

Internship Report
On
Operational Processes of the Front Office
Department at Amari Dhaka

Submitted By

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Letter of Transmittal

Ms. Farhana Yeasmin Lina
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Subject: Submission of the Internship Report

Dear Madam,

As part of my Bachelor of Tourism & Hospitality Management program curriculum, I am submitting my internship report on Operational Processes of the Front Office Department at Amari Dhaka. It gives me tremendous joy to finish my internship under your guidance.

It is a fantastic opportunity for me to work as a trainee in the Front Office Department at the Hotel Amari Dhaka for six months under the supervision of Mr. Mamun Hossain (Assistant Front Office Manager). This report offers general information on the hotel Amari Dhaka's Front Office Operation. I did my best to follow your instructions in every way. I am grateful to you for your assistance in the production of this report. I would be quite thankful if you could accept this report and share your useful judgment. It would be my delight if you found this report useful in gaining a clear view on this topic.

Sincerely yours,



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Certificate of Approval

I confirm that Tousif Ahmed, ID: 201-43-479, successfully concluded his internship program under my guidance. He compiled his internship report titled 'Operational Processes of the Front Office Department at Amari Dhaka,' 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



.....

Ms. Farhana Yasmin Lina

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Acknowledgement

First and foremost, I would want 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. Ms. Farhana Yasmin Lina, Lecturer, Department of Tourism and Hospitality Management, Daffodil International University, for her consistent attention, emotional support, important pointers, and helpful guidance during her supervision, I would like to convey my heartfelt gratitude. I am quite appreciative of all of the employees at Hotel Amari Dhaka. I want to thank Mr. Mamun Hossain (Assistant Front Office Manager), all the duty managers, Mr. Tamim-Us-Salam, Mr. Sourav Mondol, Mr. Sharafat Karim, and the entire Front office team. Without your assistance, I will be unable to complete my internship and prepare for reporting promptly. I am delighted to say that all of the report's flaws are mine.

Sincerely yours,



.....

Tousif Ahmed

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Department of Tourism and Hospitality Management

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Executive Summary

This report presents a comprehensive analysis of the operational processes and experiences encountered during an internship at the Front Office department of Hotel Amari Dhaka. The internship, which was a mandatory component of the Bachelor of Tourism and Hospitality Management program at Daffodil International University, spanned six months and provided invaluable insights into various aspects of front office operations, including guest management, room reservation procedures, and the use of Property Management Software.

The report is structured into several sections, each delving into different facets of the Front Office department. It begins with an introduction that outlines the purpose and background of the report, highlighting the significance of practical experience in the hospitality industry. The scope and objectives are clearly defined, focusing on the tasks and responsibilities undertaken during the internship.

A detailed overview of Amari Dhaka is provided, including its core values, mission statement, and vision. The organizational structure and various departments are also described, emphasizing the collaborative nature of hotel operations. The report then shifts its focus to the specific processes and procedures within the Front Office department. This includes an analysis of operational process undertaken under the department of Front Office, explaining check-in and check-out procedures, and the usage of the Opera Property Management Software, which is crucial for efficient operations.

The findings section offers 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, aiming to enhance the overall efficiency and guest satisfaction at Amari Dhaka.

In conclusion, the report underscores the critical role of front office operations in the hospitality industry and reflects on the practical knowledge and skills acquired during the internship. This experience not only bridged the gap between theoretical learning and real-world application but also prepared the intern for future professional endeavours in the field of tourism and hospitality management.

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Chapter 01

Introduction

1.1 Introduction

Before delving into the specifics of the report, it's crucial to establish the purpose of an internship report. An internship report serves as a conduit through which individuals articulate not just the tasks undertaken but also the practical experiences and invaluable insights gleaned during their professional endeavours. In the dynamic realm of hospitality management, where theory meets practice, such reports play a pivotal role, offering a platform to document and reflect upon hands-on experiences encountered in real-world settings. This introspective process bridges the gap between theoretical knowledge from academic pursuits and its application in the vibrant tapestry of the hospitality industry. Within this report, the internship experience at Hotel Amari Dhaka unfolds as a rich tapestry of lessons, challenges, and achievements. Each interaction, task, and responsibility contribute to a multifaceted learning journey. Thus, this introductory section paves the way for exploring the internship experience at Hotel Amari Dhaka, providing a framework for contextualizing the insights, observations, and analyses that follow. Embarking on this journey invites readers to delve deeper into the intricacies of front office operations, reservation processes, guest interactions, and the myriad challenges and opportunities encountered along the way.

1.2 Background of the report

An internship report serves as a platform for students to articulate their practical experiences and insights gained during their professional endeavours. It provides an opportunity for individuals to translate theoretical knowledge into practical application. Following the completion of my academic coursework, which comprised 124 credits towards a Bachelor of Tourism and Hospitality Management degree, I embarked on a six-month internship at Hotel Amari Dhaka, specifically in the Front Office department. This report aims to chronicle and evaluate my experiences during this period, focusing on the skills and insights acquired within the Front Office Division.

1.3 Scope of the Report

During my internship, I was stationed in the Front Office Department of Hotel Amari Dhaka, where I engaged in various tasks and responsibilities pertinent to the department's operations. This report is designed to delve into the intricacies of Front Office activities at Hotel Amari Dhaka, aiming to assess its efficacy and functionality. It will offer an exhaustive examination

of the Front Office Department's functions and operations within the context of Hotel Amari Dhaka.

1.4 Objectives of the Study

The primary objective of this internship report is to fulfil the requirements for the Bachelor of Tourism and Hospitality Management degree. Specifically, it aims to provide a comprehensive overview of the operational processes within the Front Office at Amari Dhaka. The specific objectives include:

- To analyze the front office operational processes of the Front Office Department,
- To explain the check-in and check-out procedures of the Front Office Department,
- To identify the major findings of the Front Office Department at Amari Dhaka,
- To provide recommendations based on the major findings.

1.5 Methodology

The methodology employed in this report is qualitative research. Qualitative research focuses on gathering non-numerical data and seeks to understand underlying reasons, motivations, and opinions. It involves conducting in-depth interviews, participant observation, and content analysis to explore the complexities of human behaviour and experiences within the Front Office Department at Hotel Amari Dhaka.

1.6 Data Source

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

- Standard operating procedure (SOP) files of Amari Dhaka
- Different journals related to the front office, and
- Relevant books and reports.

1.7 Limitation of the Study

The study's scope was confined to the information and activities available during the internship period, predominantly within the front office department of Amari Dhaka Hotel. This limitation may not offer a comprehensive understanding of the entire hotel operations. Additionally, access to certain confidential information or internal documents might have been restricted due to organizational policies, thereby constraining the depth of analysis. Furthermore, time constraints during the internship period could have affected the thoroughness of data collection and analysis.

