

Internship Report
on
Front Office Operation Process of Hotel Amari Dhaka

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Submitted By

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Submitted To

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Date of Submission: 28th December, 2024

Letter of Transmittal

Mr. Siddiquir Rahman
Assistant Professor & Head (In-Charge)
Department of Tourism & Hospitality Management
Faculty of Business & Entrepreneurship
Daffodil International University

Subject: Submission of the Internship Report

Dear sir,

I am presenting my internship report on Front Office Operations at the Hotel Amari Dhaka as a requirement of my BTHM program curriculum. I receive immense satisfaction from completing my internship under your mentorship.

I have a remarkable opportunity to serve as a trainee in the Front Office Department at Hotel Amari Dhaka for six months under the guidance of Mr. Sourav Mondal (Senior Duty Manager). This report provides an overview of the Front Office Operations of Amari Dhaka hotel. I endeavored to adhere to your recommendations meticulously. I appreciate your assistance in the preparation of this report. I would greatly appreciate it if you could accept this report and provide your valuable assessment. I would be pleased if you found this report helpful in obtaining a thorough understanding of this topic.

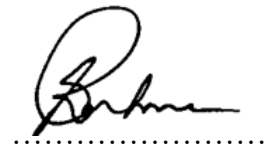
Sincerely yours,

Mustavi Muhammad Mihad Bhuiyan
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Certificate of Approval

I confirm that Mustavi Muhammad Mihad Bhuiyan, ID: 201-43-490, has successfully completed his internship under my supervision. He has submitted his internship report titled “Internship Report on Front Office Operation Process of Hotel Amari Dhaka,” in accordance with the established guidelines. This report meets the requirements of his degree program and is approved for submission.

Signature,



.....

Mr. Siddiquir Rahman

Assistant Professor and Head (In-Charge)

Department of Tourism & Hospitality Management

Faculty of Business & Entrepreneurship

Daffodil International University

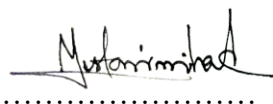
Student Declaration

I am deeply grateful to my mentors and colleagues for their invaluable support and guidance throughout my internship at Amari Dhaka, a renowned global hospitality brand. This enriching experience provided me with significant insights and practical knowledge about the hospitality industry.

My name is Mustavi Muhammad Mihad Bhuiyan, ID: 201-43-490, a student of Tourism and Hospitality Management at Daffodil International University. I hereby confirm that the report titled "Internship Report on Front Office Operation Process of Hotel Amari Dhaka" has been prepared solely to fulfill the academic requirements of my course. This report is based entirely on my personal experiences and observations during my attachment to the hotel.

The content, including all analyses and information presented in this report, is my original work. Reproduction, duplication, or any unauthorized use of this report is prohibited without prior written approval.

Signature,



.....

Mustavi Muhammad Mihad Bhuiyan

ID: 201-43-490

Bachelor of Tourism and Hospitality Management

Faculty of Business & Entrepreneurship

Daffodil International University

Acknowledgement

Firstly, I would like to express my profound gratitude to Allah for His blessings, which enabled me to complete my internship report successfully and on time. I am sincerely thankful to all my well-wishers for their unwavering support, encouragement, and cooperation in the preparation of this report, whether directly or indirectly.

I extend my heartfelt appreciation to Mr. Siddiquir Rahman, Assistant Professor and Head (In-Charge) of the Department of Tourism and Hospitality Management at Daffodil International University, for his dedicated supervision, valuable guidance, and emotional support. His insightful suggestions and consistent attention were instrumental throughout this process.

I am also deeply grateful to the entire staff of Hotel Amari Dhaka, especially Mr. Sourav Mondol (Senior Duty Manager), Mr. Tamim-Us-Salam, Mr. Sharafat Karim, and the entire Front Office team. Your assistance was invaluable in completing my internship and ensuring the timely preparation of this report.

Lastly, I take full responsibility for any shortcomings or inaccuracies present in this report.

Sincerely yours,



Mustavi Muhammad Mihad Bhuiyan

ID: 201-43-490

Bachelor of Tourism and Hospitality Management

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Executive Summary

This internship report, entitled “Internship Report on Front Office Operation Process of Hotel Amari Dhaka” presents a comprehensive analysis of the front office operations of Hotel Amari Dhaka. The study examines the department's daily activities, emphasizing operational efficiency, which is vital to ensuring guest satisfaction and overall hotel success.

During the internship, multiple facets of front office operations were analyzed, including guest interactions, room reservation processes, and the utilization of Property Management Software (PMS) in Front Office operation. Key tasks encompassed facilitating check-in and check-out, managing guest requests and complaints, coordinating with other departments. The position demanded seamless communication with concierge, and other hotel departments to guarantee an exceptional guest experience, underscoring the importance of collaboration and adaptability.

The study highlights the structured processes and training sessions implemented within the front office, adherence to identification verification protocols, and efficient handling of peak operational periods. Challenges such as time-consuming check-ins, communication gaps among departments, and the limitations of manual processes provided valuable lessons in problem-solving and workflow optimization.

Front office operations play a pivotal role in the overall performance of a hotel. By providing efficient, guest-centric services and fostering interdepartmental coordination, the front office significantly enhances guest experiences and ensures the smooth operation of the establishment. Effective front office management requires trained personnel, robust operational systems, and consistent efforts to maintain high service standards.

The internship offered practical insights into premium hospitality operations, emphasizing the importance of attentiveness, teamwork, and technological proficiency. This experience bridged the gap between theoretical knowledge and real-world application

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Chapter 01

Introduction

1.1 Introduction

Prior to examining the particulars of the report, it is essential to clarify the objective of an internship report. An internship report functions as a medium for individuals to convey the duties performed as well as the practical experiences and useful insights acquired during their professional activities. In the dynamic field of hospitality management, where theory intersects with practice, such reports are essential, providing a medium to record and contemplate practical experiences experienced in real-world contexts. This reflective process connects theoretical information from academic studies with its practical implementation in the dynamic industry of hospitality. This report delineates the internship experience at Hotel Amari Dhaka as an extensive mix of lessons, challenges, and accomplishments. Every encounter, task, and responsibility contribute to a complex learning experience. This opening section establishes a foundation for examining the internship experience at Hotel Amari Dhaka, offering a framework for contextualizing the subsequent insights, observations, and analyses. This journey enables readers to explore the complexities of Front Office operations, including guest relationship management, issue resolution, technological integration, reservation procedures, and the various obstacles and possibilities faced throughout. This research, via comprehensive analysis and reflection on internship activities, seeks to offer ideas for enhancing Front Office operations, therefore aiding in the sustained success of Amari Dhaka within the competitive hospitality sector.

