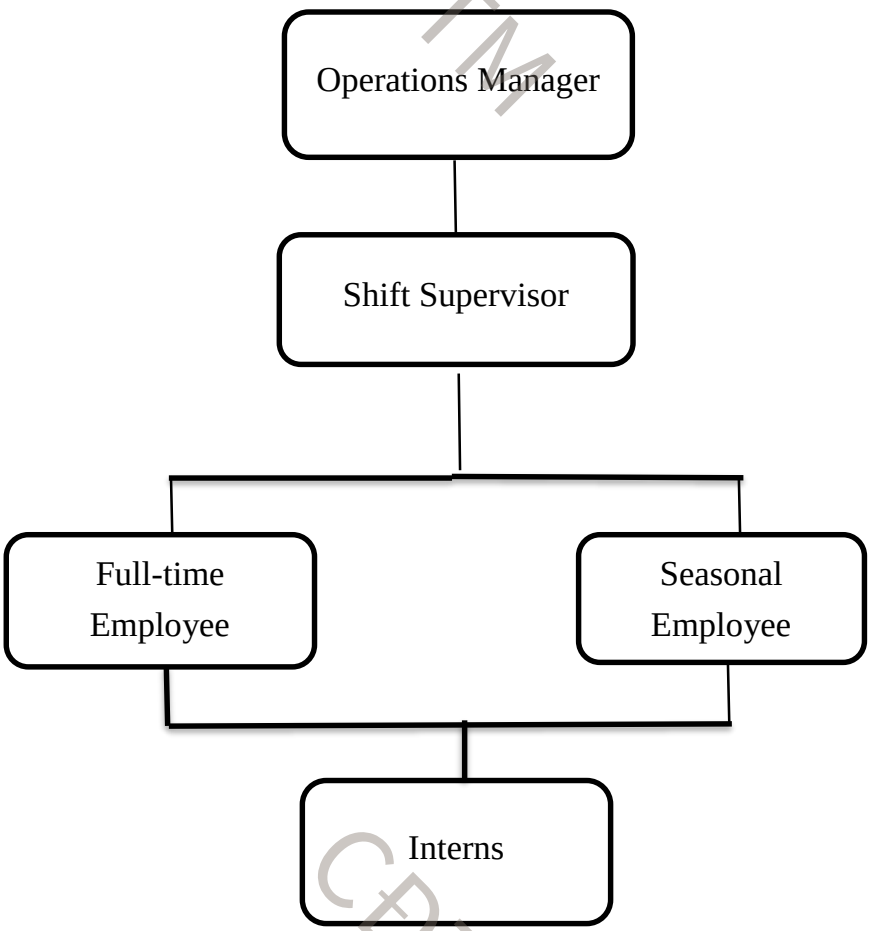
Although profit slightly declined from the previous year due to the absence of extraordinary income, core business activities remained stable and efficient. Entering 2025—particularly in the first six months—the company saw exceptional growth. Post-tax profit reached about VND 846.5 billion, an increase of nearly 78% compared to the same period in 2024. Total assets rose to over VND 35,664 billion, shareholders' equity reached VND 12,039 billion, and the return on equity (ROE) improved significantly to 9.3%, compared to 5.6% in the previous year.

Indicators	Year 2024	Year 2025
Revenue	Over VND 3,000 billion	About VND 1,600 billion
Profit Before Tax (PBT)	About VND 520 billion	About VND 520 billion
Profit After Tax (PAT)	VND 426 billion	VND 426 billion
Total Assets	VND 31,166 billion	VND 31,166 billion
Total Liabilities	VND 21,000 billion	VND 21,000 billion
Shareholders' Equity	Estimated VND 10,100 billion	Estimated VND 10,100 billion
Return on Equity (ROE)	5.6%	9.3%

1.1.5. Organizational structure of the Ba Na Hills Guidance Department.

1.1.5.1. Organizational chart of the department

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1.1.5.2. Functional role of each position

* Operations Manager

- Manage and operate all activities within the department.
- Develop work plans and assign staff appropriately.
- Ensure service quality meets the company's standards.
- Evaluate employee performance and propose recruitment or training when needed.
- Handle issues and resolve difficult situations.
- Coordinate with other departments to ensure smooth operations
- Take responsibility to upper management for the department's overall performance.

* Shift Supervisor

- Supervise employees during each shift.
- Ensure staff comply with service procedures and safety regulations.
- Assist in resolving customer complaints within the authorized scope.
- Check work quality and report directly to the department manager.
- Guide new employees and support on-the-job training.
- Arrange and coordinate manpower to ensure adequate staffing in each position.