Chapter 02

A Comprehensive Insight into Amari Dhaka Hotel

2.1 Introduction

Amari Dhaka, nestled in the vibrant heart of Dhaka, Bangladesh, stands as a distinguished five-star hotel, seamlessly blending contemporary luxury with the warmth of Bangladeshi hospitality. Strategically located in the central business district, the hotel serves as an ideal haven for both business and leisure travellers alike. Offering a diverse range of accommodations, from 134 well-appointed rooms to expansive suites, Amari Dhaka ensures a comfortable retreat for guests after a day of exploration or work. The hotel's culinary offerings cater to varied palates, with Amaya Food Gallery providing a dynamic buffet experience and Deck 41 offering a sophisticated ambiance for cocktails amidst panoramic city vistas. Complementing its offerings, Amari Dhaka boasts state-of-the-art meeting and event facilities, accommodating gatherings of all sizes. Wellness amenities, including the Breeze Spa and fitness centre, afford guests opportunities for relaxation and rejuvenation. Embracing Bangladeshi culture through thoughtful design elements and genuine hospitality, Amari Dhaka invites guests to experience the allure and richness of Bangladesh in a luxurious setting. The hotel's commitment to ensuring guests depart feeling rested, energized, enriched, and renewed is encapsulated in its slogan: "Brighten your world"

2.2 Amari's Six Core Value

At Amari Dhaka, our operations are guided by six core values that shape our organizational culture and define our approach to service excellence:

- ❖ Bring fun to work
 - I create positive energy
 - I am approachable and welcoming to all
- ❖ Learn and Grow
 - I use disappointments and mistakes as learning opportunities
 - I am inspired by challenges and variety
- ❖ Do what is right
 - I act with integrity and create a sense of trust
 - I share success, give credit where it's due
- ❖ Listen, Speak, Share
 - I value different opinions
 - I tried to stay polite in every situation

- I share the knowledge and skills I have gained in my life to help others do better in their work.
- ❖ Create an impact
 - I am proactive; I drive conversations and open up opportunities
 - I strive for perfection; working to the highest possible standard
- ❖ Never give up
 - I am reliable and hit deadlines every time
 - I have a “can do” attitude and look for solutions

2.3 Amari’s People Development

- Learning & Development: Build team member’s capabilities at all levels and enhance leadership skills for future leaders
- Talent Development: Talent development program and succession pipeline for high performers
- Compensation and Benefits: Competitive compensation and benefit structure to attract and motivate talents
- Employer Branding: Employer of Choice to strengthen candidate pool
- Employee Engagement: Internal communication platform between Corporate and properties for collaborative culture.

2.4 The Amari Dhaka Mission Statement

Amari Dhaka will exceed customer expectations and service, quality and value maintaining a safe and clean environment honouring the dignity of all associates contributing to the community and ensuring maximum return to the owners. Also keeping in mind that:

- Amari Dhaka prioritizes cleanliness from guest arrival to departure for a safe environment.
- Emphasis on quality food with proper hygiene reflects a commitment to guest well-being.
- Onyx Reward, a point distribution system managed by "ONYX," incentivizes visits to Asian ONYX properties.
- Amari's culture embraces modern elements in food, expression, planning, design, and health.

- Actively engaged in zero waste management, ensuring proper utilization of resources in food preparation based on guest numbers.

2.5 Vision of Amari Dhaka

Amari Dhaka envisions itself as a leader in the hospitality industry, drawing strength from its experienced global executive team and a commitment to hospitality excellence. Our vision extends to providing the best possible visitor experience, characterized by respect and the delivery of high-value products and services. Amari Dhaka takes pride in its cultural enlightenment approach, embracing and integrating local cultures as its own across all Amari hotels and resorts worldwide.

2.6 Organizational Structure of Amari Dhaka

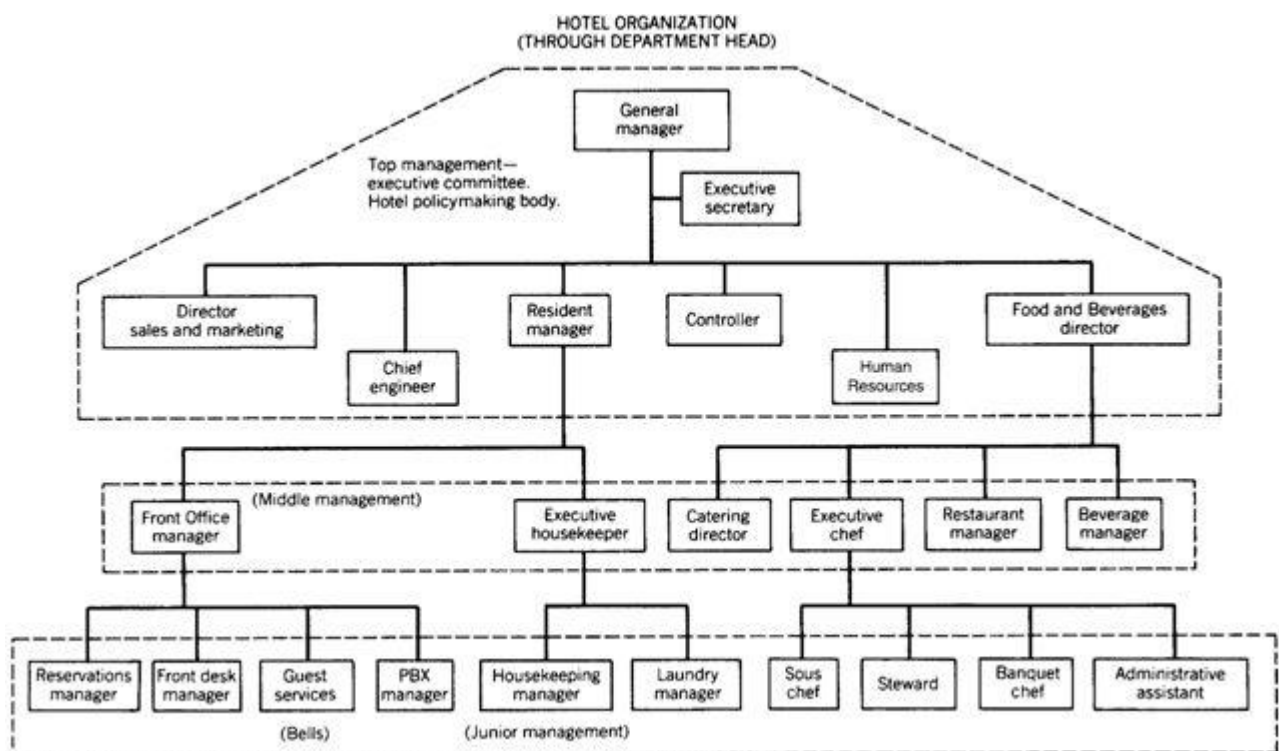


Figure 1- Organizational Chart of Amari Dhaka

Source: hotelsetup.com

This illustrative diagram serves as a visual representation of the hierarchical structure that dictates the operational control of Amari Dhaka hotel, starting from the top management and cascading down to various departments. It outlines the distribution of manpower among these

departments, providing a comprehensive overview of how the workforce is organized to ensure the seamless functioning of the hotel. Recognizing the pivotal role of proper manpower allocation, this organizational chart is instrumental in maintaining an efficient workflow within the hotel, contributing to the effective coordination and collaboration across various operational units.

