



Daffodil
International
University

Internship Report on

“Reservation Management System of Sarah Resort Ltd”

Submitted to

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Bachelor of Tourism & Hospitality Management

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Letter of Transmittal

03rd September 2023

Mr. Mahbub Parvez
Associate Professor,
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Daffodil International University.

Subject: Submission of the Internship Report

Dear Sir;

I am submitting my internship report on "Reservation Management System of Sarah Resort Ltd." as a requirement to complete my BTHM Degree. Working on my internship under your guidance is something I really appreciate.

I have been given the wonderful chance to serve as a Reservation Trainee in the Sales & Reservations Department for three months under the direct supervision of Mr. Niloy Modak (Executive, Reservations) and Mr. Mazaharul Islam (Manager, Corporate Affairs) and the extended job period in Sarah Resort. I've learned a lot from this encounter. I did everything I could to abide by your advice.

If you felt that the material in this study helped you comprehend this topic better, that would make me extremely grateful.

Sincerely,



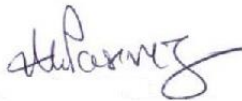
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CERTIFICATE OF THE SUPERVISOR

This is clarify that the report titled 'Reservation Management System of Sarah Resort Ltd.'" Has been written by Mr. Sheikh Imdadul Islam; ID: 191-43-110 under my direct supervision to complete the BTHM degree from Daffodil International University. He has written this report after successful completion of his internship program at Sarah Resort.

I have recommended him for further defense.

Signature,



Mahbub Parvez

Associate Professor

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Abstract

A hotel reservation system's main goal is to give guests a quick and orderly way to reserve a room there. It enables hotels to control their inventory, keep track of visitor data, and swiftly and securely accept payments. By utilizing this approach, hotels can guarantee that they can welcome visitors in the most effective way and give them the greatest possible experience throughout their stay. Additionally, by streamlining activities across numerous departments within the firm, it aids in lowering expenses related to manual booking processes.

Sarah Resort has been an exceptional gem in the Bangladesh's Resort Industry, providing top-notch and luxurious hospitality to its guest for last six years. The commitment to its guest gained the guests' trust and love, being the most profitable resort in the Dhaka Division. But with great fame comes huge responsibilities. The sales & reservation has to be more efficient to response and give demanding service to their valued guests.

Joining Sarah Resort Ltd, after the completion of course work of Bachelor's in Tourism & Hospitality Management, as a Sale & Reservation Trainee/Intern, I've had a wide experience on

- How to make detailed reservation.
- Efficiently speak and give information to the guest.
- How to mail professionally.
- How to effectively communicate with other departments.
- How to cooperate with corporate sales.
- How to manage advance payments.
- How to customize reservations according to the guests' needs.

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Chapter 01: Introduction

1.1 Introduction of the report

The reservation system of a resort & hotel is the first introduction of any guest to the resort & hotel. Understanding the system was the part of internship objective as also, a report is needed to clarify my understanding of the industry and how it works. A person will be able to expand one's understanding, obtain real-world experience, and decide if they are in the proper career field by participating in an internship. In addition to giving a first-hand experience in the working world, internships also gives us the chance to learn about the professional path leading to the position we want. We can learn how to integrate the skills we pick up during an internship into our future careers.

1.2 Background of the report

The industrial attachment is the last requirement for DIU graduation. Based on the requirements, I selected Sarah Resort Ltd.'s Sales & Reservations department for my industrial placement. I joined the property on 1st July, 2023 as a trainee on the Reservation Team in Sarah Resort, Gazipur. I trained also on the Front Office part to understand how the resort operates on a daily basis and also to have lively conversations with guests. Handling guest issues and creating a lasting bond through words and generosity was the key part I achieved while working in the Front Office. The basics of reservation system and procedures through our PMS system, IDs, was learned on the first week. The call management was also grasped in this duration.

1.3 Objective of the report

The main objective of the report is to identify, understand and evaluate the reservation management system of Sarah Resort Ltd.

1.3.1 Specific Objectives

- To know about reservation process.
- To identify and manage equipment necessary to handle any situations.
- To evaluate the performance of reservations operations.
- To recommend some suggestions to overcome the problems of the reservation system that are identified.

1.4 Methodology

This report was created using the qualitative method. A qualitative report's body is primarily descriptive. I used my practical hotel industry experience and my ongoing position at Sarah Resort to construct it. This study was put together through participant observation and in-person unstructured interviews.

1.5 Sources of Data

I combined data and information from two different sources for this study's objectives. Both primary and secondary sources were used to collect data and information.

1.5.1 Primary Data

Throughout my three-month industrial attachment and ongoing employment at Sarah Resort, I was able to observe firsthand and develop awareness of the routine activities of the Reservations.

1.5.2 Secondary Data

All secondary information was acquired from a variety of sources, including

- Resort website
- Official Records
- Resort guide.

1.6 Limitations

Data collection was really challenging for a student intern. It was therefore difficult to finish this report without encountering issues. To finish this report, I had to overcome numerous challenges. The following concerns are raised:

- The report is based on the daily observations.
- The report is qualitative in nature. The proper data & their analysis in that is not applicable therefore.

- Due to policies and privacy concerns, relatively few organizational specifics were disclosed by each department when obtaining information.
- The revenue details are very well maintained & hidden by the management.

Chapter 02: Overview of Sarah Resort

2.1 Introduction to the Hotel

Understanding Sarah Resort, a singular combination of eco-friendly design, state-of-the-art technology, and luxurious services, situated in the ancient Bhawal Rajabari neighborhood of Gazipur. It takes about 1.5 hours to drive there from Dhaka. A luxurious resort that provides first-rate urban amenities and secluded nature surroundings.

It is a five-star resort with outstanding services that offers a retreat in a natural setting to Dhaka's urban residents. As the service here surpasses that of the majority of resorts in Bangladesh, numerous top corporate company events are also organized here.

Sarah Resort features 22 Premium King Rooms, 6 Superior Top King, 6 Superior Top Twin, 12 Superior King, 24 Superior Twin, 6 Deluxe King/Twin, 6 Signature King Rooms, 6 Grand King Rooms, 3 Executive King Rooms, 2 Executive Suite and 1 Presidential Villa (3 B/R). All guests' rooms & suites are designed with the latest state-of-the-art technology and furnished in modern contemporary style, all to give the utmost comfortable work and sleep environment.

