

**INTERNSHIP REPORT ON
RESERVATION PROCESS OF GRACE COX
SMART HOTEL**

Internship Report on Reservation Process of Grace Cox Smart Hotel

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Date of Submission: 30 October 2024

Letter of Transmittal

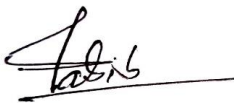
To,
Farhana Yeasmin Lina
Senior Lecturer
Department of Tourism and Hospitality Management
Daffodil International University

Subject: Submission of Internship Report entitled “Reservation Process of Grace Cox Smart Hotel”

Dear Madam,
I am writing to submit my internship report on the Reservation process of GRACE COX SMART HOTEL, as required by my BTHM educational program. I'd want to offer my heartfelt appreciation for the guidance you provided throughout my internship. Your feedback on it is really valuable to me because it demonstrates how much I've learned and grown during my internship.

If you find that the information in this report has helped you grasp the subject better, that is a big source of satisfaction.

Sincerely,



Labib Ibna Abdur Rahman
ID: 191-43-108
Department of Tourism and Hospitality Management
Faculty of Business and Entrepreneurship
Daffodil International University

Certificate of Approval

This is a sincere declaration that this internship report on "RESERVATION PROCESS OF GRACE COX SMART HOTEL." prepared by Labib Ibna Abdur Rahman bearing ID: 191-43-108 of the Department of Tourism & Hospitality Management at Daffodil International University. This report partially fulfil the BTHM degree requirements. I am pleased to clarify the data and the findings presented in the report are authentic work by Labib Ibna Abdur Rahman. I wish him the best of luck in the future.



Farhana Yeasmin Lina

Senior Lecturer

Department of Tourism & Hospitality Management

Faculty of Business & Entrepreneurship

Daffodil International University

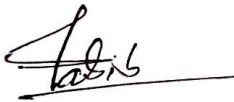
Student Declaration

This internship has allowed me to apply my classroom knowledge to real-world situations, and I am grateful for everyone who helped me complete this report.

First, I thank Almighty Allah for His support and guidance. I also extend my heartfelt thanks to Ms. Farhana Yeasmin Lina, a Lecturer in the Department of Tourism and Hospitality Management at Daffodil International University, for her valuable assistance in preparing this report.

Finally, I appreciate the faculty and administration of the Tourism and Hospitality Management Department at Daffodil International University for giving me the opportunity to undertake this internship and for their continuous academic support.

Sincerely,



Labib Ibna Abdur Rahman

ID: 191-43-108

Department of Tourism and Hospitality Management

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Daffodil International University

Executive Summary

This report outlines my six-month internship at Grace Cox Smart Hotel, where I have worked as a reservation executive. It provides an overview of the hotel's reservation process and the responsibilities of the reservation department, which operates under the Sales and Marketing Department of the hotel.

During my internship, I have gained valuable insights into the complexities of the reservation system, including the use of specialized software, communication with guests, and coordination with other departments to ensure efficient service. The experience has deepened my understanding of the hospitality industry and the essential role of reservations in delivering exceptional guest experiences.

The report is organized into several sections. It begins with an introduction that outlines the purpose and background of the report, emphasizing the significance of practical experience in the hospitality industry. The main objectives of this report were to understand the basic concepts of the hotel's reservation system, analyze the reservation process, learn about related activities, and identify key findings along with recommendations for improvement.

The Company Profile chapter outlines the core values, mission, vision, organizational structure, and departments of Grace Cox Smart Hotel. Situated in a prime location, this modern hotel offers a range of comfortable accommodations designed to reflect the local culture and hospitality. With a focus on guest satisfaction, Grace Cox Smart Hotel provides a welcoming atmosphere that caters to both business and leisure travelers.

The Analysis and Discussion chapter provides an in-depth look at the reservation process at Grace Cox Smart Hotel. Utilizing the Cubix property management system, the well-trained reservation team efficiently manages reservation operation. This analysis not only covers the various types and methods of reservations but also examines the core activities and lessons learned throughout my internship. Additionally, it identifies key issues within the reservation process. Through these insights, the chapter highlights both the strengths and the areas for improvement in the hotel's reservation operations

The Findings and Recommendations section presents key insights from my internship. Through my observations, I identified several important findings, including the need for better staff training, improved data verification methods, and more proactive communication with guests. I also recommend reviewing the cancellation policies to make them more flexible for guests. However, I noticed some challenges, such as the need for enhanced staff training and limitations with the current technology.

Overall, my internship provided valuable insights into the reservation operations of Grace Cox Smart Hotel, and I believe that implementing the recommendations can enhance guest satisfaction and improves the reservation process.

In summary, this report reflects on my experiences in the hospitality sector, the lessons I learned, and the challenges I have faced during my time as a reservation executive trainee at Grace Cox Smart Hotel.

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CHAPTER 1: INTRODUCTION

1.1 Introduction

As a Tourism and Hospitality Management student at Daffodil International University, my academic journey has been deeply influenced by a strong desire to understand the inner workings of this challenging industry. This report describes my six-month internship at Grace Cox Smart Hotel, where I have worked as an Executive Trainee in the Reservation department. Grace Cox Smart Hotel's main aim to ensure every guests stay will be memorable for them. This studies main purpose is to explain how Grace Cox Smart Hotel's reservation department works. This thorough experience has not only sharpened my talents in hospitality business but has also established in me a great sense of teamwork, adaptability, and perseverance in the face of adversities. Moreover, the vital skills learnt during my internship far beyond textbook theory. It underscores the practical value of internships as a bridge between academic and industry, providing me with a variety of knowledge and experiences that will certainly affect my future career in this dynamic area. Through exposure to day-to-day operations, consumer contacts, and strategic decision-making processes, I have gotten a comprehensive perspective that goes beyond the classroom.

