

INTERNSHIP REPORT

ON

**Food & Beverage Service
Operations:**

**A Case Study of Wyndham
Sanya Bay, China**

Food & Beverage Service Operations:

A Case Study of Wyndham

Sanya Bay, China

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Date of Submission

October 30, 2025

Letter Of Transmittal

30 October 2025

Mahbub Parvez

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Subject: Submission of the Internship Report.

Dear Sir,

I am delighted to present my internship paper titled “Food & Beverage Service Operations : A Case Study Of Wyndham Sanya Bay , China which I have prepared as an element of the requirements for successfully finishing my internship program. This paper includes an in-depth analysis of Wyndham Sanya Bay food & Beverage service operations. I truly appreciate your constant observation and input during my internship at Wyndham Santa Bay which has been an excellent opportunity for me to learn.

I would really appreciate if you accept this report and I am keen to welcome any feedback or suggestions you may offer. Thank you very much for your time and cooperation. Sincerely,



Tanjum Akter Tushi

ID: 203-43-147

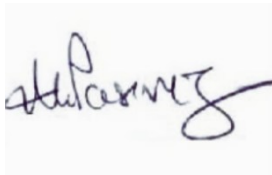
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Certificate of Approval

The following is to affirm that this internship report titled “Food & Beverage Service Operations” submitted by Tanjum Akter Tushi, **ID: 203-43- 147**, in fulfillment of the requirements to complete Bachelor of Tourism and Hospitality Management from Daffodil International University, has been thoroughly reviewed and accepted. This paper is an independent work by the student and was done under my direction.

Signature

A handwritten signature in blue ink, appearing to read 'Mahbub Parvez', is written over a light gray rectangular background.

Mahbub Parvez

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Executive Summary

The Wyndham Sanya Bay resort is a Five -Star property located in Hainan, China. The resort provides an array of modern amenities along with various dining options, as well as excellent guest services. The Food & Beverage (F&B) Department at Wyndham Sanya Bay Resort is particularly important to delivering a positive guest experience as it offers both international and local F&B products to guests while providing high levels of service. As the resort is close to the Sanya Phoenix International Airport, Wyndham Sanya Bay Resort would be suitable for either leisure or business travelers. This study focuses on assessing the delivery of Food & Beverage services by Wyndham Sanya Bay, with specific reference to Guest Satisfaction, Employee Performance and Operational Efficiency. Insights from internships have provided this study the ability to identify areas of strength and weakness within the Food & Beverage Service Quality at Wyndham Sanya Bay Resort; as well as develop strategies to mainta.

List of Abbreviations

- F&B – Food and Beverage
- GM – General Manager
- HR – Human Resources
- HOD – Head of Department
- SOP – Standard Operating Procedure
- KOT – Kitchen Order Ticket
- BOT – Bar Order Ticket
- POS – Point of Sale
- CSR – Corporate Social Responsibility
- PAX – Number of Guests / Persons
- FIFO – First In, First Out
- ROI – Return on Investment
- KPIs – Key Performance Indicators
- USP – Unique Selling Proposition
- SWOT – Strengths, Weaknesses, Opportunities, Threats
- P&L – Profit and Loss
- R&M – Repair and Maintenance
- OTA – Online Travel Agency
- IT – Information Technology

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Chapter 1

Introduction

1.1 Overview of The Report

The purpose of this report is to fulfill a requirement of the Bachelor of Tourism and Hospitality Management program at Daffodil International University. It was written based on the authors' internship experience at the five-star Wyndham Sanya Bay resort in Hainan, China. The primary focus of the report was the Food and Beverage (F&B) Department of the Wyndham Sanya Bay. The report details the operation of the F&B department and its organizational structure that enables the department to provide superior customer service. The operational details of the F&B department are detailed through use of data from the other departments of the resort and their interdepartmental relationships. The objective of this report was to assess the overall health of the F&B department, and to determine the extent to which the department is meeting its objectives and providing a quality guest experience. The intent of this report was to examine the resort's most important functions, identify the departments' strengths and weaknesses, identify potential opportunities and threats, and provide recommendations to enhance the resort's operational and service delivery capabilities consistent with the resort's vision and mission.

1.2 Background of the Study

The hotel industry is one of the fastest-growing in the world. Hotels and resorts do all they can to make sure their guests have a great time while they are there. The Food and Beverage (F&B) department has a big job to do: they have to make sure that customers are happy since meals usually create a lasting impact on visitors. Providing great food and drink service not only makes guests happier, but it also helps a hotel make more money and build a good name. The five-star Wyndham Sanya Bay resort in Hainan, China has a lot of places to eat. You may obtain meals from all around the globe, as well as local favorites. The hotel is great for both business and pleasure guests since it has both high-end rooms and professional food and drink service. This research aims to comprehend the Food and Beverage service operations of Wyndham Sanya Bay, assess service quality, and pinpoint operational difficulties. The goal of my internship is to use what I learned to come up with ideas to improve the food and drink department's service and make clients happy.

1.3 Objectives of The Report

The primary objective of this study is to look at the Food and Beverage service at Wyndham Sanya Bay, determine how effectively it works, identify any problems, and recommend strategies to resolve these issues.

