

Operational Process of the Front Desk of Renaissance Dhaka Gulshan Hotel

Internship Report
On
Operational Process of the Front Desk of
Renaissance Dhaka Gulshan Hotel

Submitted by

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Date of Submission: 18.08.2024

LETTER OF TRANSMITTAL

Ms. Farhana Yeasmin Lina
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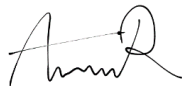
Subject: Submission of internship report ‘Operational Process of the Front Desk of Renaissance Dhaka Gulshan Hotel’.

Dear Ma’am,

With all due respect, I hereby submit my report on ‘Operational Process of the Front Desk of Renaissance Dhaka Gulshan Hotel’ to the Faculty of Business & Entrepreneurship through the Department of Tourism & Hospitality Management. This report is based on my six-month internship with the Renaissance Dhaka Gulshan Hotel at the front office department. The report was prepared as a requirement to complete my internship program at the organization where I had been appointed.

I’ve been fully dedicated during my internship period at Renaissance Dhaka, where I’ve learned greatly about the hotel operations. I will be glad to share any more information or answer any questions you may have concerning this report.

Sincerely yours,



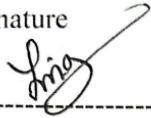
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CERTIFICATE OF APPROVAL

This is to certify that this report, entitled '**Operational Process of the Front Desk of Renaissance Dhaka Gulshan Hotel**' is prepared by Mashoor Saad Karim, ID: 193-43-422. This report is the conclusion of the 6 months internship completed at Renaissance Dhaka Gulshan Hotel. He has completed his internship from Renaissance Dhaka Gulshan Hotel, as an Intern under the Front Office Department from 3rd July 2023 to 15th January 2024. He successfully finished his internship report under my supervision. During my watch, I found him to be prompt, dedicated, and honest. I pray for his prosperity and an improved career in the years to come. I confirm that I have reviewed this report and believe it is satisfactory in terms of quality and meets the guidelines of the BTHM program.

Signature



Ms. Farhana Yeasmin Lina

Lecturer

Department of Tourism and Hospitality Manager

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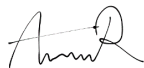
STUDENT DECLARATION

I am grateful to all my mentors and coworkers who it possible for me to complete my internship from Renaissance Dhaka Gulshan Hotel. It was truly an honor to take my internship at this renowned Marriott International hotel.

I, Mashoor Saad Karim, ID: 193-43-422, a student of Tourism and Hospitality Management from Daffodil International University certify that this report titled ‘Front Desk Operations of Renaissance Dhaka Gulshan Hotel’ has been prepared for the sole purpose of completing my internship course.

This report represents my performance during my internship period and it belongs to me. Therefore, any duplication or copy and use without permission is strictly prohibited.

Signature



Mashoor Saad Karim

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ACKNOWLEDGEMENT

First and foremost, I thank the Almighty for allowing me to successfully complete my internship and report on time. The effective writing of this report was made possible by the contributions of several individuals to whom I am thankful and wish to express my heartfelt gratitude. I would like to convey my sincere and immense gratitude to my internship supervisor **Ms. Farhana Yeasmin Lina**, Lecturer of the Department of Tourism and Hospitality Management, Daffodil International University. I am deeply indebted to her whole hearted supervision to me during the internship period.

I'd also want to thank the management of the Renaissance Dhaka Gulshan Hotel for providing me with the chance to complete my internship and for training me on the latest developments and approaches of Marriott hotel culture and business. I am especially thankful to **Mr. Al-Amin** (Hotel Manager), **Mr. Walid Shamim** (Asst Director of Sales & Marketing), **Mr. Jibon** (Asst Manager of F&B Sales), **Mr. Shah Md. Nooruddin** (Team Leader DTS) and **Mr. Tanjim Batin** (Guest Relation Executive) for the continuous support throughout my internship period. Lastly, I would like to thank all of my co-workers for their assistance in completing my internship.

Executive Summary

Renaissance Dhaka Gulshan Hotel is the latest addition of Marriott hotels in Bangladesh. I have had an incredible opportunity to work at the front office department of Renaissance Dhaka for 6 months as a trainee at the front desk. As a front office trainee, I have got to learn the core tasks of the front desk section and contribute to the operations of the hotel. This report is based on my 6 month internship at Renaissance Dhaka Gulshan Hotel. The purpose of the report is to analyze the front desk operations to identify major findings and to provide recommendations based on that.

Renaissance Dhaka Gulshan Hotel is significantly different from other Marriot hotels and has its unique attributes and services. The hotel aims to provide memorable experience to its guests along with a touch of local culture and heritage. Twelve departments of the hotel work in collaboration to achieve this goal.

The front desk section of Renaissance Dhaka strives to provide a striking impression from the beginning of a guests stay until the very end. Front desk has a key responsibility as it is the first point of the Renaissance experience. The core tasks of the front desk are focused towards the visitors' need and a smooth operation is necessary to fulfill that. A detailed analysis has been deliberated of the front desk operations and its core tasks in this study. A step by step breakdown of the operations have been given to signify the importance of each action. The study highlights the significance of front desk operations and its coordination with other departments.

By analyzing the front desk operations some key findings have been identified which have prevailing effect on the hotel. The findings are crucial parts taken from the breakdown the core tasks of the front desk section. Based on how these parts are performed can cause major differences in the smooth operation the hotel aims to have. Many challenging situations can arise depending on this. Recommendation have been given to ensure smooth operational flow based on these findings. The adaptations mentioned in this report can improve the consistency of service quality in the front desk section of Renaissance Dhaka.

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Chapter 1

Introduction

1.1 Introduction

Situated in the area of commercial and diplomatic significance in Gulshan Avenue, Renaissance Dhaka Gulshan Hotel is latest addition of Marriott hotels in the city of Dhaka. In only 4 years, Renaissance Dhaka has taken the spot of the highest rated Marriott Hotel in the country. The hotel has made this incredible achievement possible through proper implementation of the Marriott values in the service provided. As the first point of contact, the front office department plays a crucial role into ensuring guest satisfaction. The front office staff takes the responsibility of creating a positive first impression as well as maintaining a comfortable home-like stay for the guests. Starting from the arrival of guests and till their departure, including the requirements they might have during their stay, everything is planned by the front office prior to the guests' arrival and executed throughout their stay. I have prepared this report to showcase the key role played by front office in the overall hotel operations.

