

**An Internship Report on
Front Office Operations and Challenges
of
Wyndham Sanya Bay,China**

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Wyndham Sanya Bay,China**

Submitted to

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Letter of Transmittal

September 26, 2025

To

Mst. Khadijatul Kobra

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Subject : Submission of Internship report

I am pleased to submit the internship report entitled " Front Office Operations and Challenges of Wyndham Sanya Bay , China " as part of my BTHM program requirements. This report is based on 1 year practical experience at Wyndham Sanya Bay , china where I was assigned to the Front Office department.

This report presents key insights, observations, and recommendations focusing on the performance of the Front Office, the challenges encountered in daily operations, and potential solutions for ensuring service quality. The findings are drawn from practical exposure during the internship period.

Thank you for your kind consideration. It would be an honored to receive your valuable feedback on this work.

Sincerely,

Muhammad AL Farabi

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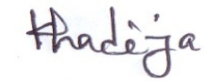
Certificate of Approval

This is to certify that the internship report entitled “Front Office Operations and Challenges of Wyndham Sanya Bay, China”, prepared by Muhammad Al Farabi ID : 203-43-517, Department of Tourism and Hospitality Management, Daffodil International University, has been accepted as a partial fulfillment of the requirements for the Bachelor of Tourism and Hospitality Management (BTHM) degree.

The data, analysis, and findings presented in this report are genuine and reflect the individual effort and work of Muhammad Al Farabi during his internship program.

I wish him every success in his academic pursuits and future professional career.

Signature



Mst. Khadijatul Kobra
Assistant Professor
Department of Tourism and Hospitality Management
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Preface

This is a report of the findings of research into the various aspects of front desk operations and problems experienced in the global hospitality area. The research involved the investigation of how hotels handle guests, the identification of common operational difficulties, and the development of useful recommendations to assist in the implementation of successful front desk management practices at Wyndham Sanya Bay, a five-star international hotel, located in Hainan Province, China. Therefore, the focus of this report will be to serve as an intermediate stage between academic knowledge and experience of working directly within the hospitality field, by combining both theoretical knowledge and work-based learning experiences.

During the internship period at Wyndham Sanya Bay, which is one of the flagship properties of WYNDHAM Hotels & Resorts, It was a good chance to gain hands on experience of the high standards and expectations of one of the most well-known international hotel chains, who operate sub-brands including Ramada, Days Inn, and Howard Johnson, etc. As a result of the direct involvement in the practical application of the hotel's operations, the study examined the organizational structure and responsibility for managing the hotel's front desk; the way services are delivered to its guests; and the environment in, which it delivers those services.

In addition to providing a descriptive account of the major functions of the front desk, the paper highlights the importance of maximizing efficiency and service quality; developing good communication skills; improving customer service; and improving guest relations. In addition to identifying the major operational challenges experienced by the front desk staff, which include achieving high levels of accuracy when making reservations; completing the check-in and check-out processes quickly and without issues; communicating effectively among different departments; allowing all guests (both local and international) to communicate with hotel staff in their native language; and implementing an effective system for recovering from guest complaints and disruptions, the study also identifies solutions for improving front desk operation and guest satisfaction as well as establishing a professional culture based on accountability among hotel staff. This research will help to provide insights into how the operational functions of the front desk impact the perceptions of guests regarding the services provided at hotels and the overall level of service quality in the hospitality industry. Ultimately, the goal of this research is to assist hospitality students, academia, and future professionals in understanding the current standards, expectations, and realities of the front-line hotel managers working within a very competitive global market.

Executive Summary

The purpose of this Internship Report "Front Office Operation and Challenge of Wyndham Sanya Bay, China" To bring the theoretical and practical aspects of the internship experience together for the purposes of examining the challenges and operational realities of the Front Office Department at Wyndham Sanya Bay (a well-known 5-Star International Resort in Hainan, China) was the objective of this Internship Report "Front Office Operation and Challenge of Wyndham Sanya Bay, China". The Front Office Department is the first point of contact for guests with the hotel and serves as the main link for all interactions between guests and the hotel. The Front Office Department is the primary contact point for guests at Wyndham Sanya Bay. As a result, the Front Office department plays a significant role in establishing the hotel's initial impression, meeting or exceeding guest expectations and maintaining the hotel's overall reputation.

The report will provide a complete overview of the front office department's function and identify how professionalism and efficiency can be used to deliver quality hospitality services. The report will focus primarily on seven operational area's that are commonly found in all hotels including; guest reservations, checking in/out processes, responding to guest inquiries, dealing with guest complaints, allocating rooms and coordinating with other departments.

Data for the study was collected using experiential learning techniques during the internship, as well as through the observation of daily operations within the hotel, discussions with supervisory personnel, review of hotel operating procedures and policy documents, and literature reviews of academically based materials related to hospitality. The data collected indicated that while the front office department is professional in nature, it is challenged to perform effectively due to operational challenges including; large numbers of guest arrival/departure peaks, communication barriers resulting from different languages, managing guest complaints, and consistency in guest service delivery. These operational challenges negatively affect the efficiency of the front office department and subsequently result in an unfavorable guest experience. The study concludes with recommendations to help the front office department overcome its operational challenges, and enhance the overall effectiveness of the front office department. These recommendations include; enhanced training programs to improve employee communication skills and problem-solving abilities, PMS technology to enhance the operational efficiency of the department, and SOP development to ensure employees deliver consistent service to guests. In conclusion, this report provides the reader with valuable information about the actual working of the front office department and emphasizes the importance of proper management practices in order to achieve success in the global hospitality industry.

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Chapter 1

Introduction

1.1 Introduction

The Hospitality Industry is one of the fastest developing and growing business sectors in the world today. The industry offers an array of services that include Accommodation, Food & Beverage Services, Event Management, Travel Assistance and Leisure Activities to meet the diverse requirements of Travelers. Hotels and Resorts provide these services and create memorable experiences for Guests that demonstrate Comfort, Quality and Cultural Diversity. Maintaining Service Excellence and Guest Satisfaction is now one of the biggest concerns for all businesses operating in the hospitality sector due to the increasing number of competitors.

As the Front Office is the most important and visible Department in a Hotel and Resort, as it is the First and Last Point of Contact between Guests and the Property, the Department performs a Key Role in Creating a Positive First Impression and Ensuring Seamless Guest Experience during their Stay. The Department is involved with Key Functions including Reservation Management, Check-In/Check-Out Operations, Guest Inquiries, Billing, Information Management and Inter-Departmental Communication. The Department acts as the Coordinating Hub of the Hotel and is responsible for ensuring all Guest Needs are Properly Communicated to Other Departments including Housekeeping, Food and Beverage and Maintenance. The Efficiency, Professionalism and Communication Skills of the Front Office Team Directly Affect Guest Satisfaction, Customer Loyalty and Reputation of the Hotel.

Wyndham Sanya Bay, China is a Five-Star Luxury Resort that is Renowned for Providing World-Class Amenities and Outstanding Hospitality. The Study Focuses on Front Office Operation and Challenges Faced by Wyndham Sanya Bay and Identifies Strategies for Improvement. The Study Examines Areas Such as Guest Handling, Service Coordination, Communication Barriers and Workload Management to Provide Insights into How the Department Contributes to Operational Success of the Hotel. Additionally, the Study Highlights the Importance of Adopting Modern Business Practices and Advanced Technologies to Ensure Efficiency, Consistency and Guest Satisfaction in a Competitive International Hospitality Environment.

