

Internship report
On
Front Office Operational Process of Radisson Blu
Dhaka Water Garden

Internship report on Front Office Operational Process of Radisson Blu Dhaka Water Garden

Submitted by

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Submitted To

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Letter of Transmittal

27th October 2025

Siddiqur Rahman

Assistant Professor & Head

Department of Tourism & Hospitality
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Subject: Submission of internship report.

Dear Sir,

With all due respect, I am pleased to submit my report titled “Internship report on Front Office Operational Process of Radisson Blu Dhaka Water Garden” As a part of completing the Bachelor of Tourism and Hospitality Management program at Daffodil International University. My six-month internship at “**Radisson Blu Dhaka Water Garden**” in the department of “**Front Office**” formed the foundation for this report.

I've given my full attention to preparing this report and would be happy to provide any more details or address any queries you may have regarding this.

Thank you for guiding me through this journey and consideration. I believe that the contents of this report will fulfill the program requirements to meet your standards and expectations.

Warm regards,

MD. Mushfiquur Rahman Muhib

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Certificate of Approval

This is to certify that **MD. Mushfiqur Rahman Muhib**, ID: 201-43-454, a student in the Department of Tourism and Hospitality Management at Daffodil International University, has successfully completed his internship report titled “Intership report on Front Office Operational Process of Radisson Blu Dhaka Water Garden Hotel.” The report meets all the necessary requirements, and its completion is hereby acknowledged.

MD. Mushfiqur Rahman Muhib demonstrated dedication, initiative, and attentiveness throughout the internship program. I extend my best wishes for his continued success in all future endeavors.



Siddiqur Rahman

Assistant Professor & Head

Department of Tourism and Hospitality Management

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Declaration

I, Md. Mushfiqur Rahman Muhib, a bachelor's student in the Department of Tourism and Hospitality Management at Daffodil International University, hereby declare that the internship report titled “interahip report on Front Office Operational Process of Radisson Blu Dhaka Water Garden Hotel” is a documentation of an original project undertaken by me. This report has been prepared under the guidance of Siddiquir Rahman, Assistant Professor & Head, Department of Tourism and Hospitality Management, Faculty of Business and Entrepreneurship, Daffodil International University.

This report is submitted as a requirement of the internship course for partial fulfillment of the Bachelor of Tourism and Hospitality Management degree. I affirm that the work presented here is my own, adheres to copyright laws, and has not been submitted elsewhere for any degree or other purposes.

Furthermore, I take full responsibility for any consequences arising from violations of this declaration and agree to compensate the department for any loss or harm that may result.



Md. Mushfiqur Rahman Muhib

ID: 201-43-454

Department of Tourism & Hospitality Management

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Executive Summary

This internship report embodies the essence of a six-month professional exposure in Radisson Blu Dhaka Water Garden's Front Office section. It was both direct exposure and relevant knowledge on how the hotel establishes itself as the first and long-term impression for every guest. The Front Office serves as the face of the property, guiding each stage of the guest cycle with service excellence. Practical learning was undertaken through a wide range of activities including check-in and check-out, reservations, guest requests, and concierge services.

I observed how the Front Office synchronizes every step of the guest cycle so service delivery is smooth during the internship. Under Pre-Arrival, meticulous reservations, special requests, and early confirmations were made to set expectations. In Arrival, prompt check-in, warm greeting, and speedy baggage handling created a good first impression. The Stay phase emphasized personalized service, prompt attention to the needs of the guests, and smooth coordination with the other departments to ensure maximum comfort. During the Departure phase, prompt check-out routines and prompt settlement of the accounts again emphasized guest satisfaction. Finally, during the Post-Stay phase, follow-up communication and collection of feedback from the guests allowed the hotel to strengthen loyalty and improve services. This systematic process highlighted the Front Office's central function in designing both short- and long-term guest experiences.

To get the real time review of the hotel, a 50-guest questionnaire was conducted with mixed methodology where 29 guests from local and 21 guests from foreigners. Getting reviews and findings amplified consistency in service, baggage handling with top expectations. Most of the responses indicated satisfaction with service good quality, the visitor's comments also pointed out areas of improvement departmental communication, and respect for culture.

Overall, the report catches the way Radisson Blu Dhaka Water Garden integrates modern hospitality with Bangladeshi hospitality, but also highlights areas for further development of the hotel. Recommended suggestions, both from experience and customer feedback, include strengthening staff training (especially language and cultural capabilities), streamlining express check-in/check-out procedures, and enhancing coordination in high occupancy. Such steps would not just improve the visitor experience but also prepare the staff to host the rising expectations of a more globalized client base.

Table Of Content

Sl. No	Topic Name	Page
1	Title Page	ii
2	Letter of Transmittal	iii
3	Certificate of Approval	iv
4	Declaration	v
5	Executive Summary	vi
Chapter -1	Introduction	01
1.0	Introduction	02
1.1	Origin of the report	02
1.2	Background	03
1.3	Objective	03
1.4	Methodology	03
1.5	Limitations	04

Chapter –2	ORGANIZATIONAL PART	05
2.0	Organizational Overview	05
2.2	Management Aspects	05
2.3	Products and Services	08
2.4	Value-added Services:	09

Chapter -3	Analysis	13
3.0	Front Office Operation	14
3.1	Pre-Arrival Stage	14
3.2	Arrival Stage	15
3.3	Stay Phase	18
3.4	Stay After	23
3.5	Analysis of Guest Satisfaction Survey	23
3.6	Demographic Analysis	23
3.7	Analysis of Survey Feedback	26
3.8	Analysis of the survey	37

Chapter- 4	Findings and Recommendations	38
4.0	Major Findings	39
4.1	Problems	40
4.2	Conclusion	43
	Reference	44

CHAPTER 01

INTRODUCTION

1.0 Introduction

This internship report is an overview of my internship experience in the Front Office department of the world-famous luxury hotel, Radisson Blu Dhaka Water Garden, for its world-beating hospitality service and guest relationship. Front office is the voice of any hotel, which is greatly responsible to ensure the smooth guest cycle and has to ensure the excellence standard in service.

The internship has allowed me to actually apply myself in working on different front office operational functions. It also provided me with yet another great chance in seeing how complex this task of delivering fine services to the guests, from booking their reservations all the way up to listening to their questions and solving their needs and requirements.

This report summarizes my learning process, skills acquired through practice, and challenges faced when my input was implemented in the hotel operation. It also pins down the Front Office as being one of the main departments that play a role in guest satisfaction and the reputation of the hotel in providing hospitality excellence.

1.1 Origin of the report

This report is submitted as part of a requirement for the completion of my Bachelor's internship program in Hospitality Management. The internship lasted for six months in Radisson Blu Dhaka Water Garden, where I was assigned to the Front Office Operations. During these months, I was assigned tasks in the Front Desk, Communications, and Business Center, from where I was able to experience firsthand the front office activities of a luxury hotel on a daily basis.

This report is a general overview of the professional skills and knowledge gained from the internship. It puts my responsibilities, challenges faced, and learning outcomes in the course of the internship.

My academic supervisor and professional advice of my mentors at Radisson Blu Dhaka Water Garden guided the preparation of this report. Valuable tips and support given by them helped immensely in the successful completion of this report.

1.2 Background

It thrives on providing great experiences to guests. This operation lifeline lies at the Guest Handling at the Front Office. Thus, Radisson Blu Dhaka Water Garden, being a five-star premier hotel, encompasses all operations of a big and renowned Front Office, upholding brand legacy by welcoming its guests with a smile as it performs day-to-day operational tasks.

Nestled among lush greens in the midst of Dhaka's bustling city, the Radisson Blu Dhaka Water Garden blends modern sophistication with traditional Bangladeshi warmth. A desire for world-class service is infused into every part of its operations, thereby making it a beacon of luxury and professionalism in the region.

As an intern in the Front Office, I was lucky to witness and be involved in this dynamic environment. The department's capacity to juggle guest relations, operational flow, and attention to detail made for a great learning environment. In this report, an examination of the hotel operation's background and where the Front Office fits into this operation will be discussed, with an in-depth explanation of how the Front Office functions as the face and pulse of the hotel.

1.3 Objective

The main objective of this report is to identify the operational process at "Front Office" in "Radisson Blu Dhaka Water Garden."

The particular objectives are:

- To explain the front office operational procedures of Radisson Blu Dhaka Water Garden.
- To analyze the guest feedback of front office services of Radisson Blu Dhaka Water Garden.
- To identify problems and develop a set of recommendation based on findings.

1.4 Methodology

The method of this report is a blended approach with emphasis on data collection and analysis of primary and secondary data to achieve a comprehensive analysis of the Radisson Blu Dhaka Water Garden. The research is descriptive in nature and therefore makes it possible to analyze comprehensively and uncover the data, detailed with excel.

1.4.1 Primary Data

In order to collect data to achieve quantitative information, questionnaires were issued. Sample size was 50, convenient sampling method was used to select respondents to ensure relevance and diversity of opinions.

1.4.2 Secondary Data

The secondary data source used in this report include:

- Radisson Blu Dhaka Water Garden's Standard Operation Procedure (SOP) manuals.
- Front Office logs.
- Relevant books and reports.

1.5 Limitations

1. Time Constraints

-Six-month period of the internship restricted the level of analysis and interaction with many operational scenarios.

2. Bias

-The report is focused only on the issue of Front Office Operations and hence restricts insight into other hotel departments.

3. Information Availability

-Financial statements and guest response towards the services were a part of the data that were out of the scope of analysis.

4. Subjectivity

- Interviews and observation are credited to personal experience and personal judgment in conducting either of the activities.

5. Extraneous Factors

- Conditions of the hotel and the market, being under observation for case study during internship periods, are temporary and do not always remain; hence, the outcome may not be applicable.

6. Resource Limitations

- Time and technology resource limitations constrained the scope of data collection and analysis.

CHAPTER 02

ORGANIZATIONAL PART

2.0 Organizational Overview of the Radisson Blu Dhaka Water Garden

Five-star Radisson Blu Dhaka Water Garden is the highest quality hotel in Bangladesh that offers accommodation to guests with amazing food and service. Having been affiliated with the global Hotel Group-Radisson, its commitment will be to delivering excellence in terms of quality, comfort, and personalized service to each of the guests.

The key departments that form the organizational structure of a hotel include the Front Desk, Housekeeping, Food and Beverage, Sales and Marketing, and Engineering. All these departments play a vital role to provide smooth operations and guest satisfaction. The overall hotel operations are managed by the General Manager, and departmental managers take care of specific functions to realize operational goals.

The hotel maintains a professional, team-oriented culture, and its priorities are guest service excellence and continuous improvement. The staff members are trained to try to exceed the expectations of their guests, making each guest feel welcome with great experiences.

2.1 Management Aspects

Management Aspects of Radisson Blu Dhaka Water Garden deal with business efficiency, guest satisfaction, and business performance. Herein, some of the key management aspects are discussed below in detail:

1. Leadership:

- The General Manager is the manager of the hotel, responsible for all the operations of the hotel and ensuring that the strategic targets of the hotel are accomplished. Department heads with specialized responsibilities such as Front Desk, Housekeeping, Food & Beverage, and Sales & Marketing constitute the management team.

2. Operational Management:

- Well-established procedures for daily operations in all departments exist in the hotel. All the departments collaborate to run services, ranging from check-in/check-out to food and room cleanliness and quality.

- Smooth operations and greater efficiency are offered through high-tech technology and integrated systems.