2.7 The Department oversees operations at Amari Dhaka

1. **Human Resource:** Central to workforce management, the Human Resources department is responsible for recruiting employees.
2. **Front Office:** Managing guest interactions from check-in to check-out, the Front Office ensures a seamless experience by understanding and fulfilling guest needs.
3. **Housekeeping:** Essential for maintaining cleanliness and organization, the Housekeeping team plays a crucial role in upholding the standards of the hotel.
4. **Food and Beverage:** From food preparation to serving at guest tables, the F&B department is pivotal in the culinary aspects of guest satisfaction.
5. **Sales and Marketing:** Responsible for promoting products, including new launches or room sales, the Sales & Marketing department effectively communicates offerings to guests.
6. **Finance:** The Finance team oversees revenue management and transactions, maintaining financial records for the efficient operation of the company.

2.8 Who's who? — The Amari Dhaka

Owned by: Karishma Services Limited

General Manager: Mr. Govnd Joshi

Director of Sales and Marketing: Mr. Dhiraj Roy

Director of Sales: Mr. Mezbah Uddin

Director of Marketing: Mrs. Sabrina Mridha

Director of housekeeping: Mr. Sadiqur Rahman

Acting Front Office Director: Mr. Md. Mamun Hossain

Director of Human Resource: Mrs. Swad Rashid Chowdhury

Director of Finance: Mr. Rafiqul Islam

Revenue Manager: Mr. Imrul Qayes

Food & Beverage Manager: Mr. Rana Palit

2.9 Amari Dhaka Hotel's Products and Services

As a distinguished city centre hotel catering to business travellers, Amari Dhaka offers exceptional products and services. With 134 rooms and suites of various categories, guests can enjoy amenities such as high-speed Wi-Fi, air conditioning, individual temperature control, safety lockers, ironing facilities, hairdryers, Cable TV, and a well-equipped mini bar. Amari Dhaka ensures a comfortable and convenient stay for its guests, providing a range of facilities to meet their diverse needs.

Accommodations:

Featuring 134 rooms and suites of various categories, equipped with modern amenities to cater to diverse guest needs:

❖ Superior Queen Room:

This is the first standard category room. Superior queen rooms provide a queen size bed with a city view for 2 adults and 1 child or 2 adults and are 29-33 square meters in size. There are 30 Superior queen rooms in all.

❖ Deluxe Studio Room:

The Deluxe Studio Room is Amari Dhaka's next improved category room. The room contains a kitchenette, so guests can prepare their own meals. The room had one king-size bed and a work space, and it was 37 square meters in size. There are 60 Deluxe Studio rooms in all.

❖ Deluxe Twin Room:

The Deluxe Twin Room is Amari Dhaka's regular enhanced category twin room. The room is 37 square meters in size and has two separate single beds with work area. There are a total of 20 twin rooms.

❖ Junior Suite Room:

The Junior Suite room is Amari Dhaka's regular premium category room. This category room features two separate living and sleeping areas. Junior Suite rooms have one king-size bed and a bathroom, and they are 47-53 square meters in size. There is a total of 20 rooms.

❖ One Bedroom Terrace Suite:

The Amari Dhaka One Bedroom Terrace Suite is a standard premium next category room. This category room features two separate living and sleeping areas, as well as a terrace from which

guests may enjoy the city view. The One Bedroom Terrace Suite has one king-size bed and a bathtub. The room is 75 square meters in size. There are four rooms in all.

Amari offers three classical restaurants and a bar where they provide buffet, a la carte, shisa, and alcoholic beverages.

Cascade Lounge:

Cascade is a neoteric lobby lounge dining space that serves an a la carte breakfast, lunch, and supper menu. In addition, the cascade lounge serves beaked items and provides in-room meal service.

Hours of operation: 24 hours a day, 7 days a week

Deck-41:

It is a rooftop bar with a metropolitan vibe. Deck-41 also serves Shisa, alcoholic beverages, and munchies.

Hours of operation: 2:00 p.m. - 2:00 a.m.

Amaya Buffet Gallery:

Amaya Food Gallery is a signature full-service buffet café with live kitchen stations that serves new, quick, and flavourful global and Asian cuisine. Amaya Buffet Gallery provides breakfast, supper, and lunch buffets.

Hours of Operation:

- Breakfast is served from 6:30 a.m. to 10:30 p.m.
- Lunch is served from 12:30 p.m. - 3:30 p.m.
- Dinner is served from 6:00pm until 10:00pm.

Amari Signature Breeze Spa:

Amari Hotel and Resort Group's Breeze Spa is a branded chain spa. Breeze Spa is an innovative state of mind therapy concept based on the belief that enjoyment is a vital beginning point for wellbeing. The Amari Dhaka Breeze Spa features six single rooms and four Thai-trained therapists.

Fit Center & Swimming Pool:

Amari Dhaka Fit Centre is a wonderful place to work out and swim in order to stay healthy. There are two trainers at Amari Dhaka Fit Center. Under this fit center Amari Dhaka provides Sauna, and Steam facilities I between 6:00 Am to 10:00 Am in the morning.

2.10 Front office Introduction

The smooth operation of a hotel relies heavily on the efficient functioning of its front office, which serves as the pivotal connection point for various departments. Essentially, the front office facilitates two crucial functions: effective communication with guests, employees, and other hotel departments, and the management of accounting procedures, including charges for registered and non-registered guests. With its central role, the front office acts as a hub for preserving information and coordinating the hotel's overall performance. Thus, it can be aptly described as the nerve center of the hotel.

The Front Office at The Amari Dhaka comprises multiple components, including:

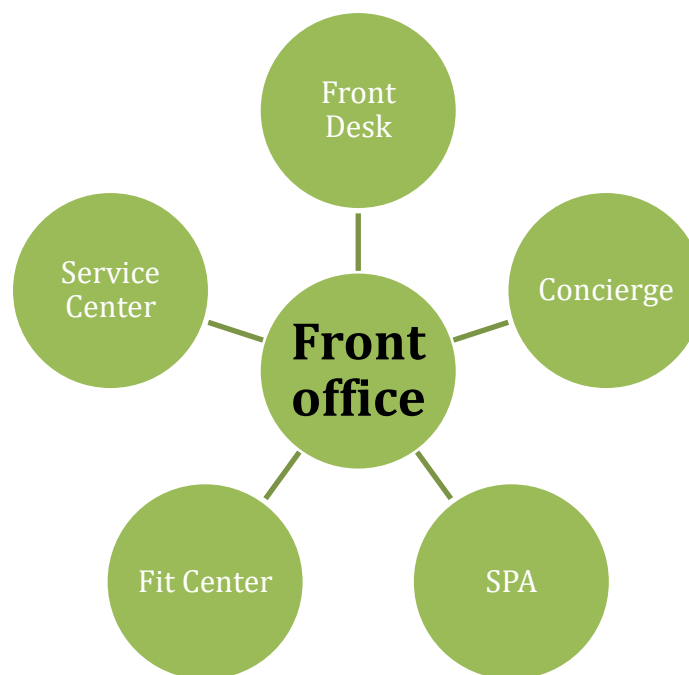


Figure 2- Several Parts of Amari Dhaka Front Office

2.11 Wings of the Front Office

A. Front Desk

After the reservation section has successfully processed a reservation, the subsequent activity occurs at the front desk. At this juncture, the front desk extends a warm welcome to the guest, facilitates room assignment following registration formalities, and assumes responsibility for various operational aspects. These include the management of room keys, handling mail and

messages, overseeing credit limits, processing guest payments, and managing the check-out procedure.