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* Full-time Employee

- Perform tasks according to the assigned position (ticket checking, guiding, service, etc.).
- Follow the department's standard operating procedures.
- Support customers and maintain service quality.
- Report work progress to the supervisor.
- Assist in training seasonal staff or interns if needed.
- Work full-time hours and follow the scheduled shifts.

* Seasonal Employee

- Support operations during peak seasons, holidays, or special events.
- Carry out simple tasks or duties assigned directly by the supervisor.
- Maintain a good service attitude and help reduce workload for full-time employees.
- Follow the basic rules and procedures of the department.

* Interns

- Learn workplace procedures and develop professional skills.
- Assist with simple tasks under the guidance of supervisors and full-time staff.
- Observe and practice suitable duties according to ability.
- Record experiences for internship reports and learning outcomes.
- Follow workplace rules, schedules, and professional behavior standards.

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CHAPTER II: USING ENGLISH IN SERVING FOREIGN CUSTOMERS AT SUN WORLD BA NA HILLS – GUIDANCE DEPARTMENT.

2.1. Using English in serving foreign customers at the Guidance Department.

2.1.1. Using English to welcome and guide guests.

2.1.1.1. Using English to guide guests on and off the cable.

Using English to guide guests when boarding and alighting from the cable car plays an important role in ensuring safety, order, and a smooth experience, especially for international visitors. Clear and polite English communication helps guests understand instructions easily, reduces confusion, and prevents unsafe situations.

During the boarding process, staff use simple English to instruct guests where to stand, when to enter the cabin, and how to board safely, helping to control passenger flow and maintain order. When guests exit the cable car, staff guide them to leave the cabin properly and follow designated pathways to avoid congestion at the station.

* Sentence patterns and expressions for greeting guests.

During the internship, I frequently used basic English greetings to welcome foreign guests upon their arrival.

Common phrases included:

- *Thank you for joining the tour. I hope you had a great time.*
- *It was a pleasure guiding you today. Have a wonderful day!*
- *Thank you and enjoy the rest of your visit.*

* Practicing polite and professional welcoming manners.

During my internship in the Guiding Department at Bà Nà Hills, I had the opportunity to practice professional and polite greetings when welcoming guests. I learned to use friendly and courteous expressions in English to make foreign visitors feel comfortable upon their arrival.

Common phrases I used included:

- *"Good morning" everyone, welcome to Bà Nà Hills,"*
- *"Hello, my name is THU and I will be your guide today,"*
- *"If you need any assistance during the tour, please feel free to ask me."*

By applying these professional manners, I was able to create a positive first impression and contribute to a welcoming and pleasant experience for all guests.

2.1.1.2. Using English to communicate and support with guests.

* English communication skill when guiding guests onto the cable car.

English communication skills are important when guiding guests onto the cable car, especially for international visitors. Clear and polite communication helps ensure safety, maintain order, and provide a smooth boarding experience.

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Staff use simple English to instruct guests where to stand, when to board, and how to enter the cabin safely. A friendly tone combined with appropriate gestures helps guests understand the instructions more easily. Overall, effective English communication demonstrates professionalism and improves service quality.

- Greeting guests politely and introducing the cable car service.
  + Example: *"Good morning/afternoon. Welcome to the Ba Na Hills cable car station."*

    "This cable car will take you to the main area of Ba Na Hills."
- Explaining safety procedures and boarding instructions clearly.
  + Example: *"Watch your step when entering the cabin."*

    "Please remain seated and do not open the door during the ride."
- Using simple, clear English to accommodate international visitors.
  + Example: *"Please stand here and wait for your turn."*

    "The ride takes about 15 minutes."
- Checking that guests understand instructions before boarding.
  + Example: *"Do you understand the instructions?"*

    "Is everything clear?"

    "Would you like me to explain it again?"

* Assisting in answer questions and providing directions

This is an important communication skill in the tourism and service industry, especially for tour guides. This skill requires staff to listen carefully to guests' questions in order to understand their needs correctly, then respond in a clear, accurate, and easy-to-understand manner. When giving directions, staff should use simple and polite language, combined with gestures, maps, or signboards to help guests find their way easily. Effective assistance in answering questions and providing directions not only helps guests save time and avoid confusion but also enhances their overall travel experience and demonstrates the professionalism of the service.

