



Department of
Tourism & Hospitality
Management

Internship Report

On

**“THE ROLE OF GUEST SERVICE AGENT IN THE FRONT
OFFICE OPERATION OF SEA PEARL BEACH RESORT &
SPA,
COX’S BAZAR”**

*An Internship Report Presented to the Faculty of Business and Entrepreneurship in Partial
Fulfillment of the Requirements for the Degree of Bachelor of Tourism and Hospitality
Management*

Submitted to

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Submitted by

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Date Of Submission: 19th of September

LETTER OF TRANSMITTAL

3rd September 2023

MST Khadijatul Kobra

Department of Tourism & Hospitality Management
Faculty of Business and Entrepreneurship
Daffodil International University

Subject: Submission of internship report.

Dear Ma'am,

I am hereby submitting my internship report on “The Role of Guest Service Agent in The Front Office Operation of Sea Pearl Beach Resort & Spa, Cox’s Bazar” which is a part of our BTHM program curriculum. It is an honor and a great pleasure for me to work under your active supervision.

The report is prepared on the basis of a six-months hands-on internship program in Sea Pearl Beach Resort & Spa, Cox’s Bazar which is a property of Sea Pearl Beach Resort & Spa Ltd.

It is an extensive opportunity for me to work in Sea Pearl Beach Resort & Spa as a trainee in the Reception under the Front office division for six months under the supervision of Abdullah Omur Nasiful Islam (Assistant Front Office Manager). This project provides me with the opportunity to relate my academic knowledge with real-life experience.

I tried my level best to follow your guidelines in every aspect. I thank you cordially for your guidance during the preparation of this report.

I will be highly obliged and grateful if you are kind enough to receive this report and provide your valuable judgment. It would be my greatest pleasure if you found this report useful and informative to have an apparent perspective on the issue.

Sincerely yours,

Ahnaf Ahmed Anik

ID: 183-43-355

CERTIFICATE OF APPROVAL

This is to notify that the report on “The Role of Guest Service Agent in The Front Office Operation of Sea Pearl Beach Resort & Spa, Cox’s Bazar” is as a partial fulfillment of the requirement of “Bachelor of Tourism and Hospitality Management” degree from “Daffodil International University” by Ahnaf Ahmed Anik, ID.183-43-355 has been completed under my supervision and assistance. The work-based report has been conducted below my training and is a record of the Bonafide work carried out effectively.

Signature



.....
Mst. Khadijatul Kobra
Assistant Professor and Research Coordinator
Department of Tourism & Hospitality Management
Daffodil International University.

DECLARATION

I declare that this written submission is the representation of my ideas in my own words and where I have compiled and included others' ideas or words, I adequately cited and referenced the original sources. I also declare that I have adhered to all principles of academic honesty and integrity and have not misrepresented or fabricated or falsified any idea or data or fact or source in my submission. I understand that any violation of the above will be cause for disciplinary action by the University and can also evoke penal action from the sources which have thus not been properly cited or from whom proper permission has not been taken when needed.



Ahnaf Ahmed Anik

(Id No: 183-43-355)

Date: 19th September, 2023

Acknowledgment

It is a great desire for me to be grateful to all kinds of people for their friendly support and Inspiration who have contributed directly or indirectly to the preparation of this article.

I would like to convey my sincere and heartfelt thanks to my Teacher and Supervisor, Mst. Khadijatul Kobra; Assistant professor and research coordinator in the Department of Tourism and Hospitality Management, Daffodil International University for his constant care, moral support, valuable pointers and helpful advice during my studies. I thank all the staff at Sea Pearl Beach Resort & Spa. Special thanks go to Mr. Abdullah Omur Nasiful Islam (Assistant Front Office Manager) and all employees in the Front Office Department of Sea Pearl Beach Resort & Spa. Without their cordial support, I cannot finish my internship and prepare for reporting in a short time. I am happy to admit that all the weaknesses in this report are mine.

EXECUTIVE SUMMARY/ ABSTRACT

This report focuses on the role of a Guest Service Agent in the Front Office Department of Sea Pearl Beach Resort & Spa. It highlights the significance of guest service and its impact on creating a positive experience for guests. During my internship as a Guest Service Agent, I gained valuable insights into guest psychology and effective communication. This report emphasizes key aspects of guest service, including check-in/out procedures, handling inquiries and complaints, and ensuring a seamless stay. Maintaining a guest database for personalized service and collaborating with the Sales & Marketing Department for successful events are essential components. Meeting tele sales call targets, conducting property showgrounds, and managing administrative tasks were also vital aspects of my role. The report provides suggestions to overcome guest problems and enhance hotel standards. As a Guest Service Agent, my focus was exceeding guest expectations, resolving issues promptly, and creating a hospitable environment. In conclusion, this report highlights the critical role of a Guest Service Agent in the Front Office Department. It emphasizes guest satisfaction as crucial to the success of Sea Pearl Beach Resort & Spa. The insights and recommendations aim to enhance the guest experience and elevate guest service standards in both hotels.

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Chapter 01

Introduction Of the Report

1.1 Background of the report

The successful completion of an industrial attachment is a requirement for receiving a degree from Daffodil International University. In accordance with the program's requirements, an industrial placement was completed at the prestigious Sea Pearl Beach Resort and Spa's front desk. It was an honor to be granted the opportunity to work at the resort's front desk as a trainee guest service agent for six months, where the opportunity to develop skills and gain useful professional experience was given.

The knowledge and abilities acquired at university were quite helpful throughout the training. The main duty of the trainee was to manage the daily schedule of the front desk staff. In addition, visitors were welcomed and accompanied, their issues and complaints were attended to, the lobby was kept clean, tourists were assisted, visitors were asked for feedback, and questions about airline and shuttle schedules were answered.

The purpose of this report is to evaluate the range and depth of knowledge acquired through the internship. It is believed that the professional relationship with Sea Pearl Beach Resort has facilitated personal development. When writing this report, shortcomings became vividly apparent and deliberate steps were taken to address them. The experience has given a greater sense of self-assurance.

It is believed that the skills, knowledge, and experience gained from the industrial placement will serve as a positive path for professional success as the graduate program nears its end.

1.2 Scope of The Study

The scope of this study on "The Role of Guest Service Agent in the Front Office Operation of Sea Pearl Beach Resort & Spa, Cox's Bazar" encompasses a comprehensive examination of the responsibilities and tasks performed by Guest Service Agents in the Front Office

Department. The study explores the key aspects of guest service, including check-in/out procedures, handling guest inquiries and complaints, and ensuring a seamless stay for guests. It aims to analyze the strategies employed by Sea Pearl Beach Resort & Spa to cater to guest needs and preferences, specifically within the beach resort context. The study provides insights into the challenges and opportunities faced by Guest Service Agents and examines their impact on guest satisfaction and loyalty. Additionally, the report reflects on the author's personal internship experience at Sea Pearl Beach Resort & Spa, contributing to a deeper understanding of practical applications in the field of guest service management. Overall, this study provides valuable insights into the role of Guest Service Agents and offers recommendations for enhancing guest service standards and operational efficiency in a renowned beach resort.

1.3 Objective of The Study

The objectives of this study are to:

- To identify the key challenges facing the front office department at Sea Pearl Beach Resort
- To understand the impact of these challenges on the department's ability to provide excellent customer service
- To develop recommendations for how the department can overcome these challenges and improve its performance

The following two categories best describe the industrial attachment report's goals:

1.3.1 Broad Objectives

The primary goal of this report is to provide a comprehensive understanding of the tasks and activities carried out by Guest Service Agents in the Front Office Department of Sea Pearl Beach Resort & Spa. The report aims to bridge the gap between theoretical knowledge and practical execution by highlighting the practical aspects of guest service management within the department. By exploring the day-to-day operations and responsibilities of Guest Service Agents, the report aims to establish a clear connection between theoretical concepts and their practical implementation in a real-world hospitality setting. It aims to shed light on the significance of effective guest service in ensuring a positive guest experience and the overall success of the resort. Through this overview, the report aims to provide valuable insights and

knowledge to both practitioners and aspiring professionals in the field of hospitality management, facilitating a deeper understanding of the Front Office Department's role and its impact on guest satisfaction and the overall success.

1.3.2 Specific Objectives

- To learn about the best practices and strategies for providing exceptional guest service in the Front Office Department of Sea Pearl Beach Resort & Spa.
- To know the procedures and best practices for managing shift duties as a Guest Service Agent in the Front Office Department of Sea Pearl Beach Resort & Spa.
- To understand the day-to-day operations and responsibilities of a Guest Service Agent.
- To identify the key factors that contribute to guest satisfaction and loyalty.
- To observe the coordination and communication between the Front Office Department and other departments.
- To analyze guest service recovery procedures and develop strategies for effectively handling guest complaints or issues.

1.4 Methodology

The methodology employed for this research involved a qualitative approach, primarily utilizing participant observation and in-person unstructured interviews. This methodology was chosen to gain a deeper understanding of the role of a Guest Service Agent in the Front Office Operation of Sea Pearl Beach Resort & Spa.

Participant observation allowed the researcher to actively engage in the daily operations and activities of the Front Office Department. By being present and involved in the department's functioning, the researcher could closely observe the tasks and responsibilities of Guest Service Agents, interactions with guests, and the overall workflow.

In addition to participant observation, in-person unstructured interviews were conducted with Guest Service Agents and other relevant staff members. These interviews provided valuable insights into their experiences, perspectives, and knowledge regarding their roles and

responsibilities. The open-ended nature of the interviews allowed for in-depth discussions and the exploration of various aspects related to the Front Office Operation.

Furthermore, the author of this report contributed six months of practical experience in the hotel industry, specifically in the Front Office Department. This practical experience enriched the research process by providing firsthand knowledge and insights into the daily activities and challenges faced by Guest Service Agents.

Overall, the combination of participant observation, in-person interviews, and practical experience formed the basis of this qualitative research methodology. It allowed for a comprehensive understanding of the role of a Guest Service Agent in the Front Office Operation of Sea Pearl Beach Resort & Spa, enabling the author to provide a descriptive overview of the findings in this report.

1.5 Limitations of The Study

While conducting this study on the role of a Guest Service Agent in the Front Office Operation of Sea Pearl Beach Resort & Spa, there were a few limitations that should be acknowledged:

- **Time Constraint:** The study was conducted within a specific timeframe, which limited the depth and breadth of data that could be collected. It may have been beneficial to have a more extended period for data collection to capture a wider range of experiences and perspectives.
- **Sample Size:** The study relied on a limited number of participants, primarily Guest Service Agents and relevant staff members at Sea Pearl Beach Resort & Spa. While efforts were made to ensure diversity among participants, the findings may not fully represent the entire population of Guest Service Agents in the industry.
- **Subjectivity:** As a researcher with practical experience in the hotel industry, there may have been some inherent bias in the interpretation and analysis of data. Efforts were made to minimize subjectivity through rigorous data analysis and triangulation of findings.
- **Generalizability:** The findings and conclusions of this study may be specific to the context of Sea Pearl Beach Resort & Spa and may not be directly applicable to other hotels or resorts. Factors such as location, size, and target market may influence the role and responsibilities of Guest Service Agents.

- Lack of External Factors: The study primarily focused on internal factors within the Front Office Operation of Sea Pearl Beach Resort & Spa. External factors such as industry trends, market competition, and macroeconomic conditions were not extensively explored, which may have provided additional insights into the role of Guest Service Agents.

These limitations should be considered when interpreting the findings of this study and should encourage future research to address these limitations for a more comprehensive understanding of the topic.



Chapter 02

An overview of Sea Pearl Beach Resort & Spa

2.1 Introduction to the hotel

Sea Pearl Beach Resort & Spa is a premier beachfront destination located in Cox's Bazar, Bangladesh. It stands as an epitome of luxury and comfort, offering a tranquil escape amidst the breathtaking natural beauty of the world's longest sandy beach.

