

An Internship Report on
“Front Office Operations of Renaissance Dhaka Gulshan Hotel”

Submitted By

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Submitted To

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Date of Submission:

Letter of Transmittal

Mr. Md. Mishkatul Kabir
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Subject: Submission of internship report ‘**Front Office Operations of Renaissance Dhaka Gulshan Hotel**’.

Dear Sir,

With all due respect, I hereby submit my report on ‘Front Office Operations of Renaissance Dhaka Gulshan Hotel’ to the Faculty of Business & Entrepreneurship through the Department of Tourism & Hospitality Management. This report is based on my six-month internship with the Renaissance Dhaka Gulshan Hotel at the front office department. The report was prepared as a requirement to complete my internship program at the organization where I had been appointed.

I have been fully dedicated during my internship period at Renaissance Dhaka, where I have learned greatly about the hotel operations. I will be glad to share any more information or answer any questions you may have any query concerning this report.

Sincerely yours,



MD AL Asad Azizi
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Certificate of Approval

This is to certify that this report, entitled 'Front Office Operations of Renaissance Dhaka Gulshan Hotel' is prepared by MD AL Asad Azizi, ID: 201-43-489. This report is the conclusion of the 6 months internship completed at Renaissance Dhaka Gulshan Hotel. He has completed his internship from Renaissance Dhaka Gulshan Hotel, as an Intern under the Front Office Department from 1st September 2024 to 1st March 2025. He successfully finished his internship report under my supervision. During my watch, I found him to be prompt, dedicated, and honest. I pray for his prosperity and an improved career in the years to come. I confirm that I have reviewed this report and believe it is satisfactory in terms of quality and meets the guidelines of the BTHM program.

Signature,



Mr. Md. Mishkatul Kabir
Lecturer (Senior Scale)
Department of Tourism & Hospitality Management
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Student Declaration

I am grateful to all my mentors and coworkers who it possible for me to complete my internship from Renaissance Dhaka Gulshan Hotel. It was truly an honor to take my internship at this renowned Marriott International hotel. I, MD AL Asad Azizi, ID: 201-43-489, a student of Tourism and Hospitality Management from Daffodil International University certify that this report titled ‘Front Office Operations of Renaissance Dhaka Gulshan Hotel’ has been prepared for the sole purpose of completing my internship course. This report represents my performance during my internship period and it belongs to me. Therefore, any duplication or copy and use without permission is strictly prohibited.

Signature,



MD AL Asad Azizi

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Acknowledgement

First and foremost, I thank the Almighty for allowing me to successfully complete my internship and report on time. The effective writing of this report was made possible by the contributions of several individuals to whom I am thankful and wish to express my heartfelt gratitude. I would like to convey my sincere and immense gratitude to my internship supervisor Mr. Md. Mishkatul Kabir, Lecturer (Senior Scale) Department of Tourism and Hospitality Management, Daffodil International University. I am deeply indebted to her whole hearted supervision to me during the internship period. I would also want to thank the management of the Renaissance Dhaka Gulshan Hotel for providing me with the chance to complete my internship and for training me on the latest developments and approaches of Marriott hotel culture and business. I am especially thankful to Mr. Al-Amin (Hotel Manager), Mr. Mahmudul Haque (Front Office Manager), Mr. Chaudhury Bayezid Zaffri (Senior Guest Service Manager), Mr. Sheraj Ikram (Team Leader), Mr. Paul Gomes (Team Leader), Ms. Maliha Tarannum (Team Leader) for the continuous support throughout my internship period. Lastly, I would like to thank all of my co-workers for their assistance in completing my internship.

Executive Summary

The Renaissance Dhaka Gulshan Hotel stands out as an addition to the Marriott portfolio in Bangladesh, and the hotel is a vivid representation of the recent standards in modern hospitality in the luxury hotel sector in the country. The internship was a six-month experience at the Front Office Department and provided a lot of exposure to how it was organized and how it worked with other departments. This was an invaluable experience in understanding the work handled by the Front Office personnel and the collaborative efforts that ensure continuous delivery of services to the guests.

The report provides a systematic review of the Front office operations in a sequential manner beginning with guest check in to guest check out in line with the laid down procedures of service in Renaissance Dhaka. It has identified some of these important functions which include reservations, registration, room allocation, billing, and guest relations. It further determines the usual operational issues that influence performance effectiveness, which are mainly a result of multitasking requirements and occasional communication lapses. Such factors can create pressure within the service environment and momentarily disrupt workflow.

The findings imply that service accuracy, coordination, and response time can be significantly enhanced, and this can be achieved through the implementation of contemporary digital instruments and ongoing staff training. A well-organized technological adoption and improved training can be used to reduce the errors in the operations and improve the overall guest experience to boost the performance of the Front Office in Renaissance Dhaka Gulshan Hotel.