Specific Objectives

- To explain how the Food and Beverage service at Wyndham Sanya Bay operates.
- To determine the level of satisfaction that patrons have with the Food and Beverage service.
- To assess the employees' job performance and customer service skills.

1.4 Methodology

Type of the study

The goal of the study is to provide descriptive information. It goes into great detail about the Food and Beverage serving process, client satisfaction, and the interns' job performance.

1.4.1 Data Collection Sources & Methods

To achieve the stated objectives, both primary and secondary data collection methods were applied

Primary Data :

- **Observation:** observing the Food & Beverage service to gain insight into their everyday operations, order procedures, and ways to improve efficiency.
- **Guest input:** Speaking casually with clients and soliciting their opinions to find out how satisfied they are with the level of service, the speed at which it was completed, and the behavior of the employees.
- **Staff Interaction:** Interacting with managers, supervisors, and service personnel to learn about their issues, strengths, and areas for improvement.

Secondary Data :

- Looking at standard operating procedures (SOPs), service manuals, and other papers for the organization.
- Reading research publications, reports, and other resources that have to do with managing food and drink service.

1.4.2 Data Analysis & Report Writings :

The collected information has been analyzed by :

- 1) Explaining how the food and beverage service works.
- 2) Checking the satisfaction of customers are by reviewing their comments and observations.
- 3) Examining at how well personnel do their jobs and how quickly they provide services compared to industry standards.

1.5 Scope and Limitations

The research is confined to the Food & Beverage department of Wyndham Sanya Bay, informed by the internship experience within a designated timeframe. The input about guests was informal, and the results may not be representative for all groups of clients.

Chapter 2

Organizational profile

2.1 History

Sanya Leisure Investment built Wyndham Sanya Bay, a five-star resort in Sanya Bay, Hainan, China. The famous architectural firm MCO designed it. Wyndham Hotels & Resorts manages it, and it is known as one of the best luxury resorts in Sanya. It provides high-end accommodation and hospitality amenities to both corporate and leisure travelers.

2.2 Mission, Vision & Goals

Mission Statement

The Wyndham Hotels & Resorts' purpose is "We make hotel travel possible for everyone." This mission drives how the hotel runs, ensuring guests have excellent and affordable experiences with service which is constantly identical.

Vision Statement

Wyndham Hotels & Resorts wants to be "the world's most preferred, admired, and efficient hotel company." This shows that the company's long-term goal is to provide excellent customer service, develop an outstanding reputation, and make guests very satisfied.

Goals

1. **Enhance Customer Satisfaction:** Deliver outstanding service experiences to all guests.
2. **Optimize operations more efficient:** Improve processes so that they are more efficient while maintaining excellent customer service.
3. **Staff Development:** demonstrate to employees how to perform their duties better and provide them with the resources that they require to do .
4. **Sustainability:** Use methodologies which are beneficial for the environment and last for an extended period in the business.

2.3 Philosophy of Wyndham Sanya Bay

Wyndham Sanya Bay is an excellent representation of the values that Wyndham Hotels & Resorts stands for: reliability, accountability, inclusion, and concern. They focus on providing their guests the greatest potential experiences. The resort is committed to offering high-quality, accessible hospitality to ensure all guests feel welcome. They ensure that each guest has an excellent time by providing thoughtful facilities and responsive service.

2.4 Key Organizers of Wyndham Sanya Bay

Wyndham Hotels & Resorts, a multinational hospitality company, operates the Wyndham Sanya Bay resort in Sanya, Hainan, China. Sanya Leaguer Investment and Development Ltd. Co. established the resort, and the reputable business MCO supported with the conceptualization.

At the corporate level, a group of executives supervises Wyndham Hotels & Resorts:

- Geoffrey A. Ballotti – President and Chief Executive Officer
- Michele Allen – Chief Financial Officer and Head of Strategy
- Paul Cash – General Counsel
- Monica Melancon – Chief Human Resource Officer
- Scott Strickland – Chief Commercial Officer
- Amit Sripathi – Chief Development Officer
- Shilpan Patel – Executive Vice President, North America Franchise Operations •
- Dimitris Manikis – President, Europe, Middle East, Eurasia, and Africa
- Joon Aun Ooi represents the chief executive of Asia Pacific.
- Krishna Paliwal is the President of La Quinta by Wyndham and the Head of Architecture, Design, and Construction.

2.5 Departments of Wyndham Sanya Bay

Wyndham Sanya Bay is a five-star resort in Sanya, Hainan, China that is operated by Wyndham Hotels & Resorts. The structure of its operating departments at the Wyndham Sanya Bay is not detailed in public; however, there are six common types of departments found at hotels around the world:

1. **Front Desk:** Manages guest check-in and out processes, makes reservations, and assists guests through the use of the concierge.
2. **Housekeeping:** Ensures that all guest rooms and public spaces in the hotel are kept clean and in good working order.
3. **Food and Beverage:** Responsible for providing food and beverage service in the form of room service, restaurants, bars and banquet/catering services.
4. **Marketing and Sales:** Organize events, develop marketing plans and execute marketing programs.
5. **Accounting and Finance:** Manage the budget, prepare financial reports and audit the hotel.
6. **HR/Training/Employees Relations:** Recruit and train staff, and deal with staff relations.
7. **Maintenance/Engineering/Operations:** Ensure that the hotel building and equipment remains in good repair and maintain the hotel's systems.
8. **Security/Cashiers:** Safeguard both guests and employees of the hotel from harm, and protect the property of the hotel.

