

Internship Report on Front Office Operations of Horizon Resort and Spa

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Letter of Transmittal

Mr. Md. Mishkatul Kabir

Lecturer

Department of Tourism & Hospitality Management

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Daffodil International University

Subject: Submission of the Internship report on Front Office Operations of Horizon Resort and Spa.

Dear Sir,

I am pleased to submit the internship report on the Front Office Operations of Horizon Resort and Spa, which has been prepared as a requirement of my internship completion in the Bachelor of Tourism and Hospitality Management program at Daffodil International University.

This report provides a comprehensive analysis of the challenges encountered during my internship period at the Horizon Resort and Spa. The primary focus has been on the operations of the front office department, along with recommendations for improving efficiency and customer service. The observations and conclusions in this report are based on my personal experiences, feedback from staff and guests, and a review of the current practices at the resort. I believe that the insights provided in this document will be valuable in understanding the dynamics of front office operations and will assist in the strategic planning of resources and services.

I appreciate the opportunity to have worked with such a distinguished and supportive team at Horizon Resort and Spa, and I am grateful for the guidance provided by my academic supervisor, Mr. Md. Mishkatul Kabir. Please find the report attached herewith.

Thank you for facilitating this educational endeavor. I am looking forward to your feedback and am happy to discuss any aspects of the report at your convenience.

Regards,

Md. Marajul Islam Saon

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Department of Tourism and Hospitality Management

Daffodil International University

Certificate of Approval

I confirm that Md. Marajul Islam Saon, ID: 201-43-484, successfully concluded his internship program under my guidance. He compiled his internship report titled, “Front Office Operations of Horizon Resort and Spa” adhering to the prescribed rules and regulations. The submission of this report fulfils the requirements of his degree program and is duly approved for submission.



Signature

Md. Mishkatul Kabir

Lecturer

Department of Tourism & Hospitality Management

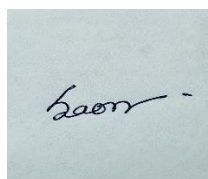
Faculty of Business & Entrepreneurship

Daffodil International University

Preface

First and foremost, I would like to thank Allah for his mercy in allowing me to complete my internship report on time. It gives me great pleasure to thank all of my well-wishers for their friendly collaboration, support, and encouragement in the creation of this report, whether directly or indirectly. Mr. Md. Mishkatul Kabir, Lecturer, Department of Tourism and Hospitality Management, Daffodil International University, for his consistent attention, mental support, important pointers, and helpful guidance during his supervision, I would like to convey my heartfelt gratitude. I am quite appreciative of all of the employees at Horizon Resort and Spa. I want to thank Mrs ChenYan (Director of Front Office), Mrs Jenny (Assistant director of Front Office), and the entire Front office team. Without their assistance, I will be unable to complete my internship and prepare for reporting promptly.

Sincerely yours,



Md. Marajul Islam Saon

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Executive Summary

The operational procedures and experiences during an internship at the Horizon Resort and Spa's front office are thoroughly examined in this report. The 1-year internship, which was required for Daffodil International University's Bachelor of Tourism and Hospitality Management degree, gave participants essential knowledge in a range of front office functions, such as guest management, room reservation processes, and property management software use.

This report presents an analysis of the operations at Front Office of Horizon Resort and Spa. And it's divided into several parts such as objectives, analysis, findings, problems and recommendation. Where broadly explained about the whole Front Office Operations of Horizon Resort and Spa. In the objectives section the key objectives of the front office department have been mentioned, then highlighted some important topics in the analysis. After that the observation of several things during my internship period have mentioned in the findings and problems. Overall, at the last there is some recommendation from my side which is mentioned in the recommendation section.

The findings and problems section offer insights gained from the internship, highlighting the importance of effective communication, understanding guest psychology, and maintaining high cleanliness standards. Recommendations are provided based on these findings and problems, aiming to enhance the overall efficiency and guest satisfaction at Horizon Resort and Spa.

In conclusion the report discusses the practical information and skills gained during the internship and emphasizes the crucial role that front office operations play in the hospitality sector.

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Introduction

Introduction

This internship report analyzes the challenges in the Horizon Resort and Spa Front Office Department located in Sanya, Hainan, China. The Front Office is one of the most important departments in the organizations and in the general hotel operations because it has a direct and close contact with the guests starting with their arrival to the hotel (Rutherford, DG & O’Fallon, MJ 2007).