3. Employee Management and Development:

- Invest in Radisson Blu Dhaka Water Garden's human resources so that staff can offer better and quality services to customers.
- By working here, acquire a culture of team oriented, professional, continuous improvement, and development-oriented practices with performance reviews on a regular basis that cover feedback for further development.

4. Guest Experience Management:

- Guest satisfaction is given top priority while personalized service and customer satisfaction are given priority by being sensitive.
- Guest feedback is welcomed positively and used for improvement. Managers ensure that the staff is trained to handle guest complaints well and address them promptly.

5. Financial Management:

- The hotel operates on profitability and financial performance basis with the budgets, cost control, and revenue generation being under the General Manager.
- Effective financial management is finding a balance between costs and maintaining high service levels in order to ensure long-term viability.

6. Sustainability and Compliance:

- The hotel is engaged in environmental sustainability practices as much as energy efficiency, waste reduction, and water conservation are concerned.
- It complies with local law and international hospitality standards to be safe, hygienic, and quality oriented.

These management aspects guarantee that Radisson Blu Dhaka Water Garden runs effectively, seamlessly, and with exceptional service and operational excellence.

Mission

The vision of Radisson Blu Dhaka Water Garden is to give excellent service and a memorable experience to the guests by offering excellent accommodation, food, and other services. The hotel aims to be among the top-rated hotels in the sector and aims to make each guest's experience with the hotel intimate, comfortable, and memorable.

Vision

The vision of Radisson Blu Dhaka Water Garden is to be the first choice of a luxury hotel in Dhaka, and provide world-class hospitality and exceed the expectations of all guests. The

hotel is committed to continuing to improve its services, innovating in all possible ways, and meeting the best levels of the hospitality industry.

Departments

1. Front Office: Manages guest check-in/check-out, reservation, and guest requests and queries.

2. Housekeeping: maintaining the cleanliness and upkeep of guest rooms and hotel public spaces to the highest standards of hygiene and comfort.

3. Food & Beverage: in-house restaurants, room service, and events catering at the hotel, upholding food quality and good service experience.

4. Sales & Marketing: marketing of the hotel, advertising, public relations, and the acquisition of business/leisure travelers.

5. Engineering & Maintenance: Ensures maintenance, repairs, and safety of the properties.

2.3 Products and Services:

1. Guest rooms

- Variety of tastefully designed guest rooms, consisting of: Standard Rooms, Deluxe Rooms, Suites, each stylishly provided with all conceivable modern amenities for comfort and convenience.
- All the rooms well-equipped with high-speed internet connection, wall-to-ceiling flat-screen TVs, minibars, luxurious beds, and best bathroom facilities.

2. Event Spaces:

- The hotel boasts of having all the amenities, such as conference facilities, meeting rooms, ballrooms for business events, weddings, and banquets that are equipped with state-of-the-art technology.
- The hotel supports all kinds of event spaces and hence can accommodate different sizes and functions for a group of individuals.

3. Places to Eat

- Radisson Blu Dhaka Water Garden has several restaurants and lounges with international and local cuisine, ranging from fine dining to buffets and casual dining.
- There is also in-room room service available for guests' meals, which operates 24/7, to cater to their tastes.

4. Recreational Facilities:

- The hotel has a fitness center, swimming pool, and spa for guests' rejuvenation and wellness.
- Guests can also be indulged with gardens and open spaces, making the atmosphere within the city soundproof as well.

Services:

1. Customer Service:

- The front desk is available 24/7, concierge services for travel and local recommendations, guest relations.

2. Business Services:

- Business Center - printing, faxing, photocopying, and internet access.
- Conference/meeting rooms with AV facilities for corporate meetings, presentations, and events.

3. Transportation and Airport Shuttle:

- The hotel will provide airport shuttle services and will also assist in taxi or car rentals at the convenience of the guests for easy travel.

4. Housekeeping:

- Daily room housekeeping with turndown, and laundry/dry cleaning for the sake of room comfort and cleanliness.

5. Wellness and Recreation:

- Spa therapy, massage, and sauna for relaxation and health.
- Fitness programs and gym facilities to meet the health and fitness needs of **guests**.

6. Catering Services:

- Personalized catering for any event, corporate or wedding, with several options on menus.

2.4 Value-added Services:

- Wi-Fi: Wi-Fi throughout the hotel completely free so that the guests stay online.
- In-room Dining: Extensive variety in in-room dining options at any time round the clock.
- Sustainability Practices: Green services like energy-saving lighting, waste disposal, and water-saving measures.

These products and services combined make a hotel reputation in terms of hospitality at its best for guests.

Internship at Radisson Blu Dhaka Water Garden has provided me with hands-on training in the context of "Front Office" operations, including the most critical core functional areas of guest check-in/check-out, reservations, and guest services.

- **Guest Check-in/Check-out:** I was a pro in handling the guests' arrival and departure utilizing PMS, ensuring precision in the guest information and smooth transaction.
- **Reservation Management:** Assisted in direct and online reservations to learn handling room availability, cancellations, and modifications.
- **Guest Interaction:** I had established proper communication with the guests by conversation, response to questions, and solving problems/complaints in a professional as well as sympathetic way.
- **Billing and Payments:** I had a chance to learn and perform processing of payments, explained bills in detail, and kept a variety of payment options available, including credit cards and cash.

Working in the "Communications" sector of the "Front Office Management" department, this internship at Radisson Blu Dhaka Water Garden was really beneficial to comprehend how much communication is the pillar of smooth operation and quality service for the guests.

• **Internal Communication:** I recognized the significance of smooth communication among departments in a bid to offer seamless service. I facilitated communication of guest requests, maintenance requirements, and special requests to the respective teams effectively and promptly.

• **Guest Communication:** I learned to manage guest inquiries, notify the guests about hotel facilities, and communicate effectively and promptly the guests' needs. Additionally, I learned to manage communication under periods of high call volumes and walk-in requests.

I was trained in taking reservations through phone and email, resolving guest inquiries, and checking guests in. This has enhanced my capability to convey information with accuracy and professionalism.

• **Crisis Communication:** I was taught that during high-peak periods or overbooking/maintenance, concise, calm, and empathetic communication will be of help in managing guest expectations and efficient problem-solving.

• **Use of Technology:** I gained expertise in all the communication technologies such as email and phone systems and property management software, and hence my internal effectiveness in managing visitors increased.

This communications exposure solidified my interpersonal communication, how to juggle multiple sets of communications, and reinforced the clarity and proper way of communication in the hospitality industry.

- **Guest Service:** I learned how to assist guests with any type of request, from arranging transportation, providing in-moment information, arranging tours, and even making dining reservations. It taught me how important it is to have the ability to anticipate guest requirements and provide customized solutions.
- **Local Knowledge:** I developed an in-depth knowledge of the local neighborhood, tourist areas, restaurants, and local activities. This allowed me to offer very accurate and suitable suggestions to the visitors, enhancing their experience of the hotel even more.
- **Special Requests Handling:** I learned to handle special requests of guests from getting them flowers for an event to purchasing them event tickets. I got to practice how to not only meet unusual guest needs but also do it in a timely and professional manner.
- **Guest Communication and Relationships:** I developed people skills through personal contact with guests, realizing the necessity of building rapport in an attempt to make the guest experience friendly and memorable. I was trained to listen intently and respond actively to the needs of the guests in developing positive relationships.
- **Problem-Solving and Service Recovery:** There were times when some problems would arise with the guests on some challenges or requests that even arrived at the last minute. I therefore picked up diplomatic means of approaching every issue and presenting alternatives where needed and making it right for the guest.

The Concierge experience showed me that tailored guest service, anticipatory communication flow, and innovative troubleshooting all have a most important role to play together in building and maintaining high levels of customer satisfaction.

"Business Center" a sub-topic of "Front Office Management" of Radisson Blu Dhaka Water Garden, I have had the experience of offering required services to business travelers and guests who require professional aid during their stay.

- **Guest Business Needs Assistance:** During my work, I helped guests with different business needs, including printing, copying, faxing, and scanning documents. I also learned how to manage the reservations of meeting rooms so that guests would know that they would have whatever it took for their meetings or conferences.
- **Equipment and Operation Technology:** I learned the operation of the office equipment in the Business Center such as projectors, computers, and printers. Apart from that, I am familiar with the basic technical trouble shooting of any technical problem and ensuring guests had access to the technology they needed without any delays.
- **Document Management:** Guest files, documents, and correspondence were organized and

managed appropriately, ensuring sensitive information was handled with the required care and confidentiality.

•**Administrative Support Provisions:** My contribution has been to provide administrative support to business visitors by arranging appointments, hiring transport, and making sure that their requirements are fulfilled with regard to organizing meetings and events.

•**Problem-Solving and Quality of Service:** Yes, I did have instances where visitors required last-minute service or, for example, technical issues. I acquired the capability to address such problems efficiently not to irritate visitors and spoil their experience.

This experience in the Business Center showed me the basic nature of supporting business travelers with professional services, to learn various office technologies, and to maintain a high quality of service towards corporate guests.

CHAPTER 03

ANALYSIS

3.0 Front Office Operation Process

The front office operations in Radisson Blu Dhaka Water Garden are a very organized process oriented towards providing the best service to the guests. The whole process of front office operations is broken down below:

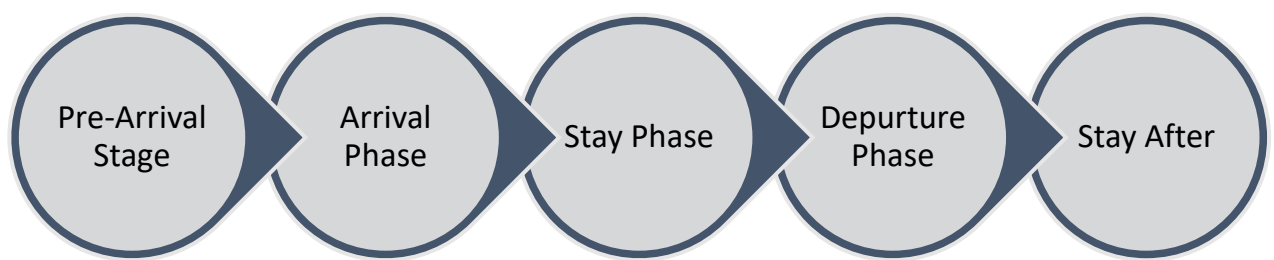


Figure 3.1: Front Office Operation Process

3.1 Pre-Arrival Stage

3.1.1 Reservation Handling

Guests reserve via hotel websites, Online Travel Agents such as Booking.com or Expedia, e-mail, telephone, or corporate and travel agents.

The guest's name, contact details, dates of stay, and preferences are filled out in the PMS. Special requests, such as bed type or smoking/non-smoking room, are noted and communicated to the departments involved. Confirmation letters are sent via email, usually with booking details and pre-arrival information on hotel amenities, check-in time, and policies. Room Allocation and Preparation Guest profiles are reviewed for repeat guests, VIPs, loyalty program members, or special occasions.

Assign rooms based on availability, preference, and special guest requirements. Confirm through housekeeping that the assigned rooms are clean, have amenities, and are ready before guest arrival. Welcome packets or other custom features can be prepared (e.g., fruit baskets for VIP guests). Coordination with Other Departments The **front desk liaises with** housekeeping, food & beverage, and security to attend to all the needs of the guests. For events or group bookings, special requests are communicated to banquet teams or event managers.

