



Internship Report
On
Front Office Management System
of
Hotel Sarina

Submitted To
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Transmittal Letter

Date: 21st December 2025

Mahbub Parvez
Associate Professor

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Subject: Submission of Internship Report

Dear Sir,

I would like to share my internship report Front Office Management System at Hotel Sarina as a student of Tourism and Hospitalities Management. It is a pleasure for me to complete my internship report under your supervision. I have worked as a Front Office Trainee at Hotel Sarina & guided by Mr.Md.Anower Hossain the Front Office Manager. The report demonstrates the Front Office Operations at Hotel Sarina. I feel gratitude for getting enough support and guidance from you while making this report.

I would be delighted if you will find this report useful and have a clear view on this matter. Sincerely yours,

Nushrat Jahan

.....
Nushrat Jahan Naurin

ID: 201-43-483

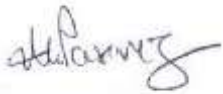
Department of Tourism and Hospitality Management
Daffodil International University

CERTIFICATE OF THE SUPERVISOR

This is to certify that, the Internship report titled “The Front Office Management System of Hotel Sarina” which is a part to get BTHM degree from Daffodil International University is prepared by Ms. **Nushrat Jahan Naurin, ID: 201-43-483.**

She has prepared the report under my direct supervision.

Signature,



.....
Mahbub Parvez Associate Professor Department of Tourism & Hospitality Management Daffodil International University

Acknowledgement

First of all, I feel grateful to Almighty Allah for accepting me to complete my internship at a recognized Hospitality platform and allowing me to make this report which would stand for completing the core requirement to end up my Graduation.

I am also grateful to Mr. Mahbub Parvez (Associate Professor) Department of THM Daffodil International University for assisting me to make this final report and to Mr. Md.Anower Hossain Front Office Manager Hotel Sarina for guiding me about front desk operation. The learning would help me to build up my career at hospitality industry.

EXECUTIVE SUMMARY

The Front Office Operation procedure of Hotel Sarina is reflected in this report. This report presents an executive summary of my internship experience at **Hotel Sarina**, where I was assigned to the **Front Office Department**. The internship was undertaken as a partial requirement of my academic program, with the objective of gaining practical exposure to hotel operations and developing professional skills in guest services and hospitality management.

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Chapter: 1

Introduction

Here's what the FOMS covers:

Managing Reservations: Taking care of individual and group bookings, controlling prices and available rooms, and syncing with online booking sites.

Front Desk Stuff: Getting ready for guests, checking them in, getting their ID, assigning rooms, giving out keys, giving upgrades, allowing guests to stay longer or check out late, and checking them out.

Payments: Managing guest bills, splitting bills, taking deposits, giving refunds, automatically adding taxes and fees, and processing payments safely and correctly.

Housekeeping: Knowing which rooms are ready in real time, cleaning rooms based on who's arriving and leaving, and managing rooms that can't be used right now.

Guest communications and CRM: guest profiles, preferences, loyalty recognition, targeted upsell offers, and messaging before, during, and after the stay.

Reporting and analytics: role-based dashboards and operational reports covering occupancy, pace, revenue metrics, and service level indicators.

Integrations: interfaces to external systems such as door locks, payment gateways, channel managers, point of sale, accounting, telephony, and Wi-Fi authentication.

Out of scope items may include specialized revenue management algorithms, property maintenance systems, or advanced workforce scheduling, which can be integrated as separated.

services if required. The FOMS is designed to interoperate with these tools, providing a stable core without duplicating specialized functions.



Figure 1: Hotel Sarina

1.2 Background of the Report

As I have completed my 126 Credits. I need to join in a hotel/resort where I need to work at a specific whether as an intern or an employee for at least 6 month and I have to make a report on

what I am learning at my respective work place. After my course completion I got interview call from Hotel Sarina for Front Office and selected for joining. While working I successfully utilized all my knowledges I gained from my degree and also, I have learnt a lot of new aspects.

1.3 Origin of the Report

This report has been prepared as a partial fulfillment of the requirements for the Bachelor of Tourism and Hospitality Management (BTHM), a four-year honors program at Daffodil International University. In accordance with the program structure, students who successfully complete all academic coursework must undertake an industry internship to bridge theoretical learning with practical application and to qualify for the final certificate.

Following completion of my academic courses, I commenced my placement at Hotel Sarina. During my industrial attachment, I watched and helped with everyday tasks in hospitality. I learned a lot about front office work, dealing with guests, working with housekeeping and other teams, and how important teamwork is for good service. This hands-on experience made me understand how things are usually done, how to talk to people, and the tech used to help guests.

1.4 Objectives

1. To checking out how to do working at a hotel industry , and focusing on how the front office departments was handling their works.
2. To maintaining the main jobs of the front office management system.
3. To learn at how a front office team works with other teams to keep things running smoothly.
4. To look at how the front office team handles their guests to serve their great service.

1.5 Methodology

This part tells how I did things during my time at Hotel Sarina. It says how I did the study, where I got my info, how I picked what to look at, what tools I used to collect info, how I looked at the info, and things like being honest and what I couldn't do. The point of this is to make sure the report is based on good data and review.

1.6 Type of Research Design

Here it is:

- a. Daily hotel operations
- b. Customer service system

- c. Employee performance
- d. Management practices
- e. Overall service quality

Data sources:

semi-structured interviews with associates and front office management. At check-in and check-out, time, motion, and queue observations are made.

Case notes on how to handle exceptions (early arrivals, room changes, payment refusals).