Some challenges related to interaction during my internship such as the problems connected with a management of guest services, organization of reservations, and internal communication processes. These challenges not only pointed out the problems in service delivery but also pointed out areas where strategic intervention could be needed.

To maximize Horizon Resort and Spa's performance and satisfy guest’s needs, this paper includes detailed explanations of these operational challenges along with useful suggestions. To support the resort's reputation as a luxury resort, this study aims to provide insight into how to improve front desk operational strategies.

Background of the Study

The Hotels and Resort’s operations in hospitality establishments is of a critical nature because it reflects the overall performance. Challenges involve the range from staffing shortages, less efficient communication between departments, technological constraints, and not having trouble with maintaining guests’ satisfaction at that high level. The first point of contact for guests is the front office which we can actually put into three critical tasks, such as reservations, check-in, check-out, and guest inquiries. Any type of disruption or the inefficiency in these areas will result in dissatisfaction, negative reviews, and financial losses to the establishment (Carvalho, J., Bartholo, R., & Duarte, F. 2016).

Also, this dissertation considers operational issues in the front office department of a luxury resort named Horizon Resort and Spa, in Sanya, Hainan, China. Being top of the game and among the best resorts Horizon Resort and Spa experiences very high operational demands for they have an extremely high turn of guests, mainly during tourist seasons. As an important department for handling the critical guest interaction and also smooth communication between departments, it is critical to recognize and improve challenges that prevent the department’s performance.

The scope of this report includes an in-depth investigation of four main operational areas: communication, technology use, guest service and staffing. The study attempts to relate the operation inefficiencies associated with these factors, and suggest ways to improve overall operation performance from them. For example, old technology in the front office is documented as one reason for inefficiency that gives longer wait times for guests and managing reservations. This is the same as staff shortages, particularly during peak seasons, contribute to additional burdens on front office personnel which would consequently impair the talent in fulfilling quality service (Batinić, I. 2014).

Objectives of the Study

Objectives of this study is understanding the operations at front office department of Horizon Resort and Spa.

Key Objectives: In order to reach the main objective, the following specific objectives have been identified.

- **To analyze the operations at Front Office of Horizon Resort and Spa.**
- **To identify the challenges at Front Office of Horizon Resort and Spa.**
- **To develop some recommendations based on the challenges.**

Methodology

The method used in this internship report involves qualitative research and descriptive in nature and the analysis of secondary data. Secondary data was collected from several sources such as some online platforms, some relevant journals.

Sources of Data: (Secondary data)

- Online platforms of Horizon Resort and Spa.
- Different journals and previous data of Horizon Resort and Spa
- Relevant books and reports.

Limitations of the Study

This report, while comprehensive in its approach, encounters several limitations that may impact the breadth and depth of the findings: The descriptive research completed by some journals and papers could omit certain demographic and operating factors. To interpret the study's findings realistically and to direct future research and operational enhancements at the resort, it is imperative that these limitations be acknowledged. This limitation may not offer a comprehensive understanding of the entire hotel operations.

Company Profile

Company Profile

Horizon Resort and Spa Sanya Hainan is located in center of Yalong Bay, a prominent tourist destination in the southern part of China, known for its family type resort, stunning beaches, lush landscapes, and vibrant cultural offerings. The resort was established 26th October, 1998 with the vision of becoming a premier luxury destination for travelers from across the globe, catering to both domestic and international tourists. Since its inception, Horizon Resort has grown significantly in size; it has two zones, The first zone opened in October 1998 with 363 rooms and second zone opened January 2006 with 523 rooms, establishing itself as one of the leading resorts in the region. This resort attracts people through their attractive traditional food. This hotel has mainly 4 restaurants, where 2 restaurants provide international buffet breakfast and another two provide their local cuisine as a lunch and dinner. Since it is a family resort, their first target is families mainly children, that's why at 2015 they made 'PARENTS- CHILD CENTER' where they provide all the facilities which is related with children. The founding principles of the resort were rooted in providing exceptional guest experiences, with less price that combine the best of local culture with international standards of hospitality. Over the years, Horizon Resort has continuously expanded its facilities and services, upgrading its infrastructure to keep up with global trends in luxury travel and hospitality. Horizon Resort and Spa is the best local resort at China its honored with many awards like: 2020 China Hotel Quality Award, 2020 C-TRIP Most Popular Hotel, Best Hotel of The Year 2020, In 2017 'DOUBLE ELEVEN' single hotel sales champion. The resort is now a sprawling complex featuring a wide range of amenities, including multiple dining options, recreational activities, local Lanikai spa services, and event spaces.