The hotel prides itself on providing an unparalleled experience to its guests, combining exceptional service with state-of-the-art facilities. With its strategic location overlooking the azure waters of the Bay of Bengal, Sea Pearl Beach Resort & Spa offers stunning panoramic views and direct access to the pristine sandy beach.

The architectural design of the hotel reflects a harmonious blend of contemporary elegance and traditional elements, creating a welcoming and serene atmosphere. The resort features a range of accommodation options, including spacious rooms, suites, and villas, each thoughtfully designed to provide utmost comfort and relaxation.

Guests can indulge in a plethora of amenities and services offered by the hotel, including a world-class spa, fitness center, swimming pool, and multiple dining options. From delectable local cuisine to international delicacies, the restaurants and bars at Sea Pearl Beach Resort & Spa cater to diverse culinary preferences.

The hotel is renowned for its exceptional hospitality and personalized guest service. Highly trained and dedicated staff members ensure that every guest's needs are met with utmost care and attention, creating a memorable and enjoyable stay for each visitor.

Whether it's a family vacation, a romantic getaway, or a business trip, Sea Pearl Beach Resort & Spa offers a perfect retreat for all types of travelers. Its idyllic setting, luxurious amenities,

and warm hospitality make it an ideal destination to experience the beauty of Cox's Bazar and create lasting memories.

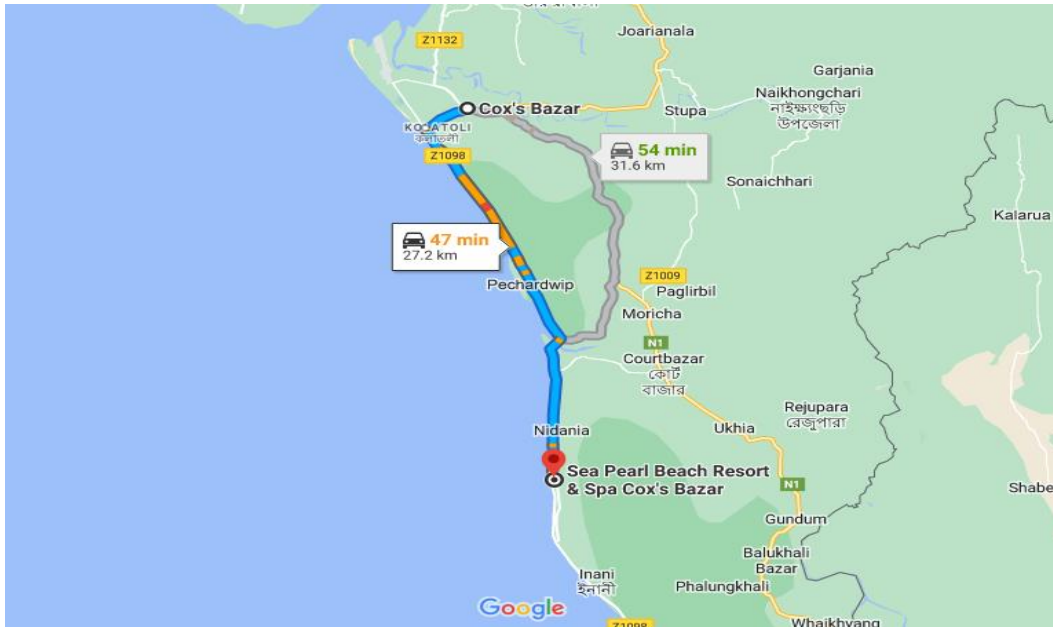


Figure 1: The satellite image of Cox's Bazar leading to Sea Pearl Beach Resort & Spa.

2.2 Hotel Profile

Sea Pearl Beach Resort & Spa is a 5-star resort located in Cox's Bazar, Bangladesh. It was opened in September 2015 and is the largest beach resort in Bangladesh. The resort has 493 guest rooms and suites, five restaurants, four meeting rooms, two swimming pools, a gym, a kids' gaming zone, and a dedicated beach.

The resort was developed by Sea Pearl Beach Resort & Spa Limited, a company founded in 2013. The company is owned by a group of Bangladeshi investors who wanted to create a world-class resort in Cox's Bazar. The resort was designed by a team of international architects and engineers.

The resort is located on Inani Beach, which is one of the most popular beaches in Cox's Bazar. The beach is known for its white sand, clear water, and stunning views of the Bay of Bengal. The resort is also located close to a number of other tourist attractions, including the Cox's Bazar Beach, the Cox's Bazar Forest, and the Cox's Bazar Hill Station.

Sea Pearl Beach Resort & Spa has been praised for its luxurious accommodations, its variety of amenities, and its convenient location. The resort has won a number of awards,

including the TripAdvisor Certificate of Excellence and the World Travel Awards' 5-Star Gold Award.

The resort is a popular destination for both domestic and international tourists. It is often used for weddings, corporate events, and other special occasions.

Here is a brief history of Sea Pearl Beach Resort & Spa:

- 2013: Sea Pearl Beach Resort & Spa Limited is founded.
- 2014: Construction on the resort begins.
- 2015: The resort opens on September 17.
- 2016: The resort wins the TripAdvisor Certificate of Excellence.
- 2017: The resort wins the World Travel Awards' 5-Star Gold Award.
- 2018: The resort celebrates its third anniversary.
- 2019: The resort continues to grow in popularity.
- 2020: The resort is affected by the COVID-19 pandemic.
- 2021: The resort begins to recover from the pandemic.
- 2022: The resort is fully operational and continues to be a popular destination for both domestic and international tourists.

Sea Pearl Beach Resort & Spa is a luxurious and convenient resort that is located in one of the most popular tourist destinations in Bangladesh. The resort has won a number of awards and is a popular destination for both domestic and international tourists.

2.2.1 Mission

Sea Pearl Beach Resort & Spa's mission is to provide Bangladeshi families with a luxurious 5-star vacation experience within Bangladesh. With a commitment to offering the best quality, facilities, and price, the resort aims to ensure guest satisfaction. The resort also focuses on being environmentally friendly and expanding its offerings to provide members with more choices within Asia and internationally.

2.2.2 Vision

Sea Pearl Beach Resort & Spa has a vision to be recognized as the leading luxury resort in Cox's Bazar, Bangladesh, offering unparalleled hospitality and exceptional guest experiences. With a commitment to redefining luxury, the resort aims to provide a unique blend of international standards and local flavors, creating a truly unforgettable stay. The resort

envisions being a destination where guests can unwind, indulge, and immerse themselves in a world of luxury and tranquility.

In addition, Sea Pearl Beach Resort & Spa aspires to grow its wings in other areas under the Sea Pearl Group. This strategic expansion plan aims to establish a portfolio of exceptional properties and services, catering to different market segments and destinations. By leveraging the brand's reputation for luxury and excellence, the group aims to become a prominent player in the hospitality industry, extending its reach to new locations while maintaining the same high standards of quality and guest satisfaction. This expansion will further enhance the group's ability to provide remarkable experiences and contribute to the overall growth and success of the Sea Pearl brand.

With a vision that encompasses luxury redefined, unwinding indulgence, international standards blended with local flavors, and strategic expansion, Sea Pearl Beach Resort & Spa and the Sea Pearl Group aim to create a lasting legacy in the hospitality industry, offering unparalleled experiences to guests and setting new benchmarks for excellence.

2.2.3 Organizational diagram of Sea Pearl Beach Resort and Spa

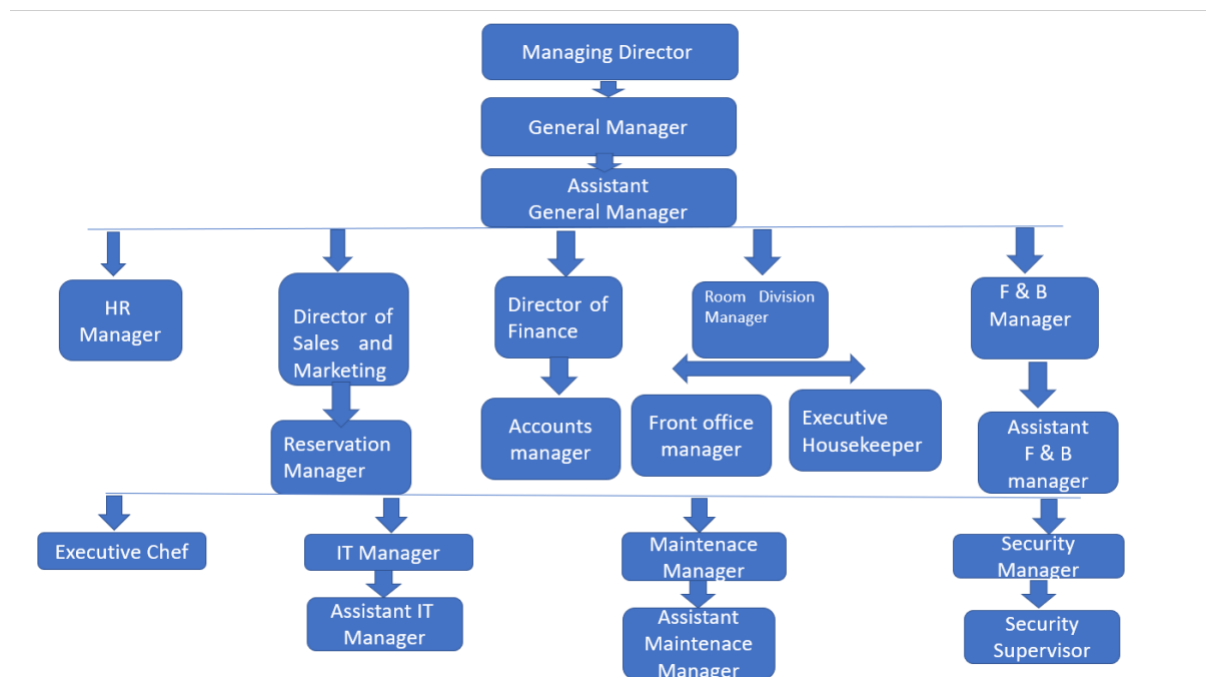


Figure 2: Organizational Diagram

2.3 Description of the departments

Sea Pearl Beach Resort & Spa operates various departments, each playing a crucial role in delivering exceptional guest experiences. Here is a brief description of some key departments within the resort:

2.3.1 Front Office

Front Office Department serves as the face of Sea Pearl Beach Resort & Spa, playing a crucial role in creating a positive first impression for guests. The department is responsible for welcoming guests, handling check-ins and check-outs, and providing concierge services. The Front Office team manages reservations, ensuring efficient room allocation and maintaining accurate guest records. They handle guest inquiries and complaints, promptly addressing any issues to ensure guest satisfaction. The department also coordinates with other departments to ensure seamless operations and collaborates with the Sales and Marketing Department to optimize guest experiences and maximize revenue opportunities. With a strong focus on guest service, the Front Office Department strives to create a warm and welcoming atmosphere, making guests feel valued and attended to throughout their stay. Their responsibilities also include handling administrative tasks, managing guest accounts, and maintaining security and safety protocols. Overall, the Front Office Department is an integral part of Sea Pearl Beach Resort & Spa, ensuring that guests receive exceptional service and a memorable experience from the moment they arrive until their departure.

2.3.2 Housekeeping

The Housekeeping Department at Sea Pearl Beach Resort & Spa plays a crucial role in maintaining cleanliness, hygiene, and overall aesthetics throughout the property. This department ensures that guest rooms, public areas, and amenities are impeccably clean and well-maintained to provide a comfortable and pleasant environment for guests.

The Housekeeping Department is responsible for a wide range of tasks, including:

- **Room Cleaning:** Housekeeping staff thoroughly clean and sanitize guest rooms, making beds, changing linens, and replenishing amenities to ensure a fresh and inviting atmosphere.