3.2 Arrival Phase

3.2.1 Guest Welcome

The concierge or front desk personnel always greets guests with a smile. VIP visitors and loyalty program members receive special attention and are greeted according to their membership level or preference. For instance, VIP visitors can be greeted by their names, and loyalty program members can be greeted with recognition of their membership level.

When the customers need assistance with their luggage, they are promptly taken care of by the bell staff personnel. They handle luggage in an efficient and professional manner. The bell staff collects the luggage of the guests and then takes them to the front desk for checking in. The crew remains polite throughout this encounter and provides support for any urgent visitor requirements or queries

3.2.2 Check-In Process

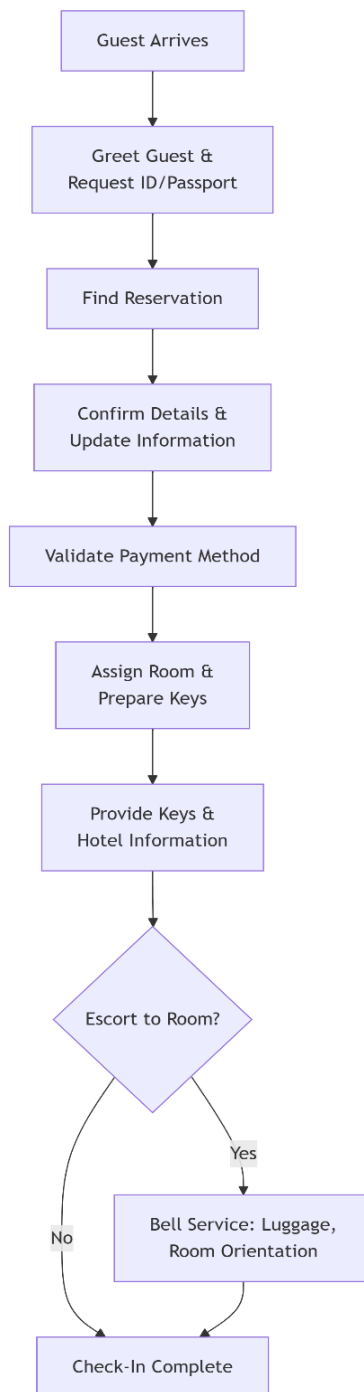


Figure 3.2: Check In Process

Hotel check-in is the most critical operation of a guest experience since it foretells the experience in general. It should typically start upon a guest's arrival at the reception point.

The guest's identification should be the first thing to do.

When the reservation is booked, focus shifts to the funding of the stay. The guest would normally be asked to ensure that they accept the payment method they have chosen. Where a guest is settling through credit or debit card, hotels would pre-authorize. Pre-authorization holds part of the guest's money on their card temporarily to cover potential charges, such as room service and minibar use, to act as payment security from the hotel. Guests who would prefer to pay cash, there's usually an advance refundable deposit charged. Its intention is the same—to act as security to the visitor as well as the hotel. Payment or deposit settling at this point prevents hassle later and allows the visitor to enjoy a hassle-free stay.

Following money payment, the visitor is asked to complete a registration form. This can be in hard copy mode present conventionally or an e-form accessed through kiosk or tablet based on the hotel. The registration form assists in gathering information that is needed, such as the guest's full name, contact information, and nationality, among other preferences that may assist in enhancing their stay experience

.

After taking care of the formality of check-in, the front office staff gives the guest the information necessary for him to stay. The most critical of the information is the room number. Reception will also inform the guest of their room number, the type of room they will be staying in—a standard, deluxe, or suite room—and where within the hotel building the room is situated. Clear instructions are provided in the case of a different floor or location within relation to particular hotel facilities. Even the hotels resort to this level of facilitating to have the guest taken to their room, particularly in upscale hotels, which is an added touch of personalization to the check-in process.

Aside from room allocation, the reception staff also take advantage of this opportunity to present the guest with facilities which are available on the premises. These may be recreational amenities such as a pool, gym, or spa, and eating facilities such as restaurants, cafes, or in-room eats. For corporate guests staying, the receptionist may highlight conference spaces, meeting rooms, or business suites. Having this breakdown informs the guests about the complete range of facilities they can access, and it will make them generally more at ease with the stay.

Here the guest is also given an access key from the room in the form of a room key card. With the introduction of technology, electronic key cards programmed for the guest's specific

stay period have become very common in hotels. Apart from the card, the receptionist will also show the guest how to use it—e.g., inserting or swiping in the electronic lock. Mobile keys are even employed by certain properties now, so that the guest is able to open his room on his phone. But the process, with the guarantee that the guest is able to handle the key system prevents undue inconvenience.

All in all, check-in is very far from being routine exchange of keys and papers. It is a computerized process with the goal of providing simplicity, security, and personalization. From the payment and proof of identity, through the input of personal data, the assignment of a room, and the enumeration of available facilities, each process forms part of creating the initial impression that the guest will have of the hotel. An efficient and well-organized check-in instils confidence in the guest that their needs will be met, as well as confidence in the quality of service they will receive during their stay.

In practice, what may appear to be a mundane bureaucratic activity is actually highly choreographed work in exercising the attempt to balance hospitality and efficiency.

3.3 Stay Phase

3.3.1 Guest Services

Guests can also request a wake-up call to keep them in schedule or room service so food and drinks are brought to their own rooms. The front office would also organize laundry and dry-cleaning so the guest's clothes get washed and back by professionals in due time. In case of any problem in the room, e.g., defective equipment or facilities, front office staff handles maintenance requests to rectify the problems immediately. Guests can also go to the front office to ask for additional amenities such as additional pillows, toiletries, or anything that would make guests feel comfortable at home in the hotel.

3.3.2 Concierge Services

The concierge has the important function of ensuring a better guest experience by offering personalized assistance with various needs. They assist visitors with local travel and airport transfer bookings, ensuring smooth and easy travel. The concierge also recommends events, restaurants, and tours based on the visitor's interests and preferences and makes the relevant bookings to ensure that planning is made easy.

3.3.3 Communication and Problem Handling

The communication team engage directly with the guests through listening to their comments and responding to any grievances arising during their stay. They are very efficient in addressing the issues, for instance, room type changes or adjusting services to meet the guests' needs. For efficient follow-up and accountability, all problems and solutions are effectively logged in the Property Management System (PMS) to enable effective tracking and continuity of service. This procedure ensures the highest level of guest satisfaction and operational transparency.

3.3.4 Billing and Account Maintenance

The front office also maintains a record of all the spending incurred by each guest during the stay, such as room tariff, food, spa treatments, and more. A running folio for each guest is maintained so that the check-out process can be done easily and made error-free. It will avoid discrepancies and ensure all transactions are accounted for correctly during the stay.

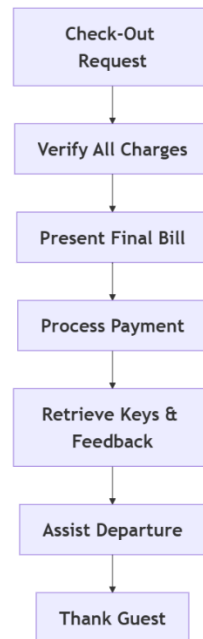


Figure 3.3: Check Out Process

Hotel check-out is just as appropriate as check-in because it leaves a long-lasting impression with the visitor. An effective and efficient check-out process not only gives accurate billing and convenience to the visitor, but also brings a return visit from the guest more likely to happen. The process generally begins when a guest checks out or informs the front office of leaving. Some of the guests provide a day's notice of departure, and others simply drop by the reception in the morning when departing. In either event, it is the responsibility of the front office staff to move with speed and finish the check-out in a friendly but effective manner.

For guests who are enrolled in the hotel loyalty scheme or simply request quicker service, express check-outs are now available at most hotels. This is accomplished in an effort to maintain wait time to a minimum and allow the guest to leave the property with as little ceremony as possible. In this case, the bill of the guest is prepared ahead of time, and payment may even have been authorized at check-in. Sometimes, the bill is even sent to the guest electronically, so they never even have to come to the desk. This is extremely convenient for business travelers who fly in regularly or regular guests who prioritize speed and efficiency.

In the typical situation, however, the check-out is conducted by the reception staff reviewing the guest's folio—that is, the summary of all the amounts charged during their stay. These may include the room rate to restaurant or bar bills, use of the minibar, spa, laundry, and other services. Accuracy at this point is important since errors will irritate the guest and tarnish the reputation of the hotel. The staff members take time walking each item through with the guest so that they can question or verify in case they don't know an item. Clarity in this instance helps to build confidence and ensures the guest has faith in the honesty of the billing process.

When the account is settled, the final settlement is achieved. The guest is then asked about the form of payment that he/she would like to use, i.e., by credit card, debit card, cash, or by electronic payment systems based on the facility provided in the hotel. International hotels accept more than one currency or electronic wallets, which again provides convenience of travel. In some cases, business guests can have their fees billed to a company account if prior arrangements had been made. However it is done, the front desk ensures that the operation is quick, secure, and not time-wasting to the guest. After payment has been made, the hotel will normally take the opportunity to gather useful feedback.

Guests might be questioned orally at the front desk or by a short questionnaire. Increasingly, hotels also provide electronic questionnaires through e-mail or mobile application. The feedback is a critical component of the continuous improvement process of the hotel because it shows the area of strength and weakness. In addition, requesting feedback is a signal to the guest that this individual is important and that the hotel cares about enhancing the quality of its services. The room key or master key is removed from the guest at this time.

If the hotel has an electronic key system linked with cell phone applications, then the key becomes de-activated after the check-out. Not only is this a convenient process, but it is also a very needed security process so that no other person can enter the room when the guest has checked out.

The second most important aspect of check-out is the assistance of the bell staff. They typically handle guests' luggage, either delivering them from a room or loading them into a car. For airport, train, or other destination travelers, front desk staff members can arrange transfer or book transportation. Such a service is an expression of concern and thoughtfulness and makes guest departure as pleasant as arrival.

Even once the guest has departed the property physically, there is no reason the hotel experience must end.

It is standard practice for most properties to send thank-you emails or texts shortly after checkout as a token of gratitude to the guest for having stayed. Not only does it reinforce good feelings but leaves open the door which invites repeat business. For loyalty programme participants, the follow-up contact is typically tailored, in the form of special offers, promotions, or discounts based on their travel habits and interests.

A smooth check-out not only ends the guest's stay on a high note but also ensures that they will return to the property in the future.

3.4 Stay After

3.4.1 Record Management

Guest histories are updated very carefully in the PMS, such as details of preferences, complaints, and feedback. Any elicited as complimentary remarks or criticism by the guests is discussed with the management team for review and taking the necessary action to improve future experiences.

The front office depends on large departments and machinery to provide efficient and guest-facilitated services. The PMS is a central mechanism in handling guest data, reservations, billing, and communication for the smooth operation of the activities and customized service. It should be in close coordination with housekeeping, maintenance, and concierge departments to satisfy the guests' needs and maintain the service level of the hotel.

3.5 Analysis of Guest Satisfaction Survey

The following is a guest satisfaction survey feedback at the Radisson Blu Dhaka Water Garden.

The survey captured key aspects of the guest experience: overall satisfaction, room stay comfort, amenities, food and beverage quality, recreational facilities, staff professionalism, issue resolution, and value for money.

Of the respondents, 58% (29 individuals) were male and 42% (21 individuals) were female. This balanced reporting offered some insightful information on how guest experiences could be enhanced.