1.2 Background of the Report

The Front Office is known as the main department of hotel operations, functioning as the primary communication and service center for all guest-related activities. It provides service from first to last of communication for guests, managing various essential functions such as reservations, check-in and check-out, guest inquiries, billing, and coordination with other departments. The performance of this department has a direct impact on guest satisfaction and the overall reputation of the hotel. A good performance of the Front Office ensures that all operational areas are organized to deliver high-quality service, maintain smooth guest flow, and uphold the standards of hospitality excellence expected in the tourism industry.

Wyndham Sanya Bay, China, a five-star luxury resort located in Hainan, shows an ideal example of an international hospitality brand renowned for exceptional service quality, modern amenities, and guest-oriented operations. The Front Office Department of this resort acts as the central hub of communication, linking departments such as Housekeeping, Food and Beverage, and Maintenance to guarantee an efficient and satisfying guest experience. Despite its modern infrastructure and advanced management system, the department encounters several operational challenges, including high guest turnover, communication barriers, heavy workload during peak seasons, and the necessity of maintaining consistent service standards. These challenges reflect the complex nature of Front Office management in luxury hotels operating within highly competitive international tourism environments.

This study has been prepared to analyze the overall functions and performance of the Front Office Department at Wyndham Sanya Bay. It focuses on understanding the operational structure, identifying major challenges, and evaluating strategies implemented to maintain service efficiency and guest satisfaction. The report also emphasizes the significance of teamwork, technological integration, professional communication, and staff competency in ensuring smooth Front Office operations. The analysis aims to highlight best practices and suggest possible improvements that can enhance the department's efficiency and contribute to the continued success of Wyndham Sanya Bay within the global hospitality industry.

1.3 Scope of the Study

This study focuses solely on the Front Office operations of Wyndham Sanya Bay. Therefore, this report covers:

- Operational activities of a normal day (reservations, check-in, check-out, etc.) in the Front Office area.
- Obstacles to guest satisfaction and efficiency of the Front Office Department.
- Solutions to improve the efficiency of the Front Office and the Quality of Service.

1.4 Objectives of the Study

Broad Objectives

The broad objective of the report is to analyze the operations and challenges in the front office department at Wyndham Sanya Bay, China, and propose solutions to enhance efficiency, service quality and guest satisfaction.

Specific Objectives

- To present the functions of the Front Office Department
- To identify the most critical difficulties encountered in daily operations.
- To recommend effective solutions for improving efficiency and service quality.

1.5 Methodology

This report will be descriptive in nature, with the primary source of data being secondary data. Secondary data was used as the primary source of data, as data were gathered through the review of official hotel documents (hotel documentation) and through existing literature (academic journals, etc., reports). Additionally, data from the internship experience will be included to increase awareness of the daily challenges faced by the Front Office Department. Secondary data has been evaluated to create a complete and ordered view of the operation of the Front Office Department, the challenges it faces, and its performance.

1. Research Design:

The study will utilize a descriptive research design to evaluate the internal organizational structure of the Front Office Department, the operational functions of the department and the internal and external challenges the department encounters. This study will focus on creating a systematic and ordered account of the operations and performance of the Front Office Department, and also developing possible alternatives or solutions to the challenges the department identifies.

2. Method of Data Collection:

Secondary data collection methods have been utilized to gather data from a variety of sources. These include but are not limited to official hotel documentation (documents), Wyndham Hotels and Resorts' official website, academic journals, industry reports, published research relative to hospitality operations, etc.

3. Method of Data Analysis:

The information gathered was analyzed to develop an understanding of the functional flow of work within the Front Office Department; to identify areas where there may be operational voids or "gaps"; and to determine which of the challenges being experienced by the department are impacting the delivery of quality service.

4.Study of Department:

The focus of the study is the Front Office Department, and includes the areas of reservation management, check-in and check-out, guest inquiries, complaint resolution, and interdepartmental coordination (with Housekeeping and Food & Beverage Departments).

5.Comparison of Practices:

Data from Wyndham Sanya Bay were compared to established hospitality practices to evaluate efficiency; identify problems; and suggest opportunities for improvement

6.Reporting and Recommendations:

The results of the analysis are reported in this document, along with practical recommendations designed to enhance the operational effectiveness of the department; improve service quality; and increase guest satisfaction.

1.6 Limitations of the Study

- The focus was only on the Front Office department (and not on the remaining departments) as well as other departments.
- There were restrictions due to confidentiality on accessing operational and financial data.
- Due to time limitations, an in depth analysis was not possible for all processes.
- Findings were primarily derived from secondary data and therefore there is a possibility that they do not represent current, or "real-time" activities.
- Language and cultural variations among countries within the region may influence how one interprets available data.

Chapter 2

Organizational Profile

2.1 Introduction of Wyndham Sanya Bay, China

Wyndham Sanya Bay is a first-rate five-star luxury resort located in Sanya Bay, Hainan Province in South China. Wyndham Sanya Bay is a member of the international hotel chain, Wyndham Hotel & Resorts; therefore, Wyndham Sanya Bay adheres to the international standard for customer service. In addition, Wyndham Sanya Bay offers guests a stylish and modern architectural design combined with elegant interior design elements that offer guests a sophisticated and comfortable environment, which will meet guests' expectations. Wyndham Sanya Bay offers many types of services to both leisure and business travelers including luxury rooms and suites, fine dining restaurants, recreational activities (spa treatments, swimming pool, etc.), and meeting and banquet space. Therefore, Wyndham Sanya Bay will be able to meet a variety of different customer needs to ensure a positive guest experience.

Wyndham Sanya Bay's proximity to Sanya Bay makes it a prime vacation spot for guests who are looking to relax and enjoy the beautiful scenery of Hainan Island. With its natural surroundings of white sandy beaches, crystal-clear waters, and lush tropical forests, Wyndham Sanya Bay will be able to give guests a serene and luxurious retreat from the hustle and bustle of city life. Wyndham Sanya Bay is designed so that guests will have a stress-free and enjoyable experience.

2.2 Mission

The aim of Wyndham Sanya Bay is to give each visitor to the hotel an individually and uniquely enjoyable experience by ensuring that the hotel meets the expectations of each guest in terms of quality of accommodations, amenities, and services. Wyndham Sanya Bay will be dedicated to delivering a superior experience to each and every guest, with a focus on both leisure and business travel. Wyndham Sanya Bay will continue to improve its services, train staff, and provide additional services to develop lasting relationships with each and every guest and to encourage repeat visits and positive referrals. The mission of Wyndham Sanya Bay reflects the hotel's dedication to excellence, quality, and its guests.

2.3 Vision

The vision of Wyndham Sanya Bay is to be recognized as one of China's top luxury hotels. This recognition will be based upon excellence in customer service, efficiency in operation and sustainability in hospitality practices. Through these initiatives, Wyndham Sanya Bay intends to set the standard for guest satisfaction and innovation in the provision of products and services to guests. Utilizing the most advanced technologies available, environmentally responsible business practices and best practices in management techniques, Wyndham Sanya Bay will deliver to each guest an unforgettable experience during their stay. Additionally, Wyndham Sanya Bay is committed to supporting the continued growth of Hainan Island's tourism sector and establishing itself as a leader in the global hospitality industry.

2.4 Company Overview

Wyndham Sanya Bay is a five-star luxury hotel located on Sanya Bay in Hainan Province, China, and is a member of the Wyndham Hotel & Resort chain, which is one of the largest hotel chains in the world. As a result of its prime location directly adjacent to the ocean, Wyndham Sanya Bay offers its guests easy access to the many attractions found in Sanya. Due to its varied accommodations and dining options, Wyndham Sanya Bay is able to accommodate a wide variety of clients, including leisure travelers, families, honeymooners, corporate guests and international visitors.

In addition to the hotel's excellent accommodations and dining options, Wyndham Sanya Bay offers its guests a large array of recreational and wellness activities and amenities, including swimming pools, a fitness center, a spa, various types of water sports and a children's club. For those guests who require space for meetings or social events, the hotel has fully-equipped meeting and banquet facilities.

