

**Internship Report on
Reservation Systems and Customer Service
of Sea Pearl Beach Resort & Spa**

Internship Report on Reservation Systems and Customer Service of Sea Pearl Beach Resort & Spa

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Date of Submission: 25 September 2025

Letter of Transmittal

To,
Mst. Khadijatul Kobra
Assistant Professor
Department of Tourism and Hospitality Management
Daffodil International University

Subject: Submission of Internship Report on “Reservation Systems and Customer Services of Sea Pearl Beach Resort & Spa”

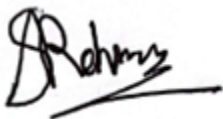
Dear Madam,

I am pleased to submit my internship report on the procedures of reservation at SPBRS, which is a requirement of my BTHM academic program. I would like to sincerely thank you for the guidance and support you extended to me throughout my internship period.

Your insights and feedback have been incredibly valuable, as they reflect the progress and knowledge I’ve gained during this experience.

It would be deeply rewarding to know that this report contributes to a clearer understanding of the topic.

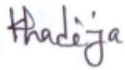
Warm regards,
Md. Sajid Arafat Rahman
ID: 191-43-392
Department of Tourism and Hospitality Management
Faculty of Business and Entrepreneurship
Daffodil International University



Certificate of Approval

This is to certify that this report, entitled “**Reservation Systems and Customer Services of Sea Pearl Beach Resort & Spa**” is prepared by Md. Sajid Arafat Rahman, ID: 191-43-392. This report is an outcome of the 06 Month internship undergone at Sea Pearl Beach Resort and Spa. He has completed his internship at Sea Pearl Beach Resort and Spa, as an Intern under the Sales and Marketing Department. Under my supervision, he successfully finished his internship report.

Signature



Mst. Khadijatul Kobra

Assistant Professor and Research Coordinator

Department of Tourism and Hospitality Management

Faculty of Business and Entrepreneurship

Daffodil International University

Declaration

This internship has provided a valuable opportunity to translate theoretical knowledge into practical experience, for which I am sincerely grateful. I wish to acknowledge the support and encouragement of all those who contributed to the successful completion of this report.

First and foremost, I express my deepest gratitude to Almighty Allah for His continuous blessings and guidance throughout the duration of my internship.

I would like to extend my heartfelt thanks to Ms. Mst. Khadijatul Kobra, Lecturer, Department of Tourism and Hospitality Management, Daffodil International University, for her insightful guidance and unwavering support during the preparation of this report.

Finally, I am thankful to the faculty and administrative staff of the Department of Tourism and Hospitality Management at Daffodil International University for providing me with the opportunity to undertake this internship and for consistent academic assistance throughout my studies.

Signature



Md. Sajid Arafat Rahman

ID: 191-43-392

Department of Tourism and Hospitality Management

Faculty of Business and Entrepreneurship

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Acknowledgement

The successful completion of this report was made possible through the invaluable support, cooperation, and guidance of many individuals whose contributions are deeply appreciated. Sincere thanks are extended to everyone who played a meaningful role in supporting this internship experience and enriching the journey with encouragement and assistance.

Gratitude is especially owed to **Mst. Khadijatul Kobra**, Assistant Professor and Research Coordinator, Department of Tourism and Hospitality Management, Faculty of Business and Entrepreneurship, **Daffodil International University**, for her continuous mentorship. Her thoughtful direction, constructive feedback, and unwavering support were vital in shaping the quality and depth of this report.

Appreciation is also extended to the entire team at **Sea Pearl Beach Resort & Spa (SPBRs)** for their warm cooperation throughout the internship period. Special thanks go to **Mr. Zaidi Richard**, Reservation Manager, and the Sales and Marketing Department for their professional guidance, encouragement, and for generously sharing their expertise and insights.

Warm acknowledgment is also due to the colleagues and coworkers at SPBRs whose support, teamwork, and kindness helped create a positive and productive work environment. Their collaboration and encouragement contributed greatly to the overall learning experience and personal development gained during the internship.

Preface

This internship report has been developed as a partial requirement of the Bachelor of Tourism and Hospitality Management (BTHM) program at Daffodil International University. It focuses on the reservation systems and customer service procedures which are followed by Sea Pearl Beach Resort & Spa (SPBRS). It is one of the leading hospitality organizations in Bangladesh.

This report is based on direct attachment in the reservation operations of the resort over an observation of six-month internship period. The internship experience covers practical workflows, software usage, and real-time customer interaction within the hospitality industry. Through assistance of professional staff and supervisors, the report analyzes in-depth look at how reservation functions are managed to ensure satisfaction of customer and operational efficiency.

The report aims to contribute to a complete understanding for learners, researchers, and future professionals in the tourism and hospitality field about reservation process. The insights and findings shared in the report are drawn from practical observation and are aligned with academic objectives.

Sincerely Yours,

Md. Sajid Arafat Rahman

Signature:



Date: 25.09.25

ID: 191-43-392

Department of Tourism & Hospitality Management

Daffodil International University

Executive Summary

This report reflects my six-month internship at SPBRS, where I served as a reservation executive. SPBRS has a good market reputation in Bangladesh. I gained practical experience in the reservation department. This department operates under the Sales & Marketing division. I became familiar with the reservation workflow process which includes using specialized booking software, handling direct client communications and collaborating with other departments to ensure flawless service. This internship tenure has enhanced my understanding of the hospitality industry. It also highlighted the crucial role reservations like exceptional guest experiences and customer service. The report's main objectives are to explore the hotel's reservation system, review the procedures involved, analyze related tasks, and share key observations along with recommendations for improvements. The Company mainly focuses on its mission, core values, vision, organizational structure and various departments. The hotel offers not only modern accommodation infused with local cultural elements but also creating a hospitable environment suited for both business and leisure guests. In the Analysis and Discussion section, the reservation process is examined in detail. The reservation team collaborated with IDS Next property management system and professional training. It efficiently manages advance bookings of customers. This part covers different types and methods of reservation. It also outlines main responsibilities and reflects on the challenges and learning points that were encountered during the internship.

The Findings and Recommendations section summarizes key takeaways from my experience. Suggestions include enhancing staff training, improving data accuracy checks, strengthening guest communication and providing expert guidance on operating the IDS Next system. Additionally, cancellation policies for guests need to be more flexible. Challenges will always remain and also challenges will come in new ways for advanced technologies. Staff development needed to overcome technical barriers. Overall, this internship provided valuable insight into SPBRS's reservation operations. I am confident that applying these recommendations must improve efficiency and guest satisfaction. The report concludes with a reflection on my professional growth and the practical knowledge gained at time of internship.

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Chapter 1: Introduction

1.1 Introduction

As a student of Tourism & Hospitality Management at Daffodil International University, my academic goal was to always be a part and important factor in improving this dynamic industry. As part of academic education at *Daffodil International University*, a six-month internship was placed at SPBRS, with placement in the Sales & Marketing Department as a Reservation Trainee Executive. The organization is dedicated to creating amazing memorable experiences for its guests, and the internship provided valuable exposure to the processes that support this mission. This report mainly aims to examine the structure, responsibilities, and overall function of the reservation department within the hotel.

This real-world knowledge can significantly increase one's understanding of the hospitality business, helping to develop important qualities such as teamwork, adaptability, and resilience in challenging situations. Besides this learning, this internship provided valuable first-hand experience and practical exposure, effectively connecting academic learning with real-world professional practices. Participation in daily operations, guest interactions, and strategic processes has fostered a well-rounded perspective that extends beyond classroom learning, along with substantial enhancement of knowledge in Property Management Systems (PMS).

1.2 Background of the Study

As part of the Bachelor of Tourism and Hospitality Management (BTHM) program at Daffodil International University, completion of an internship within a hospitality organization is a mandatory requirement before graduation. In alignment with this, an internship opportunity was undertaken at SPBRS as a Reservation Trainee Executive under the Department of Sales & Marketing. Spanning six months, the program involved active participation in the hotel's reservation operations.