SOPs, service standards, and training materials are examples of secondary data.

Operational reports (arrivals/departures, room status, occupancy) were produced by PMS. summaries of night audits and cashiering (aggregated and non-sensitive). literature on hotel front office procedures that is pertinent to academia and business.

Data collection methods and instruments:

1. Participant observation

Tool: A structured observation checklist that records handover completeness, average check-in and checkout times, exceptions per shift, and queue length at predetermined intervals.

Procedure: Recorded process adherence and deviations while observing live operations at the front desk, reservations, and housekeeping coordination points.

2. Semi structured interviews

Participants: Front Office Manager, Shift Supervisors, Front Desk Associates, Reservations Agents, Housekeeping Coordinator, and Night Auditor.

Instrument: Process steps, pain points, system usage, exception handling, and perceived improvements are all covered in the interview guide.

Administration: 20–40-minute sessions are planned during off-peak times; notes are taken at the same time, and clarifications are requested through follow-up. Time and motion/queue study

Metrics: Snapshots of the length of the queue at intervals of 10 to 15 minutes during peak hours, the number of steps or screens, incidents requiring supervisor override, and the duration of strategist check-in and check-out.

Sampling strategy

Method: Purposive sampling to guarantee representation from all shifts and coverage of key FOMS roles.

Coverage:

Leadership (Front Office Manager, Supervisor).

Front-line staff (cashiers, receptionists, and guest relations/concierge).

supporting roles (night auditor, housekeeping coordinator, and reservations). Justification: Different roles allow for the triangulation of viewpoints on the same processes.

Operational definitions

Checking time: Time from the guest's arrival at the front desk to room key issuance (or mobile key activation).

Queue length: Number of waiting parties recorded at fixed intervals during peak periods.

Room readiness: The percentage of rooms owed in rooms designated as "clean/inspected" by the official check-in time.

Payment accuracy: The percentage of stays that successfully reconcile at night audit and have accurate folio posting.

The percentage of qualified newcomers who accept a paid upgrade or add-on offer is known as the upsell conversion.

Data analysis techniques

To find reoccurring problems, underlying causes, and areas for improvement, interview notes and observation logs are thematically coded.

To see staff and visitor touch-points, handoffs, and failure areas, use process mapping and service blueprinting.

Cause-and-effect (fishbone) reasoning for high-impact exceptions (such as billing disputes and check-in delays).

Quantitative evaluation:

Excel/Google Sheets descriptive data (means, medians, ranges) for room readiness, wait times, and checkin times.

KPI baselining and straightforward trend comparisons between observed shifts and days. Synthesis To confirm trends and lessen bias from a single source, results from observations, interviews, documents are triangulated.

Prioritization matrix to rate suggestions for improvement (impact vs. work).

Validity, reliability, and triangulation

Repeated measures: To reduce one-time abnormalities, observations are made over several days and shifts.

Member checking: To confirm factual accuracy and contextual subtleties, preliminary findings were shared with the front office manager.

Data triangulation: To confirm or improve conclusions, cross-validate interview insights with SOPs and PMS reports.

Ethical considerations

Permissions: Activities carried out under the direction of the assigned property mentor and with prior authorization from Hotel Sarina's management. Confidentiality and privacy: No personally identifiable guest data was recorded. Staff feedback was anonymized. Financial figures, where referenced, were aggregated and no sensitive.

No disruption: Interviews and observations scheduled to minimize operational interference no photography of guests or sensitive areas without explicit authorization.

Data security: Notes and files stored securely and used solely for academic purposes in line with university guidelines.

Scope and delimitations

In scope: Front Office functions (reservations, reception, cashiering, guest relations) and their coordination with housekeeping and night audit as they relate to the FOMS.

Out of scope: In-depth revenue management algorithms, enterprise accounting configurations, back-house maintenance systems, and detailed IT infrastructure beyond integration touchpoint.

Limitations

Single property case limits generalizability to other hotels or brands.

Time-bound internship window may not capture full seasonality or special event impacts.

Potential observer effect (staff behavior slightly altered due to being observed). Access constraints to certain configuration settings or financial reports.

Some metrics rely on manual timing and sampling rather than full system extracts.

Inconsistencies and training needs are highlighted by SOP gap analysis. Recommendations were ranked in order of impact and effort.

Governance and approvals

This approach complies with the internship requirements for the Bachelor of Tourism and Hospitality Management (BTHM).

This methodology offers a solid foundation for assessing Hotel Sarina's Front Office Management System and suggesting evidence-based improvements by integrating structured observation, stakeholder interviews, targeted measurements, and document analysis. It is supported by explicit ethical standards and triangulation.

1.6 Limitations

- The operational activities of other departments will not be not highlighted in this report.
- The property policy will not be described at this report

Chapter: Two

Overview of Hotel Sarina



2.1 Background of Hotel Sarina

A well-known full-service business class hotel, Hotel Sarina caters to a wide range of business, diplomatic, and leisure visitors. The resort, which is situated in the upper midscale to upmarket class, places a strong emphasis on guest comfort, operational dependability, and continuous service. It is backed by contemporary amenities and a staff that is well-trained and service-oriented.

location

- The property is situated in a prime commercial district with convenient access to the airport, corporate offices, embassies, shopping, and dining areas.

- Its location supports a strong weekday corporate base and provides weekend demand from local and regional leisure travelers.

Facilities and services at Hotel Sarina

Hotel Sarina offers some of categories in below:

Accommodation: A range of well-appointed rooms and suites designed for both short and extended stays, featuring essential business and leisure comforts.

