



**INTERNSHIP REPORT
ON**

**SERVICE EXCELLENCE OF FRONT OFFICE OPERATIONS IN OCEAN
PARADISE HOTEL, COX'S BAZAR**

*A dissertation submitted in partial fulfillment of the requirements of the degree
of Bachelor of Tourism and Hospitality Management*

Submitted by

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LETTER OF TRANSMITTAL

November 20, 2018

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Subject: Submission of the report.

Sir,

This is to notify you that, I am Nahidul Islam student of Daffodil International University, bearing the registration no:141-43-107 have prepared the report on **“Internship Report on “Service excellence of front office operation in Ocean Paradise Hotel, Cox’s Bazar”**. I have prepared this to fulfill the course requirement. The report contains general information about the front office operation Ocean paradise hotel at Cox's Bazar.

I would like to express my heartiest gratitude for your form cooperation and pactise in making this report informative and time oriented. There may also have some unintentional mistake and lapses .I am requesting to think about those as excuses.

Yours Sincerely

.....

Md.Nahidul Islam

ID: 141-43-107

CERTIFICATE OF THE SUPERVISOR

This is to notify that the report on **“Internship Report on “Service excellence of front office operation in Ocean Paradise Hotel, Cox’s Bazar”** is as a partial fulfillment of the requirement of “Bachelor of Tourism and Hospitality Management” degree from “Daffodil International University”. The thesis has been carried out below my coaching and is a record of the bonafide work carried out efficiently.

Signature

.....

Md. Golam Mostofa
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DECLARATION

I declare that the entire report is submitted as a part of intern requirement for the program of Bachelor of Tourism & Hospitality Management (BTHM) at the Tourism & Hospitality Management Department of **Daffodil International University**, is my independent and original work and all other references have been motioned here in it.

Md. Nahidul Islam
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ACKNOWLEDGMENT

It gives me significant pleasure to thank a large range of individuals for their cordial cooperation and encouragement who have contributed without delay or indirectly in preparing this report

Firstly, I would like to express my respected gratitude to my course supervisor Md. Golam Mostofa whom it becomes possible for me to prepare this report in such a manner. I would like to express my heartiest thank each and every teacher of the faculty of Tourism & Hospitality Management of Daffodil International University

Then thanks are due to all the staffs of The Ocean Paradise Hotel for their guidance and support. Without their support, I cannot finish my internship and prepare to report within short time.

I do like to acknowledge that all the weaknesses of this report are mine.

ABSTRACT

Front Office department in a hotel has been a key department. In the Hospitality Industry, front office department has been regarded as the mirror or nerve Centre of the establishment. Guest first contacts here to register his room which is called as check-in and also when he leaves the hotel he has to settle his account in front desk which is called as check out. The efficiency and professionalism of a front office executive represent a total hotel standard. So, in the hospitalityworld, front office operation gets the highest value and honor.

I had been working at Ocean Paradise Hotel for 5 months and during this period of time, I have learned a lot of practical things which I mention in this dissertation. Here I discuss all the major issues of front office operation like reservation, registration, communication with another department, different reports and in addition, at last, I tried to give a SWOT analysis on Ocean ParadiseHotel.

OBJECTIVES

Background of the Report

As I am BTHM students, I felt that hotel is an exquisite region to gather some sensible knowledge. With a view to strengthen expert in hotel, Daffodil International University (DIU) has undertaken the internship-training program for BTHM students. I have selected Ocean Paradise Hotel and Resort, one of the prominent four star hotels in Bangladesh to acquire some practical experience in hotel, especially in the correspondent Front Office Department.

As I working as a trainee in a four star hotel like Ocean Paradise Hotel and Resort thought I can select such a topic which is very important and closely related with our department & the industry as well. That is why I have selected Front Office department in The Ocean Paradise Hotel and Resort

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Chapter 1

Introduction

Ocean Paradise Hotel and Resort , the leading Hospitality Management Company and the owner of Company lots of experience in the hospitality industry. Ocean Paradise providing all services at par with any other 5 star hotels of the country. Ocean Paradise is opening on 250 contemporary rooms including 12 suites, One First class restaurants, Bar, gymnasium, spa, rooftop Barbeque restaurant, pool and many other best-in-class amenities. Situated in Kolatoli Road Cox's Bazaar, Ocean Paradise is perfectly placed near the domestic Airport, providing its guests the privilege to reach their hotel in less than 10 minutes from the airport. Be it Business or Pleasure – Ocean Paradise sets the benchmark of quality accommodation in Bangladesh

1.1 Origin of the study

As a Bachelor of Tourism and Hospitality Management (BTHM), each student must conduct a practical approach to an organization to meet the requirements of the 06-month internship program. The main objective of the program is to introduce students from the real corporate world. My place of internship is "Ocean Paradise Hotel and Resort the leading hotel of four star hotels in Bangladesh. I worked for the 06 months in the Front Office Department. On 12 October 2017, I joined Ocean Paradise as a beginner in Dhaka and completed my internship program on 12 March, 2018. I prepared this report to finish my Birth program at Daffodil International University's School of Tourism and Hospitality Management. I hope my record includes all the integral records wished to complete a profitable internship report.