This report specifically details on the reservation processes carried out at SPBRS, titled ***"Reservation Systems and Customer Service of Sea Pearl Beach Resort & Spa,"*** the main focuses of this study are to offer firsthand experience to BTHM students during their internship, enabling them to gain direct experience and insight into the workings of the hospitality industry.

1.3 Scope of the Study

This report has been prepared based on practical experience obtained during a six-month internship at SPBRS, serving in the role of Trainee Reservation Executive. The study falls under the academic framework of the Tourism and Hospitality Management program at Daffodil International University. While the report primarily reflects the knowledge and skills acquired throughout the internship, it specifically focuses on evaluating the functions and procedures within the Reservation Department. The aim is to observe and assess the strategies and operations involved in the reservation process.

1.4 Broad Objective

The main objective of this study is to highlight the reservation systems and customer service procedures, find out the shortcomings and suggest some fruitful ways to enhance performance.

1.4.1 Specific Objectives

The specific objectives of the study include:

1. To identify the reservation systems and customer service procedures.
2. To bring out the limitations in reservation and service provision.
3. To suggest some measures that can be taken to enhance performance.

1.5 Methodology and Study Design

A qualitative method has been applied to gain a deeper understanding of the subject matter. Some of the information used in this report has been gathered from secondary sources, with additional insights obtained through hands-on experience, personal observation, reflective study during the internship and supervision from my Reservation Manager & Group General Manager Mr. Azeem Shah sir.

1.5.1 Sources of Secondary Data

To support the research and ensure a comprehensive understanding of the subject matter, a wide range of **secondary sources** were systematically consulted. These sources provided valuable insights into the operational, marketing, and service aspects of the Sea Pearl Beach Resort & Spa (SPBRS). The materials reviewed include the following:

- **Internal Standard Operating Procedure (SOP) documents** of SPBRS, which offered detailed information on the resort's internal processes and service delivery standards.
- The **official website** of the hotel (<https://seapearlcxsbazar.com>), which served as a primary source for publicly available information such as room types, facilities, pricing, promotional offers, and guest services.
- **Professional networking platforms**, particularly LinkedIn, were used to gather insights into the profiles and professional backgrounds of the resort's key management personnel, as well as to explore industry trends and organizational affiliations.
- **Online articles and publications** relevant to SPBRS, which contributed contextual background and highlighted recent developments, customer reviews, and media coverage.
- **Websites of online travel agencies (OTAs)**, including ShareTrip and Go Zayaan, which provided comparative perspectives on room availability, customer ratings, pricing strategies, and promotional campaigns.
- **Hotel marketing materials**, such as brochures, flyers, and leaflets, which helped illustrate the resort's brand positioning, value propositions, and target customer segments.

Together, these sources enabled a nuanced and well-rounded examination of SPBRS's operations, market presence, and strategic approach.

1.6 Limitations of the Study

Despite the effort to provide a comprehensive overview, the study faced certain limitations:

- The report focuses exclusively on reservation-related operations, not the broader departmental functions.
- Limited information was available on the hotel's official website.
- Some data could not be accessed due to internal policies and confidentiality agreements.
- While the report includes relevant examples to illustrate the reservation process, it does not encompass all aspects or technicalities of the entire system.

CHAPTER 2: COMPANY PROFILE (SPBRs)

2.1 Introduction to SPBRS

SPBRS is a premier resort destination located in the serene area of Inani, approximately 30 kilometers from the heart of Cox's Bazar. With its expansive property and thoughtful design, the resort offers exceptional experience to travelers seeking comfort, luxury, and relaxation.

The resort boasts a total of 491 rooms, out of which 478 are available for guest accommodation, categorized into 11 distinct room types to suit a variety of preferences and needs. Whether visiting for leisure or business, guests are assured of a personalized and memorable stay.

To further enhance convenience, SPBRS provides a complimentary shuttle service, offering seamless transportation from Cox's Bazar city to the resort, making the journey as smooth and relaxing as the stay itself.

2.2 Mission

To provide Bangladeshi families with a superb vacation program in a 5-star luxurious resort in Bangladesh and to provide benefits through international affiliations of Bengal Vacation Club Ltd (which is the marketing arm of SPBRS Ltd). SPBRS will ensure best quality possible with the best facilities at the best price. We are committed to be green and Eco-Friendly as possible. Our members will get the best services and the best expanded to give our members more choice within Asia and internationally.

2.3 Vision

To lead the tourism industry with top class hotel business and developer in Bangladesh and ensure to make significant contribution to the national economy and development and also enhance customer's trust and wealth, reduce poverty, make significant contribution in national development, employees' value and steady growth in company's equity.

2.4 Product and services of SPBRS

SPBRS showcases a diverse range of luxurious accommodations, from the elegant Superior Deluxe Rooms to the opulent Presidential Suite, each designed to ensure maximum comfort and sophistication. With categories such as the Studio Sea View, Premier Sea View, Eco Suite, Executive Suite, Royal Family Suite, and the lavish Royal Paradise Suite, the resort reflects a deep commitment to both style and relaxation. Guests can also enjoy 24-hour room service and a variety of culinary delights through our Food & Beverage outlets, including a specially curated menu for younger guests, offering a well-rounded dining experience.

Room Categories:

Superior Deluxe Room (SPG)

Experience the elegance of our accommodation with eighty well-appointed Superior Deluxe Rooms, each intelligently priced to provide exceptional value. Spanning 400 square feet, every room offers generous space and comfort, thoughtfully crafted to cater to the needs and budget of our guests without compromising on quality.

Superior Twin Room (STR)

SPBRS has 38 Superior Twin Rooms tailored mainly for 02 people that prefer their own bed to sleep. The room has a unique feature of two single beds of same size and width. The room has a high demand during corporate bookings.

Superior Triple Hill View Room (SH3)

SPBRS has 60 Superior Triple Hill View Rooms offer a peaceful retreat overlooking the lush green hills of Inani. The rooms are approximately 450 sqft with a scenic view of lush greeneries. The room has a queen size bed & a single bed ideal for triple occupancy and even for families with small children. With a calming natural backdrop and thoughtful amenities, guests can enjoy both comfort and tranquility throughout their stay.

Superior Triple Sea View Room (SS3)

SPBRS has 81 superior triple sea view rooms. Each room spans 450 square feet and is designed to accommodate families or groups with ease just like its counterparts, the superior triple hill view rooms. It also has the same feature of one queen size bed and a single bed with a breathtaking view of the ocean.

Studio Sea View Room (STU)

There are 91 Studio Sea View rooms at SPBRS. One of the most famous rooms for couples and FIT guests, due to the scenic view of private beach activities and the breathtaking view of the ocean which the Studio Sea View rooms provide in a very budget friendly price. The rooms have an ample space of 450 sqft with lavish interior.

Premier Sea View Room (PRE)

SPBRS has 22 Premier Sea View Rooms which are designed to impress, offering approximately 550 square feet of refined comfort paired with breathtaking panoramic views of the Bay of Bengal. These rooms are among the finest sea-facing accommodations at the resort, providing an immersive coastal experience with stylish interiors, modern amenities, and a front-row seat to nature's beauty. It has a unique panoramic view of the great Bay of Bengal.

Eco Suite Room (EGS)

SPBRS has 40 Eco Suite Rooms offering a perfect blend of comfort and nature, featuring a serene hill view and a private balcony to enjoy the tranquil surroundings. Each suite is thoughtfully designed with a separate bedroom and living room, creating a spacious and homely environment ideal for relaxation. Whether you're unwinding indoors or soaking in the views from your balcony, these suites provide a peaceful escape in the heart of Inani.

Executive Suite Room (ESS)

SPBRS has 46 Executive Suite Rooms. These suite rooms are ideal for business & corporate executives who, apart from meetings, also need a good escape to cope with the work pressure. The

rooms are tailored for both lavish accommodation and with an executive living room where there are tables and office amenities to do corporate meetings and official tasks. The room is also great for families as it also has balconies that provides a great view of the sea from the side.

Royal Family Suite (RFS)

There are 15 Royal Family Suite at SPBRS, each about 1,050 sq ft, so there is actual room to breathe. Two bedrooms for proper sleep, a separate living room to hang out, and a private balcony when you want some air. There's a simple kitchen setup plus a dining area which is handy for quick breakfasts, and kids' snacks. A good setting for families who just want a nice, stress-free few days together.