1.2 Background of the Report

The hospitality industry relies on impeccable customer service, with the Front Office serving as the hotel's visage, guaranteeing guest contentment and operational efficacy. Analysis on front office operations highlights its significance in fostering guest loyalty and improving the overall guest experience. Nonetheless, current literature frequently emphasizes overarching operational strategies, resulting in a deficiency in the examination of micro-level operational difficulties and solutions pertinent to premium hotels in Dhaka, exemplified as Hotel Amari Dhaka.

This report aims to fill the gap by providing a comprehensive examination of the operating processes of the Front Office at Hotel Amari Dhaka. As a premier hotel, Amari Dhaka faces substantial operational challenges throughout the year due to a considerable number of guests. As a vital department for managing essential guest interactions and facilitating effective

interdepartmental communication, it is imperative to identify and address difficulties that hinder the department's success.

1.3 Scope of the Report

During my internship, I was assigned to the Front Office Department of Hotel Amari Dhaka, where I undertook different activities and responsibilities related to the department's operations. This paper aims to examine the complexities of Front Office operations at Hotel Amari Dhaka, with the objective of evaluating its effectiveness and functioning. It will provide a comprehensive analysis of the functions and operations of the Front Office Department of Hotel Amari Dhaka.

1.4 Objective

The objective of this study is to analyze and document the operational processes of the Front Office Department at Hotel Amari Dhaka. The specific objectives include:

- To analyze the Front Office operational process of Amari Dhaka
- To identify the problems related to the Front Office operational process of Amari Dhaka
- To provide recommendation based on the problems

1.5 Methodology

The methodology employed in this report is qualitative research and descriptive in nature, relying on the analysis of secondary data to explore Front Office operational process of Hotel Amari Dhaka.

1.6 Data Source (Secondary Data)

The data source used in this report is secondary, including:

- Standard Operation Procedure (SOP) documents of Amari Dhaka.
- Front Office operational logs.
- Relevant books and reports.

1.7 Limitation of the Study

- The scope of this study is confined to the Front Office Department of Hotel Amari Dhaka, potentially limiting a holistic comprehension of the overall hotel operations.

- Access to certain confidential data or internal documents may be constrained by organizational policies, so restricting the extent of analysis.
- Time limitations during the internship may have affected the comprehensiveness of data collecting and analysis.
- The readiness of colleagues to disclose sensitive information may have affected the accuracy and completeness of the obtained data.

Chapter 02

An In-Depth Analysis of Hotel Amari Dhaka

2.1 Introduction

Amari Dhaka, located in the dynamic center of Dhaka, Bangladesh, is a prominent five-star hotel that harmoniously combines modern elegance with the essence of Bangladeshi hospitality. The hotel, strategically situated in the central business district, serves as an ideal retreat for both business and leisure tourists. Amari Dhaka has a variety of accommodations, including 134 well-furnished rooms and spacious suites, guaranteeing a peaceful haven for guests following a day of adventure or business. The hotel's dining options accommodate all tastes, include Amaya Food Gallery's vibrant buffet and Deck 41's elegant setting for cocktails with sweeping city views. Amari Dhaka features advanced meeting and event facilities that can host groups of various kinds. Wellness services, including as the Breeze Spa and fitness center, provide visitors with chances for relaxation and rejuvenation. Amari Dhaka allows guests to experience the beauty and diversity of Bangladesh via intelligent design features and authentic hospitality in a magnificent environment. The hotel's dedication to ensuring visitors leave feeling rejuvenated, invigorated, enlightened, and revitalized is captured in its slogan: "Brighten your world".

2.2 Amari Dhaka's Mission Statement

Amari Dhaka will surpass customer expectations in service, quality, and value while upholding a safe and clean environment, respecting the dignity of all associates, contributing to the community, and guaranteeing optimal returns for the owners. Additionally, consider that:

- Amari Dhaka emphasizes cleanliness from the moment guests arrive till their leave to ensure a safe atmosphere.
- The focus on high-quality cuisine and stringent hygiene practices demonstrates a dedication to visitor welfare.
- Onyx Reward, a point allocation system administered by "ONYX," encourages patronage of Asian ONYX properties.
- Amari Dhaka's culture incorporates contemporary aspects in cuisine, expression, organization, design, and wellness.
- Actively involved in zero waste management, guaranteeing efficient resource use in food production according to guest attendance.

2.3 Vision of Amari Dhaka

Amari Dhaka aspires to be a pioneer in the hospitality sector, leveraging its seasoned global executive team and dedication to exceptional service. Our objective encompasses delivering an exceptional tourist experience, defined by respect and the provision of high-quality products and services. Amari Dhaka prides itself on its cultural enlightenment strategy, incorporating and assimilating local traditions as integral to all Amari hotels and resorts globally.

