

INTERNSHIP REPORT
ON RESERVATION PROCESS OF
THE SEA PEARL BEACH RESORT
& SPA

Internship Report

Prepared By

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Letter of Transmittal

To

Ms. Farhana Yeasmin Lina

Lecturer (Senior Scale)

Department of Tourism and Hospitality Management

Daffodil International University

Subject: Submission of the internship report on reservation process

Dear Ma'am,

I hope this message finds you well. I am Parvej Alam Bhuiyan, a student of BTHM bearing Student ID 201-43-471. I have successfully completed my internship at Sea Pearl Beach Resort & Spa and submitted my internship report titled "**Reservation Process of Sea Pearl Beach Resort & Spa**".

I would like to kindly request you to provide me with a copy of the evaluated internship report for my personal record and future reference. If there are any procedures or formalities I need to complete, please do let me know.

I shall be grateful for your kind cooperation.

Thank you.

Sincerely,

Parvej Alam Bhuiyan

ID: 201-43-471

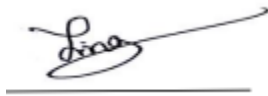
Department of Tourism & Hospitality Management

Daffodil International University

Certificate of Approval

This is a sincere declaration that this internship report on "Reservation process of Sea Pearl Beach Resort & Spa" prepared by Parvej Alam Bhuiyan bearing ID: 201-43-471 of the Department of Tourism & Hospitality Management at Daffodil International University. This report partially fulfill the BTHM degree requirements. I am pleased to clarify the data and the findings presented in the report are authentic work by Parvej Alam Bhuiyan. I wish him the best of luck in the future.

Signature,

A handwritten signature in black ink, appearing to read 'Lina', with a long horizontal stroke extending to the right. Below the signature is a solid horizontal line.

Fahana Yeasmin Lina
Lecturer (Senior Scale)
Department of Tourism & Hospitality Management
Faculty of Business & Entrepreneurship
Daffodil International University

Student Declaration

I would like to express my sincere gratitude to my Supervisor & all colleagues who supported and guided me to build up my experience at Sea Pearl Beach Resort & Spa.

I am Parvej Alam Bhuiyan, ID: 201-43-471 student of Tourism and Hospitality Management at Daffodil International University. This statement serves to clarify that the report named 'Reservation Process of Sea Pearl Beach Resort & Spa' has only been prepared for the fulfillment of my course without any additional purposes. I have acknowledged all main sources of help to prepare this report.

Everything in this report is mine, and it only represents my performance at the time of attachment. Therefore, it is totally forbidden to reproduce, copying or utilize this report without my previous consent.

Signature,



Parvej Alam Bhuiyan

ID: 201-43-471

Department of Tourism & Hospitality Management
Daffodil International University

Executive Summary

This report is a comprehensive analysis of the reservation process of the Sea Pearl Beach Resort & Spa that was come across during the internship at the Reservations Department of the hotel, Department of Revenue hotel This internship is a compulsory part of the Bachelor of Tourism and Hospitality Management at Daffodil International University and spanned over the duration of 6 months, experiencing almost all aspects of the reservation process.

The introduction chapter constitutes background of the report, scope of the study, broad objective, specific objective, methodology, secondary data sources and limitations of the study which highlights the importance of practical experience in the industry of hospitality as well. It refers to the role and responsibilities fulfilled in the internship position with clarity on what the objectives entail.

The Company profile chapter shows mission, vision, goal, organizational structure, all departments, service & amenities, room detail with lush green hills rising from the east and endless sea stretching on the west provide the resort with panoramic visuals of Bay of Bengal, Sea Pearl Beach Resort & Spa. Situated in the natural environment at the world's longest natural sand beach.

The analysis and discussion chapter represents the reservation process of Sea Pearl Beach Resort & Spa which works via booking channels. This chapter also details how to generate, amend, create, cancel, and postpone the reservation.

The findings, recommendations, and conclusion chapter Issues related to the reservation process and peak seasons over the month include Super Major Finding such as Handling the Overbooking & high occupancy periods are addressed under the Findings & recommendations section and Creating Double Booking. The recommendations that follow this research findings work accordingly to optimizing operational efficiency while keeping the guests highly satisfied at the Sea Pearl Beach Resort & Spa. Then, a comment mentions the Excellency, Beauty & Reputation of Sea Pearl Beach Resort & Spa as a world's best Beach Resort with best facilities & superb view of sea & sea view, hospitality, excellence – Sea Pearl Beach Resort & Spa.

The Conclusion chapter highlights the Sea Pearl Beach Resort's excellence as successful property in Cox's Bazar in recent years. This experience has also illustrated the favorable reputation and smooth administration of the resort by offering an ideal experience in making reservations.

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Chapter 01

Introduction

1.1 Introduction

The Tourism and Hospitality sector is one of the fastest growing sectors in Bangladesh, especially because of its unique natural resources and an ever-growing number of foreign visitors in the country. Within the Tourism and Hospitality sector, hotels and resorts are an important part of creating a better experience for visitors and thereby developing the tourism potential in Bangladesh. The Sea Pearl Beach Resort & Spa is one of the renowned five-star class beach resorts in Bangladesh, where the visitors receive world-class hospitality services along with luxury and modern facilities to match those of any foreign country. Located at the beautiful Inani Beach, Cox's Bazar. This resort is in fact a soothing destination for leisure and business travelers in search of supreme comfort within the longest natural sea beach in the entire world. The Sea Pearl Beach Resort & Spa has been designed with the concept of a "Lifestyle Resort" and thereby combined luxury and nature in one place. The Sea Pearl Beach Resort & Spa showcases the beauty and rich culture of Bangladesh along with its coastal environment and provides the visitors with the best possible services in accordance with global standards and expectations. At the Sea Pearl Beach Resort & Spa, they focus solely on making "Every Guest Experience a Memorable and Rejuvenating One." Like any other renowned global-class beach resort, The resort also adopts a systematic approach in handling their reservations and services to their esteemed visitors. Moreover, Sea Pearl arranges for the coordination of reservations from various global web-based booking platforms to be updated in their system automatically and instantaneously to ensure smooth services to the visitors in their favorite manner and style. The reservations section within the Sea Pearl Beach Resort & Spa has a pivotal function to perform in terms of room reservation, addressing visitors' inquiries, keeping a correct update of the available number of rooms, and making sure that every reservation is treated with supreme professionalism and perfection and attention to detail to their esteemed visitors.

1.2 Background of the report

An on-hands exposure to the relationship between theoretical knowledge and applied skills, the internship program at Sea Pearl Beach Resort & Spa originated from a pursuit of academic excellence in the territory of tourism and hospitality management (THM). This background is a base for the graduates that complete the coursework and allows them to experience first hand how things run in a five-star luxury hotel. After all, experience and training are crucial for success — especially in the hospitality industry. The Department of Tourism and Hospitality Management at the university has a vibrant academic and professional course structure set in place to help establish the hotel and tourism sectors. In a globalized and connected world, this curriculum allows students to be national achievers while keeping their standards in par with the best international benchmarks. But to compete at a professional level, by itself is not enough with just having a degree. Working to better equip students with practical realities, the BTHM course ensures that they manage internship opportunities that provide professional industrial exposure. The internship was going on Reservation Department at Sea Pearl Beach Resort & Restaurant. Worked as a trainee for six months.