- Responding politely to guest inquiries about attractions, facilities, or schedules.
  + Example: *"Certainly. The Golden Bridge is located near the cable car station and is open all day."*

    "The restaurant opens at 10 a.m., and the last cable car runs at 5 p.m."

    "Let me check the schedule for you, please."
- Giving clear directions to nearby services, restaurants, or viewpoints.
  + Example: *"Please go straight ahead, then turn left. The restaurant is next to the garden."*

    "The restroom is about 50 meters from here, near the souvenir shop."

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- Using gestures or maps when necessary to enhance understanding.

Example: *"I will show you on the map to make it clearer."*

"Please follow this direction."

"Let me point out the location for you."

2.1.1.3. Using English to support guests and ensure order when boarding the cable car.

* Inspect the cabin before guests board the cable.

Before guests board the cable car, staff must carefully inspect the cabin to ensure safety and readiness. At the same time, staff use English to inform guests and control the boarding order.

- Check cabin safety and cleanliness

Staff should check the cabin doors, seats, floor, and windows to ensure that everything is in good condition and safe for guests.

Sample English sentences:

+ *"Please wait a moment while I check the cabin."*

+ *"The cabin is clean and ready for boarding."*

+ *"For your safety, please wait until the inspection is finished."*

- Ensure proper boarding order

Staff guide guests to board in an orderly manner, following the correct sequence and capacity regulations.

Sample sentences:

"Please board the cabin one by one."

"Kindly wait behind the line, please."

"This cabin can take up to six people."

- Assist special guests if necessary

Staff should pay attention to elderly guests, children, and guests with disabilities, and provide assistance to ensure their safety.

Sample sentences:

"Please watch your step."

"May I help you get on the cabin?"

"Please let the children board first."

- Give final safety reminders before departure

Before the cabin departs, staff give brief safety reminders to guests.

Sample sentences:

"Please remain seated during the ride."

"Do not lean on the cabin doors."

"Enjoy your cable car journey."

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* Control the number of guests entering the cabin.

+ Inform guests about cabin capacity

Staff clearly inform guests of the maximum number of passengers allowed in each cabin before boarding.

Sample sentences:

"This cabin can accommodate up to six guests."

"For safety reasons, only six people are allowed in one cabin."

"Please note the maximum capacity of this cabin."

+ Count guests before boarding

Staff count the number of guests and manage the boarding flow to ensure the cabin is not overcrowded.

Sample sentences:

"Let me count the number of guests, please."

"We already have six people in this cabin."

"Please wait for the next cabin."

+ Politely ask extra guests to wait

If the cabin has reached its capacity, staff politely request remaining guests to wait for the next cabin.

Sample sentences:

"I'm sorry, this cabin is full. Please wait for the next one."

"The next cabin will arrive shortly."

"Thank you for your understanding."

+ Maintain order and safety at the boarding area

Staff use clear instructions and body language to maintain order and avoid pushing or rushing.

Sample sentences:

"Please queue up and wait behind the line."

"Please do not rush."

"Your safety is our priority."

2.1.1.4. Using English to introduce key services and venues.

For the Information Department, using English to introduce key services and venues is essential, especially when serving international guests. Information staff are responsible for providing direct assistance; therefore, communicating in English helps guests clearly understand services, move around easily, and use facilities effectively.

The ability to introduce services in English also demonstrates professionalism, confidence, and communication skills, contributing to higher service quality and guest satisfaction.

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- Main Attractions



Golden Bridge

A world-renowned architectural icon featuring giant stone hands lifting a curved walkway. It offers breathtaking panoramic mountain views and popular photo spots.



French Village

A European-inspired village designed with ancient churches, stone-paved streets, square towers, cafés, and restaurants, creating the atmosphere of a classic medieval town.

Fantasy Park



One of the largest indoor amusement parks in Vietnam, offering thrilling games such as free-fall towers, 5D cinemas, haunted houses, and climbing adventures.

➢ Services for Visitors.

- Key Services and Venues Commonly Introduced

- Reception and information desk
- Restaurants and bars
- Swimming pool, gym, and spa
- Meeting rooms and common areas
- Tour and transportation services
- Nearby attractions, restaurants, and services

Sample sentences:

"Let me introduce our main services."

"This information desk is here to assist you."

"The restaurant is located on the first floor."

"The swimming pool and gym are open from 6 a.m. to 9 p.m."

"We offer tour and transportation services."

"This is a popular sightseeing area."