2.2 Resort Location

The Sarah Resort in Gazipur offers rooms with two restaurants, free on-site parking, a fitness center, and a communal lounge, 33.8 kilometers from Bangladesh National University. It is located in Rajabari, Sreepur, Gazipur.

Arriving at Rajendrapur Cantonment, board a bus that is traveling through the Rajendrapur crossroads with Mymensingh Road. At the Rajabari stop, the bus will drop you off. The Sarah Resort is located around 2 kilometers distant. To go to Sarah resort from Rajabari, use a CNG or municipal bus. You can also drive your own or rent a car to get to our resort.

2.3 Products & Services

In total, there are 96 rooms in the entire Sarah Resort. It has 6 Superior Top King, 6 Superior Top Twin, 12 Superior King, 24 Superior Twin, 6 Deluxe King/Twin, 6 Signature King Rooms, 6 Grand King Rooms, 3 Executive King Rooms, 2 Executive Suite, and 1 Presidential Villa (3 B/R). It also has 22 Premium King Rooms at Premium Villa. All guest rooms and suites use the most cutting-edge technology and are decorated in a modern, contemporary manner to provide the most comfortable setting for both working and sleeping. Let us find the in-depth details below:

2.3.1 Premium Villa

These natural bungalows offer straightforward yet exquisite decor for a wonderful visit.

Room Size: 391 & 382 Sft.

No of Room: 22

Occupancy: 2 pax

Room Rate: BDT 13,500++

2.3.2 Raja View Tower

A nine-story structure tower provides a beautiful view of the Vawal Forestry and Rural Village scenery. The guests' stay is made more enjoyable by the Bird's Eye view of such elegance.

Room Type: Superior Top King & Twin, Superior King & Twin

Room Size: 370 Sft.

No of Room: 36

Occupancy: 02 pax

Room Rate: BDT 11,500++ (Superior Top King/Top Twin) & BDT 11,000++ (Superior King/Twin)

2.3.3 Water Lodge

The Water Lodge, which is exquisitely built on top of a body of water, mesmerizes its visitors. Twelve Superior King and Twin rooms, each with a balcony overlooking the pool and lush landscaping.

Room Type: Superior King & Twin

Room Size: 316 Sft.

No of Room: 12

Occupancy: 02 pax

Room Rake Rate: BDT 11,000++

2.3.4 Ancient Mud House

Modern architecture but constructed with a unique kind of mud to give the impression of living in an antique hamlet in the present. Six Deluxe King and Twin rooms with a lovely garden view and quiet spaces are available in our Ancient Mud Houses, allowing you to spend your time in peace.

Room Type: Deluxe King & Deluxe Twin

Room Size: 322, 375 & 418 sft

No of Room: 06

Occupancy: 02 pax

Room Rake Rate: BDT 8,500++

2.3.5 Two Bed Room Suite

The suite, which has two connected bedrooms and a bathroom, primarily provides families with the finest opportunity to be together while also enjoying their own solitude. The suites are incredible to live in and experience rural Bangladesh's exquisite beauty as they include garden and lake views.

Room Type: Executive Suite

Room Size: 1169 sft.

No of Room: 02

Occupancy: 04 Pax

Room Rake Rate: BDT 25,500++

2.3.6 Villa Suite

The structure has three opulent rooms with contemporary furnishings in a unique interior design with a spacious board room arrangement.

Room Type: Executive King

Room Size: 315/459/457 sft.

No of Room: 03

Occupancy: 02 Pax

Room Rate: BDT 14,000++

2.3.7 Presidential Villa

This luxurious property has three lavish spaces with cutting-edge furnishings in a distinctive interior design that is set up with a spacious board space to accommodate executive meetings or other extremely special needs.

Room Type: Presidential King

Room Size: 422 sft.

No of Room: 03

Occupancy: 06 pax

Room Rate: BDT 66,000++

2.3.8 Lakeside Villa

The most extravagant room features contemporary fixtures in an exquisite décor with a lake view. The guest has a wonderful location to rest on the extended balcony, which looks out over the lake.

Room Type: Grand King

Room Size: 1025 sft.

No of Room: 06

Occupancy: 02

Room Rate: BDT 26,482++

2.4 Recreational Activities

For both kids and adults, this premium resort offers both indoor and outdoor games, including a sizable playing area for sports like football and cricket. We also offer futsal, where visitors can play basketball, volleyball, badminton, and lawn tennis. In addition to this, we also have archery, table tennis, and pool. Boating, kids electric motorcycles, tandem bicycles, triplet bicycles, and cars. Fitness centers, 9D

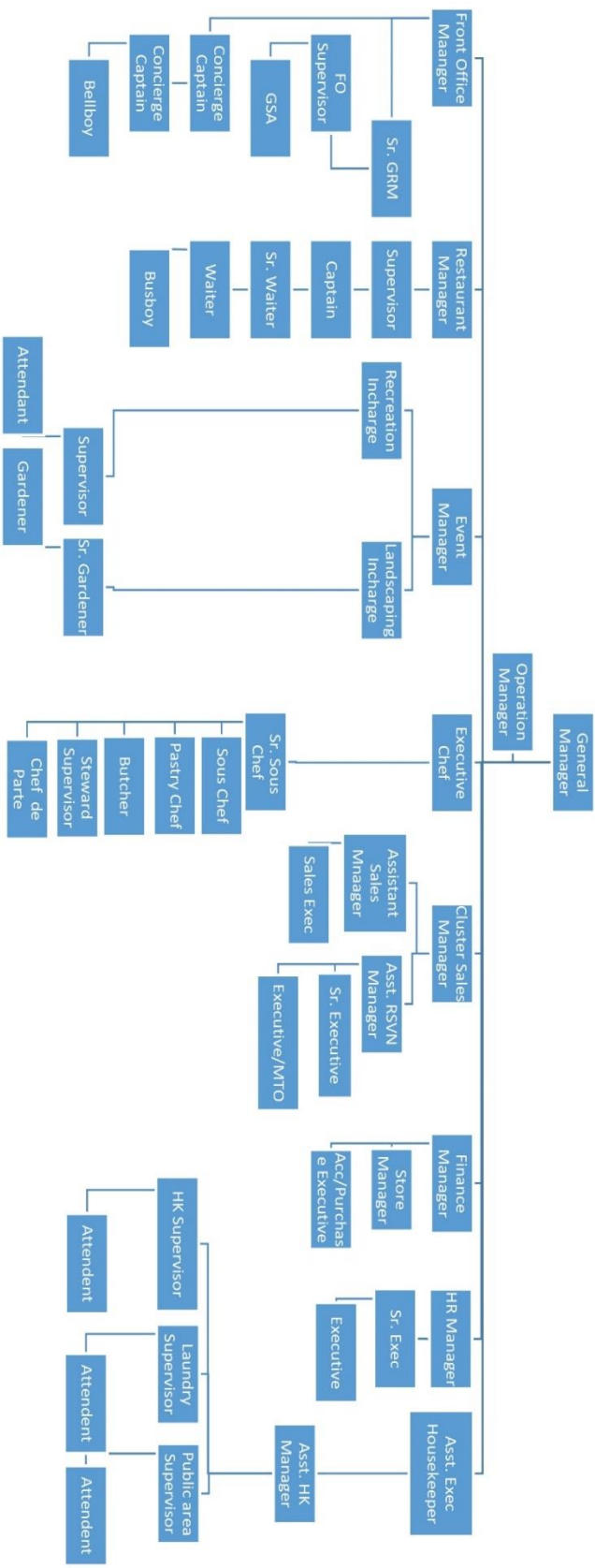
movies, water sports, etc. The guests have below complimentary activities upon arrival.