1.2 Background of the Study

Completion of an internship with a hospitality organization is a mandatory requirement for all students enrolled in the BTHM program at Daffodil International University prior to their graduation. As a dedicated participant of the program, I have delighted to discover the availability of this opportunity. After completing my studies, I have started my career at Grace Cox Smart Hotel as an Executive Trainee in the Reservation Department. This position was part of a six-month internship program. Throughout my tenure, I have actively participated in the day-to-day activities of the reservation process. This study centers on the reservation operations of the Grace Cox Smart Hotel. The purpose of this study, entitled "The Reservation Process of Grace Cox Smart Hotel", is to provide students in the Bachelor of Tourism & Hospitality Management program with the chance to gain practical experience during their internship term.

1.3 Scope of the Study

In the context of your six-month internship as a reservation executive at Grace Cox Smart Hotel, this report seeks to present an analysis within the scope of the Tourism and Hospitality Management curriculum at Daffodil International University. While the primary focus is on your experiences and insights gained during this internship, the report also goes into a specific aspect of the Reservation Department. The study intends to find and examine approaches and actions of reservation process of Reservation Department.

1.4 Broad Objective

The primary objective of this internship report is to fulfil the requirements for the Bachelor of Tourism and Hospitality Management degree. The main goal of this paper is to provide an overview of the “Reservation process of the Grace Cox Smart Hotel”.

1.4.1 Specific Objective

The following are the precise goals:

1. To analyze the reservation process of Grace Cox Smart Hotel.
2. To explore and overview the key concepts and activities related to the reservation process.
3. To identify the major problems related to the reservation process.
4. To provide recommendations based on the major findings and identified problems.

1.5 Methodology and Study Design

This research is descriptive research in nature, focusing on reservation process of Grace Cox Smart Hotel. The qualitative research method is utilized here. Most of the data were collected from secondary sources and few data collected through working experience, personal observation and study.

1.5.1 Secondary Data Sources

To carry the investigation further, the following can be cited as the secondary sources.

▪ Official websites and Accounts:

- Standard Operational Procedure (SOP) files of Grace Cox Smart Hotel.
- Official website of “Grace Cox Smart Hotel”.
- Linked-In Profile.
- Some Publications on website about Grace Cox Smart Hotel.
- Other Online Travel Agency websites.
- Hotel Brochures and Pamphlets.

1.6 Limitation of the Study

Here are some common limitations I have faced when working on data for the report writing:

- This report covers only reservation activities regarding the reservation process.
- Insufficient information carries on the organization’s website.
- The availability of certain information and data are restricted due to company policy and confidentiality considerations.
- This report carries sufficient examples to understand about the reservation process and it is not possible to learn all the function of reservation system.

CHAPTER 2: COMPANY PROFILE

(Grace Cox Smart Hotel)

2.1 Introduction of Grace Cox Smart Hotel

Grace Cox Smart Hotel is a four-star standard hotel in Cox's Bazar. In addition to its elegant design and 70 well-appointed rooms, GRACE COX SMART HOTEL in Cox's Bazar offers an exceptional stay experience with personalized services focused on your comfort and happiness. The hotel offers five categories of rooms to the guests and giving guests the opportunity to unwind and rejuvenate during their stay.

Grace Cox Smart Hotel strategically holds a prime position, at a distance of 7.4 km and Cox's Bazar Airport just 5.8 km away. To enhance guest convenience, the hotel provides a complimentary airport shuttle service, particularly beneficial for those arriving at Cox's Bazar International Airport.

2.2 Mission

The Grace Cox Smart Hotel is dedicated to providing unparalleled hospitality experiences marked by superior service, comfort, and innovation. Our mission is to exceed guest expectations, foster a culture of warmth and professionalism among our staff, and positively impact the communities we serve, positioning ourselves as the premier destination for travelers seeking unforgettable luxury stays.

2.3 Vision

The Grace Cox Smart Hotel's vision is to become Cox's Bazar's top boutique hotel, known for its outstanding service and remarkable visitor experiences. The hotel aims to be the first choice for both business and leisure guests looking for an amazing stay in the area. It will do this by putting a focus on providing exceptional service, making the place seem welcoming, and regularly going above and beyond what guests expect.

2.4 Product and Services of Grace Cox Smart Hotel

Grace Cox Smart Hotel offers a selected blend of top-tier products and great services, from the modest Standard Double Queen to the spectacular Executive Suites with Sea View, displays our devotion to comfort and elegance. Complemented with 24-hour room service, Food & Beverage outlet, giving a diversified eating experience, including a special menu for our younger clients.

Room Categories:

Standard Double Queen

Discover the charm of our accommodations with twenty-seven intelligently priced Standard Double Queen rooms at BDT 7000 per room, ensuring affordability. Each 280-square-foot room offers ample space for a comfortable stay, thoughtfully designed to meet your needs and budget.

Deluxe Double Queen

Experience the comfort with our collection of twenty-five Deluxe Double King rooms, offered at the exclusive rate of BDT 8000 per room. Each accommodation caters to a maximum of 2 adults and presents a lavish space of 300 square feet, ensuring a stay that seamlessly combines comfort and luxury.

Deluxe Twin

Introducing a collection of ten exclusive Deluxe Twin accommodations, available at a special rate of BDT 8000 per room, designed to accommodate a maximum of 2 adults. Revel in the expansive ambiance of each room, covering an area of 300 square feet, complete with exclusive amenities.

Superior Quadruple

Introducing our special collection of four Superior Quadruple rooms, available at an attractive rate of BDT 13000 each room, accommodating up to 4 adults. Each room offers a spacious dimension of 450 square feet, giving enough space for comfort and relaxation. Immerse yourself in a sumptuous experience with our round-the-clock room service.

Executive Suite Sea View

Indulge in luxury with our four Executive Suites with Sea View, priced at BDT 17000 per room, accommodating up to 3 guests. Each spacious 600-square-foot suite boasts stunning sea views and a separate living area. Enjoy personalized 24-hour room service for a tailored stay, and immerse yourself in the panoramic beauty of the sea, enhancing your guest experience.