Company Overview

Horizon Resort and Spa has its own wide range of luxury facilities and services in order to meet its clients' high expectations. At Horizon, the luxury experience covers the full spectrum from world class dining to expansive wellness facilities, bespoke guest service and state of the art event spaces. Our supporting technology for cutting edge property management and guest services contribute to operational efficiency and customer satisfaction. However, the resort's dedication to offering a plethora of services has not only made it known for its reputation and

position as a pioneer in the luxury hospitality business, but it also stays dual to keep up with and predict the changing demands of its guests.

Key Milestones

Horizon Resort and Spa has achieved several significant milestones since its inception, each contributing to its reputation as a leading luxury destination:

- ✓ 1998: Resort opens officially, with brand new standards in luxury hospitality.
- ✓ 2017: 'DOUBLE ELEVEN' single hotel sales champion.
- ✓ 2020: China Hotel Quality Award, 2020
- ✓ 2020: C-TRIP Most Popular Hotel
- ✓ 2020: Best Hotel of The Year

Discussion & Analysis

Operation Process of Front Office

Horizon Resort and Spa is a luxury hospitality establishment that offers a range of high-end services to its guests. The front office plays a crucial role in shaping the guest experience by managing reservations, check-ins, concierge services, guest inquiries, and other customer-facing activities. Efficient front office operations are essential to maintaining the resort's reputation for excellence and ensuring smooth, seamless guest interactions.

An analysis of operational challenges and strategic implementations have been made on the front office department at Horizon Resort and Spa and are discussed in this chapter. The study supports the objectives by examining the efficiency of existing practices, gaps, and offering evidence-based solutions. Each theme that is discussed in the discussions is around operational efficiency, staffing challenges, technological advancements, as well as inter departmental team coordination, all of which are instrumental to the pursuing of the journey to increase the overall guest experience and operational success in the resort.

There are Four sections in the Front Office department at Horizon Resort and Spa includes:

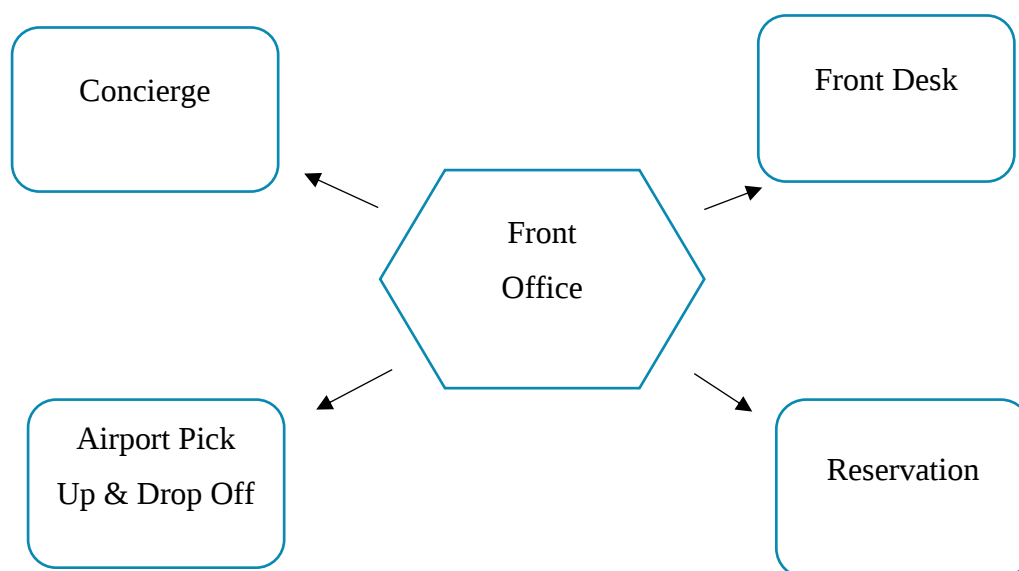


Figure: Sections of Front Office at Horizon Resort & Spa (Source: Author,2024)

Sections of the Front Office

Front Desk: The front desk staff are responsible for welcoming guests upon arrival, confirming their reservation, verifying identification, processing payment details, and issuing room keys. They ensure that check-in is smooth and efficient, providing guests with all necessary information about their stay. Also, the front desk handles the check-out process, including verifying any charges, settling the guest's final bill, and asking for feedback about the stay. The staff also handle requests for late check-out or refunds, if applicable.