1.3 Scope of the Study

Hotel Room Reservation at Sea Pearl Beach Resort & Spa — This Study is concentrated on the reservation process of Sea Pearl Beach Resort & Spa. The goal here is to exercise how the dept., handles a reservation on the rooms, create, update or cancel and stretched booking. Next is then about how you handle customer inquiries, and it adds to the overall revenue of a hotel as well guest satisfaction and dissatisfaction and if or when dissatisfaction can be get how to manage the situation smartly. Other than that, whilst on the internship many discoveries we discovered with regards to the reservation process and challenges that were faced to ma this process even more complex and less efficient.

How to solve them and what do you need some recommendations. This will be rather useful for the resort to attain its goal if these points could implement. Some of the observations led to specific recommendations to improve the process. Lastly, this report provides insight into the business, what they are working towards, their current operations and constraints along with practical improvements for the reservation experience.

1.4 Broad Objective

The purpose of this report is to analyze and understanding the reservation process of Sea Pearl Beach Resort & Spa in detail to complete the requirements for the Bachelor of Tourism and Hospitality Management degree. This report will help to get a clear insight about the ‘Reservation process of Sea Pearl Beach Resort & Spa’.

1.4.1 Specific Objective

- i. To analyze the Reservation Process of Sea Pearl Beach Resort & Spa.
- ii. To identify findings based on the reservation process.
- iii. To provide recommendation based on identified findings.

1.5 Methodology

This insightful qualitative research paper has done a good job of capturing the essence and also contributes to the advancement of our work. The description of my viewpoint and daily activities was helpful in the report writing.

1.5.1 Secondary data sources

- i. Standard operational procedure (SOP) files of Sea Pearl Beach Resort & Spa
- ii. Journals and newspaper official website of Sea Pearl Beach Resort & Spa
- iii. Official social media Profile of Sea Pearl Beach Resort & Spa

1.6 Limitations of the Study

However, in trying to collect that data, there are a few limits from certain conditions whenever am you trying to get information.

The limitations were:

i. Insufficient duration: A six months internship is not enough to absorb all the relevant information about the hotel. Inters may work on a superficial basis or be relegated to see only one department, and so it distracts from the overall view point that comes with hotel management.

ii. Limited Collection time: The biggest bottleneck would be having a limited time to collect the data and analyze it. To address potential limitations of time constraints related to conducting a more comprehensive investigation, as well as sample size and diversity in the data set gathered.

iii. Privacy and confidentiality: This study identified data collectors who preserved their data from detection by supervisors, but they strenuously objected to the publication of any details. The main weakness faced was the constraint to access data especially some information that is sensitive and could not disclosed or publicized due to confidentially claimed by the hotel management.

Chapter 02

Company Profile

(An Overview of Sea Pearl Beach Resort& Spa)

2.1 Introduction

This magnificent luxury destination sits on the sands of Inani Beach, Cox's Bazar Bangladesh and is not a run-of-the-mill hotel. Tucked away in the verdant eastern hillsides with panoramic views of the vast Bay of Bengal, it is a sanctuary enveloped by lush gardens designed for well-travelled connoisseurs seeking seclusion and refreshment – both rolled into one!

The company has designed a five-star beach resort and hotel complex on 15-acres, boasting of a ten storey building with an aggregate floor space of over 450,000 square feet. The complex is presently running 241 rooms which are out of the total 493 along with seven restaurants, one bar, two conference rooms, a banquet hall, health club, two swimming pools, two tennis courts and sufficient parking for vehicles among other world-class guest amenities.

For smooth operations, the company has set up all crucial infrastructure and equipment at the property including HVAC systems, elevators, generators, an electrical substation, seawater desalination plant and wastewater treatment plant (WTP), sewage treatment plant (STP), fire detection & protection systems, kitchen equipment along with furnishings laundry facilities spa gymnasium children's park etc.

The area surrounding the property is outlined by a concrete perimeter wall and it has inner roads that make it accessible to each unit, as well as its own sidewalks and staff quarters. Where this resort provides you a direct access to Inani Beach, facing the full frontal sea view.

2.2 Overview of Sea Pearl Beach Resort & Spa

Five-star resort & hotel in Bangladesh; Commercial Operation Started: Sept 17, 2015. The company's main business is offering resort and hotel chain management. Franchisee shall carry on the business as described in detail below (“Business”), between Franchisee and GT Investments BV, a company organized and existing under the laws of The Netherlands example address (hereafter referred to as “Franchisor”), such relationship being governed by a Limited Franchise Agreement dated June 1st, 2014.

The Franchisor and its affiliates have considerable luxury five-star hotel and resort operations and global marketing experience which they continue to deliver globally.

2.2.1 Mission of Sea Pearl Beach Resort & Spa

Bangladesh is affiliated with a five-star luxury resort, where Bangladeshi families can get an exquisite vacationing experience through the global affiliations of Sea Pearl Beach Resort & Spa Ltd.'s marketing division—Bengal Vacation Club Ltd. We are committed to providing the best value for our services and amenities.

We are dedicated to being environmentally friendly and sustainable. Members will experience exceptional member service, along with increased prospects for more travel options throughout all of Asia and across our global network.

2.2.2 Vision of Sea Pearl Beach Resort & Spa

Develop as the foremost 5-star luxury beach resort in Bangladesh and ideally positioned in South Asia as an icon of supreme hospitality outcome, with world-class facilities and committed essence towards sustainability and cultural enrichment.

2.2.3 Goal of Sea Pearl Beach Resort & Spa

i) Delivering World-Class Hospitality

Sea Pearl and its luxury hospitality segment went hand in glove when opened their doors for the first time back in 2015 with the aim to raise all previous standards in Bangladesh. The resort has 493 well-appointed rooms and suites, each one with its own infinity pool or Jacuzzi and range of restaurants to choose from. The Resort has achieved a number of accolades for this commitment including being the recipient of the award for "Global Luxury Seaside Resort" in 2022 presented at the World Luxury Hotel Awards.

ii) Promoting Sustainable Tourism

Spread across 15 acres of verdant greens and an organic orchard; Sea Pearl has its heart in caring for mother-nature. To preserve the natural beauty of Inani Beach, the resort incorporates environmentally friendly practices, targeting both domestic and international travelers looking for responsible travel options.

iii) Enhancing Employee Engagement and Service Quality

Sea Pearl understands that in order to provide a superior guest experience, you need an authentic and well-trained work force. Hayes said the resort has a culture of growth and open communication, pushing employees to think of ways to improve work quality levels.

iv) Expanding Tourism Infrastructure in Bangladesh

Sea Pearl is also working on a range of excursions beyond its flagship property, including Sea Pearl Cruises in the Sundarbans and upcoming eco-resorts in Bandarban. This investment is part of various mega tourism projects we are pursuing around this country in order to attract tourists from all over the world, and making a program for developing whole regions in Bangladesh.

Mission Statement of Sea Pearl Beach Resort & Spa: The Vision of Sea Pearl is to be the Leading Luxury Hospitality Provider in Bangladesh delivering Quality Customer Service, Executing Principles of Sustainable Tourism, Focusing on Employee Development and Contributing towards Growth of our Country as a Major Tourist Spot.