Complimentary Benefits:

Fitness Centre

Grace Cox Smart Hotel offers a complimentary Fitness Centre to all guests, reflecting our dedication to a holistic hospitality experience. This amenity is provided at no extra cost, emphasizing our commitment to promoting a healthy lifestyle and enabling guests to maintain their fitness routines during their stay.

Swimming Pool

Grace Cox Smart Hotel provides a complimentary mini swimming pool for guests to enjoy a refreshing aquatic experience. Accessible from 9 am to 9 pm, guests can engage in leisurely swims or relax poolside during their stay.

Banquet Hall: Bay-View Hall

The Bay-view Hall at Grace Cox Smart Hotel is a sophisticated and versatile banquet space, accommodating up to 120 guests' theater-style or 70 guests in a rounded table setup. Equipped with modern decoration, state-of-the-art audiovisual facilities, and a dedicated team, it's perfect for conferences, seminars, receptions, and special celebrations. Whether for business or social events, our hotel provides adaptable meeting spaces with top-notch technology, ensuring seamless event execution and making us the ideal choice for any occasion.

Taste of Bay Restaurant

"Taste of Bay," our all-day dining restaurant, offers a complimentary buffet breakfast daily from 7:30 am to 10:30 am for hotel guests. We cater breakfast choices based on guest preferences or country of origin. Walk-in guests can also enjoy our affordable breakfast options. Our multi-cuisine restaurant serves a variety of cuisines as both A-La-Carte and buffet options for lunch and dinner, open from 7:30 am to 11:00 pm, with advance reservations available.

Coast Line Cafe

Coast Line Café, located by the hotel entrance, offers an engaging environment and stunning seating arrangements. Whether you prefer to relax with friends and family in the café, enjoy your coffee in-room, dine in the hotel restaurant, or take it with you while exploring, the café provides convenience and culinary excellence. It's more than just a dining spot; it enhances your overall

experience at Grace Cox Smart Hotel.

2.5 Organizational Chart of Grace Cox Smart Hotel

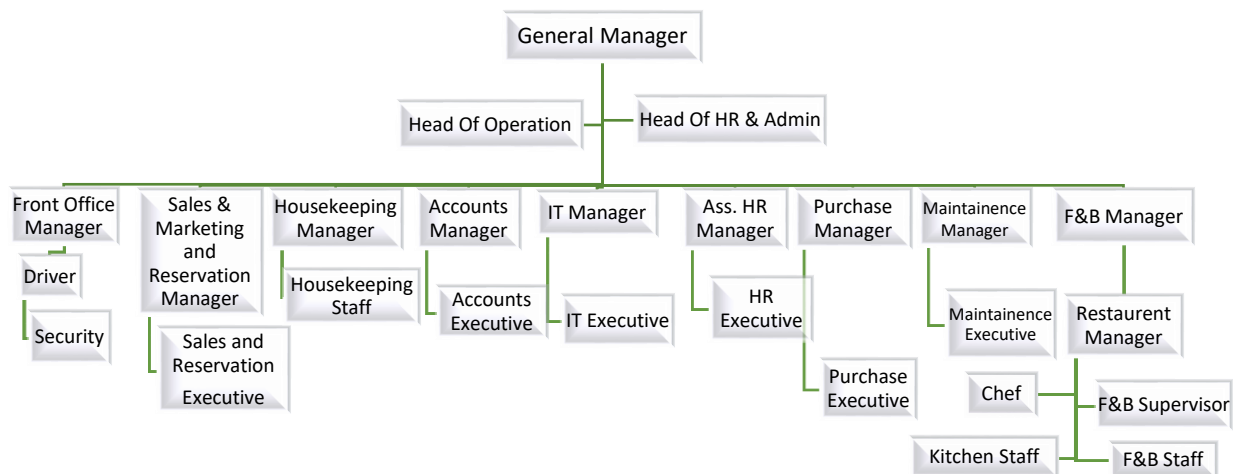


Figure 1: Organizational Chart of Grace Cox Smart Hotel

The organization chart of Grace Cox Smart Hotel displays the structure of the hotel's management hierarchy, exhibiting the important positions and reporting links within the establishment. This structure guarantees that roles are demarcated, and authority is assigned optimally.

2.6 Description of the Departments

2.6.1 Front Office Department

The Front Office at Grace Cox Smart Hotel serves as guests' initial point of contact, ensuring a seamless and enjoyable experience. It plays a critical role in meeting the hotel's promise of a hassle-free stay by efficiently managing check-in and check-out, addressing guest inquiries and requests, and promptly resolving any issues. Our dedicated Front Office staff creates a friendly and inviting atmosphere, ensuring every interaction with the hotel is pleasurable for visitors.

2.6.2 Human Resource Department

The Human Resource Department at Grace Cox Smart Hotel manages staff recruitment, training, and development to ensure alignment with hotel standards. They cultivate a collaborative and professional working atmosphere, focusing on staff training for excellence and individual growth. Additionally, they foster a workplace culture supporting employee satisfaction, engagement, and continuous progress.

2.6.3 Food and Beverage Service Department

The Food and Beverage Service department at Grace Cox Smart Hotel oversees various dining venues, including restaurants and bars, ensuring a warm welcome, assisting with orders, and ensuring a great dining experience. They maintain elevated service standards and create a pleasant ambiance, enhancing clients' enjoyment of their meals.

2.6.4 Food and Beverage Production Department

At Grace Cox Smart Hotel, the Food and Beverage Production department develops and presents all culinary delights. The dedicated kitchen staff prepares a wide selection of foods catering to diverse client preferences, ensuring flavors and quality exceed standards. There are Taste of Bay restaurant and Coastline Café are available at Grace Cox Smart Hotel for serving Foods.

2.6.5 Housekeeping Department

The Housekeeping department at Grace Cox Smart Hotel ensures immaculate cleanliness and orderliness throughout guest rooms, public areas, and facilities. Supervised diligently, they play a crucial role in preparing rooms for arrivals and ensuring all amenities are present, contributing to the overall perfection of the guest experience.