2.4 Organizational Structure of Amari Dhaka

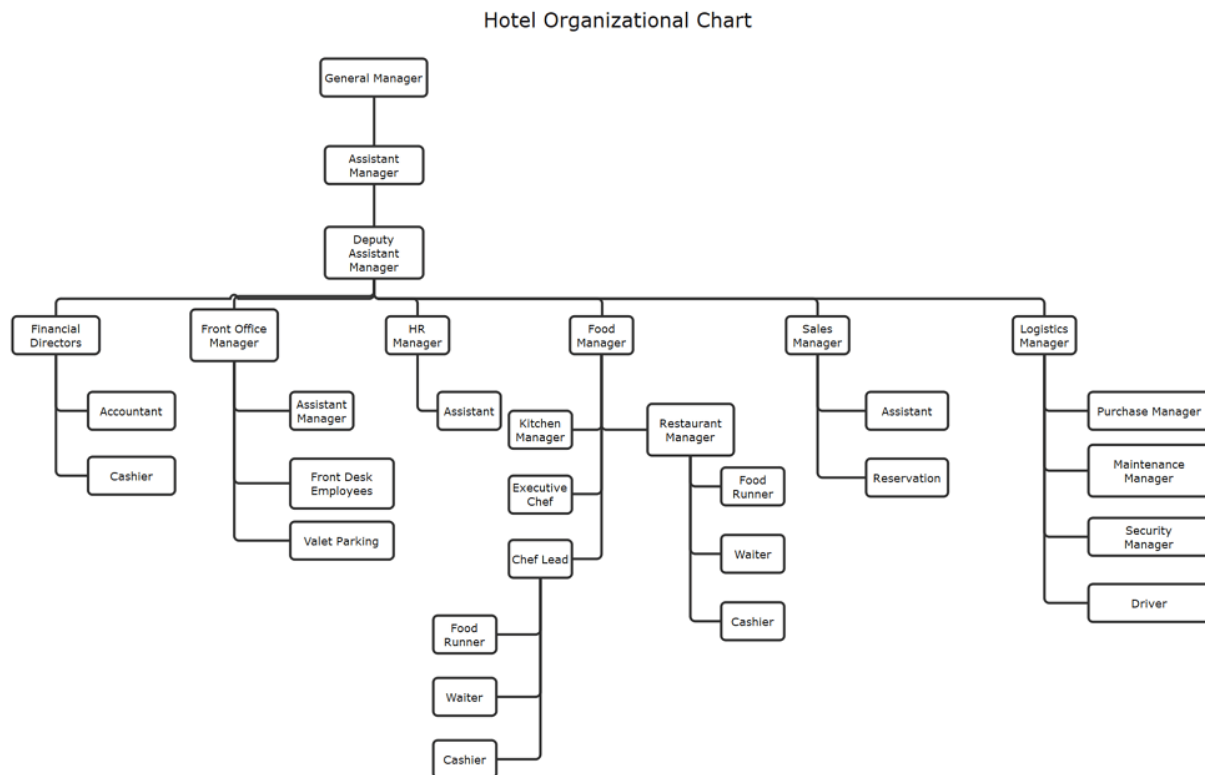


Figure 1- Organizational Chart of Amari Dhaka

Source: setupmyhotel.com

This graphic visually represents the hierarchical structure governing the operational control of Amari Dhaka hotel, beginning with top management and extending to numerous departments. It delineates the allocation of personnel between these areas, offering a thorough picture of the workforce's organization to guarantee the hotel's efficient operation. This organizational chart is essential for optimal workforce allocation, ensuring smooth workflow inside the hotel and facilitating effective coordination and collaboration among different operating units.

2.5 The Department Oversees Operations at Hotel Amari Dhaka

1. **Human Resource:** Integral to workforce management, the Human Resources department oversees employee recruitment.
2. **Front Office:** Overseeing visitor interactions from check-in to check-out, the Front Office guarantees a flawless experience by comprehending and addressing guest requirements.
3. **Housekeeping:** Integral to sustaining cleanliness and order, the housekeeping team is vital in preserving the hotel's standards.
4. **Food and Beverage:** Food and Beverage department is essential in the culinary dimensions of guest happiness, encompassing meal preparation and service at guest tables.
5. **Sales and Marketing:** The Sales and Marketing department is tasked with promoting items, including new releases and room sales, and successfully communicates offerings to guests.
6. **Finance:** The Finance team manages revenue and transactions, ensuring the maintenance of financial records for the company's effective operation.

2.6 Hotel Amari Dhaka's Products and Services

Amari Dhaka, a premier hotel in the city center, serves business travelers with outstanding products and services. The establishment features 134 rooms and suites in diverse categories, offering services including high-speed Wi-Fi, air conditioning, individual temperature regulation, safety lockers, ironing facilities, hairdryers, cable television, and a fully stocked minibar. Amari Dhaka guarantees a comfortable and easy experience for its guests by offering a variety of facilities to accommodate their different requirements.

Accommodations:

Comprising 134 rooms and suites of all grades, furnished with contemporary amenities to meet varied guest requirements.

➤ Superior Queen Room:

This is the initial standard level accommodation. Superior queen rooms have a queen-sized bed with a city view, accommodating 2 adults and 1 child or 2 adults, and measure 29-33 square meters. A total of 30 Superior queen rooms exists.

➤ **Deluxe Studio Room:**

The Deluxe Studio Room represents the enhanced category of accommodations at Amari Dhaka. The accommodation is equipped with a kitchenette, allowing visitors to prepare their own meals. The room featured a king-size bed and a workspace, encompassing an area of 37 square meters. A total of 60 Deluxe Studio rooms exists.

➤ **Deluxe Twin Room:**

The Deluxe Twin Room is the standard upgraded twin accommodation at Amari Dhaka. The room measures 37 square meters and contains two individual single beds along with a workspace. A total of 20 twin rooms exists.

➤ **Junior Suite Room:**

The Junior Suite is the standard premium accommodation at Amari Dhaka. This room category includes distinct living and sleeping rooms. Junior Suite accommodations provide one king-size bed and a bathroom, with a size range of 47-53 square meters. The total number of rooms is 20.

➤ **One Bedroom Terrace Suite:**

The Amari Dhaka One Bedroom Terrace Suite is a standard premium category accommodation. This accommodation category includes two distinct living and sleeping spaces, along with a terrace that offers a view of the city. The One Bedroom Terrace Suite features one king-size bed and a bathroom. The room measures 75 square meters. There are a total of four rooms.

Amari features three traditional restaurants and a bar that provides buffet, à la carte, shisha, and alcoholic drinks.

Cascade Lounge:

It is a modern lobby lounge dining establishment offering an à la carte menu for breakfast, lunch, and dinner. Moreover, the Cascade Lounge offers a selection of baked goods and facilitates in-room dining services.

Operation Hours: 24 hours a day, 7 days a week

Deck-41:

A rooftop bar with a cosmopolitan ambiance. Deck-41 additionally offers Shisa, alcoholic drinks, and snacks.

Operation Hours: 2:00 p.m. - 2:00 a.m.

Amaya Buffet Gallery:

Amaya Buffet Gallery: Amaya Food Gallery is a distinguished full-service buffet café including live culinary stations that offers innovative, quick, and delectable global and Asian food. Amaya Buffet Gallery offers breakfast, lunch, and dinner buffets.

Operation Hours:

- Breakfast is offered from 6:30 AM to 10:30 PM
- Lunch is offered from 12:30 PM to 3:30 PM
- Dinner is offered from 6:00 PM to 10:00 PM

Amari Signature Breeze Spa:

The Breeze Spa, part of the Amari Hotel and Resort Group, is a branded spa chain. Breeze Spa is a pioneering therapeutic concept predicated on the notion that pleasure is an essential foundation for wellness. The Amari Dhaka Breeze Spa comprises six individual treatment rooms and employs four therapists educated in Thai techniques.

Fit Center & Swimming Pool:

Amari Dhaka Fit Centre is an excellent facility for exercising and swimming to maintain health. Amari Dhaka Fit Center has two trainers. Amari Dhaka offers sauna and steam services at this fitness center from 6:00 AM to 10:00 AM.