B. Concierge

It is a uniformed service. Concierge desk in The Amari Dhaka is mainly responsible for the following tasks:

- Handle arrival luggage.
- Handle departure luggage.
- Manage luggage store.
- Handle incoming and outgoing parcels and messages.
- Handle lost luggage.
- Endeavor guests with proper information according to their need.
- Distribution the newspaper to the occupied room at night shift.
- Endeavor the transport associate about the guest's car booking

C. Service Center- *'One call can brighten your day'*

Service Center is the telephone-based command center at The Amari Dhaka, handling a majority of guest services. Staffed by highly skilled associates, Service Center coordinates with all hotel departments and possesses comprehensive knowledge of the hotel and its surroundings to fulfil guest needs efficiently. It serves as the primary point of contact for guests, providing personalized assistance and expediting service requests. Guests can simply dial '0' for prompt assistance with any request, entrusting Service Center to handle the rest.

D. Fit Center

The Amari Fit Center, a standard feature of the brand since its inception, is situated on Level 16 alongside the swimming pool on Level 15, as well as sauna and steam facilities. Operating hours are from 6 am to 10 pm.

E. SPA

Amari Breeze Spa employs a total of six therapists who are well trained from the Thailand and operates daily from 11:00 AM to 9:00 PM. Front desk executives handle payment transactions for spa guests and provide access till the spa. Meanwhile, the service center manages appointment slots and handles spa reservations.

Chapter 3

Discussion and Analysis: Operational Processes of the Front Office Department at Amari Dhaka

3.1 Objectives and Processes

As we proceed, the focus shifts towards a detailed exploration of the specific objectives outlined for this internship report, designed to provide a comprehensive understanding of the operational processes within the Front Office at Amari Dhaka.

3.2 To analyze the front office operational processes of the Front Office Department at Amari Dhaka.

This objective entails providing a comprehensive description of the various processes managed by the Front Office Department at Amari Dhaka. It focuses on outlining the roles and responsibilities within critical areas such as the Front Desk, Guest Relations, Transportation, SPA, and Service Centre. Each of these processes plays a crucial role in enhancing overall front office operations, improving guest experiences, and ensuring operational efficiency throughout the hotel.

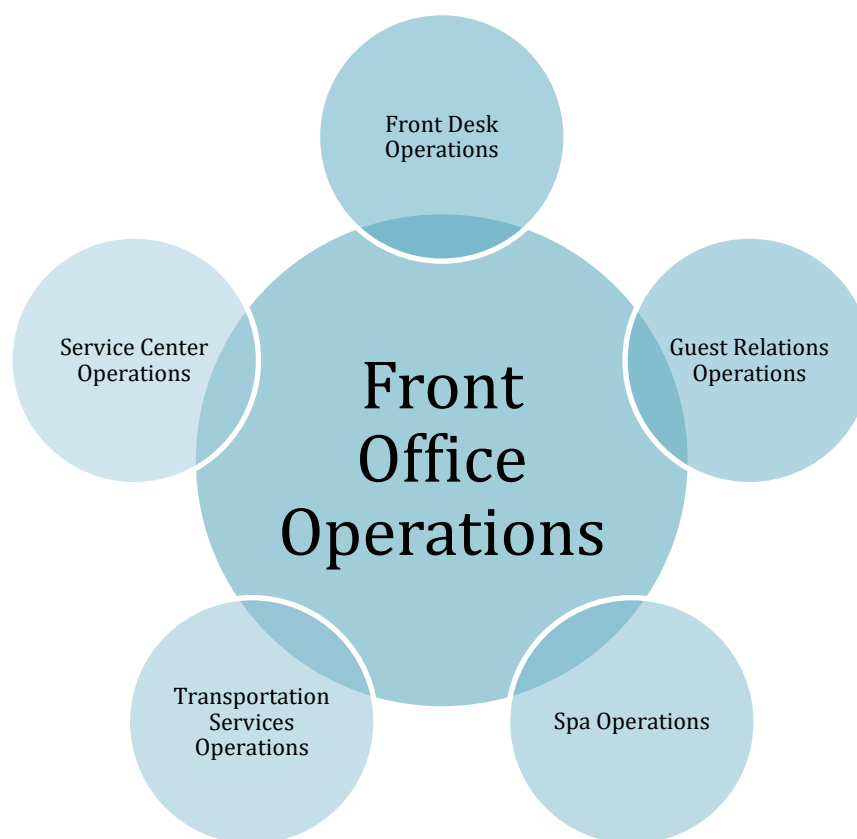


Figure 3- Front Office Undertaken Operations

3.2.1 Front Desk Operations

Front desk operations encompass a range of essential tasks that ensure smooth guest interactions and operational efficiency within a hotel. These operations can be categorized into two main areas:

3.2.1.1 Front-House Operations:

These operations are visible to the guests of the hotel. The guests can interact and see these operations, hence, the name Front-House operations. This operation is undertaken by guest service agent or front desk executive. Few of these operations include:

Interacting with Guests:

- Handling requests for accommodation: Front desk staff greet guests, answer questions, and assist with requests for rooms or services. This includes providing information about room availability, hotel amenities, and local attractions.
- Providing information and assistance: Guests may need help with directions, restaurant recommendations, or booking activities. The front desk serves as the primary point of contact for all these inquiries.

Checking Accommodation Availability:

- Assigning available rooms to guests: The front desk staff use the hotel's reservation system to check room availability and assign rooms to guests based on their preferences and the hotel's occupancy status.

Guest Registration:

- Collecting detailed information during guest registration: During check-in, the front desk collects necessary information such as the guest's identification, payment details, and contact information. This ensures all guest records are accurate and up-to-date.
- Creating a guest's account with the FO accounting system: An account is created for each guest, where all charges and payments during their stay are recorded.

Issuing Accommodation Keys:

- Ensuring guests receive their room keys promptly: After registration, guests are provided with keys or key cards to their rooms. This process must be quick and efficient to ensure guest satisfaction.

Guest Check-Out:

- Settling guest payment at the time of check-out: During check-out, the front desk reviews the guest's account, settles any outstanding charges, and processes the payment. This is also an opportunity to receive feedback from guests about their stay.