2.6 Product & Services of Wyndham Sanya Bay

Wyndham Sanya Bay, situated on the tranquil shores of Sanya Bay in Hainan, China, offers an extensive selection of products and services that are specifically designed to ensure that visitors have a comfortable and luxurious experience. The resort's offerings are summarized below:

Accommodation

The resort offers several varieties of guest rooms and suites, all of which have outstanding views of the South China Sea. Several of the amenities are private balconies, high-speed Wi-Fi, flatscreen HDTVs, minibars, ergonomic workplaces, and coffee and tea makers. Suites have more space and superior amenities.

Food & Beverage Service

1. **Genoa Western Restaurant:** a casual place to eat that is open 24 hours a day and serves a wide variety of international dishes.
2. **MO Blue Chinese Restaurant:** Offers an excellent dining experience with a focus on Cantonese and Hainanese food.
3. **In-Room Dining:** Guests who prefer to dine in the convenience of their own rooms can do so.

Recreation & Wellness

1. **Infinity Pool:** A peaceful place to unwind with beautiful views of the South China Sea.
2. **Fitness Center:** Has modern exercise machines and weights so you can keep up with your fitness routine.
3. **Spa Services:** Offers a variety of treatments that are meant to refresh and relax clients.
4. **Game Room:** Has fun things for guests of all ages to do.
5. **Kid's Club:** A supervised space for kids to do different things, giving adults some time to relax.

Business & Event Facilities

1. **Business Center:** Fully equipped to cater to business needs, including high-speed internet access and printing services.
2. **Meeting & Conference Rooms:** Available for hosting events, meetings and conferences with necessary amenities.

Transportation & Additional Services

1. **Airport Shuttle:** complimentary round-trip shuttle service to and from the airport.
2. **Car rental:** Guests who require to explore the area on their own can rent a car.
3. **Valet Parking:** A beneficial option for those who have cars.
4. **Currency Exchange and ATM:** Services on-site to help with money matters.
5. **Concierge Services:** Assistance with guests' requests, such as excursions, reservations, and other things.