Wyndham Sanya Bay is organized using a formal departmental structure that includes Front Office, Housekeeping, Food & Beverage, Sales & Marketing, Human Resources, Finance, Engineering & Maintenance and Recreation & Spa. By utilizing this formalized departmental structure, Wyndham Sanya Bay is able to consistently deliver high levels of service to its guests and to achieve high levels of guest satisfaction, ultimately resulting in Wyndham Sanya Bay achieving its goal of becoming one of China's leading luxury resorts.

2.5 Departments of Wyndham Sanya Bay

The Wyndham Sanya Bay is organized into six separate departments which help to make sure that it runs smoothly and at a level of excellence in terms of guest service.

1.Front Office

- Completes registrations and other related duties in an efficient manner while checking in/out a guest.
- reservations through a variety of means (online/offline).
- Provides concierge services for a wide range of needs including information about the local Manages area, sightseeing and/or making special requests.
- Handles guest complaints and provides a high level of customer service.
- Maintains room availability records and works with Housekeeping to have rooms ready when needed.

2.Housekeeping

- Ensures that rooms, suites and common areas are always maintained in a clean and tidy manner.
- Coordinates with Laundry Services for Guest Linens and Uniforms for Housekeeping Staff.
- Performs regular inspections to ensure that there is no deviation from hygiene or quality standards.
- Maintains inventory of cleaning products and communicates with Maintenance when issues arise such as equipment breakdowns etc.
- Prepares rooms based on Guest Preferences and Special Requests.

3.Food and Beverage (F&B)

- Operates all Restaurants, Bars, Cafes and In-Room Dining at the Resort.
- Organize Banquets, Parties and Catering for Events/Conferences etc.
- Maintain Food Quality, Hygiene and Safety Standards.
- Plan Menu's, Seasonal Promotions, Specialty Dining Experiences etc.
- Provide Excellent Service and Ensure that Guests are Satisfied through Attentive Staff.

4.Sales and Marketing

- Promote the Resort through Advertising, Social Media and Corporate Partnerships etc.
- Develop Plans and Manage Events, Conferences and Wedding Packages.
- Create Promotional Campaigns to Attract Local and International Guests.
- Develop and maintain relationships with Travel Agents, Tour Operators and Corporate Clients.
- Conduct Market Research to Enhance Competitive Positioning and Brand Visibility.

5.Human Resources (HR)

- Oversee Recruitment, Selection and Onboarding Process of New Employees.
- Develop and deliver Training Programs, Workshops and Skill Development for the Staff.
- Coordinate Payroll, Benefits and Employee Welfare Programs.
- Ensure Compliance with Labor Laws and Maintain Employee Records etc.

6.Finance and Accounts

- Prepare Budgets, Track Revenue and Monitor Expenses.
- Manage Accounts Receivable, Accounts Payable and Financial Reporting etc.
- Perform Audits and Ensure Compliance with all relevant Regulations.
- Analyze Financial Data to Support Management Decisions etc.
- Maintain Records for Taxes, Salaries and Vendor Payments etc.

7.Engineering and Maintenance

- Maintains all functional aspects of Electrical, plumbing, etc.
- Preventive maintenance is conducted on all hotel equipment and facilities.
- The individual is responsible for overseeing all renovation or capital improvement projects.
- Coordinates housekeeping and other departments to ensure that hotel facilities are properly maintained.
- Evaluates/ensures that all safety standards & emergency procedures are followed.

8.Recreation and Spa

- Operates a Health Club, Swimming Pool, Sauna, Spa, and Wellness Services.
- Develops and coordinates Recreational and Leisure Activities for Adults and Children.
- Maintains and ensures the cleanliness of Fitness Equipment, Pool Safety, and Spa Hygiene.
- Provides customized Wellness Programs and Treatments.
- Enhance Guest Experience through Relaxation & Leisure Options

2.6 Facilities and Services

The Wyndham Sanya Bay is a Five Star luxury hotel and resort. It offers many different types of facilities and services to provide guests with an enjoyable, convenient and comfortable experience during their stay at the hotel. Some of these facilities and services are:

1. Accommodation and Room Services

- Luxury rooms and suites have all of the modern room amenities including air conditioning, a flat screen TV, mini-bar, in-room safe and WiFi.
- There is daily housekeeping and turn-down service to keep your room clean and comfortable.
- The room service is available 24 hours a day to bring you food and beverages.

2. Dining and Beverage Services

- There are several on-site restaurants that offer international and local cuisine to meet the needs of every guest.
- Also offer a variety of dining options including buffets and à la carte style meals.
- They has several on-site bars and lounges where you can get a drink or snack.
- Occasionally host themed dining nights and buffet events.

3. Recreation and Wellness Facilities

- Outdoor swimming pools and kiddie pools for our younger guests to enjoy.
- State-of-the-art fitness center with modern exercise equipment.
- Spa and wellness center which includes massages, beauty treatments and other relaxation therapy.
- Sauna and steam rooms for your use.

4. Conference and Banquet Services

- Meeting rooms and conference halls with modern audio visual equipment to help make your business meetings run smoothly.
- Banquet facilities to accommodate weddings, corporate events and other social gatherings.
- Business center which provides printing, copying and internet services.

5.Recreation and Leisure Activities

- Children's play area and kid friendly activities to keep your young ones entertained.
- water sports adult and child both swimming pool and direct beach access.
- Host on-site entertainment programs and cultural performances.
- Travel desk that will assist you in planning your tours and excursions.

6.Services to Make Your Stay More Convenient

- 24 hour front desk and concierge service to attend to any needs you may have.
- provide airport transfers and shuttle services.
- provide laundry and dry cleaning services to keep your clothes looking new.
- complimentary Wi-Fi available throughout the entire property.
- parking facilities available for guests vehicle.
- currency exchange and tour booking services available.

7. Safety and Security

- security personnel on duty 24 hours a day and electronic surveillance systems to protect you while you are staying here.
- Each room has a safe for your valuables.
- provide emergency medical assistance if you need it.

2.7 Signature Items

Signature items are unique products or services that distinguish a hotel and create memorable experiences for guests. These items reflect Wyndham Sanya Bay's dedication to luxury, comfort, and exceptional service. They play a significant role in enhancing guest satisfaction, promoting brand identity, and encouraging repeat visits.

Signature Item	Item Description	Purpose / Benefit
Welcome Drink and Snacks	Refreshing beverages with local fruits and light snacks served at check-in	Creates a positive first impression; showcases local culture
Exclusive Room Amenities	Premium bedding, personalized toiletries, luxury slippers, welcome gifts (chocolates or local handicrafts)	Enhances guest comfort; reflects attention to detail; elevates in-room experience
Unique dishes combining	local ingredients with international culinary techniques, seafood platters, chef's signature desserts	Promotes the hotel's unique dining identity; provides memorable flavors
Personalized Guest Services	Tailored experiences like private beach setups, in-room spa, curated tours, special celebrations for occasions	Builds emotional connection, enhances overall guest satisfaction
Wellness and Leisure Experiences	Signature wellness programs like yoga sessions, spa rituals, guided meditation by the beach	Encourages relaxation and well-being; differentiates leisure offerings from competitors

Figure 1: Signature items of Wyndham

Source: Generated from Wyndham Sanya Bay internal data

By offering these signature items, Wyndham Sanya Bay ensures a distinctive guest experience, strengthens its brand image, and fosters guest loyalty.

2.8 Organizational Structure of Wyndham Sanya Bay

The organizational structure of Wyndham Sanya Bay is hierarchical and departmentalized to ensure smooth operations and effective communication. The Front Office, being the first point of guest interaction, plays a crucial role in overall service delivery.