1.2 Background of the Report

To complete my graduation, I have undertaken 6 months of internship as a requirement of my program of Bachelor of Tourism & Hospitality Management. This report is prepared based on my experience of working 6 months for the front office department of Renaissance Dhaka Gulshan Hotel. During my internship period, I have worked at the front desk section of the front office department.

1.3 Scope of the Report

The report focuses on the importance of front desk procedures to ensure exceptional customer service in the hotel industry. This report has covered the core activities and details of the front desk operations of the front office department which will focus on the procedures implemented to achieve customer satisfaction and loyalty. Apart from that, it exhibits a clear image of the importance of front office department in the overall hotel operations. The scope of this research is limited to Renaissance Dhaka Gulshan Hotel due to confidentiality concerns. The study is based on practical work & observations, allowing me to apply academic knowledge to real-world scenarios in the hotel sector.

1.4 Objective of the Report

1.4.1 Broad Objective

This report is prepared as a requirement to complete my program of Bachelor of Tourism & Hospitality Management. The main purpose of this report is to provide a detailed elaboration of the front desk operations of Renaissance Dhaka Gulshan Hotel.

1.4.2 Specific Objectives

- To analyze operational process of the front desk of Renaissance Dhaka Gulshan Hotel.
- To identify the major findings related to the front desk operational process.
- To provide recommendations based on the findings.

1.5 Methodology

The report is of qualitative nature and focuses on the front desk operations of Renaissance Dhaka Gulshan Hotel. All information for this report is gathered via study, practical work and observation of day to day activities. The data used in the making of this report has been collected from secondary sources. They are as following,

1.5.1 Secondary Data Sources

- Various documents and information that were given by my supervisors and senior staff.
- Hotel brochures, pamphlets, fact sheet.
- Official website of Renaissance Dhaka Gulshan Hotel.
- Standard of procedures (SOP) of Renaissance Dhaka Gulshan Hotel.
- Operational reports of the front office department.
- Mainstream media and online articles on the property.

1.6 Limitations of the Report

As the report was made on a hotel with strict regulations of privacy policies the following limitations were identified during writing the report,

- Much of the information is confidential and not accessible to all employees.
- Restricted access to operational reports.
- Fast-paced work environment making employees less likely to spend time on sharing such information.
- An immense amount of knowledge to learn in a short period of time.
- A minimal amount of information available on online websites and social media platforms.

Chapter 2

An Overview of Renaissance Dhaka Gulshan Hotel

2.1 Introduction of Renaissance Dhaka Gulshan Hotel

Renaissance Dhaka Gulshan Hotel is the most recent addition to the Marriott hotel portfolio in Dhaka, located on Gulshan Avenue, a commercial and diplomatic hub. In just four years, Renaissance Dhaka has become the country's highest-rated Marriott Hotel. The hotel accomplished this extraordinary feat by properly implementing Marriott values in the services it provides. The Renaissance Dhaka Gulshan Hotel is conveniently positioned in Gulshan's most active and exciting area, making it suitable for both business and pleasure guests. The hotel offers elegant features and ultra-modern decor throughout the 211 beautiful rooms and suites. As a core Marriott hotel, Renaissance Dhaka takes in the responsibility to represent the local culture to its foreign guests. The implementation of it can be seen all over the hotel through its unique architecture and decoration.

Renaissance is the lifestyle brand of Marriott and the hotel strives to represent that. Setting the trends of the hotel industry is an area of focus for this hotel. Renaissance Dhaka is a 19 storied building consisting of 211 rooms and 5 different food and beverage outlets and operated by over 300 employees. On the lobby of the hotel, there is the Gulshan Baking Company (GBC), which operates 24 hours. This is the lobby café and serves freshly brewed coffee, savory and bakery items along with delicious cakes and pastries. On the 3rd level of the hotel is the all-day dine in restaurant called Bahar. There is a lounge facility for elite guests of Marriott Bonvoy program. The hotel has one of the most exclusive restaurants in the city that offers the finest cuisines from worldwide. On the roof of the hotel is a beautiful swimming pool with a spectacular view of the whole city along with an elegant bar. Similar to the hotel, the food and beverage outlets have made a name for themselves for their unique features.

2.2 Background of Renaissance Dhaka Gulshan Hotel

The hotel started its journey from the December of 2019. With a prime location and luxurious services the hotel was set to take over the market. But unfortunately, just after a couple months of opening the global pandemic Covid-19 happened and closed everything down. Once the restrictions loosened up on travelling, the hotel started making a reputation

for itself. Renaissance Dhaka received the ‘Best Luxury Hotel’ award at the Asia Pacific Hotel Awards for 2021, becoming the first Bangladeshi hotel to ever win this award. The hotel has come a long way since then and is currently the number one ranked Marriott hotel in Bangladesh.

Year of Establishment	2019
Brand	Marriott
Type of Hotel	5 star lifestyle brand chain hotel
Accommodation	211 Rooms
Group	Premier Hotel Management Company Ltd
Address	78, Gulshan Avenue, Dhaka-1212
Contact no	+8801704112636
Email	rhidhakafo@marriott.com
Number of outlets	5
Location	Located in the commercial and diplomatic hub of the city
Transport	11.2 kms from hotel to airport (15 minutes by elevated expressway)

Figure 2.2: Information at a glance of RHI

2.2.1 Mission of Renaissance Dhaka Gulshan Hotel

To provide the guest a ‘home away from home’ experience through exceptional guest service.

2.2.2 Vision of Renaissance Dhaka Gulshan Hotel

As a core Marriott brand Renaissance strives for Marriott to become the world’s favorite travel company.