1.2 The subject of the Report

To write a report it is fundamental to pick a topic. A well-defined topic displays what is going on to be discussed at some point of the report. The theme that has been assigned by department advisor is “Internship Report on Service excellence of front office operation in Ocean Paradise

Hotel, Cox's Bazar". The report has discussed how the Front Office persons can improve their services and satisfaction level of growth

1.3 Objective of the Report

The predominant objective of the internship record is given below.

 **Broad Objective**

 **Specific Objective**

Broad Objective:

The huge objective of this document is to prepare an internship report that will give us a clear overview and show us the activities of Front Office Department at Ocean Paradise hotel. This report overall will also tell us the importance of Front Office Department in any running hotels. It will also tell us how Front Office Department can play a vital role for 100% guest satisfaction and for generating a huge amount of revenue for the hotel. Moreover, the report will help to be familiar with hotel environment, to learn hospitality manner, to know the front desk task, to learn the Front Desk Executive duties and responsibilities, to build up good relationship with other staffs and to outlook the activities.

Specific Objective:

The specific objectives of this report are as follows

- To describe the organization and function of front office department
- To assess depth information about front office department.
- To discuss the relationship with the all workers, basically between front office and other department.
- To gather practical work experience Front Desk services and facilities of Front Office Operation at Ocean Paradise Hotel and Resort.

1.4 Scope

Ocean Paradise hotel limited the chance of this report. The scope of reporting by the information provided by Ocean Paradise Hotel associate has been limited because there are some confidential matters. As reported primarily on the basis of practical observation, the scope of this report was limited to related departments.

1.5 Methodology

In All the organizations have their own rules and regulations. My methodology was collected from below

Primary sources:

- 📁 Practical work.
- 📁 Face to face conversation with the mates and company of Ocean Paradise hotel.
- 📁 Direct observations.

Secondary sources:

- 📁 Files & Folders.
- 📁 Daily diary (containing my thinks to do in internship) maintained by using me.
- 📁 Websites.

1.6 Limitations of the report

In the west, the entire country is divided into two parts, each of which can be used as a full grown steel producer. Therefore, it was difficult to gather the necessary information to complete the report. So in this case, the void can be at a certain level. Since the hotel people were too busy they could not give me enough time. Due to time limitations, it is not possible to discuss many aspects in the current report. Part of the project is a somewhat critical analysis of the data nature. Under the internship program, it was difficult to acquire enough knowledge in that particular field.

Chapter-2

Introduction to Hotel History & Industry

- 🏨 What's Hotel
- 🏨 Choosing A Hotel
- 🏨 Prices, Service, Amenities
- 🏨 Origin of Hotel Industry
- 🏨 Background of the Hotel Industry
- 🏨 History of the Hotel Industry
- 🏨 Classification of Hotel
- 🏨 Different Department In Hotel

2.1Hotel

Hotel Means-an establishment providing accommodation, meals, and other services for travelers and tourist. In General, inns offer two essential types of services: (a) accommodation and (b) dining services. Based on the satisfactory and extent of services provided, location, bedroom, front office/reception, meals and beverage, universal services (service and staff), and one-kind-of facilities hotels are addition classified as Deluxe, First Class, Standard, and Economy.

2.2Choosing a Hotel:

Because of the range of hotels a rating system, based totally on stars, was once created. However, ranking structures don't all carry the equal definitions. For instance, the American Automobile Association (AAA) in the United States oftentimes critiques and change amenities with a scale based on one famous o five star.

2.3 Price, Service, Amenities:

Hotels (as well as other forms of accommodations) are generally segmented by the services and amenities offered. These two factors, along with location, also have a bearing on the price range.

- **Budget hotels** refers to those people who are on a price range or have to watch how they spend their money. Money is tight so a price range motel affords smooth lodging however, it is the naked minimums
- **Business hotels** term used to determine how a guest heard about the inn in order to further enlarge marketing and merchandising efforts to maximize profitability. Simply speaking, a Source of Business provides a motel with a breakdown of how or through which channel the enterprise arrived to the hotel
- **Luxury hotels** is considered a hotel which provides a luxurious accommodation experience to the guest

2.4 Origin of Hotel Industry:

The depreciation in 1930 had a disastrous effect in a motel industry after World War II and delivered a outstanding upsurge to motel enterprise with the non-stop prosperity of inn industry.

Mass tour is a modern-day phenomenon that emerged after World War II. Mass tourism continues to grow as political freedom, financial wherewithal and social equality spread across the globe. With the monetary engine of improvement walking at full steam, there used to be a growth in international tour and thereby growth in the hotel industry.

2.5 Background of Hotel Industry:

Prior to the 1980s, the Indian resort enterprise was once a nascent and slow-growing enterprise primarily consisting of notably static, single motel companies. However, Asian video games in 1982 and the subsequent partial liberalization of the Indian economic system generated tourism pastime in India with extensive benefits accruing to the motel and tourism area in terms of expanded demand patterns.