- Swimming Pool
- Gym,
- Paddle Boating,
- Kayaking
- Playground,
- Kids' Zone
- Zoo Visit
- 9D Movie
- Table Tennis
- Billiard
- Coin Basketball
- Coin Fun Game
- Archery Kids (Indoor)
- Archery Adult (Outdoor)
- Family Cycling (Triplet & Tandem)
- Single Cycle
- Kids Car, Kids Bike, Kid Toy (Electric)
- Badminton
- Lawn Tennis
- Fishing
- Zipline
- Tree Top
- Sarah Camp Package Activities (Adult)
- Sarah Camp Package Activities (Kids)
- Lake Suhan-Shampan Package
- Suhan/Rehan Water Cycle
- Lake Rehan Gondola
- Treasure Hunt Game
- ATV Bike 2000

2.5 Organogram

No matter how big or small, every hotel needs an organizational structure to run its everyday operations. It aids in task division, outlines each department's role, and assigns authority both within and between divisions. Productivity and efficiency at work will grow with effective job descriptions. The way the staff is organized varies depending on the hotel. The organizational structure of a medium-sized hotel is shown here.

According to the organizational structure of Sarah Resort, it was essentially divided into six divisions: finance, front office, human resources, food and beverage, sales, and logistics.



2.6 Financial Highlights

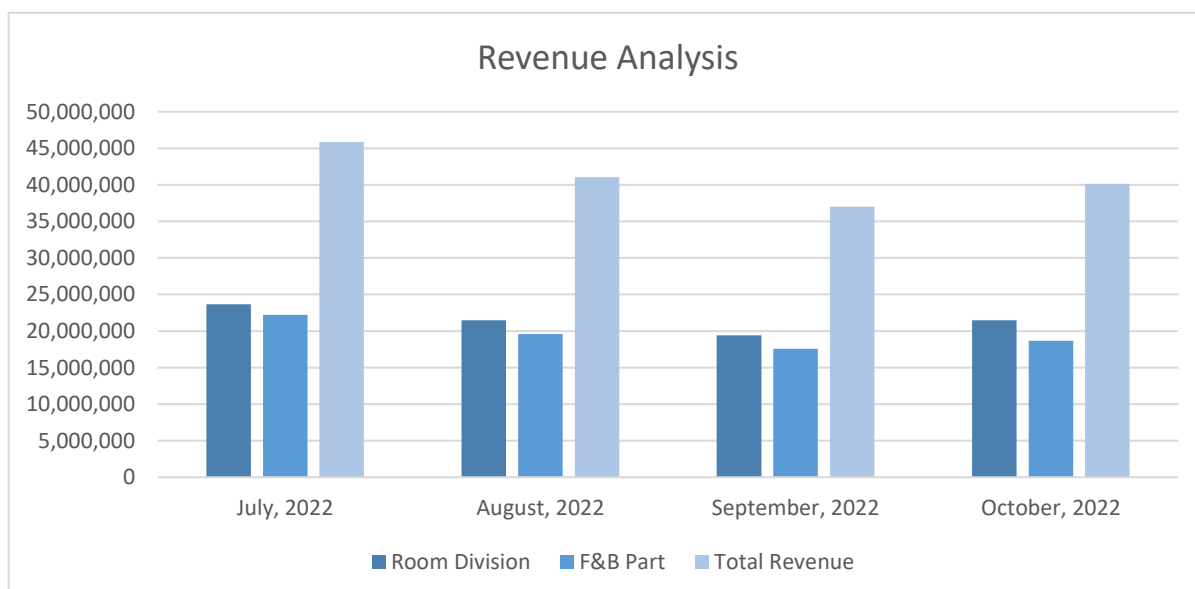
Though the revenue reports were accessible for me but as an employee of the company, I'll not be able to disclose it in a published medium. I'll acknowledge the revenue part with rough estimation for the study; to maintain corporate Privacy for my employers. A rough estimation is given on the basis of the original revenue report.

Month	Room Division	F&B Part	Total Revenue
<i>July, 2022</i>	23,650,678	22,198,365	45,849,043
<i>August, 2022</i>	21,489,365	19,568,751	41,058,116
<i>September, 2022</i>	19,429,784	17,593,651	37,023,435
<i>October, 2022</i>	21,489,485	18,652,217	40,141,702
<i>November, 2022</i>	25,525,843	20,951,547	46,477,390
<i>December, 2022</i>	28,178,512	27,557,130	55,735,642

2.7 Analysis

2.7.1 Chart-wise analysis

Sarah Resort has been one of the top resorts in Dhaka Division for the last 2 years. Their financial statement has also acknowledged the facts. We may know, resort and hotel business have its difficulties depending on the season, time, target



market situation and also the economic stability of the population.

If we analyze the revenue data, we may interpret it using different factors that has huge impact in Sarah Resort's sale in last half of the year 2022.

2.7.2 Seasonal Changes

The resort experiences several forms of beauty throughout the year, each of which has benefits as well as drawbacks. Although the summer heat brings sunny days, not everyone enjoys the humidity. In contrast, guests find winter to be quite appealing and a perfect time to visit for tourists from across the globe. Most of the time, corporate reservations take up the sluggish months. In August, September, and October, it generates an average amount of revenue.