Chapter 3

Analysis

3.1 Introduction of Front Office

The seamless operation of a hotel depends significantly on the effective functioning of its front office, which acts as the central nexus for multiple departments. The front office performs two vital functions: facilitating good contact with guests, workers, and other hotel departments, and managing accounting operations, encompassing charges for both registered and non-registered guests. The front office serves as a major center for information preservation and the coordination of the hotel's overall performance. Consequently, it can be accurately characterized as the hotel's nerve center.

The Front Office of Amari Dhaka consists of several components, including:

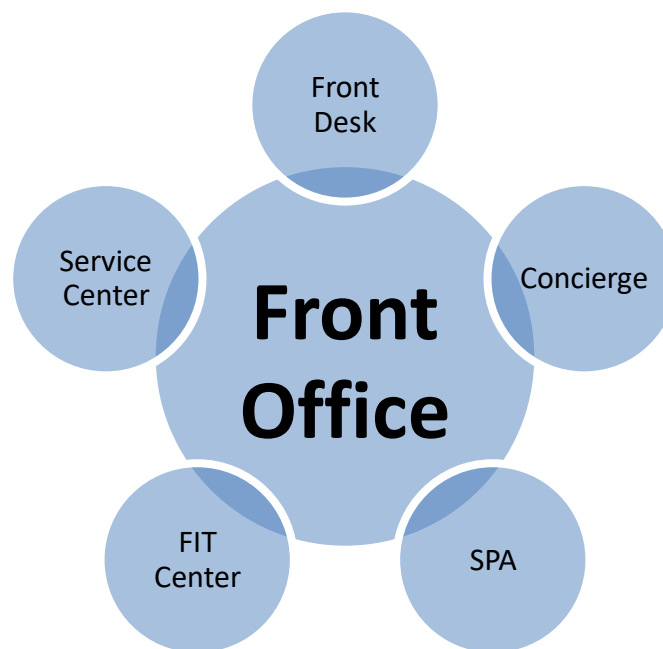


Figure 2- Parts of Amari Dhaka Front Office Department

3.2 Parts of the Front Office of Amari Dhaka

A. Front Desk

Upon successful processing of a reservation in the reservation area, the subsequent action takes place at the front desk. At this point, the front desk warmly welcomes the guest, assigns the room after completing registration procedures, and manages different operational responsibilities. This

includes the administration of room keys, the handling of mail and communications, the oversight of credit limitations, the processing of guest payments, and the management of the check-out procedure.

B. Concierge

It is a uniformed service. The concierge desk at The Amari Dhaka primarily does the following responsibilities:

- Manage arrival luggage.
- Manage departure Baggage.
- Oversee luggage store operation.
- Manage incoming and outgoing packages and messages.
- Manage misplaced luggage.
- Provide guests with appropriate information according to their need.
- Distribute the newspaper to the occupied rooms during night shift.
- Inquire with the transport associate about the guest's car reservation.

C. Service Center- 'Brighten your day'

The Service Center is the telephonic command hub at The Amari Dhaka, managing the majority of guest services. The Service Center, staffed by proficient colleagues, collaborates with all hotel departments and possesses extensive knowledge of the property and its vicinity to effectively meet guest requirements. It functions as the principal point of contact with guests, offering tailored assistance and facilitating service requests. Guests may dial '0' for immediate assistance with any request, allowing the Service Center to manage the remainder.

D. Fit Center

The Amari Fit Center, an icon of the company since its establishment, is located on Level 16 adjacent to the swimming pool on Level 15, which also includes sauna and steam amenities. Operating hours are from 6:00 AM to 10:00 PM.

E. SPA

Amari Breeze Spa employs six highly educated therapists from Thailand and operates daily from 9:00 AM to 9:00 PM. Front desk executives manage payment transactions for spa patrons and grant admission to the facility. Concurrently, the service center oversees appointment scheduling and administers spa reservations.

3.3 Hierarchy of Amari Dhaka's Front Office

The hierarchy of Amari Dhaka's Front Office specifies the organizational structure and reporting links within the department, detailing duties and responsibilities from management to frontline personnel.

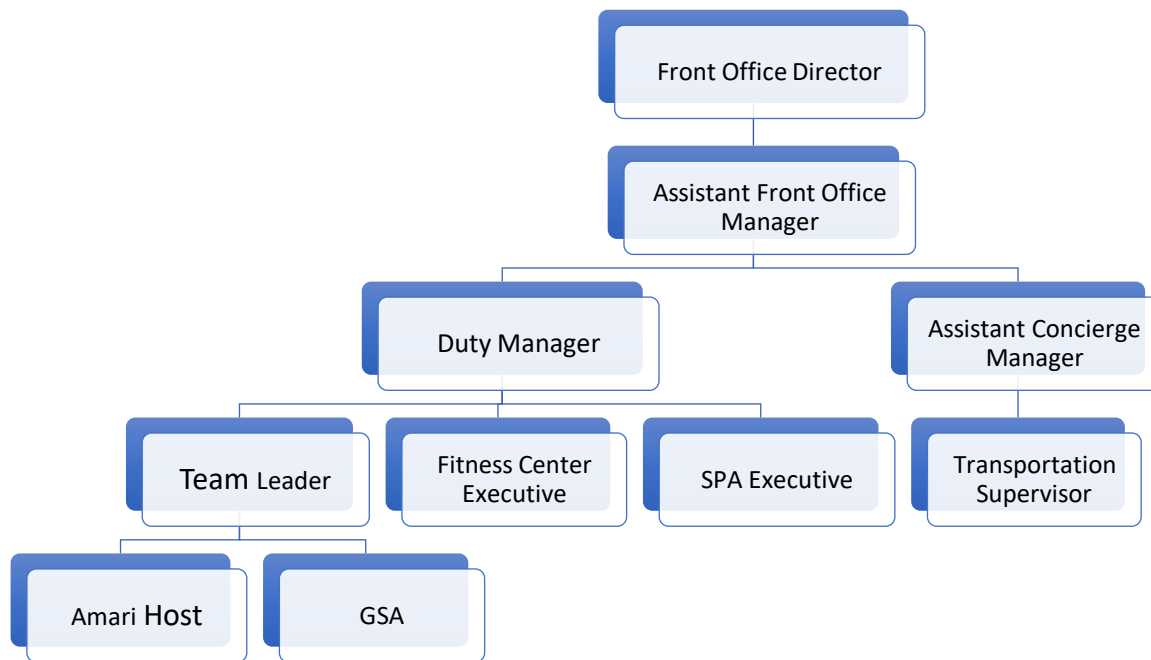


Figure 3- Hierarchy of Amari Dhaka's Front Office

3.4 Front Office Objectives and Processes

The emphasis now transitions to a thorough examination of the specific objectives established for this internship report, aimed at delivering an in-depth understanding of the operating processes inside the Front Office of Amari Dhaka.