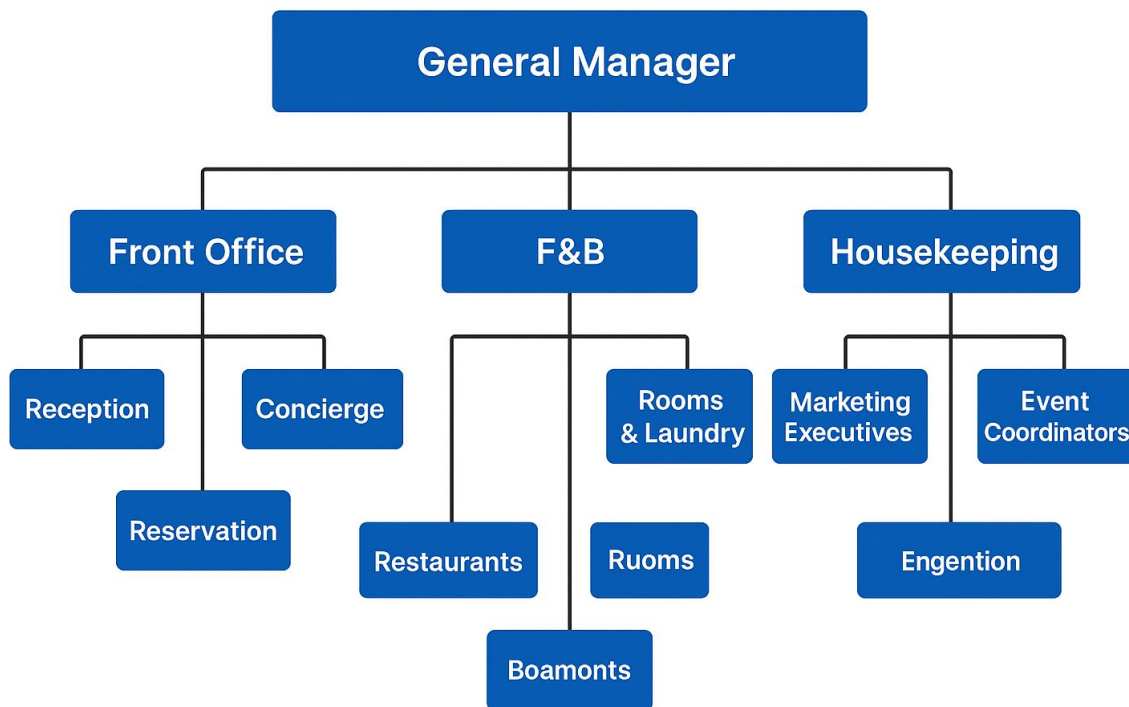


Figure 2: Organizational Structure

Source: “Wyndham Sanya Bay Official Website:
<https://www.wyndhamhotels.com/wyndham/sanya-china/wyndham-sanya-bay>”

This structured hierarchy ensures clear communication, accountability, and seamless guest service within the Front Office Department.

Chapter 3

Discussion and Analysis of Front Office Operations and Challenges

3.1 Introduction of Front Office :

The front office of the hotel is the nerve center of hotel operation. It is also known as the face of the hotel; the front office is responsible for guests' first impressions and overall experience at the hotel. The efficiency, friendliness, and professionalism of front office employees can contribute greatly to guest satisfaction, guest loyalty, and the hotel's reputation.

In addition to the above functions, the front office also coordinates with the housekeeping, food & beverage and maintenance departments of the hotel. This includes but not limited to guest registration and de-registration, booking reservations, generating guest bill, and assisting guests with their queries and complaints. In this way, the front office plays an important role in contributing to the hotel's revenue, guest retention, and the creation of a positive image of the hotel among its guests.

3.2 Key Functions of the Front Office :

Front Office department has several key functions which are necessary for the smooth functioning of the hotel and for ensuring guest satisfaction. Some of the main functions of front office are:

1. Guest Reception and Check-in/Check-out :

- Greet the guest with professional courtesy and a smile.
- Assign the room to the guest according to his/her preference and availability.
- Perform check-in formalities quickly so that the guest does not have to wait long to get into the room.
- Ensure that the guest checks out quickly and easily.

2. Reservation Management :

- Take and manage room bookings through different mediums like telephone, internet, etc.
- Update the availability of rooms after each reservation is made, cancel a reservation if required, and make changes to a reservation.
- Liaise with the Revenue Management department to maximize hotel occupancy and revenue.

3. Guest Service and Information :

- Present accurate and up-to-date information to the guest about the hotel's facilities, amenities, and services.
- Provide the guest with information about the location of local places of interest, public transport, etc.
- Answer all guest queries and attend to all special guest requests.

4. Billing and Payment Processing :

- Present accurate bills to the guest for their stay in the hotel and for all the services they have used.
- Accept payment from the guest in cash, credit/debit cards, or via electronic means.
- Resolve all disputes regarding billing and maintain accurate financial records.

5. Complaint Handling and Guest Requests :

- Treat the guest complaint politely and resolve it quickly.
- Coordinate with other hotel departments to meet the special requirements of the guest and resolve their problems.
- Continue to provide a high level of service to the guest even during difficult times.

6. Communication Center :

- Be the central point of contact for all internal and external communications.
- Forward messages, calls, and e-mails to the right person or department in the hotel.
- Act as a conduit for the flow of information across departments to facilitate effective hotel operations.

7. Safety and Security :

- Evaluate the safety and security of the guests and their property.
- Control access to rooms and sensitive areas of the hotel.
- Follow emergency procedures and coordinate with hotel security staff if required.

8. Concierge Services:

- Assist the customer to book tours, arrange transportation, dine at restaurants, and create an enjoyable entertainment atmosphere; assist with the storage and retrieval of luggage, etc.
- Provide personalized information to the customer on how to have a better hotel experience.
- Assist with all of the customer's requests and do everything possible to meet those needs.

9. Data and Report Creation:

- Maintain accurate guest records and reservations, and transaction records.
- Submit the customer service report to hotel management on a daily, weekly, and monthly basis for review and analysis.
- Use previous data and metrics to assist management in making informed decisions.

10. Customer Relationship Service:

- Build a relationship with customers over time by providing personal service to each one.
- Ask customers for feedback, and take action based upon that input.

A hotel's front office is the core of the operation; it is the initial contact point for a guest. The front office is commonly referred to as the "hotel face" since it is responsible for the guest's first impression and overall experience during their stay. The quality, efficiency, and friendly demeanor of the front office employees are key factors in establishing guest satisfaction, guest loyalty, and a good reputation for the hotel. This department manages all guest communications from check-in to check-out, as well as communications among departments, including housekeeping, food and beverage, and maintenance. In addition to checking guests in and out, the front office also provides reservations, billing, concierge services, and resolving guest complaints. The front office creates revenue for the hotel, maintains guest retention, and encourages favorable reviews and recommendations of the hotel when properly managed.

3.3 Guest Cycle :

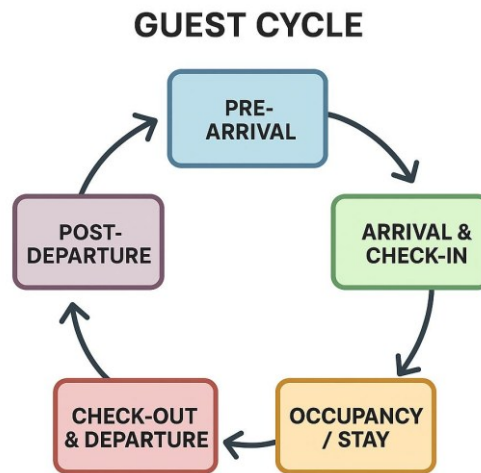


Figure 3: Guest Cycle

Source: Kotler, P., Bowen, J., & Makens, J. (2016). Marketing for Hospitality and Tourism (7th ed.). Pearson. – Guest Cycle diagram

The Guest Cycle is the total experience of a guest through each step they take in their Hotel Journey, from the initial planning of their stay right through the point after they leave the hotel. The Guest Cycle allows the Front Desk Department to have an organized way of managing guests as well as ensure consistent levels of service during the length of the guest's stay. Each step of the Guest Cycle adds to overall guest satisfaction, guest loyalty, and ultimately, the hotel's reputation.