2.7.3 Time and festivals

In the month of July and December, Eid and New Year's Eve has boosted the revenue on the months. When the holidays, the conclusion of the school year, and other factors are taken into account, the month of December generates enormous expectations. The SRL management takes advantage of the momentum to cut back on discounts and design compelling guest packages that don't feel overbearing but nevertheless bring in a lot of revenue over the course of time.

2.7.4 Economic and Political Stability

In the last year, the War in Europe had a chain impact on the economics of the world affecting the micro institutes of society such as family. That also had impact on buying power, costing the disposable income needed for tours and holidays. But the impact slowed down over the month and the economy was stabilized.

2.8 SWOT Analysis

SWOT analysis is a framework used to assess a company's competitive position and to create strategic planning. It stands for strengths, weaknesses, opportunities, and threats. The SWOT analysis evaluates both internal and external factors as well as present and anticipated future situations.

A SWOT analysis is intended to help you take a practical, fact-based, and data-driven look at the advantages and disadvantages of a company, its efforts, or its sector. The organization must avoid preconceived notions or gray regions and

concentrate on real-life settings in order to maintain the analyses' accuracy. Companies should use it as a reference rather than a strict prescription. In my duration in Sarah Resort, with the factors in hand, I have made a SWOT analysis for the organization.

Strengths

- High Profit margins.
- Well-trained/ knowledgeable management
- Unique style and individual character of the hotel and services.
- Full independence and flexibility, control of the associated business decisions.
- One of the biggest resort near Dhaka, Capital of Bangladesh.

Weakness

- High setup cost
- A significant portion of business is dependent on corporate reservation.
- High-cost structure
- Inexperienced local staff
- Limited loyalty program opportunities.

Opportunities

- Creating repeated guest through various loyalty passes.
- Develop personalized services/products.
- Develop cross-selling strategies.
- Untapped potential in market from international tourism and event based tourism.

Threats

- Small private resorts
- Local and political unrest
- Unfavorable economic conditions
- High changes in trends/consumer behavior
- Tight labor market
- Strong competition
- High taxes

Chapter 03: Learning Part-“Reservation Management System”

3.1 The definition of Reservation Process & sources

In my experience as Trainee in Sales & Reservation of Sarah Resort, I was trained for reservation process of the property. The term "reservation" refers to the reserving or blocking of a certain room for a guest for a set period of time in accordance with the request made by the guest while making the reservation. A guest's chances of getting a good rate and having a room when they arrive are greatly increased by making an advance reservation. The process of making a reservation involves two parties, a guest and a member of the hotel's reservation staff. A reservation process is the act of calling a hotel to reserve a room for a particular day.

People move from one country or city to another due to a multitude of reasons, such as vacations or business travels, and as a result, they need a place to stay. They do so at their convenience by making reservations through various channels.

- **DIRECT:** When a guest doesn't need a third party to book a room, they often make direct contact with the hotel to do so.
- **TRAVEL AGENCY:** Most frequently, a traveling group will want to make reservations through a travel executive.
- **CORPORATE:** A business or organization makes this reservation to secure a space for its personnel, guests, or guests. According to their agreement with the hotel, the company is provided special prices.

- **AIRLINES:** Airlines make this reservation to secure lodging for both their employees' usual stays and for air travelers in the event of flight cancellations.

3.2 Flow Charts of Reservation Process

6 Stages of the Hotel Reservation Process

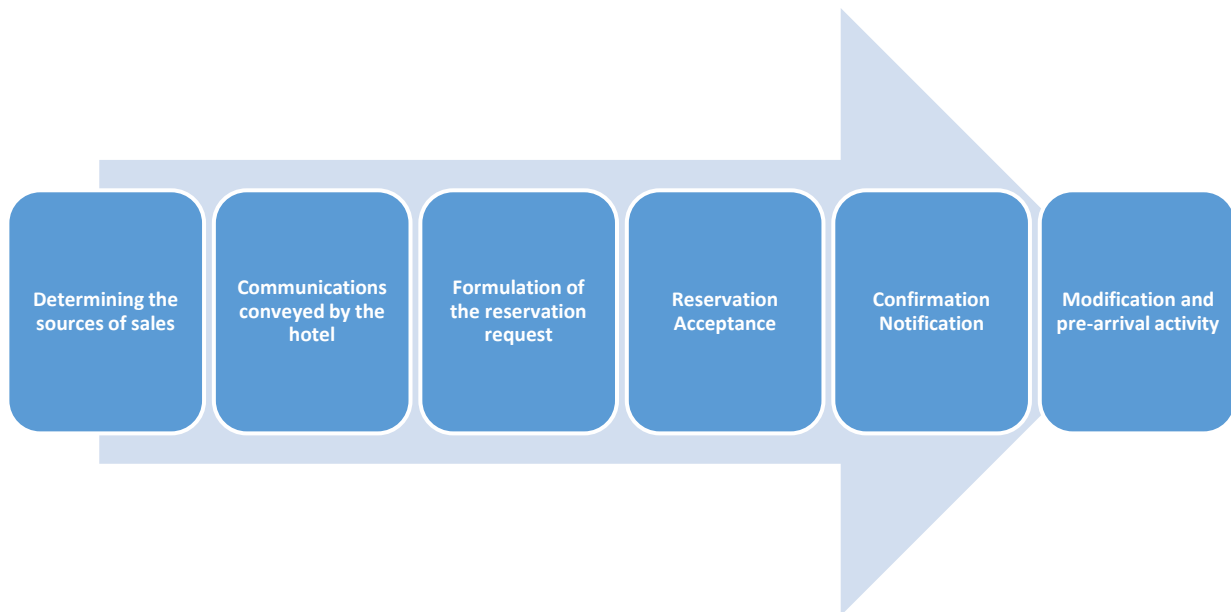


Figure 3.2.A

3.2.1 Determining the sources of sales:

The hotel often distinguishes between two key business segments: associated travelers (Groups) and free independent travelers (FIT). A non-group affiliate looking for overnight accommodations is all that the FIT component is. If a request satisfies certain requirements, it may be classified as a FIT reservation whether it is submitted by an individual, a family, or a group of friends.

Group reservations are the term used to describe requests for meeting spaces, convention rooms, and similar requests from groups. The groups are distinguished from the FIT reservations according to:

1. The presence of a group organizer.
2. Whether the group will pay all of its members' debts or just a portion of them.
3. The existence of particular room types, services, or pricing.