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Chapter 1: Introduction

1.1 Introduction

In global hospitality industry, the front office plays a crucial role by being the central part in achieving customer satisfaction and in maintaining organization's reputation. This department is the first point of contact for customers to interact with the hotel. With better front office performance, both service quality and professionalism can be balanced efficiently. For establishing customer perception, hotels from many countries recognized the importance of front office. Also, this department is committed to maintain service quality and customer retention.

The most recent addition to the Marriott hotel chain in Dhaka is the Renaissance Dhaka Gulshan. The location is Gulshan Avenue, which is a diplomatic and commercially significant region (*Renaissance Dhaka Gulshan Hotel*, n.d.). In just four years, the nation's top-ranked Marriott Hotels have been supplanted by Renaissance Dhaka. Proper planning has enabled the hotel to achieve this remarkable accomplishment. incorporating the Marriott ideals with service offerings. Since they are the first point of contact, the front Office staff plays a big part in making sure visitors are happy. The front office personnel is responsible for creating a positive first impression and providing a comfortable stay for guests. The process begins with the welcome of guests and continues until their Clients leave their homes for the front office, and any needs they may have while staying at home are prepared by the front office before the guests arrive and implemented during their stay. This report has been created to demonstrate the importance of the front office in the overall hotel operations.

1.2 Background of the Study

The Renaissance Dhaka Gulshan Hotel is a well-known high-end hotel in Bangladesh. It is run by Marriott International and is known for its excellent customer service. Renaissance Dhaka Gulshan Hotel has received the "Best Luxury Hotel" in Bangladesh title at the Asia Pacific International Hotel Award's for 2020-2021, reads a press release (The Business Standard," 2020). The hotel is situated in the diplomatic and business center of Dhaka where contemporary comfort is blended with the international hospitality excellence. This report is based on Front Office Department and its role that involves checking in and out of the guests, reservation processing, inquiring guests and coordinating with the different departments to ensure smooth and efficient operation. The

analysis discusses service practices, operational issues, and ways how the efficiency and satisfaction of guests could be improved. The importance of the study lies in demonstrating the central role of the front office as the first point of interaction between guests and the hotel, providing valuable insights into service quality, coordination, and overall hospitality management.

1.3 Scope of the Study

The importance of front Offices in ensuring top-notch customer service in the hotel sector is the subject of the report. This report has included the main activities and details on the front Office operations of the front office department, which will highlight the steps taken to guarantee their attainment of client loyalty and satisfaction. Aside from that, it provides a clear image of the importance of the front office department in the overall running of the hotel.

1.4 Objective of the Study

1.4.1 Broad Objective

The broad objective of this report is to provide a comprehensive overview of the activities and functions of the Front Office operations at Renaissance Dhaka Gulshan Hotel.

1.4.2 Specific Objectives

- To identify the check-in and check-out procedures of the Front Office.
- To explore guest relationship practices that enhance guest satisfaction.
- To identify the operational reports used by the Front Office Department.

1.5 Methodology

This report focuses on the Front Office operations of the Renaissance Dhaka Gulshan Hotel and follows a descriptive and explanatory research approach. All data were collected through observation, research, and practical experience during the internship period. The report is primarily based on secondary data sources.

1.5.1 Secondary Data Sources

The following secondary data sources were used to prepare this report:

- Information and records provided by supervisors and senior staff.
- Handouts, brochures, and internal documents shared by the hotel management.
- Information of the official site of Renaissance Dhaka Gulshan Hotel.
- Data from online articles and verified social media updates related to the hotel.
- Operational reports from different departments.
- Property-related information from credible news and published web articles.

1.6 Limitations of the Study

Because the research was done on a hotel that had tight regulation of privacy regulations, the following were noted as constraints in the writing of the report:

- The majority of the information is confidential and is not accessible to all members of the organization.
- Working reports are scarcely accessible.
- The rigorous nature of the work environment results in employees being less inclined to share their knowledge with others.
- Numerous publications that necessitate reading and acquisition over an extended period. The information available on internet websites and social media platforms is inadequate.

Chapter 2: An Overview of Renaissance Dhaka

Gulshan Hotel

2.1 Introduction of Renaissance Dhaka Gulshan Hotel

The Renaissance Dhaka Gulshan Hotel, the city's most recent addition to the contemporary Marriott hotel portfolio, is located on Gulshan Avenue, which serves as both a commercial and diplomatic center (*Renaissance Dhaka Gulshan Hotel*, n.d.). After just four years, Renaissance Dhaka has become the country's highest-rated Marriott hotel. One of the hotel's most impressive accomplishments was that it effectively adapted Marriott ideals to the services it provided. The Renaissance Dhaka Gulshan Hotel is conveniently located in the busiest and most popular area of Gulshan, making it ideal for both business and pleasure travelers. Its 211 beautifully constructed rooms and suites, equipped with modern, ultra-modern conveniences, are what set the hotel apart (*Renaissance Dhaka Gulshan Hotel*, n.d.). Renaissance Dhaka has the opportunity to assume the responsibility of acquainting its foreign guests with the local way of life because it is a Marriott hotel. Its performance is visible in the hotel's distinctive architecture and design throughout.