2.3 Organizational Structure

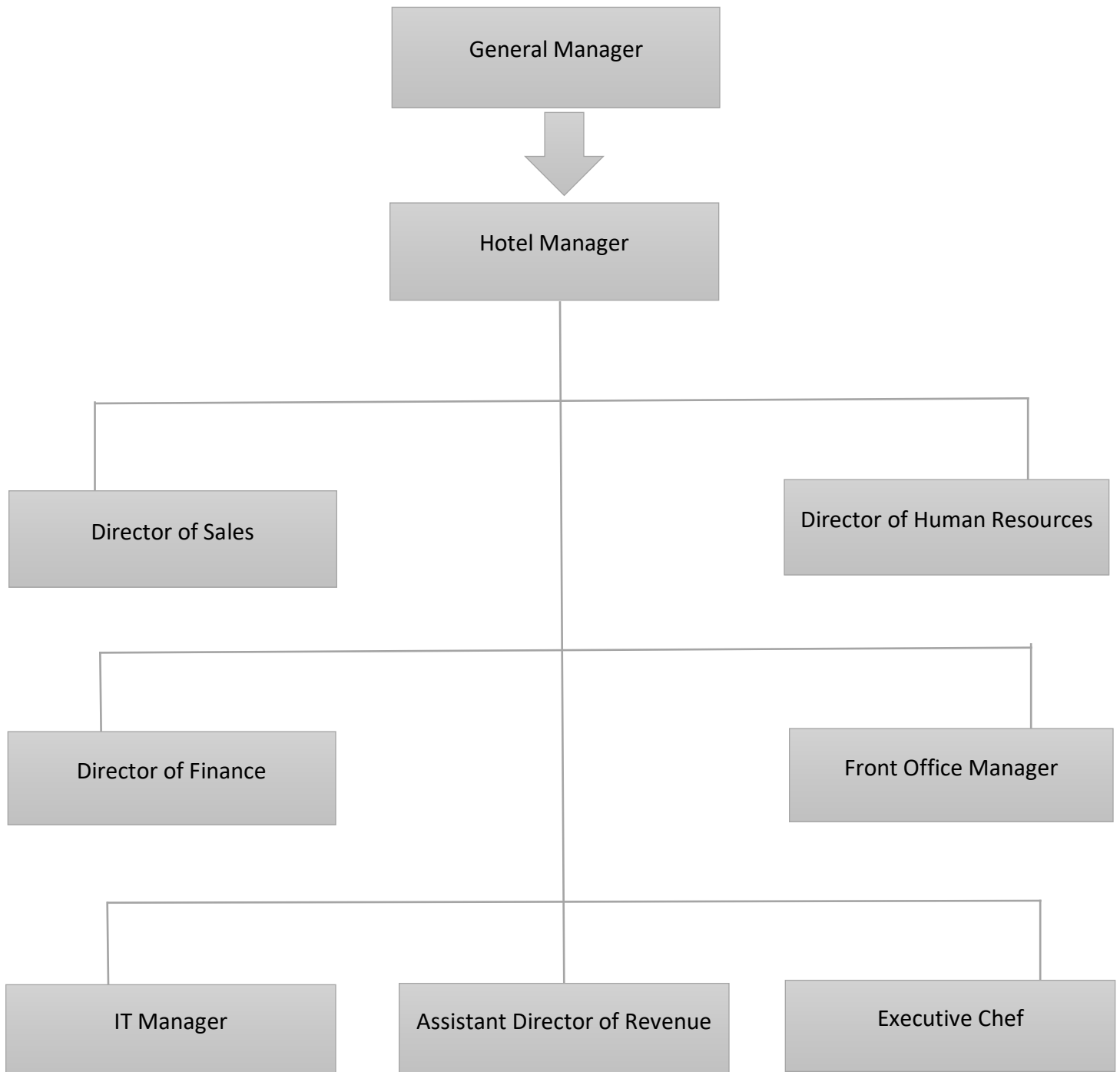


Figure 01: Organizational Structure

2.4 Description of the Departments

2.4.1 Front Office Department

This is the main point of contact for guests and they key to good customer service. — Front Office Department It manages: Front of house (guest check in and checkout, new reservations, room assignments), as well as guest requests and complaints, invoicing and payments.

They serve as a first point of call between guests and other hotel departments, making sure that guests have a welcoming and professional 1st impression.

2.4.2 Human Resource Department

The Human Resource (HR) Department to effectively manage the hotel's workforce. Prime functions: planning, organizing and controlling of all the processes involved in recruitment and staffing, employee training and development, payroll management(salary+benefits), performance evaluation and management (conducting appraisals), ensuring statutory labour legislations are met with, implementation of hotel policies on employee relations zoning from recruitment and termination; welfare within strict bounds vis-a-vis providing facilities for rest rejuvenation & motivated work force.

The HR Department keeps the hotel staffed and motivated to provide excellent service.

2.4.3 Food and Beverage Service Department

Dining is a huge part of the overall guest experience in a five-star hotel, and as such the F&B Service Department is one of the largest service-oriented departments in any prestigious hotel. Food and Beverage Server Responsibilities: Serving food and drinks to guests in bars, restaurants, and functions. And then taking care of dining reservations and guest seating, ensuring cleanliness, service standards and consumer satisfaction. Followed by interacting with the kitchen and housekeeping staff. And then catering and special events, room service.

The department has the crucial task of improving the image of the hotel by way of service and hospitality.

2.4.4 Other Services & Additional Amenities

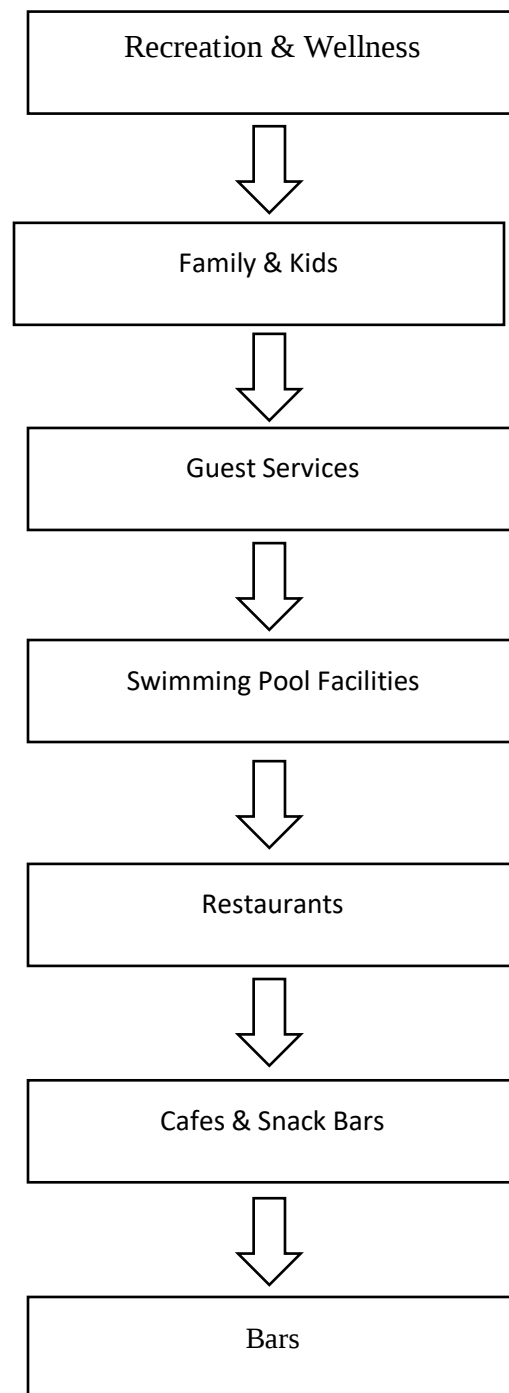


Figure 02: Other Services & Additional Amenities

Recreation & Wellness

The resort provides all its guests with access to a private beach; guests spend their day on comfortable day beds listening to the sound of waves crashing beyond the shade providing relatively inexpensive pools in comparison to five-star hotel resorts. Two outdoor swimming pools, one for women only.