- **Food and Beverage:** Multiple dining options such as an all-day restaurant, specialty outlets, a lobby lounge/café, and in room dining.
- **Wellness and Recreation:** Fitness center, spa services, and other recreational facilities that enhance the guest experience.
- **Business Services:** High-speed internet, business support, concierge services, airport transfers, and local transport coordination. .

Structure of the organizations

- **Front Office:** Reservations, Reception, Cashiering, Guest Relations/Concierge.
- **Housekeeping:** Room attendants, public area, laundry/linen operations.
- **Food & Beverage:** Restaurants, Banquets, Kitchen, Stewarding.
- **Sales & Marketing:** Corporate sales, MICE (Meetings, Incentives, Conferences, Exhibitions), digital marketing, revenue management support.
- **Human Resources:** Recruitment,, performance management, learning and development.
- **Engineering & Security:** Preventive maintenance, life safety systems, surveillance, and risk management.
- **Information Technology:** System administration, integrations, data security, and user support.

Typers of Service standards and culture

- Training programs focus on service etiquette, complaint handling, system proficiency, and safety standards to ensure consistency across shifts.

Systems and technology

1. For reservations, room assignments, check-in and check-out, and folio management, Hotel Sarina uses a Front Office Management System (FOMS)/ Destiny as the system of record.

2.2 Organization Information

Hotel Sarina's profile

- Name: Hotel Sarina
- Nature of business: Full-service, business class city hotel
- Ownership and governance: Privately owned and professionally managed, overseen by Owner's representative. A general manager oversees daily operations, while department heads make up the Executive Committee.
- Category and positioning: there is Upper midscale to upscale segment, focused on dependable service, efficient operations, and guest comfort for corporate, MICE, and leisure segments.

Values, Vision, and mission

- Vision: To be a preferred city hotel known for reliable, personalized hospitality and seamless guest experiences.
- Mission: Deliver consistent, efficient, and courteous service supported by trained staff, robust processes, and modern hotel technology, ensuring value for guests and sustainable performance for stakeholders.

Facilities & location

- Location: So close to corporate offices, the airport and shopping Center.

Key facilities:

- Food & Beverage: All-day dining, Offers in Restaurants., lobby café, and in room dining.
- Events & Meetings: Banquet spaces and meeting rooms furnished for social gatherings and seminars.
- Wellness & Recreation: Fitness facilities and spa services.
- Business and travel support: High-speed internet, business center services, concierge, as well as transportation and airport management.
-

Revenue mix, goods, and services At Hotel:

Most essentials services:

- Rooms and suites (primary revenue driver).
- F&B outlets and banqueting (events, conferences, and social functions).
- Wellness/spa and recreational services.
- Ancillary services: Airport transfers, laundry, minibar, business services, and curated local experiences.

Distribution & Sales:

- Booking via (Online sites, call, walking in the premises).
- Corporate contracts and travel management companies.
- Online travel agencies and global distribution systems.
- Event planners and local corporate accounts. **Market segments & Clientele**
- Primary segments: Corporate travelers, project teams, diplomatic/NGO visitors, MICE delegates, airline crews, and city leisure guests.
- Demand drivers: Proximity to business clusters and embassies, event capabilities, reliable service standards, and competitive value. **Human resources and service culture**
- Workforce model: multi shift, 24/7 front office coverage role clarity supported by SOPs and shift handovers.
- Training and development: Orientation, service etiquette, complaint handling, systems proficiency, safety, and compliance performance feedback and coaching.
- Culture: Guest centric teamwork, punctuality, and clear communication recognition of high performers and emphasis on professional grooming and conduct.

Operating standards and policies

- Standard operating procedures: Workflows for reservations, payment, incident handling, arrivals and departures, and service recovery that are documented.
- Environmental responsibility: Energy and water conservation, waste segregation, and support for responsible sourcing where feasible.
- Data privacy and security: Controlled access to systems, encryption for sensitive data, and audit trails aligned with industry best practices.

Technology ecosystem

- Front Office Management System/Property Management System: Reservation, room assignment, check-in/check-out, and folio management system.

2.3 Integrations:

- Pentane: Posting in real time to guest folios from outlets.
- Channel manager/distribution: Synchronized rates and availability across online channels.
- Payment gateway: Tokenized, secure transactions with support for preauthorization's and refunds.

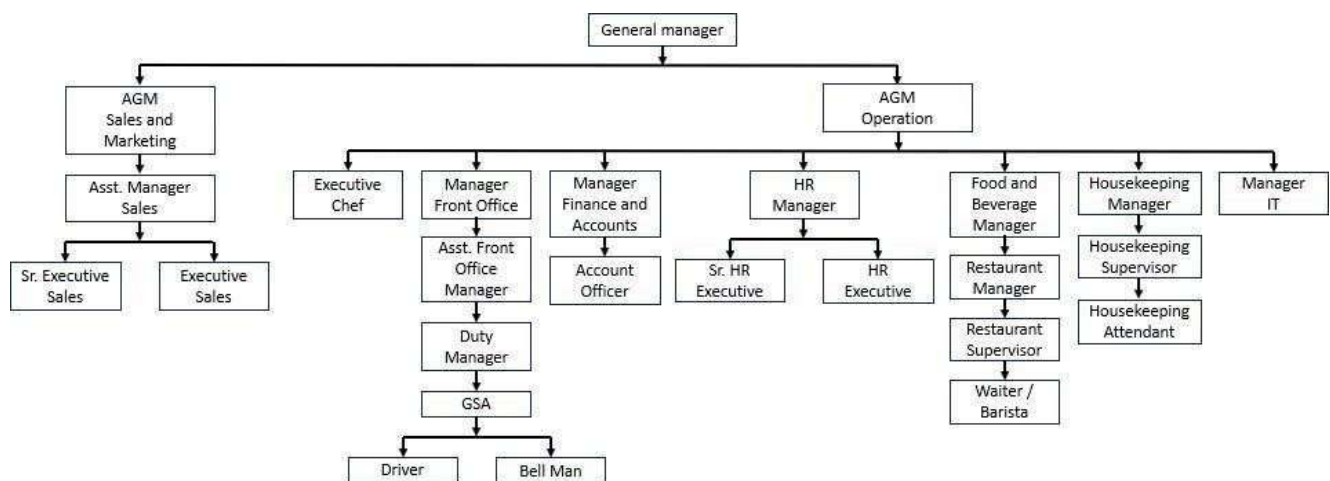
Strengths:

- Good location and accessibility.
- Well-equipped event spaces for corporate and social functions.
- Trained, service-oriented team with clear SOPs.

Differentiators:

- Balanced value proposition for both sides corporate and leisure segments.

2.3 Organizational Chart of Hotel Sarina



2.1 SWOT Analysis

SWOT Analysis of Hotel Sarina Dhaka

1. Strengths (Internal Positive Factors)

1.1 Prime Location

- Hotel Sarina is located near major corporate offices, embassies, shopping malls (such as Banani 11 & Gulshan areas), and Hazrat Shahjalal International Airport, making it ideal for both business and international travelers.

1.2 Skilled Workforce and Customer Service

- Well-known for its polite employees and attentive service, which is a key component of hospitality satisfaction surveys.
- Local staff members have received excellent training in client interaction, which increases patronage.

1.3 Strategic Partnerships & Payment Offers

- Affordability and market awareness are increased through partnerships with local banks that offer cashback or discount campaigns and financial services like bKash.
- Long-term bookings are increased via corporate alliances with airlines and event planners.

1.4 Strong Local Culinary Brand

- Hotel Sarina is recognized for **authentic Indian, Thai, and Italian cuisine**, especially its restaurants **Amrit** and **Risotto**.
- Its **Ramadan Iftar buffet** and festive events are signature attractions, boosting F&B revenue beyond room sales.

2. Weaknesses (Internal Negative Factors)

3.1 Limited International Branding

- The Hotel Sarina is not a part of a global chain, unlike Marriott, InterContinental, or Radisson, even though it is a five-star hotel.

3.2 This reduces foreign clients by limiting global recognition and the reach of international reservation systems.

3.3 Moderate Technological Integration

3.4 Limited digital transformation: It is less competitive among tech-savvy visitors in the digital age due to the absence of a sophisticated mobile app, online booking, or smart room technology.

3.5 High Operational Costs

- High operating costs result from maintaining premium services (many restaurants, high staffing levels, imported food supplies), which have an impact on profitability during off-peak times.

3. Opportunities (External Positive Factors)

3.1 Growth in Bangladesh's Hospitality Sector

- International business trips, NGO activity, and diplomatic presence are all on the rise in Dhaka.

4. Threats (External Negative Factors)

4.1 Intense Competition

- Sarina finds it more difficult to keep premium customers due to price rivalry and contemporary amenities; new foreign chains including as Le Méridien, Pan Pacific Sonargaon, InterContinental Dhaka, and Radisson Blu Water Garden provide higher luxury st attractiveness may decline if it doesn't adjust to the shifting demands of modern travelers, who increasingly favor smart, eco-friendly, minimalist hotels or serviced homes via websites like Airbnb.

4.2 Environmental and Regulatory Risks

- Renovation expenses may rise due to strict building requirements and environmental compliance laws.
- Guest pleasure may also be impacted by adjacent urban activities' noise or pollution.
- *Source: Finance and Accounts Department, Hotel Sarina*

Revenue Distribution

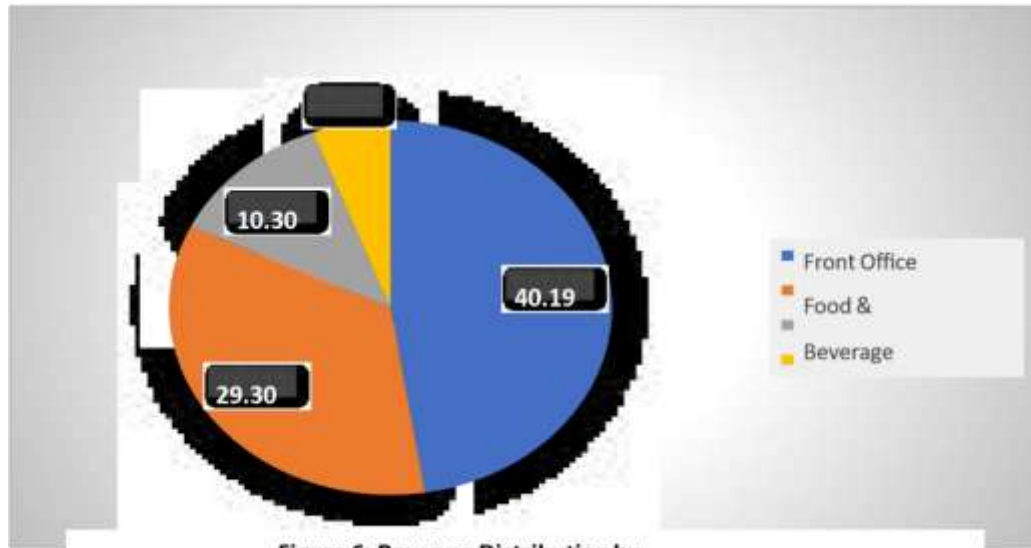


Figure 6: Revenue Distribution by

Summary Table :