The Renaissance brand is a lifestyle brand operated by Marriott, and the hotel attempts to exemplify that brand. Setting The trends in the hotel business are one of the hotel's areas of concentration. With 211 rooms and five different dining and drinking options, Renaissance Dhaka is a 19-story tower. In operation, it employed over three hundred people. Open around-the-clock, the Gulshan Baking Company (GBC) is located on the hotel's main floor (*Renaissance Dhaka Gulshan Hotel*, n.d.). This is the cafe where they provide freshly prepared tea and coffee along with a variety of savory, baked, and cake and pastry products. The all-day dine-in restaurant, Bahar, is located on the third floor of the hotel. As part of the Marriott Bonvoy program, it has a lounge. In addition, the hotel is home to one of the most elite dining facilities in the city, which serves the finest selections of cuisines from across the world. Situated on the hotel's rooftop, the sophisticated bar and stunning pool offer a stunning view of the entire city. Similar to the hotel, food and beverage establishments have carved out a niche for themselves based on distinctive features.

2.2 Overview of Renaissance Dhaka Gulshan Hotel

The hotel started its process in December of 2019 (“Renaissance Dhaka Gulshan Hotel Begins Journey,” 2019). Among the hotels on the industry, this hotel stands out due to its exceptional amenities and its great location. Unfortunately, Covid 19 closed everything down just a few months

after the global pandemic started. Renaissance Dhaka became the first hotel in Bangladesh to win a major award when it was named the best luxury hotel in Asia Pacific at the 2020-2021 Hotels Award (Nkwanyane, n.d.). Since then, the hotel has made significant development and is currently recognized as the top Marriott in Bangladesh.

Field	Details
Year of Establishment	2019
Brand	Marriott
Type of Hotel	5-star lifestyle brand chain hotel
Accommodation	211 Rooms
Group	Premier Hotel Management Company Ltd
Address	78, Gulshan Avenue, Dhaka-1212
Contact No	+8801704112636
Email	rhidhakafo@marriott.com
Number of Outlets	5
Location	Located in the commercial and diplomatic hub of the city
Transport	11.2 kms from hotel to airport (15 minutes by elevated expressway)

Figure 1: Basic Information about RHI

Source: Renaissance Dhaka Gulshan Hotel, 2025

2.2.1 Mission of Renaissance Dhaka Gulshan Hotel

- To provide a cozy and friendly atmosphere in which each guest will feel welcomed and taken care of.
- To deliver world-class hospitality by combining style, innovation, and warmth, in line with Marriott International's global standards.
- To introduce tourists to the local Bangladesh culture in terms of art, decor, food, and service, and guarantee an experience that is globally accented and locally authentic.

- To encourage tourists and spontaneous explorers to explore new insights and unforgettable moments in their stay.

(Source: Renaissance Dhaka Gulshan Hotel launch coverage – The Business Standard, Bangladesh Post)

2.2.2 Vision of Renaissance Dhaka Gulshan Hotel

- To be the top hospitality destination in Dhaka, with its distinctive combination of international quality and local genuineness.
- To establish new standards within the hotel sector in the city through excellent services, new design and the personalized experiences of the guests.
- To be the first choice for both business and leisure travelers who seek meaningful, curious, and authentic experiences.
- To constantly transform into the place where contemporary luxury and the spirit of the neighborhood meet, creating enduring impressions of Bangladesh.

(Source: Renaissance Dhaka Gulshan Hotel press release and opening news – The Business Standard, Bangladesh Post)

2.2.3 Core Values of Renaissance Dhaka Gulshan Hotel

Renaissance Dhaka Gulshan Hotel is based on a certain set of values that define its services, relations with guests, and the norms of operation. These features include international hospitality quality and domestic cultural authenticity.

1. Guest-Centric Service:

- Ensuring all guests feel welcomed, comfortable, and attended to with professionalism and personalized care.
- Focus on creating memorable and seamless guest experiences.

2. Cultural Authenticity:

- Incorporating Bangladeshi heritage into décor, art, and guest experiences.
- Connecting guests with the local culture to provide a sense of place.

3. Excellence in Hospitality:

- Maintaining high standards in service, attention to detail, and operational efficiency.

- Ensuring guests' expectations are consistently met or exceeded.