2.6 History of the Hotel Industry:

Evidence of resort and the hospitality industry have been recorded as a ways returned as biblical times when Mary and Joseph arrived in Bethlehem for the duration of the census. As the Bible depicts, Mary and Joseph have been refused accommodations due to the fact there "was no room at the inn." Since the beginning of time, people have traveled for commerce, religion, family, health, immigration, education, and recreation.

The first inn positioned in America was once recorded in the 12 months 1607 and lead the way with many other firsts in the hospitality industry. The first publicly held hotel (the City Hotel) opened in New York in 1792. The first current hotel (the Tremont) opened in Boston in 1809 and the first business lodge (the Buffalo Statler) opened in 1908.

2.7 Classification of the Hotel:

-  **5 Star Rating**
-  **4 Star Rating**
-  **3 Star Rating**
-  **2 Star Rating**
-  **1 Star Rating**

2.8 Different Department in Hotel:

The department are classified on accounts of its function. They are as follows:-

-  **Front Office Department**
-  **Food and Beverage (F&B) Department**
-  **Housekeeping Department**
-  **Food Production Department**
-  **Marketing & Selling Department**
-  **Engineering and Maintenance Department**
-  **Finance, Accounting, and Control Department**
-  **Safety and Security Department**
-  **Administration Department**
-  **Human Resource Development**

Chapter 3

Introduction to Hotel Ocean Paradise:

3.1 About the Hotel Ocean Paradise

3.2 Accommodation

3.3 Front Office Department of Hotel Ocean Paradise

3.4 Organization Chart of Ocean Paradise Hotel

3.5 Other Department

3.6 Food and Beverage Services

3.1 About Hotel Ocean Paradise

➤ Present Performance:

Ocean Paradise Hotel is a first class tourist Hotel in Cox's Bazar.

Ocean Paradise Hotel is a very good brand hotel in Cox's Bazar city. The location of the hotel is 28-29 Kolatoli Road, Cox's Bazar. Ocean Paradise Hotel has come into operation in the year 2008. Ocean Paradise Hotel has got a very good response from the people of every part of the world. Also, it has a good number of employees which is almost around 300 and its annual turnover is approximately TK. 15 crore within the first year. Ocean Paradise Hotel offers up to 40 percent discount for its corporate and group guests. Even they give 30 to 35 percent discount to its regular guests. The Hotel is 20 minutes drive from International Airport which is a unique place for comfortable accommodation, convenient to visit any part of the city within no time. The resort has 14 massive suites, 5 studio suites, four theme suites and three normal suites, for a total of 24 suites, valet and laundry services, massage parlor, restaurant, coffee shop, business center, car rental, fitness club, safe deposit lockers, distinctive lobby lounge, king size beds, wake-up call system, concierge service and 24 hour room & restaurant service, Money Exchange facilities, Outside Catering Services.

Location and Information:

Hotel Ocean Paradise

28-29 kolatoli Road, Hotel motel zone, Cox's Bazar, Bangladesh.

Phone: 01938846760-67

E-mail:reservation@oceanparadisehotel.com, frontdesk@oceanparadisehotel.com.

Website: www.ceanparadisehotel.com

Ocean Paradise Hotel profile:

Organization Name: Ocean Paradise Hotel

Establish: 2008

Type: Hotel Ocean Paradise is a private company.

Industry: Hospitality industry

Company Slogan: Comfort & quality above the rest.

Number of rooms: 252 rooms

A number of employees: 300 staff working on a full-time basis.

Management: It is owned and managed by Executive Suites Limited, an enterprise of DBL (Pvt.) Ltd.

Website: www.oceaparadisehote.com

The objective of the Ocean Paradise Hotel:

The objective of the Ocean Paradise Hotel is to create a competitive advantage via delivering better services to their customer.

Overview of Ocean Paradise Hotel:

Ocean Paradise is a meeting paradise for business travelers and tourist, integrated to provide an amazing range of service with centrally air-conditioned 12 giant suites, 5 studio suites, 4 theme suites and 3 normal suites for a total 24 suites, Banquet halls, Valet and Laundry services, Massage parlor, three Restaurant including rooftop restaurant, Business Center, Car Rental, Fitness Club, Safe Deposit Lockers, Distinctive Lobby Lounge, Roof Garden, King Size Beds, Wake Up Call system, Concierge service and 24 hour Room service, Money Exchange facilities.

3.2. Accommodation:

We offer you beautifully designed comfortable rooms with a discernible difference from any other hotels in the city. Our Standard, Deluxe, Superior Deluxe, Premier Deluxe, Executive Suite Junior Suite Honeymoon Suite rooms offer spectacular views, comfort with a hard day's work. All of our rooms are well decorated & air conditioned including luxurious attached bathroom with bathtub, imported bed, 24 hours hot & cold water, satellite connected color television, self ISD telephone.