2.6.6 Sales and Marketing & Reservation Department

The Sales and Marketing Department at Grace Cox Smart Hotel is responsible for advertising and attracting guests. They design strategic marketing plans and establish connections with travel agencies and corporate clients. The Sales and Marketing Department works closely with the

Reservation Department to ensure that promotional efforts translate into actual bookings. Together, these departments contribute significantly to the hotel's financial success. By collaborating on marketing strategies and optimizing the reservation process

2.6.7 Accounts and Finance Department

The Finance and Accounting Department at Grace Cox Smart Hotel manages financial functions including budgeting, reporting, and revenue oversight. They ensure the hotel's financial well-being, managing billing, payments, and maintaining comprehensive records. Crucial for preserving fiscal health, they contribute significantly to the hotel's continuous success.

CHAPTER 3: DISCUSSION AND ANALYSIS ON RESERVATION PROCESS OF GRACE COX SMART HOTEL

3.1 Analyze Reservation Process of Grace Cox Smart Hotel

As a reservation executive at Grace Cox Smart Hotel, I had the opportunity to observe and participate in a well-structured reservation process through the use of Cubix Software. This software makes it easier to manage bookings efficiently. Understanding this process is essential for ensuring guest satisfaction and operational efficiency. Below, I will outline the key steps involved in our reservation workflow, illustrated through a flowchart format.

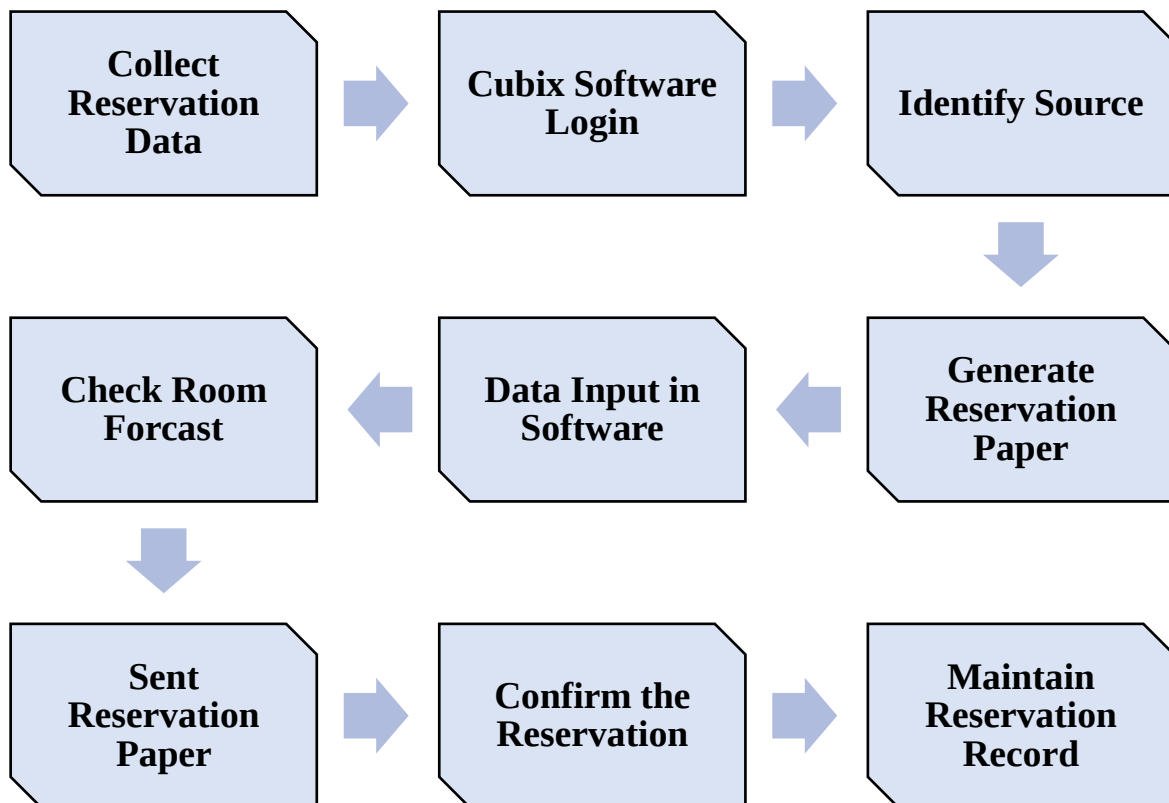


Figure 2: Process of Taking Reservation

1. Collect Reservation Data

The reservation process begins with gathering reservation data from guests. This includes essential details such as travel dates, room preferences, number of guests, and any special requests. Accurate data collection is crucial for creating a seamless experience.