Category	Key Points
Strengths	Prime Banani location, strong reputation, diverse dining, loyal clientele, skilled staff, full amenities.
Weaknesses	Limited international branding, aging infrastructure, high costs, moderate tech integration, no room for expansion.
Opportunities	Rising tourism, local staycations, digital upgrades, green practices, event market growth.
Threats	Competition from global brands, economic volatility, political instability, evolving guest expectations.

Recommendations

1. Rebranding & Renovation: To compete with international chains, update technology, modernize interiors, and emphasize eco-friendly luxury.
2. Increase Online activities : For worldwide visibility, use powerful SEO and influencer marketing.
3. Create a Sustainability Brand: Use green energy techniques to draw in eco-aware visitors and earn sustainability certifications. Then the guest will encourage to come.

1. Revenue Generating Areas

Revenue Source	Description	Approx. Contribution to Total Revenue
Rooms Division	Income from guest rooms (standard, premium, suites). Includes minibar, early checkin fees, and long-term stays.	45–55%
Food & Beverage Outlets	Restaurants, bars, cafés, in room dining, and banquets.	30–35%
Banquets & Events	Weddings, conferences, parties, corporate seminars.	10–15%
Laundry & Ancillary Services	Guest laundry, dry cleaning, valet services.	2–3%
Health Club & Spa	Gym memberships, spa treatments, massage therapy.	2–3%
Other Services	Airport transfers, travel desk commissions, business center fees.	1–2%

2. Supportive (Nonrevenue) Departments

These areas support operations and guest satisfaction but don't directly generate income:

-  **Human Resources** (staffing, training)
-  **Finance & Accounting** (budget control)
- **IT & Maintenance** (system and equipment upkeep)

- **Security & Safety** (guest protection and emergency management)

3. Key Insights

- **Hotel Sarina's primary revenue streams are still the room division and food and beverage.**
- **Given Dhaka's need for upscale venues, banquets and events provide significant revenue growth prospects.**
- **International reservations and online sales can be boosted by digitalization and brand collaborations.**
- **Wellness, gym, and spa services can be developed into lifestyle-based profit centers.**
- **Utility and supply chain cost reduction can increase profits without lowering service quality.**

Chapter: Three

Front Office Management System of Hotel Sarina

Front Office Management System of Hotel Sarina Dhaka

Overview

The hub of hotel operations at Hotel Sarina Dhaka is the Front Office Management System (FOMS).

- It serves as both the initial point of contact for visitors and the central point of communication for all departments, including finance, housekeeping, food and beverage, and bookings.

1. Objectives of the Front Office Management System

•Effective departmental communication.

- **Precise inventory and room management.**
- **A better visitor experience thanks to prompt, polite service.**
- **Increasing revenue through package offerings, upgrades, and hotel sales.**
- **Precise data recording and financial reporting.**

2. Structure of the Front Office Department

2.1 Organizational Chart

Front Office Manager



2.2 Key Roles

Position	Primary Responsibilities
Front Office Manager	Supervises all front office activities, maintains guest satisfaction, and reports to the General Manager.
Assistant Manager	Supports the manager, handles guest complaints, manages shift operations.
Guest Relations Executive (GRE)	Handles VIP guests, ensures personalized service, and manages feedback.
Receptionists / Desk Agents	Handle check-in/checkout, issue room keys, process payments.
Concierge / Bell Desk Staff	Handle luggage, transportation, and guest assistance.
Position	Primary Responsibilities
Telephone Operators	Manage calls, rotator communication, and emergency calls.
Night Auditor	Reconciles daily transactions, prepares reports for Finance.

3. Major Functions of the Front Office System

The front office management system at Hotel Sarina integrates offers, operational tasks, guest service, and data management go thorough both manual coordination and digital systems.

3.1 Reservation Management

- Phone call reservation
- Online (hotel website, booking.com, Agoda, Expedia) • Travel agents or corporate accounts

- Records details such as room type, duration, and guest preferences.
- Uses dynamic pricing strategies (in coordination with Sales) to optimize room revenue.

Destinity

Main Menu Reports Main References Rooms Related References Other References Inquiries Tools

Guest Reservation

Reservation Details	Advance/Other Details	Reservation List	Guest History	Applied Rates
RESERVATION Res. # 9076856 Date/Time 26/09/2025 3:15:33 PM COMPANY DETAILS Agent/Comp. FIT Market FIT Rate Code Rate N/A Adv. 0.00 Package STANDARD Segment Management Voucher No. Status CONFIRMED Sales Person Pay. Mode Guest Contact				
GUEST DETAILS Title TBA First Name Guest Last Name 1 Email Country To Be Advised Purpose Business ACCOMMODATION Arrival 26/09/2025 Departure 27/09/2025 No of Nights 1 Meal Plan Bed & Breakfast Arrive for Leave after Breakfast Exp. Time 12:00:00 PM Est. Dep. Time 11:00:00 AM Singles 1 Adults 1 Doubles Children Triples Infants Quad Allocated Room 1001 Category Type Ro Reservation Remarks				
EXTRA BED Extra Bed Smoking Status AIRPORT TRANSFERS Pickup Yes 6:55:00 PM Flight No Drop Yes 11:55:00 PM Flight No Group Ref.				
New Amend Cancel Save Close				

Room Allocation
Update Profile
Change Rate Code
Guest Infor.
Deallocate
Confirmation Setup
Traces
Transport
Print GRC
Alerts
Posting Settings
Folio
Detach
Attach to Group
Cancel Reservation
Group Booking
Acc./Sharer
Print Confirmation
Check In
Options

Software Used:

A DESTINITY is used by Hotel Sarina to centralize all booking information and provide real-time updates on room availability.