Concierge: The concierge in a hotel is a key figure in providing exceptional customer service. By anticipating guest needs, offering personalized recommendations, and fulfilling diverse requests, the concierge creates a seamless, memorable experience for hotel guests. They act as problem-solvers, planners, and advisors, ensuring that each guest has a smooth and enjoyable stay, from booking the perfect restaurant to securing access to exclusive experiences.

Airport Pick up & Drop off: Airport pick-up and drop-off services are a significant aspect of a hotel's guest experience, providing convenience and comfort to travelers. By offering these services, hotels ensure that guests have a stress-free journey to and from the airport, enhancing their overall stay.

Reservation: The reservation team manages the hotel's room inventory, ensuring accurate updates of room availability and rates. They use property management systems (PMS) to track room status in real-time. They are also responsible for allocating rooms based on guest requests, such as room type, bed preferences, smoking/non-smoking rooms, and other specific requirements.

The Check-in Process of Horizon Resort & Spa:

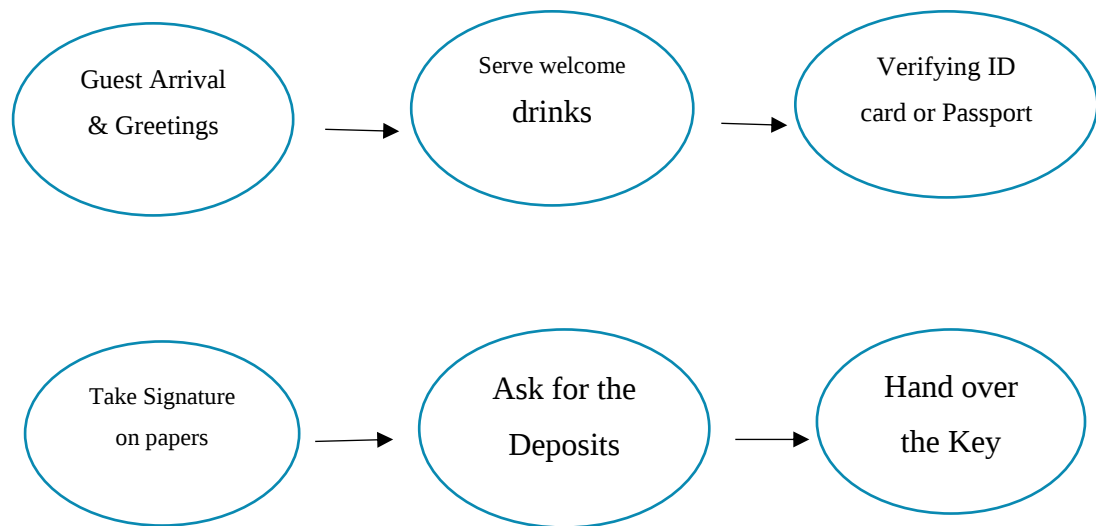


Figure: *Front Office Check-in process of Horizon Resort & Spa (Source: Author,2024)*

Guest Arrival: Before the guest arrives, the front office ensures the reservation is confirmed (via phone or online booking system) and the details are accurate, including the room type, special requests, and expected arrival time. When the guest arrives at the property, they are typically greeted by the front office staff, often with a welcoming smile and a personalized greeting.

Welcome Drinks: Offering a welcome drink or small refreshment (such as water, juice, or tea) is a common gesture to make guests feel immediately at ease.

Verifying Identity Card or Passport: Asking for guest's identity card or passport for the guest information process.

Signature on Paper: Taking guests signature on the hotel's rules and regulations papers.

Deposits: Horizon resort and spa requires 1000 RMB from the guest for the property damages issues.

Key Hand Over: Once the check-in is completed, the guest is handed their room key with instructions on how to use them.

The Check-out Process of Horizon Resort & Spa:

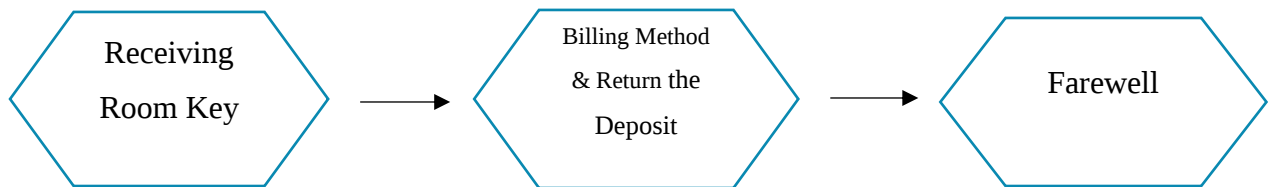


Figure: Check-out process of Horizon Resort & Spa (Source: Author,2024)

Receiving Room Key: Upon arriving at the front desk, guests are typically asked to return their room keys. This is an essential part of the check-out process to prevent unauthorized access after departure.