2.2.3 Organization Chart of Renaissance Dhaka Gulshan Hotel

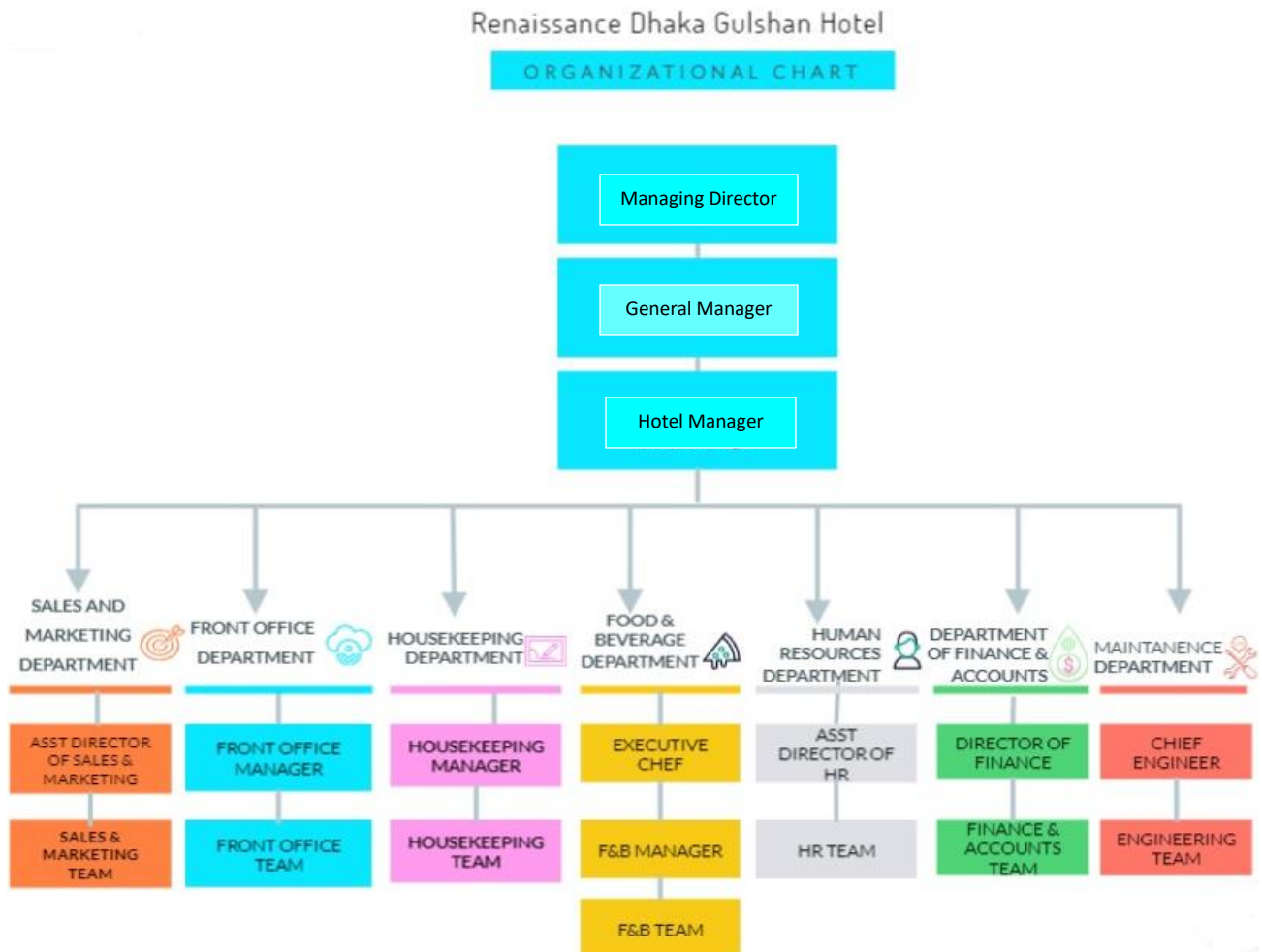


Figure 2.2.3: Organizational Chart of Renaissance Dhaka

2.3 Functional Departments of Renaissance Dhaka Gulshan Hotel

Renaissance Dhaka Gulshan Hotel is one of the top rated hotels in the country and that has been made possible through tireless effort of hundreds of employees from multiple departments. The hotel consists of 11 departments which work in synchronization to ensure

smooth operations and top notch guest service. The following are the functional departments of Renaissance Dhaka Gulshan Hotel,

Serial No.	Department
1	Front Office
2	Sales & Marketing
3	Food and Beverage Production
4	Food and Beverage Service
5	Housekeeping
6	Reservations
7	Human Resource
8	Finance & Accounts
9	Purchase
10	Information Technology (IT)
11	Engineering Department
12	Loss Prevention

Figure 2.3: List of Departments of Renaissance Dhaka

2.3.1 Front Office Department

The front office department takes the responsibility of creating a positive first impression as well as maintaining a comfortable home-like stay for the guests. As the face of the hotel, the front office plays a crucial role in overall guest experience. Starting from the arrival of guests and till their departure, including the requirements they might have during their stay, everything is planned by the front office prior to the guests' arrival and executed throughout their stay. The front office department of Renaissance Dhaka has 35 employees working divided into various sections of front office. The sections include the Front Desk, the Navigator (Concierge service), Guest Relations, Delighted To Serve (DTS), Executive Club Lounge, Fitness Centre and the Spa. As a 5 star Marriott hotel Renaissance Dhaka ensures the front office employees trained properly to be able to provide the standard of

service promised by Marriott. With a team of dedicated and enthusiastic employees, Renaissance Dhaka strives to provide its guest top-notch service in a swift manner. Starting from the check-in to dropping off a guest in the airport, all services are provided as per Marriott policies and standards.