Our Facilities and Services:

- ✓ Remote controlled Split type Air-Conditioning system
- ✓ Attached Bathroom with Bathtub
- ✓ Safety Locker
- ✓ Daily Newspaper & Magazine
- ✓ Remote controlled color Television with 60 Satellite and Local Channels
- ✓ 24 hour Hot & Cold water supply
- ✓ 24 hour Room Service
- ✓ Room minibar



Image: Superior Deluxe Mountain View



Image: Bathroom

Type of Rooms:

Room Type	No. of Room
Executive Suites	12
Honeymoon Suites	02
Junior Suites	02
Regular Deluxe, Superior & Premier deluxe and Standard room	236
Total	252

Ocean Paradise Hotel:

In a hotel, there are so many outlets for sales. In the same way, Hotel Ocean Paradise has few departments for sales outlet. Those few outlet product prices give below-

Types of Room	Published Rate	Discount Rate
Standard	BDT 8.400	BDT 7560
Deluxe	BDT 9.000	BDT 8100
Superior Deluxe	BDT 10,000	BDT 9000
Premier Deluxe	BDT 11000	BDT9900
Executive suites	BDT 18000	BDT 16200
Junior suites	BDT 15000	BDT 13500
Honeymoon suites	BDT 17000	BDT 15300

Truly international breakfast buffet is included within all above rates & all our above rates are subject to 10% service charge only.

3.3.Front Office Department of Ocean Paradise Hotel:-

Front Office of Ocean Paradise Hotel:-

The front office is a term used in lodges to cover the a number of section which offers with reservation, room allocation, reception, billing, and payment. The front office also has to provide information in respect of all service of the hotel, city information like tourist information, travel conditions and facilities of the city, and also controls bellboys for movements of luggage of guests. In addition, this department maintains guest account and prepares their bills. This is the factor where all checks or bills of inn residents are accumulated and then recorded in their usual

bill. The front workplace continues a report visible department in a hotel. The front office keeps a record of all visitors dwelling in the hotel. Being one of the first and often last factors of contact with the hotel guests, the front desk plays a primary position in a hotel. We may saw it as a key corner of a hotel. In case of Platinum Suites Boutique Hotel, there is nothing exceptto it. The front office should be attractive and well designed to make a good impression on the guest. Ocean Paradise Hotel front desk also so nice. The front desk is the logical contact point of information for guests and other hotel employees.



Image: Front Office Department

2.4 Organizational chart of the front office department of Ocean Paradise Hotel and Resort

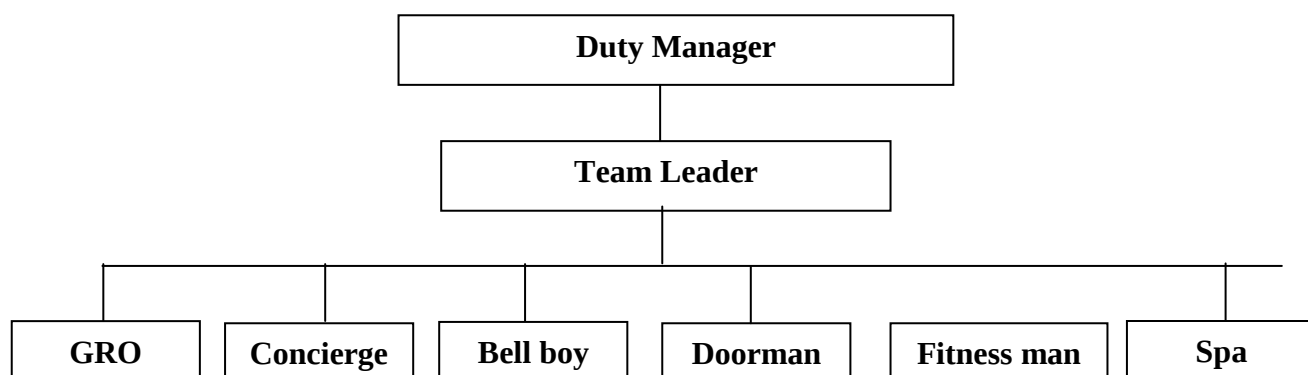


Figure: Organizational chart of front office department in Ocean Paradise Hotel

3.5 Other Department:-

Sales and Marketing of Ocean Paradise Hotel -

This is one of the key departments of the Ocean Paradise Hotel. This department is mostly responsible for promoting hotel products. Any sort of packages of coming through the sales and marketing department. For achieving the yearly hotel budget sales and marketing department take the whole responsibility into their shoulder.

Food & Beverage Department of Ocean Paradise Hotel -

Every hotel has two major revenue-producing areas – food and beverage department and another is room division. As a first class hotel “Ocean Paradise Hotel” also available in this department. In common hotel terminology, the services offered in restaurant bar are referring to like food and beverage service. Under the food and beverage department of the Hotel. There are two department– the production department and service department.

Business Center of Ocean Paradise Hotel -

As we know Ocean Paradise Hotel is a tourist hotel so for the spending leisure time people they come to Cox’s Bazar. Mostly business center providing all sorts of business facilities.