The standard procedure for group reservations is to reserve a block of rooms (an allocation) up front, followed by a customized rooming list. It should be noted that most hotels will release the uncommitted rooms from the group's block if the group does not book all of the reserved rooms by a reasonable deadline.

3.2.2 Communications conveyed by the hotel:

A hotel can learn about a guest's request for available space in a variety of ways. Possible guests can contact the hotel through phone, email, web, social media, or other means, and these can all serve as crucial channels of communication between the hotel's sources of business and the possible guest.

In order for hotel management to maximize the sale of guest rooms, it is critical that the potential client understand how to get in touch with the establishment. There are numerous methods that a property can get questions about reservations.

3.2.3 Formulation of the reservation request

Once a guest contacts a hotel about making a reservation for space, the staff must do so with intelligence and complete a reservation record. In the modern era, a computerized reservation record can be created in the hotel management software, or PMS, and is the permanent file form used to keep all the information essential to a single reservation.

The anticipated arrival and departure dates, the preferred accommodation type, and the required number of rooms are the three main considerations when creating a reservation request. The hotel staff can use this data to look up room availability by specified arrival date. The reservation representative checks the type of room and the number of rooms available if the date is not closed.

A reservation record will often be deemed full when it has the following details in addition to this basic data:

- Guest's Profile Data.
- Guest's group/company affiliation.
- Arrival date and time and departure date.
- The number of nights.
- Number of Pax.
- Room type requested.
- The number of rooms required.
- Type of bed.
- Rate quoted / Rate Code.
- Date reservation received
- Reservation Status.
- Billing Instruction
- Pickup Details.

- Any other Details or special remarks.
- Source Code
- Market Code

3.2.4 Reservation Acceptance:

Depending on the number of rooms available on the requested day or days, a reservation may be approved, declined, or rejected. While a rejection or turn away could result in the receptionist exercising a number of different options, such as, for example, noting the reason for the turn away, etc., an acceptance would move the receptionist into the confirmation phase.

3.2.5 Confirmation notification:

After the reservation is accepted, a message that a room or block of rooms has been blocked is sent. The booking executive or guest will receive the reservation confirmation via email, fax, SMS, social media, or online chat (Instant Messenger) for advance payment to confirm the reservation. Also, the policies are cleared over the mails. After the payment the reservation is confirmed and the guest is notified via mail. We may also take special requests under the reservation.

The verification proves:

- A verification of the reservation request's fulfillment and the data entered for it.
- An agreement on hotel costs.
- An arrangement regarding how to pay.
- A description of the cancellation policy for the property.

3.2.6 Modification and pre-arrival activity:

Several changes to the reservation record may take place before the guest's arrival once the reservation has been accepted and verified. Common pre-arrival tasks include adjusting the arrival or departure dates, the number of rooms needed, adding pickup information, reconfirming, updating the status of the deposit, changing the number of guests, and outright canceling. To keep the reservation-related data current, each time a change to a reservation record is needed, the reservation record must be fetched and changed in accordance with the guest request.

A successful reservation procedure also depends on looking for and obtaining the appropriate reservation record for any update or cancellation requests.

Additionally, the following information needs to be updated on the reservation record while processing the cancellation for future use.

- Caller Name.
- Caller contact details.
- Reason for Cancellation.
- Cancellation reference number.
- Date of Cancellation (Recorded automatically by the hotel software or enter manually).
- User or Reservation Executive Name Who processed the cancellation (Recorded automatically by the hotel software or enter manually).

3.3 Reservation through IDS Next- PMS

3.3.1 Introductory of IDS Next PMS

IDS Next's software automates and optimizes front and back-office hotel operations across all departments, including payroll, finance, inventory management, and procurement. It also manages contactless check-in, front office management, guest requests, and housekeeping management.

3.3.2 Reservation Process in IDS Next

Reservation process in IDS next is fast and thorough. After opening up the IDS Next software we have the Front Office Module, in which we select 'Reservation' section (Blue Arrow in the figure 3.3.2.1). From there we select 'Room Booking' for new reservation for a new reservation to be made (Blue Arrow in the figure 3.3.2.1).