- Public Area Maintenance: The department maintains the cleanliness of common areas such as lobbies, corridors, elevators, and restrooms, ensuring a tidy and welcoming environment for guests.
- Laundry Services: Housekeeping oversees the resort's laundry facilities, managing the washing, ironing, and folding of linens, towels, and guest clothing, ensuring a steady supply of clean and fresh items.
- Inventory Management: The department keeps track of housekeeping supplies, including toiletries, cleaning products, and linens, ensuring an adequate stock and efficient utilization.
- Guest Requests: Housekeeping responds promptly to guest requests for additional amenities, such as extra towels, pillows, or toiletries, ensuring that guest needs are met promptly and efficiently.
- Preventive Maintenance: Housekeeping staff often acts as the eyes and ears of the property, reporting any maintenance issues or safety concerns to the appropriate departments for prompt resolution.
- Training and Development: The Housekeeping Department provides training to its staff on proper cleaning techniques, safety protocols, and customer service skills to maintain high standards of cleanliness and guest satisfaction.

Overall, the Housekeeping Department plays a vital role in upholding the resort's image and ensuring a comfortable and pleasant stay for guests. Their attention to detail, efficiency, and commitment to cleanliness contribute significantly to the overall guest experience at Sea Pearl Beach Resort & Spa.

2.3.3 Food and Beverage Service

The Food and Beverage Department at Sea Pearl Beach Resort & Spa is dedicated to providing exceptional dining experiences for guests. With a focus on quality, variety, and outstanding service, the department ensures that guests have memorable culinary experiences throughout their stay.

The Food and Beverage Department encompasses several key areas:

- Restaurants: The department manages a range of dining establishments, including fine dining restaurants, casual eateries, and outdoor dining options. Each restaurant offers a unique ambiance and a diverse menu to cater to different tastes and preferences.
- Menu Planning and Preparation: The department is responsible for menu development, ensuring a wide selection of appetizing dishes that showcase local flavors as well as international cuisine. The culinary team carefully prepares and presents each dish with attention to detail and quality.
- Beverage Service: The department manages the beverage offerings, including a variety of alcoholic and non-alcoholic beverages. Skilled bartenders and sommeliers provide guests with expert recommendations, creating delightful cocktails, serving fine wines, and ensuring a memorable beverage experience.
- IRD: The Food and Beverage Department oversees the IRD (In Room Dining) operations, allowing guests to enjoy meals and beverages in the comfort of their own rooms. Prompt and efficient delivery of orders is a priority to ensure guest satisfaction 24/7.
- Special Events and Catering: The department handles the organization and execution of special events, banquets, and conferences. They collaborate with guests to create customized menus, provide professional service during events, and ensure successful execution of all catering requirements.
- Hygiene and Food Safety: The Food and Beverage Department maintains stringent hygiene and food safety standards to ensure that all meals and beverages are prepared, stored, and served in a safe and sanitary manner. Regular inspections and training are conducted to uphold these standards.
- Customer Satisfaction: The department places a strong emphasis on providing exceptional service to guests. Well-trained and attentive staff ensure that guests' dining experiences exceed expectations, delivering personalized service and addressing any inquiries or concerns promptly.

Overall, the Food and Beverage Department at Sea Pearl Beach Resort & Spa aims to create a culinary journey for guests, offering diverse and flavorful dining options coupled with exceptional service. Their commitment to quality, innovation, and guest satisfaction contributes to the overall enjoyment and memorable experiences of guests at the resort.

2.3.4 Food and Beverage Production

The Food and Beverage Production Department at Sea Pearl Beach Resort & Spa is responsible for creating and preparing a wide variety of culinary delights for guests. This department plays a crucial role in ensuring high-quality food and beverages are served throughout the resort.

The Food and Beverage Production Department encompasses several key areas:

- **Menu Planning:** The department collaborates with the executive chef and culinary team to develop menus that cater to the diverse tastes and preferences of guests. They consider seasonal ingredients, dietary restrictions, and culinary trends to create a well-rounded menu selection.
- **Ingredient Sourcing and Procurement:** The department is responsible for sourcing high-quality ingredients from trusted suppliers. They ensure that ingredients meet strict quality standards, are fresh, and adhere to food safety regulations.
- **Culinary Preparation:** The culinary team in the production department executes the menu items with precision and skill. They handle food preparation, cooking, and plating to ensure that each dish is presented beautifully and meets the resort's quality standards.
- **Quality Control:** The department maintains strict quality control measures throughout the food production process. They conduct regular inspections and tastings to ensure that all dishes meet the desired taste, texture, and presentation standards.
- **Specialized Cuisine:** The production department may specialize in specific cuisines or culinary techniques. They may have dedicated chefs and stations for specific types of cuisine, such as local cuisine, international dishes, or specialized dietary requirements.
- **Hygiene and Safety:** The department adheres to strict hygiene and safety protocols to ensure the cleanliness and sanitation of the production area. They follow proper food handling and storage practices to maintain food safety and prevent contamination.
- **Collaboration with other Departments:** The Food and Beverage Production Department works closely with other departments, such as the Food and Beverage Service Department and Banquet Department, to coordinate menu offerings, ensure efficient service, and meet guest expectations.
- **Innovation and Menu Development:** The department actively seeks to innovate and introduce new culinary concepts and dishes to enhance the guest experience. They may

conduct research, attend culinary workshops, and stay updated with the latest culinary trends to offer unique and exciting dining options.

The Food and Beverage Production Department at Sea Pearl Beach Resort & Spa plays a vital role in providing guests with exceptional culinary experiences. Their dedication to quality, creativity, and attention to detail ensures that guests enjoy delectable and memorable dining moments during their stay at the resort.

2.3.5 Human Resource Department

The Human Resource (HR) Department at Sea Pearl Beach Resort & Spa is responsible for managing and developing the resort's most valuable asset - its employees. The HR Department plays a crucial role in ensuring that the resort's workforce is well-trained, motivated, and engaged to deliver exceptional service to guests.

The HR Department encompasses several key functions:

- **Recruitment and Selection:** The department is responsible for attracting and hiring qualified individuals for various positions within the resort. They create job descriptions, advertise vacancies, screen resumes, conduct interviews, and select the most suitable candidates.
- **Training and Development:** The HR Department designs and implements training programs to enhance the skills and knowledge of employees. They identify training needs, organize workshops, provide on-the-job training, and facilitate professional development opportunities to help employees grow in their roles.
- **Performance Management:** The department establishes performance management systems to set performance goals, provide regular feedback, and conduct performance evaluations. They recognize and reward outstanding performance, address performance issues, and implement strategies to improve overall employee performance.
- **Employee Relations:** The HR Department acts as a liaison between management and employees, fostering positive relationships and addressing employee concerns. They ensure compliance with labor laws and regulations, handle disciplinary actions when necessary, and promote a harmonious work environment.
- **Compensation and Benefits:** The department manages employee compensation and benefits programs. They establish salary structures, administer employee benefits such

as health insurance and retirement plans, and handle payroll processing to ensure employees are fairly compensated for their work.

- Employee Engagement and Retention: The HR Department implements initiatives to enhance employee engagement and satisfaction. They organize employee events, promote a positive work culture, implement employee recognition programs, and develop strategies to retain talented employees.
- Policy Development and Compliance: The department develops and communicates HR policies and procedures to ensure consistency and compliance with legal and ethical standards. They stay updated with employment laws and regulations and ensure that the resort operates within the legal framework.
- Employee Wellness and Safety: The HR Department promotes employee wellness and safety programs. They implement health and safety policies, conduct training on safety practices, and create a safe work environment for all employees.

The Human Resource Department at Sea Pearl Beach Resort & Spa plays a vital role in attracting, developing, and retaining a skilled and motivated workforce. Their efforts contribute to creating a positive work culture, enhancing employee satisfaction, and ultimately delivering exceptional service to guests.

2.3.6 Sales and Marketing Department

The Sea Pearl Beach Resort and Spa's Sales and Marketing division oversees using various marketing techniques to draw potential clients to the resort's services and amenities. Additionally, this division is tasked with finding several market niches and creating marketing strategies that target each of them. The Sales and Marketing division also seeks to stay on top of new developments in the resort business. Accommodation providers like Sea Pearl Beach Resort and Spa should separate consumer markets and create focused marketing strategies that cater to each segment's needs and interests, according to studies on resort marketing.

The Sea Pearl Beach Resort and Spa's Sales and Marketing division use a variety of tactics to pinpoint market niches and create marketing strategies. For instance, the division studies consumer behavior and preferences through market research. The department works closely

with the guest services and human resources departments to gain a thorough grasp of the resort's services and target market.

Responsibilities: -

The Sales and Marketing department has several roles and responsibilities. These includes: -

- Developing and implementing marketing strategies.
- Conducting market research to identify trends and consumer preferences.
- Analyzing customer feedback to improve the resort's offerings.
- Collaborating with other departments to create promotional materials and ensure brand consistency.
- Maintaining the resort's website and social media presence.
- Analyzing data related to customer behavior to guide future marketing decisions.

Work strategies: -

The Sales and Marketing Department of Sea Pearl Beach Resort and Spa follows a number of work strategies to promote the resort and its services. These strategies include:

- Developing targeted marketing campaigns to reach specific audiences.
- Offering promotions and special deals to attract guests during off-peak seasons.
- Collaborating with other departments such as housekeeping and food and beverage to create packages that combine room rates with other services.
- Utilizing data analytics to measure the effectiveness of marketing campaigns and adjust strategies accordingly.

Furthermore, this department works closely with the management team to develop a pricing strategy that keeps the resort competitive in its target market while ensuring profitability.

2.3.7 Account & Finance Department

The account and finance department of Sea Pearl Beach Resort and Spa is responsible for managing the financial operations of the resort. The department ensures that all financial transactions are recorded accurately and in a timely manner. It also prepares financial statements, budgets, and forecasts to help the management team make informed decisions.

The management team of the account and finance department of Sea Pearl Beach Resort and Spa includes a finance manager, an accountant, and a bookkeeper. The finance manager is responsible for overseeing the department and ensuring that financial policies and procedures are followed. The accountant is responsible for preparing financial statements and analyzing financial data. The bookkeeper is responsible for recording financial transactions and managing accounts payable and accounts receivable.

Responsibilities: -

The main responsibilities of the account and finance department include:

- Recording financial transactions such as sales, purchases, and expenses.
- Preparing financial statements such as income statements, balance sheets, and cash flow statements.
- Managing accounts payable and accounts receivable.
- Preparing budgets and forecasts.
- Ensuring compliance with financial regulations and laws.
- Analyzing financial data to identify trends and opportunities for improvement.

Work strategies: -

The account and finance department of Sea Pearl Beach Resort and Spa follows several work strategies to ensure the smooth operation of the department. These strategies include:

- Using accounting software to automate financial processes and reduce errors.

- Regularly reviewing financial data to identify areas for improvement.
- Collaborating with other departments to ensure that financial information is accurate and up-to-date.
- Providing training to staff to ensure that they understand financial policies and procedures.

2.3.8 Safety and Security Department

The safety and security department of Sea Pearl Beach Resort and Spa is responsible for ensuring the safety and security of guests, staff, and property within the resort premises. The department is headed by a safety and security manager, who oversees the day-to-day operations of the department.

The management team of the safety and security department of Sea Pearl Beach Resort and Spa includes a safety and security manager, a security supervisor, and a team of security officers. The safety and security manager are responsible for overseeing the department and ensuring that safety and security policies and procedures are followed. The security supervisor is responsible for supervising the security officers and ensuring that security protocols are being followed. The security officers are responsible for conducting regular patrols of the resort premises and responding to any security incidents or emergencies.

Responsibilities: -

The main responsibilities of the safety and security department include: -

- Ensuring that the resort is secure and free from any potential threats.
- Conducting regular patrols of the resort premises to identify any security risks or breaches.
- Monitoring security cameras and alarm systems to detect any suspicious activity.
- Responding to emergencies such as medical emergencies, fires, or natural disasters.
- Conducting investigations into any incidents or accidents that occur within the resort premises.