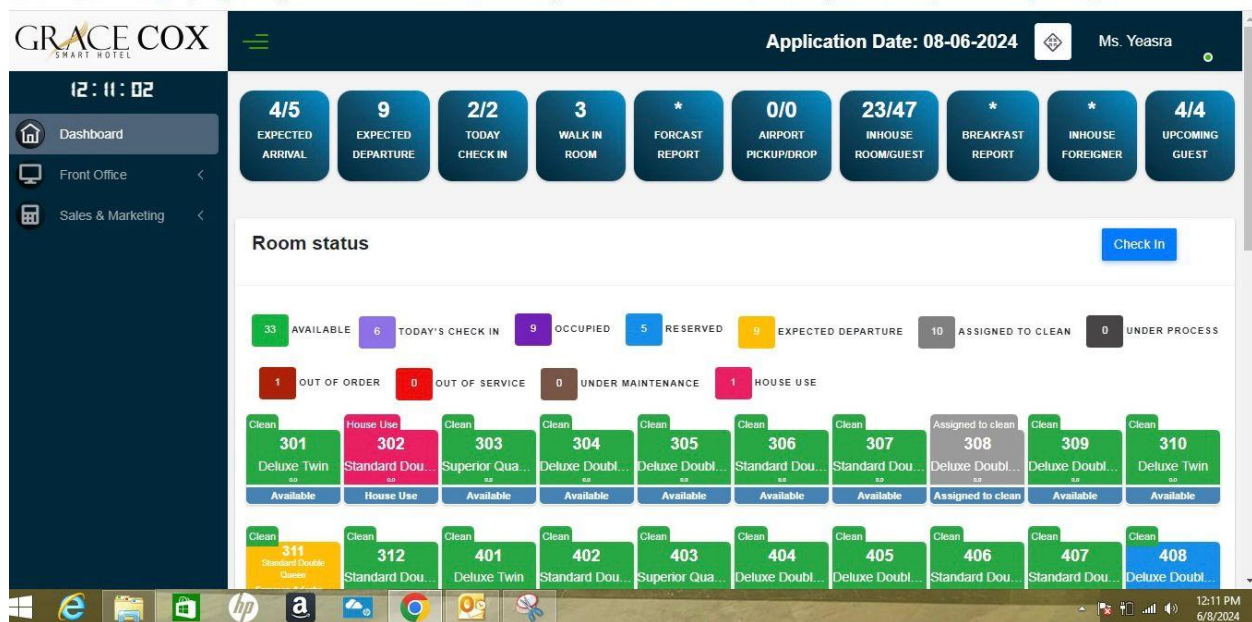
Accurate data collection is key to providing a smooth experience for guests. It helps make the booking process easier and improves guest satisfaction. By understanding their specific needs, we can serve them better. The more detailed our data gathering, the more we can meet their expectations. This leads to higher guest loyalty and positive feedback.

The following points must be gathered throughout the process:

1. Date of arrival.
2. Date of departure
3. Room type and category
4. Number of guests
5. Number of rooms
6. Room plan/any special request
7. Contact number
8. Address
9. Mode of payment
10. Pick-up and drop

2. Cubix Software Login

After collecting the necessary information, I would log into Cubix Software, the system used to manage reservations. This software is user-friendly and designed to optimize the reservation process.



3. Identify Source

In this step, I would identify the source of the reservation, whether it was a direct inquiry, an online travel agency (OTA), or a referral. Understanding the source helps in managing relationships and expectations accordingly.

Direct: The guests directly contact the hotel for booking a room.

Online Travel Agent: A group of travelers usually prefer that the guest book a hotel through a travel agency.

Corporate: A business or organization makes this reservation in order to secure a room for its staff, clients, or guests. The company receives special prices in accordance with their agreement with the hotel.

Airlines: Airlines make these reservations in order to secure rooms for both their employees' regular visits and those of guests.

4. Check Room Forecast

Before processing the reservation, I would conduct a room forecast check. This involves reviewing expected occupancy levels and any upcoming events that might affect availability. It ensures that we can accommodate guests effectively.

GRACE SMART

12:13 PM

UPCOMING GUEST

4/4

UPCOMING GUEST

310

Deluxe Twin

Available

311

Standard Dou...

312

Standard Dou...

401

Deluxe Twin

402

Standard Dou...

403

Superior Qua...

404

Deluxe Doubl...

405

Deluxe Doubl...

406

Standard Dou...

407

Standard Dou...

408

Deluxe Doubl...

Forecast Report

Room Control Chart Report 2024-06-08

	08	09	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	01	02	03	04	05	06	07	08	09	10	11	12	13
	Sat	Sun	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Mon	Tue	Wed	Thu	Fri	Sat
Total Room	69	69	69	69	69	69	69	69	69	69	69	69	69	69	69	69	69	69	69	69	69	69	69	69	69	69	69	69	69	69	69	69	69	69	69	69
Expected Arrival	5	4	1	0	0	0	3	0	0	0	2	6	21	11	0	0	0	1	1	0	11	2	1	0	0	0	0	0	0	61	0	0	2	0	0	0
Occupancy	19	6	4	4	3	0	8	7	6	0	2	9	28	34	0	0	0	1	2	1	11	3	3	1	0	0	0	0	61	61	0	2	0	0	0	
Expected Departure	6	17	3	0	1	3	0	1	1	1	0	0	2	5	33	0	0	0	0	1	1	10	1	2	1	0	0	0	0	0	61	0	2	0	0	
Vacant	50	63	65	65	66	69	61	62	63	69	67	60	41	35	69	69	69	68	67	68	58	66	66	68	69	69	69	69	8	8	69	67	69	69	69	
Occupancy %	28%	9%	6%	6%	5%	0%	12%	11%	9%	0%	3%	14%	41%	50%	0%	0%	0%	2%	3%	2%	16%	5%	5%	2%	0%	0%	0%	0%	89%	89%	0%	3%	0%	0%	0%	
Room Type																																				
Standard Double Queen	21	22	25	25	25	28	25	26	27	28	27	21	5	-2	28	28	28	28	28	28	18	28	28	28	28	28	28	28	28	0	0	28	28	28	21	
Deluxe Double King	15	23	22	22	23	23	19	19	19	23	22	22	19	19	23	23	23	23	22	22	22	20	20	22	23	23	23	23	0	0	23	21	23	23	21	
Executive Suite Sea view	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	
Deluxe Twin	8	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	9	9	10	10	10	10	10	10	10	10	0	0	10	10	10	10	11	
Superior Quadruple	2	4	4	4	4	4	3	3	3	4	4	3	3	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	
Total Vacant	50	63	65	65	66	69	61	62	63	69	67	60	41	35	69	69	69	68	67	68	58	66	66	68	69	69	69	69	8	8	69	67	69	69	69	