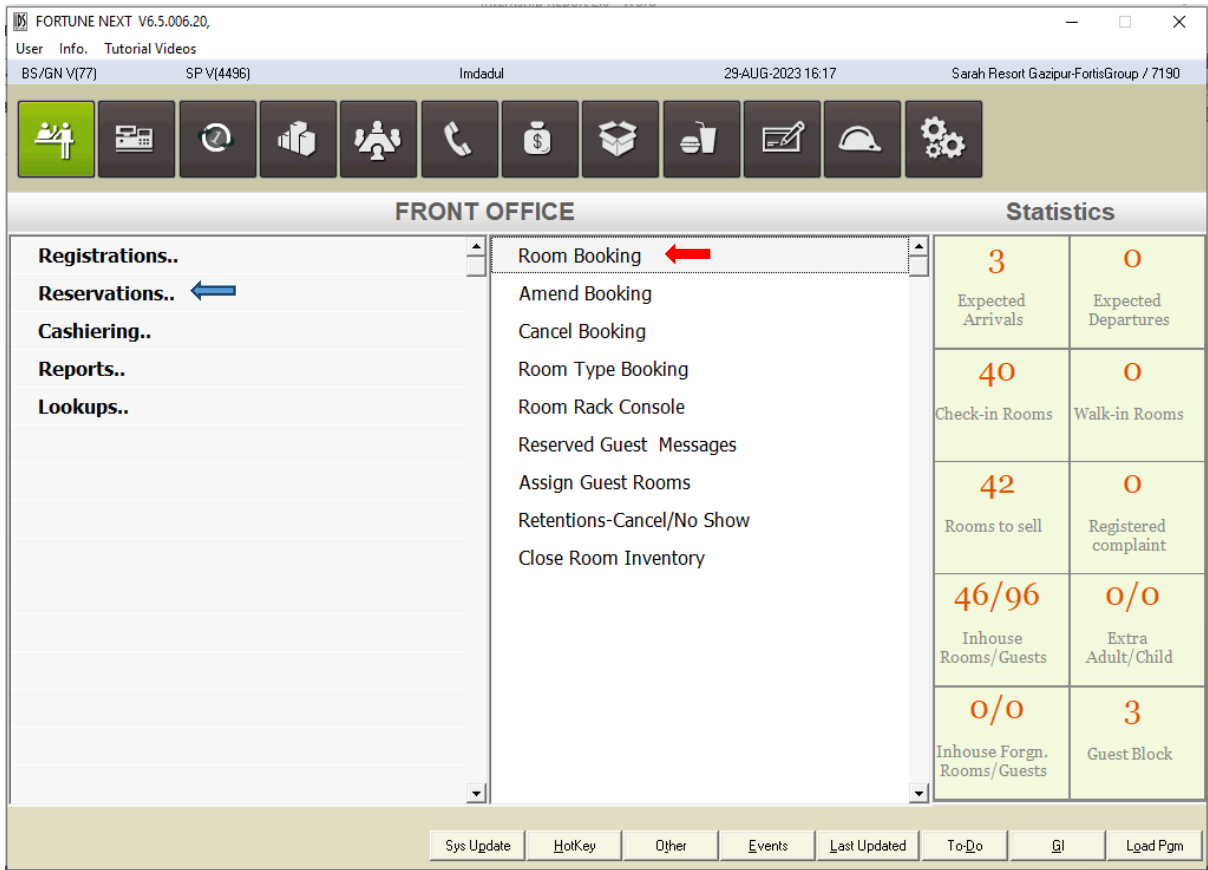


Figure 3.3.2.A

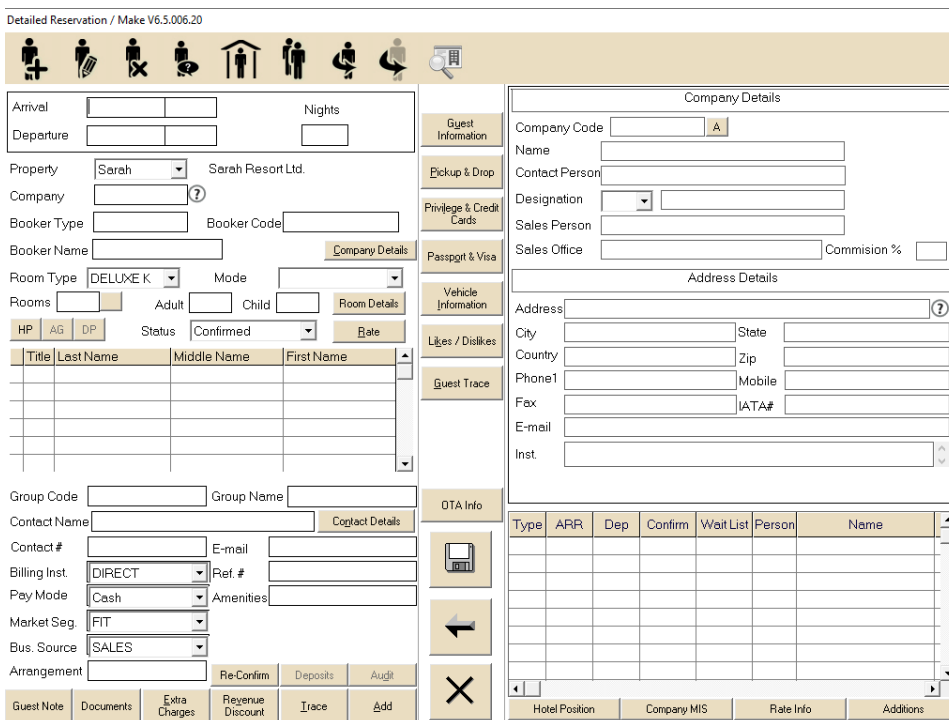


Figure 3.3.2.B

After the section opens we'll have to fill the information according to the guest requirement.

Filling the arrival and departure date with the room category. We have

record the rate of the room category and

the meal according to the packages and requirements of the guest and property.

After the rate has been given we have to record the name, company name (if any) and contact details of the guest. Also, in Sarah Resort we record the monthly packages (if any) as Special Requirements. So that the communication is strong in the concerned departments.

Detailed Reservation / Make V6.5.006.20

Arrival: 29-AUG-2023 16:37 TUESDAY Nights
 Departure: 30-AUG-2023 12:00 WEDNESDAY 1

Property: Sarah Sarah Resort Ltd.
 Company: [?]
 Booker Type: [?] Booker Code: [?]
 Booker Name: [?]
 Room Type: EXE SUITE Mode: DIRECT
 Rooms: 1 Adult 4 Child Room Details
 HP AG DP Status: Confirmed Rate

Group Code: [?] Group Name: [?]
 Contact Name: [?]
 Contact #: [?] E-mail: [?]
 Billing Inst.: DIRECT Ref #: [?]
 Pay Mode: Cash Amenities: [?]
 Market Seg.: FIT
 Bus. Source: SALES Arrangement: [?]

Re-Confirm Deposits Audit
 Guest Note Documents Extra Charges Revenue Discount Trace Add

Company Details
 Rate Information
 Rate Type: DISCOUNT
 Meal Plan: CP
 Currency: Taka
 Rate / Rack ID: 1 1
 Disc. %: [?]
 Tariff Plan
 Single
 Double
 Triple
 Quadruple: 25,500.00
 Extra Adult
 Extra Child
 Tax Struct.: 1
 Tax Struct.: 1
 Print rate in Voucher / Pre-reg Card? YES

Confirm Clear Cancel

Hotel Position Company MIS Rate Info Additions

Figure 3.3.2.C

Please find the below Figure 3.3.2.4 as an all-recorded reservation with the guest details.

3.4 Responsibilities

In the hotel and service industry areas, reservation executives are in demand. As we are in charge of answering individual questions, arranging reservations, and giving out details about goods and services. The responsibilities may vary. Here are a few for the highlights:

- Processing reservations by mail, or telephone or central reservation systems referral.
- Processing reservations from the sales office, other hotel departments, and travel executives.
- Knowing the type of rooms available as well as their location and layout.
- Knowing the selling status, rates, and benefits of all package plans.
- Knowing the credit policy of the hotel and how to code each reservation.
- Creating and maintaining reservation records by date of arrival and alphabetical listing.
- Determining room rates based on the selling tactics of the hotel.
- Preparing letters of confirmation.
- Communicating reservation information to the front desk.
- Processing cancellations and modifications and promptly relaying this information to the front desk.
- Understanding the hotel's policy on guaranteed reservations and no-shows.
- Processing advance deposits on reservations.
- Tracking future room availabilities on the basis of reservations.
- Helping develop room revenue and occupancy forecasts.
- Preparing expected arrival list for front office use.
- Assisting in preregistration activities when appropriate.
- Monitoring advances deposit requirements.
- Handling daily correspondence.
- Responding to inquiries and making reservations as needed.
- Making sure that files are kept up to date.
- Configuring rates on the hotels property management system.