- Ensuring that all staff are trained in emergency procedures and are aware of safety and security protocols.

Work strategies: -

The safety and security department of Sea Pearl Beach Resort and Spa follows a number of work strategies to ensure the safety and security of guests, staff, and property. These strategies include: -

- Regularly reviewing and updating safety and security policies and procedures.
- Providing training to staff on safety and security protocols and emergency procedures.
- Conducting regular safety and security drills to ensure that staff are prepared for emergencies.
- Collaborating with other departments such as maintenance and housekeeping to ensure that safety and security risks are identified and addressed in a timely manner.

2.3.9 Spa Department

The Spa Department of Sea Pearl Beach Resort and Spa is responsible for providing guests with a range of spa services to help them relax and rejuvenate during their stay. The department is headed by a Spa Manager, who oversees the day-to-day operations of the department.

Services: -

The Spa Department of Sea Pearl Beach Resort and Spa offers a range of services to guests, including: -

- Massages (Swedish, deep tissue, hot stone, aromatherapy, etc.)
- Facials (deep cleansing, anti-aging, hydrating, etc.)
- Body treatments (scrubs, wraps, etc.)
- Manicures and pedicures.
- Haircut.
- Hair removal (waxing, threading, etc.)

Customer satisfaction: -

The Spa Department of Sea Pearl Beach Resort and Spa places a high priority on customer satisfaction. The department strives to create a relaxing and welcoming environment for guests and to provide high-quality services that meet their needs. To ensure customer satisfaction, the department: -

- Conducts regular customer satisfaction surveys to gather feedback from guests.
- Encourages guests to provide feedback on their experience.
- Employs highly trained and experienced therapists and estheticians.
- Uses high-quality products and equipment.
- Offers a range of services to cater to different needs and preferences.

Additionally, the Spa Department of Sea Pearl Beach Resort and Spa offers a loyalty program for repeat guests, which includes discounts on services and other perks.

2.3.10 SWOT Analysis of Sea Pearl Beach Resort and Spa



Strengths: -

- Prime location: The resort is located on a beautiful beach with stunning views, which is a major draw for guests.
- Range of facilities: The resort offers a range of facilities, including multiple restaurants, a spa, a fitness center, and a pool, which provides guests with a variety of options for relaxation and entertainment.

- Experienced staff: The resort employs experienced staff who are knowledgeable about the local area and can provide guests with personalized recommendations and assistance.
- Strong brand reputation: Sea Pearl Beach Resort and Spa has a strong brand reputation, which helps to attract guests and maintain customer loyalty.
- Sustainable practices: The resort is committed to sustainable practices and has implemented several initiatives to reduce its environmental impact, which is becoming increasingly important to guests.
- It offers guests travel desk services as well as transportation.

Weaknesses: -

- Seasonal demand: The resort experiences high demand during peak season, but may struggle to attract guests during off-peak periods.
- Dependence on external factors: The resort's success is dependent on factors such as weather, political stability, and economic conditions, which are outside of its control.
- Manpower shortages and a lengthy recruitment process.
- In several instances, functionality is lacking.
- Poor maintenance of certain facilities.
- Because of its size and the variety of services it provides, the resort's operational expenditures expensive.

Opportunities: -

- Expansion: The resort could expand its facilities and room options to attract a wider range of guests.
- Targeted marketing: The resort could develop targeted marketing campaigns to attract specific types of travelers, such as families or couples.
- Local partnerships: The resort could form partnerships with local businesses and attractions to provide guests with a wider range of activities and experiences.

Threats: -

- Competition: The resort faces competition from other hotels and resorts in the area, which may offer similar facilities and services.
- Economic instability: Economic instability in the country or region could reduce demand for travel and impact the resort's revenue.
- Natural disasters: The resort is in an area that is prone to natural disasters such as hurricanes and earthquakes, which could damage the property and disrupt operations.

2.3.11 Conclusion

A number of departments at Sea Pearl Beach Resort and Spa collaborate to give visitors a top-notch experience. The resort's Food and Beverage Department offers a variety of dining options, while the Spa Department offers a range of services to help guests unwind and revitalize while they are there. The Front Office Department offers clients individual assistance throughout their stay, while the Housekeeping Department makes sure that guest rooms are tidy and comfortable.

Overall, the resort's numerous divisions collaborate to give visitors a smooth and enjoyable experience while they are there. The Sea Pearl Beach Resort and Spa is able to satisfy the needs and preferences of a wide spectrum of visitors by providing a variety of amenities and services.



Chapter 03

Overview of the Front Office Department

3.1 Introduction of Front Office Department

The front office department of Sea Pearl Beach Resort and Spa is responsible for providing efficient and effective services to guests from the moment they arrive until their departure. It is considered the nerve center of the hotel, serving as the first point of contact for guests and managing various important tasks.

The front office team, which includes receptionists, concierge, and bellboys, works together to ensure that guests have a pleasant and memorable stay. They are highly trained in handling a wide range of responsibilities, such as managing reservations, check-in and check-out procedures, and addressing guest inquiries and requests.

During the check-in process, the front office team warmly welcomes guests, verifies their reservation details, and provides them with necessary information about the resort and its facilities. They also handle guest requests and inquiries throughout their stay, offering personalized assistance and ensuring guest satisfaction.

Check-out procedures are efficiently managed by the front office department, including settling bills, handling payment transactions, and organizing transportation for departing guests. They also collect feedback and address any concerns or complaints to ensure a positive guest experience.

In addition to guest services, the front office department is responsible for various administrative tasks. This includes maintaining guest records and information, managing room inventories, coordinating with housekeeping for room readiness, and collaborating with other departments to ensure seamless operations.

Overall, the front office department serves as the face of Sea Pearl Beach Resort and Spa, providing exceptional customer service and creating a welcoming atmosphere for guests. Their professionalism, attention to detail, and ability to handle various tasks efficiently contribute to the overall success of the resort.

3.2 Background of Front Office Department

The front office department is headed by the Front Office Manager, who oversees the day-to-day operations of the department. The department is divided into several sections, including reception, reservations, concierge, and guest services. Each section is staffed by trained professionals who are responsible for ensuring that guests have a memorable and enjoyable stay. The reception section is the first point of contact for guests, where they are warmly welcomed upon arrival. The receptionists are knowledgeable about the hotel's facilities and services and assist guests with check-in and check-out procedures. They also handle guest inquiries, provide information about local attractions and activities, and ensure that guests' needs are met throughout their stay. The reservations section is responsible for managing room bookings and ensuring accurate records. The team works closely with guests and travel agents to secure reservations, handle changes or cancellations, and provide information on room availability and rates. The concierge section offers personalized services to enhance guests' experiences. They assist with arranging transportation, making restaurant reservations, and providing recommendations for sightseeing and entertainment options. The guest services section focuses on addressing guest requests and ensuring their satisfaction. The team is available round-the-clock to handle any concerns or issues that may arise during a guest's stay. They strive to go above and beyond to exceed guest expectations and create a memorable experience. Overall, the front office department of Sea Pearl Beach Resort and Spa plays a crucial role in providing exceptional customer service and ensuring guest satisfaction. With their professionalism, attention to detail, and commitment to delivering a personalized experience, they contribute to making each guest's stay at the hotel memorable and enjoyable.

3.2.1 Mission

To provide exceptional guest service and create a welcoming and memorable experience for every guest. Ensuring guests feel valued, comfortable, and well-cared for throughout their stay by delivering personalized service, attention to detail, and anticipating guest needs.

3.2.2 Vision

To be recognized as the leading provider of exceptional guest service and hospitality, setting the industry standard for excellence. Creating a welcoming environment where every guest feels valued, with their needs anticipated and met. Striving for continuous improvement, innovation, and collaboration to enhance the guest experience and exceed expectations.

3.2.3 Organizational Chart of Front Office Department in Sea Pearl Beach Resort: -

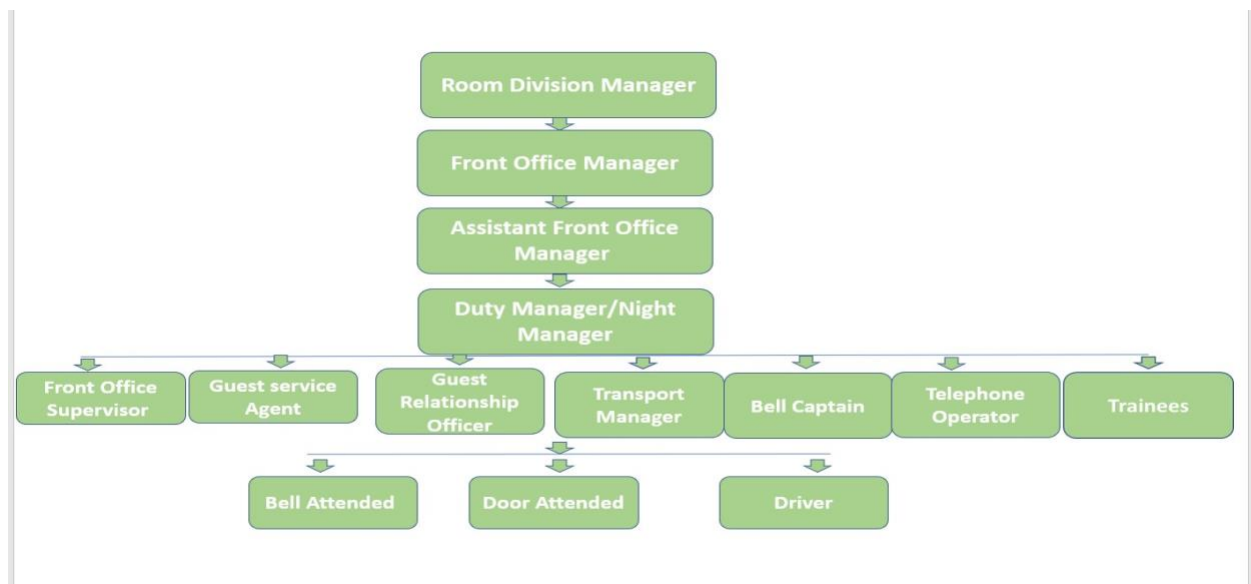


Figure: 1.6: Diagram of Front Office Department

3.3 Outlet Description of Front Office Department

- **Room Rack:** A wooden framework behind the front desk that displays the reservation and housekeeping status of each guest room.
- **Information Desk:** Located at the front desk to track in-house guests, containing details such as guest names, room numbers, rates, and departure information.
- **Mail and Message Rack:** An array of pigeonholes used to store mails and messages received for in-house guests.

- Key Rack: Positioned under the front desk counter, holding the keys for the guest rooms.
- Folio Bucket: Used in the front desk cash section, with slots for organizing guest folios by room number. It helps the Front Office Cashier to store, track, and maintain guest folios for future reference.
- Wake Up Devices: Reminds guests of requested wake-up times using devices like James Rimando Timer and simple alarm clocks.
- Printer: Used to produce hard copies of documents for hotel purposes.

Essential for printing guest invoices, reservation confirmations, reports, and other necessary paperwork.

Ensures accurate record-keeping and provides necessary documentation for efficient hotel operations.

- Photocopier: Copies important documents and IDs for hotel records.

Helps in managing information and distributing copies.

- Computer: Check-in and check-out desks at Sea Pearl Beach Resort and Spa are equipped with eight computers. These computers facilitate efficient and accurate guest registration and departure processes. They enable the front desk staff to quickly access guest information, process payments, print receipts, and generate necessary documentation. The computers play a vital role in streamlining the check-in and check-out procedures, enhancing guest satisfaction, and ensuring smooth operations at the hotel.

3.3.1 Room Description & Type: -

Superior king garden view: -

A superior king view is the starting category room. The 400-square-foot room contains a single bed for two people and a garden theme. There are 63 rooms in this category.