4. Innovation and Discovery:

- Encouraging curiosity and providing unique experiences for guests.
- Organizing events, showcasing local art, and designing spaces that promote exploration.

5. Community Engagement:

- Partnering with local artists, craftsmen, and cultural entrepreneurs.
- Promoting local culture and contributing positively to the surrounding community.

("Customer Satisfaction and Service Quality: A Case Study of Renaissance Dhaka Gulshan Hotel," 2024)

2.2.4 Organization Chart of Renaissance Dhaka Gulshan Hotel

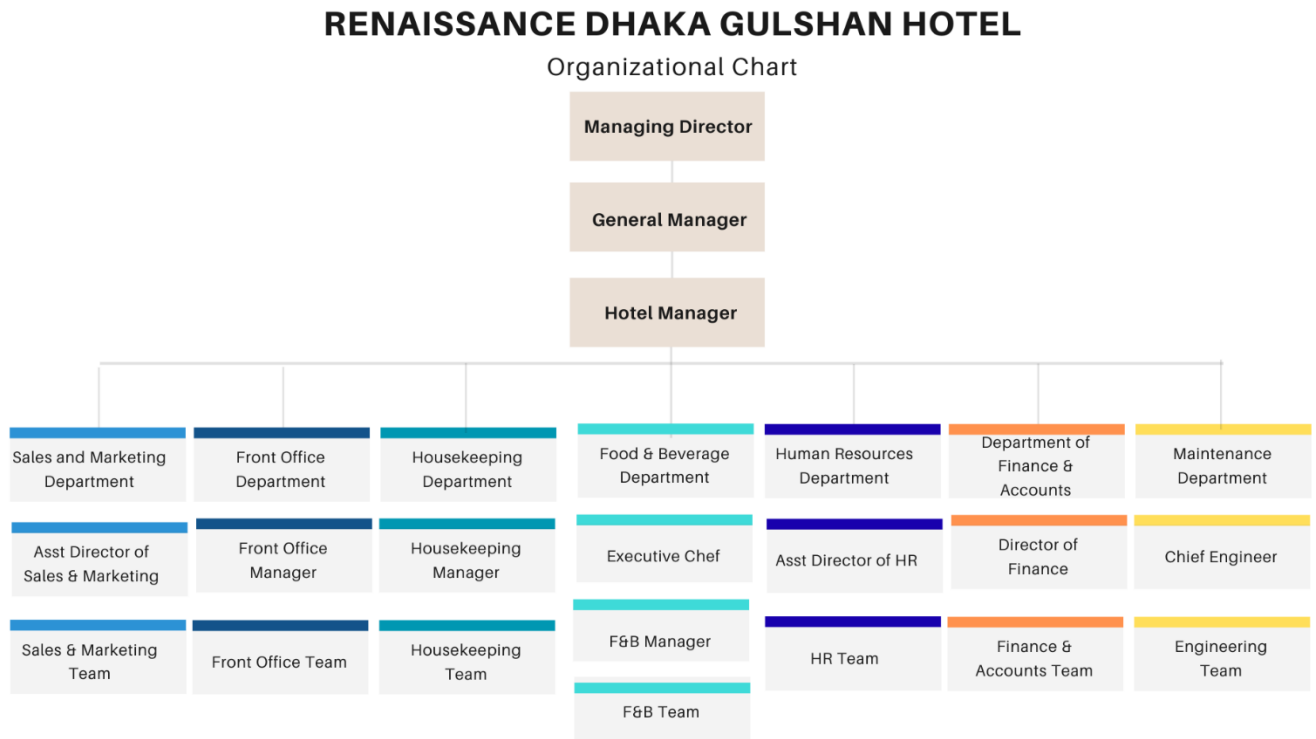


Figure 2: Organizational Chart of RHI

Source: Renaissance Dhaka Gulshan Hotel official website & service descriptions, 2025

2.3 Products & Services of Renaissance Dhaka Gulshan Hotel

Category	Products & Services
Accommodation & Room Amenities	• 211 rooms & suites with modern décor & soundproof windows • Premium beds, blackout curtains, bathrobes & slippers • Bathrooms with rainfall showers, bathtubs, designer toiletries • In-room facilities: AC, minibar, coffee/tea, Smart TV, desk, safe, key-card access
Dining & Food & Beverage	• <i>Bahar</i>: All-day international restaurant • <i>Gulshan Baking Company (GBC)</i>: Café/deli (pastries, desserts, gelato, coffee) • <i>SEAR</i>: Fine dining (fusion/global cuisine) • <i>Sear Bar</i>: Jazz Bar – first in Dhaka • <i>R Bar</i>: Rooftop poolside bar (cocktails, snacks) • 24/7 in-room dining
Leisure, Wellness & Recreation	• <i>R Spa</i>: Massage therapies, aromatherapy, reflexology, hydrotherapy • Sauna, steam room, jacuzzi • Rooftop infinity & heated swimming pool • 24-hour fitness center
Business & Events Services	• Meeting & banquet halls • Business center (printing, fax, photocopying) • Concierge & tour/ticket assistance • Laundry, dry cleaning, housekeeping • Valet & complimentary parking • Accessibility-friendly facilities
Guest Convenience & Other Services	• 24-hour reception & express check-in/out • Free high-speed WiFi • Currency exchange, on-site ATM • Wheelchair-accessible rooms & areas