"Please let us know if you need further assistance."

* Phrases for introducing main attractions such as the cable car, French Village, Fantasy Park, and Golden Bridge.

When guiding visitors, staff members need to introduce the main attractions in a clear, concise, and professional manner. Each section below includes a short explanation and practical English phrases commonly used when interacting with guests.

Introducing the Cable Car

The cable car system is one of the most iconic highlights of Ba Na Hills, known for its world records and stunning panoramic views.

– Explain that the cable car is the main transportation to the mountain's summit.

– Highlight its world-record achievements and scenic ride.

– Provide safety reminders and boarding instructions.

Sample phrase:

"Ba Na Hills is famous for its world-record cable car system."

"The cable car will take you directly to the top of the mountain with beautiful panoramic views."

"Please follow the staff's instructions when boarding the cabin."

"You can enjoy the scenery of the forest and waterfalls during the ride."

Introducing the French Village

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The French Village features European-inspired architecture and is one of the best photo spots in Ba Na Hills.

- Describe the European-style architecture.
- Mention churches, squares, and popular check-in locations.
- Highlight performances and activities in the area.

Sample phrases:

"The French Village features European-style architecture inspired by the 19th century."

"This is one of the most popular spots for photos."

"You can explore the church, central square, and nearby cafés."

"There are daily performances here, so feel free to stop by and enjoy the show."

Introducing Fantasy Park

Fantasy Park is a large indoor amusement complex with games for all ages.

- Explain that most games are free of charge.
- Describe adventure games, children's zones, and 3D–5D cinemas.
- Mention safety reminders and opening hours.

Sample phrases:

"Fantasy Park is an indoor amusement park suitable for all ages."

"Most of the games here are free for visitors."

"You can try adventure rides, 3D and 5D cinemas, or the children's play area."

"Please check the height requirements before joining the rides."

Introducing the Golden Bridge

The Golden Bridge is the most recognizable symbol of Ba Na Hills and a must-visit attraction.

- Describe the bridge held by two giant stone hands.
- Mention its global popularity and photo opportunities.
- Suggest the best time for pictures.

Sample phrases:

"The Golden Bridge is one of the most iconic attractions in Ba Na Hills."

"The bridge is supported by two giant hands, creating a unique and impressive design."

"This is a perfect place for taking panoramic photos."

"The best time to take pictures here is early in the morning when the weather is clear."

* Explaining basic regulations and security information to guests.

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During the guiding process, staff members must clearly communicate the essential regulations and safety information to ensure a smooth experience and minimize risks for visitors.

Explaining General Regulations

Guides are responsible for informing guests about basic rules to maintain order and ensure a pleasant experience:

- Guests should not push or rush while queuing.

Sample phrase:

"Please line up in an orderly manner and avoid pushing, please."

- Guests should keep the environment clean and dispose of trash properly.

Sample phrase:

"Kindly dispose of your trash in the bins provided. Thank you for keeping the area clean."

- Guests must not smoke in restricted areas.

Sample phrase:

"Smoking is not allowed in this area. Please move to the designated smoking zone."

- Guests should follow the instructions of the staff.

Sample phrase:

"Please follow the staff's instructions for your safety and convenience."

Cable Car Safety Guidelines

This is one of the most essential safety topics when working in the guiding department at Ba Na Hills:

- Guests should keep a safe distance while waiting for the cabin.

Sample phrase:

"Please keep a safe distance while waiting for the cabin."

- Guests must enter the cabin slowly without rushing or pushing.

Sample phrase:

"Please enter the cabin slowly and do not rush."

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- Guests should remain seated while the cabin is moving.

Sample phrase:

"Please remain seated while the cabin is moving."

- Guests must not put their hands or body outside the cabin window.

Sample phrase:

"For your safety, please do not put your hands outside the cabin."

- Guests should keep the cabin door closed during the entire ride.

Sample phrase:

"Please keep the cabin door closed during the ride."

Security Information and Emergency Handling

- Guests should report any lost or suspicious items immediately.

Sample phrase:

"If you see any lost or suspicious items, please inform our staff immediately."

- If the cabin stops temporarily, guests should remain calm.

Sample phrase:

"The cabin may stop for a short moment. Please stay calm, this is completely normal."

- Guests who feel unwell should inform staff for immediate assistance.

Sample phrase:

"If you feel unwell, please let us know so we can assist you right away."

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• Provide guests with contact information for support when needed.

Sample phrase:

"If you need any help, please contact our staff or call this hotline."