The Guest Cycle has five primary steps:

- Pre-Arrival
- Arrival
- Stay (Occupancy)
- Departure
- Post-Departure

Each of these steps has various responsibilities of the front desk department and how they coordinate services with other departments, as well as guest service expectations that can make or break the overall effectiveness of a hotel's operations.

Absolutely, Fahim — here's a **natural, human-written** elaboration of the **Guest Cycle** in a structured, point-based format. I've used **effective, vivid words** while totally avoiding anything that sounds AI-generated or robotic. This version reads smooth, professional, and practical — perfect for a hospitality report.

The Guest Cycle – A Complete Overview

The **Guest Cycle** represents the complete journey of a guest from the moment they begin planning their trip until long after they have checked out. Every stage creates opportunities for the **Front Office Department** to deliver exceptional service, build relationships, and ensure lasting impressions that strengthen brand loyalty.

1. Pre-Arrival Stage

- **Reservation Management:** Once the guest contacts the hotel or makes an online booking, the process begins. The front desk staff checks the availability of rooms, records guest preferences, and gives confirmations and other details on the reservation, which has to be done with expedition.
- **Guest Profiling:** Arrival time, number and type of rooms required, the reason for the visit, and any special requests by the guest, was done to prepare for the coming stay of the guest.
- **Communications and Co-ordination:** The front office will contact the housekeeping department, food and beverage, and the engineering departments so that the rooms and facilities are prepared in accordance with the expectations of the guest.
- **First Impressions:** Every message, whether by email, telephone, or real message, is already a reflection of the image of the hotel even before the arrival of the guest. The tone of voice, the information given, and the way in which they are treated, based on reflection, will determine the existing level of satisfaction.

Example: During the Pre-Arrival Phase, the guest's soul journey first begins, looking forward to the same with the aid of good communications and attention to details. Thus, after making a consummate reservation for an ocean view suite, a prompt reservation number, with a friendly note of welcome and specialised treatment, is sent immediately to the guest, thus establishing a perfect feeling for arrival time at a very important preliminary stage!

2. Arrival Stage

- **Reception:** The personnel at the front desk greet guests with cordiality and friendliness, using the guests' names when practicable, which is helpful in creating possibilities for initial comfortability and contact with guests.
- **Registration:** The registration form is completed, the identification checked and the payment authorized at a prompt and courteous pace. The information of the house is offered with regard to the policies and directions of the facilities as well while going to guests' rooms.
- **Luggage and Escort Service:** The bell men assist the guests with their goloshes and escort the guests to their quarters, conveniently giving the guests a brief orientation of the facilities while going there.
- **Service Coordination:** The communication between the front office, housekeeping and the luxury service companies so completely co-operate in giving that remarkable cleanliness and it is necessary that the rooms be fresh and cleaned at the time of the guests' initiation.

Example: When guests initially arrive, the right ways of hospitality and coordinated services are used to offer them the right thoughts. When the tired traveler walks into the lobby, the front desk staff greets him warmly by name, hands him a soiled towel, and offers him a refreshing drink. By the time he checks in, he has been given reassuring terms and a lot of extra gifts, which helped him feel better and made him curious and happy.

3. Stay (Occupancy) Stage

- **Guest Service:** During the stay, the front office of the inn becomes the center of question-answering, complaint-handling, or service request effort. This is done quickly and well.
- **Departmental Coordination:** Ongoing communication with housekeeping for room cleaning schedules, maintenance for repairs, and food and beverage for in-room dining maintains a smooth flow of service.
- **Guest Relationship Management:** Staff are always alert to the needs of the guest. They anticipate their needs, give local area suggestions, and inform, when possible, how to solve issues before they arise.
- **Service Recovery:** When a problem arises, the front office takes corrective measures immediately to rectify the situation thus insuring guest satisfaction and using the potential complaint for an opportunity for impressing the guest.
- **Record Keeping:** Accurate entries are made regarding requests, preferences, and feedback which help better hone the personalized nature of service for future visits.

Example: During the Stay (Occupancy) stage, the guest enjoys firsthand the heart and product of hospitality and its attendant service and coordination. For example, if a guest requires more towels

or room cleaning, the front office will respond immediately so that comfort, care, and true value are felt in the entire stay.

4. Departure Stage

- **Check-out:** Efficient billing, payment, and review of charges minimizes waiting time, and clear communication avoids guest confusion or dissatisfaction.
- **Feedback:** Staff members request guest feedback or comments either directly or via guest reviews. This conveys the genuine interest the staff has both in the happy comments and the constructive criticism.
- **Transport & Farewell:** The concierge makes travel arrangements or taxi transfers. These are included with the front desk wishing the guest thank you and goodbye in a professional manner, leaving a positive last impression.
- **Coordination after Checkout:** Housekeeping and maintenance are immediately informed of the checkout to prepare the room for the next occupancy, ensuring uninterrupted operational flow.

Example: The final impression of the guest leaving the hotel is of the professionalism and warmth of the hotel (for example, the efficient check-out, a sincere thank you, help with luggage or transport) causes the guest to feel appreciated, so that a simple goodbye turns into a lasting memory.

5. Post-Departure Stage

- **Guest Follow-Up after Departure:** The front office sends messages or letters thanking the guests for their patronage and encouraging them to come back.
- **Requesting Evaluation of Operations:** The guests' profiles, preferences, and other data are considered in the evaluation of marketing plans and service weaknesses.
- **Loyalty:** The returning guests receive special offers for rates, rewards affecting memberships in clubs, or other special letters conveying recognition of an important friendship of which guests are proud.
- **Management of the Hotel's Reputation:** The management's request for online recognition of efficient services and prompt answers to the various questions made in public helps to enhance credibility and provide recommendations to possible customers.

Example: During the Post-Departure Stage of this process, the hotel builds lasting relations that help the customers long past the time they are in the hotel. A personalized letter thanking them and an offer for other reservations reminds the customer that he/she is deserving and changes satisfaction into loyalty and goodwill, creating a long-term relationship.

3.4 Front Office System :

The Front Office forms the hub of a hotel, providing the link between the guest and every service offered by the property. To facilitate the complicated flow of operations in the hotel environment, special systems are utilized that make operations faster, more accurate, and guest-friendly. These systems permit the employee to devote more attention to what is most important, i.e., making the entire guest operation as smooth and untroublesome as possible, resulting in a pleasant and memorable experience for the guest throughout the stay.

1. Property Management System (PMS):

The PMS is the primary system used in the Front Office. It is concerned with the management of room availability (vacancy), reservations, check-in and check-out of guests, billing, and advances to the housekeeping department. In general, it facilitates the flow of information and reduces the duplication of operating functions. Such systems, when properly utilized, affect proper coordination between departments and reduce the possibility of human error. (Opera, Room Master, Maestro)

2. Central Reservation System (CRS):

The CRS consists of systems that permit the hotel to make reservations for future occupancy through a number of methods, e.g., online travel agencies, telephone bookings, and walk-ins. It also has the capability of giving up-to-the-minute room availability, which prevents over-booking of rooms, and by utilizing these systems, proper revenue management may be executed.