2.7 Organizational Structure of F&B Department

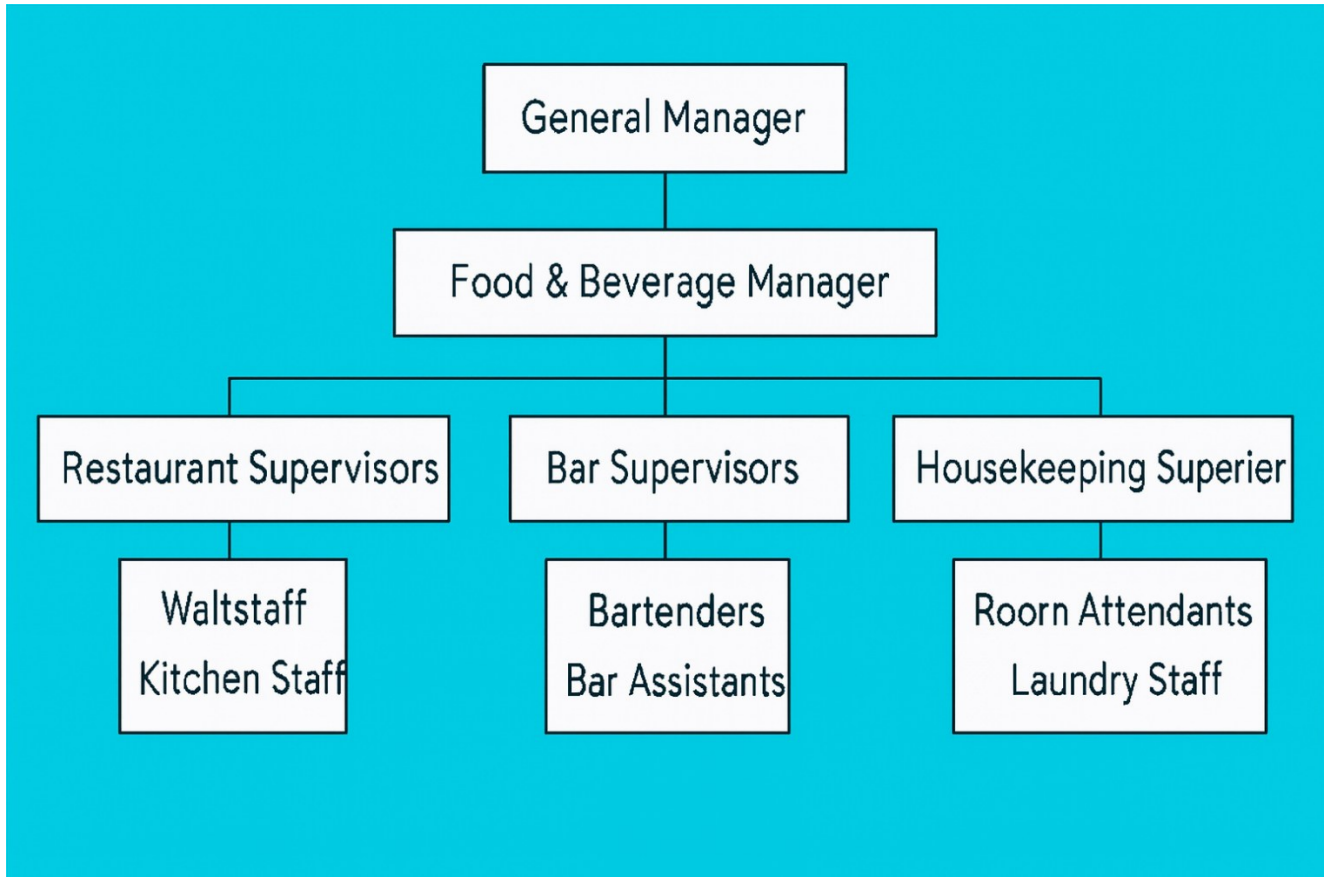


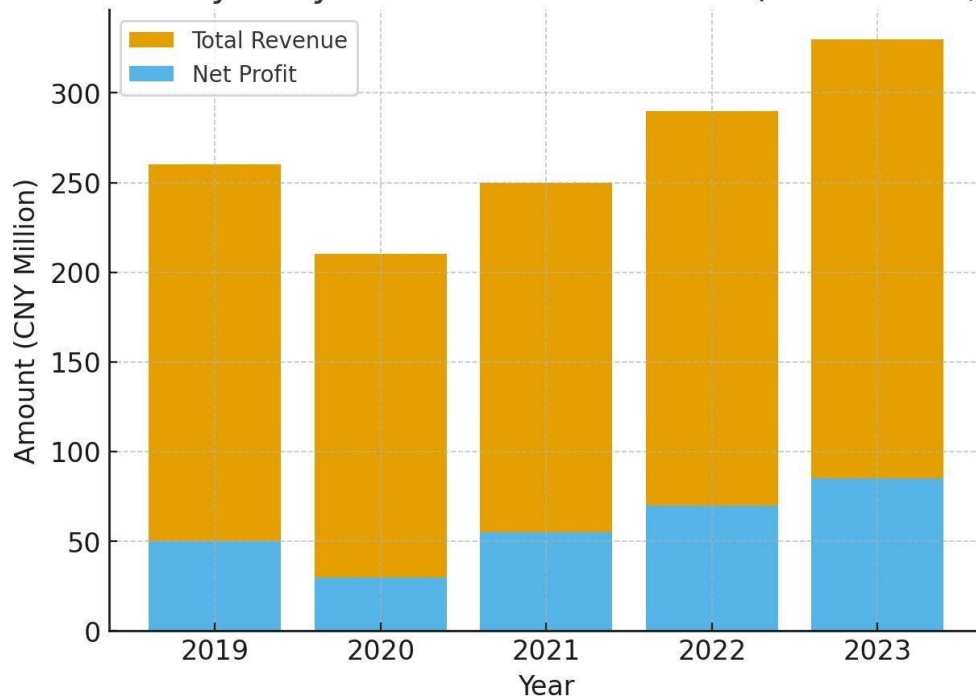
Figure 1: Structure of Food and Beverage Department

2.8 Financial Highlights Of Wyndham Sanya Bay (Estimated)

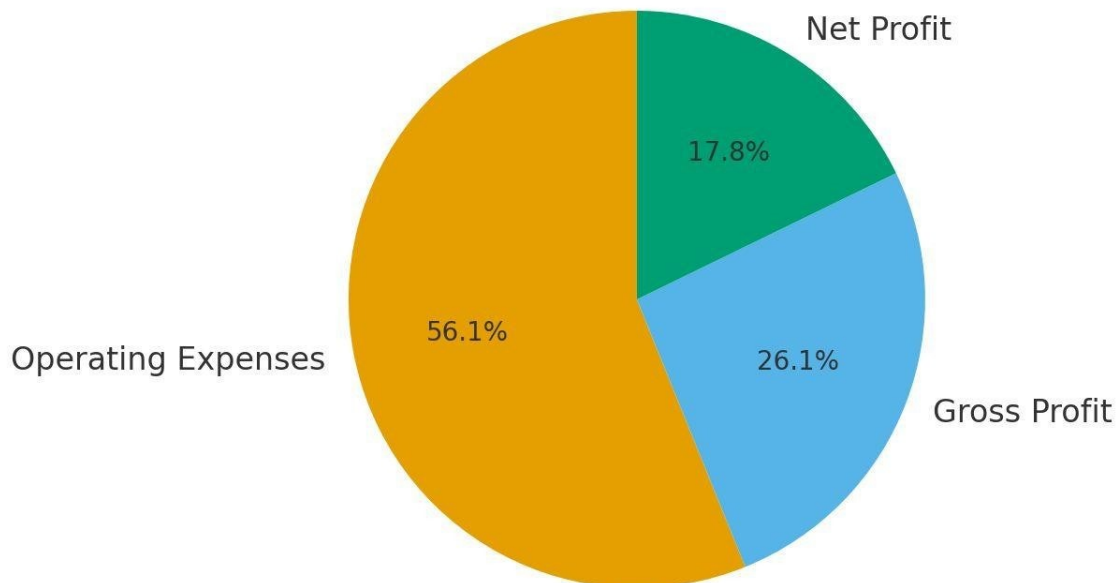
Wyndham Sanya Bay's finances grew steadily from 2019 to 2023. Both operating costs and overall revenue went grown steadily, which is a sign of corporate growth and recovery from the pandemic slowdown in 2020. Gross and net profits also went up. Net profit went from CNY 50 million in 2019 to CNY 85 million in 2023. This shows that the company did well and managed its costs well, even if costs went up.