Health Club of Ocean Paradise Hotel -

Ocean Paradise Hotel has a health club and it's providing the opportunity of taking care of different types of guests. Health club contains spa, gymnasium and Thai traditional massage.

-  **House keeping**
-  **Engineering & Maintenance**
-  **Purchasing**
-  **Human Resources**
-  **Finances**

3.6 Food and Beverage Services:-

The other major facilities and services area restaurant.

Restaurant

A restaurant prepares and serves food, drinks, and dessert to customers in return for money. Meals are generally served and eaten on premises, but many eating places additionally provide take-out and food delivery services. Restaurants range considerably in look and offerings, consisting of a large variety of the principal chef's cuisines and service models. Participants in the restaurant sub-sector furnish food and drinks, be it self-service or full-service. There are three restaurants in our Hotel. The names of these restaurants are Kolatoli Cafe, Curry Leaf, Bar-B-Q rooftop.



Image: Restaurant (curry leaf)



Image: Restaurant (Bar-B-Q roof top)



Image: Pirate's Den (Bar)



Image: At Kolatoli Cafe

Chapter: 4

Front Office Operations

4.1 Introduction

4.2 Front Office Organizational Chart

4.3 Duty time Card

4.4 Guest arrival chronology

4.5 Front Office terms

4.6 Front Desk agent must know

4.7 Duties and responsibilities of F.O Executive

4.8 Front Desk Agent Must Know

4.9 Front Office Interactions with Other Departments in the Hotel

4.1. Introduction:

Front Office department has been called as the mirror or nerve center of the hotel. It is one of the most important departments in the hotel which directly coordinate with almost all the important departments and most importantly take different charges and bills from the guest. The front workplace has the subsequent functions:

- Sell guestrooms
- Registers guest, assign guestrooms
- Processes future area reservation
- Coordinate guest services
- Maintains correct area standing information
- Provide correct information
- Manages all guest accounts and credit limits
- Completes a monetary settlement with every guest upon departure.
- The front workplace is that the most visible department during and therefore the front desk usually occupies a prominent place in the hotel's lobby. Guests come to the front desk to register, to receive room assignments, inquire about available services, facilities, and the city or surrounding area; and to check out. Since the front office may be the only contact a guest has with the hotel it is essential that the staff of the front office is

organized, competent, and courteous. The front desk often serves as the focal point for guest requests regarding housekeeping, engineering, and information.

4.2. Front Office Organizational Chart:

The chart in Figure depicts a typical organization of employees for a front off workplace manager. The employees includes desk clerk, cashier, reservations manager, concierge, night auditor, telephone operator, bell staff, room key clerk, and elevator operator. Many large, full-service hotels, in distinction, use the whole staff as listed.

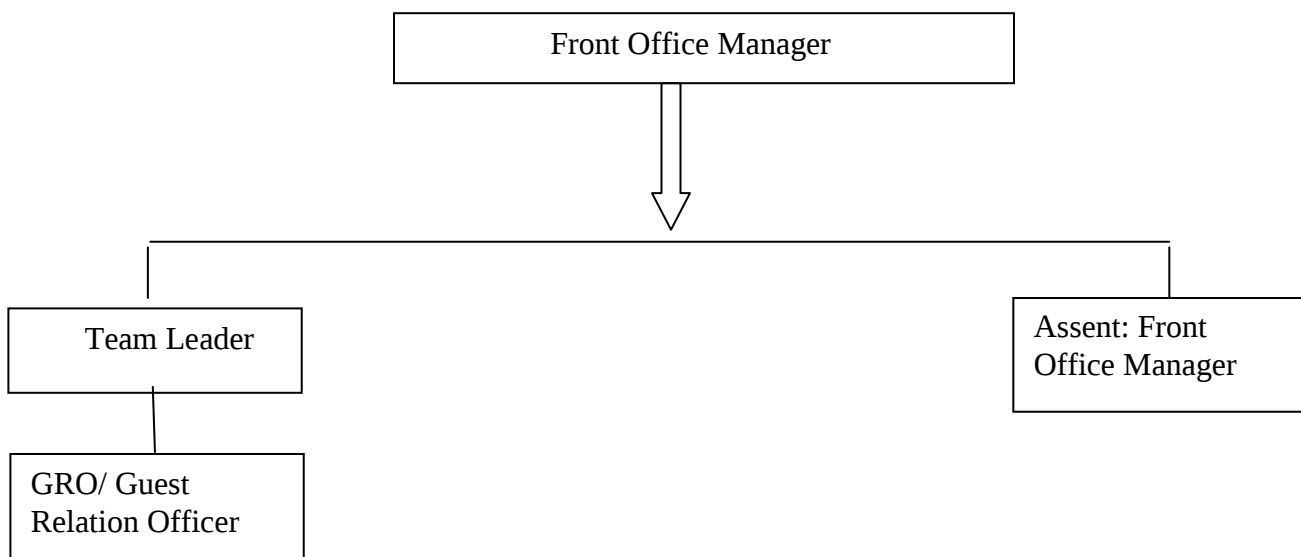


Figure: Front Office Organization Chart

4.3. Duty Time Card:

Hotel is a 24 hours service organization. PLATINUM SUITES BOUTIQUE HOTEL fixed nine hours duty time for each employee. All departments maintain duty roster. Employees have a time card to maintain the duty. Time card punching machine is in front desk area.