In addition to the regular World War II military museum, there are over 50 coaster slides and swimming pools throughout the park.

Here, in the spa and wellness center, health conscious guests can engage in a variety of activities; the spa also offers treatments for complexion hotels like massages tailored specifically to your personal skincare needs.

Fitness center, tennis and badminton courts, bowling alley and video games room.

Family & Kids

Enjoy facilities designed especially for children, such as a kid club and playground. There is a game room for children's entertainment in addition to themed dinner nights.

Guest Services

There is a concierge on duty 24/7 who can assist you with tours as well as book tickets. There is also offer laundry and dry-cleaning services, luggage storage, and an ATM. Those in need of airport transportation or car rental please note that we provide this at a price shop located on site.

Swimming Pool Facilities

The main pool is open year-round and has a paddling area for children. Other features include swimming pool toys, a pool/beach towel service that can also be used at the beach, laundry service for these towels, a pool bar, sun loungers or beach chairs, and sun umbrellas. Our Ladies-only Pool gives singular space to women who desire a more personal and restful environment.

Cox's Bazar Sea Pearl Beach Resort & Spa offers its guests a variety of dining experiences. The nine restaurants, coffee shops, and bars to choose from are as diverse in cuisine and style as the food items they offer.

Restaurants

Cox's Bazar Sea Pearl Beach Resort & Spa offers its guests a variety of dining experiences. The nine restaurants Kasbah Restaurant: International buffet, all day dining.

Kasbah Restaurant – International buffet, all day dining.

Lemongrass Restaurant – Pan-Asian fusion. Views of the ocean.

Pranzi – A romantic dining experience by the Bay of Bengal.

Fish n Grill Restaurant – Poolside restaurant offering fresh seafood and steaks.

Akoya – Renowned for its Indian cuisine, it is recently renovated and serves from 7:00 PM to 11 PM daily

Cafes & Snack Bars

- i. Snacks and coffee can be found at Punchbowl Café, your convenient coffee shop.
- ii. Scoops Ice Cream Parlor -- You can try all sorts of tastes.
- iii. Cocoloco – All kinds of tasty snacks wait for you.
- iv. Serving delicious local specialties such as Fuska, Chatpati, Jhalmuri.

Bar: Bliss Bar a warm atmosphere in which to have a good drink. Together, the venue lineup gives guests a variety of choices, from delicate international selections to various native specialities, ensuring a rich gastronomical experience throughout their time.

2.4.5 Food and Beverage Production Department

This department is responsible for preparing and cooking food in hospitality establishments like hotels, restaurants, and catering services. It oversees all kitchen operations, including menu planning, sourcing of ingredients, food safety and quality control. The department is usually led by an Executive Chef; different sections within it include hot kitchen, cold kitchen, bakery and pastry. Its main goal is to provide food of high quality, hygiene and punctuality which meets the needs of customers both timely and in accordance with the customer's view of what is clean.

2.4.6 Housekeeping Department

This department is responsible for maintaining cleanliness, hygiene, and the overall appearance of a hotel or hospitality establishment. It encompasses such jobs as clean-up in guest rooms, public areas as well as backstage spaces and offering laundry services management also involves buying linens and guest supplies. The department ensures guests have a comfortable, safe and pleasant environment. Typically, it is headed by an Executive Housekeeper who is supported further down by room attendants, supervisors and other employees.

2.4.7 Room details of Sea Pearl Beach Resort & Spa

The Sea Pearl Beach Resort & Spa is a complete hotel with 493 rooms, including 478 non-smoking rooms. The rooms are classified into the following groups.

Room type	Room size	Person Included
Superior King/Twin Room	400	2
Superior Hill View Triple	400	3
Superior Sea View Triple	400	3
Studio King Sea View	535	2
Premier King Sea View	690	2
Eco Suite Garden View (with balcony)	720	2
Executive Suite Sea View (with balcony)	720	2
Royal Family Suite	1050	4
Royal Paradise Suite	2020	2
Royal Presidential Suite	2050	4

Figure 03: Room classification of room

2.4.8 Sales and Marketing & Reservation Department

The Sales and Marketing Department of a hotel or hospitality business is responsible for all activities related to the introduction of the company including attracting guests, increasing bookings and income. To achieve these goals it formulates marketing strategies, places ads,, works on relationships with corporate clients and travel agencies, and is in charge of the company's image and public relations.

The Reservation Department answers all customer inquiries that come in, and in addition ensures the success of guest reservation through many different channels (phone, email, online platforms). It makes certain that rooms are available, updates the reservation system and collaborates closely with the front desk and other departments to provide customer service.

Together, these two departments play a key role in maximizing occupancy while satisfying guests at the hotel.

2.4.9 Accounts and Finance Department

The accounts and financial section of a hospitality business does quite a number of tasks. It is responsible for helping set future budgets; making financial plans; receiving and paying money, doing payroll and reviewing it; carrying out audits, and making certain all tax and regulatory requirements are adhered to consequently they keep account books and prepare financing reports. In the area of decision-making by management, they give financial opinions. Generally, the head of the department will be called the Financial Controller or Chief Accountant.