Figure 3: Products & Services of Renaissance Dhaka Gulshan Hotel

Source: Renaissance Dhaka Gulshan Hotel official website & service descriptions, 2025

2.4 Functional Departments of Renaissance Dhaka Gulshan Hotel

Renaissance Dhaka Gulshan Hotel is one of the best-rated hotels in the country, thanks to the unrestrained efforts of hundreds of personnel from a variety of departments. Eleven different divisions inside the hotel collaborate to provide guests with the finest service possible and keep everything running smoothly. The functional departments of the Renaissance Dhaka Gulshan Hotel are as follows:

Department	Key Responsibilities	Additional Notes
Front Office	Creates strong first impression; manages guest needs from arrival to departure	Units: Front Office, Concierge (Navigator), Guest Relations, DTS, Executive Club Lounge, Fitness Center, Spa; 35 trained staff
Sales & Marketing	Drives revenue; builds corporate & diplomatic networks	Major clients: JTI, Samsung, Mitsubishi, Gulf Airways; promotes offerings creatively on social media
Food & Beverage Production	Operates 5 outlets; prepares high-quality food & beverages	Divisions: Hot, Cold, Pastry Kitchens; Executive chefs specialize in Indian & international cuisine
Food & Beverage Service	Ensures customer satisfaction through attentive service	All-day dine-in restaurant popular on weekends; staffed by young professionals
Housekeeping	Maintains cleanliness and comfort in rooms & public areas	Prepares rooms efficiently during peak hours; ensures 5-star standards
Reservations	Ensures accurate bookings; communicates with clients	Small team under Sales & Marketing; handles high-demand periods efficiently
Human Resources (HR)	Manages 300+ staff; organizes training & events	Supports staff welfare & morale; follows Marriott policies
Finance & Accounts	Handles financial transactions; ensures auditing & compliance	Collaborates with Front Office & Sales; follows Marriott financial standards
Purchase	Manages timely supply of goods	Coordinates with Finance for approvals; ensures efficient delivery
Information Technology (IT)	Supports hotel operations with technology	Maintains Opera software; provides IT assistance to staff & guests
Engineering	Maintains and repairs hotel equipment & machinery	Ensures uninterrupted operations across 211-room hotel
Loss Prevention (LP)	Ensures safety of guests, staff, and property	Handles security for VVIPs & government officials; prevents security incidents

Figure 4: Functional Departments of RHI

Source: Renaissance Dhaka Gulshan Hotel official website, 2025

Chapter 3: Discussion

3.1 Introduction to the Front Office Department

The front office staff is responsible for generating a good first impression and providing guests with a comfortable stay. As the first point of contact, front office is intensely concerned about customers experience. This department influences guests' perceptions of the overall establishment. The front office is hold the accountability for taking the charge of all aspects of the hotel stay, including the arrival and departure of visitors, as well as any requests that may arise during their stay. The department communicates with all of the hotel's departments and serves as the hotel's nerve center. The front Office transmits critical information about guests to the appropriate departments. The front office department's activity is organized into variety of sections and each of which focuses on a particular aspect of front office operations. The front office department is made up of skilled and hardworking individuals that strive to provide prompt and precise guest service.

3.2 Segments of the Front Office Department

The Renaissance Dhaka Gulshan Hotel's Front Office department is divided into six sections, each of which has been assigned to a distinct operation. It has the following stores:

SERIAL NO.	SECTION
1	The Front Desk
2	The Navigator
3	Delighted To Serve (DTS)
4	Guest Relations
5	Fitness Center & Spa
6	Executive Club Lounge

Figure 5: Sections of the Front Office Department

Source: Renaissance Dhaka Gulshan Hotel official website, 2025

3.3 Introduction to the Front Desk

The most significant portion of the Front Office Department is the front desk. It is crucial in creating the first impression of the guest and ensuring guest happiness. The front desk is the initial point of physical contact between guests and the hotel. This department is responsible for maintaining a nice and welcoming environment. It is a fast-paced environment, and efficiency is critical to ensuring smooth operations. The front desk serves as the department's nerve center, facilitating communication and integration across all areas. The front desk typically receives and distributes critical information to other departments (*Hotel Front Office Management*, 2004).