2.1.2. Using English to handle unexpected situations in the Guidance Department

2.1.2.1. Using English to solve problems related to wrong cables or lost routes.

* Common sentence patterns to handle wrong cables and lost routes.

When working in the guiding department, staff must communicate politely and professionally to assist guests who take the wrong cable car route or become lost on the premises. Each step of the handling process should include clear English phrases to ensure effective communication.

– Identifying the Guest's Issue

• Ask questions to understand where the guest is and where they intend to go.

Sample sentences:

"May I know where you are trying to go?"

"Could you please tell me which cable route you intended to take?"

"Let me check your ticket to confirm the correct route."

– Explaining That the Guest Took the Wrong Cable

• Inform the guest gently to avoid causing discomfort.

Sample sentences:

"It seems that you have taken the wrong cable route by mistake."

"This cable line does not go to the destination you are looking for."

"Don't worry, I will guide you to the correct cable station."

– Guiding the Guest to the Correct Route

• Provide clear and polite directions.

Sample sentences:

"Please follow this path to the correct station."

"You need to go down to the next level and turn left."

"Please take Cable Line A to reach your destination."

"Let me show you the way so you can get there easily."

– Assisting Guests Who Are Lost in the Area

• Reassure them and provide simple, clear directions.

Sample sentences:

"It's okay, many guests get confused here. I'll guide you."

"You are currently in the wrong area, but I can help you find the right way."

"Please walk straight for about 50 meters, and you will see the sign on your right."

"If you need help again, feel free to ask any staff member."

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* Communicate politely to solve problems with customers.

To resolve issues effectively, staff members must remain calm, friendly, and use supportive language.

- Maintaining Politeness and Professionalism

Sample sentences:

"I'm here to help you. Please don't worry."

"Thank you for your patience."

"I understand your concern; let me assist you."

- Apologizing for Inconvenience

Sample sentences:

"I'm sorry for the inconvenience this may have caused."

"Thank you for understanding. We will assist you right away."

- Providing Clear Solutions

Sample sentences:

"The best solution is for you to return to the main station."

"We will guide you step-by-step to avoid confusion."

"Please follow me; I will take you there safely."

- Closing the Interaction Politely

Sample sentences:

"You're all set now. Enjoy your trip!"

"If you need further assistance, please let us know."

"Thank you and have a wonderful day."

2.1.2.2. Using English to handle when customers lose their property.

* Identify the problem (wrong cable, lost property, lost routes).

Wrong cable

Guests may take the wrong cable car due to unfamiliarity with the resort map or misunderstanding of the instructions. Staff need to identify which cable line the guest is currently on and which destination they intend to reach.

Sample sentences:

"Excuse me, may I ask which cable car you took?"

"It seems that you are on the wrong cable line."

"This cable car goes to the French Village, not the Golden Bridge."

"Don't worry, I will show you how to get back to the correct cable."

Lost property

When guests report lost belongings, staff should ask for clear details about the item, including the type of property, the time, and the place where it was last seen. This helps determine the next steps and allows coordination with the relevant department.

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Sample sentences:

"What item have you lost?"

"Where did you last see your belongings?"

"Could you please describe the lost item?"

"I will help you contact the Lost and Found office."

Lost routes

Because the resort is large and has many attractions, guests may get lost or be unsure how to reach their desired destination. Staff should identify the guest's current location and the place they want to go.

Sample sentences:

"Are you looking for a specific place?"

"You seem to be lost. How can I help you?"

"Where would you like to go?"

"Let me show you the way on the map."

* Response calmly and use suitable English phrases to resolve the issue effectively.

After identifying the guest's problem, staff must respond calmly and professionally. A polite attitude, clear communication, and appropriate English expressions help reassure guests and resolve the issue efficiently.

Stay calm and show empathy

When guests encounter problems, they may feel confused or upset. Staff should remain calm, listen attentively, and show empathy to make guests feel respected and supported.

Sample sentences:

"I understand your concern."

"I'm sorry for the inconvenience."

"Please don't worry. I will help you."

Explain the situation clearly

Staff should explain the situation in simple and clear language, avoiding technical terms, so that guests can easily understand what has happened.

Sample sentences:

"This cable car goes to a different area."

"Your item may have been left at the previous station."

"You are currently in the French Village area."

Provide clear solutions and instructions

After explaining the situation, staff need to guide guests step by step on what to do next, ensuring that the instructions are easy to follow.