3.2.1.2 Back-House Operations:

Front Office staff conduct these operations in the absence of the guests or when the guest's involvement is not required. These operations involve activities such as:

Guest Database Management:

- Determining the type of guest (fresh/repeat) by checking the database: The front desk staff check the hotel's database to identify if the guest is a first-time visitor or a repeat guest. This information helps in providing personalized service.

Personalizing Service:

- Ensuring preferences of the guest to give a personal touch to the service: Based on the guest's history and preferences, the staff can offer personalized services such as room preferences, special requests, or loyalty program benefits.

Accounting:

- Maintaining the guest's account with the accounting system: All charges incurred by the guest during their stay, such as room charges, dining, and other services, are recorded and managed in the accounting system. This ensures accurate billing and financial tracking.

Night Audit:

- Auditing is essentially an organization's financial inspection, and for a hotel, it begins at the front desk. Accurate posting of transactions on guest folios begins at the front desk and is subsequently transferred to the back-office accounting department. During auditing, visitor accounts are counterchecked on a daily basis. Experts propose that hotel management analyze night audit records on a daily basis to acquire insight into hotel occupancy and finances.

The night auditor evaluates all of the hotel's financial activity for the day. This process is typically carried out at the end of the day and the next night, hence the name 'Night Audit'. It can be done via traditional means (papers, receipts, vouchers, coupons, and files) or using contemporary PMS systems, which are simpler, faster, and more efficient. Basic activities during the night audit include:

1. Posting accommodation and tax charges: All room charges and taxes are applied to the guest accounts.
2. Accumulating guest service costs and payments: Additional services such as dining, spa, and room service are charged to the guest's accounts.
3. Settling financial activity of several departments: Ensures that all departments' transactions are balanced for the day.
4. Account receivable settlement entails ensuring that all payments and outstanding amounts are cleared.
5. Running the trial balance for today: A preliminary balance to ensure that all accounts are in line.
6. Preparing the Night Audit Report: A complete report on the day's financial activity, occupancy rates, and other pertinent indicators.

The purpose of the night audit is to analyze the hotel's financial activity by evaluating guest accounts, monitoring credits and debits, tracking visitor credit limits, and tallying expected and actual sales from various departments. Night audits examine the daily cash flow into and out of the hotel's account and are important in hotel business operations. Management uses night audit reports to plan future goals and monitor spending, allowing managers to react quickly to newly acquired knowledge.

3.2.2 Guest Relations Operations

The Guest Relations department plays a crucial role in ensuring guests have a pleasant and memorable stay. This side of front office operations handles a variety of tasks aimed at enhancing guest satisfaction and managing any issues that may arise during their stay.

Welcoming and Greeting Guests:

- Providing a warm welcome to arriving guests: Guest Relations staff greet guests upon arrival, offering a friendly and professional first impression along with the welcome drinks.
- Assisting with check-in procedures: They help streamline the check-in process, ensuring guests are settled into their rooms quickly and efficiently without any kind of difficulties.

Handling Guest Complaints and Requests:

- Resolving issues promptly: Guest Relations staff are responsible for addressing any complaints or problems guests may have during their stay. This includes issues with their room, service, or any other aspect of their experience.
- Managing special requests: They handle special requests such as room upgrades, late check-outs, or specific amenities, ensuring guests' needs are met to the best of the hotel's ability.

Providing Information and Assistance:

- Offering information about hotel facilities and services: Guest Relations staff inform guests about the hotel's amenities, dining options, and other services.
- Assisting with local information and arrangements: They provide recommendations for local attractions, dining, and activities, and can assist with booking transportation, tours, and reservations.

Maintaining Guest Preferences and Profiles:

- Recording guest preferences: They keep detailed records of guest preferences, such as room type, dietary restrictions, and special requests, to personalize future stays.
- Ensuring personalized service: By using guest profiles, the Guest Relations team can tailor their service to meet individual guest needs and expectations, enhancing the overall guest experience.

Guest Feedback and Follow-Up:

- Collecting feedback: Guest Relations staff gather feedback through surveys, comment cards, or direct communication, which helps the hotel improve its services.
- Following up on guest feedback: They follow up on any issues raised by guests to ensure they are resolved satisfactorily and to maintain a positive relationship with the guest.

3.2.3 Transportation Service Operations

The Transportation Services at Amari Dhaka are managed under the Front Office department. It is designed to provide guests with convenient, reliable, and comfortable transportation options. This department handles various aspects of guests' transportation needs, ensuring smooth and efficient travel experiences.

Types of Vehicles Provided:

- Hatchback: Ideal for single travellers or small groups, offering a compact and economical option.
- Coupe: A stylish choice for solo travellers or couples looking for a sleek and elegant ride.
- SUV: Suitable for families or groups, providing ample space and comfort.
- Sedan: A popular choice for business travellers and guests seeking a balance of comfort and style.
- Van and Mini Van: Perfect for larger groups or families, offering spacious seating and additional luggage capacity.

Transportation Services Offered:

- Hourly Basis Transportation: Guests can book vehicles on an hourly basis for short trips or specific errands, ensuring flexibility and convenience.
- Day-Wise Transportation: For longer journeys or full-day excursions, guests can opt for day-wise transportation services, providing a dedicated vehicle and driver for the entire day.

Airport Pickup and Drop-Off:

- Airport Transfers: Amari Dhaka specializes in airport pickup and drop-off services, ensuring guests have a smooth transition between the airport and the hotel. This service is highly efficient and caters to the specific flight schedules of guests.
- Meet and Greet Service: The hotel provides a personalized meet and greet service at the airport, where a representative welcomes guests, assists with luggage, and escorts them to their waiting vehicle.

Local Transportation:

- Inside Gulshan: For guests traveling within the Gulshan area, transportation fares are kept low, making it affordable and convenient for short trips around the neighbourhood.
- Local Attractions and Business Meetings: The Transportation Services team can arrange trips to local attractions, shopping areas, or business meetings, ensuring guests have access to all the destinations they need to visit.

Service Efficiency and Quality:

- Well-Maintained Fleet: All vehicles are regularly serviced and maintained to ensure safety, reliability, and comfort for guests.

- **Professional Drivers:** The hotel employs professional, courteous, and knowledgeable drivers who are familiar with the local area and committed to providing excellent service.

Guests or anyone in need of transportation can book the service from Amari Dhaka according to their specific needs and criteria. The hotel offers flexible booking options to cater to various requirements, ensuring a seamless experience for all users.

3.2.4 Service Center Operations

The Service Center Executive at Amari Dhaka stands as one of the most crucial operations within the front office department. As the primary interface between the hotel and its guests, the Service Center handles a wide array of inquiries with finesse and efficiency. Beyond managing calls about accommodations, amenities, and dining options, they facilitate seamless communication across the hotel.