Close

Print

5. Data Input in Software

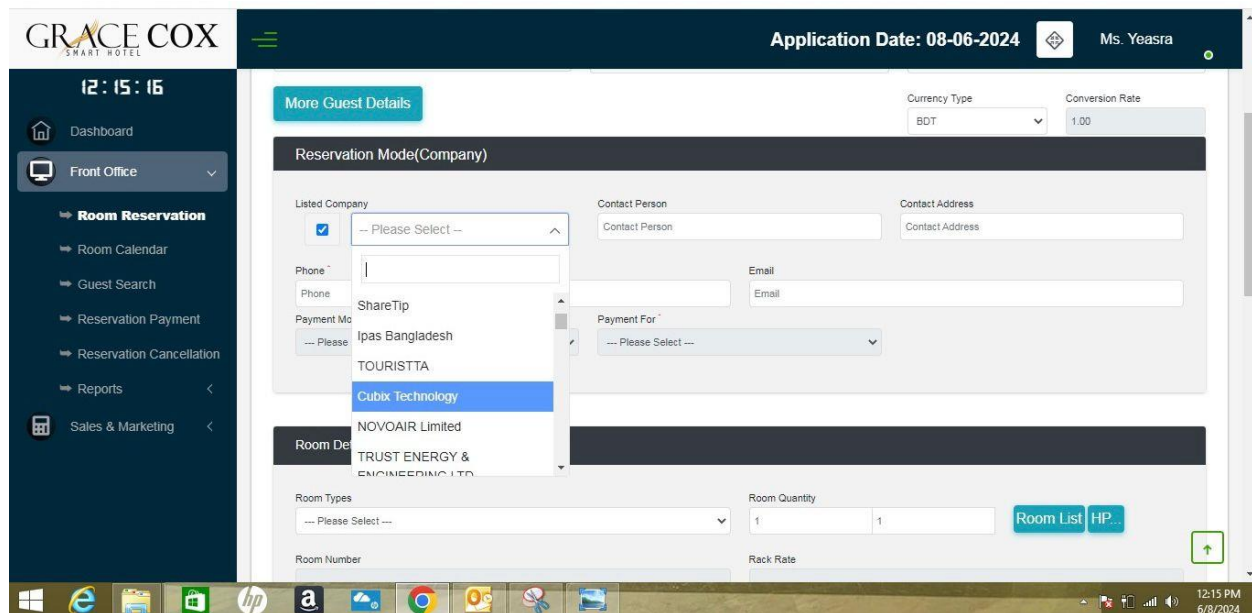
With all the information at hand, I would input the guest's details into the Cubix system. This step includes entering personal information, payment details, and any specific requests made by the guest. Accuracy at this stage is vital to avoid future issues.

Carefully double-check each entry to ensure that names, dates, and payment information are correct. Any mistakes could lead to confusion or complications later, such as billing errors or reservation mix-ups.

Once all data is entered accurately, I save the information and proceed to the next step of the reservation process.

Selecting Company/Source:

During the reservation data input process, selecting the source is a crucial step. This involves identifying how the guest found us or where the reservation originated.



6. Generate Reservation Paper

Once the data is entered, I would generate a reservation paper. This document serves as a formal confirmation of the booking and includes all relevant details, such as dates, room type, and payment information.

7. Sent Reservation Paper

Once the reservation paper is generated, it must be sent to the guest via email or their preferred communication method. This document reassures guests and serves as a reference for their upcoming stay.

8. Confirm the Reservation

Finally, I would confirm the reservation with the guest. I made sure they received the reservation paper and addressed any last-minute questions or concerns. This step is crucial for building trust and enhancing the overall guest experience.

9. Maintain Reservation Record

Finally, I maintain accurate reservation records in the Cubix system. This includes documenting any changes or cancellations, as well as tracking guest preferences for future visits. Keeping detailed records helps improve our service and allows for better planning in the future.

3.2 Explore and Overview the Key Concepts and Activities Related to the Reservation Process

The Reservations Department at Grace Cox Smart Hotel is a core part of the Sales and Marketing Department, tasked with managing all hotel room reservations, processing modifications, selling rooms, setting rates, creating rate codes, and generating monthly reports on bookings. They also handle pre-arrival checks and guest communication through email and phone. During my six-month internship, I was an integral part of this department, and I gained insights into how the Cubix property management system (PMS) is used to manage reservations and related activities. Cubix enables efficient handling of accommodation inquiries, direct customer engagement, support for sales initiatives, and comprehensive tracking of hotel inventory.

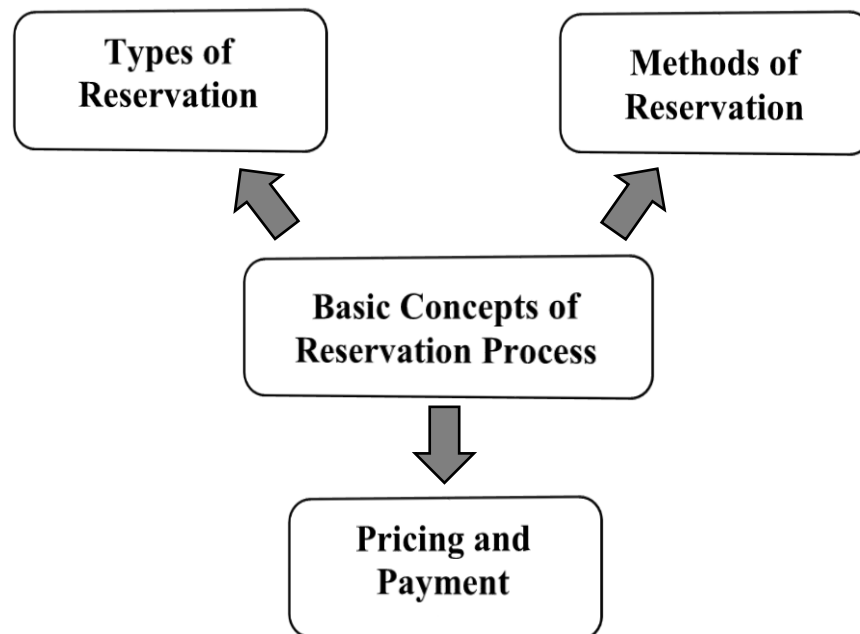


Figure 3: Basic Concepts of Reservation Process

3.2.1 Types of Reservation at Grace Cox Smart Hotel

- **Individual Reservations:** Tailored for solo travelers or couples, offering standard, deluxe, and suite options.
- **Group Reservations:** Designed for larger groups like families or corporate retreats, with special rates and arrangements.
- **Corporate Reservations:** Targeted packages with discounted rates and additional services for business travelers, including meeting room access.