The Front Desk plays a major role in the hotel through the following key duties:

- Check-in
- Check-out
- Profile updates
- Cashiering
- Room allocation
- Currency exchange

3.4 Organizational structure of the Front Desk section

Front Desk Organization Structure



Figure 6: Organization Chart of the Front Desk Section

3.4.1 Operational flow of the Front Desk

The Front Desk division provides a comprehensive range of services to all hotel guests, starting from check-in and concluding at check-out. Key operations in between include updating guest profiles, enrolling guests in the Marriott Bonvoy program, and preparing daily operational reports. The accompanying flowchart illustrates the operational workflow of the Front Desk division. The operational report is positioned near the end of the chart, as it represents one of the final tasks completed by the Front Desk team. Even though check-out ends the guest's stay, some post-check-out activities like key cards management and preparation of operational report are carried out to have a smooth and effective front desk operations.



Figure 7: Front Office operational flow

Source: Author's Construct, 2025

3.5 Exploring the Front Office Activities

The Renaissance Dhaka Gulshan Hotel's lobby is open twenty-four hours a day. Some of the hotel's most sophisticated operations are also managed by the front Office. Money transactions are necessary for many front Office procedures, and they need to be carried out accurately. Simple mistakes at the front Office could have serious consequences. Front Office staff should therefore be totally attentive. Below is a list of some of the most important duties that the front office department needs to finish (*Hotel Front Office Management*, 2004).

3.5.1 Check In

Customers begin by going through the check-in process, which provides their initial experience with the hotel. In most cases, the visitors arrive at the conclusion of a lengthy journey and want

the checking procedure to be expedited. The guest service representatives should also ensure that the guests are warmly welcomed during this process. The steps below will walk you through the check-in procedure in detail.

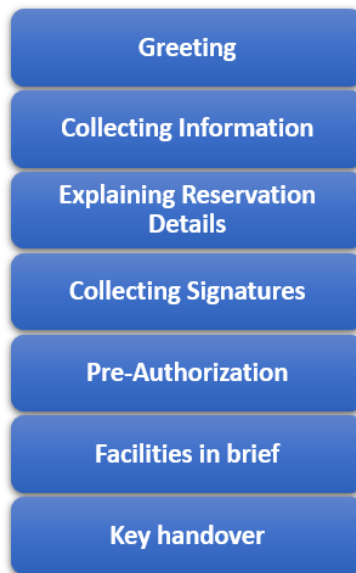


Figure 8: Check-In Procedures

Source: Author's Construct, 2025

- ❖ **Greeting:** The guest will be greeted initially, depending on the time of day, when they approach the front Office. Guests are greeted and offered assistance when they arrive at the counter.
- ❖ **Collecting Information:** On check-in, the guest is asked to present valid identification, which usually includes a passport or national ID card. After the document has been received, the name is checked against the reservation system. The system then shows booking details relating to the guest. The passport is temporarily held, to record and place in files, and arranged in number of rooms assigned to each. Once the required verification and documentation is done, the identification document is given back to the guest.
- ❖ **Explaining Reservation Details:** Once the guest reservation has been accessed by the reservation system, the guest registration card is then printed. A guest with reservation details is summarized in this document, including the length of stay, the date and time of departure, and the hotel facilities offered to the guest like breakfast, laundry, access to

lounge, and transportation mode. The registration card is used as a guide by the guest and the staff of the Front Office during the stay.

- ❖ **Collecting Signatures:** During the check-in process, the registration card is printed and offered to the customer together with the page with the policies of the hotel. The guest is asked to sign registration card. The phone number and email address of the guest are registered on the registration card (assuming that they are not already stored there). Then the policy page is given to the guest and the processes of the hotel described. The guest is then requested to sign the policy document to confirm that he or she has understood the hotel policies.
- ❖ **Pre-Authorization:** The reservation window shows how the payments of the guest will be received. The guests pay their own bills in the majority of cases. The visitor will be requested to specify the mode of payment that he or she prefers. When credit card is charged, a room bill is already pre-authorized and a bill receipt is sent to the guest registration card. It also automatically enhances the pre-authorization information of the guest in the reservation window, including the receipt number. Checkout charges the pre-authorized amount.
- ❖ **Facilities in brief:** Once the steps mentioned above are done, the guest will be given a short introduction on what the hotel has to offer. The on-site shops, in room dining services, concierge, continuous promotional activities, and other services will be discussed in this brief.
- ❖ **Key handover:** These are the final steps of the process, during which the guest receives both the room key and the card that was provided to them. Important cards are generally generated prior to bookings and organized by room number. This ensures that the check-in process is finished promptly. The guest is given a key card and sent to the elevator. At the hotel, the hotel navigator carries the luggage of the guest to the allocated room.