2.3.2 Sales & Marketing Department

Renaissance Dhaka Gulshan Hotel has one of the strongest sales team at work. With experienced sales managers and a strong leader, Renaissance Dhaka has managed to become one of the highest revenue generating hotel in just 4 years. The sales department has built a strong network in the commercial and diplomatic area of Gulshan allowing them to bring in a massive flow of foreign guests into the hotel. With corporate giants like Japan Tobacco International (JTI), Samsung, Mitsubishi Corporation and Gulf Airways as clients Renaissance Dhaka hold a strong grip over the hotel market of this country. Along with the sales team, Renaissance Dhaka has a talented marketing team actively working on promoting the services offered by the hotel in new and exciting ways. The efforts of the marketing team has created a lively presence of the hotel around various social media platforms.

2.3.3 Food and Beverage Production

Renaissance Dhaka Gulshan hotel offers 5 on-property food and beverage outlets to guests, each known for their exceptional attributes. A large team of trained and experienced chefs, work round the clock to ensure the food and beverage provided in these outlets are of the highest standard. The production department can be divided into 3 main kitchens and they are the hot kitchen, the cold kitchen and the pastry kitchen. As the executive chef specializes in Indian cuisine, the all-day dine in restaurant offers a variety of mouthwatering Indian dishes. Renaissance Dhaka has hired an executive sous chef from Indonesia who specializes in steaks and is the head chef of the exclusive global cuisine restaurant in the hotel.

2.3.4 Food and Beverage Service

The food and beverage service department plays a crucial role into ensuring guest satisfaction. The food and beverage service team has one of the highest ratings among staff in the hotel. The team is full of young, dedicated and hard-working individuals who put their heart on the work. The all-day dine in restaurant of the hotel is always at maximum capacity during the weekends. The service staff do an extraordinary job to make sure the guests arriving at the restaurant leave fully satisfied no matter how crowded the place is.

2.3.5 Housekeeping Department

The housekeeping department is another front line department that has direct interaction with the guests at the hotel. The department plays a crucial role in the upkeep and tidiness of the hotel making it a comfortable and welcoming environment for the guests. The housekeeping department of Renaissance Dhaka does an incredible job to ensure cleanliness in the fast-paced environment of the hotel. During rush hours, when there is a large amount of check-outs and check-ins, the housekeeping team thrives by preparing the rooms in moments where the guests can enter without any complaints. As a 5 star hotel it is essential to have an attractive appearance inside the hotel at all times and it is made possible by the continuous effort of the Housekeeping department of Renaissance Dhaka.

2.3.6 Reservations Department

The Reservations department of Renaissance Dhaka Gulshan Hotel is a small team working under the Sales & Marketing department. Yet the department does a phenomenal job to make sure all reservations are put into the system accordingly. Reservations department directly communicates with host clients and provides them proper information regarding bookings. The role of this department is complex as any misinterpretation of a reservation could cause serious complaints from guests and hamper their stay at the hotel. The

Reservations department of Renaissance Dhaka continues to successfully take in bookings even on the busiest of times.

2.3.7 Human Resources Department

Managing a hotel with over 300 employees is no easy task. The Human Resources department of Renaissance Dhaka takes on this big responsibility with a small team of professionals. The department works in implementing the rules and regulations of Marriott properly. Marriott is well-known for its associate policies and the HR department strives to provide the best facilities and environment to the hotel employees accordingly. The department is regular on creating events to maintain high morale among the employees. During my time there, I have seen them arrange complimentary eye checkup session, skincare session, and training sessions that benefit the employees of the hotel. Human Resources department also does a wonderful job in celebrating special occasions

2.3.8 Finance & Accounts Department

The director of finance looks over the finance & accounts department of Renaissance Dhaka. The work of this department is the most sensitive task in the hotel with lot of complications involved. The department works in coordination with the Front Office and Sales department. The accounts department hold other departments accountable for any wrongful transaction and make sure Marriott guidelines are followed in all transactions that are made in the Hotel. All kinds of refunds are done through this department. Renaissance Dhaka has a strong finance and accounts department which is dedicated and responsible for the error free operations.

2.3.9 Purchase Department

The role of the Purchase department is to provide a smooth flow of supplies to all the other departments of the hotel. The Purchase department does one of the most important task in the hotel. Without the timely supply of products other departments would fail to operate

properly. The department collects requisitions from various departments, gets approval from finance to place orders, communicates with vendors to make the right choice of products, places the order and collects them on time to deliver it to the right departments.

2.3.10 Information Technology (IT) Department

Technology is an inseparable element of Renaissance Dhaka Gulshan Hotel. As the hotel was built barely 5 years ago, use of the latest computer technology can be seen all around the establishment. The use of these technology supports the operations and in some cases the only way of operating. Therefore, it is a matter of utter importance that the technology are running smoothly. That is where the IT department comes in. The department provides IT support to all operations throughout the day as well as assisting the guests in the time of need. The hotel runs on the Opera software and any kind of interruption in that can cause critical problems. IT department makes certain that Opera is running smooth throughout the hotel.

2.3.11 Engineering Department

The maintenance and upkeep of all kinds of machinery used in the hotel operations is the responsibility of the Engineering department. The Engineering department of Renaissance Dhaka is quick to deal with any kinds of technical problems. A team of engineers is always standby to tackle these situations. As the use of technology and machinery is done all over the hotel, it is a common scenario that something malfunctions and stops working. The engineering team is prompt to answer these calls and fix the issue at hand. It is not an easy task to maintain a hotel with 211 rooms, but engineering department does a remarkable job to guarantee non disrupting operations.

2.3.12 Loss Prevention (LP) Department

The loss prevention department provides security for all guests, employees and property of the hotel. Along with a team of dedicated individuals the loss prevention department works

round the clock and maintains the regulations of the hotel. As a 5 star Hotel in the diplomatic hub, Renaissance is host to many people of significant importance starting with high-profile government officials to VVIP guests. Providing security for them is a must for the hotel. The loss prevention department carries the responsibility to make all feel safe and secure inside the hotel premises. Any kind of inconvenient situation is also taken care by this department.

2.4 Conclusion

Renaissance Dhaka Gulshan Hotel has made a great name for itself in a very period of time. The hotel is financially raising its revenue every year and is set to continue on that path. As new completion is about to arise in the market, it is a crucial moment to strengthen its position in the hospitality industry. Maintaining the quality of service will be a key element in establishing that position.