Billing Method and the Deposit: Guests will be asked to settle their bill at this stage. The front desk has offer multiple payment methods, such as:

- **Wechat Pay**
- **Alipay**
- **Cash**

After that Front desk refund the deposited amount after verifying that there are no additional charges.

Farewell: As the guest departs, the front desk staff bid them farewell warmly, wishing them safe travels and inviting them to return.

Findings, Recommendations and Conclusion

Findings and Problems

The Front Desk is often the first and last point of contact for guests in a hotel. As such, it plays a crucial role in guest satisfaction. As a trainee at Horizon Resort and Spa here is some observations during my internship period as follows:

- **Longer waiting time:** A common issue is long wait times during check-in or check-out, particularly during peak hours. This has been negatively impacted the guest's perception of the hotel, leading to frustration and lower ratings.
- **Communication Gap with Housekeeping:** One of the most common communication issues between the front desk and housekeeping is delays in room readiness. For instance, the front desk has unaware that a guest's room is still being cleaned or that there are maintenance issues that need to be addressed. Without timely updates from housekeeping, the front desk had check in guests to rooms that aren't ready.
- **Property Management Software Usage:** The PMS systems often lack the speed and functionality required to handle high volumes of guest check-ins and check-outs, leading to delays. This is particularly problematic during peak when guest arrivals and departures are higher.
- **Inconsistent Service Delivery and Guest Communication:** The front desk team at Horizon Resort and Spa has struggle to provide consistent service, particularly when it comes to handling guest requests or providing accurate information by the help of another department. Mainly inconsistent communication between front desk staff and other departments such as housekeeping, concierge.

These are some major findings during the internship period observed at Front Office of Horizon Resort and Spa.

Recommendations

On the basis of the analysis of the operations encountered by the front office department at Horizon Resort and Spa, it has been recommended several recommendations.

- The hotel may introduce self-service mobile check-in options, allowing guests to check in or check out independently and implement real-time updates to manage guest expectations about wait times.
- They may use an integrated Property Management System (PMS) or Communication Platform that connects both the front desk and housekeeping teams in real time. This could be a cloud-based solution or a task management app that allows both teams to send, receive, and track messages, requests, and updates in real time
- They may ensure that the upgraded PMS complies with the latest data protection regulations to protect guest information and financial data and ensure that hotel staff are properly trained to use the upgraded PMS.
- The hotel may implement digital communication tools that allow guests to easily contact the hotel at any time, whether before, during, or after their stay. This can include mobile apps, text messaging (SMS), and even Wechat or similar messaging platforms.

Conclusion

In conclusion these matters have a direct effect on performance of the resort operations as well as guest satisfaction and have significant operational challenges faced in the front office department of Horizon Resort and Spa. Primary causes of service inconsistency are staffing issues such as high employee turnover and little training, the key findings show. On top of the outdated systems, technological limitations such as an outdated property management systems (PMS) compound the inefficiencies during check ins and check outs resulting in long waiting time and consequently a bad guest experience. In addition, delays fulfillment of guest requests caused by communication barriers between front office and other departments such as housekeeping and concierge, contributing to dissatisfaction. Lastly, it is the inability of the front office to effectively manage guest expectations, and more specifically what to expect during 'peak' periods, which further jeopardizes service quality.

To enhance the operations of Horizon Resort and Spa front office operations and finally increase guest satisfaction, these challenges have to be addressed. A wide array of staff training programs will be implemented along with strategies to reduce the employee turnover rate so the front office will have more stable and more skilled personnel in the workforce to deliver the high-quality service. Both the resort's PMS and self-service kiosks are upgraded to improve guest experience and reduce wait times. Furthermore, the communication will improve digitally through task management systems improving the coordination between departments and therefore your timely service will be delivered

If the operational challenges can be tackled, Horizon Resort and Spa can significantly improve the guest experience, resulting in better reviews, a higher number of repeat guests, and higher rates of repeat bookings. The improvements will also make the resort a competitive leader in the hospitality industry, and continue to keep it going for the long and short term.

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