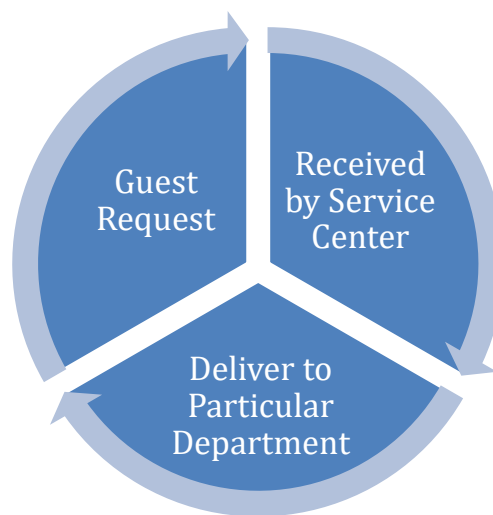


Figure 4- Guest Request Cycle

This role demands not only mastery of the hotel's services but also a knack for problem-solving and diplomacy to address guest needs promptly and professionally. By embodying the hotel's commitment to exceptional service, the Service Center Executive ensures that every interaction reflects positively on the hotel's reputation. Their role is pivotal in shaping the guest experience from the very first point of contact, underscoring their importance in the overall operations of Amari Dhaka. Amari Service Center adheres to the following standards:

- ✓ Promptly answer incoming calls at Amari Service Center within 3 rings to provide efficient assistance.

- ✓ Focus on actively listening to guests to understand and address their inquiries and concerns effectively.
- ✓ Dedicate efforts to meeting guest requests with high-quality service and attention to detail.
- ✓ Ensure guest satisfaction by following up within 15 minutes of service delivery to confirm their needs are met.
- ✓ Conduct daily courtesy calls to enhance guest engagement and ensure their comfort and satisfaction during their stay.

3.2.5 Spa Operations

Experience tranquillity and rejuvenation at Amari Dhaka's Breeze Spa, a sanctuary located on the 15th floor offering a serene escape from the city bustle. As a distinguished Thai Spa Company, Breeze Spa specializes in bespoke treatments designed to harmonize mind, body, and soul. Guests can indulge in signature massages or personalized wellness programs tailored to their preferences.

Breeze Spa's innovative mood therapy treatments prioritize happiness as a cornerstone of wellness, enhanced by soothing décor, soulful music, and aromatic oils. With six single rooms, steam baths, and a sauna area, guests can unwind and recharge amidst luxurious amenities. Treatments are offered on an hourly basis, ranging from 60 to 180 minutes, with pricing inclusive of city tax, VAT, and additional charges.

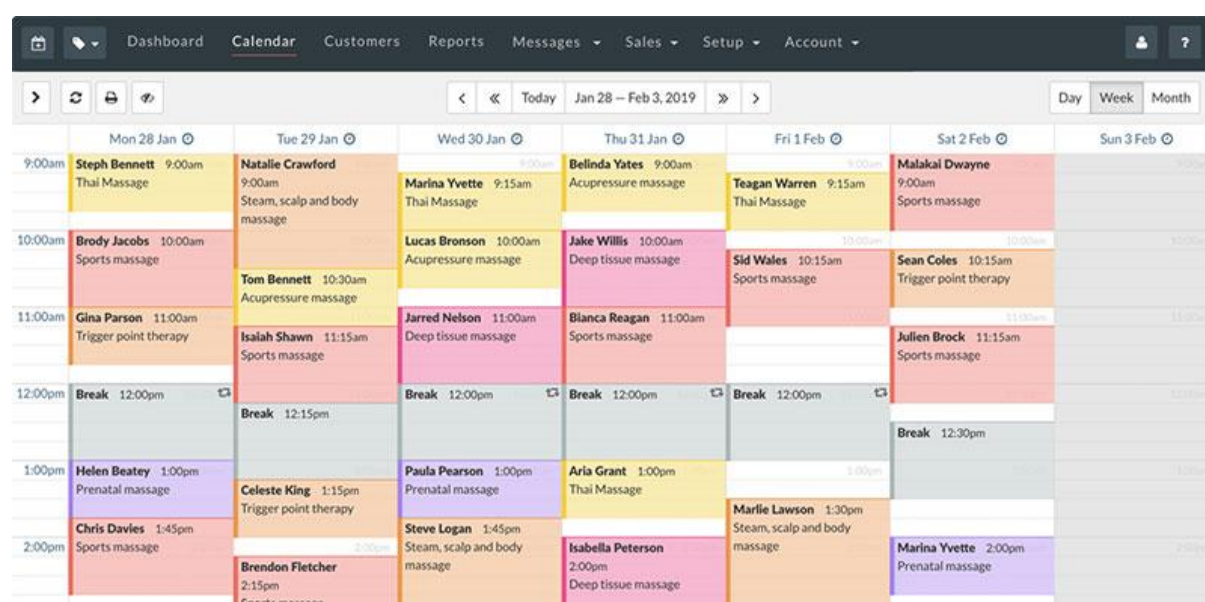


Figure 5- Spa Reservation Track List

Operated under the Front Office department, Spa reservations are managed by the Service Center or Front Desk staff, ensuring seamless scheduling from 11:00 AM to 8:30 PM daily. Each visit promises a transformative experience, combining expert therapies with tailored packages like the Dreamy or Energized treatments, catering to diverse wellness needs.

3.3 To explain the check-in and check-out procedures of the Front Office Department at Amari Dhaka

3.3.1 Explaining Amari Dhaka's Check-In Process:

1. Warm Greeting: Welcome the guest with a friendly smile and verbal greeting, creating a positive first impression and setting a welcoming tone for their stay.
2. Hospitality Gesture: Offer the guest a welcome drink, such as a refreshing beverage, to enhance their arrival experience and make them feel valued and appreciated.
3. Reservation Confirmation Handling: Collect the guest's reservation confirmation details, ensuring accuracy and completeness for smooth check-in procedures and effective room allocation.
4. Identification Verification Process: Verify the guest's identity by requesting their NID card for local guests or passport along with the Visa for foreign guests, adhering to legal and security requirements.
5. Registration Card Presentation and Completion: Present the registration card to the guest, explaining its purpose and assisting them in filling out necessary details accurately, ensuring compliance with regulatory standards.
6. Information Gathering and Signature: If the guest hasn't provided a business card, politely ask them to provide essential contact information manually on the registration card, ensuring all required fields are completed and obtaining their signature as acknowledgment.
7. Return of Identification Document: Return the guest's identification document promptly and courteously, ensuring a smooth flow of the check-in process and demonstrating respect for their personal belongings.
8. Incidental Charges Inquiry: Inquire about any potential incidental charges or additional services the guest may require during their stay, informing them of hotel policies and ensuring transparency in billing procedures.

9. **Comprehensive Hotel Amenities Briefing:** Provide a detailed overview of the hotel's amenities, facilities, and services available to the guest, ensuring they are aware of all the resources at their disposal to enhance their stay experience.
10. **Guest Queries Addressing:** Encourage the guest to ask any questions or seek clarification on hotel policies, amenities, or local attractions, demonstrating attentiveness to their needs and willingness to provide assistance.
11. **Key Handover Ceremony:** Conclude the check-in process by ceremoniously handing over the room keys to the guest, expressing gratitude for their patronage and wishing them a pleasant and comfortable stay at the hotel.