3.5 To Analyze the Front Office Operational Process of Amari Dhaka

The Front Office is regarded as the core of a hotel, serving as the main interface between guests and the establishment. The Objective aims to delineate the operational procedures within essential sectors like the Front Desk, Concierge, SPA, Service Centre, and FIT Center. The Front Office plays a pivotal role in shaping the guest experience, directly impacting guests' perceptions of service quality, attentiveness, and the hotel's general ambiance.

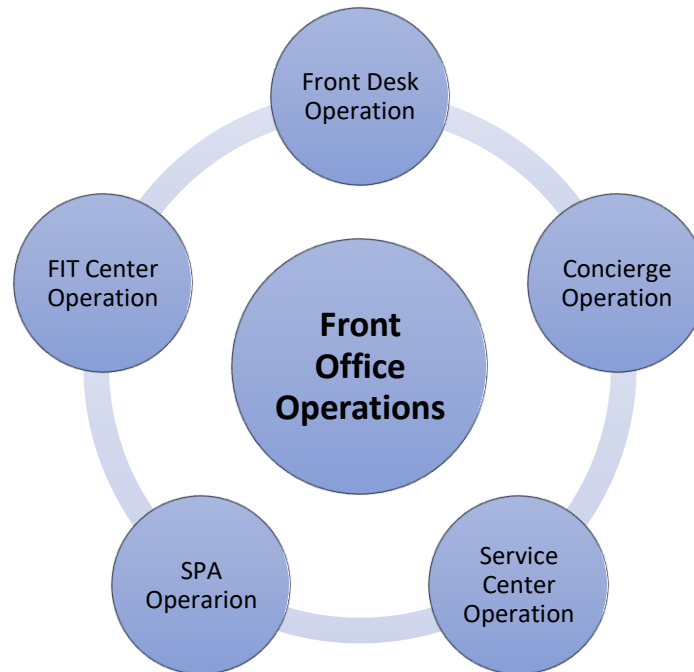


Figure 4- Front Office Undertaken Operations

3.5.1 Front Desk Operations

Front desk operations involve a variety of critical duties that facilitate seamless guest interactions and operational efficacy within a hotel.

Interacting with Guests:

- Front desk employees' welcome guests, respond to inquiries, and facilitate requests for rooms or services. This encompasses disseminating information regarding room availability, hotel facilities, and nearby attractions.

Room Reservation Process:

An examination of the hotel reservation process at Amari Dhaka reveals the complex procedures involved in managing visitor reservations from initial booking to confirmation. This includes a comprehensive examination of the several booking methods employed, such as online platforms, direct calls, and travel agencies. Upon receipt of reservation requests, careful attention is devoted to confirmation procedures to ensure precision and avert double bookings, with timely contact provided to visitors to verify their reservations. Rooms are assigned according to guest preferences, availability, and special requests, with meticulous attention to room kind and location. During this process, effective and prompt communication is preserved with guests to provide updates and handle any issues or concerns, delivering a smooth reservation experience that reflects Amari Dhaka's dedication to high service standards.

Check-In Process:

- Warm Greeting: Greet the guest with a cordial smile and verbal salutation, establishing a favorable initial impression and fostering a hospitable atmosphere during their visit.
- Hospitality Gesture: Offer the guest with a welcome drink, such as a refreshing beverage, to elevate their arrival experience and convey a sense of value and appreciation.
- Reservation Confirmation Handling: Gather the guest's reservation confirmation information, assuring precision and thoroughness for seamless check-in processes and efficient room assignment.
- Identification Verification Process: Authenticate the guest's identity by soliciting their National Identification Document for local guests or passport accompanied by a Visa for international guests, in compliance with legal and security protocols.
- Registration Card Presentation and Completion: Present the registration card to the guest, elucidating its purpose and aiding them in precisely completing the requisite details, so assuring adherence to regulatory standards.
- Information Gathering and Signature: If the guest has not supplied a business card, courteously request that they physically enter necessary contact information on the registration card, ensuring all mandatory areas are filled and securing their signature as acknowledgment.

- **Return of Identification Document:** Ensure the timely and respectful return of the guest's identification document to facilitate an efficient check-in procedure and uphold the integrity of their personal possessions.
- **Incidental Charges Inquiry:** Investigate any possible incidental costs or supplementary services the guest could need during their stay, elucidating hotel policies and ensuring clarity in billing practices.
- **Comprehensive Hotel Amenities Briefing:** Present an exhaustive account of the hotel's amenities, facilities, and services accessible to guests, ensuring they are fully informed of all resources available to enrich their stay experience.
- **Guest Queries Addressing:** Prompt the guest to pose any concerns or request clarification regarding hotel policies, services, or area activities, showcasing attentiveness to their needs and a readiness to assist.
- **Key Handover Ceremony:** Conclude the check-in procedure by formally presenting the room keys to the guest, expressing appreciation for their patronage and wishing them a nice and comfortable stay at the hotel.

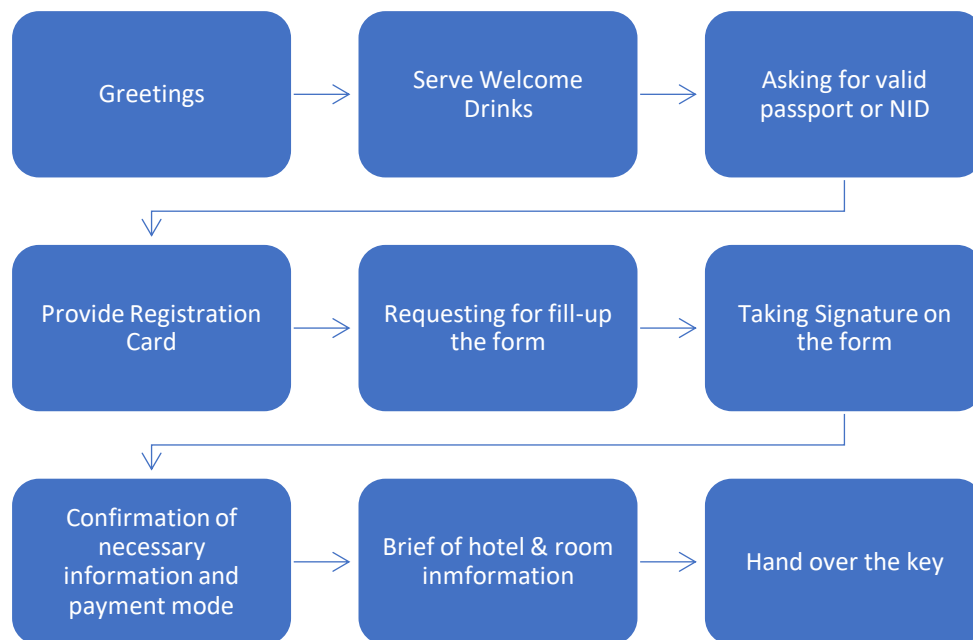


Figure 5- Check-in Process

Check-Out Process:

The check-out or departure of a guest marks the conclusion of their stay, necessitating a thorough process to guarantee a smooth transfer. We expeditiously resolve any outstanding charges, deliver attentive service, and assess room condition, ensuring a seamless check-out experience. We extend our gratitude for their patronage, give a hearty farewell, and guarantee the recovery of any deposited belongings or keys. Following departure, our housekeeping staff meticulously readies the room for the subsequent visitor, upholding our dedication to cleanliness and comfort. Through rigorous attention to detail and exceptional customer service, we want to create a lasting good impression, ensuring each guest leaves satisfied and eager to return. Upon the guest's departure, the hotel staff facilitates a seamless and efficient conclusion to their stay.

This includes:

- **Settling Outstanding Charges:** Guests get a final invoice itemizing any outstanding charges accrued during their stay, including room service, minibar consumption, or supplementary amenities. The front desk personnel facilitate guests in processing these payments via multiple payment options.
- **Checking Out:** The guest formally concludes their stay by surrendering all room keys or access cards to the front desk. The front desk personnel authenticate the guest's identity, examine the invoice, and execute the check-out in the hotel's system.
- **Returning Deposited Items:** Items deposited by guests for safekeeping, including jewelry or luggage, are returned to them during the check-out procedure. The personnel guarantees that all things are documented and returned in satisfactory condition.
- **Bidding Farewell:** Hotel staff members extend their farewells and convey gratitude to visitors as they leave. This engagement may encompass expressing gratitude to the client for selecting the hotel, encouraging their future return, and offering assistance with transportation or luggage as needed.
- **Post-Departure Procedures:** Following the guest's departure, housekeeping personnel enter the room to sanitize and ready it for the subsequent guest's arrival. This entails replacing bed sheets, restocking amenities, disinfecting surfaces, and verifying that the room adheres to the hotel's cleaning requirements. Furthermore, any maintenance concerns or repairs noted during the guest's stay are swiftly resolved to uphold the room's quality.

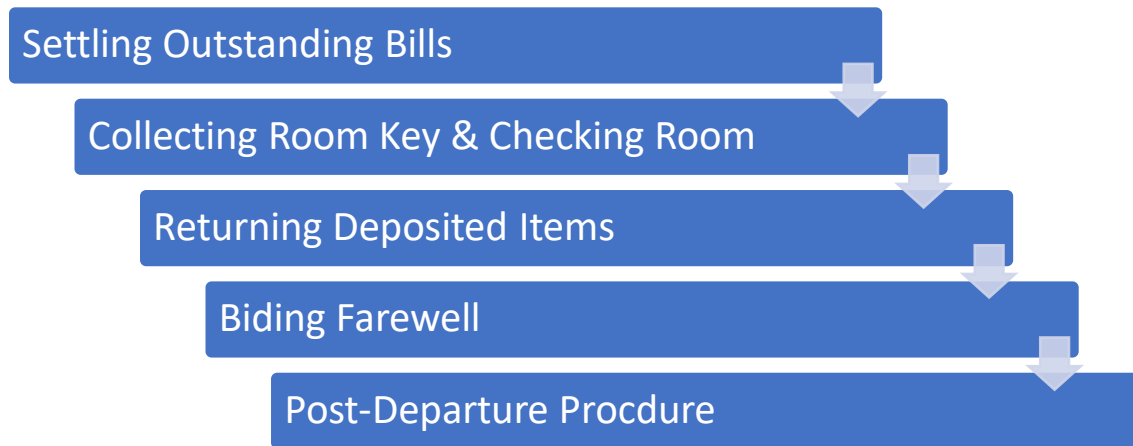


Figure 6- Check-out Process

Departure processes are intended to guarantee that visitors enjoy a smooth and favorable experience upon concluding their hotel stay. From processing payments to saying goodbye, every detail is meticulously handled to create a memorable experience and promote future visits.

Night Audit:

- Auditing is fundamentally an organization's financial examination, commencing at the front desk for a hotel. The precise recording of transactions on guest folios initiates at the front desk and is thereafter relayed to the back-office accounting department. Visitor accounts are verified every day during the auditing process. Experts recommend that hotel managers do daily analyses of night audit records to gain insights into occupancy and financial performance.
- The night auditor assesses the hotel's daily financial transactions. This procedure is generally conducted at the conclusion of the day and the subsequent night, therefore the designation 'Night Audit'. It can be accomplished using conventional methods (documents, receipts, vouchers, coupons) or by utilizing modern PMS systems, which are more streamlined, rapid, and efficient.

Handling Guest Complaints and Requests:

- Resolving issues promptly: Guest Relations personnel are tasked with handling any complaints or concerns guests may encounter throughout their stay. This encompasses problems related to their accommodation, service, or any other facet of their experience.

- Managing special requests: They address unique requests, like room upgrades, late check-outs, or specific amenities, ensuring that guests' demands are fulfilled to the utmost capacity of the hotel.

3.5.2 Concierge Operation Process:

The concierge team at the Amari Dhaka hotel provides an extensive array of services to enrich guests' stays and facilitate a more pleasurable and convenient experience. The following are essential concierge responsibilities anticipated at Amari Dhaka.