Royal Paradise Suite (RPS)

SPBRS only has one Royal Paradise Suite room. It is one of the most demanding rooms for couples for their honeymoon getaway. A spacious room consisting of an entire floor but tailored for couples especially. It has a heart shaped bed, amenities to keep the couples entertained with a private pool on the balcony with a 360-degree panoramic sea view the room is guaranteed to leave a lasting experience to all who experience it.

Presidential Suite (PRS)

SPBRS has only one Presidential Suite. Spacious, polished & a touch of elegance. Living room, lavish decorations, sea view balcony tailored for the guests who only wants the very best.

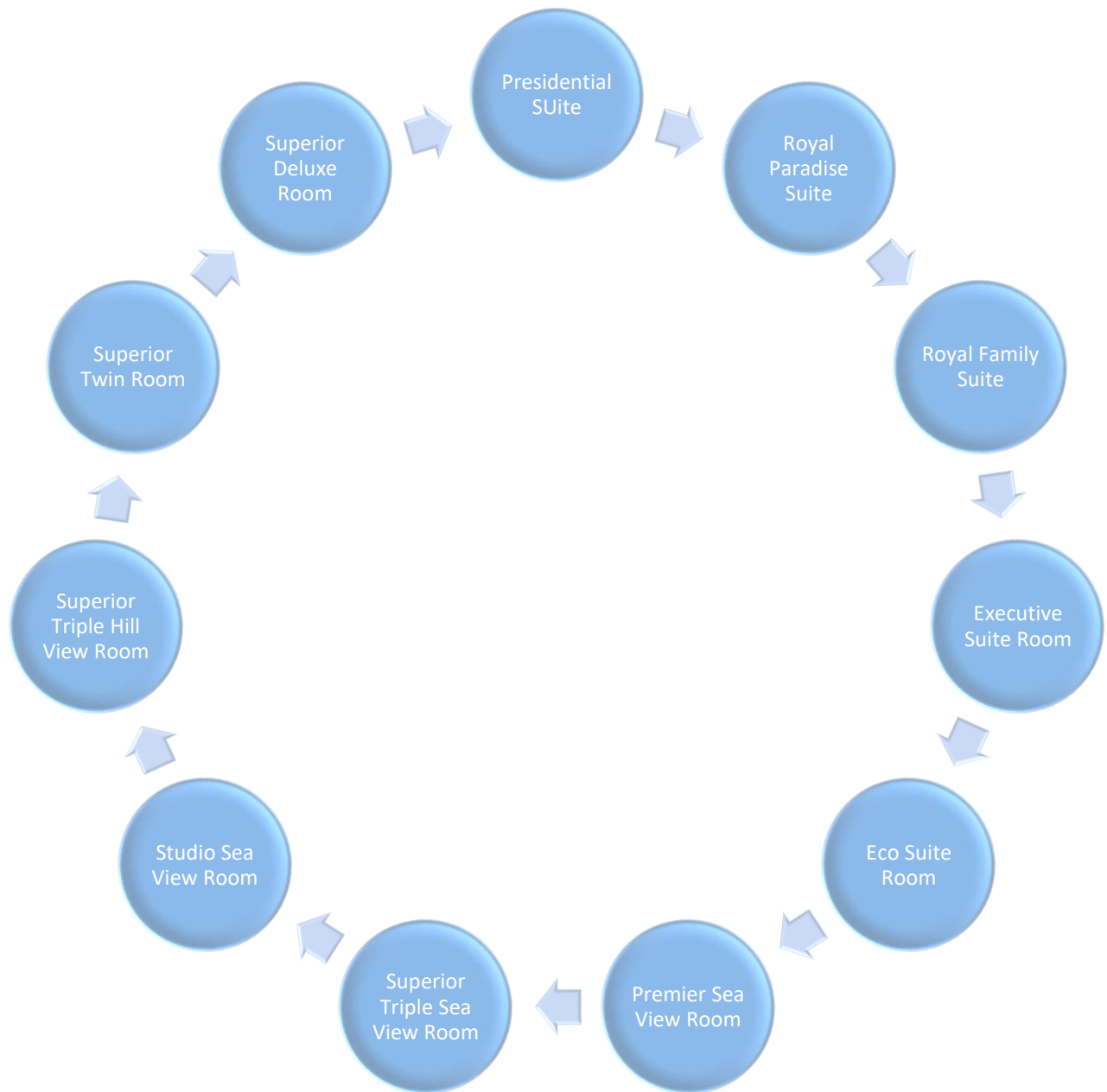


Figure 1 Room Segmentation of SPBRS

Source: Author's Compilation

Complimentary Benefits:

Shuttle Service

SPBRS provides a complimentary shuttle service for guests to ensure an order and stress-free journey. The service offers safe and convenient transportation from Cox's Bazar city, the bus station, or the airport to the resort, located approximately 27 kilometers away in Inani. The shuttle ensures a comfortable and secure means of travel to and from the resort, which is designed for both vacationers and business travelers.

Fitness Center

The state-of-the-art Fitness Center is developed to keep guests active and energized throughout their stay. It also offers all the essentials for a complete workout which are equipped with modern workout machines and fitness gear. If maintaining a regular fitness routine or enjoying a refreshing exercise session, the complimentary fitness center supplies a convenient and motivating environment to support overall well-being.

Swimming Pool

SPBRS provides guests with complimentary access to a vast, modern swimming pool, designed for maximum relaxation and enjoyment. A prominent aspect is the floating juice bar, offering refreshing beverages while swimming. Additionally, a separate pool is available exclusively for women seeking a more private swimming experience which ensures a comfortable and inclusive environment for all guests.

Movie Theater

SPBRS provides guests with complimentary access to a private movie theater which offers an assembled selection of films in a comfortable and exclusive setting. Ideal for relaxing after a day of activities or unwinding with family and friends, the movie shows create a cozy and enjoyable experience at SPBRS.

Appayon

SPBRS provides guests with a complimentary buffet breakfast at Appayon. The buffet features a full variety of delicious dishes, including continental favorites such as freshly baked croissants, made-to-order eggs, pancakes, and a mixture of fresh fruits. Additionally, a selection of local delicacies, savory hot items, and freshly brewed coffee is offered to start the day with a satisfying and varied meal.

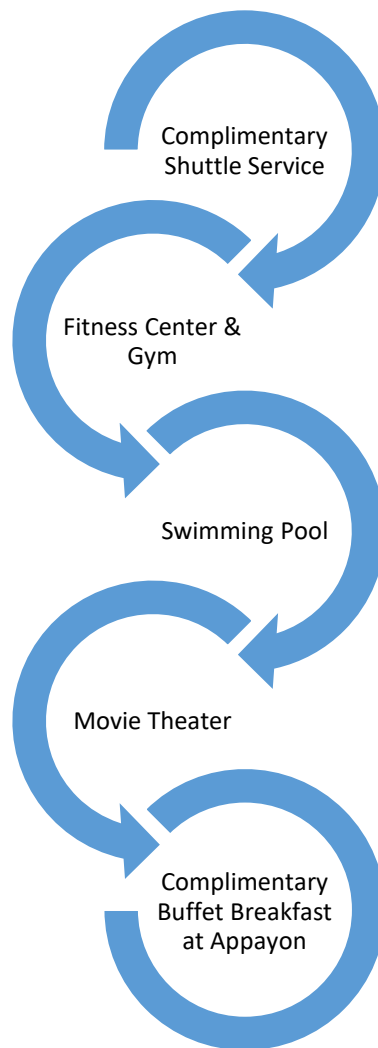


Figure 2 Complimentary Facilities of SPBRS

Source: Author's Compilation

Chargeable Facilities:

Spa

SPBRS has one of the most luxurious spas in the area. With a range of services guests are always leaving with an amazing experience. The Spa has won multiple awards remarking it as one of the best spas in Cox's Bazar.