Figure 6- Check-in sequence

3.3.2 Explaining Amari Dhaka's Check-Out Process:

Check-out or guest's departure signifies the culmination of their stay, prompting a meticulous process to ensure a seamless transition. We promptly settle any outstanding charges, provide attentive service, and verify room condition, facilitating a smooth check-out experience. Expressing gratitude for their patronage, we bid farewell warmly and ensure the return of any deposited items or keys. Post-departure, our housekeeping team diligently prepares the room for the next guest, maintaining our commitment to cleanliness and comfort. With meticulous attention to detail and exemplary customer service, we strive to leave a lasting positive

impression, ensuring every guest departs with satisfaction and a desire to return. Following the guest's departure, the hotel staff ensures a smooth and efficient process to conclude their stay. This includes:

1. **Settling Outstanding Charges:** Guests are provided with a final bill detailing any outstanding charges incurred during their stay, such as room service, minibar usage, or additional amenities. The front desk staff assists guests in settling these charges through various payment methods.
2. **Checking Out:** The guest officially checks out of their room by returning any room keys or access cards to the front desk. The front desk staff verifies the guest's identity, reviews the bill, and processes the check-out in the hotel's system.
3. **Returning Deposited Items:** If guests have deposited any items with the hotel for safekeeping during their stay, such as valuables or luggage, these are returned to them during the check-out process. The staff ensures that all items are accounted for and returned in good condition.
4. **Bidding Farewell:** As guests depart, hotel staff members bid them farewell and express appreciation for their stay. This interaction may include thanking the guest for choosing the hotel, inviting them to return in the future, and providing any necessary assistance with transportation or luggage.
5. **Post-Departure Procedures:** Once the guest has left, housekeeping staff enters the room to clean and prepare it for the next guest's arrival. This involves changing bed linens, replenishing amenities, sanitizing surfaces, and ensuring that the room meets the hotel's cleanliness standards. Additionally, any maintenance issues or repairs identified during the guest's stay are addressed promptly to maintain the quality of the room.

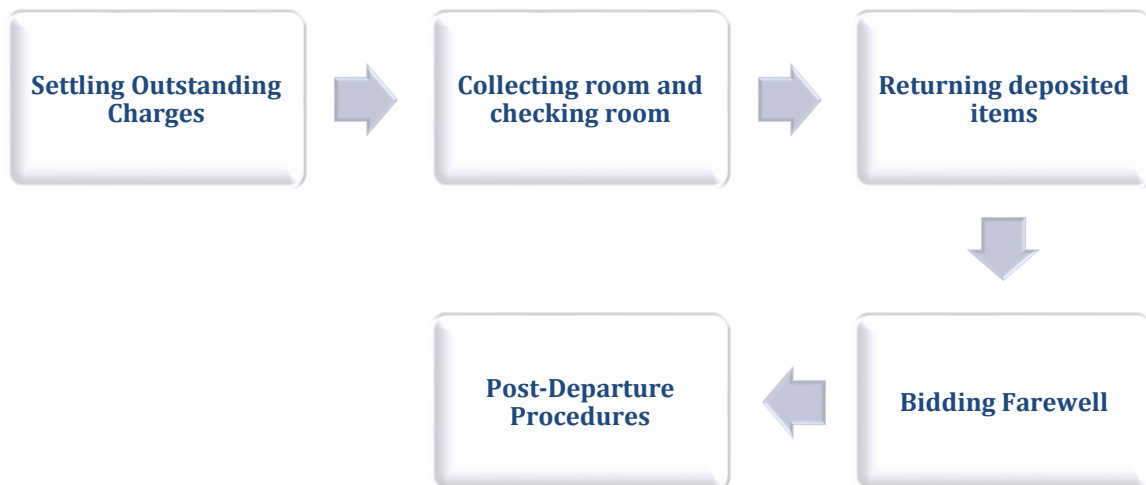


Figure 7- Check-out Sequence

Overall, departure procedures are designed to ensure that guests have a seamless and positive experience as they conclude their stay at the hotel. From settling payments to bidding farewell, every aspect is carefully managed to leave a lasting impression and encourage future visits.

3.4 Front Office Uses of Property Management Software

The utilization of property management software (PMS) within the front office is pivotal in streamlining operations and enhancing efficiency in hotel management. Through PMS, front office staff can efficiently manage reservations, check-ins, check-outs, room assignments, and billing processes. This software enables real-time updates of room availability, rates, and guest preferences, allowing for seamless coordination between different departments within the hotel. Additionally, PMS facilitates the integration of various systems such as housekeeping, accounting, and point-of-sale, enabling smooth communication and data sharing across the entire establishment. By leveraging the capabilities of property management software, front office personnel can deliver exceptional guest experiences while optimizing operational workflows to meet the evolving needs of the hospitality industry.

To streamline front office operations, The Amari Dhaka employs 'Opera' as its property management software.



Figure 8- Opera PMS Login Window

3.5 Opera Property Management Software

At the heart of the OPERA enterprise solution lies the leading property management software, the OPERA Property Management System (PMS). Tailored to meet the diverse needs of hotels of any size or chain, OPERA PMS equips hotel staff with comprehensive tools to efficiently handle day-to-day operations including reservations, guest check-ins and check-outs, room assignments and inventory management, guest services, and accounting tasks. This highly adaptable property management software is customizable to each property's specific requirements and operates seamlessly in both single-property and multi-property environments, with all properties within a complex sharing a unified database. OPERA Property Management System integrates fully with other OPERA modules such as Sales and Catering, Gaming and Comp Accounting, Vacation Ownership System, Quality Management System, and central systems like ORS (Opera Reservation System) and OCIS (Opera Customer Information System).