Year	Operating Expenses (CNY Million)	Total Revenue (CNY Year Million)	Gross Profit (CNY Million)	Net Profit (CNY Million)
2019	260	180	80	50
2020	210	160	50	30
2021	250	175	75	55
2022	290	190	100	70
2023	330	210	130	85

Wyndham Sanya Bay: Revenue vs Net Profit (2019-2023, Approx.)



Average Financial Breakdown (2019-2023, Approx.)



2.9 SWOT Analysis



Strengths :

- A broad spectrum of dining alternatives, including both local and international food.
- Staff that is well-trained and experienced.
- A prime seaside location that draws in both business and leisure guests.

Weaknesses :

- Tourist demand changes with the seasons.
- High costs of running and keeping up.

Opportunities :

- Moving into new tourist markets
- Using eco-friendly and sustainable techniques

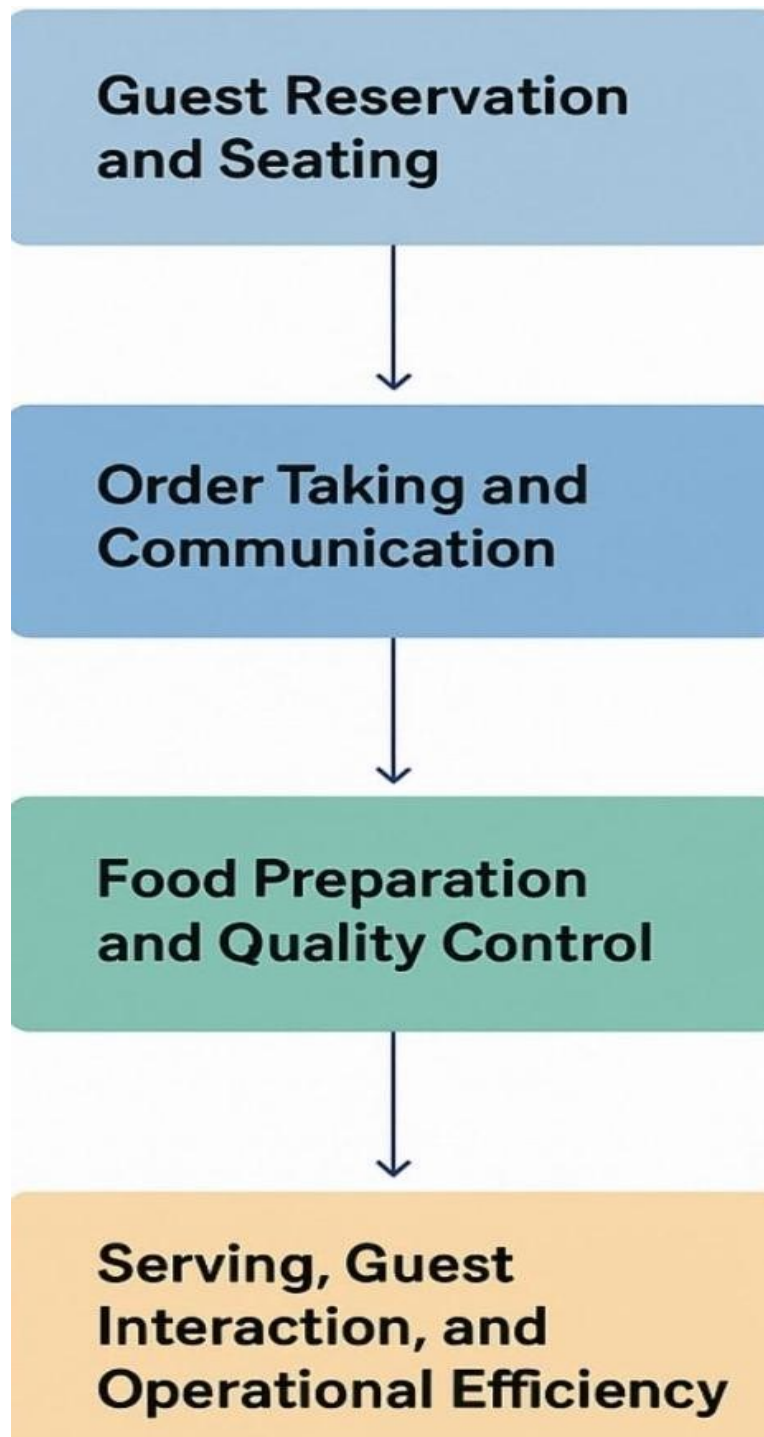
Threats :

- A lot of competition from other high-end resorts in Sanya.
- Changes in the economy that affect the demand for tourism.