3.6 Demographic Analysis

3.6.1 Gender Analysis

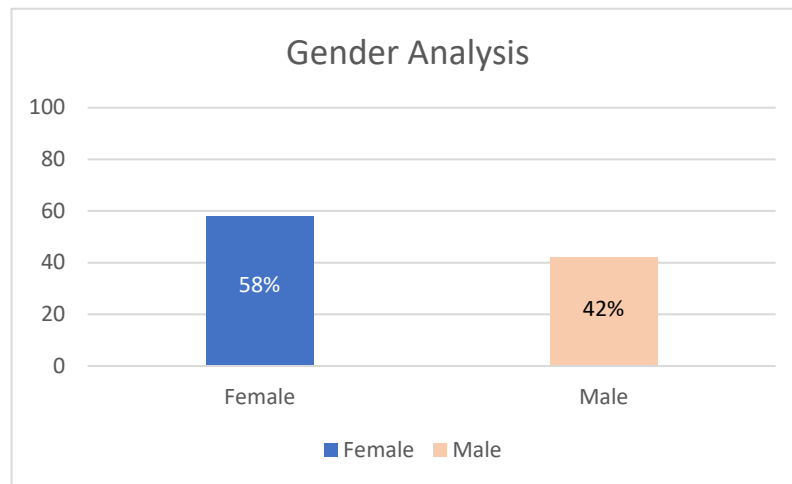


Figure 3.4: Gender Analytics

The survey finds women respondents surpassing male respondents, in this survey 58% female and 42% male were participated, which translates to women being overrepresented among guests surveyed. This therefore means that service experience and preference among female visitors can have a greater bearing on the overall survey findings.

3.6.2 Age Analytics

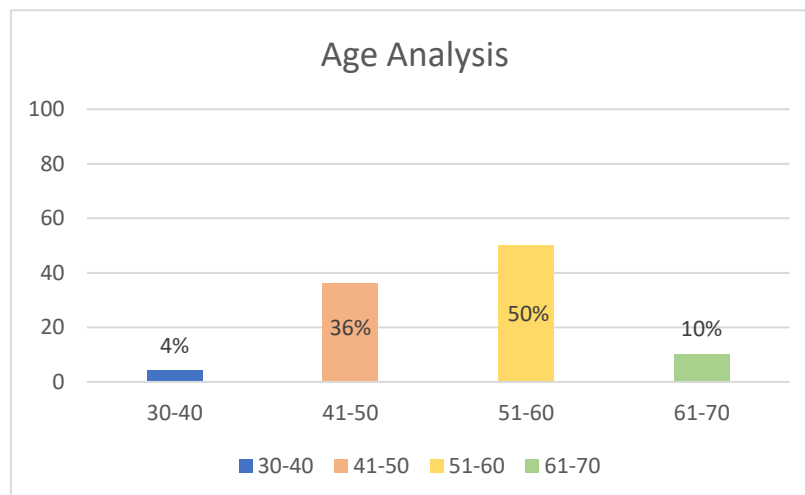


Figure 3.5: Age Analytics

Here 4% of the participant's age is 30-40 years, 36% of the participant's age is 41-50, 51-60 aged persons were 50%, 61-70 aged persons were 10%. Age structure indicates that most of the visitors fall within the young to middle-age categories, with fewer falling within the older categories.

3.6.3 Purpose of Visit Analytics

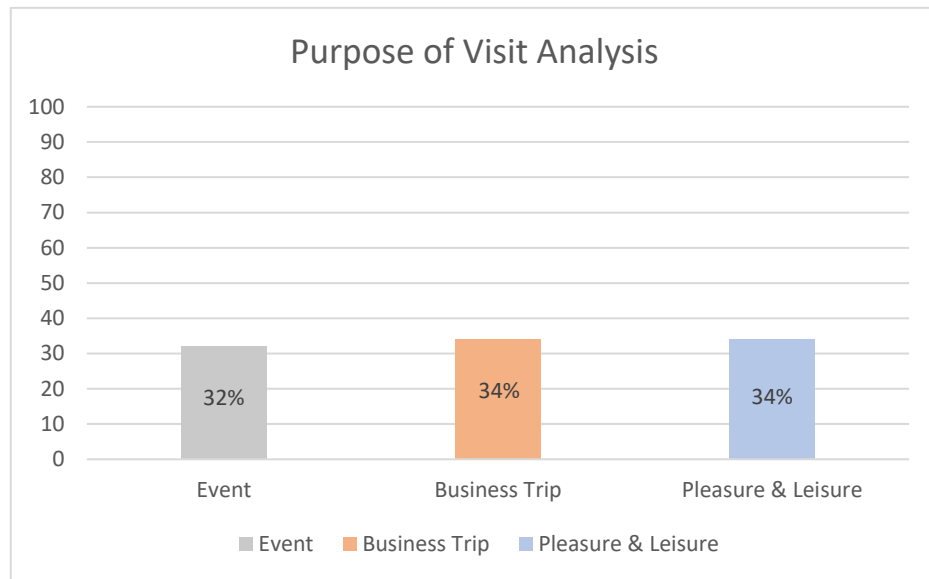


Figure 3.6: Purpose of Visit Analytics

The majority of the guests occupied the hotel for business and recreation, 32% of them for event purpose, 34% for business and other 34% for pleasure and Leisure. While fewer said they attended events. This indicates that the fundamental demand originates from corporate visitors and leisure travelers.

3.6.4 Nationality Analysis

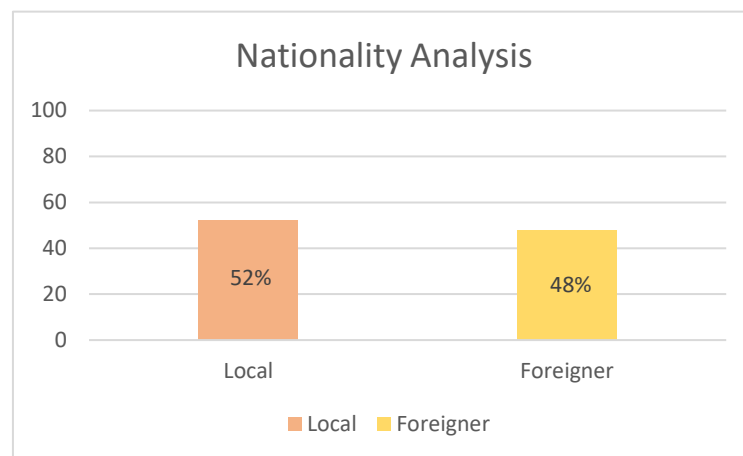


Figure 3.7: Nationality Analysis

The nationality breakdown shows that the biggest fraction of participants is 52% local visitors, 48% of foreign travelers. This shows a stronger dominance of local travelers among the survey sample.

3.7 Analysis of Survey Feedback

3.7.1 Welcoming Atmosphere

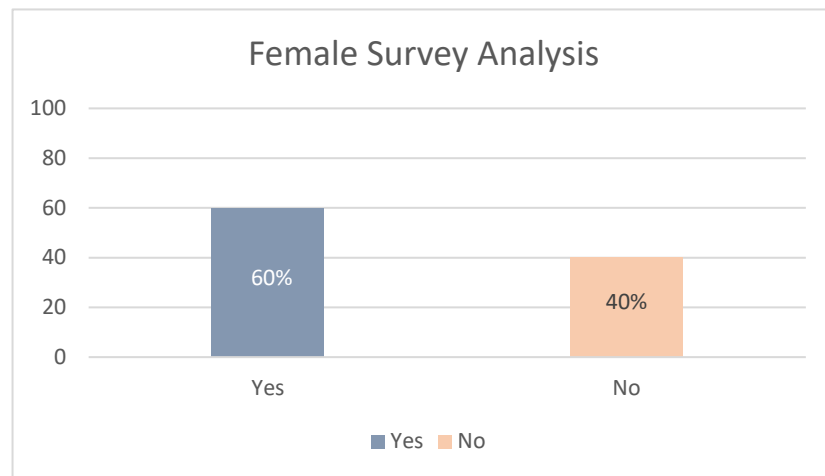


Figure 3.8: Female Survey Analysis

The 60% of the women guests were pleased with the warm experiences provided by the hotel, and other 40% weren't fully satisfied. Observing that initial contact and atmosphere on arrival were successful in creating a good impression and setting the tone for the rest of their stay.

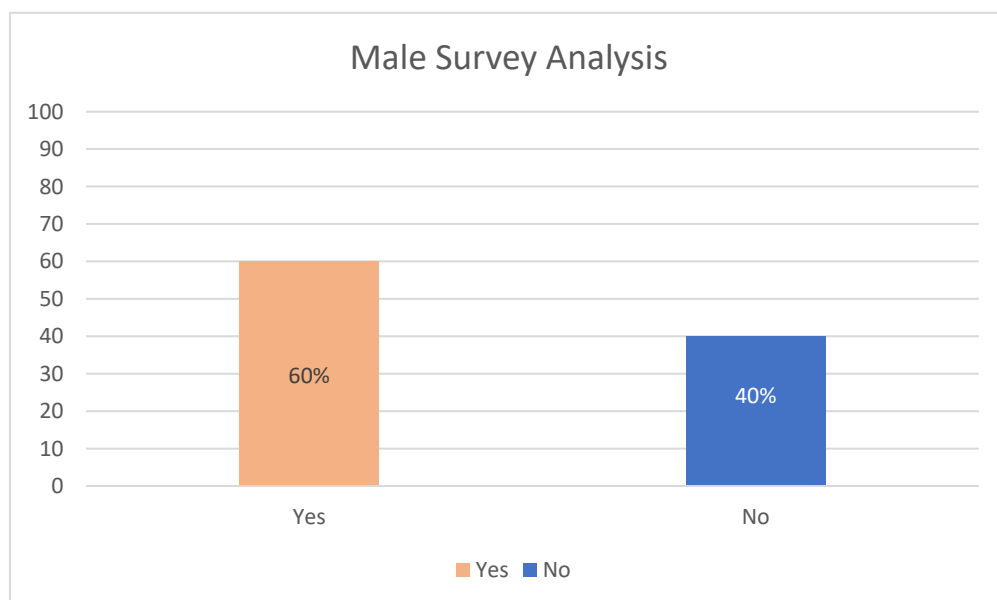


Figure 3.9: Male Survey Analysis

The 60% of male positive response and 40% of them negative. Most of the men guests were pleased with the warm experiences provided by the hotel, observing atmosphere.

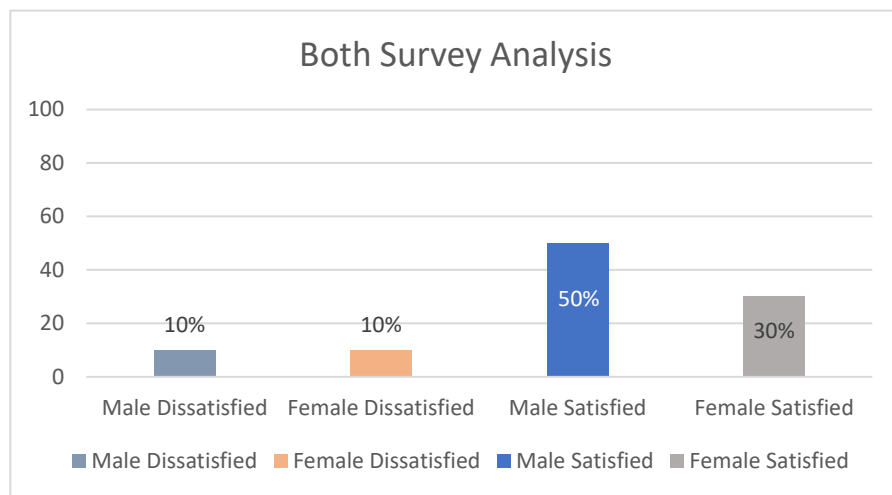


Figure 3.10: Male Survey Analysis

It shows 10% male and female dissatisfied, 50% male satisfied and 30% female satisfied. The survey findings reveal that male and female tourists were equally happy with the hospitality encounters of the hotel, and the female tourists replied with a somewhat stronger positive response compared to the male tourists.