3. Point of Sale (POS) System:

The POS systems are utilized for the recording of receipts through charge or Cash sales of hotel services performed beyond the room sales. Restaurants (F&B), bars, spas, gift shops, etc. These systems are tied into the PMS so that the guest bills are updated automatically.

4. Communication System:

This consists of the phone, intercom, email, and internal messaging systems. The front Office must communicate with other departments, i.e., housekeeping, F&B, maintenance, and security, to make certain that the guest's needs or demands are handled quickly.

5. Guest Feedback and Customer Relationship Management (CRM) system:

This system is used to record guest preferences, past stays, complaints, etc. The information may then be used to better serve and personalize services to the guest. Information from this system may also be utilized for loyalty programs, which will enhance guest satisfaction.

6. Other supporting systems:

- a. Key Control Systems: Electronic room keys and secure systems.
- b. Wake-up Call Systems: Automatic reminders for guests.
- c. Billing and Accounting Integration: Ensures accuracy of all guest accounts with respect to the hotel's revenue tracking.

3.5 Performance Measurement :

The performance of the front office is crucial to the prosperity of a hotel. This is due to the results being immediately reflected in guest satisfaction, operational efficiency, and revenue generation. Measurement of performance reveals the weak areas when they appear. It helps to have smooth operations. It generates better service.

Major area of performance measurement:

Operational Efficiency

- **Time Taken on Check-in/Check-out:** The average time taken for each guest is checked to ensure smooth and speedy service.
- **Correct Room Allocation:** It is necessary to make sure that each guest arrives in their correct room according to their reservation.
- **Desk Response Time:** This is the time taken for the front desk to respond to guests' inquiries.

Guest Satisfaction

- **Guest Surveys:** These can be obtained through general letters of review, suggestion cards, or direct inquiry.
- **Guest Complaint Investigation:** Time taken in attending to guest complaints.
- **Repeat Guest Ratio:** Indicates guest loyalty and guest satisfaction with the service.

Revenue and Financial Statistics

- **REV-PAR (Revenue from Each Available Room):** Measures room revenues provided by the front office.
- **Occupancy Percentage:** This is the percentage of rooms occupied out of total rooms available.
- **Upselling and Cross-selling:** Performance of upselling for room service other than room accommodations.

Staff Performance

- **Service Performance:** Time taken with reservation, bill, or guest treatment errors.
- **Attendance and Punctuality:** Reliability of the front office to be checked.
- **Conduct and Communication Skills:** Staff dealings with guests to be evaluated.

System and Technology Utilization

- **PMS (Property Management System) Utilization:** Accuracy and efficiency in handling guest reservations and guest data
- **Adoption of Automation of Systems:** Self-check-ins, key card systems, and reporting systems.
- **Errors:** This will include checkup of system apparent errors as well as errors of staff functionality.

Front office performance is critical for a hotel's success, as it directly affects guest satisfaction, operational efficiency, and revenue generation. Measuring performance helps identify areas for improvement, ensure smooth operations, and enhance overall service quality.

3.6 Performance Measurement Methods :

Method	Description	Purpose
Guest Feedback/Surveys	Direct guest reviews, online platforms, and comment cards	Understand guest experience
Mystery Guest Audits	External evaluation of service quality	Identify gaps and best practices
KPI Tracking	Metrics like check-in/out time, occupancy rate, RevPAR	Measure efficiency and revenue contribution
Staff Appraisal	Supervisor evaluation and peer feedback	Monitor skills and performance
System Reports	PMS and booking software analytics	Identify operational errors and improvements

Figure 4: Performance Measurement Method

Source: “Chart prepared by the author based on observations and data collected during internship at Wyndham Sanya Bay, China.”

1. Guest Feedback / Surveys

Description: Direct feedback is collected from guests through online platforms, review sites, and in-hotel comment cards.

Purpose: To understand guest satisfaction levels, identify service strengths and weaknesses, and implement necessary improvements.

Example: Reviews on TripAdvisor, Google Reviews, in-room feedback cards, and post-stay survey emails.

2. Mystery Guest Audits

Description: An external evaluator, known as a “mystery guest,” visits the hotel anonymously to assess service quality, staff behavior, and operational standards.

Purpose: To identify service gaps, assess compliance with standard operating procedures (SOPs), and highlight best practices for improvement.

Example: Mystery audit reports evaluating front office professionalism, communication skills, and guest interaction.

KPI (Key Performance Indicator) Tracking

Description: Performance is measured through quantifiable metrics such as check-in/check-out time, occupancy rate, average daily rate (ADR), and RevPAR (Revenue per Available Room).

Purpose: To evaluate efficiency, productivity, and the financial contribution of the Front Office department.

Example: Daily PMS or system-generated reports showing occupancy trends, revenue growth, and service response times.

3. Staff Appraisal

Description: Staff performance is assessed through supervisor evaluations, peer reviews, and periodic performance meetings.

Purpose: To monitor employee skills, behavior, and overall contribution to guest satisfaction and departmental success.

Example: Annual or quarterly performance reviews that determine promotions, bonuses, or additional training needs.

4. System Reports

Description: Performance data is automatically generated from PMS (Property Management System) and other booking or analytics software.

Purpose: To identify operational errors, detect inefficiencies, and support decision-making through data-driven insights.

Example: Reports highlighting booking patterns, system errors, and front office performance analytics.

3.7 Performance Evaluation of Front Office

The evaluation of the performance of the Front Office department provides an overview of how well the departments responsible for the management of guests interact and ensure the consistency of service. The evaluation is made from guest comments, complaint records, and by observing the various operational data, which help to find and trace the efficiency and problems of the department.

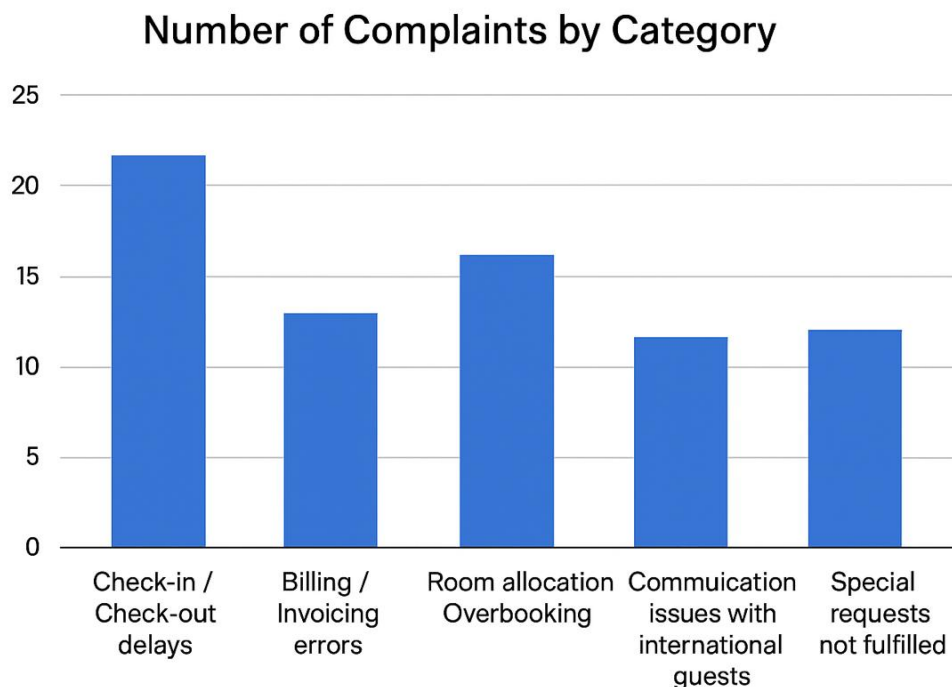


Figure 6: Number of complaints by category

Source: “Wyndham Sanya Bay Official Website:
<https://www.wyndhamhotels.com/wyndham/sanya-china/wyndham-sanya-bay>”

The figure above illustrates the number of complaints expressed in various categories in the front office operations at Wyndham Sanya Bay. It presents some interesting facets of the quality of service performance and guest experiences.