Chapter 3

Food & Beverage Service Operations

Food & Beverage Service Process :



3.1 Making reservations and seating guests

- Guests can readily reserve rooms over the phone, using online booking systems, or at the front desk, making it easy for them to do so.
- The front office staff work closely with food & beverage to determine dining times, which will help provide a smooth experience for our guests and eliminate any potential issues with timing.
- Wyndham carefully document all guest preferences, such as their dietary needs, allergies, etc., as well as any special events (birthday/anniversary) so that each guest has an individualized experience.
- Wyndham ensure each detail of the guest's experience, from table settings to start of service is executed with precision and care so that every guest feels comfortable and satisfied.

3.2 Order Taking and Communication

- Servers learn to take accurate orders and clearly communicate this to kitchen staff.
- Use of non-intrusive, yet effective upsell techniques to increase revenue.
- Digital order taking systems enable faster service and fewer errors.

3.3 Food Preparation and Quality Control

- The kitchen staff adheres to rules on recipe preparation, serving sizes, and food preparation.
- Regular quality checks make sure that all the food is safe, tastes well, and is always the same.
- When the cook and the service staff work together, there are less delays and meals are always delivered on time.

3.4 Serving, Guest Interaction, and Operational Efficiency

- Food and drinks are served in the appropriate way, at the right time, and with the right presentation.
- Staff always check on how comfortable guests are, reply quickly to requests, and handle complaints in a timely manner.
- Digital billing, pre-ordering, and cross-selling opportunities (such combining spa services or special packages) all help you make more money from each customer.
- Operations include environmentally friendly practices including employing serving materials that are healthy for the environment and cutting down on food waste.

3.5 Strategies to Enhance Guest Experience

1. Personalized Service

- Keeping track of guests' likes and dislikes, like their cuisine, seating, and special events.
- Whenever you can, call guests by their names.
- Making tailored suggestions based on past visits

2. Efficient and Timely Service

- Giving personnel the right tasks to cut down on wait times.
- Using digital techniques for ordering and billing to speed up the process.
- Made it easier for kitchen and service staff to work together.

3. Staff Training and Professionalism

- Regular training on how to be pleasant, talk to people, and sell them more.
- Encouraging behavior that is kind, helpful, and proactive.
- The capacity to address difficulties so that you can deal with complaints well.

4. Quality Food and Beverage

- The taste, presentation, and size of the portions are always the same.
- Regular checks on cleanliness and quality.
- Offering new meal options or specials during the season.

5. Guest Feedback and Continuous Improvement

- Getting input through surveys, internet media, or by contacting them directly.
- Modifying in response to feedback from visitors.
- Monitoring the actions of returning visitors to find ways to improve the experience.