Akoya

Akoya at SPBRS offers guests a delightful dining experience, specializing in a variety of Indian and continental dishes. From flavorful curries and tandoori delicacies to fresh salads and continental favorites, the menu at Akoya promises to satisfy a range of tastes. Whether you're craving the richness of traditional Indian flavors or the lightness of continental cuisine, Akoya provides a perfect blend of both worlds in a relaxed and inviting atmosphere.

Sweet Dreams

Sweet Dreams at SPBRS is the perfect destination for those with a sweet tooth. Offering a delightful selection of exquisite pastries and the renowned **Movenpick** ice cream, guests can indulge in freshly made treats that are sure to satisfy any dessert craving. Whether you're in the mood for a light pastry or a creamy, indulgent ice cream, Sweet Dreams promises an exceptional experience for all dessert lovers.

Fish n Grill

Fish n Grill at SPBRS truly lives up to its name, offering an exceptional selection of fresh fish and expertly grilled dishes. From succulent seafood options to perfectly grilled meats, guests can savor a variety of flavorful meals prepared with the finest ingredients. Whether you're a seafood enthusiast or a lover of grilled delicacies, Fish n Grill provides a delightful dining experience with mouthwatering flavors and a relaxed atmosphere.

Pranzi

Pranzi at SPBRS offers an exceptional dining experience with a menu focused on authentic Italian cuisine. Guests can indulge in a variety of classic dishes, including handmade pasta, wood-fired pizzas, and rich, flavorful sauces made from the finest ingredients. With its warm, inviting atmosphere, Pranzi provides a true taste of Italy, perfect for those who appreciate delicious and traditional Italian flavors.

Bliss Bar

Bliss Bar at SPBRS offers a vibrant and relaxing setting to enjoy a wide selection of hard drinks. Whether you're in the mood for a classic cocktail, a fine whiskey, or something unique, Bliss Bar serves expertly crafted beverages that cater to every taste. With its welcoming ambiance and premium drink offerings, it's the perfect spot to unwind and enjoy a refreshing drink with friends or loved ones.

2.5 Organizational Chart of SPBRs

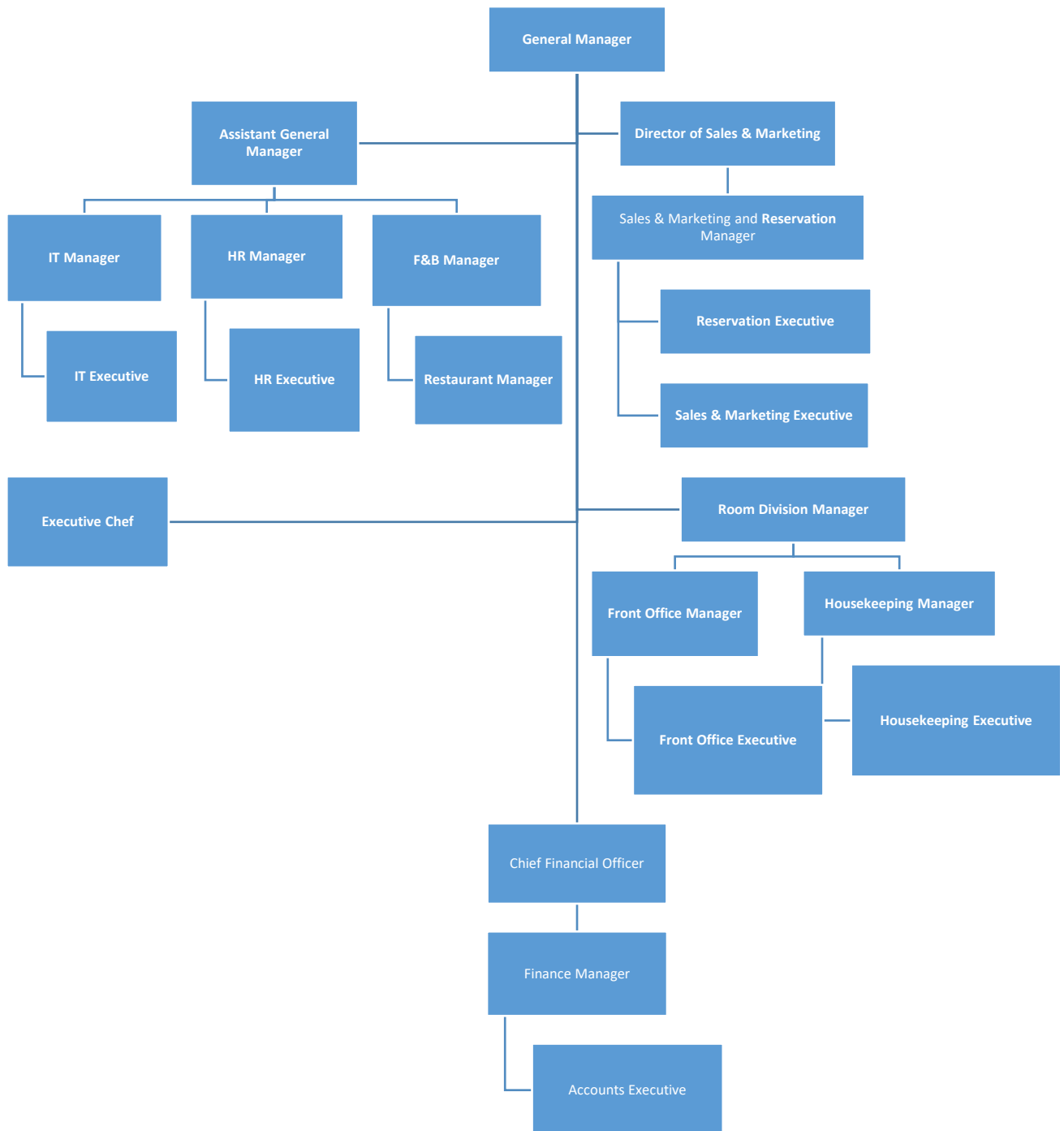


Figure 3 Organizational Chart of SPBRs

Source: Author's Compilation

The organization chart of **SPBRS** illustrates the structure of the resort's management hierarchy, highlighting key positions and the reporting relationships within the establishment. This structure ensures that roles are clearly defined, and authority is efficiently assigned, promoting smooth operations throughout the resort.

2.6 Description of the Departments

2.6.1 Front Office Department

The front office at SPBRS is the heart of the operations. This is the first point of contact between the guests and the hotel authority. The **front office department** is responsible for greetings, guest check-in, check-out, room status updates & special requests. The front office at SPBRS is very focused on creating a warm and welcoming environment for the guests. The reservations and front office play a crucial role in checking in the guests that had made reservations. Hence, effective communication is a important factor between these two teams.

2.6.2 The Human Resources Department

The **Human Resource Department** at **SPBRS** is responsible for the recruitment of staff that aligns with the mission, vision & objectives of SPBRS. Hence, staff with the required traits and abilities is very important for the smooth operation of SPBRS. For a resort of almost 500 rooms a very large and capable manpower is required. The Human Resource Department ensures the proper flow of that resource.

2.6.3 Food & Beverage Service Department

The **Food and Beverage Service Department** at **SPBRS** manages a variety of dining outlets. A resort of this scale has many dining outlets all serving its unique flavors to the guests. The F&B service department ensures that service. Our F&B service is also responsible for all in-house dining operations. They play a very important role in the hotel revenue.

2.6.4 Food and Beverage Production Department

The **food & beverage production department** is responsible for bringing life to the flavors of the different outlets that serve the guests of SPBRS with exquisite delicacies. The skilled kitchen staff of SPBRS is responsible for creating unique flavors, prepares a diverse range of dishes tailored to the guests' needs. From the Indian dishes at Akoya to the Italian food at Pranzi, the F&B Production Department exceeds the limits of guest satisfaction at SPBRS.

2.6.5 Housekeeping Department

The **Housekeeping Department** at SPBRS is responsible for the cleanliness and maintenance of the rooms, public areas and resort facilities. Their prompt service ensures a smooth guest check in as after they get the signal from the front office of cleaning and readying a room they work on it accordingly. Their quick setup of the rooms ensures that the guests can check in on time. They play an important role in updating the room status with front office & the reservations team.