Chapter 3

Overview of the Front Office Department

3.1 Introduction to the Front Office Department

The front office department takes the responsibility of creating a positive first impression as well as maintaining a comfortable home-like stay for the guests. As the face of the hotel, the front office plays a crucial role in overall guest experience. This department shapes the guests perception of the whole establishment. Starting from the arrival of guests and till their departure, including the requirements they might have during their stay, all of it is planned by the front office prior to the guests' arrival and executed throughout their stay. The department works in coordination with all the other departments of the hotel taking the significant role of the nerve center of the hotel. Vital information regarding the guests is conveyed by the front office to the concerning departments. The front office department of Renaissance Dhaka Gulshan Hotel is divided into various sections, each dedicated to certain operations of the front office. The front office team is made of experienced and hard-working individuals, who strive to provide swift and accurate guest service.

3.2 Segments of the Front Office Department

The Front Office department of Renaissance Dhaka Gulshan Hotel is divided into 6 sections, each dedicated to certain operations. The outlets are as following,

Serial No.	Section
1	The Front Desk
2	The Navigator
3	Delighted To Serve (DTS)
4	Guest Relations
5	Fitness Center & Spa
6	Executive Clun Lounge

Figure 3.2: Sections of the Front Office Department

3.3 Introduction to the Front Desk

The most significant part of the front office department is the front desk. It is a vital section that significantly influences the guest's first impression and overall satisfaction. The front

desk functions as the face of Renaissance hotel, as it is the first point where the guests physically interact with the hotel. This section of the front office department is responsible for creating a warm and welcoming atmosphere for guests. It is a fast paced environment where efficiency is crucial to ensure a smooth operation. The front desk is also considered the nerve center of the front office department. The front desk establishes a network between all the sections of the department. Often crucial information is obtained and transferred through the front desk to other departments. The personnel working on the front desk are known as Guest Service Agents (GSA). The guest service agents take on the responsibility of daily operational tasks. Their core tasks include check-ins, check-out, profile updates, cashiering, room allocation, currency exchange etc. During my internship, I got the chance learn and perform some of these tasks practically.

3.4 Organizational structure of the Front Desk section



Figure 3.3: Organization Chart of the Front Desk Section

3.4.1 Operational flow of the Front Desk.

The front desk section follows the following service flow for every guest staying in the hotel. It starts from the guest checking in and is completed when the guest checks out. In between there are operational procedures such as profile updating, enrollment into Marriott Bonvoy and daily operational reports. The flow chart represents the operational flow of the front desk section. Here, the operational report is at the end of the chart as it is one of the last tasks completed at the front desk. Even though check out might be the last service provided to the guest, managing key cards and preparing operational reports kept after that as these tasks are completed after the check-out procedures.

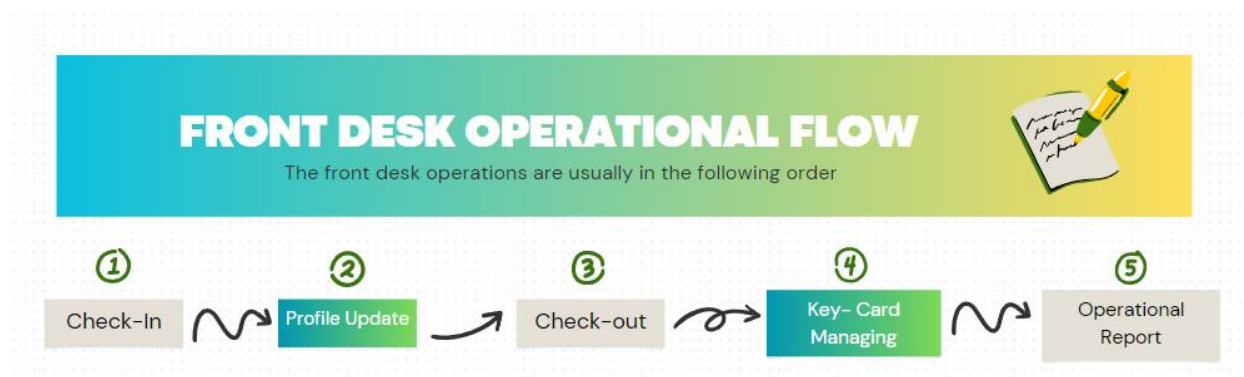


Figure 3.4: Front desk operational flow

3.4.2. Front Desk Operations

The front desk of Renaissance Dhaka Gulshan Hotel is operational at all times. The front desk takes on the responsibility of conducting some of the most intricate operational activities of the hotel. Many of the front desk activities involves monetary transactions and must be completed without error. Even the simplest mistakes in the front desk section can have major consequences. Therefore, personnel working at the front desk must be at full concentration. The following are some of the most crucial tasks of the front office department.

- **Guest Check-In:** The front desk is responsible for handling guest arrivals. The check-in is the first experience of the hotel for the guests. When a guest arrives at the hotel to begin their stay the first thing they need to do is check-in at the front desk. Most of the times, the

guest arrive after a long journey and prefer the check- in process to be swift. The guest service agents also need to ensure that the guests feel warmly welcomed during this process. The check-in process involves collecting necessary information from guests, updating the information on the system, keeping a pre-authorization from the guest and handing over the room keys. As a Marriott hotel, Renaissance Dhaka follows Marriott's standard of procedures during checking in a guest.

- **Check-Out:** The check-out is the process, when the guests settle their bills and handover the keys to their room before departure. Similar to check-in, the guests expect a prompt check-out. The guest service agents takes acknowledgement from the guest to take the amount of their bills from their pre-authorization. A room check is also conducted during this time by the housekeeping department. This ensures that the guests do not leave any items behind. After the room clearance is given, the guest receives an in-voice of their stay and leaves the hotel. It is very important to make sure that there are no mistakes in the billing process. Any kind of mistakes in the billing can result in major complaints from the guests. Therefore, the check-out process is very intricate and crucial for the whole operation.
- **Profile Update:** Front desk staff ensures that all guests staying at the hotel have an updated profile on the system. Updating a guests profile requires various information which are collected from the guests' passports, visas and at times the guests themselves. An updated profile is crucial for future communications with the guest. Many operational reports are made using the information from guest profiles. Other department also check guest profiles from their operational requirements. So it is very important that the front desk update the guest profiles properly. Also, our government requires a daily report on hotel guests, for which updating the profiles are necessary.
- **Key Card Managing:** Renaissance Dhaka Gulshan Hotel uses modern key card system that allows access to the rooms. While checking in a guest is issued a key card that can be used all around the hotel to gain access to different areas, most importantly their rooms.