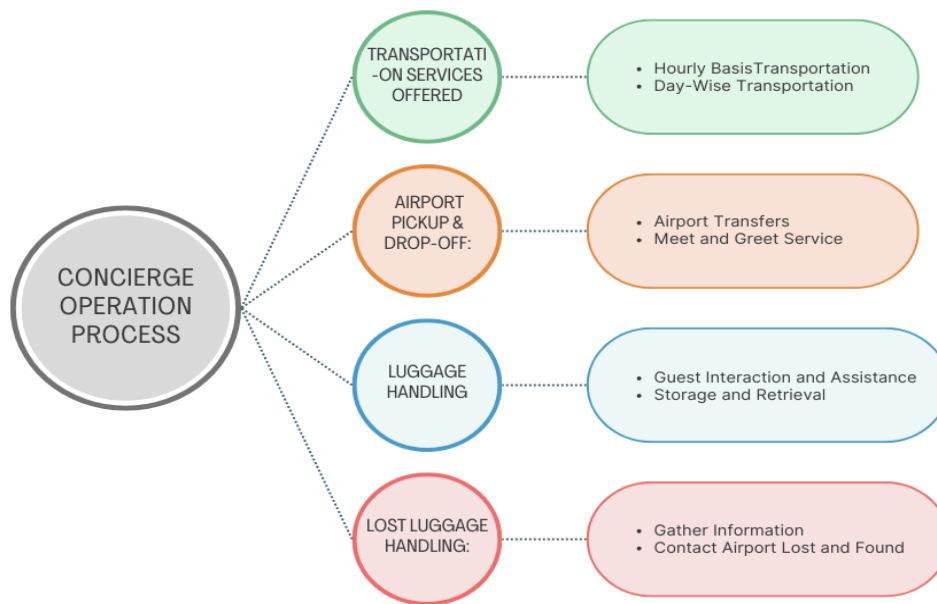


Figure 7- Concierge Operation Process

Transportation Services Offered:

- Hourly Basis Transportation: Guests may reserve vehicles on an hourly basis for brief excursions or certain tasks, providing flexibility and convenience.
- Day-Wise Transportation: For extended journeys or full-day excursions, visitors may select day-wise transportation services, which offer a dedicated car and driver for the entire duration.

Airport Pickup and Drop-Off:

- **Airport Transfers:** Amari Dhaka excels in providing airport pickup and drop-off services, guaranteeing a seamless transfer for visitors between the airport and the hotel. This service is exceptionally efficient and accommodates the individual flight itineraries of clients.
- **Meet and Greet Service:** The hotel offers a personalized meet and greet service at the airport, where a staff welcomes visitors, aids with their luggage, and leads them to their awaiting vehicle.

Luggage Handling:

- **Guest Interaction and Assistance:** Staff members are trained to approach guests with warmth, professionalism, and attentiveness when assisting with their luggage. They greet guests courteously, inquire about their preferences, and offer assistance tailored to their needs, ensuring a positive and memorable arrival experience.
- **Storage and Retrieval:** Whether guests are checking in, checking out, or requesting assistance during their stay, staff members efficiently manage the storage and retrieval of luggage. They promptly transport luggage to designated storage areas or guest rooms, ensuring timely delivery and minimizing wait times for guests.

Lost Luggage Handling:

- **Gather Information:** Ask the guest for details about the lost luggage, including the airline carrier, flight number, date and time of arrival, and a description of the luggage itself (such as size, color, brand, any distinguishing features). This information will help you in tracking down the lost luggage more effectively.
- **Contact Airport Lost and Found:** Reach out to the lost and found department at the airport where the guest's flight arrived. Provide them with the relevant information about the lost luggage and inquire about any recent findings or reports matching the description provided by the guest.

3.5.3 Service Center Operation Process:

Service Center Executives at Amari Dhaka have a diverse skill set to proficiently handle telephone communications and inquiries while maintaining the hotel's dedication to outstanding client service.

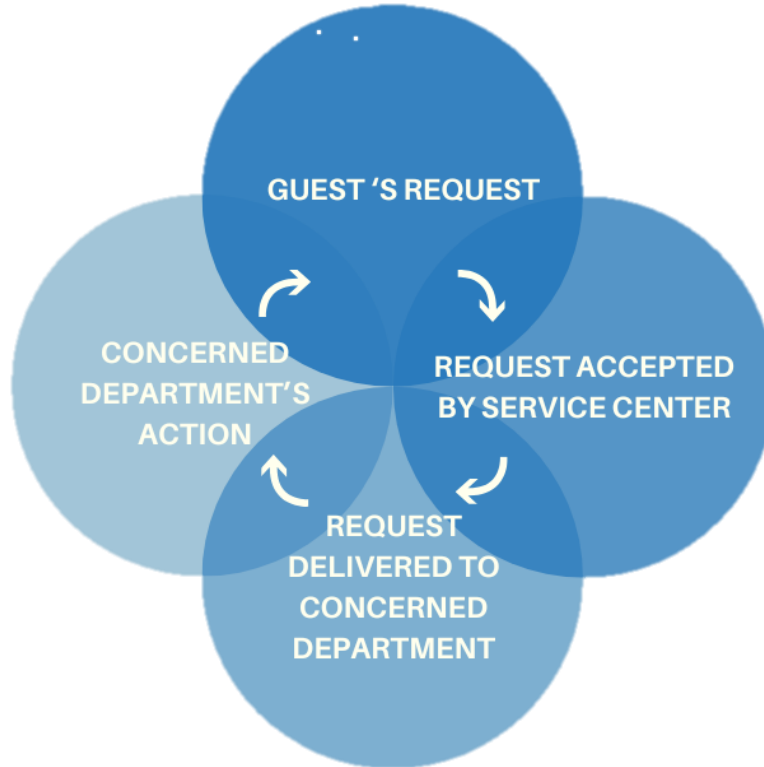


Figure 8- Service Center Operation Process

Amari Service Center complies with the following standards:

- Incoming calls must be answered within 3 rings to ensure effective service.
- Engaging in active listening to comprehend and resolve visitors' inquiries and problems.
- Effective endeavors to fulfill guest demands with high-quality service and meticulous attention to detail.
- Guarantee guest satisfaction by conducting a follow-up within 15 minutes of service provision to ascertain that their needs are fulfilled.
- Perform daily courtesy calls to enhance visitor involvement and guarantee their comfort.

3.5.4 SPA Operation Process:

Breeze Spa at Amari Dhaka, situated on the 15th floor, provides a tranquil refuge from urban commotion. Breeze Spa, a renowned Thai Spa Company, specializes in customized treatments aimed at harmonizing the mind, body, and spirit.