3.7.2 Consistency in service

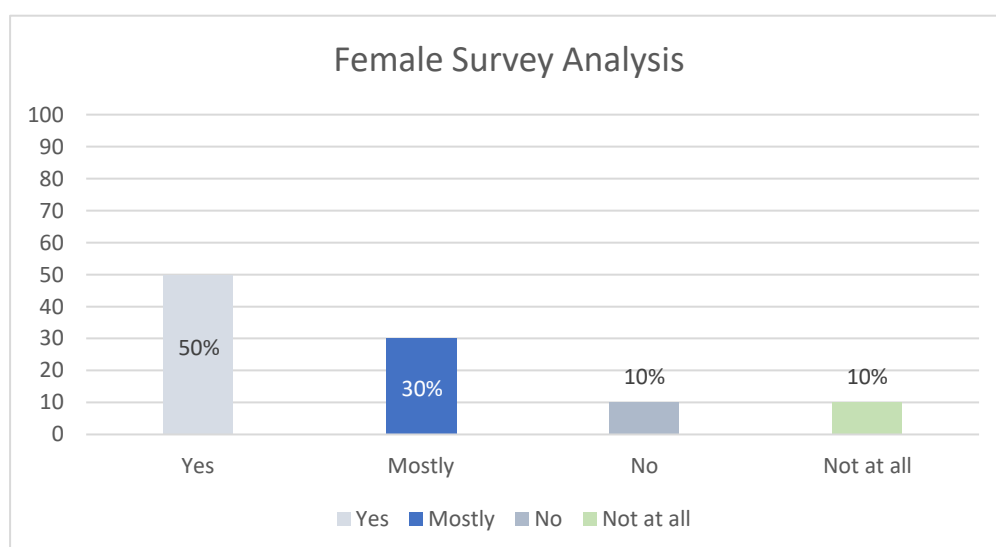


Figure 3.11: Female Survey Analysis

It shows 50% are added yes, 30% for mostly, 10 no vote and not at all. A considerable number also selected ‘Mostly – some variation but overall good,’ while a smaller portion reported ‘No – inconsistent service quality.’ Only a very limited group marked ‘Not at all – poor experience each time,’ indicating that negative experiences were relatively rare.

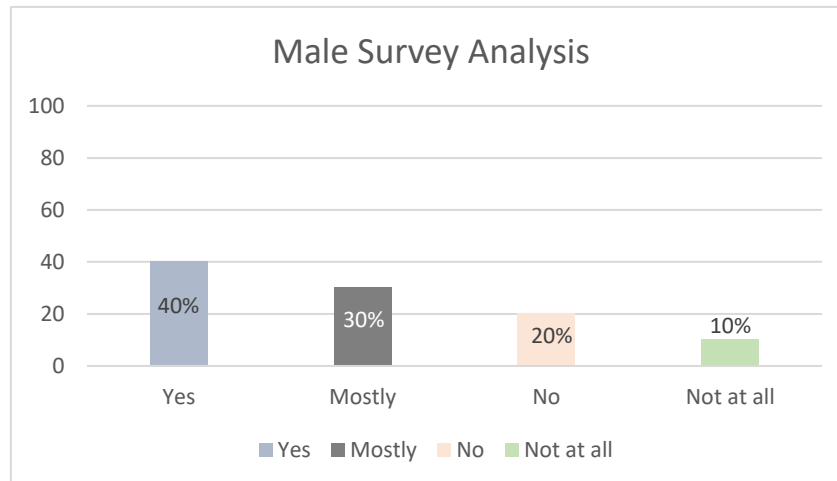


Figure 3.12: Male Survey Analysis

The 40% male and 30% are directly positive in this survey, Rest 20% and 10% against of the positive review. While fewer indicated 'No – inconsistent service quality.' Very few actually chose 'Not at all – poor experience each time,' which shows that the negative feedback from male guests was very minimal compared to the overall positive feedback.

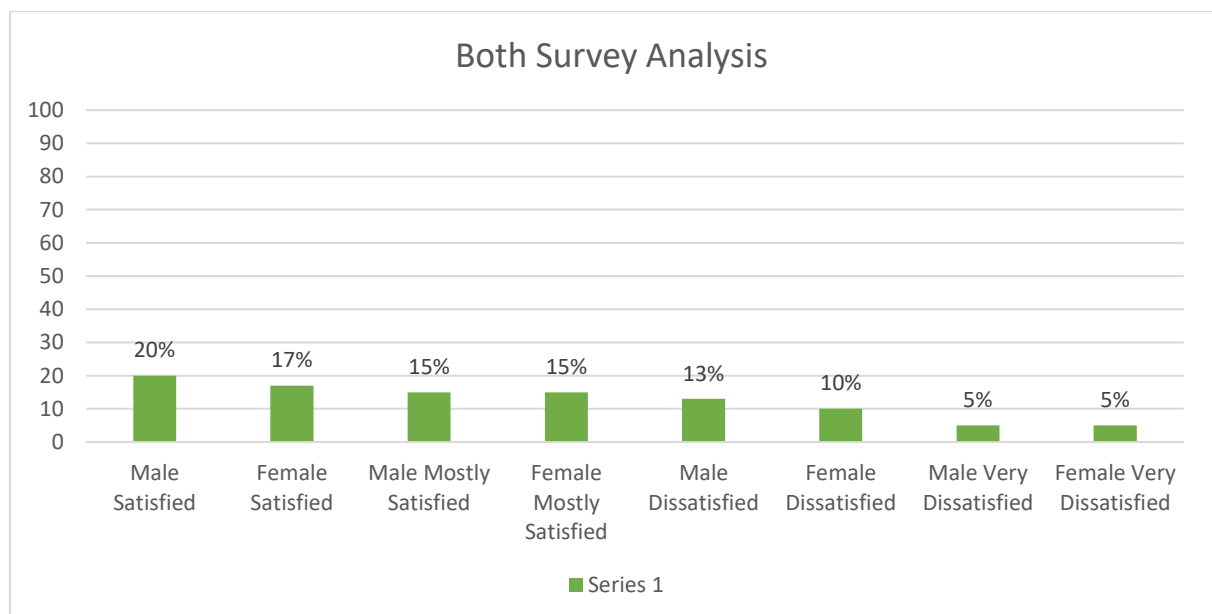


Figure 3.13: Both Survey Analysis

From both of male and female 20% Male and 17% female fully satisfied, 15 male and female mostly satisfied, 10% of them very dissatisfied. The overall remark on service consistency identifies that a high percentage of male and female guests rated the front desk consistently.

3.7.3 Preferences

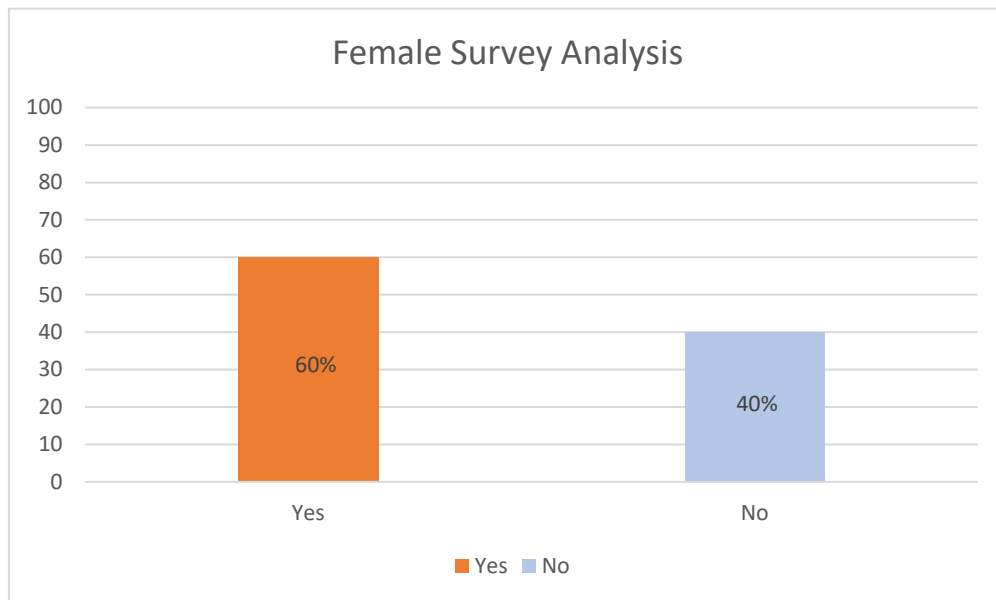


Figure 3.14: Female Survey Analysis

The 60% Female are positive and rest 40% are negative with the Preferences provided by the hotel, observing that initial contact and atmosphere on arrival were successful in creating a good impression and setting the tone for the rest of their stay.

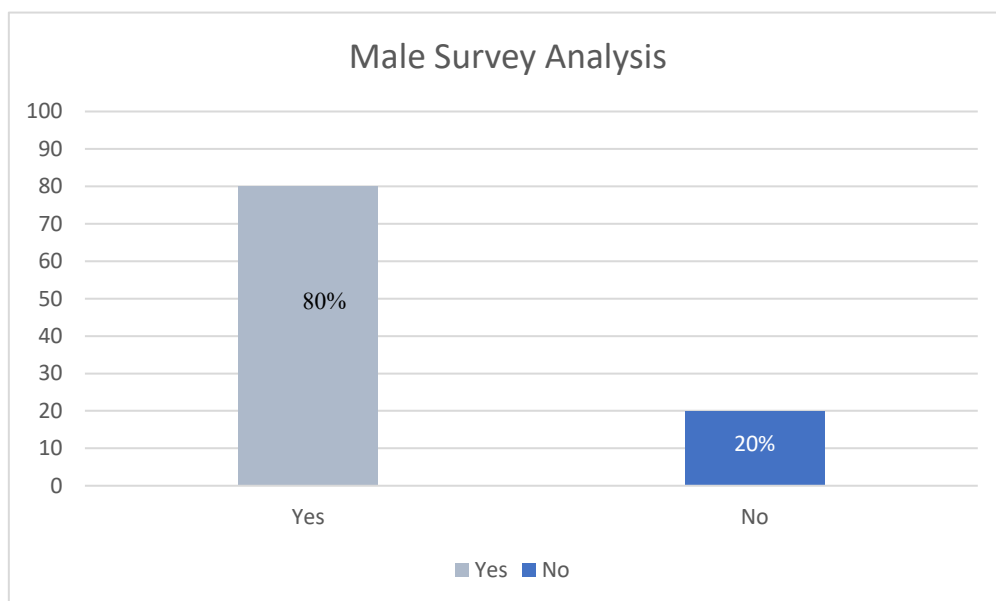


Figure 3.15: Male Survey Analysis

It shows 80% male is positive and 20% are negative with the warm experiences provided by the hotel, observing that initial contact and atmosphere.