2.6.6 Sales and Marketing & Reservation Department

To promote the resort and attract guests the **Sales and Marketing Department** at SPBRS plays a vital role. The focus of them is to develop strategic marketing plans and build strong relationships with travel agencies and corporate clients. Their another point is to work closely with the **Reservation Department** to ensure that marketing efforts lead to confirmed bookings. Together they play an important role in keeping the room inventories occupied with guests. They utilize various marketing strategies such as online marketing, promotional campaigns and corporate visits to ensure corporate programs. They also play an important role in collaborating with LTA & OTAs along with airlines. Providing new modes from which reservations flow in.

2.6.7 Accounts and Finance Department

The **Finance and Accounting Department** at SPBRS oversees all financial operations. Which includes target market, budgeting, revenue management etc. They also are responsible for staff maintenance costing, food costing for corporate programs with coordination from F&B Department. The accounts team plays an important role by collaborating with reservations team for advance postings against guest reservations.

CHAPTER 3: ANALYSIS AND DISCUSSION OF THE RESERVATION PROCESS AT SPBR

3.1 Analyze Reservation Process of SPBRS

The reservation process at SPBRS was segmented into many parts. Using a software known as Fortune Next IDS. The software streamlines and simplifies the segmentations. Understanding this process ensures a smooth operation and enhances guest experience. Below is the reservation process workflow highlighted in a flowchart.

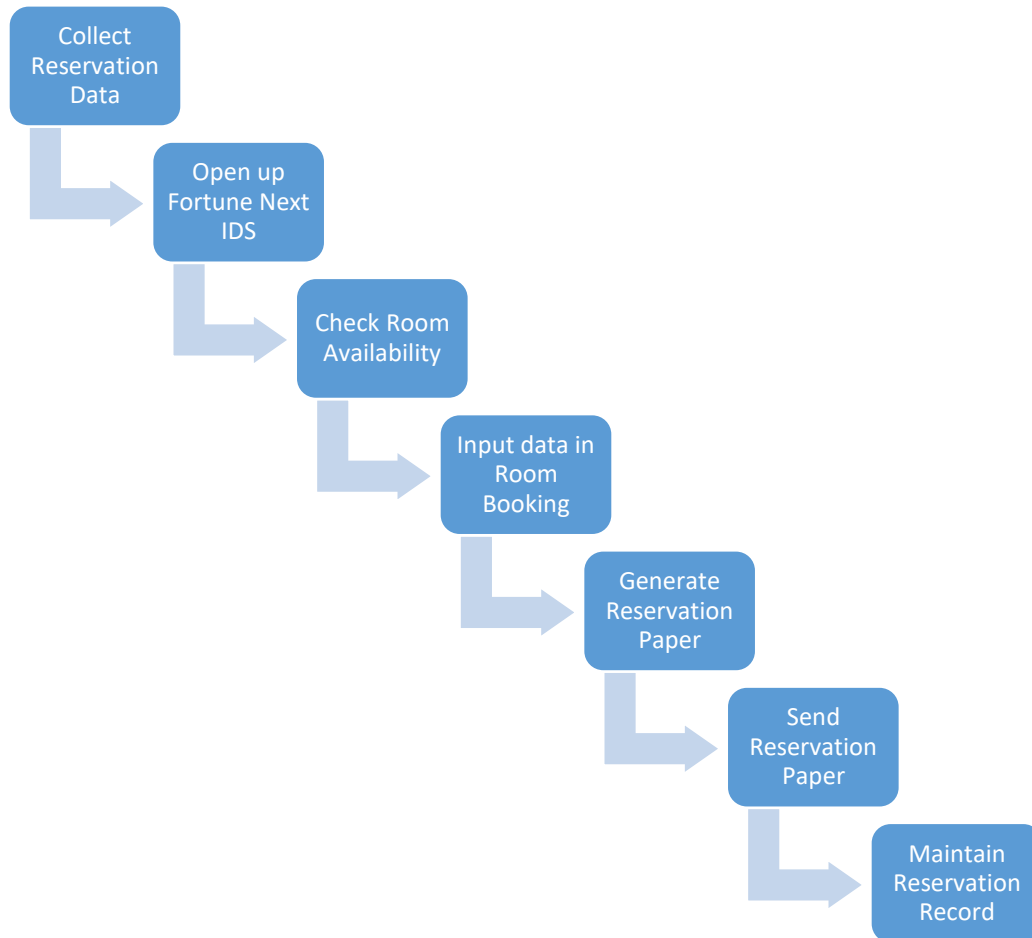


Figure 4 Process of Taking a Reservation

<https://www.altexsoft.com/blog/central-reservation-system-hotel/>

1. Collect Reservation Data

The reservation process at **SPBRS** starts with collecting reservation data from the guests. These data include the check-in & check out date of the guest, the name, number, email address of the guest, number of guests planning to stay, room preference, room view preferences or any other special requests. Gathering this data in an accurate manner is very important in ensuring guest satisfaction.

With the proper collection of data, the SPBRS operations team can provide the best option to the guests, which in return provide positive customer relations, guest loyalty and honest positive and impactful reviews.

The followings points must be gathered throughout the process:

- A)** Date of arrival
- B)** Date of departure
- C)** Room type
- D)** Number of guests
- E)** Any request or special instruction
- F)** Contact number
- G)** Email Address
- H)** Address
- I)** Mode of payment
- J)** Pick up & drop off.

2. **Open up Fortune Next IDS:** After gathering the required information, the user would log into **Fortune Next IDS Software**, the system used to manage reservations. This software is intuitive and designed to streamline and optimize the entire reservation process.

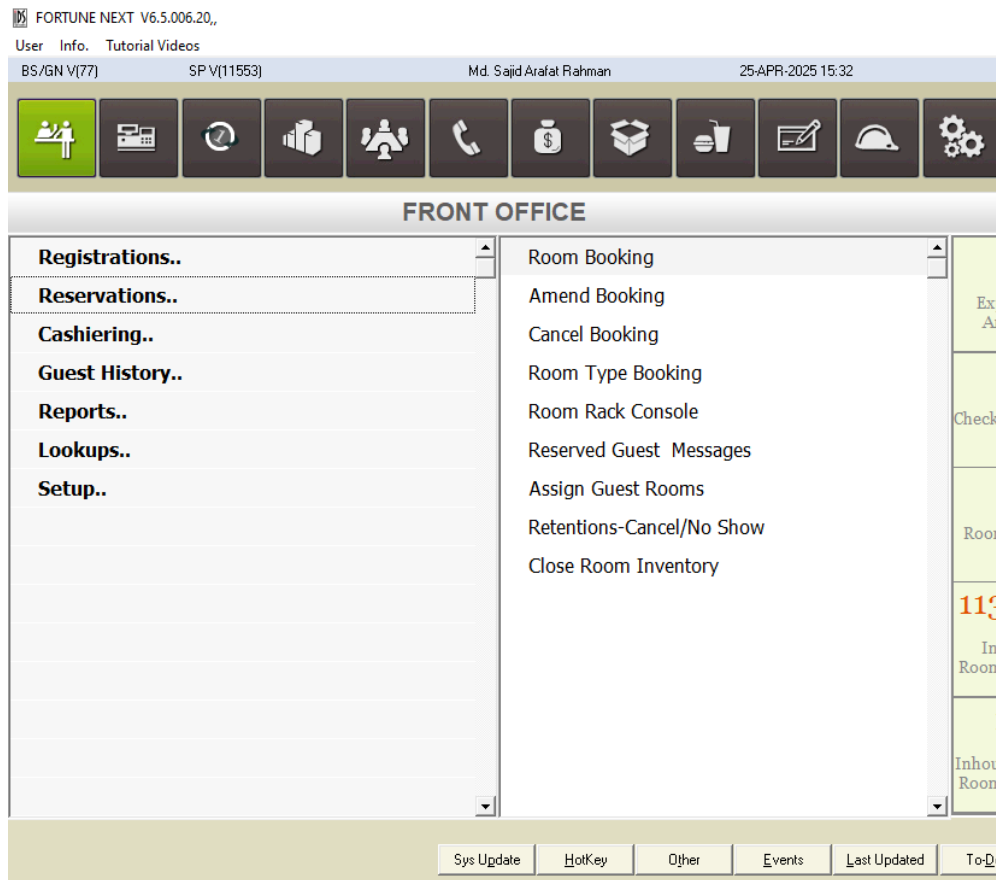


Figure 5 IDS Home Interface

Source: <https://idsnext.com>

3. **Check Room Availability:** After opening Fortune Next IDS we need to navigate to hotel position tab where we can see the number of available rooms.