3.2 Checking and Registration

- At arrival, guests are welcomed, identification verified, and details confirmed.
- The front desk generates a **registration card** (digital or printed) with guest information.
- Payment methods (credit card, cash, corporate billing) are recorded in the PMS.
- Guests are escorted by bell staff to their rooms.

Key Technologies:

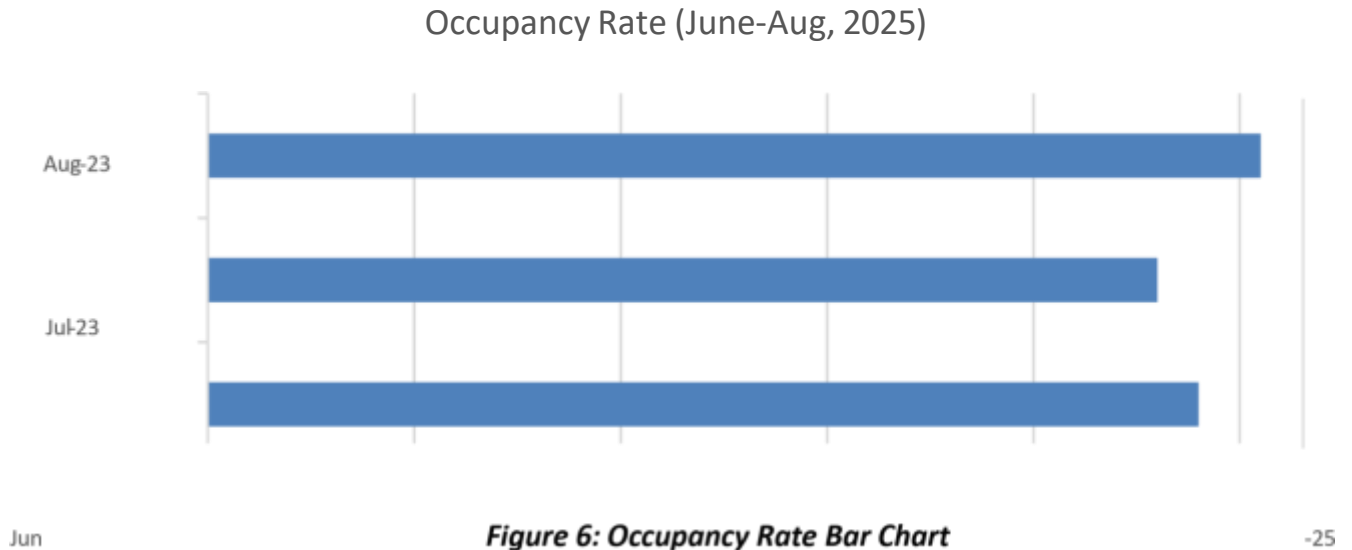
- **RFID keycard system** for room access. **Digital ID scanning** for quick check-in.
- **CRM integration** for recognizing repeat guests.

3.3 Guest Stay and In-house Management

- Monitors visitor activity and service demands while they are visiting.
- Coordinates with **housekeeping**, **F&B**, and **maintenance** to fulfill requests quickly.
- Updates guest folio automatically (charges for meals, minibar, laundry, etc.).

Occupancy Rate Report

The bar chart below shows the room per nights (hotel occupancy rate) throughout the internship, which ran from January 28, 2025, to July 28, 2025.



Guest Service Features:

- 24hour reception & concierge.
- Wakeup call service.
- Information and travel assistance.
- Handling of guest messages, parcels, and special requests.

3.4 Checkout and Billing

- Guest bills are consolidated from various departments through the PMS.
- The **Night Auditor** verifies postings before checkout.
- The front desk prepares the **final folio**, applies discounts or corporate rates, and processes payments.

4.5: Operating Procedure of Front Office Department:

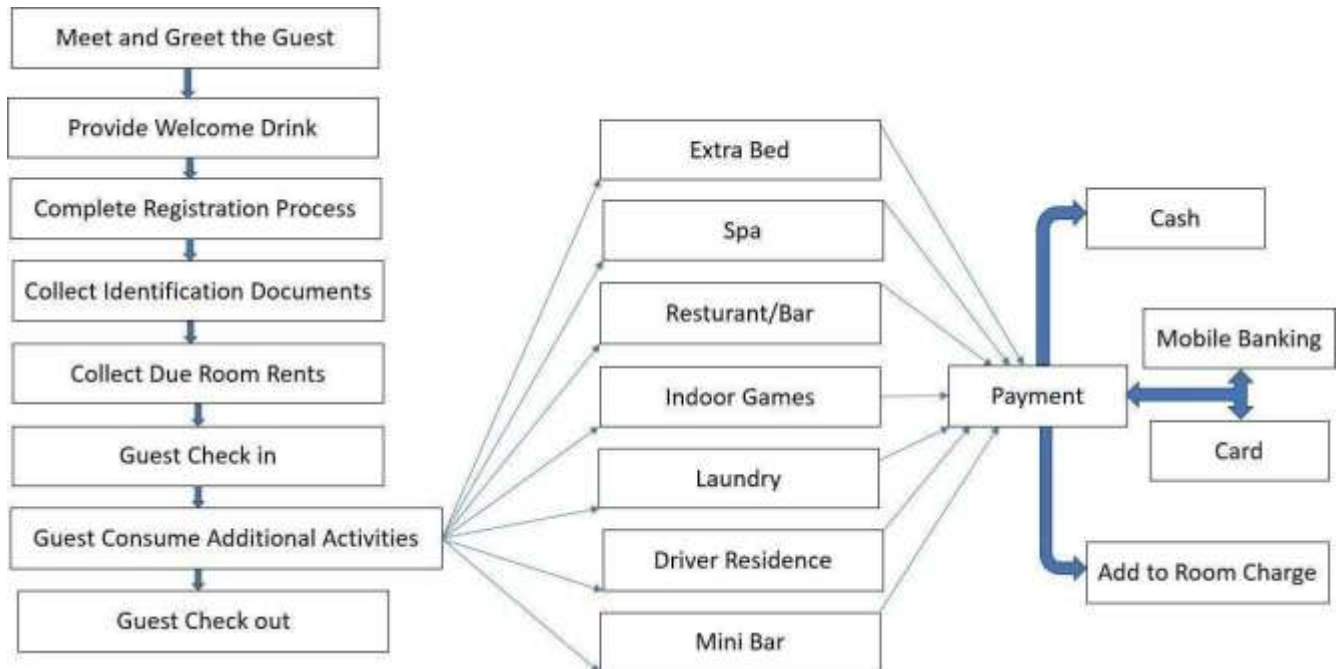


Figure 6.1 Standard Operating Procedure (SOP)

Modes of Payments to Achieve Services:

- Credit/debit cards (Visa, MasterCard, Amex)
- Mobile payments (bKash, Nagad)
- Corporate invoicing
- Cash payments in BDT or USD

The front office department's night audit operations

- Conducted during night hours (usually 10 a.m. – 7 a.m.).
- The **Night Auditor:**
 - Balances all daily transactions,
 - Verifies guest folios,