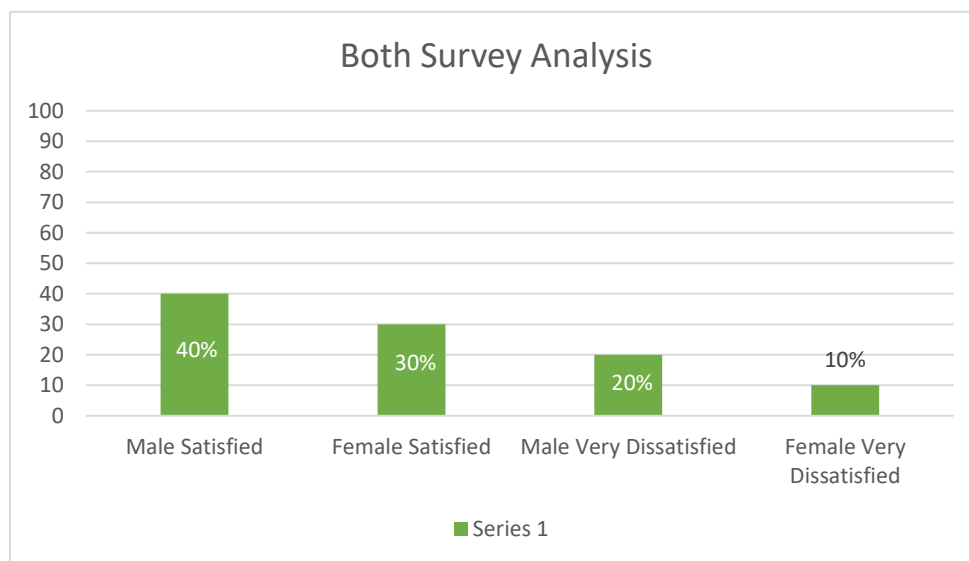


Figure 3.16: Both Survey Analysis

It shows 40% of male are satisfied, 30% of male satisfied, 20% male and 10% female are very dissatisfied. The overall remark on preferences identifies that a high percentage of male and rated with the female guests having a slightly higher level of satisfaction.

3.7.4 Luggage handling

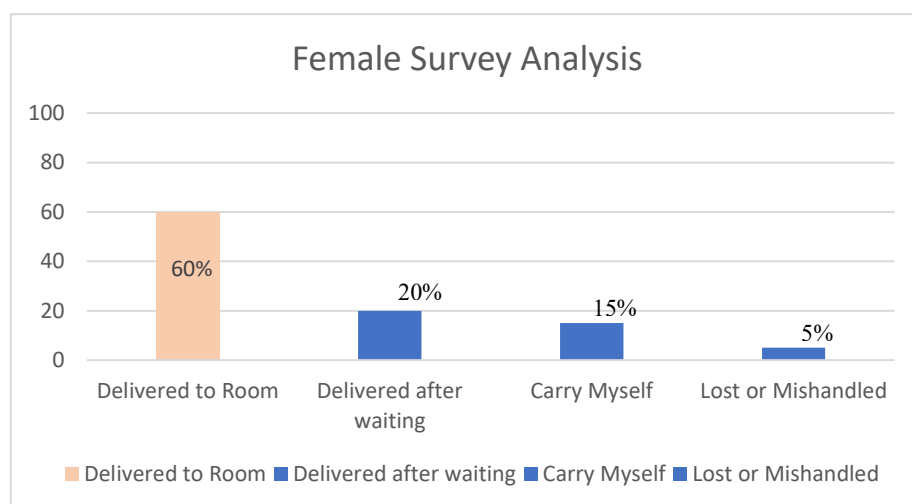


Figure 3.17: Female Survey Analysis

It shows 60% of female guests said delivered, 20 % said delivered after waiting and other 15% carried by themselves and rest 5% lost. Majority of the guests reported that their luggage was taken to their rooms straight away, a sign of efficient service on arrival.

Fewer guests reported waiting for a short time before luggage was brought to them, and only one guest reported having to take their own luggage.

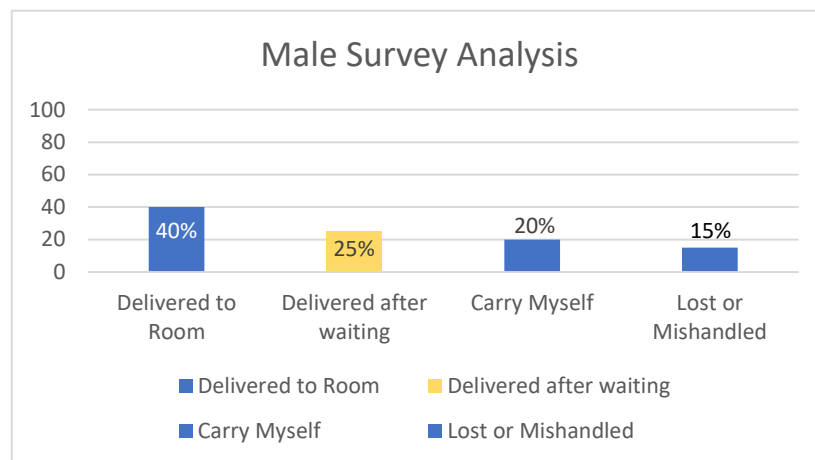


Figure 3.18: Male Survey Analysis

It shows 40% said delivered to room, 25% got it after waiting and other 20%,15% carried or lost. The majority of the guests reported that their luggage was taken to their rooms straight away, a sign of efficient service on arrival. Fewer guests reported waiting for a short time before luggage was brought to them, and only one guest reported having to take their own luggage.

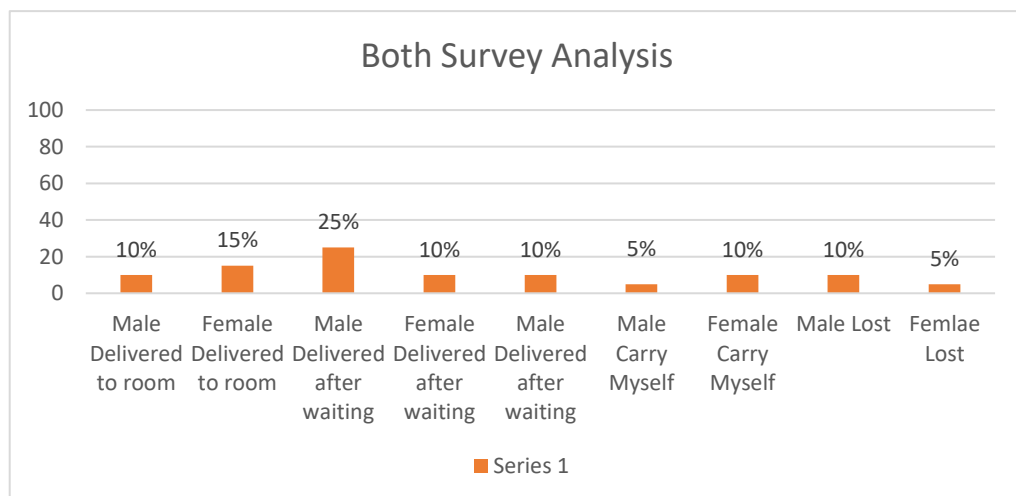


Figure 3.19: Both Survey Analysis

It shows delivered to room 10% male and 15% female, 25% male and 10% female got it after waiting and other 20%,15% carried or lost. The majority of the guests reported that their luggage was taken to their rooms straight away, a sign of efficient service on arrival.

3.7.5 One Stop Services

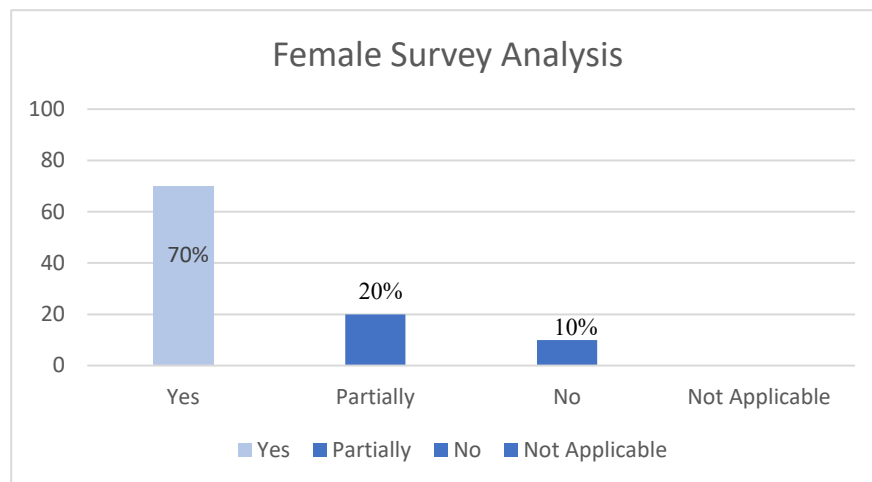


Figure 3.20: Female Survey Analysis

70% female guests indicated that their needs were responded to efficiently in a single interaction, rest 20% and 10% partially satisfied. This is reflecting satisfactory performance in the hotel's one-stop service model.

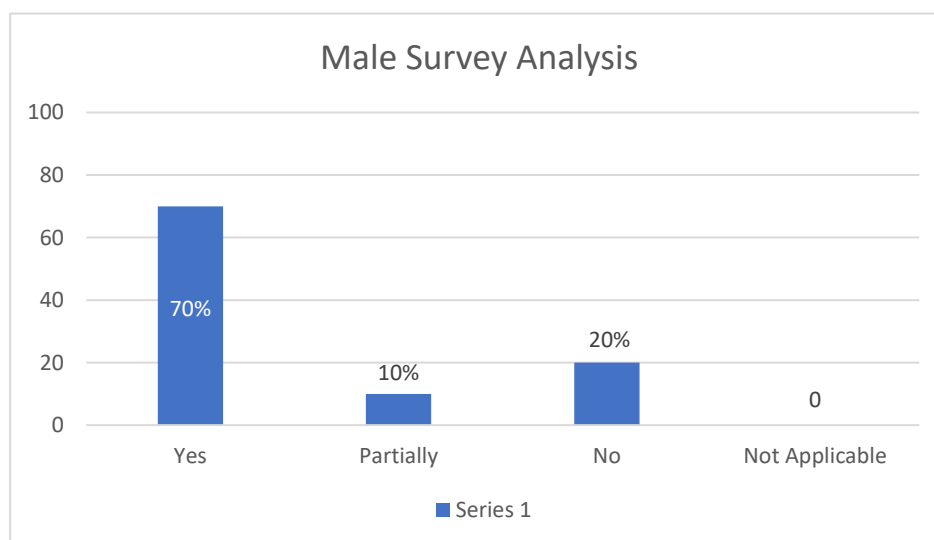


Figure 3.21: Male Survey Analysis

It shows 70% male replied positive and others are partially and rest of them negative replied. Some guests marked 'Not applicable' as they did not use the service during their stay.