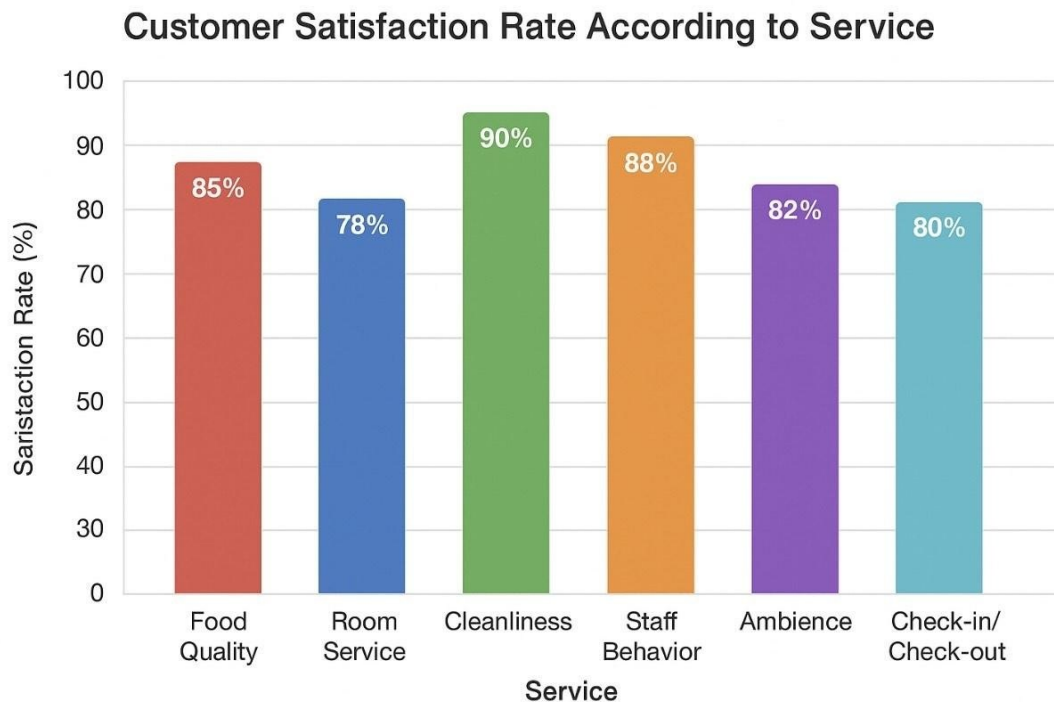
6. Creating Memorable Experiences

- Providing unexpected presents, like a complimentary dessert or birthday plans;
- Organizing theme nights, special lunches, or gatherings where you can mingle with other guests;
- Ensuring that the space is tidy, welcoming, and aesthetically pleasing.

7. Leveraging Technology

- Use smartphone applications, book online, or sign up for incentive schemes to make things easier.
- Using data analysis to find out what guests enjoy and do.
- Use of personalized communication and digital marketing to get individuals more interested.

3.6 Customer Satisfaction Measurement in F&B Operations



The bar graph displays the level of satisfaction that guests have with the different hotel services.

1. Cleanliness was the most important thing, and it obtained a score of 90%. It shows how beautifully the property was kept up.
2. The service got an 88% for how well the workers acted, which means they were very professional.
3. An 85% score for food quality means that most of the individuals who visited were happy with their meals.
4. The environment (82%) and the check-in/check-out process (80%) both got good reviews, but there were a few things that could have been better.
5. Room service got the worst grade (78%), which means that this portion of the trip needs more work to make it better.

1. Guest Feedback Forms / Surveys

1. Post event paper form at the end of the Banquet/Supper.
2. Distribution of online questionnaires via Email, Hotel Apps or through a Tabletop QR code.
3. It is very important to take into account what the staff did, how good was the food, the quality of service, atmosphere and overall experience.

SURVEY

PERSONAL INFORMATION:

NAME:

DATE OF BIRTH:
DAY / MONTH / YEAR

CIVIL STATUS

GENDER:

☐ Male ☐ Female

Not Listed

☐ Prefer Not to Answer

Dear Guest, We value your feedback. Please take a few minutes to rate your experience:

QUESTIONS:		RATING SCALE				
		Poor	Fair	Good	Very Good	Excellent
1	Friendliness and courtesy of staff:	☐	☐	☐	☐	☐
2	Speed and efficiency of service	☐	☐	☐	☐	☐
3	Accuracy of your order	☐	☐	☐	☐	☐
4	Taste and quality of food	☐	☐	☐	☐	☐
5	Presentation of dishes	☐	☐	☐	☐	☐
6	Variety of menu options	☐	☐	☐	☐	☐
7	Cleanliness of dining area	☐	☐	☐	☐	☐
8	Ambiance and comfort	☐	☐	☐	☐	☐
9	Overall satisfaction with F&B services	☐	☐	☐	☐	☐
10	Suggestions or comments for improvement					