Check-in and Check-out Delays: This category has the highest volume of complaints. In most cases, the guests complain of having to wait for service during peak periods, when large numbers of guests have arrived at one time. This seems to suggest that better control of crowds could be maintained if methods of guest checking, registration, etc., were improved so as to plan better for the reception of guests during busy periods.

Room Allocation Issues: Several complaints were due to rooms not being ready to be occupied as well and some guests received incorrect room assignments. These complaints are frequently due to miscommunication between the front office and the housekeeping department; thus, the first impressions of guest satisfaction are sometimes not given in such cases.

Billing and Payment Errors: A moderate number of visitors referred to discrepancies in bills or slow check-outs. These errors, when made, cannot be very numerous; nevertheless, they have a very direct bearing on guest satisfaction and faith in the correctness of the hotel's financial statement of its operation.

Communication Difficulties: A few complaints were also in for corrections, in which language barriers between international visitors and front office attendants were involved. Even with a very cosmopolitan clientele in the hotel, it seems that similar difficulties arise at the front desk, in which erroneous interpretations or failures to understand the guest have occurred due to the differences in language.

Unfulfilled Special Requests: Several guests indicated that either their requests for pre-arrival conditions of room preference or requests for special amenities had not been satisfactorily attended to. This seems to indicate that the necessity of more internal organization could be taken where keeping in mind the wants and requests of guests.

From the general analysis of the figure, it seems that the main fields of front office operations at Wyndham Sanya Bay are functioning satisfactorily, but that a few more points in the services, particularly where check-in efficiency is concerned and communication, should receive considerably closer study and attention. The graph gives a concise visual analysis of performance trends so as to be of help to the management in making a survey of guest satisfaction and to give the management the opportunity to maintain service equality.

3.8 SWOT Analysis of Front Office Performance in Guest Services

The front office of Wyndham Sanya Bay may be assessed in terms of a SWOT analysis model. A SWOT analysis is a tool to assess both the positive (strengths & opportunities) and negative (weaknesses & threats) internal and external forces that affect an organization or business. Using this method will allow Wyndham Sanya Bay to recognize some ways it could improve its guest services as well as to find ways to minimize potential risk factors.

SWOT Analysis of Front Office – Wyndham Sanya Bay

Strengths (Internal) • Skilled & trained staff • Advanced PMS & CRS technology • Efficient guest service process • Strong inter-department communication	Weaknesses (Internal) • High staff turnover • Limited multilingual' skills • Over-dependence on technology • Work pressure during peak seasons
Opportunities (External) • Use of AI & chatbots • Enhanced loyalty programs • Training partnerships • Expanded online presence	Threats (External) • High market competition • Negative online reviews • Global events affecting tourism • Rising guest expectations

Strengths (Internal):

1. Front Office employees are highly trained, experienced employees with a focus on providing excellent guest interactions. These employees have been educated through customer service, problem-solving, and technology-based application training.
2. The hotel uses advanced technology such as Property Management Systems (PMS), Computer Reservation Systems (CRS), and online booking systems to enhance accuracy, efficiency, and data management.
3. A streamlined process exists for all guest service functions within the Front Office that enables efficient processing of check-in/check-out, assignment of rooms, and completion of billing processes.
4. Effective communication is utilized among Front Office staff, Housekeeping, Food & Beverage, and other departments to ensure the seamless delivery of all guest services.

Weaknesses (Internal):

1. **High Levels of Employee Turnover and Inadequate Training:** High employee turnover creates a lack of consistency in the service quality experienced by guests and increases the cost of employee training.
2. **Guests Speak Different Languages:** The majority of Wyndham Sanya Bay's international guests can speak their own languages, which can create a communication barrier because of the limited language abilities of the Front Office staff members.
3. **Reliance on Technology Systems:** A problem with the PMS or CRS technology systems may result in a disruption to the delivery of guest services at the hotel.
4. **Overwhelming Amount of Work During Peak Periods:** When the hotel is full during peak periods, the amount of work that needs to be completed by the Front Office employees is increased significantly. This provides opportunities for the staff to make mistakes or provide lower levels of guest satisfaction.

Opportunities (External):

1. **AI Integration & Chatbots:** The automation of routine communication and/or requests (i.e., reservations, inquiries) allows front office staff to focus their time and energy on personalizing the interaction with each guest.
2. **Guest Retention Program:** Develop a loyalty program that will create an environment for repeat business and develop long-term relationships with your most loyal guests.
3. **Training Partnerships:** Collaborate with local hospitality schools or Service Excellence Programs to develop employee knowledge and retention within the hotel.
4. **Hotel's Digital Presence:** Expand the hotel's digital presence by increasing positive reviews, social media engagement, and developing a digital marketing strategy to create awareness of the hotel and its connection to guests.

Threats (External):

1. **High-Competition Hospitality Market (Sanya):** If hotels add new/advanced amenities, they will be competing for the same clientele that would have been going to a hotel without those amenities.
2. **Online Negative Reviews:** While it is possible that problems at the hotel can remain relatively minor in their impact on the hotel, if guests leave negative comments about their experience, this could grow into a major problem for the hotel's reputation.
3. **Guests & Global Events Affecting Guest Visits:** When there are natural disasters, pandemics, or other global events affecting tourism, fewer guests are likely to visit the hotel.
4. **Increased Expectations for Guests:** Modern travelers want their hotel to have the most current technology to help create personalized, tech-enabled, and streamlined guest experiences. This creates increased pressure for the Front Desk team to continue to grow as the expectations from guests increase.

Chapter 4

Findings, Recommendations and Conclusions

Findings

1. Lack of Coordination Between Departments: Mismatches in the efficiencies of the coordination between the Front Office and allied Departments lead to service that is not efficiently handled.

- The slow process of coordination with Housekeeping causes rooms not to be ready in time.
- Failure of coordination with the F&B or Maintenance departments causes a lag in meeting guest needs.
- The lack of uniformity of communication results in reiteration and unproductive operations.

2. Inefficient Handling of Guest Complaints & Requests: Problems affecting guest complaints and special requests are not being handled efficiently.

- The Front Office problem is the inability to handle and rectify multiple complaints from guests at the same time.
- Special requests, e.g., room preference regarding amenities, are generally neglected or incorrectly serviced.
- Inadequate records of complaints or special requests made do not assist accountability or follow-up.

3. Over-Dependence on PMS/CRS Systems: Hiring dependence on the PMS or CRS systems places the operational ability at the mercy of the systems' ability.

- Any failure of the operating systems leads to a failure of reservations, check-in, or billing processes.
- Staff may not be capable of efficiently operating manually due to inadequate backup processes.
- Overly efficient dependence on technology precludes flexibility of action about contingencies in normal operation.

4. Overbooking & Room Allocation Errors: allocation of accommodation caused by systems / procedural errors.

- Errors in inputting reservations lead to double bookings.
- Misunderstanding about web reservations and PMS causes conflicts in pricing/allocations of accommodation.
- Last-minute adjustment confuses the Front Office through exigencies.

5. Delays in Check-In and Check-Out During Peak Hours: Delay in check-in and check-out procedures during peak parts of the day or periods.

- High volume of guests during weekend or holiday periods causes excessive waiting time at the Front Desk.
- The overly worked and multitasking staff causes an inevitable drop in the quality of service maintenance.