3.2.2 Methods of Reservation at Grace Cox Smart Hotel

- **Frequent Individual Travel or Direct Booking:** Bookings directly through the hotel website or phone, often with exclusive packages.
- **Online Travel Agencies (OTAs):** Platforms like ShareTrip and Booking.com list the hotel, although bookings may incur additional fees.
- **Airlines:** Some airlines offer bundled hotel reservation services, simplifying travel planning.

3.2.3 Pricing and Payment Options

- **Dynamic Pricing:** Room rates fluctuate based on demand, events, and seasonal trends, maximizing occupancy.
- **Payment Methods:** The hotel accepts major credit cards, online payment systems, and mobile wallets.
- **Cancellation Policies:** Cancellation is allowed up to 24 hours in advance, with specific cases for last-minute changes.

3.2.4 The Activities Associated with the Reservation Process

As a reservation executive at Grace Cox Smart Hotel, my primary responsibility began with handling reservation inquiries. This initial stage is vital in creating a positive experience for potential guests. Each inquiry, whether received through phone calls, emails, or in-person visits, provides an opportunity to showcase our hotel's hospitality and professionalism.

Activities Involved in Reservation Process:

1. Handling Inquiries

One of the primary activities in my role was responding to reservation inquiries. I have learned actively listen to guests, understanding their needs and preferences. This included gathering information about travel dates, room types, special requests, and any specific requirements, such as accessibility features.

2. Daily Email Check and Reply

Every day began with checking and replying to emails. This was important for maintaining communication with potential guests. Timely responses helped build trust and encouraged guests to move forward with their bookings.

3. Utilizing Cubix Software

Using Cubix Software was essential for managing reservations effectively. I have learned to navigate the system to check room availability, enter guest information, and process bookings. This software helped me quickly find the right options for guests. As a result, wait times were reduced, and guest experiences improved. I have also gained valuable skills in using technology.

4. Managing Pencil Reservations

For guests who needed more time to finalize their plans, I managed "pencil reservations." This involved temporarily holding a room for a specified period while the guest considered their options. Effective communication was key here, as I had to ensure that guests understood the conditions of the hold and the importance of timely confirmation.

5. Managing Modifications and Cancellations

Flexibility is a key aspect of modern travel. I often assisted guests in modifying or canceling their reservations. This taught me the importance of clear communication regarding our cancellation policies and potential fees. Handling these requests with empathy encourages guests to book with us again in the future.

3.3 Identify the Major Problems Related to the Reservation Process

The reservation process at Grace Cox Smart Hotel is crucial to ensuring a smooth guest experience and maintaining operational efficiency. However, several key challenges were identified during the internship that can hinder the effectiveness of this process. Recognizing these problems is vital for implementing targeted solutions that enhance guest satisfaction and improve overall hotel operations. Below, I detail the major problems related to the reservation process that I have encountered during my time in the Reservations Department.

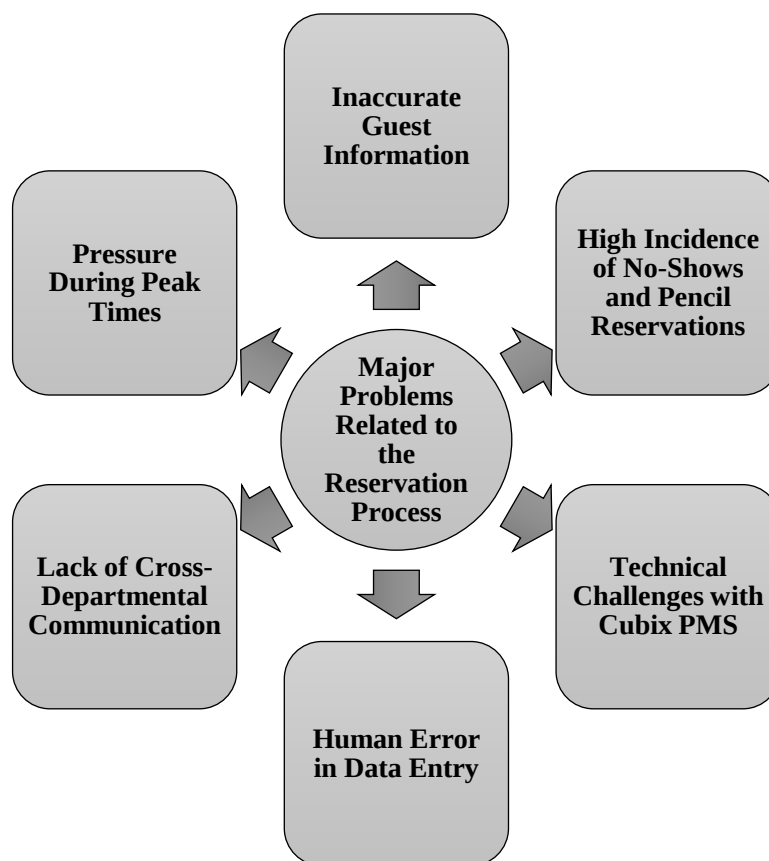


Figure 4: Major Problems Related to the Reservation Process

1. Inaccurate Guest Information: One significant problem arises from the collection of inaccurate guest information during the reservation process. Miscommunication or misunderstanding of details, such as dates, room types, or special requests, can lead to errors in

the booking. These inaccuracies often result in guest dissatisfaction and necessitate time-consuming corrections.

2. High Incidence of No-Shows and Pencil Reservations: The prevalence of pencil reservations—bookings that do not require a deposit or guarantee—results in a significant number of no-shows. This unpredictability complicates occupancy forecasting and can lead to revenue losses due to available rooms not being filled. The absence of financial commitment from guests increases the risk of last-minute cancellations and vacant rooms that could have been sold to other travelers.