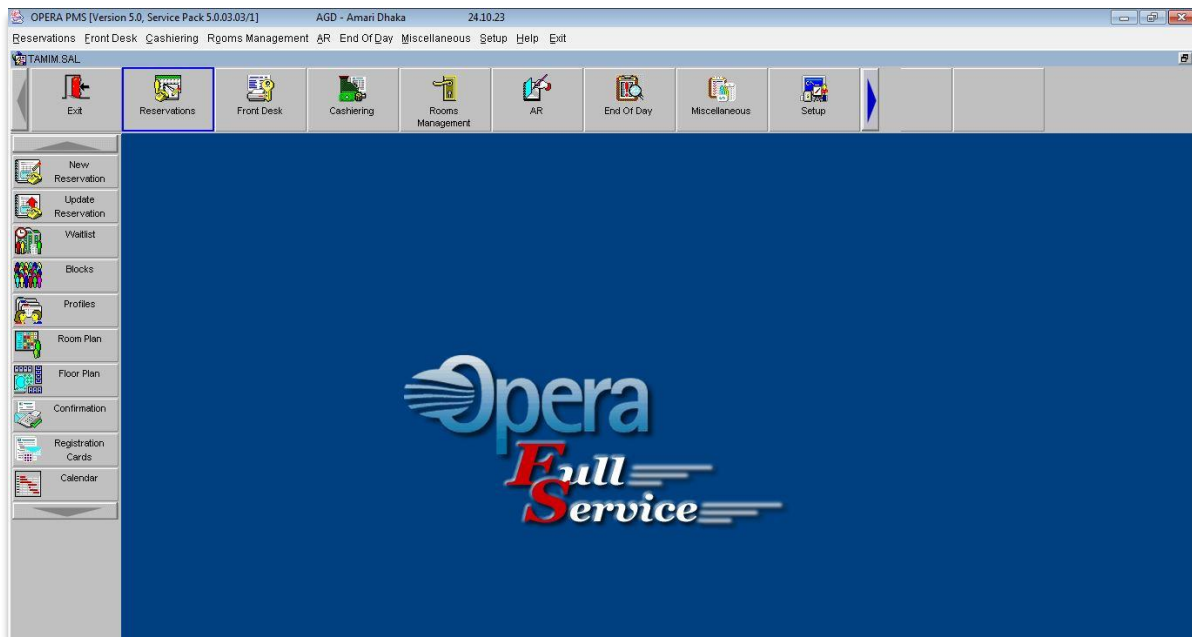


Figure 9- Opera PMS Reservation Tab

Chapter 4

Findings, Recommendations, and Conclusion

4.1 Findings

As a trainee within the Front Office team at Amari Dhaka, I encountered noteworthy observations that captured my attention, as follows:

Here are the findings from my observations:

1. **Dynamic Property Management Software Usage:** Amari Dhaka utilizes the Opera Property Management Software, a powerful and expensive tool designed to manage a vast array of hotel operations. This software is integral to the efficiency of tasks such as financial transactions, guest check-ins, and overall front-house operations. With its extensive capabilities, Opera provides a wealth of information necessary for the seamless management of the hotel. However, the software's outdated version presents certain challenges. There are occasional lags due to its age, leading to slower processing times, which can extend wait times for guests and increase the pressure on staff. Despite these challenges, Opera remains a vital asset, enabling the hotel to handle complex operational demands. When functioning optimally, it greatly enhances the overall guest experience by facilitating smooth service delivery. However, instances where the software fails to perform as expected, especially in front of guests, can create a negative impression, impacting the perceived quality of service. Balancing the robust strengths of Opera with the need to address its limitations is essential for maintaining smooth operations and ensuring guest satisfaction.
2. **Multilingual Communication Challenges:** Communication difficulties arise at Amari Dhaka due to a diverse clientele with guests speaking languages other than English, such as Chinese and Russian. This disrupts guest relations and leads to challenges in effective interaction and service delivery.
3. **Streamlined Check-In Process:** The check-in process at Amari Dhaka is designed to be efficient and welcoming. Upon arrival, guests are greeted by the front office staff, who promptly begin the check-in procedure. The use of Opera Property Management Software allows for the swift retrieval of guest information; however, the process occasionally faces delays due to system lags. Despite this, the front office team is trained to manage these situations with poise, ensuring that the check-in process remains smooth and that guests receive all necessary information about their stay, including room details, available amenities, and any special requests.

4. **Coordinated Check-Out Procedures:** The check-out process is another critical operation within the front office department. At Amari Dhaka, this process is carefully managed to ensure that all guest accounts are accurately settled and that any final requests are addressed. The front office team uses the Opera Property Management Software to finalize billing and process payments. While generally efficient, the check-out process can be slowed by technical issues with the software, particularly during peak times. However, the staff's ability to troubleshoot and offer alternative solutions, such as manually processing transactions, helps maintain the flow of operations and ensures a positive guest departure experience.
5. **Inadequate Seating Arrangements:** Many guests arrive after long flights or extensive travel and prefer to check in while seated. However, at the front office of Amari Dhaka, there are no seating arrangements for arriving guests, requiring them to check in while standing. This can be particularly difficult for both the guests and the service agents, who must stand for up to nine hours.
6. **Inefficiency in Handling Paperwork:** As guest service agents, we frequently misplace documents, which is not cost-effective. Additionally, many printers do not function properly, further hindering our ability to process paperwork efficiently.

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

4.2 Recommendations

Drawing from my findings during my tenure, the following recommendations emerge:

1. Considering the current version of the Opera Property Management Software at Amari Dhaka could be advantageous to ensure it aligns with the evolving needs of the hotel. While Opera provides extensive capabilities essential for hotel operations, exploring opportunities to upgrade or optimize the software might help mitigate occasional lags and processing delays. Additionally, enhancing staff training on any new features or updates could further improve the efficiency of front-house operations. By proactively addressing these challenges, the hotel can continue to leverage the strengths of Opera while minimizing its limitations, ultimately enhancing the guest experience and operational flow.
2. Addressing the language barriers faced by international guests at Amari Dhaka could involve exploring comprehensive multilingual guest service solutions. Considering

training frontline staff in key languages such as Chinese, Russian, and others prevalent among guests, as well as evaluating the potential of deploying translation services via digital platforms or onsite interpreters, might be beneficial. Additionally, providing multilingual information materials like room guides and menus, equipping staff with language translation apps or devices for real-time communication, and offering cultural sensitivity training could enhance communication effectiveness. These measures would likely improve guest relations and foster a more welcoming environment for diverse clientele.

3. Exploring the option of providing comfortable seating arrangements in the front office for guests who prefer to check in while seated could enhance the overall guest experience. Redesigning the front office layout to include such accommodations might improve comfort for guests, particularly those who are tired after long journeys. Assessing these changes may also contribute to a more pleasant working environment for guest service agents.
4. Implementing a robust document management system could be beneficial for minimizing the risk of misplaced paperwork. Ensuring regular maintenance and upgrades for printers might help keep them functioning properly. Adopting these practices may enhance operational efficiency, reduce costs related to misplaced documents, and streamline the check-in process.

4.3 Conclusion

As a student of Tourism and Hospitality Management, I recently concluded a fulfilling six-month internship within the Front Office Department of Hotel Amari Dhaka, a distinguished five-star establishment catering to discerning guests. Throughout my tenure, I had the privilege of immersing myself in the intricacies of hotel operations and service delivery, gaining invaluable insights into the hospitality industry.

This report endeavours to encapsulate the wealth of knowledge and experiences garnered during my internship, particularly focusing on the Front Office Department's operational processes dynamics. Within the bustling setting of an internationally renowned business-oriented hotel in Bangladesh, every interaction and task presented a unique opportunity for growth and learning.

My time at Amari Dhaka not only provided firsthand exposure to the meticulous workings of a premier hospitality establishment but also fostered personal and professional development.

Through this report, I aim to offer a reflective overview of Front Office Operational process at Hotel Amari Dhaka, showcasing the myriad facets of its operations and the significance of its service ethos.

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