Superior hill view: -

The starting category room provides a great view of the hill. This 400-square-foot room comes with a single bed for two guests, one bathroom, and other amenities. It also has a view of the hill. There are 16 rooms in this category.



Superior twin hill view: -

The 400 square foot room has two single beds, a 32" LCD TV, Wi-Fi, a reading table, a safety box, and a cabinet for two people. This category includes 21 rooms.



Superior twin sea view: -

Two single beds with sea views and a separate workstation with improved lighting. This room measures 400 square feet. This category contains 19 rooms.



Superior triple: -

This serves as the initial room category in Sea Peal. The superior triple room is 400 square feet and has a king bed, a single bed, a bathroom, a reading table, a safety deposit box, and a three-person cabinet. There are 97 rooms in this category.



Studio King Sea View: -

Studio suites are cozy and comfortable. The room is 536 square feet of ultra-luxurious comfort. All of the rooms are nicely furnished with modern comforts such as reading tables, eating tables, toilets, and two-person cabinets. Most importantly, guests can look directly out the window at the sea.



Premier king sea view: -

The 690 square foot Premier Sea View suite features a panoramic view, a well-furnished living area with all-modern furnishings, and a kitchenette. The Premier Sea View room is the most relaxing alternative for guests.



Executive Suite Sea View: -

The average-sized 720 square foot executive suite room contains 1 single bed and a balcony. Our Executive Suites wider area and thoughtful use of space will make visitors feel at ease and at home. a cozy master bedroom with a kitchenette and living room. They reflect the coziness and comfort of home. There are 44 rooms in this category.



Executive Suite Hill/Garden View: -

All the features are the same as in the executive suite sea view category, except this category only includes garden or hill views.



Royal Family Suite Sea view: -

The Sea Pearl Beach Resort & Spas 1050 square foot Two-Bedroom Suite is a luxurious and spacious accommodation option that gives guests with all the amenities of home away from home. The suite has a luxury master bedroom with a king-size bed and a second bedroom with two twin beds, making it ideal for families or groups of friends vacationing together. Each bedroom has its own elegantly equipped sitting area and kitchenette, allowing guests privacy and flexibility. The design and decor of the suite are exquisite and modern, with high-end facilities including high-speed Wi-Fi and air conditioning. The Two-Bedroom Suite is excellent for resort guests seeking a pleasant and comfortable stay.



Royal Paradise Suite: -

The Sea Pearl Beach Resort & Spas Royal Paradise Suite is a luxurious accommodation option for travelers seeking a romantic and relaxing stay. The suite has a private pool, a gorgeous four-poster bed, a luxurious bathroom, and an outdoor balcony where guests may enjoy the adjacent sea breeze. The suite is over 2020 square feet in size, giving guests plenty of space to rest and unwind. The suites design and furnishings are lavish, with rich materials, elaborate detailing and modern conveniences like high-speed Wi-Fi and air conditioning. The suite is great for honeymooners or couples seeking an exclusive and memorable break.



Presidential Suite: -

The Presidential Suite is the utmost in luxury accommodation, measuring 2500 square feet. It is located on the resort's ninth floor and offers amazing views of the surrounding area. The suite has a drawing room, a huge dining area, a kitchenette, a giant flat-screen TV, and other 5-star amenities to treat and indulge guests. The Presidential Suite also includes two extra-large bedrooms, each with its own luxurious bathroom and an open patio where you can enjoy the sea breeze. The suite also has a 4-person jacuzzi where guests may relax and unwind. The design and decor of the suite is sumptuous, with rich materials, delicate detailing, and modern amenities like high-speed Wi-Fi and air conditioning. The Presidential Suite is ideal for travelers seeking a truly spectacular experience.



3.3.2 Spa Facilities

Samayaa World Spa

Samayaa World Spas sumptuous and relaxing treatments are available to visitors. The spa is available every day from 10:00 a.m. to 10:00 p.m. and offers a variety of sumptuous wellness treatments to provide clients with a relaxing and pampering experience. The owners of Samayaa World Spa believe that mental and physical tranquility are necessary for spiritual and sensuous satisfaction. The spa treatments mix traditional, age-old spa practices with the most contemporary spa industry guidance, giving visitors a variety of options to help them find balance in their lives. The treatments are designed to awaken visitors's senses, cleanse them from head to toe, relieve tension, restore peace and quiet, and cleanse them of toxins. The spas therapists are highly trained and skilled, and guests can relax and unwind as they release all the stress and tension from their bodies, leaving them with unparalleled radiance and a positive chi as they leave.



3.3.3 Health and fitness center

The Sea Pearl Beach Resort & Spa has a well-equipped health and exercise center that is open every day from 06:00AM to 11:00PM. The Lifestyle Gym is positioned near the pool area and allows guests to enjoy a brief workout while admiring the wonderful surroundings. The gym is air-conditioned and equipped with cutting-edge Life Fitness equipment, such as treadmills, ellipticals, bikes, and multi-gyms, to meet the cardio and strength training needs of guests. Guests are welcome to use all of the equipment. Whether you are a regular gym goer or simply want to maintain your fitness regimen while on vacation, the health and fitness center at Sea Pearl Beach Resort & Spa has everything you need for a simple and productive workout.



3.3.4 Laundry services

Laundry, dry cleaning, and pressing services are available 24 hours a day, seven days a week at Sea Pearl Beach Resort & Spa. Laundry service is normally provided daily, with pickup and delivery available between 06:00AM and 10:00PM. For visitors who need laundry done

quickly, express service is provided for a charge, with laundry completed within three hours of request. Also, as part of promotional sales or packages, the resort may provide free laundry services. Guests will appreciate the ease and flexibility of having their laundry needs met by the resorts competent and efficient laundry crew.

3.3.5 Meetings & Events facilities

The Sea Pearl Beach Resort is widely regarded as one of the best places in Bangladesh for meetings and incentive tourism. Four smaller function rooms and a large, fully air-conditioned ballroom are available for meetings and events. The resort has a team of professional event planners to assist guests with event planning. The resorts gorgeous and quiet beachfront setting provides a unique and soothing setting for corporate conferences, conventions, expos, seminars, and banquets. Furthermore, the resort provides effective and creative services to exceed guests' expectations and ensure the success of their events. With its superb meeting and event facilities, professional personnel, and lovely coastal location, the Sea Pearl Beach Resort is an ideal choice for those looking for a top-tier location to conduct their next corporate event in Bangladesh.

Safinah Banquet Hall: -

Safinah Banquet Hall is a versatile and spacious 10,000 sq ft facility suited for MICE and private gatherings for up to 600 guests. It has collapsible acoustics and a pillar-free room that can accommodate up to 1000 guests in various configurations. The modern facilities and high-quality amenities make it an ideal site for any corporate or private gathering.



Imperial: -

The Imperial conference room is a well-equipped space with 1200 square feet of flexible space that includes a folding acoustic barrier and an adjoining meeting room. The space features theater-style seating for up to 100 people, making it a perfect setting for conferences, presentations, and other events.



Pool Cabana: -

The Sea Pearl Pool Cabana is a magnificent and peaceful spot located beside the resorts swimming pool. It provides a peaceful and comfortable

environment for guests to relax and take in the scenery. The cabana is completely furnished with comfortable chairs and conveniences like a mini-fridge and a music system. Visitors can enjoy food and drinks from the adjoining bar and restaurant while admiring the pool and sea views. The Sea Pearl Pool Cabana is ideal for a relaxing afternoon or celebrating a special occasion with friends and family.



Regal: -

The Regal is a sophisticated conference room with cutting-edge technology and high-speed

internet access. It is a smart pre-function area that provides guests with 800 square feet of flexible space that is suitable for small group interactions. The conference room is comfortably decorated and has a theater-style seating capacity of up to 30 visitors. The Regal is an ideal location for small meetings, workshops, and training sessions, with modern facilities and a professional atmosphere.

Pool side Ampitheater: -

The poolside area and open-air amphitheater are ideal venues for stunning pool-side dinners, parties and destination weddings. It features a smart pre-function area, well supported by modern equipment and high-speed internet connectivity. Service hours meetings: 8:00 a.m. to 6:30 p.m. and events: 8:00 a.m. to 12:00 p.m. Cuisine: Continental, Mexican, Sea Food, Arabic, Thai, Chinese, Indian, Bangla. Children Club menu is also available.

3.3.6 Restaurants & Bar: -

There in sea pearl beach resort and spa, they have around 9 different outlets for different types of cuisine foods.

Kashba Restaurant: -

Operating hours: -

Breakfast 07am-10:30am

Lunch 12.30pm-03:30pm

Dinner 06.00pm-10.00pm

The Kashba Restaurant at Sea Pearl Beach Resort and Spa is an all-day dining facility with spectacular views of the bay and a choice of fresh, locally sourced cuisine. The restaurant delivers a diverse range of international meals, including regional delicacies, and accommodates all dietary requirements. Kashba Restaurants comfortable and warm ambiance makes it the ideal choice for a romantic supper, a casual meal with friends and family, or a business lunch.



Akoya: -

Open 06:00pm-
11:00pm

Akoya is a Pan-Asian fusion restaurant located at Sea Pearl Beach Resort and Spa that offers guest's expansive views of the Pool.

With 96 seats available, the restaurant provides ample space for guests to enjoy à la carte service while taking in the beautiful scenery. Akoya menu features a fusion of Pan-Asian cuisine, providing guests with a unique culinary experience. Whether guests are looking to try something new or indulge in their favorite Asian dish, Akoya is the perfect choice for a memorable dining experience.

Pranzi: -

Open 01pm-11:00pm

Pranzi is an Italian restaurant that promises a fantastic voyage for your taste sensations. The restaurant serves a scrumptious range of pizza, pasta, noodles, spaghetti, and other Italian dishes that are sure to please even the most discriminating palate. Pranzis warm environment and courteous service makes it ideal for a romantic supper or a casual meal with friends and family. Pranzi is the ideal venue for an outstanding dining experience, whether customers are yearning traditional Italian cuisine or want to try something new.



Scoop Ice Cream Parlor: -

Open 10:00am-11pm daily

It is an ice cream shop that offers several different flavors. Enjoy unusual ice cream flavors and enchanted chef-created gourmet dishes. satiate your desire for sweets.



Punch Bowl: -

Open 06:00am-11:00pm (Saturday to Wednesday)

07:00am-12:00am (Thursday to Friday)

Punch bowl situated on the first floor, looking out over the lobby and reception area. With a large range of sandwiches, pastries, and other local specialties for both dining in and takeout, this restaurant is sure to provide the best dining experience. At Punch Bowl, unwind with a cup of expertly roasted coffee or your preferred squeezed juice while taking in our tranquil atmosphere.



Fish & Grill: -

Opening hours 06:00 pm to 11:00pm daily.

The Fish & Grill is located next to the pool. Enjoy the worldwide favorites that have been expertly grilled in the live kitchen. Play around with the best sauces and sides.



Bliss Bar: -

Opening hours: 05:00 pm to 12:00 am daily

Relax and unwind with friends and family at Sea Pearl Beach Resort and Spas international bar. The bar offers a diverse range of the finest spirits, wines, and beers, guaranteeing that there is something for everyone. The international bar has it all, whether customers want a traditional cocktail or a local beer. The welcoming environment and polite service make it ideal for a nightcap after a long day of exploring or simply catching up with friends over drinks.



Blue O: -

Its opening hours 10:00am to 8:00pm daily

Located directly in the center of our lovely pool. Along with the beer, you'll get soft drinks & mocktails.



IRD: -

Guests at Sea Pearl Beach Resort and Spa can enjoy all-day dining as well as 24-hour in-room service. The international menu offers a wide variety of dishes to suit all tastes and dietary needs, allowing visitors to enjoy a great dinner in the privacy of their own room. Whether guests want breakfast in bed, a late-night snack, or a full-course dinner, Sea Pearl Beach Resort and Spas in-room dining service is the ideal choice for a stress-free dining experience.