Here is a sample of the time card.

Duty Time Card

Name: _____

Designation: _____

Department: _____

Month: _____

Date	In time	Out time	signature	Remark

Fig: Duty time card

4.4. Guest Arrival Chronology:

Analysis of the registration method begins with a glance at the arrival chronology is that the term went to categories the stages s transient or cluster guest undergo upon arrival to a building. This arrival chronology permits for analyses of the front workplace department that get contact with the building guest. It ought to be noted that the arrival chronology begins upon arrival at the building. It doesn't describe the initial contact with a guest. Often that1st contacts with the reservations department. There are four basic steps in guest arrival chronology:

- 1. Stage-1:** Greet the guests
- 2. Stage-2:** Guiding to the front desk
- 3. Stage-3:** Registration
- 4. Stage-4:** Commencing on Guest Room

Stage-1: Greet the guests:

First impression is the last impression. Greet each Guest with a Smile: The Front table expertise. The expertise is positive or negative, and it all starts with however they're greeted. A front table ought to supply every and each guest a heat welcome – whether or not (and particularly if) a guest's weariness might have given them a brief temper.

Stage-2: Guiding to Front Desk:

In this stage, the **Bell person** will come in to the scenario. In the modern age, they are called as bell person worldwide. Their prime function is to escort the guest to front desk and after finishing procedures, from front desk to guest rooms. This is called, rooming the Guest. After escorting to rooms it is their responsibility to make guest understand all the room features and some basic, much-needed information about the hotel. Some information they should give to guests are:

1. How to use room key. Some guest finds room keys hard to use as it varies from hotel to hotel.
2. How to use the different electronic types of equipment in the rooms. Sometimes by pressing one button all the equipment's stops.
3. What food items are included in the room charge and for which they have to pay separately?

Stage-3: Registration:

When the guest, after his arrival approach to the front desk, registration procedure begins. If all the front desk staffs are busy with guests, who not happen generally, then they may request guest to wait for some minutes in the lobby area and they will call him back when they will get free. Often in busy time guests, stand in a line and approach to the front desk one after one.

Front Desk Agent has to have a **ready smile** all the time. As the guest approaches the front desk, he/she should be greeted warmly. The guest who is warmly welcomed with a sincere greeting will feel positive about the hotel and will expect similar mannerism from other hotel staffs. There is a **10 x 10 Rule**, practiced by front desk agents. This has 2 basic significant parts.

Stage Four: Completion:

Once the registration process at the front desk is complete, the guest usually commences on to their guest room. There are instances, primarily in the transient guest arrival, where a stop is made to the concierge desk before continuing on to the guest room.

4.5.Front Office Terms:

A front desk agent should have a sound knowledge of different hotel terms. These terms are mostly used in all the hotels and motels including Motel Atlantis. Here I highlight some room status terms alphabetically:

- **Complimentary:** The room is occupied by the guest but he is not charged for using. These sorts of offers are given to very regular customers.
- **Did not check out (DNCO):** The guest had made arrangements previously to settle their account did not actually come to the front desk or inform them to check out.
- **Do not disturb (DND):** The guest has requested not to be disturbed. This is usually indicated with a sign left hanging on the room's doorknob or electronically by a red light indicator outside the guestroom door.
- **Due Out:** The guest is expected to leave after the following day's check out time.
- **Late check-out:** The guest has requested and is being allowed to check out later after the standard check out time which is usually 11 am or 12 noon. Sometime agent allow the late check out for guest request.
- **Lock-out:** The room is being locked and a guest will not be allowed to enter until he is cleared by a hotel official.
- **Occupied:** The guest is registered to the room and has not checked out yet.
- **On change:** The guest has just left and the room is under the process of cleaning by housekeeping staffs that is why it is still not ready for resale.
- **Out of Order:** The room is not ready for sale may be because of maintenance, extensive cleaning, refurbishing etc.
- **Skipper:** Guest just left the hotel without making the arrangement to settle his accounts

- **Sleeper:** This term indicates unprofessionalism of the front desk agent.
- **Sleep-out:** The guest registers into the room but does not use the bed.
- **Stay over:** The guest has registered the room and not expected to check out today and will remain at least one more night.
- **Vacant & Ready (V/R):** The room has been cleaned and fully ready for reselling.