3. Technical Challenges with Cubix PMS: Although the Cubix property management system (PMS) significantly enhances the efficiency of the reservation process, technical glitches and system downtimes can disrupt operations. These issues can result in delays in processing reservations, difficulty in accessing guest information, and complications in managing modifications and cancellations.

4. Human Error in Data Entry: Despite a well-structured reservation process, human error remains a significant issue. Mistakes in data entry—such as incorrect dates, room types, or guest preferences—can lead to miscommunication and dissatisfaction. The potential for errors increases during busy periods, which can further complicate guest relations.

5. Lack of Cross-Departmental Communication: Ineffective communication between the Reservations Department and other hotel departments, such as housekeeping and the front desk, can lead to operational inefficiencies. For example, if modifications or cancellations are not communicated promptly, it may result in confusion regarding room availability and guest expectations upon arrival.

6. Pressure During Peak Times: During high-demand periods, the pressure on reservation staff increases significantly. This can lead to mistakes, oversights, and a decline in service quality. The fast pace may result in burnout and impact staff morale, which can, in turn, affect guest experiences.

CHAPTER 4: FINDINGS, RECOMMENDATIONS AND CONCLUSION

Identify the Major Findings and Possible Recommendations on Reservation

During my time as a reservation executive at Grace Cox Smart Hotel, I gathered valuable insights into the reservation process. Here are the major findings and possible recommendations based on my experience. By addressing these findings and implementing the recommendations, Grace Cox Smart Hotel can enhance its reservation process, improve guest satisfaction, and ultimately drive more bookings.

4.1 Major Findings

1. Efficiency of Cubix PMS in Reservation Management: The Cubix property management system (PMS) enhances the efficiency of the reservation process at Grace Cox Smart Hotel. It streamlines operations by reducing the risk of overbookings, managing room inventory in real-time, and allowing seamless booking through multiple channels, including direct bookings, OTAs, and airlines. The use of this advanced software ensures better coordination between departments and improved overall guest experience.

2. Challenges with OTA Reservations: Similar to other hotels, reservations through Online Travel Agencies (OTAs) at Grace Cox Smart Hotel often lack critical guest details such as contact information or special requests, making it difficult to provide personalized services and ensure efficient pre-arrival checks.

3. Dynamic Pricing for Optimal Revenue Management: Grace Cox Smart Hotel employs dynamic pricing, allowing room rates to fluctuate based on demand, local events, and seasonal trends. This strategy maximizes occupancy and revenue, but it requires careful communication with guests to avoid confusion or dissatisfaction over fluctuating prices.

4. Pre-Arrival Checks and Room Forecasting: The hotel employs pre-arrival checks to verify reservation details, and room forecasting ensures proper allocation of rooms. However, handling peak periods of high occupancy can still be challenging, requiring extra attention to detail to prevent mismanagement of resources.

5. Flexibility in Cancellation Policies: The hotel offers a flexible cancellation policy, allowing guests to cancel their bookings 24 hours in advance. However, there is a risk of revenue loss due

to last-minute cancellations, although the provision to apply advance payments towards future bookings mitigates this to some extent.

6. Technological Proficiency and Staff Training: The Cubix PMS is user-friendly, but there is potential for further staff training to fully utilize its capabilities and improve overall productivity, especially during high-occupancy periods or when handling special requests.

4.2 Recommendations

1. Enhance OTA Reservation Follow-Up: Implement a standard procedure to follow up with guests who book through OTAs to collect missing information, such as contact details and special requests, prior to arrival. Automating this process will reduce the workload for the reservations team and improve the guest experience by enabling personalized services.

2. Optimize Dynamic Pricing Communication: To avoid guest dissatisfaction with dynamic pricing, provide clear explanations during the booking process. Ensure that guests are informed about how and why room rates fluctuate, and offer tips on securing the best rates, such as booking early or during non-peak periods.

3. Cross-Departmental Collaboration for High Occupancy Periods: Introduce cross-training programs between the reservations, front desk, and housekeeping teams to ensure seamless operations during periods of high occupancy. This initiative will help prevent errors, manage resources effectively, and maintain service quality even when the hotel is at full capacity.

4. Improve Pre-Arrival Check Procedures: Establish a more rigorous pre-arrival checklist that covers all guest preferences and requests, ensuring no critical details are overlooked. This can be particularly beneficial during high-demand periods, ensuring a smooth check-in process and reducing last-minute changes or errors.

5. Refine Cancellation Policies: While the flexible cancellation policy offers convenience for guests, consider implementing stricter guidelines for last-minute cancellations, such as reduced refundable amounts or offering incentives to encourage rebooking rather than canceling outright.

This will help minimize revenue losses while still offering flexibility.

6. Ongoing Training for Technology Utilization: Regularly update the training of staff on the use of Cubix PMS and other technological tools. Ensuring that staff members are proficient with all system features will improve the efficiency of the reservations department, particularly during busy periods and when dealing with complex requests.

4.3 Conclusions

In my experience as a reservation executive at Grace Cox Smart Hotel, I achieved several important objectives. Through my observations, I was able to understand the detailed steps involved in managing reservations, from initial guest inquiries to final booking confirmations. This helped me see the various steps involved in ensuring a smooth reservation process.

I have also analyzed the reservation process itself and learned about key activities such as data entry, guest communication, and managing changes to bookings. These experiences taught me valuable lessons about the importance of accuracy and clear communication in providing excellent service to guests.

Through my work, I have identified key findings and made several recommendations for improvement. These included offering better training for staff, implementing checklists for data entry, enhancing guest communication, and reviewing cancellation policies to be more flexible.

Overall, my time at Grace Cox Smart Hotel not only provided me with practical skills but also a deeper understanding of the hotel industry's reservation systems. I believe that implementing the suggested improvements will help the hotel maintain a competitive edge and foster lasting relationships with guests.

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