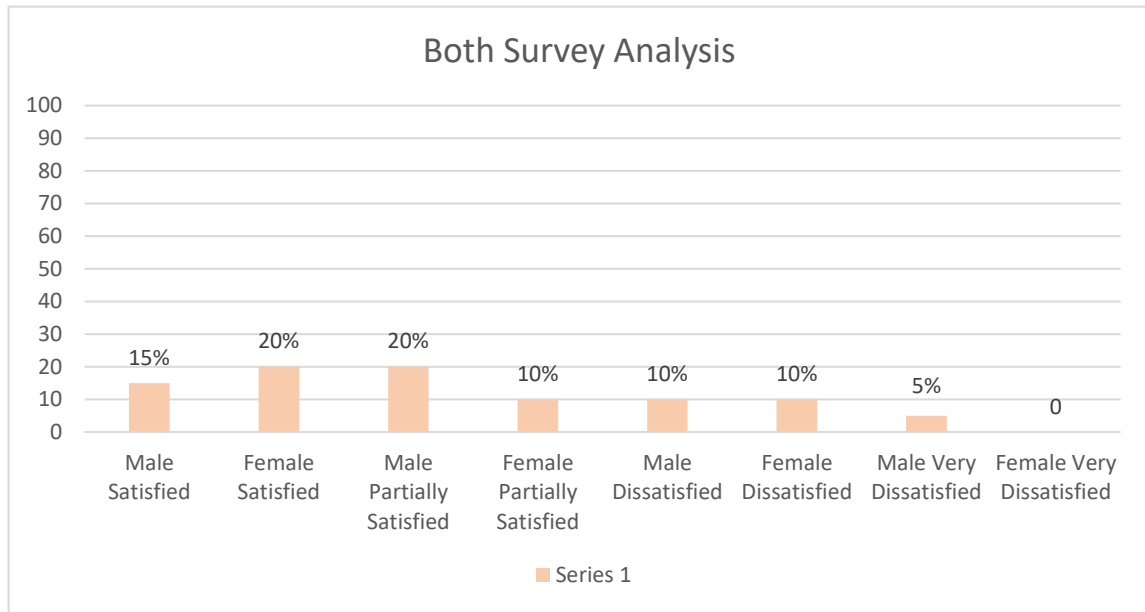


Figure 3.22: Both Survey Analysis

The survey indicates that the 15% male and 20% male are satisfied, 20% male and 10% male partially satisfied and rests are dissatisfied. A smaller percentage of respondents indicated having to follow up once, and few replied being transferred between divisions. Some of the participants picked 'Not applicable,' as they didn't need the service at the time they were there.

3.7.6 Transportation Services

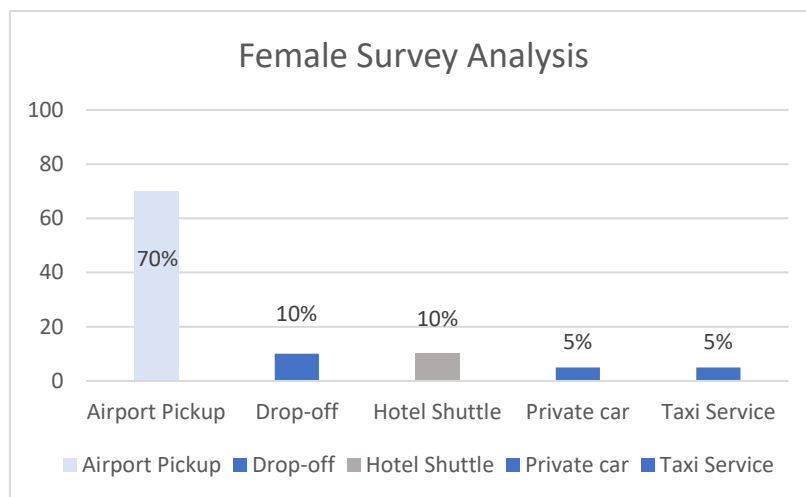


Figure 3.23: Both Survey Analysis

It shows 70% guest got the airport pickup, 10% of them drop off and got hotel shuttle. Other 5% got taxi service. The majority of the guests reported that they used the airport pickup service, with over thirty guests making use of this service.

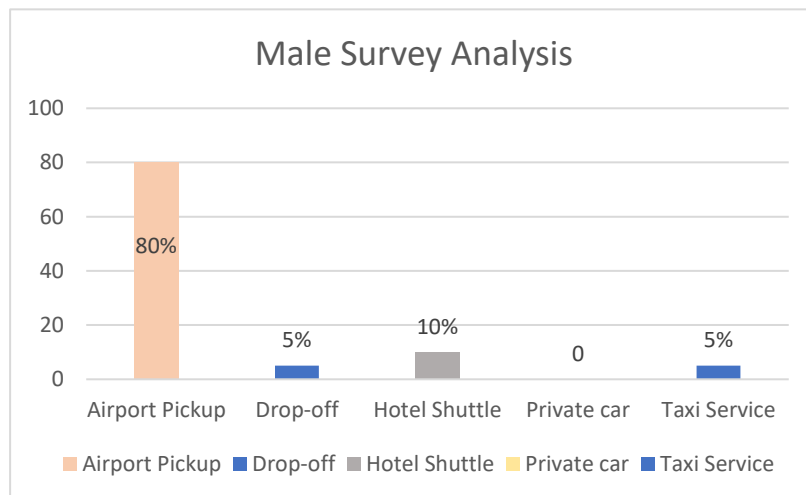


Figure 3.24: Male Survey Analysis

Most of the male guest 80% got the airport pick up, 5% drop-off and other 10% got hotel shuttle, while other services such as private car, and taxi reservations were also used by different guests, although to a lesser extent.

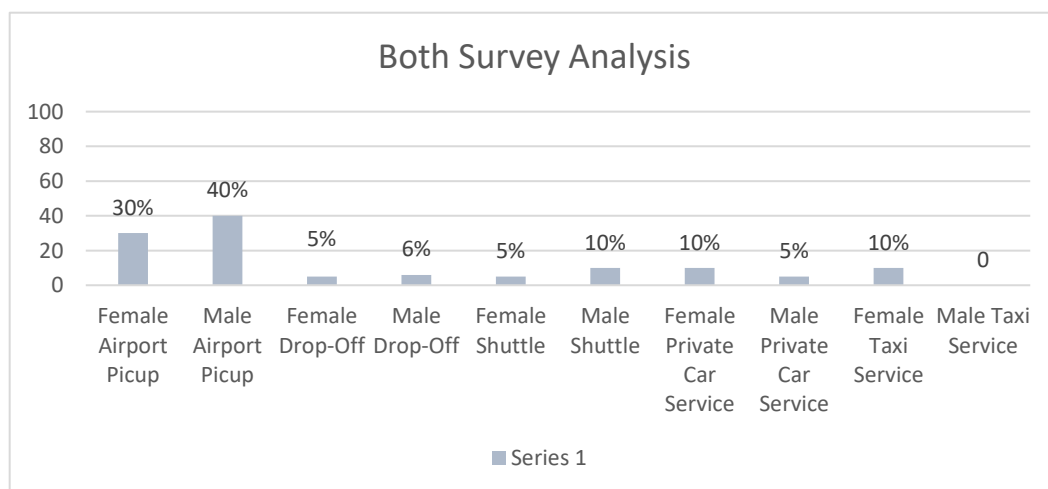


Figure 3.25: Both Survey Analysis

From male 40% and 30% female got the pick up services, less number of guests are got drop-off. Most guests mentioned using the airport pickup service, with more than thirty choosing this option. A smaller group, around seven, used the airport drop-off service, while other facilities such as the hotel shuttle, private car, and taxi arrangements were also used, though by fewer guests.

3.7.7 Check Out

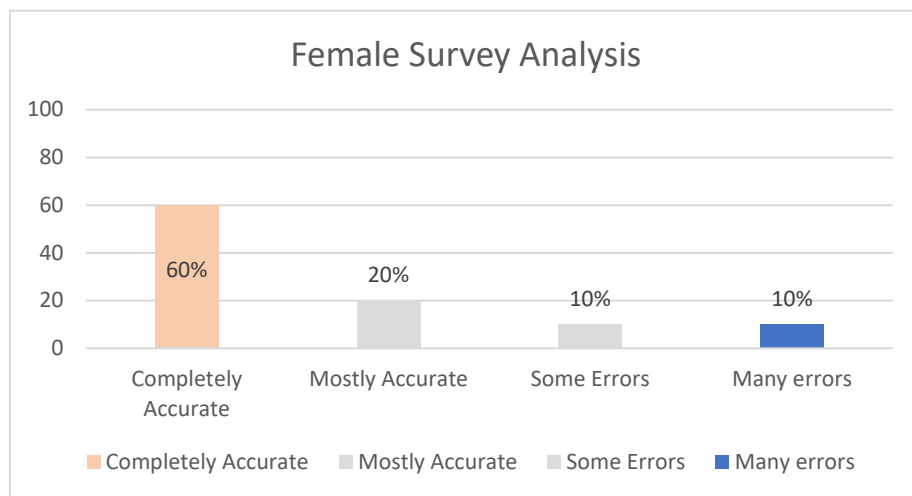


Figure 3.26: Female Survey Analysis

It shows 60% of male reported completely accurate, 20% mostly, and rest 10% reported errors. Most guests indicated that their check out process much pleasant, they voted for accurate because they got the best services.

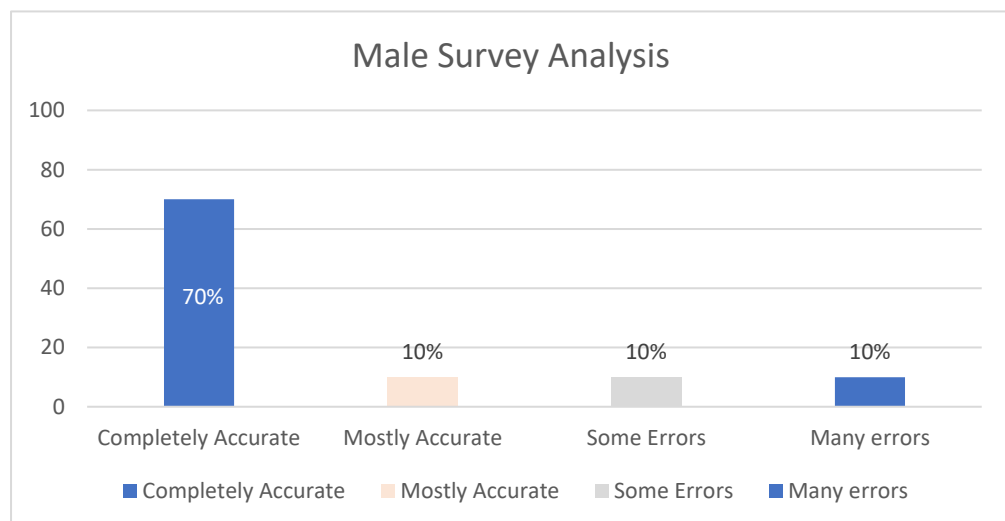


Figure 3.27: Male Survey Analysis

Nearly all of the guests indicated that their checkout experience was greatly pleasant, with the experience being smooth, efficient, and hassle-free. Most of them rated their billing and invoices as totally accurate, which was a statement of the high level of care and superb service that they had received while they stayed there.