Each Key card is set according the guests room and can only access that room. The key card also enables the guest to use the elevators and access certain areas such as the Executive Club Lounge, swimming pool and the Gym.

- **Operational Reports:** The front desk prepares daily operational reports for the hotel. This reports includes all of the important data that is needed by various departments to complete their tasks. As Renaissance Dhaka Gulshan Hotel uses a modern system which gathers data with every input, the operational report are mainly generated by that system. Though it is the responsibility of the front desk to organize the reports and creating it in a user friendly format for ease usage of other departments. The operational reports are generated at the end of each day.

4.2 Coordination with Other Departments

The front desk is a key point of contact between guests and the establishment, and it is critical for guaranteeing a smooth and enjoyable guest experience. Coordination with other departments is critical to the hotel's overall operation. The front desk works closely with the housekeeping team to monitor room availability. When required the front office will ask housekeeping to prioritize certain rooms. As a result, it is possible to make fast check-ins and handover to guests. During check-outs, the front office informs the housekeeping of the room that is checking out. Housekeeping team send someone to do a final check of the room. This helps in finding any items the guest may have left in their room as well as any items they guest may have mistakenly taken from the room. Communication with the food and beverage staff is required at times. Guests may often ask for takeaway breakfast orders from the front desk. The front desk informs in-room dining and they deliver it at the desk where the guest can pick it up from. The front office works in collaboration with the sales team regarding the billing methods of certain guests who arrive through the sales team. Front office also works along with accounts department to make ensure error free billing and transactions. The front office's communication with the maintenance department ensures that public areas and guest rooms are well maintained and any issue can be

dealt with promptly. The smooth coordination between front office and other departments uphold the hotels commitment to providing exceptional guest service.

3.5 Conclusion

The front office desk of Renaissance Dhaka is undoubtedly the center of coordination between all the departments of the hotel. It plays a crucial role as the gatekeeper of the hotel. The majority of the guests' interaction with the hotel is through the Front office department. The front office desk gives a face to the hotel and in Renaissance Dhaka, that face always holds a warm smile. The department works dedicatedly to make sure the guests have a home-like experience during their stay at Renaissance Dhaka Gulshan Hotel. Even though being new to the industry, the front office department of Renaissance Dhaka is doing a phenomenal job to represent Marriott values in the country.

Chapter 4

Discussion and Analysis of the Operational Procedures of the Front Desk

4.1 Analyzing the Front Desk Procedures

The front desk of Renaissance Dhaka Gulshan Hotel is operational at all times. The front desk takes on the responsibility of conducting some of the most intricate operational activities of the hotel. Many of the front desk activities involves monetary transactions and must be completed without error. Even the simplest mistakes in the front desk section can have major consequences. Therefore, personnel working at the front desk must be at full concentration. The following are some of the most crucial tasks of the front office department.

4.1.1 Check In

The check-in is the first experience of the hotel for the guests. Most of the times, the guest arrive after a long journey and prefer the check-in process to be swift. The guest service agents also need to ensure that the guests feel warmly welcomed during this process. The following are the steps with details to conduct the check-in process,

- **Greeting:** At first, the guest is greeted according to the time of the day while they are approaching the front desk. Once at the desk, I welcome them to our hotel and ask how I may assist them.
- **Collecting Information:** To check-in the guests we must collect their ID at first. I ask the guest if we can have their passport. Once the guest hands the passport, the first thing I do is take a look at their name in the passport. Once I have their name I find their reservation in the system. Meanwhile, I scan the passport and save the file according to their room number which I can find in their reservation. After that I can handover the passport back to the guest.
- **Explaining Reservation Details:** Once I have the guest's reservation open in the system, I have to print the guest registration card. While it is printing, I will explain the guest details of their reservation. This explanation will include the amount of nights the guest is staying; the departure date and time; the benefits included with the room such as breakfast, laundry, lounge accessibility and transportation.

- **Collecting Signatures:** Once the registration card is printed, I put it in front of the guest along with the hotel policy paper. I ask the guest to sign on the registration card. If the guest's email and contact number is not in the system I have to ask them to provide that in the registration card. Once the guest signs, I show them the hotel policy paper and brief them on the hotel policies. Then I ask them to sign the policy paper.
- **Pre-Authorization:** The reservation window shows how to take payment from the guests. The most common scenario is where the guest pays for their own bills. In this scenario, I have to collect a preauthorization from the guest. I ask the guest how they would like to make the payment. If they want to use a credit card, I take a pre-authorization of the amount of their room charges and attach the receipt to their registration card. The pre-authorization is also updated in the guest's reservation window in the system along with the receipt number. The payment is taken from the pre-authorization during check-out.
- **Brief on Facilities:** After completing the procedures mentioned above, I will give a quick brief to the guest on the facilities of our hotel. This brief includes the hotel outlets, in-room dining, navigator service, on-going offers etc.
- **Key handover:** The final step in the check-in process is to handover the room key card to the guest. Key cards are usually made beforehand according to reservations and organized according to room numbers. This makes the check-in process prompt. I hand the key card to the guest and walk them to the elevator where the navigator assists them with their luggage to their rooms.