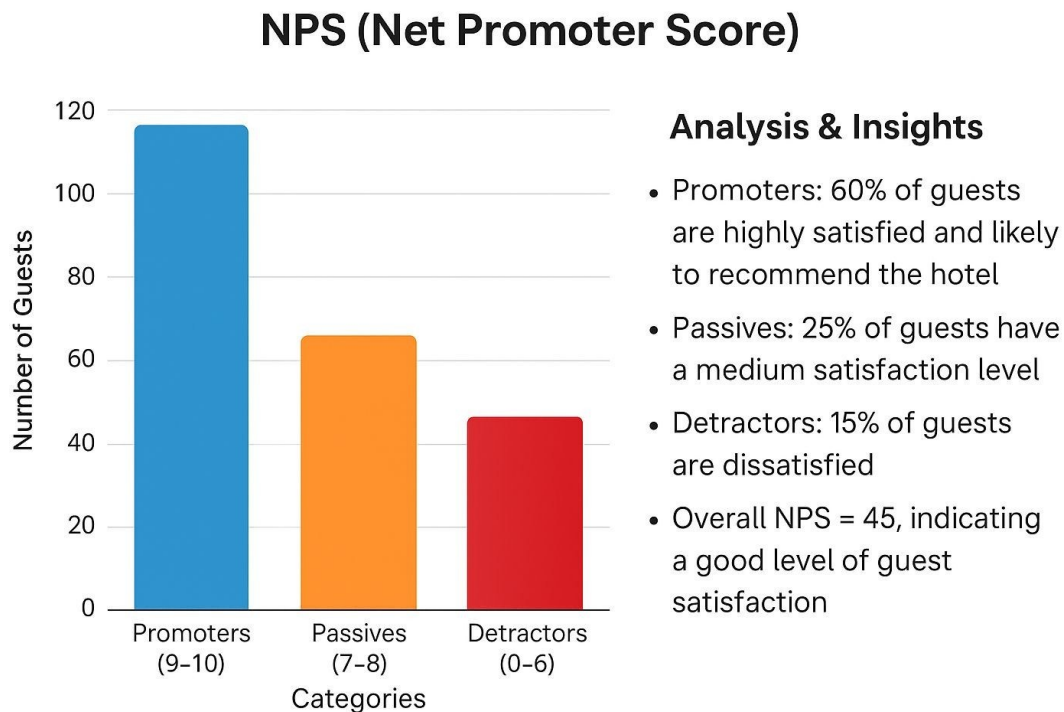
2. Online Reviews & Ratings

- Paper forms after the restaurant or banquet.
- Electronic surveys may be sent using the hotel app, email, or a QR code that is on the table.
- It's important to look at factors like the behavior of the workers, the quality of the food, the service, the atmosphere, and the complete experience.

3. Direct Interaction / Observation

- Staff may ask customers what they think during or after service.
- Staff may also monitor how visitors respond, such how long they are willing to wait, if they order the same food again, whether they smile, or if they complain.

4. Net Promoter Score (NPS)



Analysis Of NPS

5. Mystery Guest / Audit Visits

- Hiring surprise guests to check the quality of service without notifying anyone.
- Ensures that information about staff performance, cleanliness, and service speed is not skewed.

6. Repeat Business & Loyalty Programs

- Keeping an eye on returning customers by looking at their reservation history, loyalty cards, or apps.
- A high rate of recurrence shows that people are very happy.
- It also keeps track of how many visitors stay and how well upselling is done.

7. Complaint Analysis

- Putting concerns in writing and grouping them according to factors like cuisine, service, and ambience.
- Monitoring the frequency and speed of problem-solving may provide insight into people's level of happiness.

3.7 Efficiency of Staff Performance

Management can improve employees' performance by keeping a close eye on them. This method also helps choose people for promotions and bonuses based on how well they do their jobs.

Sl. No.	Measurement Tool	Description/ Purpose	Used For
1	Guest Review & Feedback	Evaluates staff service quality and behavior based on guest comments and ratings (online/offline).	Promotion & Reward Decisions
2	Supervisor Evaluation Report	Weekly performance report based on punctuality, teamwork, discipline, and SOP compliance.	Performance Appraisal
3	Mystery Guest Report	Anonymous evaluation of staff behavior, service speed, and product knowledge.	Quality Assurance
4	Key Performance Indicators (KPIs)	Measures service accuracy, order delivery time, upselling success, and guest complaint ratio.	Efficiency Measurement
5	Attendance & Punctuality Record	Tracks timeliness and attendance consistency of each employee.	Reliability Assessment
6	Training Assessment	Post-training tests or observations to evaluate skill improvement and practical knowledge.	Skill Development
7	Teamwork & Communication Score	Based on coordination and cooperation with colleagues during busy operations.	Promotion & Team Evaluation
8	Customer Complaint Log Analysis	Frequency and resolution speed of complaints handled by the employee.	Service Recovery Evaluation

These tools ensure that staff are motivated, productive, and consistent in providing quality service, which ultimately enhances guest satisfaction.

Chapter 4

Findings, Recommendations & Conclusions

4.1 Findings

- Service Delays during peak hours — When many guests are present, service time increases and the overall dining experience suffers.
- Communication Breakdown between Service Staff and Kitchen Staff — Inadequate communication between these two departments can result in incorrect orders or delayed service.
- Lack of Standardized Training for Employees — The service and treatment of guests by employees can vary depending upon the training they receive.
- No Formal Means to Collect Guest Feedback — Guest comments are often collected informally making it difficult to act on them.
- Insufficient Technology Utilization in Service Operations — Many of the technologies available to assist with order tracking, customer preferences and service quality are underutilized

4.2 Recommendations

- When business is at its peak season, ensure there are sufficient employees to run the service efficiently and on schedule,
- Utilize POS/KOT or digital order tracking systems to enable seamless communication between the kitchen and service staff.
- Establish a regular employee development program including formal customer service training, product knowledge and complaint resolution techniques.
- Employ QR code technology or digital survey tools to provide guests an effortless means of providing
- Using modern technologies such as digital dashboards, visitor profile management systems, and service monitoring systems will improve guest experiences and help streamline operations.

4.3 Conclusions

In addition to my experience at the Wyndham Sanya Bay as an intern, I gained valuable knowledge regarding how the Food and Beverage (F&B) service sector is operated, I found that the F&B Department was very effective at making timely reservations, order processing was accurate, food quality was consistent, and customer service was exceptional due to the training of employees, adherence to procedures, and efficient use of available technologies, which contributed to greater customer satisfaction. There were some small issues experienced during peak periods and fluctuations in demand, but overall, my internship provided me with significant insights into various operational aspects of food and beverage establishments, such as the delivery of quality customer communications, management of operations to maintain consistency, and delivery of superior service to customers. I also developed the critical skills needed to provide superior customer service and ensure customer satisfaction.

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Chapter 5

Appendices

Plagiarism Report:

This report has been checked for plagiarism using by Turnitin. The total similarity index of the report is 10% and AI writings is 20% which is within the acceptable academic standard.