4.5. Registration Procedure:

The guest registration procedure involves several steps that, if followed accurately, allow management to ensure a pleasant, efficient, and safe visit. The process is discussed generally as these steps relate to effective front office management. Later in this chapter, the use of an IDS (Information distribution system) method of registration is discussed:

1. Guest requests to test into the building.
2. Front desk agent comes welcome toward the guest.
3. Front desk clerk inquires regarding the guest reservation.
4. Guest completes registration card.
5. Front desk agent reviews the completeness of registration card.
6. Front desk agent verifies credit.
7. Front desk agent makes room selection.
8. Front desk agent makes area choice.
9. Front desk agent assigns room rate.
10. Front desk agent discusses sales opportunities for hotel products and services with a guest.
11. Front desk agent provides room key.

4.6. Registration Record:

- ✿ Guest full name
- ✿ Address
- ✿ Date of arrival
- ✿ Contact number
- ✿ Room rate
- ✿ Mode of payment
- ✿ Rules and regulation of hotel
- ✿ Checkout time

After guest departure, this record plays an important role. It becomes a part of the hotel's guest database. It is the main source of guest history file and from this record, a hotel can easily identify the guest if he comes next and this will save a lot of time for both, hotel and guest.

4.7. Methods of Payment:

Guests can pay in different ways to book a room or settle his account. Some widely used payment methods in the hotel industry are:

- ✿ Cash
- ✿ Credit card
- ✿ Check
- ✿ Direct billing
- ✿ Voucher etc

4.8. Front Desk Agent Must Know:

Here I tried to list some basic points which each and every front desk agent must know:

- ✿ How to use hotel software
- ✿ How to use front desk printers
- ✿ How to use the front desk telephone system
- ✿ How to use POS machine (Point Of Sale)
- ✿ How to use the facsimile machine
- ✿ How to use photocopy machine

- 📌 How to use the front office logbook
- 📌 How to prepare room key and Arrivals List
- 📌 How to use block and unblock rooms
- 📌 How to prepare set up pre-registrations
- 📌 How to handle Guest Check-In
- 📌 How to use payment method during check-in
- 📌 How to use issue and control keys
- 📌 How to use effective sales techniques
- 📌 How to handle pre-register and check-in group arrivals
- 📌 How to use a waiting list when rooms are not ready for check in
- 📌 How to use a manual room rack system
- 📌 Prepare a Cash-Only Report for Outlets
- 📌 How to use process guest mail, packages, and faxes
- 📌 How to prepare map and provide directions
- 📌 Ho to help guest with special requests
- 📌 How to respond to questions about facilities and events
- 📌 How to handle guest service problems
- 📌 To know guest privacy and security measures
- 📌 To know process wake-up calls
- 📌 Know Update Room Status
- 📌 Know process late charges
- 📌 How to use update the function reader board
- 📌 How to prepare a current status report
- 📌 How to handle perform a night audit
- 📌 To know about inventory and requisition font desk supplies
- 📌 To know about complete and turn In the shift checklist
- 📌 How to use washers and dryers
- 📌 Respond to Emergency Alarms

4.9 Front Office Interactions With other Department in the Hotel

Front Office considered as the hub and nerve center of a hotel has interactions with all other departments in the hotel. In order to run hotel operations smoothly, a hotel needs to have interactions with all other departments.



Figure: Front Office Interactions with Other Departments.

CHAPTER 5

5.1. Findings

5.2. Recommendation

5.3. Conclusion

5.1 Findings

While I was doing my internship under Front Office Department at Ocean Paradise hotel cox's Bazar I found some things to be negative and some things to be positive.

- 🌿 Lack of staffs not only in Front Office Department but also in other departments.
- 🌿 All trainees' duty rooster is not at all flexible and is put to work more and more.
- 🌿 Great team bonding from all the associates under Front Office Department.
- 🌿 The briefing takes place every day where everyone needs to speak up and training is given relevant to SOP's which enables us to learn more.
- 🌿 The permanent associates working in Front Office Department are very friendly and are eager to teach the trainees.
- 🌿 There is an in-house mosque which is really a very good thing.
- 🌿 Lack of adequate resources necessary for running the hotel.
- 🌿 First aid equipment are not enough to meet the urgent needs in case of an emergency.
- 🌿 No in-house doctor.
- 🌿 Problems with guest key cards sometimes keycards don't work as long as the validity is given in relevant to guest stay due to a software problem.
- 🌿 The marketing approaches they are applying is not enough to cover enough guests to come in the front line among other competitors.
- 🌿 Some of the employees were not cooperative enough.

5.2. Recommendations

The Ocean Paradise Cox's Bazar is a brand name to the tourist, business people, and local customers as well. But now their competitors are being increased. Some of them are already doing their business with a strong brand, products, and services. Moreover, The Ocean Paradise hotel has earned its goodwill by its attractive building and convenient location. Despite having all these facilities, The Ocean Paradise has several drawbacks and problems that they need to recover and solve as soon as possible with success. Some suggestions and recommendations are given below that they can follow for the betterment of their hotel

- ☐ Top management should be recruited based on hospitality and tourism educational background.
- ☐ The staffs also should be from a hospitality background.
- ☐ Their marketing policy should not be only corporate based
- ☐ There should be any special marketing activity during the off-peak season
- ☐ Decisions come from owner head office should not follow all the time
- ☐ Communication language should make standard
- ☐ They should make increase accommodation facilities for staffs and also food
- ☐ The service culture should be developed

Besides all these activities, there are also several portions that The Westin Dhaka's authorities can give more concentrations on

- ☐ Can hire high skill personnel
- ☐ Can reduce the price to increase high sales volume
- ☐ Can invest more in renovation
- ☐ Can take proper strategy to renovate the entire hotel
- ☐ Can change current policy
- ☐ Can develop their human resource by providing training.