3.3.7. Swimming pool: -

Infinity Pool, Main Pool & ladies swimming Pool: -

Open 08:00am – 08:00pm Daily

At Sea Pearl Beach Resort and Spa, guests can enjoy a stunning infinity pool that provides

brehtaking views of the ocean. The infinity edge gives the impression of being in the center of the ocean, making it a truly unique experience. Additionally, the resort features a kid's pool designed to provide comfort and entertainment for children, creating the perfect place for them to play and have fun. At Sea Pearl Beach Resort and Spa, we strive to make every guest feel loved and cared for, just like they would be at home.



3.3.8 Kids Zoon: -

Kids Gaming zone: Opening Time: 08AM | Closing Time: 10.45PM

Kids Play Zone: 07.00 AM | Closing Time: 06.00 PM

We have a separate Kids Zone at Sea Pearl Beach Resort and Spa to create a pleasant and safe environment for children. The Kids Zone has a variety of games, toys, and activities to keep youngsters entertained, such as a ball pit, video games, and a play area with slides and swings. Our knowledgeable staff is always available to oversee youngsters and ensure their safety, providing parents with peace of mind as they relax and enjoy their vacation at the Resort.



3.3.9 Sea pearl water park: -

Park near Sea Pearl The only and largest international grade water park in Cox's Bazar. Everyday hours are 9.00 am to 5.00 pm. Residents receive a 15% discount.

Packages with all rides start at 700.



3.4 Coordination with Other departments

The front office department at Sea Pearl Beach Resort and Spa plays a crucial role in coordinating with various other departments to ensure a seamless guest experience. Here's how the front office coordinates with different departments:

- **Housekeeping Department:** The front office communicates guest check-in and check-out information to the housekeeping department. This enables housekeeping staff to prepare rooms for incoming guests and promptly clean and maintain rooms after guests check out. The front office also communicates any special requests or specific room preferences from guests to the housekeeping department.
- **Food and Beverage Department:** The front office collaborates with the food and beverage department to manage restaurant reservations for guests. The front office staff communicates guest preferences, dietary requirements, and special requests to the food and beverage team. They work together to ensure a smooth dining experience for guests and handle any room service orders or inquiries related to food and beverage services.
- **Maintenance Department:** Whenever a guest reports a maintenance issue, the front office acts as a liaison between the guest and the maintenance department. They promptly relay the information to the maintenance team, ensuring that any repairs or maintenance tasks are addressed promptly and efficiently. The front office also follows up with guests to ensure their concerns have been resolved.
- **Sales and Marketing Department:** The front office collaborates with the sales and marketing department to promote special offers, packages, and events to guests. They provide information on current promotions and deals at the front desk and assist in upselling or cross-selling services to enhance the guest experience. The front office also gathers guest feedback and relays it to the sales and marketing team for continuous improvement.

- Security Department: The front office works closely with the security department to ensure the safety and security of guests and the hotel premises. They share important information about guest arrivals, departures, and any specific security concerns or requests. The front office staff assists in monitoring guest access to the hotel, verifying identification, and maintaining a secure environment. In case of any security incidents or emergencies, the front office immediately contacts the security team to handle the situation and ensure the well-being of guests. The front office and security department collaborate to provide a safe and secure environment for guests during their stay.

3.5 SWOT Analysis of The Front Office Department

Strengths:

- **Highly trained staff**: The front office department of Sea Pearl Beach Resort and Spa is staffed by highly trained professionals who are dedicated to providing exceptional customer service to guests.
- **Advanced technology**: The department uses state-of-the-art technology to manage guest information, bookings, and other relevant data.
- **Efficient communication**: The front office department communicates effectively with other departments to ensure that guests' needs are met promptly and efficiently.

Weaknesses:

- **Staff turnover**: High staff turnover can negatively impact the quality of service provided by the front office department.
- **Language barriers**: The hotel caters to a diverse group of guests, and language barriers can sometimes affect the quality of service provided by the front office staff.
- **Limited space**: The front office department may face challenges in managing guest traffic during peak seasons due to limited space.

Opportunities:

- **Upselling opportunities**: The front office department can take advantage of upselling opportunities by offering guests additional services or amenities.
- **Personalization**: The department can personalize the guest experience by tailoring services to meet individual needs and preferences.
- **Technology advancements**: The front office department can take advantage of technological advancements to improve efficiency and enhance the guest experience.

Threats:

- **Increased Workload:** Managing a large number of rooms requires additional resources and manpower. The front office staff may face difficulties in handling the high volume of check-ins, check-outs, and guest inquiries, potentially leading to delays or decreased efficiency in providing prompt service.
- **Staffing and Training:** Ensuring an adequately trained and skilled front office team to handle a large number of rooms can be a challenge. The resort needs to invest in proper training programs to maintain a high level of professionalism, accuracy, and guest satisfaction.
- **Resource Allocation:** Allocating resources, such as staff, equipment, and technology, to manage a large number of rooms can be complex. The front office department needs to carefully plan and allocate resources to effectively handle the demands of the guests while maintaining operational efficiency.
- **Guest Experience:** With a high room count, there is an increased likelihood of guest complaints or issues arising from the sheer volume of guests. It becomes crucial for the front office team to prioritize guest satisfaction and handle any potential challenges promptly and effectively.

3.6. Conclusion

In conclusion, the front office department of Sea Pearl Beach Resort and Spa is a vital component in delivering exceptional guest experiences. Through effective coordination with various departments, such as housekeeping, food and beverage, maintenance, sales and marketing, and security, the front office ensures that guests' needs are met promptly and efficiently. The department utilizes advanced technology to streamline operations and enhance guest interactions. While the front office department faces challenges such as high staff turnover and limited space during peak seasons, there are opportunities to leverage technology for improved efficiency, personalize the guest experience, and increase revenue through upselling. It is essential for the department to stay vigilant to threats such as competition, economic downturns, and negative reviews, and take proactive measures to mitigate their impact. Overall, the front office department of Sea Pearl Beach Resort and Spa remains dedicated to providing exceptional customer service, leaving a positive and lasting impression on guests.



Chapter 4:

Activities Undertaken, Constraints/Challenges, and Lessons Learned

4.1 Activities Undertaken During Internship period

During the course of my work as an assistant, I have undertaken several activities related to the front office department of Sea Pearl Beach Resort and Spa. These activities have been focused on the assigned tasks by the organization and my interest in the whole organization. Some of the activities that I have undertaken include:

During my internship period at Sea Pearl Beach Resort and Spa, I engaged in various activities related to the front office department. These activities were designed to provide me with practical experience and enhance my understanding of the department's operations. Some of the key activities I undertook are as follows:

- Guest Check-in and Check-out: I assisted in the guest check-in and check-out process, welcoming guests, verifying reservations, and ensuring a smooth and efficient process. This involved updating guest information, issuing room keys, and addressing any inquiries or concerns.
- Reservation Management: I learned to handle guest reservations, including receiving and recording bookings, managing room availability, and communicating reservation details to relevant departments. This allowed me to develop skills in managing the hotel's reservation system and ensuring accurate and timely information.
- Guest Assistance: I provided assistance to guests throughout their stay, including providing information about hotel facilities, local attractions, and arranging transportation. I also addressed guest requests, ensuring their needs were met and resolving any issues that arose during their stay.

- Front Desk Operations: I gained hands-on experience in operating the front desk, managing incoming and outgoing calls, handling mail and messages, and maintaining a professional and welcoming atmosphere. This helped me develop effective communication and organizational skills.
- Cash Handling: I received training in cash handling procedures, including processing guest payments, handling currency exchanges, and maintaining accurate records. This allowed me to understand the importance of financial accuracy and security in the front office department.
- Team Collaboration: I actively participated in team meetings and collaborated with colleagues from different departments to ensure smooth operations and deliver exceptional guest service. This provided me with insights into the importance of teamwork and effective communication in a hotel setting.

Overall, these activities provided me with valuable practical experience and deepened my knowledge of front office operations in a hospitality setting. I gained a comprehensive understanding of the day-to-day responsibilities of a guest service agent and the importance of providing exceptional customer service.

4.1.1 Work-Related Task and Responsibility

During my internship as a Front Office Executive, I performed various tasks and duties to contribute to the efficient operation of the front office department. Some of the key tasks and duties I fulfilled are as follows:

1. Effective use of IDS program: I became proficient in using the hotel's Integrated Database System (IDS) program, which is essential for managing guest reservations, check-ins, check-outs, and other front office operations.
2. Telephone and extension handling: I learned to efficiently handle incoming and outgoing calls, transfer calls to appropriate departments or individuals, and assist guests with their inquiries and requests over the phone.
3. Photocopying and toner replacement: I was responsible for making photocopies of important documents for both guests and internal use. Additionally, I learned to replace toner cartridges in printers to ensure smooth operation.
4. Adherence to SOP: I followed Standard Operating Procedures (SOP) to ensure consistency and quality in front office operations. This included procedures for check-ins, check-outs, guest inquiries, complaint handling, and other tasks.

5. Issuing room keys: I became proficient in the process of issuing room keys to guests, ensuring accuracy and providing necessary information about room amenities and hotel policies.
6. Handling group check-ins: I assisted in managing the check-in process for group reservations, coordinating with the reservations team and ensuring a smooth and organized check-in experience for group guests.
7. Managing early arrivals: I dealt with visitors whose rooms were not yet ready for check-in, providing alternative arrangements and ensuring their comfort while they waited for their rooms to become available.
8. Answering visitor questions: I promptly and accurately responded to visitor inquiries about hotel facilities, nearby attractions, transportation options, and other relevant information.
9. Customer complaint handling: I effectively addressed customer complaints or concerns, listening attentively, empathizing, and finding suitable solutions to ensure guest satisfaction.
10. Late departure awareness: I stayed informed about guests who requested late departures, coordinating with the housekeeping and reservations teams to accommodate their requests whenever possible.
11. Night audit attention: I learned about the night audit process, ensuring that all necessary data was accurately recorded for financial reporting and maintaining proper documentation.
12. Reservation process knowledge: I familiarized myself with the reservation process, understanding how to make and modify reservations, manage room availability, and handle special requests or requirements.
13. Alarms and emergency codes awareness: I became familiar with the hotel's alarm systems and emergency codes, ensuring a quick and appropriate response in case of emergencies or critical situations.
14. Polite phone etiquette: I conducted phone calls with guests, colleagues, and external parties in a polite and professional manner, ensuring clear communication and providing assistance as needed.
15. Customer feedback handling: I learned to handle customer feedback, whether positive or negative, with professionalism and responsiveness, seeking opportunities for improvement and ensuring guest satisfaction.

By performing these tasks and fulfilling these duties, I gained valuable hands-on experience in front office operations, developed strong communication and problem-solving skills, and enhanced my ability to provide exceptional guest service.

4.1.2 Observed the task and duties in the Organization

During my observation of the front office operations at Sea Pearl Beach Resort & Spa, I noticed several tasks and duties performed by the front office staff during the check-in process. Here is a description of the observed tasks and duties:

1. Greetings: The front office staff warmly greeted guests with phrases such as "Good morning/afternoon/evening," "Welcome to Sea Pearl," or "Welcome back, it's great to see you again." They also asked guests to provide their National ID/Passport for verification.
2. Acknowledgement: The staff made an effort to verify any alerts or special requests associated with the guest's reservation. They described the reservation details to the guest, including the room type, room number, and departure date. They also recognized and acknowledged Onyx members, indicating their loyalty status.
3. Registration Card: The front office staff requested that the guest check the specifics of their reservation on the registration card. The guest's signature was obtained on the registration card as a form of acknowledgement.
4. Requesting Payment: The staff followed the instructions for billing and payment procedures. They requested a pre-approval for incidental charges and informed the guest about the hotel's policy if they choose not to pre-authorize. Additionally, they explained that if the guest only wanted to pay for their lodging fee, they needed to request the "no post" flag.
5. Presenting the Key Card: The front office staff presented the guest with their key card, providing information about additional services available, such as outlets and discounts. They concluded the check-in process by expressing their wishes for the guest to enjoy their time at the resort.