Chapter 03

Discussion and Analysis of Reservations Process of Sea Pearl Beach Resort & Spa

3.1 Analysis of the Reservations Process

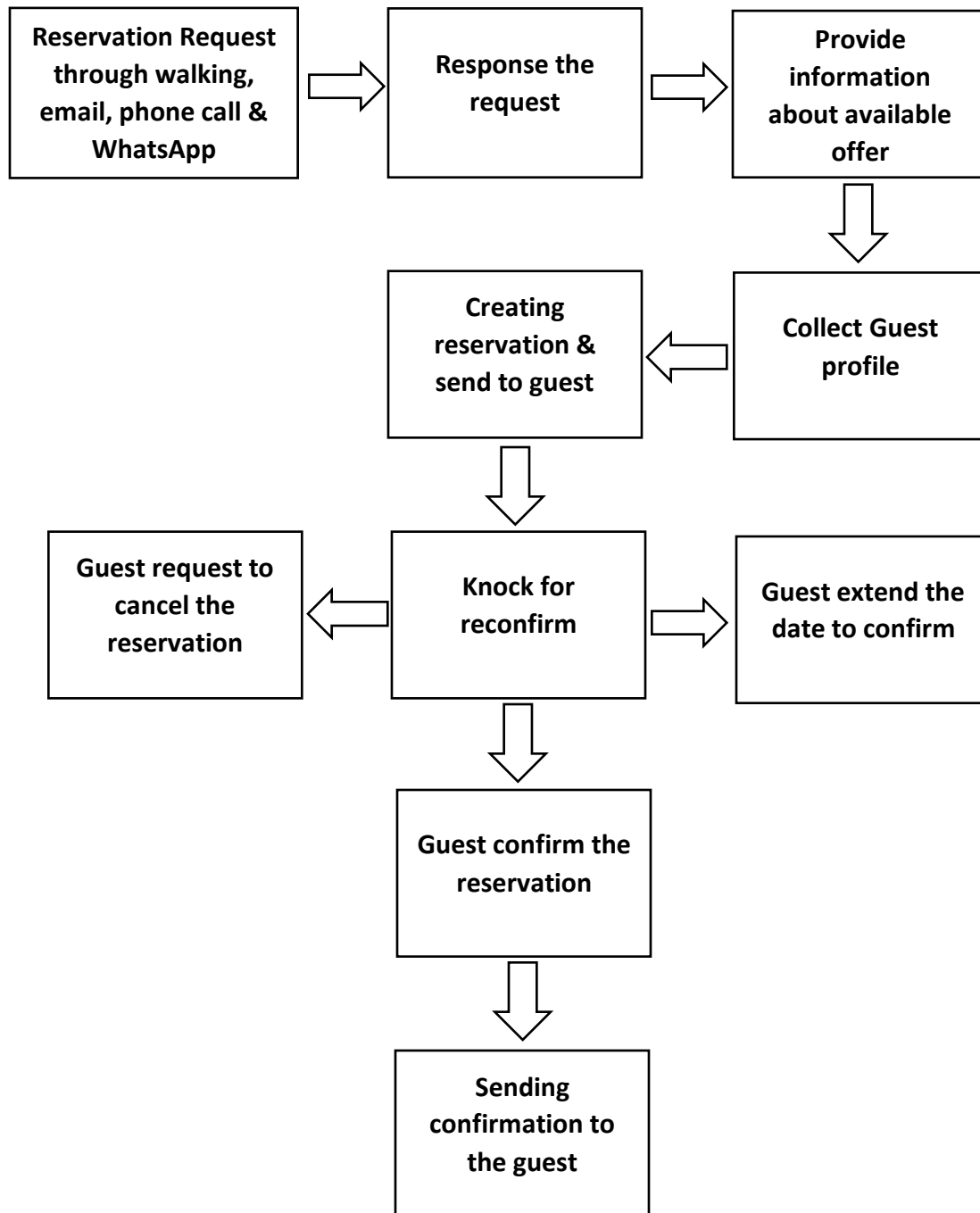


Figure 04: Process of creating a Reservation

1. **Reservation Request:** There are several way where comes reservation request such as walking, email & phone call, and WhatsApp messages. Guest direct come on resort and contact with Front Desk. Front desk pass the information request to Reservation Team. Then the Reservation team take care of the guest & create reservation. The request also comes through email & phone calls.
2. **Response the request:** Then the Reservation team take care of the guest by responding the phone call or replying the email. If the call become missed, the team make a call again. Then ask the guest to share their query.
3. **Providing Information:** According to guest query reservation team provide information about the available offer like current room tariff or package, what facilities are included with this offer or package, package active dates & expired date, what are complementary with the room tariff, room categories, child policy, extra bed charge and which documents should carry during check-in.
4. **Collecting Guest Profile:** When guest become interested to the offer & want to give a reservation then reservation team collect the guest profile like check-in & check-out dates, name, contact number, age, total number of guest, how many adult & child are there, their age range, how much child is within 0-5 years & how many are within 6-10 years, do they need any extra bed or not etc.
5. **Creating Reservation:** After collecting the guest profile reservation team insert all information on IDS software to creating reservation & send to the guest with providing specific cut-off days.
6. **Knock for Reconfirm:** Within the cut-off days the team call, send mail to reconfirm the reservation with payment. Sometimes the team can't reach to the guest to reconfirm. So the team send the guest an email with the subject 'ä gentle reminder of your room reservation'.
7. **Guest Cancel the Reservation:** When the team can communicate with the guest, sometimes guest cancel the reservation due to changing the plan, accident, uncertain incident, busy time, and sickness.

8. **Guest extend the date:** During the knocking of reconfirm guest requested to extend the date to reconfirm the reservation due to official meeting, family discussion, uncertain of the available date within the mentioned date. Then the reservation team would extend the cut-off days.
9. **Guest Confirm the reservation:** Sometimes the guest would confirm the reservation during reconfirm. The pay against their room reservation through the available payment trough like bank, card, bkaash, nagad, SSL commerz.
10. **Sending Confirmation to the guest:** When guest confirm the reservation then the reservation team send the confirmation to the guest through email.

3.1.1 Based on the above reservation request medium there are four types of reservation through.

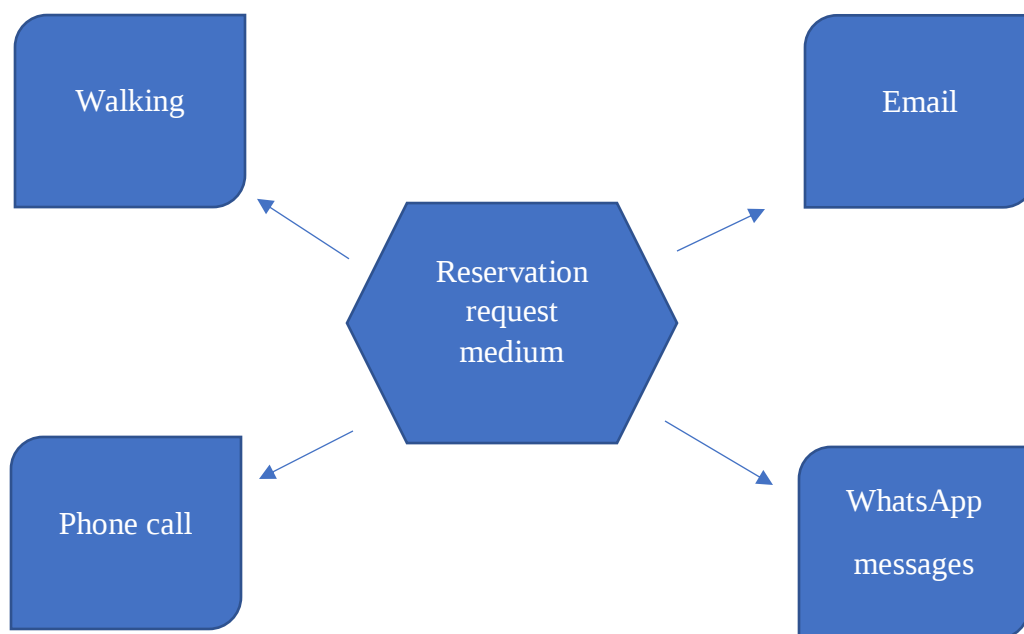


Figure 05: Reservation request medium of Sea Pearl Beach Resort & Spa

1. Walking: Guest comes from many regional area and cities. If the request is for on day arrival the guest check in directly communicating with front office of Sea Pearl Beach Resort & Spa.
2. Email: There is a continues process pf checking & replying email. Specially Guest from different countries, renowned group, corporate tourists, reservation from sales department choose to creating reservation through email.
3. Phone call: There is couple of official phone to communicating with guest for reservation issue. The guests are in emergency specially in short of time like to contact with phone calls providing their details.
4. WhatsApp: It's a popular & useful through nowadays. Many guests who need reservation message on WhatsApp. Specially when guest call on hotline and prefer for reservation their information is collecting by WhatsApp as they prefer.