Conclusion:

Ocean Paradise Hotel is operating its business smoothly as a five-star Residence hotel in a tourist area in Cox's Bazar. Most of the guests come to the hotel are corporate guests, who come from different nations of the world.

Its home environment, hospitality, maintenance, and security, impressed the guests to come again. Hotel's prime location, attractive features, and excellent service successfully created an image to its guests. Only by ensuring some few measurements, this hotel may be a role model of the other same category hotels in the country.

If the authority of Ocean Paradise Hotel and Resort takes some recommended steps then there is a high chance of its massive improvement. On the other hand, I am very grateful to all my colleagues with whom I was working in this hotel and learn a lot of things from them which will be helpful for me to be a good hotelier in future.

Chapter 6

SWOT Analysis

6.1 strengths

6.2 weaknesses

6.3 Opportunity

6.4 Threats

6.1 Strengths-

1. A wonderful unique architectural building having 24 suites with balconies. A good brand name among the guests.
2. Individual controlled air -conditioning
3. Highly fire alarm system
4. Using IDS software
5. 24 hours room service
6. Two special restaurants with different sorts of Buffet breakfast/dinner
7. Friendly Staff
8. Running hot and cold water
9. Money exchange and deposited facilities
10. Business center with 24 hours internet facilities
11. Laundry service
12. Barbershop
13. Health club with (Gym, Sauna, Steam bath) and Thai massage
14. Doctor on call
15. Highly power generators systems
16. Rent a car service
17. International luxuries standard hotel accommodation
18. Three well-equipped conference hall

6.2 Weaknesses-

1. There is no well establish HR policy in the hotel
2. Some staffs are not well trained
3. Car parking place very small
4. Establishment very small so there is no possibility to increase the property
5. Department heads are not taking any initiative for improvement of services
6. The local market is totally ignored
7. Corporate base marketing idea
8. Big gap between high management and lower management
9. One web site but it's not updated with the latest technology
10. All staffs are not highly educated

6.3 Opportunities-

1. For the customer attractions, they can decorate the beach
2. Create a brand name throughout the country
3. Can get maximum foreign guest
4. Can create a chain of hotels in Bangladesh
5. Local market can be targeted for selling food and beverages
6. Ocean Paradise hotel has lots of permanent loyal guests.

6.4 Threats-

1. Other similar properties like Lake Sea place, Sayeman Beach Resort, Cox's Today.
2. Some other strong rivals are coming very soon in the market
3. Frequent changes of political environment
4. The worldwide famous brand is available in Bangladesh. E.g. Radisson, Sheraton, The Westin, Lake Shore etc.

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Brochures:

Ocean Paradise Hotel Brochures

List of Abbreviations

- ✿ FO = Front Office
- ✿ F&B = food and Beverage
- ✿ C/O = Check Out
- ✿ VIP = Very Important Person
- ✿ DND = Do Not Disturb
- ✿ OS = Out of Service
- ✿ RevPOR = Revenue Per Occupied Room
- ✿ RevPAR = Revenue Per Available Room
- ✿ TA = Travel Agent
- ✿ POS = Point of Sales
- ✿ ADR = Average Daily Rate
- ✿ B&B = Bed & Breakfast
- ✿ BAR = Best Available Rate
- ✿ BE = Booking Engine
- ✿ GDS = Global Distribution System
- ✿ OTA = Online Travel Agents
- ✿ PMS = Property Management System
- ✿ IDS = Internet Distribution System
- ✿ RMS = Revenue Management System
- ✿ C/I = Check In
- ✿ IS = Inspected
- ✿ HK = Housekeeping
- ✿ ENG = Engineering
- ✿ HRD = Human Resource Department
- ✿ SM = Sales and Marketing
- ✿ BQT = Banquet
- ✿ SEC = Security
- ✿ OOO = Out of Order
- ✿ SOP's = Standard Operating Procedures
- ✿ YTD = Year To Date
- ✿ MTD = Month to Date
- ✿ VD = Vacant Dirty
- ✿ VC = Vacant clean
- ✿ VCI - Vacant clean Inspected
- ✿ OD = Occupied Dirty
- ✿ OC = Occupied Clean
- ✿ OCI= Occupied Clean Inspected
- ✿ DND= Do Not Disturb
- ✿ WL = Without Luggage
- ✿ S.O = Sleep Out
- ✿ OOO= Out Of Order
- ✿ OOS= Out Of Service
- ✿ D/O = Due Out
- ✿ OPL= On premises laundry
- ✿ D.L = Double Lock