The check-in process is crucial for creating a good impression on the guests. Maintaining a smiling face through-out is important. Also, the whole process needs to be prompt so the guest don't can access their room as soon as possible

3.1.2 Profile Update

Updating the guest profiles is an important task of the front desk. It requires various information which are collected from the guests' passports, visas and at times the guests themselves. The following are the steps to updating guest profiles in the system,

- **Name:** At first the guest profile needs to be opened in the opera software. I have to ensure that the guest name in the profile matches with their passport. If not, I need to change the name in the system according to their passport.
- **Country:** Next I have to add their country and citizenship information to their profile. This information is also collected from the guest's passport. The country and citizenship information is required to create other report for the front office operations.
- **Contact:** The guest profile has an area for guest contact. In the contact I have to add their mobile number and email. This information is essential for future communication with the guest.
- **Passport and Visa:** I add the guest's passport details to their profile. This includes the guest's passport number, date of issue, and place of issue and date of expiry. Then I have to add a note to their profile that will include their visa details such as visa number, visa type and date of expiry.
- **Membership:** Lastly, I add the guest's membership to their profile. If the guest is not a member already, I have to create a membership using their e-mail and other information and then add it to their profile.

The guest profile is used frequently in the operation of the front office and other departments. If the profile is updated properly it holds all necessary information to ensure smooth operations.

3.1.3 Check-out

Check-out is a complex process as it involves billing and monetary transactions. The payment method differs according to the guest's reservation. This process must be completed accurately and without any mistakes. The following is the procedure of conducting the check-out,

- **Preparation:** When a guest comes to the desk to check-out, the first thing we do is prepare their bills. Oftentimes, guest will inform that they will check-out beforehand and ask to keep the bills prepared. To prepare the bills first we take out the guest registration card and attach all supporting bills to it. We open their

reservation on the system and match the bills posted in the system with the supporting documents.

- **Billing:** An amount is taken as pre-authorization from the guests during their check-in which is usually used to balance the bill during check-out. We print out a copy of the in-voice and provide it to the guest to examine. If there is no problem, we take the amount from their pre-authorization. We post the payment on the system and printout another in-voice. This one shows the balance is zero as it has been paid. We collect the guest's signature on the in-voice and give them another one in an envelope. We have to be very careful while we take the amount from their pre-authorization and must recheck before completing the transaction.
- **Room Clearance:** Once the guest is ready to check-out, we inform the house-keeping department of the room that is being checked-out. The house keeping checks the room for any items that may have been forgotten inside. Once we get the clearance from housekeeping that the room is okay we inform the guest. This concludes the check-out process.

The check-out process is the last experience for the guest during their stay. It is when we wish them a safe journey and ask them to review our hotel when they have the time. A positive review from guests is very beneficial for the hotel's image.

3.1.4 Key Card Managing

As a modern 5 star hotel, Renaissance Dhaka uses key cards that helps guest access various parts of the hotel. A guest receives their key card during the check-in process. The facilities a guest can access with their key card depend on their membership and type of reservation. Key cards are prepared before the check-in to ensure prompt check-in. To prepare the key cards we do the following,

- **Check Arrivals:** At first, we have to check the arrivals for the day. We open the opera PMS software and go to the arrival window. The window displays all guests arriving for the day. We sort the arrivals guests according to their estimated time of arrival.

- **Check Membership:** The first thing to check while making the key is the guest membership. As a Marriott hotel, Renaissance offers many benefits to loyal members. The membership is divided into 6 tiers. The top three tiers are Platinum Elite, Titanium Elite and Ambassador Elite. These elite members receive complimentary access to the elite club lounge. We must ensure their key cards have the access for the lounge.
- **Key-making:** Each key card is prepared using the Vision-line device and software. The key is placed on the device. We open the software and prepare the key according to the room. We give access for the facilities through the software. Each reservation is checked and key is prepared accordingly for the whole day. Each key has the validity of the amount of nights the guests will be staying. Once the key is prepared it is put inside a key jacket and the room number is written on top of it. After all the keys are made, we sort them according to the room numbers.
- **Key Update:** Sometimes guests extend their stay at the hotel. In cases like these, we need to collect the key from the guest and extend its validity so the guests do not face any inconvenience.
- **Multiple Keys:** When a guest asks for extra key to their rooms we prepare another key using the same room number as the joiner key for that room. Usually when there are multiple guests staying in one room, we prepare multiple keys for them.

The hotel has a limited amount of keys for the operation. Shortage of keys can hamper the smooth operation of the hotel. So we have to be very careful about how many keys we are handing to the guests and ensure we collect that during their check-out.

3.1.5 Operational Reports

Preparing daily operational reports is another task I have performed on a regular basis at the front desk of Renaissance Dhaka Gulshan Hotel. The reports are maintained regularly to keep track of all activities of the day. It also helps in preventing mistakes in the operation. The following are the reports I have learned and prepared while working at the front desk,

- **Police Report:** The hotel has to provide a report to the police regularly according to our government guidelines. To prepare this report we make a list of all guests

staying at the hotel. We add the guests who have arrived on that day to the list. Then one by one we add the citizenship, passport details, visa details and company details of the guest. This report is important for the safety of the guests and the hotel employees.

- **Upsell Report:** The upsell report is prepared by the front desk to assist the sales team. This report is prepared by listing all the arrival guests and the services that can be sold to them. This report helps with increases the daily revenue of the hotel.
- **Membership Track-list:** An important task of the front desk and all of front office department is to enroll guests into the Marriott Bonvoy loyalty program. The front desk keeps a daily track-list of guests that are enrolled in the Marriott Loyalty program. The hotel aims to ensure that 80% of the guests staying in the hotel are Marriott members.

Operational report are routine tasks of the front desk section. Even though they are simple to make, the reports preparation can be time-consuming. The reports support the front office operations and assist other departments as well.

4.2 Conclusion

The front desk is a key point of coordination between all sections of the hotel. The procedures of the front desk strive to uphold the specific traits that are signified by Marriott International. All the procedures follow the certain steps to ensure maximum satisfaction of the guests and to reduce the amount of mistakes possible. Each of the procedures are maintained strictly by the hotel. As a Marriott International hotel, Renaissance Dhaka has to display and express the characteristics it is uniquely known for. These characteristics are implemented through the front desk procedures. The front desk does a wonderful job to make the guests feel warm and welcomed while conducting these processes. The front desk procedures not only amplify the guest experience but also ensures accurate information collection and an errorless operation.