3.2 The Software used & Creating Reservation

Detailed Reservation / Modify V7.0 Rev : 008.115 [Res. # 128956]

Arrival: 100125 14:00 FRIDAY Nights: 1
Departure: 11-JAN-2025 11:00 SATURDAY 1

Property: SPBRS SEA PEARL BEACH RESORT & SPA
Company: COM0125 Januav Special Offer 2025
Booker Type: Booker Code:
Booker Name: sakaweth Company Details:
Room Type: RFS Mode:
Rooms: 4 Adult 4 Child Room Details:
HP AG Status: Confirmed Rate:
Title Last Name Middle Name First Name: Mr Commodore Rashed
Group Code: Group Name:
Contact Name: Contact Details:
Contact #: 01769440200 E-mail: rashedbmcg@yahoo.com
Billing Inst: Direct Ref. #: DM Hriday
Pay Mode: Cash Amenities:
Market Seg: PacSeason
Bus. Source: SAKHAWAT
Arrangement:
Re:Contem Deposits Audit:
Guest Note Documents Extra Revenue Invoice Add

Guest Information: Name: Commodore Rashed Room #: 2217
Street: City: Phone: 01769440200
State: Mobile: 01769440200
Country: e-mail: rashedbmcg@yahoo.co
Zip: Post History: No
Guest Code: Send SMS: Yes
Pax Type: Adult Gender: Male
Nation: BANGLADESH Smoking: No
Occupation: Reference #:
Designation: Special Inst:
Classification: Regular Are you from European union? ☐ GDPR
Status: VIP Arriving From:
Leader: No Proceeding To:
News Paper: Arr. Flight & Time: 14:00
Language: Dep. Flight & Time: 11:00

Type	ARR	Dep	Confirm	Wait List	Person	Name
RFS	10-JAN	11-JAN	0+0+0+1	0+0+0+0	4+0	Mr Commodore Rashed
Total:						3+0+0+1 3+0+0+0 4+0

Hotel Position: Company MIS: Rate Info: Additions:

(The above picture is about reservation creating process on IDS software)

The Software Used

The IDS software (version next 7) is used by the Reservations Department. It has become the main platform that people use regularly for booking rooms or creating reservations for guest's holiday accommodations.

3.2.1 Creating Reservation

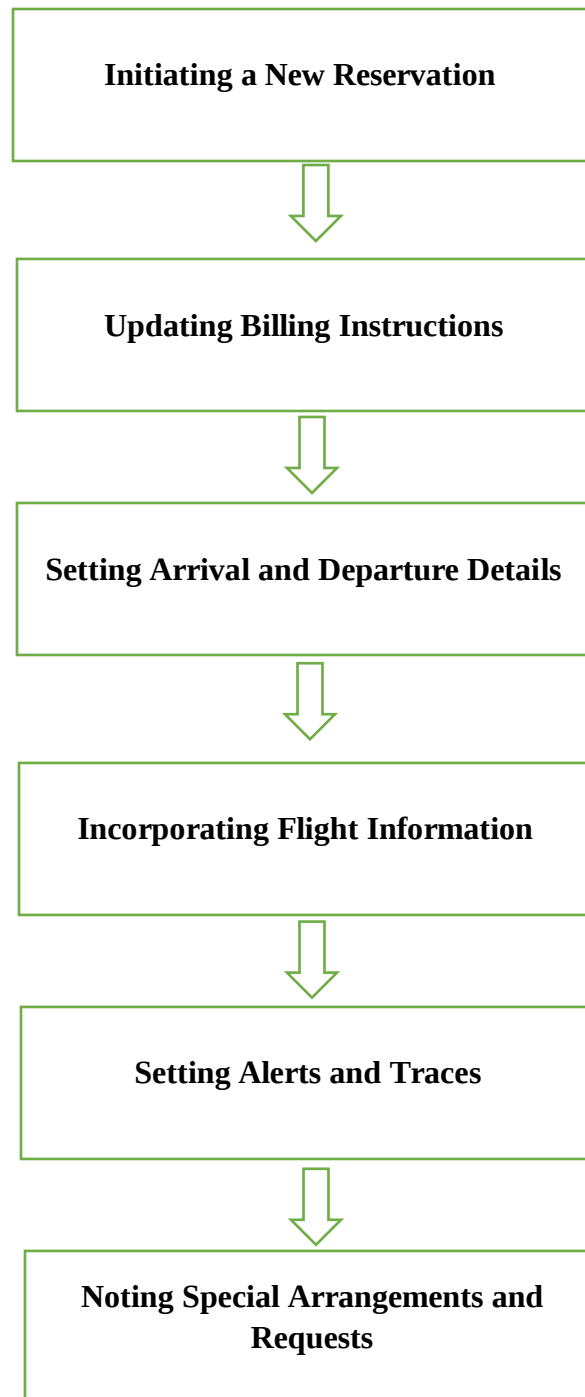


Figure 06: Creating Reservation

1. Initiating a New Reservation: Creating a new reservation in the IDS first. Modify the company name as needed. If the company is new, a new profile must be created. Enter the visitor's information by hand. For repeat visitors, the system will automatically fill in the details, but it's crucial to verify the accuracy of details like passport numbers.

2. Updating Billing Instructions: Make the necessary updates to the billing instructions in the comments section and specify who is in charge of making the payment. Examples include "Bill to company," "Bill to host," and "Self-payment."

3. Setting Arrival and Departure Details: Enter the exact dates of arrival and departure, along with the check-in and check-out times.

4. Incorporating Flight Information: Make sure the flight information is correctly entered in the relevant IDS sections if the guest or company provides it. Adjust the check-in and check-out times based on the particulars of the flight.

5. Setting Alerts and Traces: To draw attention to crucial reservation details, set up traces or alerts. This facilitates additional action from other departments.

6. Noting Special Arrangements and Requests: Any special requests or arrangements should be mentioned in the space provided for comments. For instance, if a guest request certain amenity, like a welcome package, expedited check-in, or a welcome note, these preferences must be recorded so that the appropriate departments are aware of them and can take the necessary action.

3.2.2 Amending a reservation

When the guest wants to amend the reservation there is only need to change the arrival or departure dates before selecting "Save" to make changes to the reservation. But only visitors can modify reservations made on Booking.com or Expedia. Occasionally, the OTA following reservations, rates may change. In that case, it is essential to guarantee that the rate will remain the same on each reservation date.

3.2.3 Cancelling a reservation

To cancel a reservation here need to enter the Cancel option on IDS. Then to cancel the reservation of any Confirmation Number that can search out. After selecting the 'Cancel Yes' key. Choose or write the reason for cancellation of reservation. Enter the authority. Cancellation request source.