By observing these tasks and duties, I gained insights into the check-in process at Sea Pearl Beach Resort & Spa, including the importance of warm greetings, thorough verification of reservations, accurate documentation, efficient payment procedures, and providing relevant information to guests.

Guest Reservation Record: -

- ◆ Guest full name.
- ◆ Email address.
- ◆ Contact number.
- ◆ NID card/ Passport & Visa copy.
- ◆ Expected arrival date.
- ◆ Room type.
- ◆ Room rate.
- ◆ Special instructions.
- ◆ Company details.
- ◆ Payment method.
- ◆ Departure time/date.

Duty Shifting System in Sea Pearl Beach Resort: -

Sea Pearl Beach Resort is open 24 hours a day, seven days a week, with three shifts to ensure that guests always have access to facilities and services. Throughout their stay, the hotel staff is always ready to supply visitors with facilities and services. Morning, evening, and night shifts are available. Different activities for each shift are listed below:

Checklist for Morning Shift (7:00 Am to 4:00 pm): -

- ◆ Correctly read the logbook.
- ◆ Wake-up call check.
- ◆ Check all files no-show, amenities request, honeymoon package, complimentary room.
- ◆ Check with the kitchen for the daily order of expressions.
- ◆ Check out all city ledgers.
- ◆ Check late C/O requests.
- ◆ Check occupancy statistics.
- ◆ Check the occupancy forecast.
- ◆ Review the arrival files.
- ◆ Examine VIP arrival
- ◆ Check airports pick up and drop.
- ◆ Checking and issuing key cards.
- ◆ Folio check, C/O.

- ◆ Folio check, C/IN.
- ◆ Provide the cash float and hand it over to the next shift.
- ◆ Transferring money to accounts.
- ◆ Any kind of information passes every shift.
- ◆ It is important to record any messages or issues in the logbook.
- ◆ Give the next shift a verbal and written handover.

Checklist for Evening Shift (2:00 Pm to 11:00 pm): -

- ◆ Take handover properly from the morning shift.
- ◆ Read logbook properly & follow up the message.
- ◆ Follow up expected arrival.
- ◆ Follow up with guests for due-out rooms.
- ◆ Check day use, late checkout & half-day or full rate according to hotel policy.
- ◆ Check any messages & special requests for guests.
- ◆ Update any pending report and file it.
- ◆ Print in-house guest list & check folio, check-in procedure is done properly.
- ◆ Follow up all stationery items are enough stock in the front office.
- ◆ Check every registration card, guest identity is available.
- ◆ Count the cash float and hand it over to the night shift.
- ◆ Drop the cash collection and send mail to FOM.
- ◆ Give a written and verbal handover to the night shift.

Checklist for Night Shift (11:00 pm to 7:00 Am): -

- ◆ Take proper handover from evening shift.
- ◆ Read logbook.
- ◆ Check the cash float and sign it.
- ◆ Check the traces are resolved mentioned in the logbook.
- ◆ Check and follow up if any arrivals are left.
- ◆ Close cashier report.
- ◆ Check room allocation for the following day's morning arrivals.
- ◆ Check room rents and cross-check credit cards and cash transactions.
- ◆ Received all vouchers from all outlets.
- ◆ Prepare daily transport sales reports.
- ◆ Check all departure files for the next day accordingly.
- ◆ Count the cash float and handover to next shift and sign the cash float book.

4.1.3 Other relevant activities

The duties of a reservation executive in Sea Pearl Beach Resort & Spa are specific to handling reservations and communicating with guests. Here is a description of the tasks and duties performed by a reservation executive:

1. Professional Call Handling: The reservation executive receives and answers calls in a professional manner, providing excellent customer service.
2. Providing Information: The executive gives guests detailed information about the hotel, its amenities, and available packages to convince them to make a reservation.
3. Reservation Process: The executive follows the hotel's reservation policies and rules while taking guest reservations.
4. Confirmation and Deposits: The executive sends a tentative reservation confirmation to guests, requesting a deposit to secure the reservation. If a guest is unable to provide the deposit on time, the executive communicates with the guest and may cancel the reservation if necessary.
5. Follow-Up Calls: The executive makes follow-up calls to guests who are arriving the next day as a courtesy to confirm their arrival and offer additional services such as transport.
6. Handling Payments: The executive collects and deposits advance payments according to the reservation requirements.
7. Online and Third-Party Reservations: The executive checks and manages reservations made through online platforms and third-party booking channels.
8. Daily Pickup Report: The executive prepares a report summarizing the daily reservations and pickups.
9. Shift Handover: The executive closes their shift and provides proper information to the next shift, including any messages or important details.
10. Documentation: The executive prints and attaches corresponding documents, such as deposit slips, to maintain accurate records.
11. Handover to Front Desk: The executive hands over the reservation folios and relevant information to the front desk staff for smooth check-in procedures.
12. Shift Closure and Communication: The executive closes their shift, takes note of any messages or tasks for the morning shift, and communicates this information effectively.

These tasks and duties performed by the reservation executive ensure efficient handling of reservations, clear communication with guests, and accurate documentation for a smooth guest arrival experience.

4.2 Constraints

During my internship affiliation with Sea Pearl Beach Resort and Spa, I encountered several constraints and challenges that are common in the hospitality industry. Some of the issues and problems I identified are as follows:

- High Workload: The front office department often faced a high workload, especially during peak seasons or when there were events or conferences at the hotel. This resulted in time constraints and the need for efficient multitasking.
- Language Barriers: As the resort caters to international guests, language barriers sometimes posed challenges in effective communication with guests, particularly when dealing with specific requests or resolving issues.
- Staff Turnover: The high turnover rate among front office staff affected the continuity of service and required continuous training for new employees. It also put additional pressure on the existing staff to handle additional responsibilities.
- Limited Space: The limited space at the front desk area created constraints in terms of organizing documents, managing guest check-ins and check-outs, and maintaining a clutter-free work environment.
- Technical Issues: There were occasional technical issues with the reservation system, computer equipment, or other front office tools. These issues required prompt troubleshooting and coordination with the IT department to minimize disruptions in guest services.
- Time Management: Efficient time management was crucial to handle multiple tasks simultaneously, such as attending phone calls, checking in/out guests, responding to inquiries, and addressing guest concerns promptly.
- Handling Difficult Guests: Dealing with difficult or demanding guests posed a challenge, as it required effective communication skills, patience, and the ability to find suitable solutions to ensure guest satisfaction.
- Managing Guest Expectations: Meeting or exceeding guest expectations while adhering to the hotel's policies and limitations was a challenge. Balancing personalized service with operational constraints required a proactive and diplomatic approach.

- Emergency Situations: Being prepared for emergency situations, such as fire alarms or medical emergencies, and ensuring the safety and well-being of guests posed challenges that required quick thinking, composure, and following established protocols.
- Time-sensitive Operations: Front office operations, such as accurate billing, room allocations, and maintaining an updated inventory, required meticulous attention to detail and adherence to timelines to avoid errors and ensure smooth operations.

Despite these constraints and challenges, my internship experience at Sea Pearl Beach Resort and Spa provided valuable insights into the complexities of front office operations and honed my problem-solving and time management skills. It also highlighted the importance of effective communication, teamwork, and adaptability in providing exceptional guest experiences in a dynamic hospitality environment.

4.2.1 Observed in the Organization

During my internship at Sea Pearl Beach Resort and Spa, I had the opportunity to observe and identify various aspects of the organization. Some of the key observations and findings include:

1. Guest-Centric Approach: The organization prioritizes providing excellent customer service and ensuring a positive guest experience. I observed how the staff goes above and beyond to cater to guests' needs and preferences, making them feel valued and appreciated.
2. Efficient Operational Procedures: The organization has well-defined operational procedures in place, ensuring smooth and efficient day-to-day operations. I observed how tasks were assigned, communication channels were established, and teamwork was emphasized to achieve operational excellence.
3. Emphasis on Staff Training and Development: The organization recognizes the importance of continuous learning and invests in staff training and development. I observed training sessions and workshops conducted for employees to enhance their skills and knowledge, contributing to their professional growth and improving overall service quality.
4. Cross-Departmental Collaboration: I noticed a strong culture of collaboration and teamwork among different departments. The front office department worked closely with housekeeping, food and beverage, and other departments to ensure seamless coordination and enhance the overall guest experience.
5. Technology Integration: The organization has embraced technology to streamline operations and enhance guest services. I observed the use of property management

systems, reservation systems, and other technological tools to automate processes, improve efficiency, and provide personalized services to guests.

6. Strong Focus on Quality and Standards: The organization maintains high standards of cleanliness, comfort, and service quality. I observed regular inspections, adherence to standard operating procedures, and a commitment to maintaining a positive brand reputation.
7. Safety and Security Measures: The organization prioritizes the safety and security of guests and employees. I observed security protocols in place, including CCTV surveillance, access control systems, and emergency response procedures, to ensure a safe environment for everyone.
8. Strong Organizational Culture: The organization fosters a positive and inclusive organizational culture. I observed a supportive work environment, open communication channels, and a shared sense of pride and commitment among the staff.

Overall, my observations in the organization highlighted its dedication to providing exceptional guest experiences, efficient operations, staff development, and maintaining high standards of quality and safety. These aspects contribute to the organization's reputation and success in the hospitality industry.

4.2.2. Academic Preparation

During my internship at Sea Pearl Beach Resort and Spa, I encountered certain instances where there was a mismatch between the assigned tasks and my academic preparation/major. My academic background primarily focused on hospitality management, which provided me with a solid foundation in various aspects of the industry. However, there were certain areas where my academic preparation did not directly align with the specific tasks assigned to me during the internship.

One such example was when I was assigned tasks related to the reservation and sales team. While my academic preparation covered the fundamentals of reservations and sales, the practical implementation and intricacies of the organization's reservation system and sales strategies were not extensively covered in my coursework. As a result, I had to quickly familiarize myself with the specific software and procedures used by the resort.

However, despite the initial mismatch, my academic preparation still proved relevant and beneficial in many ways. The core concepts and principles of hospitality management that I learned during my studies provided a solid foundation for understanding the overall operations

and guest service aspects of the resort. This knowledge allowed me to quickly grasp the broader context in which my assigned tasks were situated.

Furthermore, my academic preparation equipped me with transferable skills such as communication, problem-solving, and teamwork, which were invaluable in performing my duties effectively. These skills enabled me to adapt to new situations, collaborate with colleagues from different departments, and handle guest interactions professionally.

Looking ahead to future job requirements, my academic preparation has provided me with a strong understanding of the hospitality industry as a whole. While there may be specific tasks or operational functions that were not directly covered in my coursework, the broader knowledge and skills gained from my major will undoubtedly be applicable in various roles within the industry.

Overall, while there may have been instances of mismatch between the assigned tasks and my academic preparation, I believe that the relevance of my academic major lies in the foundational knowledge, transferable skills, and holistic understanding of the hospitality industry it provided. These elements will undoubtedly contribute to my future success and adaptability in meeting the job requirements of the organization and pursuing a career in the hospitality field.

4.2.3 Missing knowledge

The missing knowledge and skills that are relevant to Sea Pearl Beach Resort and Spa and future professional development include:

1. Advanced Communication Skills: Improved communication skills are crucial for effectively interacting with diverse guests and colleagues.
2. Customer Relationship Management: Understanding CRM strategies to anticipate and meet guest needs, enhancing satisfaction and loyalty.
3. Revenue Management: Knowledge of revenue management principles for optimizing pricing and room inventory.
4. Technology and Data Analytics: Proficiency in hospitality technology and data analysis to enhance operations and customer experiences.
5. Cross-Cultural Competence: Cultural awareness to provide personalized experiences for guests from different backgrounds.
6. Problem Solving and Decision Making: Skills in analyzing situations and making informed decisions to address challenges effectively.