Chapter 5

Findings, Challenges & Recommendations

5.1 Findings at the Front Desk

During my 6 months' internship period at Renaissance Dhaka Gulshan Hotel, I have found some impactful features of the Front desk of the hotel. These are the identified major findings of the front desk section, which should be taken into consideration. These factors are described below,

- **Profile Update:** Profile updating is a crucial task that supports the whole operation and other departments of the hotel. Having sufficient information on the guests not only helps in making their stay more comfortable, but also enables further communication after the guests complete their stay for feedback and other purposes.
- **Downtime Preparation:** The front desk goes through a preparation stage before any downtime occurs. Downtime is when the system is kept offline due to maintenance or other reasons. The front desk has everything printed out so that the operation can be conducted manually when the system is offline.
- **Profile notes:** Profile notes are information saved under the guest profiles. Any notable incident and instruction regarding a guest is saved in the profile note section which enables other front desk agents to understand how to communicate with certain guests as well as how to service them properly.
- **GV request:** GV or the Guest Voice is Marriott's official feedback system where the guests can express their level of satisfaction and any issues regarding their stay. The front desk gives a reminder to the guests to take some time to complete the feedback after their check-out. Sometimes guests are irritated from being asked to give feedback too much.
- **Cashiering errors:** Cashiering errors occur from time to time no matter how careful the agents are. Though some errors can be fixed once it is identified, many of them can be costly for the front desk section and the whole hotel.
- **Key card shortage:** The hotel operates with a limited amount of key cards. Some of the times guests leave the hotel without submitting the key cards to their rooms. This causes a shortage of key cards in the operation which put the front desk in a very challenging situation to operate smoothly.

- **Registration cards misplacement:** A set of registration card is kept as a record of every guest staying in the hotel. Registration cards are kept according to the room numbers. Sometimes due to busy operation, registration card is misplaced and it causes problems in the operation's efficiency.
- **Language barrier:** Majority of the guests arriving at Renaissance Dhaka are foreigners and some of them have very little understanding of the English language. This causes a lot of confusion during their check-in and payment procedures. It is difficult for both the guest and the agent to understand each other.

5.2 Challenges

I have worked for 6 months as an intern at the front desk of Renaissance Dhaka. The front desk offers a fast paced work environment. The front desk operations can often become challenging for many reasons. The following are the challenges I faced during my internship period,

- Sometimes proper information is not collected from the guests during their check in. As a result, we have to ask for the information from them in other times they are at the lobby or the front desk. Guests are reluctant to share more information once the check in is completed which makes it challenging for the front desk agents.
- If a guest profile is not properly updated, there is a chance to miss out valuable feedback from the guest. Also, asking a guest for information they already provided during their reservation often makes the guest feel irritated. Properly updating the guest profile can ensure all of these are avoided.
- If a sudden downtime occurs it can make the operation difficult to run smoothly. Without preparation it is challenging to run the operation during the downtime. The front desk operates manually and any new reservations cannot be found at that moment. If all reservation are not saved beforehand it can put the front desk in a very challenging situation.
- To make the checkout procedure smooth, the front desk tries to have the registration cards and bills organized before the checkouts. Sometimes it is overlooked and as a result, the checkout process becomes lengthy and hectic. Guests have to wait

longer to complete the process and it is antagonizing as they are mostly on a tight schedule.

- Cashiering errors are the most challenging position the front desk can be in. The front desk is accountable for any cashiering mistakes. These kinds of mistakes create a tension in the team and that lasts until the mistakes can be fixed. There are times when these mistakes cannot be fixed and the front desk has to take the responsibility for it.
- If key cards are not collected from guests during checkout it leads to a shortage in keycards to smoothly run the operation. At times like these, the desk may even fail to provide a key to a check in guest and has to ask them to collect it later.
- Misplaced registration cards can hinder the smooth operation of the front desk. If a registration card cannot be found during check out, the front desk agent has to complete the checkout procedure without it which increases the chances of mistakes.
- Language barriers can cause challenging situations at the front desk. Usually guests who don't speak English have someone to assist them, but there are times when they are alone. This situation can be complicated for the guest service agent and difficult for them to answer any question or explain anything to the guest.

5.3 Recommendations

The front office department of Renaissance Dhaka consists of experienced employees who strive to run the operation smoothly. Though there are times when challenging situations arise. The following recommendations are based on the findings of this report and can help in improving the operations of the front desk section,

- To ensure all information is collected during a guest check in so the profiles can be updated completely.
- To add pre check-in activities to the top of GSA task list for every shift to make the check in process smoother.
- To add every incident that had an impact or can have an impact on the future to the guest experience in the profile notes instantly.

- To implement Guest Voice feedback in the form of technology in the guests' rooms and ask for feedback directly from each guest only once in their entire stay.
- To have certain agents in every shift dedicated to the cashiering work and other agents taking care of the other tasks.
- To implement a key card less access system to guest rooms by integrating an addition to the Marriott mobile application.
- To implement a computerized registration card system that overcomes the trouble of arranging registration cards manually and reduce the excessive use of paper.
- To add a backup server that can keep the system online during downtime.
- To add user friendly interactive screen with multiple language options to help guests communicate and find the answers to the questions they have. This could solve the language issue as well.

5.4 Conclusion

Renaissance Dhaka Gulshan Hotel has made a strong position for itself in the hospitality industry in only 4 years. The front desk strives to conduct smooth operations with a team of dedicated associates. The front desk upholds a key responsibility of the hotel and creates a strong first impression on the guests through practicing the Marriot values and implementing unique characteristics of the Renaissance brand. Though some discrepancies may occur from time to time which can be resolved momentarily. Even though there are some aspects which need change in order to improve and strengthen the operations, the front office department continuous to do a fantastic job as the face of the hotel. The department makes sure nothing is compromised when it comes to providing top-notch guest service. The dedication of the employees makes the department one of the strongest front office team in the industry and makes Renaissance Dhaka one of the best hotels in the country.

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