3.2.4 Types of reservations based on the sources:

Transient reservations: Visitors usually make transient reservations for a specific day or for a short time. In essence, reservations made by individuals, families, etc. are considered transient. These reservations can be made directly by visitors via the resort website, online travel agencies, or the hotel reservation service. Transient reservations can be categorized into five different rate types based on the rate they represent:

- 1. Retail:** Retail rates are usually non-qualified, non-discounted rates when the hotel has rooms for sale. Retail rates are standard rates.
- 2. Discount:** The percentage of the retail price that qualifies for a discount can be used. For example, Sea Pearl offers discounts Bangladesh Army.
- 3. Business:** Rates for businesses are rates that meet certain requirements. In short, it is gotten by talking to businesses in the area or around the world. The hotel gives different percentages off of retail rates based on the type of business. Rates vary for different corporations or businesses. Sea Pearl offers unique rate codes for business reservations.
- 4. Package:** Non-qualified rate packages usually include a room and amenities, a spa package, a discount on meals and soft drinks, and other services in addition to the room. For example, basically guest get packages that include a room with breakfast, food platter, chocolate platter, welcome cake, candlelight dinner, 20% off spa services, 10 % off on outlet food, early and late check-in, and more.
- 5. Wholesale:** Wholesale essentially refers to net rates that are given to intermediaries, such as various travel agencies or other parties, for integration with other aspects, such as flight travel and/or vehicle service that may be room only or included package elements. In this case, guests cannot see the cost of their rooms.

3.2.5 Postponed reservation

Sea Pearl Beach Resort & Spa stands by a non-refundable policy. If, after a reservation has been confirmed, any problem, difficulty or unforeseen incident arises which may prevent the guest from arriving on the scheduled date, the hotel has a flexible approach. If the guest tells the hotel at least 72 hours ahead of the original arrival date that they cannot come they will be allowed a 60-day period in which to change dates without losing their money. Within this 60-day period, if rooms are available on the dates which suit the guest the guest may be accommodated without any extra booking charges being made. Operationally, the Reservations Department at the Sea Pearl Beach Resort & Spa is part of the Revenue Department and contributes greatly to the hotel's balance. It plays a decisive role in managing the hotel's occupancy rate and revenue generation. Managing the entire room reservation process, from initial inquiries through to adjustments, confirmations and reporting to management, etc., this department ensures both a seamless guest experience and optimal revenue streams.

3.3 Identification of different problems related to the Reservation process of Sea Pearl Beach Resort & Spa:

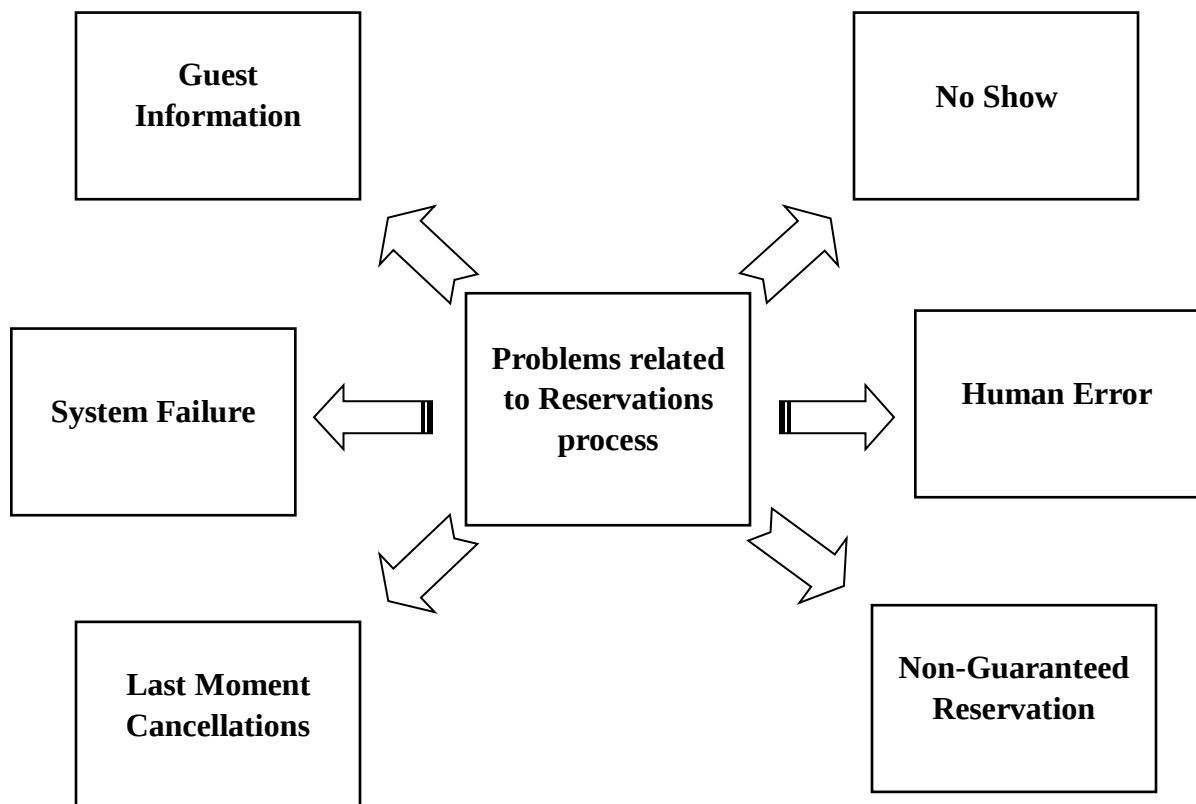


Figure 07: Problems related to Reservations process.

3.3.1 Explanation of the problems related to Reservations process:

1. Guest Information: Online travel agents often leave out important guest information like email addresses, phone numbers when making reservations. This lack of information makes it hard to send guests arrival enquiries, which can sometimes lead to "no-show" reservations.

2. No Show: When a guest with a guaranteed reservation does not check in before the hotel IDS system performs the night audit, a special status called "No Show" is assigned to the reservation. In such scenarios, the IDS system marks the status as "No Show". Generally, this type of reservation, which causes a loss in revenue, is due to poor communication between the host, visitor, and reservation team. "No Show" cases are also a disadvantage to the service quality of the reservation department.

3. System failure: One significant issue with the reservation process is system failures. At times, system failures result in the credit card information, email addresses, and phone numbers that guests fill in during an online booking not being updated correctly within the Opera IDS. Due to this, guests have to fill in this information once more at check-in, and this may create problems.

4. Human error: It is very important to be attentive in daily activities because the reservation department deals with confidential information such as credit card numbers, details of the guest, and rates. Since the subconscious overrides the ability to complete a task properly at times, errors may occur.

5. Last-minute cancellations: Visitors must cancel their bookings 72 hours in advance, according to the hotel's established cancellation policy. One of the most common problems is that either hosts or guests try to cancel their bookings on the day before their arrival or on the day of arrival. Because this has led to many disputes amongst guests over the price of a last-minute cancellation, it has become a problem for the reservation department.

6. Non-guaranteed reservations: Generally speaking, non-guaranteed reservations are those where visitors do not supply a cash deposit or credit card information. It is challenging for hotels to provide an accurate forecast of occupancy and revenue when there are non-guaranteed reservations.