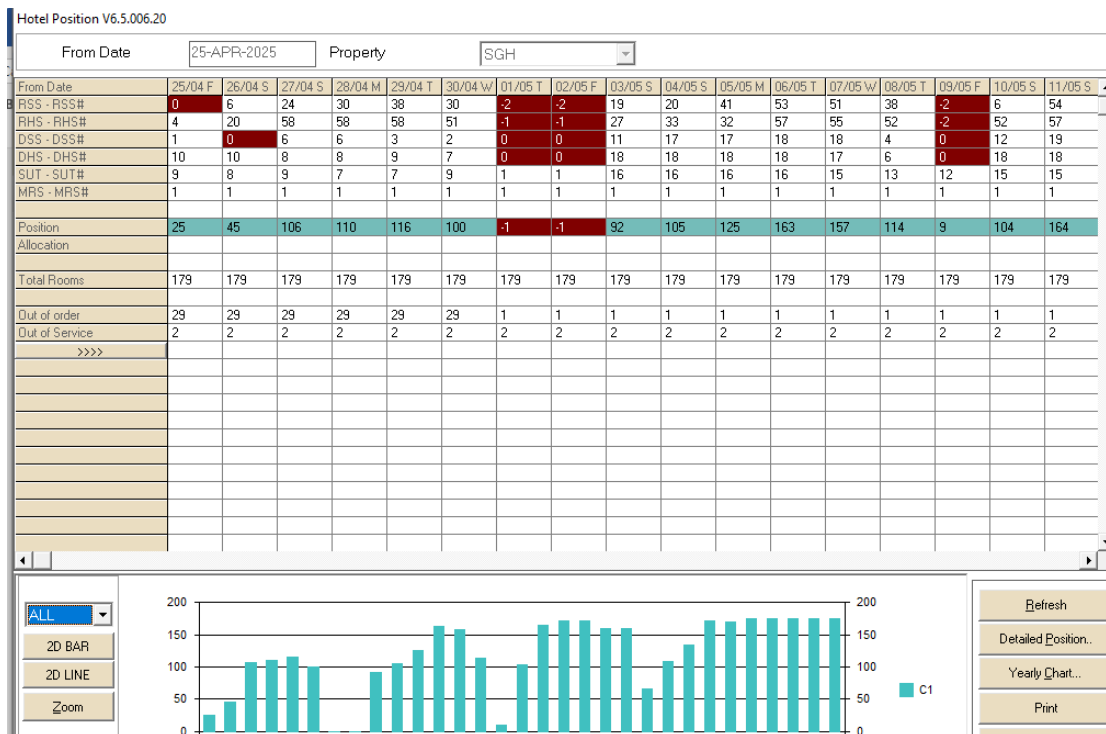


Figure 6 IDS Room Inventory Management

Source: <https://idsnext.com>

- Input Data in Room Booking:** With all the necessary information collected, the team would input the guest's details into the **Fortune Next IDS** system. This step involves entering personal details, payment information, any special requests the guest may have and the source of the reservation. Accuracy is crucial at this stage to prevent any issues down the line.

Each entry is carefully reviewed to ensure names, travel dates, and payment details are correct. Even minor errors can result in complications such as billing discrepancies or reservation conflicts. Once all the data is verified and correctly entered, I save the information and move on to the next step in the reservation process.

- Generate Reservation Paper:** Once all the data has been inputted correctly, we generate the reservation paper which has a summary of the guest's booking including all the details.

6. **Send Reservation Paper:** Once the reservation paper is generated, we email the paper to the guest which is the reason why we ask for email addresses while collecting data from guests. Once the paper is generated an email is sent to the guest which afterwards they cross check and confirm us.
7. **Maintain Reservation Record:** Finally, I ensure all reservation records are accurately maintained in the **Fortune Next IDS** system. This involves updating any changes or cancellations and noting guest preferences for future reference. Keeping detailed and up-to-date records not only enhances the quality of our service but also supports more effective planning and personalized guest experiences moving forward.

3.2 Summary of the Core Concepts and Procedures Involved in the Reservation Process

The reservation department at SPBRS (Sea Pearl Beach Resort & Spa) plays an important role in filling the revenue target section along with the Sales & Marketing department. The reservation team is responsible for overseeing the full range and process of room booking operations to ensure smooth experience for guests. These responsibilities include making reservations, amendment and cancellation of reservations, setting room rates, updating rate codes for packages and companies. Apart from that they are also responsible for making daily report & monthly operations report which is very crucial for performance tracking and strategic decision making.

Apart from the booking procedures the team is also responsible for pre arrival checks. For example, the flight details of the guests, whether or not they require airport transport services, any special request or support they need during checking in or after landing is also a part of tasks done by the reservations team. These requirements and information are primarily gathered from the guests via mail, telephonic conversations. It helps resolve any concerns ahead of their stay.

Over the course of a **six-month internship** in this department, there was active participation in daily operations, offering valuable insight into how the team functions. An important part and impactful experience and knowledge was the operations of Fortune Next IDS software. The software streamlines not only the reservation processes but also provides useful data of the hotel and the guests. From showing room inventory to room status which provides which rooms are

dirty, ready or vacant to also providing valuable information of guests' choices and preferences including their likes and dislikes in guest information for both new & repeating guests.

Overall, the experience offered a practical understanding of how the Reservations Department contributes to areas such as revenue optimization, guest satisfaction, and the smooth operation of the resort as a whole.

3.2.1 Types of Reservation at SPBRS

- **Individual Reservations:** Reservations made from individual guests & free independent travelers, these bookings include room categories such as superior hill view, studio sea view & suite rooms.
- **Group Reservations:** These reservations mainly arrive from pre-planned family, school, college programs who book a various number of rooms for a group getaway. These reservations usually come with customized arrangements and special group rates.
- **Corporate Reservations:** Tailored for corporate events and programs these reservations come with a large number of customized events and rooms. The Sales & Marketing department plays an important role by doing sales visits to various corporate clients to make the corporate programs come to fruition. Like the group bookings, these bookings also have a very special rate for corporate clients and function orders.
- **Third Party Reservations:** These reservations come from various third parties. Like LTA (local travel agents), OTA (Online travel agents), Airlines etc. They do various promotions and marketing for hotels and properties to sell rooms at a promotional rate. For every room night they help sell, they charge an agreed amount of commission.