The check-in method is vital in projecting a positive image to guests. It is also helpful to maintain a pleasant attitude throughout. In addition, the entire procedure should be completed in a timely manner so that the guest can access their accommodation as soon as possible.

3.5.2 Profile Upgrade

The other important task performed by the Front Office is the revision of the profiles of guests. It involves details that are acquired via passport, visa, as well as guests at times. The procedure to update the profiles of the guests in the system follows the following steps:

- ❖ **Name:** The guest profile is opened in the Opera system to verify that the name matches the one on the passport. If discrepancies are found, the name in the system is corrected according to the passport.
- ❖ **Country:** Guest details are entered in terms of nationality and citizenship which is based on passport details. The information helps in the production of different operational reports to the Front Office.
- ❖ **Contact:** The email and phone number of the guest are entered in the contact information field so that it could be used in the future to communicate with the guest.
- ❖ **Passport and Visa:** Passport base like number, place of issue, date of issue and expiry date is typed into profile. There is also a note added with visa type, number and expiration date.
- ❖ **Membership:** Finally, the information of the guest membership is added in the profile. In case the guest is not a member, the membership is formed with the help of the email address given and other information.

Guest Profile is a vital tool of the Front Office and other departments that should be well maintained to facilitate the smooth and efficient functioning.

3.5.3 Check-Out

The check-out process entails a number of monetary and administrative measures to be taken to be accurate. The procedure is different in regard to the type of reservation and method of payment of a guest. The stages are as follows:

- ❖ **Preparation:** As long as a guest is at the counter to pay the billing documents are pre-prepared. The registration card is supported by the support bills, and invoices in the system are checked and corrected in case of need.
- ❖ **Billing:** When a guest is checking in, some amount is invited as pre-authorization and this is adjusted with the final payment. A print invoice is issued to the visitor to verify it. After confirmation, the payment is made and the remaining balance liquidated. The guest signs

on the invoice and a copy of the same is given in an envelope after verification of all the details.

- ❖ **Room Clearance:** As soon as the guest becomes a check-out, the housekeeping department is notified. The room is checked to make sure that there are no things left and that the room is in its good form. Once it is confirmed, the guest is notified and this concludes the check-out process.

3.5.4 Key Card Managing

Renaissance Dhaka Gulshan Hotel uses an electronic key card system to provide access to guest rooms and facilities. Key cards are ready and handled in the following way:



Figure 9: Key Card Managing

Source: Author's Construct, 2025

- ❖ **Check Arrivals:** The Opera PMS system is reviewed daily to identify arriving guests and organize key preparation according to their expected arrival times.
- ❖ **Check Membership:** Guest membership levels are verified, as Renaissance, being a Marriott property, provides exclusive benefits to members of different tiers such as Ambassador Elite, Titanium Elite, and Platinum Elite. These members are granted special privileges like club lounge access.
- ❖ **Key-making:** The key cards are made with the assistance of Vision-Line machine and software. The control of access is done using programs that are designed according to room numbers and length of stay. The key cards are inserted in a key jacket which is identified by the room number and organized in order.
- ❖ **Key Update:** In case a guest decides to prolong his stay, the key is also renewed in case he is inconvenienced.
- ❖ **Multiple Keys:** Multiple keys are issued where the occupants share the room where they are required.

The overall number of keys is not very large, as such, adequate tracking is required. Lost or unreturned keys can affect operations, therefore, the number of distributed and returned keys is closely monitored.

3.5.5 Operational Reports

Daily preparation of operational report is the normal and mandatory task of the Front Office of Renaissance Dhaka Gulshan Hotel. These reports will be updated on a daily basis to document departmental operations and reduce operational mistakes. The main types of reports include:

- ❖ **Police Report:** According to the government rules, the periodical reports are drawn up to police with the details of guests, their nationality, passport and visa, along with the information about the company they represent. This report increases security of the guests and employees.
- ❖ **Upsell Report:** Upsell reports are prepared by the Front Office and displayed to the sales team with the guests and available services. This assists in determining the possible sales and assist in revenue increase.
- ❖ **Membership Track-list:** The Front Office keeps track of the daily guests who remain registered to the Marriott Bonvoy loyalty program. It is aimed at making sure that most of the guests are registered members and increasing customer retention and brand loyalty.

The Front Office is involved in operational reporting. Although such reports are routine, they need to be accurate and play a major role in the coordination and efficiency of the entire process of a hotel.

Chapter 4: Findings & Recommendations

4.1 Findings at the Front Office

During the internship, the Front Office at Renaissance Dhaka Gulshan Hotel demonstrated strong service standards and efficient operations, with a few areas identified for further improvement.