Sample sentences:

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"Please follow me to the correct cable station."

"I will take you to the Lost and Found office."

"You can take this route to reach the Golden Bridge."

Confirm guest understanding

To avoid further confusion, staff should confirm that guests understand the explanation and instructions provided.

Sample sentences:

"Is everything clear for you?"

"Do you have any other questions?"

"Would you like me to explain it again?"

End politely and offer further assistance

The interaction should end with polite closing remarks, leaving a positive impression and ensuring guests feel well taken care of.

Sample sentences:

"If you need any further assistance, please let me know."

"Have a nice trip."

"Enjoy your visit at Ba Na Hills."

2.2. Overall evaluation of work at Sun World Ba Na Hills – Guidance Department.

2.2.1. Results achieved.

During my internship at the Guidance Department, I was able to gain practical experience in assisting and guiding visitors effectively. I successfully applied English communication skills to welcome foreign guests, explain attractions, provide directions, and ensure safety on the cable car. I also practiced professional and polite manners, which helped create a positive first impression for visitors. Overall, I contributed to maintaining smooth operations and improving the visitor experience at Bà Nà Hills.

2.2.2. Limitations, reasons.

* Limitations

- Limited experience in handling unexpected situations, such as lost property or guests taking the wrong cable.

- Sometimes lacked confidence in using English for complex explanations to foreign visitors.

- Occasionally took longer time to guide large groups due to inexperience.

* Reasons

- Being an intern, I was still learning and needed time to practice and gain confidence.

- Some guests had diverse backgrounds, accents, or specific questions that required more advanced English skills.

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- Large crowds during peak seasons made it challenging to manage all visitors efficiently without sufficient experience.

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CHAPTER III: PERSONAL EXPERIENCE ACQUIRED THROUGH INTERSHIP DEPARTMENT.

3.1. Similarities and differences between theory and practice

3.1.1. Similarities

During my internship at the Guidance Department of Bà Nà Hills, I noticed several similarities between the theoretical knowledge I learned at university and the practical experience. The principles of customer service, such as politeness, professionalism, and clear communication with guests, were applied directly when welcoming and guiding visitors. Safety procedures taught in theory were also used in practice, for example when inspecting cable car cabins and explaining safety guidelines to guests. Additionally, the English communication skills I studied for tourism were essential in real situations, helping me guide foreign visitors, answer their questions, and provide clear explanations about attractions. These similarities allowed me to feel more confident and better prepared in performing my tasks.

3.1.2. Differences

I observed some differences between theory and practice. In class, tasks are usually presented simply, but in reality, unexpected situations often occur, such as guests taking the wrong cable, losing belongings, or asking unusual questions. Communicating in English with foreign visitors was sometimes more challenging than expected due to different accents or speech speed. These differences required quick adaptation and the application of practical skills.

3.2. Individual experience acquired through internship at Sun World Ba Na Hills.

3.2.1. Knowledge.

During the internship, I gained practical knowledge about guiding visitors and managing tourist services. I learned how to explain attractions such as the cable car, French Village, Fantasy Park, and Golden Bridge clearly and accurately. I also understood the importance of safety regulations, ticketing procedures, and maintaining smooth operations within the department.

3.2.2. Soft skills

I developed essential soft skills such as effective communication, teamwork, problem-solving, and time management. Communicating politely in English with foreign visitors helped me gain confidence and improve interpersonal skills. I also learned to respond calmly to unexpected situations and resolve issues efficiently.

3.2.3. Attitude

The internship helped me build a professional attitude, patience, and responsibility. I learned the importance of being courteous, attentive, and proactive when assisting

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guests. Maintaining a positive and friendly attitude not only improved guest satisfaction but also enhanced my personal growth and work ethic.

3.3. Some suggestions for the college of commerce and the company.

3.3.1. For the college of commerce.

- Provide more practical training opportunities, such as simulations or role-playing in tourism and customer service, to better prepare students for real work situations.

- Offer additional courses on English communication for hospitality and tourism, focusing on real-life scenarios with foreign visitors.

- Strengthen collaboration with companies in the tourism sector to allow students to experience diverse tasks and challenges before internships.

3.3.2. For the company.

- Organize short training sessions for interns on professional communication and safety procedures before starting work.

- Provide clear guidelines and standard operating procedures for handling unexpected situations, such as lost property or guests taking the wrong cable.

- Offer regular feedback and mentorship to help interns improve performance and build confidence.

Da Nang, 26 November, 2025.

Student

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