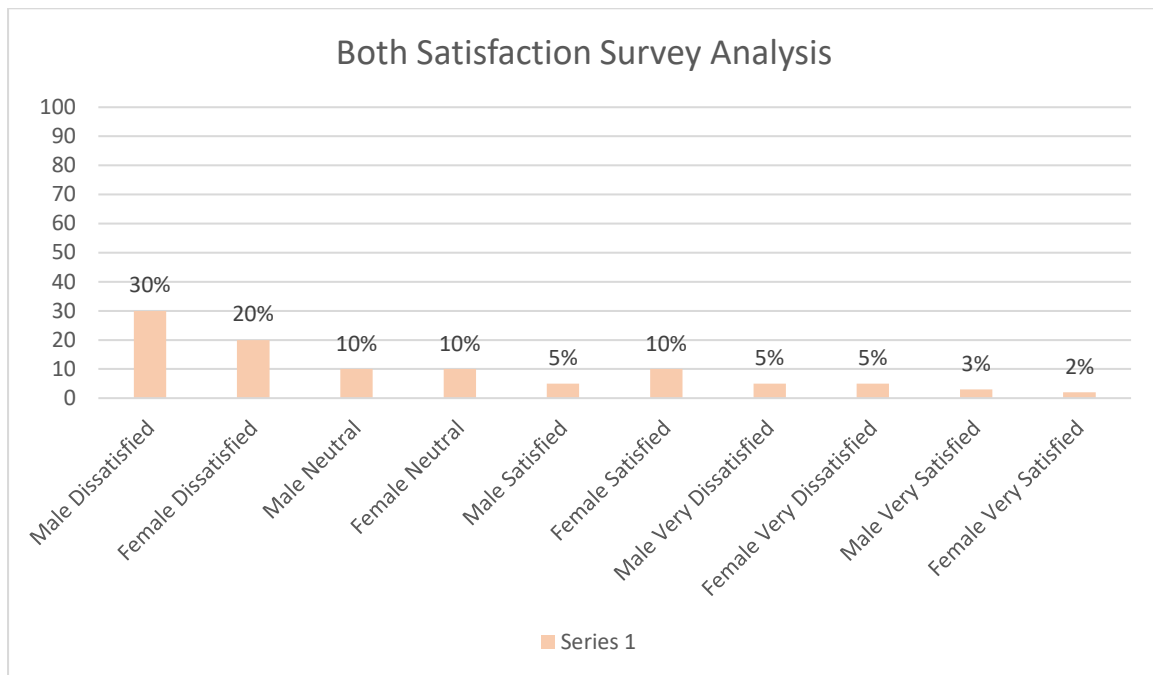


Figure 3.28: Both Survey Analysis

Above all, the response of male participants is most. Most of the participants review are positive about the service they provided. Besides, female participants also provided some valuable review for this study. This indicates areas where the hotel could improve to better meet the expectations of female guests, particularly in room quality, dining service, and issue resolution.

3.8 Analysis of the survey

The breakdown of the demographic, 58% were female and 42% male, reflecting a very slight female predominance of respondents whose views therefore hold greater validity in the aggregated findings. The age profile shows that the highest proportion of visitors (50%) was aged 51–60, followed by 36% aged 41–50, 10% aged 61–70, and a paltry 4% aged 30–40. This shows that the hotel receives mostly older, business visitors. For purpose of visit, 34% was business, 34% was recreation, and 32% was for an event with a roughly equal mix of business and recreational visitors. Nationality figures show that 52% of the visitors were locals and 48% were foreign, and there was an almost even split in representation that indicates just how highly favored Radisson Blu Dhaka Water Garden is by both locals and foreigners.

Findings related to service enable one to gain a better understanding of guests' support of Front Office activities. From the viewpoint of a general observation, the majority of the respondents have had positive experiences with the reception and hospitality of staff, particularly at check-in and check-out. About 60% of female and 80% of male visitors expressed satisfaction with the welcoming smile and quick service upon entering the establishment. For bag delivery, most of the visitors indicated that their bags had been delivered to their rooms promptly, with a very low percentage indicating delay or damage. Room service was also highly commended, with 70% of the male and female visitors indicating that their requirements were delivered by a single contact. Airport shuttle facilities were also frequently used, with 70% of the guests utilizing the hotel airport pick-up service, followed by smaller numbers utilizing drop-off and shuttle services. Check-out was particularly highly rated on a satisfaction level, with 60% of the guests rating it as completely accurate and an additional 20% rating it as "largely accurate."

Overall, the survey indicates that the hotel's Front office service is satisfactory to the guests. Nevertheless, male respondents more likely gave balanced positive feedback, whereas female respondents were somewhat more conflicting, indicating that the hotel perhaps needs some more improvement on consistency in satisfying female guests' demands, in particular with respect to care in an individualized manner and responsiveness.

CHAPTER 04

FINDINGS & RECOMMENDATION

4.0 Major Findings

Successful Check-in and Check-out Process:

- Hotel front office successfully checked in and checked out guests according to the standards of Radisson.
- On busy days or peak hours, the front desk seemed strained to maintain the same level of efficiency and therefore incurred some delay.

Guest Satisfaction and Service Excellence:

- The department excelled in greeting guests with courtesy and professionalism to create a good impression.
- Certain instances showed that guest complaints were resolved a little longer period of time because there was no appropriate coordination between the front office and other departments.

Teamwork and Interdepartmental Coordination

- Good cooperation between the Front Office Management Department, especially between the Front Desk and the Communications staff, helped facilitate smooth day-to-day operations.
- Coordination of housekeeping was delayed several times, especially when there were early check-ins or last-minute room requests.

Technology and Systems

- Utilization of the PMS, such as Opera, greatly assisted in reservations processing, check-ins, and billing efficiently.
- A few coworkers, such as interns, sometimes struggled to deal with system imperfections or advanced features due to poor training.

VIP Guest Management

- The hotel possessed a very systematic process for taking care of its VIP guests with personalized check-in and personal choice in selecting the room. Inadequacy of resources during peak periods often led to inconsistency in delivering luxury experience.

Training and Development:

- Ittest on Communication Skill, grievance handling and 'How to use PMS More efficiently' were organized from the hotel management.
- The cross training in other departments was limited. This would have, certainly added to the full-service offer.

Cultural and Language Sensitivity

- Highly effective front office multilingual personnel in managing the hotel's diversified guest mix-differing multilingual support as well as cultural sensitivity.

Limited foreign language abilities at certain times, however, created slight difficulties in the communication with global guests.

4.1 Problems

We will make some recommendations to the following problems:

1. Streamlining the Check-in and Check-out Procedure

During the most hectic holiday periods, the front desk is lined with long queues of people waiting for check-in or checkout, resulting in frustration and negative first impressions. Despite streamlining, the absence of express kiosks or pre-check-in coordination means that staff become inefficiently bogged down by the numbers. This leads to delays, miscommunication on the status of room preparation, and some guest dissatisfaction with the promise of a seamless arrival experience.

2. Effective Management of Guest Complaints

Guest complaints also get delayed in being settled since there is no central system to keep track of them in real time or in order of priority. A guest may complain of air conditioning but the message is stuck from front office to maintenance, leaving the guest waiting longer than necessary. The employees also do not have the confidence or training to handle upset guests the correct way, leading to repeated follow-ups and loss of business reputation.

3. Fostering Interdepartmental Coordination

Ineffective formal coordination among food & beverage, housekeeping, and front office departments typically results in service breakdowns. For example, a room is promised as "ready," but housekeeping has not finished work, and the guest waits in the lobby. Similarly, special requests like extra beds or baby cribs are sometimes belated because one department believes that another department has taken up the responsibility. These inefficiencies cause guest disillusionment and relationship strains among staff.

4. Utilizing Technology and Staff Training

If the property has the most famous functionality and has the best services among most of the hotels. In most cases, there are technical problems, employees lack problem-solving skills and must wait for IT support, which slows down service. Training is usually intermittent, and mock practices are less than regular, so employees lack confidence even in live guest-facing

environments. Lack of confidence in using technology in working fashion holds up processes like billing, reservations, or guest profile updates.

5. Offering Customized VIP Guest Services

The VIP guests, whose insistence on personalized services is high, sometimes feel that their personal tastes are not accorded sufficient memory or attention. Without a centralized database to track repeat guest tastes, staff are left relying on memory or handwritten notes, and this can result in inconsistency in service delivery. For instance, a repeat VIP guest might expect a bottle of wine in the room for free, but without it being documented, these preferences cannot be met, detracting from the experience of uniqueness the hotel aims to provide.

6. Maximizing and Enriching Training Programs

New hire, intern, or cross-functional experience orientation is only as effective as a one-time orientation. Employees therefore do not learn the in-depth processes of other departments, and areas of teamwork shortfalls occur when the company is busy. New hires and interns particularly struggle with real guest interactions because role-plays or refresher seminars are not performed on a regular basis. That translates into patchy service quality and heightened stress levels when it's high occupancy.

7. Building Language Skill and Cultural Sensitivity

With more and more foreign visitors, language becomes a common barrier factor that leads to misunderstandings between staff and guests. For instance, non-English-speaking guests may be unable to communicate requirements effectively, and staff without commonly spoken languages such as Mandarin or Arabic are unable to comprehend them.

8. Ensuring Clever Resource Deployment

Most of the time, during peak seasons, the hotel is largely under-staffed, and that leads to stretched-out employees and sluggish services. The hotel does occasionally hire temporary staff or interns, but they are not trained enough to handle the workload. Apart from that, without effective utilization of PMS analytics, staffing becomes too much reactive rather than predictive, i.e., too many staff when there is low-demand and not sufficient staff when there is peak check-in. Such fluctuation puts pressure on employees as well as results in guest dissatisfaction.

1. Streamlining Check-in/Check-out:

- Provide express check-in/check-out counters/kiosks to prevent guests from waiting in front office lines during peak season.

- Where possible, collect advance information on guest preference through pre-arrival contact and decide to expedite check-in processes through the provision of room keys in advance wherever possible.

2. Improving Guest Complaint Handling

This would be through the implementation of an electronic tracking system where guest complaints are followed up in real-time, thus ensuring that they are followed up and addressed within time.

Specific training in effective service recovery techniques must be provided so that front office employees are able to respond to complaints confidently.

3. Improvement in Interdepartmental Coordination:

There must be coordination conferences amongst front office, housekeeping, and other concerned departments on a day-to-day basis, or shift-wise, so that guests' needs and priorities may be synchronized.

4. Strengthening the Application of Technology and Trainings

Keep educating the staff on the advanced features of the PMS, followed by simulated runs in mock scenarios in order to enhance technical competency.

Implement a troubleshooting manual or on-call IT support for instant support regarding any system problem.

5.VIP Guest Experience Enhancement:

- Assign a "VIP Desk" to handle all personalized requests so that the service delivery is on a premium scale.
- Keep a database of preferences and feedback of frequent VIP guests for future check-ins.

6.Expansion of Training Programs:

- Cross-function training to heighten sensitivity among other departments so that cooperation during peak demand periods is facilitated.
- Provide role-play and workshops on guest interaction for new employees and interns.

7. Language and Cultural Sensitivities

- Provide language classes or online modules to help employees refine their communication skills for the most common foreign languages, such as Mandarin and Arabic.
- Workshops for cultural sensitivity for all staff to increase the ability to understand the needs of the international visitors.

8. Optimization of Resource Deployment:

- Staffing re-checked during peak periods with alternatives of temporary staff or interns to provide relief in workload.
- The analytics available in the PMS have been used to predict peak times and thus assist in resource planning.

4.2 Conclusion

The internship experience at Front Office Management Department of Radisson Blu Dhaka Water Garden was learning-oriented, where vast knowledge of operational and service excellence in the hospitality industry has been gained. Professional standards, efficiency, and guest satisfaction were high within the department to provide quality service experience among its cosmopolitan clientele. Parallel to this, the operation exhibited considerable lacuna in interdepartmental coordination, technical education, and resource maximization during peak seasons. By identifying these problems, the hotel can making further the best quality of their services, and can be the top of competition.

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