The key findings are as follows:

1. **Efficient Guest Handling and Check-in Process:** The Front Office Team is able to provide efficient guest services through coordinated efforts and systematic check-in and check-out processes. Delays do occur, however, when there are high numbers of guests checking in due to the fact that the Front Desk has limited counter space and the need for manually completing all paperwork.
2. **Adherence to Standard Operating Procedures (SOPs):** The Front Office adheres strictly to Marriott's standard operating procedures for registering guests, allocating rooms, processing payments, etc. The use of these SOPs provides a level of consistency in the manner in which services are provided and minimizes the possibility of making mistakes through improper procedures.
3. **Professionalism and Guest Interaction:** Associates in the Front Office consistently display a professional attitude and courteous and attentive behavior when dealing with guests. By providing a proactive approach to resolving problems associated with guest complaints, Front Office associates are able to enhance guest satisfaction and contribute to increased repeat business from guests.
4. **System and Technical Challenges:** Periodic slowdowns and malfunctioning cash registers using Marriott's Property Management System (PMS) create inaccuracies in guest bills and inefficiencies in processing work flow. In those cases where the PMS is down, Front Office personnel must revert to manual input of data into their computers which increases the risk of human error.
5. **Key Card and Registration Management Issues:** In addition to the operational issue previously mentioned, the loss of keycards during peak periods creates delays in guest check-in and creates an inconvenience for guests. Moreover, the manual process of processing guest registration cards creates operational disruptions during those times when there are high volumes of guests.

6. **Communication and Language Barriers:** Communication barriers between non-English speaking guests and Front Office personnel frequently result in confusion and miscommunication during the guest check-in process, when processing guest bills and when exchanging information about guest stay options. Such language barriers limit the Front Office's ability to communicate clearly and efficiently with guests.
7. **Training and Workload Distribution:** Although Front Office personnel have demonstrated they possess strong multi-tasking skills, the unbalanced distribution of work-loads among Front Office personnel during peak periods of time results in higher levels of stress and longer response times for guests. Improved levels of efficiency could potentially be achieved through regular refresher training programs and through better scheduling practices.
8. **Coordination with Other Departments:** The ability to coordinate with both the Housekeeping and Reservations Departments effectively has resulted in timely preparation of guest rooms and accurate reporting of guest booking status. Communication failures between the Front Office Department and either of the aforementioned Departments occasionally occur resulting in delayed provision of guest rooms or completion of guest requests.

4.2 Recommendations

In order to enhance the operational performance and customer experience at the Front Office, it is suggested to recommend the following:

1. **Enhance the Check-in Process:** Make sure that all the details of the guests are properly captured at the time of check-in and constantly updated to ensure that guest profiles are always complete and can be referred to in the future.
2. **Introduce Pre Check-in Arrangements:** Avoid the waiting time of guests by adding pre-check in activities at the start of any shift to smooth the process of arrival.
3. **Adopt a Computerized Registration System:** Adopt electronic registration cards in order to remove paperwork, reduce loss of data and overuse of paper.
4. **Develop Backup System Support:** Bring in a good backup server to ensure the system is online even when there is a maintenance or downtime, so the disruption of guests is reduced.

5. **Introduce Key Cardless Entry:** Introduce mobile key card entry using the Marriott Bonvoy application in order to make the guests more convenient in terms of accessibility and minimize the problem of physical card management.
6. **Add Guest Voice Feedback Devices:** Provide speakers or touch screens in rooms or in lobbies to get real-time guest feedback and help respond faster to service complaints.
7. **Improve Communication Instruments:** Install convenient interactive front desk screens or tablets with multiple language options to enable the guests to access information on their own and overcome language barrier.
8. **Ongoing Training of the Staff:** Organize frequent training activities oriented on communication, cross-cultural awareness, and work with digital systems to maintain the consistency of the services and guarantee the confidence of the staff members.

Chapter 5: Conclusion

5.1 Conclusion

The internship experience at the Renaissance Dhaka Gulshan Hotel was an experience that was both professionally and academically rewarding. It provided a profound insight into the inner workings of a global hospitality facility with a focus on luxury, accuracy and customer satisfaction. The roles of the Front Office Department, especially in dealing with guests and coordinating with other departments, represent how the hotel focuses on the importance of teamwork, professionalism and flexibility in ensuring service excellence. Although there are some challenges, including multitasking stress and communication barriers, the department has sustained high service standards through effective coordination and employee commitment.

The experience also brought to light in several areas of operation that could be further improved through more integration of technology, better training of staff, and a more organized system of communication. These measures would help further streamline operations, enhance efficiency, and make the experience of the guests better.

On the whole, the internship demonstrated that theoretical hospitality concepts can be successfully implemented in practice, providing real experience that can become a valuable contribution in enhancing the service quality and operational strategies of the hotel in the future.

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