7. Leadership and Teamwork: Development of leadership skills and the ability to collaborate effectively within teams.

By acquiring this missing knowledge and skills, professionals can contribute to the success of Sea Pearl Beach Resort and Spa and excel in the hospitality industry.

4.3. Lessons Learned from the Internship Program

Throughout my internship program at Sea Pearl Beach Resort & Spa, I gained valuable lessons and experiences. Some of the key lessons I learned include:

- Multitasking and Adaptability: Working at the front desk required me to handle multiple tasks simultaneously and adjust to different shifts. I learned how to prioritize and manage my time effectively to meet guests' needs.
- Customer Service Skills: Interacting with guests on a daily basis taught me the importance of excellent customer service. I learned how to communicate professionally, handle complaints, and ensure guest satisfaction.
- Teamwork and Collaboration: Collaborating with colleagues from different departments, such as F&B services, during busy periods taught me the importance of teamwork. I learned how to work together to deliver seamless experiences to guests.
- Attention to Detail: Working at the front desk required meticulous attention to detail, especially when handling reservations, payments, and guest information. I learned the significance of accuracy and thoroughness in performing tasks.
- Problem Solving: Dealing with various challenges, such as room availability issues or guest complaints, allowed me to develop my problem-solving skills. I learned how to think critically and find effective solutions in a fast-paced environment.
- Professionalism and Ethics: Maintaining a professional demeanor and adhering to ethical standards were essential aspects of my role. I learned the importance of integrity, confidentiality, and maintaining guest privacy.
- Industry Knowledge: My internship provided me with practical insights into the hospitality industry. I gained a better understanding of front-office operations, reservation systems, and the overall guest experience.

Overall, my internship at Sea Pearl Beach Resort & Spa provided me with valuable lessons in customer service, teamwork, problem-solving, and professionalism. These lessons have enhanced my skills and prepared me for a future career in the hospitality industry.

4.3.1. Front office learning part

The front desk is considered the nerve center and backbone of any hotel. I spent most of my time at the front desk as a trainee guest service agent at Sea Pearl Beach Resort & Spa. It was my obligation to make sure that guests had excellent service throughout their stay.

Throughout my internship, I learned a lot about front-office operations. I learned how to use the reservation system and how to properly enter guest information. I also learned how to check guests in and out of the hotel, handle phone assistance, and generate and manage reservations.

Besides these duties, I also learnt about cashiering and billing procedures. It was fascinating to observe how the billing system functioned and how critical it was to verify that all charges were correctly documented and applied to the guest's account

Overall, working at the front desk helped me improve my communication, time management, and attention to detail. These abilities will be useful to me in any future position in the hospitality business.

Booking Guaranteed/Non-Guaranteed: -

A "guaranteed booking" is one that is assured by the presence of a credit card. This means that if the guest does not show up for their reservation, the hotel has the authority to levy a no-show fee to pay the cost of the reserved but unfilled room. This policy protects the hotel by compensating it for any revenue lost as a result of a guest's inability to respect their reservation.

Non-credit card-carrying guests are not assured.

Non-appearance: -

A no-show fee will be assessed if a guest doesn't check in before the night audit deadline.

OTA: -

Customers can book hotels and other travel services online through online travel agencies (OTAs) such as Agoda, Expedia, and Booking.com, typically at discounted rates. When a guest books a reservation using an OTA, the reservation is referred to as an OTA reservation.

P&I: -

The posting interface (PI) is a system used in the Sea Pearl Beach Resort for inter-departmental tasks such as micros posting and banquet payment settlement. The PI collaborates with the PM (Property Management system) to enable the efficient and correct processing of transactions and payments between the hotel's various departments.

Night inspection: -

Night auditing is a crucial process that takes place during the late-night hours in a hotel. It involves closing out daily operations and generating reports, reconciling financial transactions, and updating room rates and charges. The front desk staff plays a key role in conducting the night audit to ensure the accuracy of accounting records and maintain financial transparency.

During the night audit, the front desk staff carefully reviewed all financial transactions that occurred throughout the day. This includes verifying room charges, guest payments, and any additional services or purchases made by guests. They also reconcile any discrepancies or errors in the records to ensure accuracy.

One of the primary objectives of the night audit is to generate reports for management. These reports provide valuable insights into the hotel's financial performance, occupancy rates, and revenue streams. Management relies on these reports to make informed decisions and plan for the following day's operations.

Moreover, the night audit ensures the smooth running of the hotel's operations. By reconciling accounts and updating records, it helps prevent errors or inconsistencies in guest billing and accounting. It also identifies any irregularities or discrepancies that may require further investigation.

Overall, night auditing is a critical function in the management of a hotel. It helps maintain financial transparency, ensures the accuracy of accounting records, and contributes to the smooth operation of the hotel. By conducting thorough night audits, hotels can effectively manage their finances and provide a reliable and efficient service to their guests.



Chapter 05

FINDINGS

RECOMMENDATION

CONCLUSION

5.1. Findings

1. Best Practices and Strategies for Exceptional Guest Service: Through my internship at Sea Pearl Beach Resort & Spa, I learned about various best practices and strategies for providing exceptional guest service in the Front Office Department. These include greeting guests professionally, effectively using the reservation system, promptly addressing guest inquiries and concerns, and ensuring a smooth check-in and check-out process.
2. Procedures and Best Practices for Managing Shift Duties: During my internship, I gained insights into the procedures and best practices for managing shift duties as a Guest Service Agent. This involved handling guest arrivals and departures, managing room reservations and allocations, processing payments, and maintaining accurate guest records. I learned the importance of effective communication, attention to detail, and time management in performing these duties.
3. Day-to-Day Operations and Responsibilities of a Guest Service Agent: Working as a Guest Service Agent allowed me to understand the day-to-day operations and responsibilities of the role. This included managing guest inquiries and requests, coordinating with other departments, assisting in resolving guest issues, and ensuring a seamless guest experience.
4. Factors Contributing to Guest Satisfaction and Loyalty: Through observation and interaction with guests, I identified key factors that contribute to guest satisfaction and loyalty. These include personalized and attentive service, quick resolution of guest issues, maintaining cleanliness and comfort in guest rooms, offering additional

amenities or services, and ensuring efficient communication and coordination between departments.

5. Coordination and Communication between Front Office and Other Departments: I observed the coordination and communication between the Front Office Department and other departments, such as Housekeeping, Food and Beverage, and Maintenance. Effective communication and collaboration were crucial in ensuring smooth operations and meeting guest needs.
6. Guest Service Recovery Procedures: I learned about guest service recovery procedures and strategies for effectively handling guest complaints or issues. This involved active listening, empathetic communication, offering appropriate solutions or compensation, and following up to ensure guest satisfaction.

Overall, the internship provided valuable insights into the best practices, procedures, and strategies for delivering exceptional guest service in the Front Office Department of Sea Pearl Beach Resort & Spa. It helped me understand the importance of effective communication, attention to detail, and guest-centric approach in ensuring guest satisfaction and loyalty.

5.2. Recommendations: -

here are some recommendations and suggestions:

1. Workload Management: Implement efficient scheduling and staffing strategies to better manage the high workload during peak seasons or events. Consider cross-training employees to handle multiple tasks and prioritize work based on urgency.
2. Language Training: Provide language training programs for front office staff to improve communication skills and overcome language barriers when dealing with international guests. This can enhance guest satisfaction and ensure effective service delivery.
3. Retention Strategies: Develop employee retention strategies to reduce staff turnover in the front office department. This can include providing career development opportunities, competitive compensation and benefits, and creating a positive work environment that encourages employee loyalty.
4. Space Optimization: Explore options to optimize the limited space at the front desk area. This may involve redesigning the layout, implementing better organization systems, or utilizing technology to streamline processes and reduce physical clutter.
5. Technical Support: Establish a reliable technical support system to promptly address any issues with the reservation system, computer equipment, or other front office

tools. This can involve having dedicated IT personnel or outsourcing technical support services to ensure smooth operations.

6. Time Management Training: Provide time management training for front office staff to enhance their ability to handle multiple tasks efficiently. This can include techniques for prioritizing tasks, managing interruptions, and improving productivity.
7. Guest Service Training: Offer comprehensive training programs for front office staff to enhance their skills in handling difficult guests. This can include communication techniques, conflict resolution strategies, and customer service recovery methods to ensure positive guest experiences.
8. Managing Expectations: Provide ongoing training on effectively managing guest expectations while adhering to hotel policies and limitations. This can involve teaching staff how to set realistic expectations, proactively communicate limitations, and find suitable alternatives or solutions to meet guest needs.
9. Emergency Preparedness: Conduct regular emergency response training sessions to ensure that front office staff are well-prepared to handle emergency situations. This includes familiarizing them with emergency protocols, first aid procedures, and effective communication during crisis situations.
10. Process Improvement: Continuously review and improve front office processes, such as billing procedures, room allocations, and inventory management, to minimize errors and enhance efficiency. Regularly solicit feedback from staff to identify areas for improvement and implement necessary changes.

By implementing these recommendations and suggestions, Sea Pearl Beach Resort and Spa can address the identified constraints and challenges, improve overall front office operations, and enhance guest satisfaction.

5.3. Conclusion: -

As a tourism and hospitality management student, I had the privilege of embarking on a transformative six-month internship journey at Sea Pearl Beach Resort & Spa's Front Office. Throughout my internship, I immersed myself in the intricacies of the hotel's operations and gained invaluable insights into the world of customer service and hospitality. This report serves as a compilation of my experiences, findings, and recommendations that I believe will not only benefit Sea Pearl Beach Resort & Spa but also serve as a valuable resource for fellow students in the field.

The Front Office is undeniably a vital component of any hotel's operations, and my objective was to provide a comprehensive understanding of its processes and challenges. By delving into various aspects such as workload management, language barriers, staff turnover, limited space, technical issues, time management, guest interactions, managing expectations, emergency preparedness, and time-sensitive operations, I sought to shed light on the multifaceted nature of front office management.

From these observations, I have identified both constraints and opportunities for improvement within the Front Office. My recommendations are aimed at addressing these challenges and empowering Sea Pearl Beach Resort & Spa to continue delivering exceptional service and maintain its esteemed status within the hospitality industry.

Furthermore, I believe that the insights and recommendations presented in this report hold tremendous educational value for students pursuing careers in tourism and hospitality management. By studying the experiences and lessons learned during my internship, fellow students can gain a practical understanding of the industry's intricacies and the significance of exceptional customer service.

By bridging the gap between theory and practice, this report equips students with the knowledge and skills needed to thrive in the ever-evolving hospitality landscape. It emphasizes the importance of effective workload management, language proficiency, staff retention, workspace optimization, technical proficiency, time management, guest satisfaction, managing expectations, emergency preparedness, and meticulous attention to detail in time-sensitive operations.

I am deeply grateful for the opportunity to learn and grow alongside Sea Pearl Beach Resort & Spa, and I sincerely hope that the findings and recommendations presented in this report will serve as a valuable resource for both the organization and my fellow students. May it inspire continuous improvement and contribute to the success of future professionals in the hospitality industry.



Chapter 06

Appendix Part

6.1. References: -

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6.2. List of abbreviations:

F/O	Front Office
SPBR&S	Sea Pearl Beach Resort & Spa
PMS	Property Management System
IDS	Internet Distribution System
GSA	Guest Service Agent
ARR	Average Room Rate
RC	Registration Card
PO	Paid Out
RR	Rack Rate
OP	Occupancy Percentage
PIA	Paid in Advance
H/U	House Use.
POS	Point of Sale
DND	Do Not Disturb
V/C	Vacant Clean
V/D	Vacant Dirty
O	Occupied
C/O	Check Out
C/I	Check-In
O. O. O	Out Of Order.
O	Occupied
AMEX	American Express
MC	Master Card
HOD	Head Of Department
DBMS	Database Management System
SOP	Standard Operating Procurers
MOD	Manager on duty