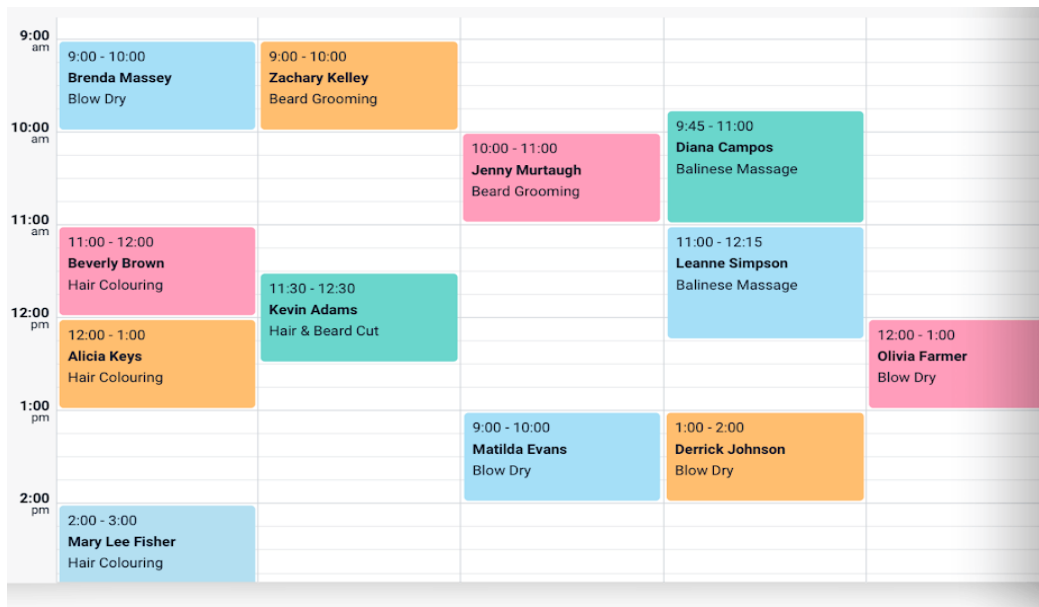


Figure 9- SPA Track List

Featuring six individual rooms, steam baths, and a sauna area, guests may relax and rejuvenate in opulent surroundings. Treatments are available in hourly increments, lasting from 60 to 180 minutes. Spa reservations, coordinated by the Service Center or Front Desk staff within the Front Office department, are scheduled daily from 11:00 AM to 8:30 PM.

3.5.5 FIT Center Operation Process:

Fitness centers in Amari Dhaka provide a range of services focused on health and wellness, encompassing a gym, fitness courses, personal training, and wellness consulting. The FIT center typically functions with established hours, from 6:00 AM to 10:00 PM, granting guests access to the facility. Guests must register at the front desk to gain entrance to the FIT Center. Access is complimentary for hotel guests as part of the facilities. External visitors may get a membership, granting them access to the fitness center's amenities.

Chapter 4

Findings & Recommendations

4.1 Major Findings

My internship offered significant understanding of the operational procedures of the Front Office. During my tenure with the Front Office staff at Amari Dhaka, I encountered some significant facts that captured my interest, as outlined below:

- **Identification Verification Process:** Verify guest identities by requesting NID cards for locals and passports with visas for foreign guests.
- **Room Reservation Process:** Room reservation process utilizes diverse multiple booking channels.
- **Check-in Process:** Check-in process is designed to provide a warm and efficient welcome for the guest and reservation confirmation.
- **Check-out Process:** The check-out process involves settling outstanding charges, returning deposited items, and bidding farewell to guests.
- **Night Audit:** The night audit is a vital process that verifies and reconciles financial transactions, ensuring accurate records and optimizing revenue management.
- **Concierge Operation Process:** Concierge provides seamless airport transfers, personalized luggage handling, and efficient lost luggage recovery.
- **Service Center Operation Process:** Service Center ensures efficient telephone communication by promptly addressing inquiries, and fulfilling requests.
- **SPA Operation Process:** Breeze Spa offers Thai-inspired treatments in a serene setting.
- **FIT Center Operation Process:** Fitness Center offers gym facilities, fitness classes, and wellness consultations.

These factors collectively impact the efficiency of the guest service process and contribute to the overall guest experience at Amari Dhaka.

4.2 Problems

- **Cross-training for Front Office Staff:** The lack of cross-training results in delays in service delivery, communication errors, and inconsistency in guest interactions.
- **Manual Check in & Check-out Process:** Manual fill out registration forms, identification documents, and processing payments contribute to longer wait times and inaccuracy.

- **Overlapping Responsibility:** Unclear role definitions lead to duplication of efforts and mismanagement of tasks.
- **Limited Night Audit Accessibility:** The Night Audit process disrupts system access, delaying tasks such as late check-ins, reservation updates, and personalized service delivery.
- **Dependency on Manual Coordination Processes:** The heavy reliance on manual communication processes in the front office leads to slow response times.

4.3 Recommendations

Drawing from my problems during my tenure, the following recommendations can be proposed to develop the overall process of Front Office Operation:

- To mitigate the problems arising from the lack of cross-training, the Front Office department should implement a structured cross-training program. This initiative should ensure that staff are proficient in multiple roles across the operational process, including reception, reservations, and guest services. Cross training sessions will enable employees to seamlessly adapt to different tasks, ensuring a more consistent and streamlined service delivery.
- To streamline the check-in and check-out process, Amari Dhaka should implement a digital self-check-in/out system, allowing guests to complete registration and payment online before their arrival or departure. This would reduce wait times, especially for repeat guests, and minimize the need for manual form-filling and verification. Incorporating mobile key technology for room access could further speed up the process, providing guests with a seamless experience.
- To address overlapping responsibilities, it is essential to clearly define and document the roles and responsibilities of front office department to make process efficiently.
- To mitigate the operational disruptions during the PMS Night Audit, Amari Dhaka could consider transitioning to Opera cloud-based PMS. With Opera Cloud, authorized staffs can continue accessing guest profiles and updating reservations during the audit process, significantly reducing downtime and ensuring uninterrupted operational efficiency.
- To reduce reliance on manual processes for coordination, Amari Dhaka should offer a centralized dashboard that allows front office staff to see all current requests and their

status, ensuring faster response times and more efficient handling of tasks across departments.

Chapter 5

Conclusion

5.1 Conclusion

As a Tourism and Hospitality Management student, I recently completed a rewarding six-month internship in the Front Office Department of Hotel Amari Dhaka, a prestigious five-star hotel serving selective clientele. During my period, I had the opportunity to engage deeply with the complexities of hotel management and service delivery, acquiring significant insights into the hospitality sector.

This paper aims to summarize the extensive knowledge and experiences acquired during my internship, with a special emphasis on the dynamics of Front Office operating procedures. In the dynamic environment of a globally recognized business hotel in Bangladesh, each encounter and work offered a distinct opportunity for development and education.

My experience at Amari Dhaka offered direct insight into the intricate operations of a leading hospitality institution while also promoting personal and professional growth. This paper provides a reflective overview of the Front Office operational processes of Hotel Amari Dhaka, highlighting many aspects of its operations and the importance of its service ethos.

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