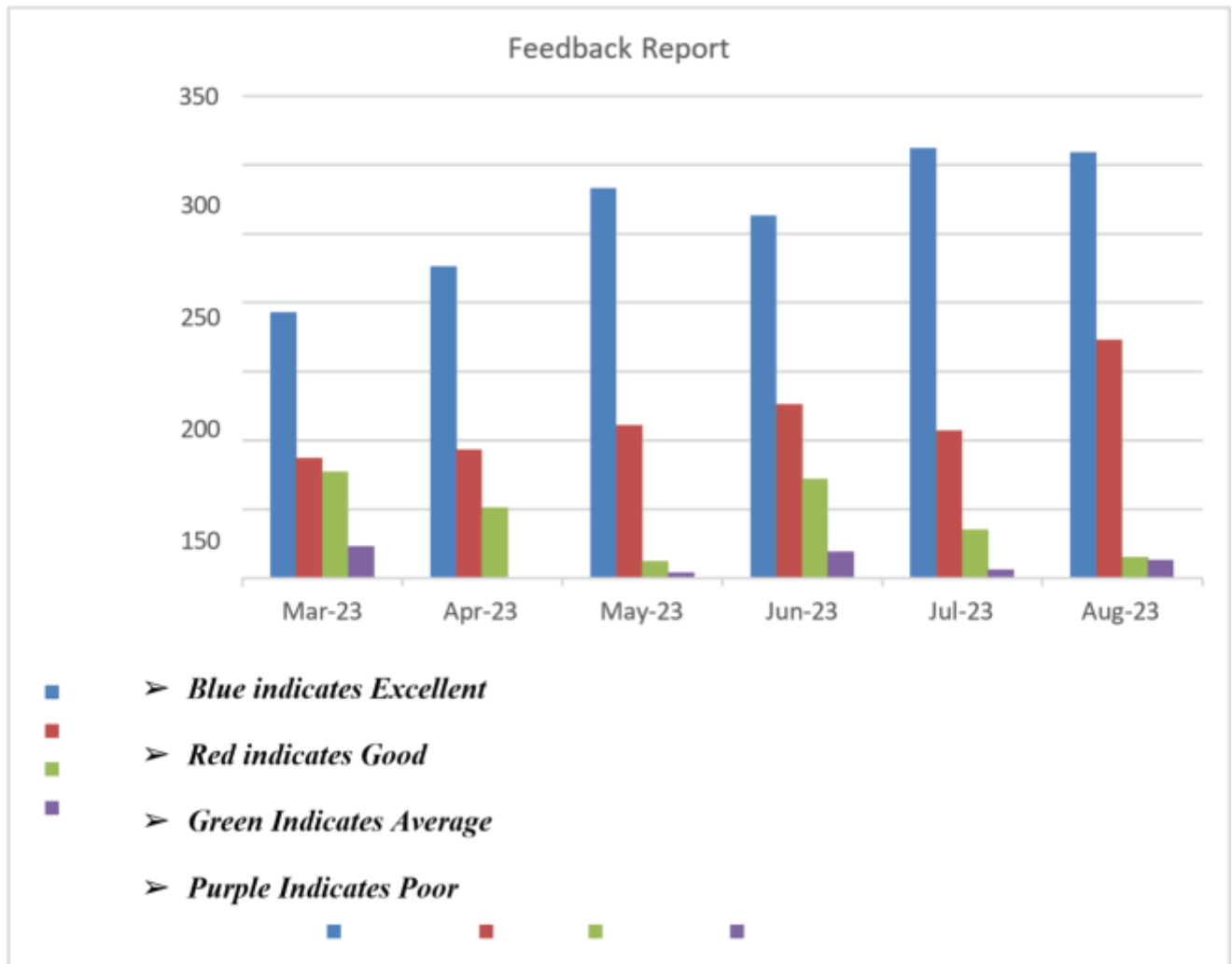


Figure 7: Feedback Report Bar Chart

Working Together with Other Departments

The Hotel Sarina's front office serves as the main point of contact between all operating departments:

Department	Coordination Purpose
Housekeeping	Room status updates (cleaned, occupied, out of order).
Food & Beverage	Guest meal plans, in room dining charges, event participation.

Finance & Accounts	Daily postings, payment reconciliation, and reports.
Sales & Marketing	Room availability for corporate bookings, group check-ins.
Security	Guest safety, VIP escort, and emergency response.
Engineering & Maintenance	Reports on room or equipment defects for quick repair.

Technology and Software Used

As a contemporary five-star hotel, Hotel Sarina Dhaka uses a Destiney to run its operations, even though it does not make its internal software public.

Typical System Features:

- 1. Reservation Management: Real-time availability and booking.**
- 2. Pentane (POS) Integration: Establishes a billing connection with food and beverage establishments.**
- 3. Customer Relationship Management (CRM): Monitors visitor loyalty and preferences.**
- 4. Revenue management tools: occupancy forecasts and dynamic pricing.**

Commonly Used Modules in the Destiny:

- *Front Desk Module* – For registration and room assignment.
- *Housekeeping Module* – For status coordination.
- *Cashiering Module* – For billing and payments.
- *Audit Module* – For financial control.

5. Guest Centric Practices at Hotel Sarina

A key component of Hotel Sarina's marketing image is its emphasis on a "Service with a Smile" policy.

- Personalized greetings for repeat guests.

- Complimentary upgrades during off-peak periods.
- Quick issue resolution through empowered staff.
- Guest feedback collection via digital surveys.

6. Key Performance Indicators (KPIs)

KPI	Meaning / Target
Occupancy Rate	Percentage of available rooms sold.
Average Daily Rate (ADR)	Average income earned per occupied room.
RevPAR (Revenue per Available Room)	Total room revenue divided by total rooms.
Guest Satisfaction Index (GSI)	Based on feedback forms and online ratings.
Checking Time Efficiency	Average time taken per check-in.
Complaint Resolution Rate	% Of issues resolved within 30 minutes.

Chapter: Four

Findings, Recommendations & Conclusion

Findings

The following suggestions are put out for Hotel Sarina Dhaka in order to maintain its brand position and boost competitiveness in Dhaka's premium hotel market:

1. Efficient Guest Handling

- The front office staff handle guest check-in and check-out procedures efficiently.
- Most guests are greeted politely, which creates a positive first impression of the hotel.

2. Use of Property Management System (PMS)

- The department uses a computerized Property Management System to manage reservations, guest profiles, billing, and room status.
- This system helps reduce errors and saves time during peak hours.

3. Reservation Management

- Reservations are received through multiple channels such as phone calls, email, online booking platforms, and corporate bookings.
- Advance reservations are properly recorded and confirmed.

Recommendations

1. Renovation and Modernization of Facilities

Modern interior designs, ergonomic furniture, and energy-efficient lighting should all be part of renovation projects. These improvements will save operating expenses, promote sustainability objectives, and improve the visitor experience.

2. Integration with Online Travel Agencies (OTAs)

To boost exposure, boost reservations, and enable dynamic pricing and promotional offers, the front office system should be completely connected with the main online travel agencies. Additionally, realtime reservation management will be improved by this integration.

3. Strengthening On-the-Job Training Programs

For recently hired staff, the hotel management should put in place organized on-the-job training programs. Frequent performance reviews, mentorship, and training sessions will boost employee confidence and service quality.

4. Empowerment of Front Office Staff

Limited authority should be given to front desk staff to provide value-added services or corporate loyalty discounts to high-value and returning customers. Long-term visitor connections will be strengthened and customer satisfaction will increase because to this flexibility.

Conclusion

According to the evaluation, Hotel Sarina Dhaka is one of Bangladesh's most respectable and customer focused luxury hotels, renowned for its friendly service, varied menu, and devoted customers.

Its success in the cutthroat Dhaka hospitality sector has been greatly aided by its strategic location in Banani, skilled staff, and wide range of services.

However, the hotel must contend with new threats from foreign rivals, outdated technology, and deteriorating infrastructure. Hotel Sarina must deliberately change by embracing modernization, digital transformation, and sustainability if it hopes to keep its top spot.

In essence:

- **Hotel Sarina can strengthen its position as Dhaka's top business and leisure destination by taking a forward-looking approach that integrates technology, training, and global branding.**
- The hotel's future success will depend on how well it combines its traditional service excellence with contemporary hospitality innovations.

Final Thought:

In order to safeguard its future as a top-tier hospitality brand in Bangladesh, Hotel Sarina Dhaka today needs innovation, modernization, and digital strength despite having the advantage of tradition, talent, and location.