3.5 Monitoring Stations

The reservation executive have to monitor certain thing in daily basis and for the future revenue streams. Such as:

- Checking Pre-arrival confirmations
- Making and discussing the new packages
- Finding the trends in the near futures
- Taking special care for VVIP guest before arrival and concerning the departments for a luxury stay in Sarah Resort.

3.6 Performance

3.6.1 Yearly Analysis

To know the performance of Sarah Resort, we will analyze the occupancy rate for each month to find the trend of the resorts sales & reservation over the year. The below table will list and record as the values we are going to use the trend:

August 2021 to July 2022	
Month	Occupancy Rate
August, 2021	50.47%
September, 2021	77.76%
October, 2021	83.87%
November, 2021	72.47%
December, 2021	83.74%
January, 2022	59.88%
February, 2022	68.04%
March, 2022	86.12%
April, 2022	20.52%
May, 2022	76.55%
June, 2022	81.60%
July, 2022	69.42%
Yearly Occupancy	69.20%

Analysis: Please find the analysis below,

- Minimum, min = 20.52
- Maximum, max = 86.12
- Range, R = 65.6
- Size, n = 12
- Mean, $\bar{x} = 69.2033333$
- Median= 74.51
- Standard Deviation, s = 18.6193142

The dataset for Occupancy rate of August 2021 to July 2022 suggests, the average is 69.20% which indicates a high number as hotel and resorts in Bangladesh tends to have around 60% yearly occupancy rate as a respectable number. The range of 65.60 in compared to 69.20 being mean value suggests that the lowest occupancy rate has a special factor was in hand that month. The month of April 2021 was same period of Islamic month Ramadan.

Resort business tends to follow a downward path in the month of Ramadan. The median number is 74.51, which suggests that in most months the occupancy rate is

higher than 69.20% which is the average. Also, the Standard deviation is 18.61 which implies that occupancy rate in most cases don't change very far from Mean value.

August 2022 to July 2023	
Month	Occupancy Rate
August, 2022	79.44%
September, 2022	72.74%
October, 2022	79.97%
November, 2022	57.15%
December, 2022	86.63%
January, 2023	67.94%
February, 2023	84.19%
March, 2023	62.26%
April, 2023	43.19%
May, 2023	72.35%
June, 2023	76.53%
July, 2023	88.88%
Yearly Occupancy	72.61%

Analysis: Please find the analysis below,

- Minimum, min = 43.19
- Maximum, max = 88.88
- Range, R = 45.69
- Size, n = 12
- Sum, sum = 871.27
- Mean, \bar{x} = 72.6058333
- Median = 74.635
- Standard Deviation, s = 13.2977041

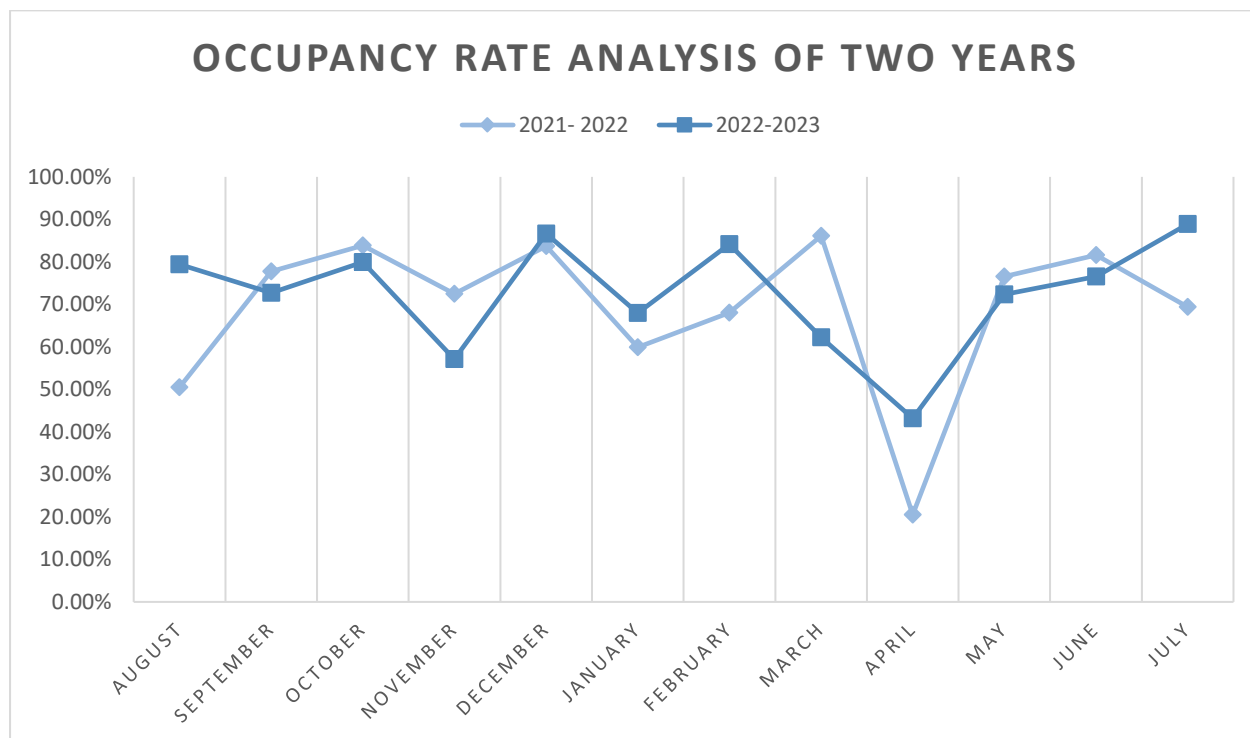
The average occupancy rate for the period between August 2022 and July 2023, according to the dataset, is 72.60%, which is a relatively high figure considering that hotels and resorts in Bangladesh typically have annual occupancy rates of 60–70%. The 45.69 to 72.60, which is range to mean value with the minimum and maximum numbers being 43.19 and 88.88, indicates that the lowest occupancy rate also had the same unique reason at work. Ramadan, the holiest month in Islam, fell during the month of April 2022.

The occupancy rate is greater than the average of 72.61 in virtually every month, according to the median value of 74.63. Additionally, the Standard deviation is 13.29, which suggests that the occupancy rate rarely deviates much from the Mean number.