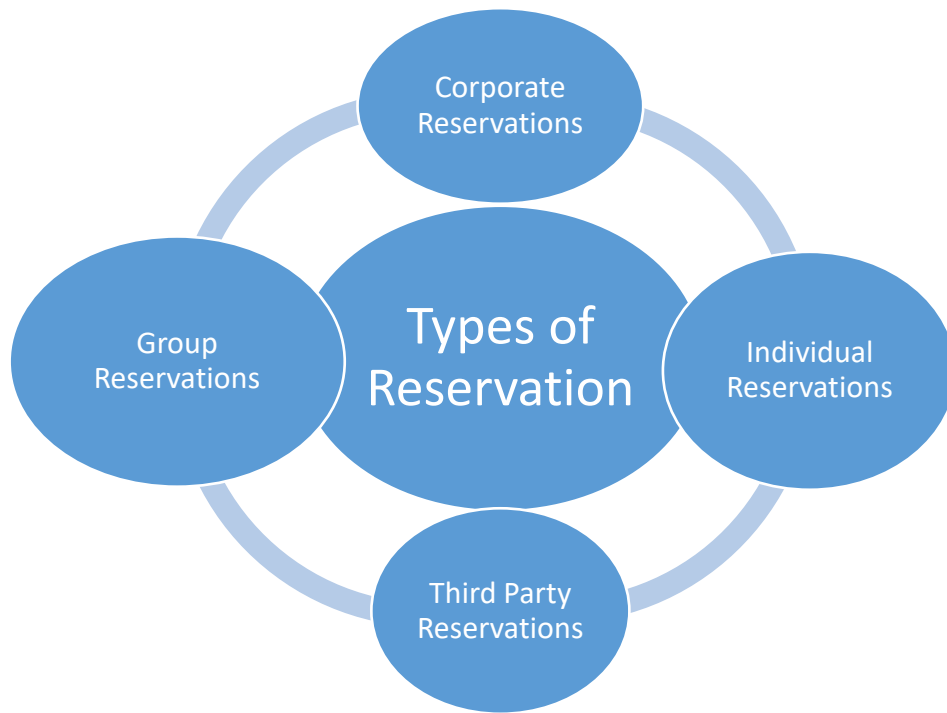


Figure 7 Types of Reservation
Source: Author's Compilation

3.2.2 Methods of Reservation at SPBRS

- **Direct Booking (Frequent Individual Travel):** Guests can book directly through the resort's official website or by phone, often gaining access to exclusive deals and packages.
- **Online Travel Agencies (OTAs):** Platforms such as ShareTrip, Booking.com & GoZayaan etc. feature the resort, providing convenient booking options, though they may involve additional commission fees.
- **Airline Partnerships:** Certain airlines offer bundled travel packages that include hotel reservations, making trip planning easier for guests such as US Bangla, Novo Air, Air Astra etc.

3.2.3 Pricing and Payment Options

- **Flexible Pricing Strategy:** Room rates are adjusted dynamically based on factors such as demand, local events, and seasonal trends to ensure optimal occupancy and revenue.

- **Accepted Payment Methods:** Guests can pay using major credit cards, mobile wallets, and various online payment platforms for added convenience. Options such as credit and PO are available for large group bookings.
- **Cancellation Policy:** Cancellations are permitted up to 72 hours before arrival, with certain exceptions made for last-minute changes depending on the circumstances. There are also sometimes exceptions such as no cancellation during black-out periods.

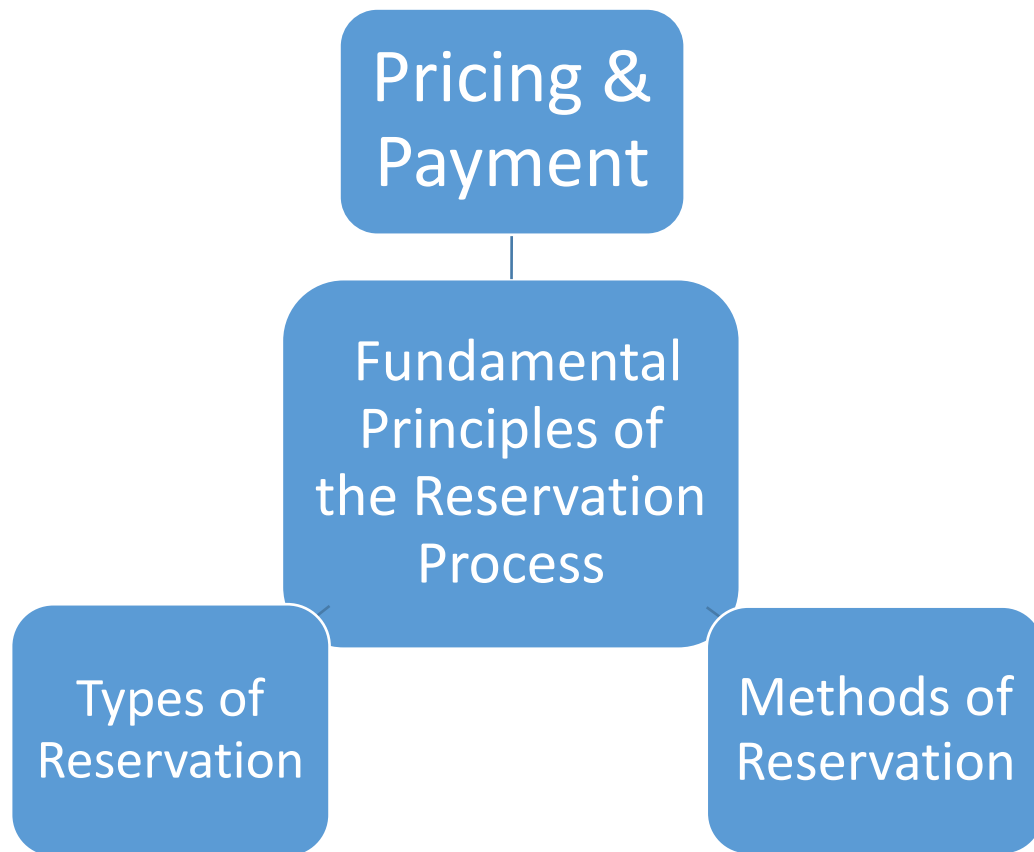


Figure 8 Fundamental Principles of the Reservation Process
Source: Author's Compilation

3.2.4 Activities Involved in the Reservation Process

- As a reservation trainee at SPBRS one of the key responsibilities is to manage reservation queries. The first impression plays a very important role in the guests' decision to choose the resort as their destination gateway. The first point of contact may come from phone, mail or as a walk – in query. Each type of interaction must be handled with utmost care to ensure the guest of Sea Pearl Beach Resort & Spa's commitment to guest service and hospitality.

Activities Associated with the Reservation Process

1.Responding to Queries

One of the first and foremost task of a reservation department team member is to respond to queries. The guest communicates via mail or phone. It is very important to impose a positive first impression. The query involves data regarding guest check in & check out date, their preference on room category, special requests etc. Providing accurate information helps build confidence and ensures a smooth booking experience.

2. Daily Email Monitoring and Communication

Each day begins with daily email monitoring and communication. Through email checking the team is able to identify any amendment or changes for any guests' reservation, or get update on any new requirement of the guests. Professional communication via email maintains a proper guest engagement and the likelihood of guaranteed bookings.

3. Using Fortune Next IDS Software

The Fortune Next IDS software is the PMS of Sea Pearl Beach Resort & Spa. To maintain reservation operations the proper knowledge on IDS plays a crucial role. The software helps inputting the accurate data that is received from communication with the guest which the software

records, it shows room availability, bookings both tentative and guaranteed. It saves a lot of waiting time and ensures accurate functionality regarding guests' requirements.

4. Handling Tentative Reservations

Tentative reservation is the term when guests do a pencil booking but does not confirm it. Confirmed bookings are only achieved when an advance deposit is posted against the reservation. Handling tentative reservations are very important as a lot of tentative reservations happen every day. For such bookings follow up and re-confirm is required for final update on these reservations.

5. Managing Modifications and Cancellations

Adapting to changing travel plans was a regular part of reservation team member tasks. I frequently assisted guests with updating or canceling their reservations, explaining relevant policies and fees when needed. Handling such requests with clarity and empathy helped encourage repeat bookings and reinforced a positive guest relationship.

6. Providing Excellent Customer Service

Customer service is the whole point of the reservation process. The department stands so that the customers can come to the resort on the day of their travel and check in to their room without hassling about room category or room pricing. The reservation team ensures to provide all the information to the customers thoroughly over the phone, mail or any other mode and helps them find their required product or room in these cases. Apart from that there are sometimes many mishaps with the front office department regarding reservations. During which the reservation team physically handles the guest, listens to their complaints or issues, apologizes to them and promptly takes steps to mitigate the issue.

3.3 Key Issues in the Reservation Process

The reservation process at **SPBRS** plays a critical role in delivering seamless guest experience and ensuring operational efficiency. However, during my internship, I encountered several challenges

that can impact the effectiveness of this process. Identifying these issues is essential for developing targeted solutions that will not only boost guest satisfaction but also optimize overall hotel operations. Below, I outline the key problems related to the reservation process that I observed during my time in the Reservations Department.