3.4 The tasks and responsibilities reservations department need to perform on a daily basis.

3.4.1 Handling Guests Requests:

1. Guest calls must be responded to in a professional manner, with clarity in voice and pleasantries, not forgetting smiles. A call should be answered within three rings. For instance, guests calling for reservations deserve the response, "Thanks for calling, speaking from Sea Pearl Beach resort. How may I assist you?" In the case of a visitor being called by a reservations agent, an apt response would be, "Good morning/afternoon/evening, calling from Reservation Team".

2. It's about making sure to call the guests by their last name and also to acknowledge their loyalty to the hotel, if they are repeated guest at Sea Pearl. Example: "Mr. Yong, good afternoon. We appreciate your commitment to Resort."

3. Comprehensive knowledge of the hotel's services will make sure the guests receive seamless service. For example: "Mr. Yong, an Elite member, your entitlement is two pieces of pressing service daily and use of the club lounge."

4. The L.E.A.R.N. model-listen, empathize, apologize, respond, and notify-must be followed.

5. Guests should be aggressively offered more help, and efforts should be made to up-sell more goods or services. Example of what should be said if a visitor shows up early and the room is not ready: "Mr. Yong, our regular check-in time is 2:00 PM. While your accommodation is being prepared, we respectfully ask that you wait in our lobby and enjoy a cup of coffee from Punch Ball." Thanks for your precious time.

3.4.2 Email Communication:

1. Try not to miss any email; if not within the hour, respond within a day.

2. When responding to guests via email, use the brand guidelines. The font should be Gill Sans, size 11. Guests should be addressed as Dear Mr., Mrs., or Dr. [Last Name]. For males, address them with the last name, and for females,

Guests, please use your first name. React as would be fitting of a professional.

3. Avoid using slang, emojis, and shortcuts. Replace "don't" with "do not."

4. Be very careful while responding to emails. Make sure the right people are copied (cc).

5. Subject lines should succinctly summarize the content of the email.

3.4.3 Arrival check and attending at pre-arrival meetings:

1. Begin by taking reservations from visitors who will arrive the day after or the over day.

2. Verify that everything is present and nothing is missing.

3. Check origin of reservation and make certain all parties concerned are informed of the arrival.

4. Verify that corporate contracts or instructions regarding reservation packages are correctly reflected in the comment sections of the reservation.

Chapter 04

Findings, Recommendations, and Conclusion

Identify the Major Findings and Possible Recommendations on Reservation:

Gain some knowledge during the internship period as a reservation trainee at Sea Pearl Beach Resort & Spa. Below are the high points along with potential recommendations based on experience. By addressing these findings and recommendations, Sea Pearl Beach Resort & Spa can make its reservation process easier, improve guest satisfaction, and drive more bookings overall.

4.1 Major Findings

1. Some errors of IDS software in Reservation Management

The hotel position has been up to minus (-) position sometimes at high occupancy. So in that scenario minus (-) located space wasn't change. It was a system bug. Then that case reservation team will inform IT department to resolve that bug.

2. Handling overbooking and cancellation disputes

Hotel Overbooking Hotel overbooking happens when the hotel accepts reservations for more rooms than they actually have available, betting on cancellations or no-shows. It's a common practice in order to maximize both occupancy and revenue, but it is fraught with risk, as the hotel could only provide rooms that were vacant. Which result ends up being a dissatisfied customer and disaster for your hotel.

3. The Difficulty of OTA Reservation Processing

In the reservations from international online travel agencies (OTAs) no doubt more and more important visitor details, like e-mail addresses, mobile numbers, etc. So this leads to a situation where we have no idea on how to follow up or how we can help our guests in a timely manner.

4. Creating Double Booking

There are times when a guest books a room through more than one reservation executive and share his details with both of them. This leads to multiple bookings being created against the same guest profile. This results in rooms being flagged as occupied in the system, when only one is actually required. So, when other guests ask for availability, the reservation team might deny them, thinking the room has been already occupied. The problem is frequently only noticed during the reconfirmation process — by then one reservation will have to be canceled. This leads to operational chaos as well a knock in revenue as they are missing bookings.

5. Effects of the hotel's high occupancy season

Staff needed to attend over there's a long rows that awaited check-in, check-out and a reservation requests during high occupancy. You may not get that special attention that a reservation employee has the time to do in that situation. At peak times, such poor service can ruin reputation and bring in negative feedback.

4.2 Recommendations

1. IDS software updating: Contact with the writer of the IDS software, from which your needed software has been employed. This kind of bug can be given a permanent solution by the author or can be removed by updating the software with a fee. This will lead to seamless operation on reservation process.

2. Enhance OTA Reservation Follow-Up: Develop a standard practice for following up with OTA visitors to collect missing information, such as contact information and special requests, before they arrive. This procedure is going to make it automated and provide more individualised services, thus having a positive impact on passenger experience and reducing effort from the bookings team.

3. Optimize Dynamic Pricing Communication: Do not leave guests guessing about dynamic pricing during the booking process; be as thorough as you can. Explain visitors how and why room rates change, and recommend early and off season bookings to secure the best rates.

4. Cross-Departmental Collaboration for High Occupancy Periods: Organize cross-training programs between the front desk, reservations and housekeeping so that all departments work in sync with each other, and peak occupancy periods are sleeper-free. It will help to avoid issues, allocate resources properly, and maintain the quality of services with the hotel at full pad.

5. Improve Pre-Arrival Check Procedures: A comprehensive checklist needs to be structured that caters to all visitor preferences and requirements in order to ensure that no pertinent information is overlooked. This will be useful during peak times, ensuring a smooth check-in process and reducing human error or last-minute changes.

6. Refine Cancellation Policies: Regularly refresh employee training on PMS and other IT tools. Because during busy or peak hours and during complicated reservations process, if the staff members are aware of all the system functions, reservation department will work more efficiently.

7. Ongoing Training for Technology Utilization: Keep your employees updated about PMS and other IT tools training regularly. It is especially important for staff to be cross-trained on all functions during busy times and when dealing with complicated requests as an efficient reservations department is crucial.

4.3 Conclusion

Sea Pearl Beach Resort & Spa Cox's Bazar is a stylish, five-star, eco-friendly resort in Bangladesh situated on the beautiful Inani Beach as the most secured tourist destination. This resort provides visitors an unforgettable experience with its luxurious amenities, breathtaking ocean views and excellent hospitality. We invite guests to experience the combination of relaxation and adventure, whether it be in our revitalizing spa, dining or the local attractions. Sea Pearl Beach Resort & Spa perfectly matches a tropical heaven which makes it a perfect family getaway, a couple's retreat and also a solo backpackers destination that will leave you with sweet memories and a longing to come back. Here too, for some guest the prices can be perceived as high, especially during top seasons such as January, and on the contrary, better deals can be found in low seasons such as July or August.

Bottom line: The resort has a solid reputation, scoring especially well on cleanliness, family-friendliness, and beautiful grounds, but service and maintenance could be more consistent here to be a true five-star experience. While working in training period, it has been witnessed that the colleagues & other staff are quite helpful & takes themselves responsible for their duty. So, if you need a mix of luxury, nature and activities in Cox's Bazar, Sea Pearl is still one of the finest options but expectations must be lowered due to random ground service issues.

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