3.6.2 Cross Analysis of Year to Year Occupancy Performances

Cross-analysis—the process of locating recurring themes across cases—is a vital component of acceptable qualitative research. We have to construct basic ideas for each instance, organize the data, and then do a cross-analysis.

In my analysis, I have crossed the two datasets of occupancy rate and tried to find relation between two which may indicate more ideas in business development.



Analysis: The occupancy rate for last year showed an increase when we compared the means for the previous two years. Additionally, because the range from 2022-2022 to 2021-2022's is smaller, the occupancy rate was more consistent through the year, the Sales & Reservation had more time to initiate successful packages for guests. The Standard Deviation comparison likewise shows the same. A consistent and rising trend in occupancy is necessary for a successful resort business.

We experienced the highest occupancy rate of 88.88% in the previous two years in July 2023. In order to maintain a consistent occupancy rate and run a successful, long-lasting business, we must take more innovative steps to improve the quality of our services.

3.7 Key skills to Develop

Reservation Executives must excel in the position both in communication and guest service. Additionally, they must be able to enter guest data and make reservations on a computer.

3.7.1 Telephone Etiquette

The ability to present the individual politely and professionally over the phone is known as telephone etiquette. When making reservations, it's essential that the reservation person to pay close attention to the queries asked by the guest and provide clear, detailed responses.

3.7.2 Property Management System

Reservation systems are software programs that allow hotels and resorts to manage the reservations. Reservation has to be made and properly handled before the check-in occurs.

3.7.3 Guest Service

Reservation executives should have strong guest service skills considering these provide them with the ability to deliver high-quality guest experiences. In order to provide guests with the information they require, respond to their inquiries, and address any problems they may be experiencing.

3.7.4 Multi-tasking

A reservation executive's job often involves answering and responding to multiple phone calls simultaneously. It's essential that they have the ability to multitask, which means they can listen to and answer each call while keeping track of their call's status and any other work that needs to be done. For instance, a customer might be checking in for a flight, and a reservation executive should be able to keep track of that information so that they can update customers as needed.

3.7.5 Upselling

The process to suggest additional products or services to a customer is called upselling. For example, we may suggest better category room to the guest though we may have availability of the room they are requiring. Also, additional services may be suggested to the guest.

3.7.6 Product Knowledge

It is very important to know every insight of the product knowledge. The guest has to be ensured with the service he or she is availing. The reservation executive has to make sure the guest is well aware of the property policies and services.

3.7.7 Computer Skills

The software and tools that reservation executives use at work require computer skills. For instance, we may be able to make reservations using a computer program or enter customer data into an online booking system. We may also be able to check customer emails or send messages to colleagues about upcoming reservations using a computer.

3.7.8 Communication

Communication refers to the ability to communicate information in a clear and concise manner. For example, as a reservation executive, we may have to communicate with customers on the phone or via email. Having strong communication skills means that we can provide clear instructions to your customers so that they can understand what we are saying and feel confident enough to ask questions. Good communication also means that we listen to our customers and respond appropriately to their needs.

3.7.9 Attention to Detail

The process of paying attention to small details and ensuring that they are accurate is referred to as attention to detail. We have to make sure the reservation is on point so that the guest have a smooth check-in experience and a quality service from the resort.

Chapter 04: Findings, Recommendations & Conclusion

4.1 Findings

Throughout my three months industrial internship period and the extended work experience, I had the opportunity to learn and gained valuable experience at Sarah Resort Ltd. As Sarah Resort is one of the biggest Resort in nationally, gaining fame & huge responsibilities, I had to find my place in the operation where I could learn and give to the operational procedures. The Reservation side of any resort plays a crucial role as the guest is required to make a reservation before they can enter the resort premises. Also, the Sales team send their leads for queries for future reservations. A high-pressure duty hour makes us to be more skilled in our duties. As always, there is a 'but' in every compliment to improve in future ventures. Such as:

- The reservation call center is not efficient enough to take the vast amount calls made to Sarah Resort.
- In Sarah Resort's Reservation inputs, there is a lack of Guest information and likings such as their likings in food, newspaper etc which is much needed to properly please the guests.
- There are two teams working in Sarah Resort's Reservation department, one in the resort on-site and the other being in Dhaka HQ, the communication sometimes becomes out of sync.
- The IDS is not used enough to its potential as a PMS, and some issues are handled manually such as housekeeping messages are sent through WhatsApp and mail instead of work order through the PMS. It creates extra work pressure and miscommunication among departments.

4.2 Recommendations

Considering the findings from my research, I would like to offer the following recommendations to help Sarah Resort Ltd. improve its service quality and overall business operations:

- It would be beneficial for Sarah Resort to bring in a more experienced and professional team leader for the Reservation Department. This could greatly enhance the efficiency and effectiveness of the department's operations.
- I strongly suggest that management invest in training programs for existing employees. This would not only equip them with the necessary skills but also boost their confidence and job satisfaction.
- To enhance communication and streamline operations, it's essential for management to improve coordination in utilizing the Property Management System (PMS). This will ensure faster and more reliable information sharing within the organization.
- Lastly, maintaining a clear hierarchy within the organization is essential to reduce stress levels among employees and ultimately deliver a higher level of service quality. This will contribute to the overall success of Sarah Resort Ltd.

4.3 Conclusion

In conclusion, my six-month internship at the Reservation Department of Sarah Resort Ltd. has truly been an incredible and enriching journey. As I look back on this experience, I can wholeheartedly say that I've learned a great deal.

Additionally, the technical aspects of my work during this internship have their imperfections, and I understand that there's always room for improvement as I continue to grow in my role. What is truly remarkable is that despite my initial lack of experience in resort booking, the time I've dedicated to learning and gaining this knowledge has been incredibly worthwhile. It's not just about my personal growth; it's also had a positive impact on the operation of Sarah Resort.

During this internship, I came to realize the immense importance of soft skills such as effective time management, juggling multiple tasks seamlessly, clear, and empathetic communication, and providing outstanding customer service. These skills are not just applicable to the hospitality industry; they are universally valuable in any professional setting.

I firmly believe that the experiences and insights I've gained during my time at Sarah Resort will continue to hold great value as I navigate my future career. This internship has provided a solid foundation upon which I can build, allowing me to

further develop my skills and contribute to both my personal and professional growth.

References

1. Sarah Resort Internal files and spreadsheets
2. Sarah Resort Websites