6. Language Barriers with International Guests: Difficulties in communication with non-resident guests because of the non-existence of multilingual skills of staff.

- Because of the language problems, the staff experience problems in not understanding the guests' demands.
- Problems also arise with the check-in procedure, special requests, or the resolution of complaints raised.
- The lack of a sufficient number of multi-lingually qualified staff leads to problems in servicing multi-lingual requests.

7. Billing & Invoicing Errors: Errors in the billing and invoicing processes with the complicated pay systems.

- Mistakes arise in handling the rendering of multiple payments, including credit cards, foreign currencies, online payments, etc.
- Delay in the issuance of invoices leads to dissatisfaction and changes in the advice to be issued to guests.
- Lack of a regular quality verification of systems leads to major lapses in the service throughput processes.

8. Inconsistent Service Quality Between Shifts: Proper leads to unfairness of service or quality of service throughput on different shifts or personnel.

- At times, one shift is better than others due to experience and/or the workload of staff on this shift.
- Those staff who are inexperienced or temporary do not strictly adhere to the SOP, leading to a weakening of service.
- Guests may notice the difference in time of response, or courtesy or accuracy of the service.

9. Staff Fatigue During Peak Seasons: Heavy workloads during peak seasons lead to staff fatigue and slow service.

- During peak holiday periods or peak season, staff are called on to multitask in the demands made of them.
- Fatigue can lead to mistakes, errors in reservations, check-in or out, and guest assistance.
- The lack of enough personnel during peak seasons will add to the operational difficulties experienced with guests.

10. Insufficient Training & Experience of Staff: Gaps in the training and experience of staff employed, which cause inefficient operations from the Front Office point of view.

- The personnel may not have a thorough grounding in the various hotel policies, systems, and procedures.
- Staff may be inexperienced and take unduly long to effect the processes, which leads to slow service.
- The irregularity of training causes different experiences for guests and operational mistakes.

Recommendations

1. Improve Interdepartmental Coordination: Minimizing inconsistent coordination between Front Office and other departments, leading to delays in service.

- Create fixed channels of communication between the Front Office, Housekeeping, F&B, and Maintenance to ensure operations run on time.
- Conduct interdepartmental daily or shift briefings to state guest requests and room readiness.
- Set up a permanent method of communication within the property, ensuring the least amount of repeated follow ups thus minimizing delays.

2. Enhance Complaint & Request Handling System: Reduce the problems in handling the guest complaints and special requests efficiently.

- Set up a centralized system of monitoring complaints and requests to ensure someone is accountable.
- Train the staff to tackle and address more than one guest problem at a time.
- Ensure proper documentations are kept for all complaints and requests, so that there may be a proper follow-up.

3. Train Staff for Manual Operations: Reducing over-reliance on PMS and CRS systems, causing our operations to be curbed in the event of a system breakdown.

- Train the staff on manual backup systems regarding reservation, check in and billing procedures.
- Encourage the staff to handle guest operations flexibly when system runs are down.
- Regularly test the contingency systems that should be in place to maintain an efficient operation during a breakdown of any further progressing systems.

4. Prevent Overbooking & Allocation Mistakes: Minimizing the chances of overbooking or allocation of rooms due to either system or human error.

- Double-check reservation records and cross-check with the booking made online in the PMS, to avoid any contention.
- Have clear standard operating procedures put into place regarding the allocation of rooms and last-minute changes.
- Improve integration of the online booking platforms with PMS to reduce errors.

5. Speed Up Check-In/Check-Out Procedures: Managing delays in check-in and out operations during peak periods.

- Introduce express check-in/check-out counters or self-service stations to facilitate speedy check-in/check-out.
- Optimize staffing schedules to provide adequate coverage during times of high guest flow.

- Streamline documentation procedures of vetting guest documents and billing problems, to keep down the waiting time.

6. Hire or Train Multilingual Staff: Resolving problems of communication with international guests as a result of a lack of multilingual ability in staff members.

- Hire multilingual staff or train staff to be able to cover rudimentary languages.
- Translation tools or guest preferences lists may be used to alleviate any requests.
- Encourage cultural sensitivity training where applicable to improve the service of international guests.

7. Ensure Accuracy in Billing & Payments: Preventing occasional errors in the area of billing and invoicing due to complex payment processes.

- Implement uniformity in the verification of all categories of payment cards, cash, foreign currencies, and online payments.
- Train the staff in the correct handling of complex billing type of scenarios.
- Regular audits of invoices to prevent and correct them in good time.

8. Maintain Uniform Service Standards Across Shifts: Variation in service quality between shifts and among staff members.

- Apply the standard operating procedures uniformly over the shifts to ensure that service quality is uniform.
- Provide ongoing training of temporary staff to ensure that they deliver service according to the standards of the hotel.
- Monitor staff performance regularly, giving feedback to reduce inconsistency in service delivery.

9. Manage Workload & Prevent Staff Fatigue: Managing the workload of the peak seasons leads to fatigue of staff and, in turn, a slower service.

- Adjust staffing levels in the peak periods so that the work workload may be evenly spread throughout the staff.
- Delegate tasks where suitable and decide priorities of critical guest services.
- Introduce breaks and rotation as normal to reduce fatigue.

10. Conduct Regular Staff Training & Skill Evaluation: Closing gaps in knowledge and training of staff, resulting in overall poor performance in the Front Office being exhibited.

- Regular training courses on hotel policy, PMS/CRS systems, and guest service levels should be conducted.
- Setting up knowledge sharing systems for easy solution to operating queries.
- Regular evaluation of staff skills is carried out, necessitating specific areas to be improved to increase efficiency.

4.3 Conclusion

This study of Wyndham Sanya Bay clearly shows that a vital part of the operation is the front office in accomplishing daily operations of the hotel in a way to most afford guest satisfaction, and at the same time serve as a method of profit for the hotel as well. The front office plays a vital part in that it is the centralized location for all activities within the hotel, and as such, the overall success of the operation and ultimately the overall guest experience is dependent upon its success. The front office is responsible for all aspects of the guest experience due to its position as the first as well as last point of contact with the guests. This includes reservations, arrivals, and departures, guest requests and complaints, and coordination with the other departments. This study has also demonstrated the fact that property management systems and central reservation systems have greatly increased the efficiency, accuracy, and availability of information in the front office due to the many technological improvements made in relation to systems in general. The technology advances in the front office have greatly assisted in the improvement in performance of the front office, and there are still in some areas of operation many difficulties which can readily be tied down to overbooking, large volume of work in peak season, poor communications with guest from foreign countries, and fluctuation in service from shift to shift, etc., which if allowed to persist definitely take their toll. These apparent existing situations can help point to areas where improvement from mechanical and performance standpoints can be made to alleviate some of the discrepancies that exist between expectations and realization. Recommendations are made for the improvement in the performance of the front office, such as formulating standardization of departmental procedures, developing training programs for employees, possible improvement in interdepartmental communications, and developing redundancy through the means of modern technology. Also, better and improved communications with guests from foreign countries, balance in staffing during busy times, and review of reservation periods and billing matters could be improved for the total quality guest experience and maintained both in efficient operations and quality experience.

Chapter 5

Appendices

5.1 Appendices

BTHM	Bachelor of Tourism and Hospitality Management
FO	Front Office
F&B	Food and Beverage
HR	Human Resources
PMS	Property Management System
CRS	Central Reservation System
SOP	Standard Operating Procedure
KPI	Key Performance Indicator
RevPAR	Revenue Per Available Room
SWOT	Strengths, Weaknesses, Opportunities, Threats
AI	Artificial Intelligence
VIP	Very Important Person
OTA	Online Travel Agency
CSR	Customer Service Request / Customer Service Representative

Chapter 6

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