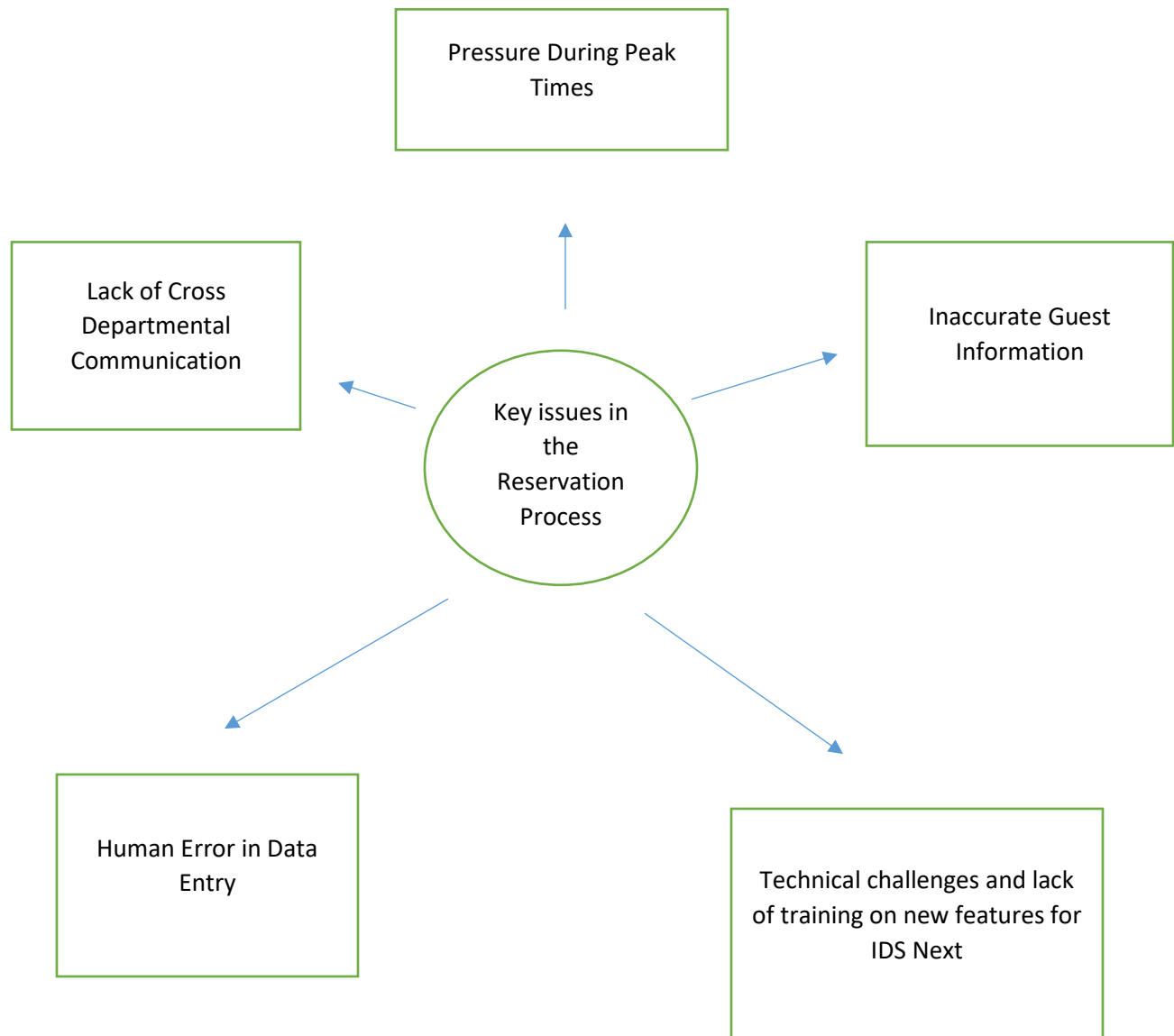


Figure 9 Key Issues in the Reservation Process

Source: Author's Compilation

Pressure during Peak Times

During peak season, it becomes harder for reservation department to manage the Work as SPBRS has approximately 478 sellable rooms. One of the most difficult parts is that a small team is forced to handle a huge amount of work. A small number of executives look after everything - room sales, guest pick-up and drop-off, courtesy calls, and regular updates. When the resort reaches full capacity, the pressure on the team becomes intense. The outdated desktop systems make things worse by slowing down simple tasks, which adds to the struggle of keeping up with daily operations.

Inaccurate Guest Information

There may arise some accuracy problems of guest's information during the reservation process. Reservation date, categories of room could be mistaken. Sometimes, special requests from guests could be missed. Thus, Staff must handle this kind of awkward situation which also create difficulties for guests. Moreover, guests can be annoyed often.

Lack of Cross Departmental Communication

The lack of smooth communication between departments such as Reservations, Housekeeping, and Front Office creates more issues. For example, if a reservation change or cancellation isn't shared promptly, it leads to confusion over room status, and the guests must wait at check-in.

Human Error in Data Entry

The unavoidable side is human errors, especially during busy times. Even a small typo in a date, room category, small errors in date or room type can cause big problems. As the work slows down, staff need to cope with this situation. Additionally, the guest's dissatisfaction becomes necessary to sort it out.

Technical challenges and lack of training on new features for IDS Next

The IDS Fortune Next system has not only advantages but also some disadvantages. The system needs constant internet connection. Detaching it from that connection or any problem with the company's cloud drives causes irregularities and disability with the functionality of the software. Also, as new updates are introduced to the software for smoother experience, the training and

knowledge regarding these updates are often delayed for the employees, resulting in not up to date efficiency.

In summary, a combination of understaffing, outdated equipment, system inefficiencies, and communication gaps contribute to the daily challenges faced by the reservations team. Addressing these would significantly enhance both internal efficiency and guest satisfaction.

CHAPTER 4: Findings, Recommendations and Conclusion

Findings, Recommendations and Conclusion

During my internship as a reservation executive at **SPBRS**, I gained significant insights into the reservation process. Below, I outline the key findings and corresponding recommendations based on my experiences. By addressing these findings and applying the suggested improvements, **SPBRS** can enhance its reservation process, boost guest satisfaction, and ultimately increase booking rates.

4.1 Major Findings

Ineffectiveness of Fortune Next IDS PMS in Reservation Management: The **Fortune Next IDS** property management system (PMS) plays a pivotal role in streamlining the reservation process at **SPBRS**. It helps minimize the risk of overbookings, manages room inventory in real-time, and allows smooth booking through various channels such as direct bookings, OTAs, and airlines. This advanced software enhances coordination between departments and improves the overall guest experience. However, the lack of training on the new features and updates of IDS and the devices given to the reservation team to handle such software of mass productivity does not meet the requirement which bottlenecks the functionality.

Challenges with OTA Reservations: Like many other hotels, **SPBRS** faces challenges with reservations made through **Online Travel Agencies (OTAs)**. These reservations often lack crucial guest details, such as contact information, elaborating the facilities **SPBRS** provides or special requests, which makes it harder to offer personalized services and conduct thorough pre-arrival checks.

Dynamic Pricing for Optimal Revenue Management: **SPBRS** utilizes dynamic pricing, allowing room rates to vary based on demand, local events, and seasonal trends. This approach maximizes occupancy and revenue; however, clear communication with guests is essential to prevent confusion or dissatisfaction due to fluctuating prices. Due to this dynamic scaling a lot of guests tend to feel neglected and engage in arguments over the phone.

Barriers in Pre-Arrival Checks and Room Allocation: The resort employs pre-arrival checks to verify reservation details, and room forecasting ensures the proper allocation of rooms. Despite

this, managing high-occupancy periods remains a challenge, requiring extra attention to detail to prevent errors in resource management.

Flexibility in Cancellation Policies: SPBRS offers a flexible cancellation policy, allowing guests to cancel bookings up to 72 hours in advance. However, last-minute cancellations still pose a risk of revenue loss. The resort mitigates this risk by allowing advance payments to be applied to future bookings which it terms as postponed reservations where the guest can postpone the reservation for up to 60 days.

Technological Proficiency and Staff Training: While the **Fortune Next IDS PMS** is user-friendly, there is room for additional staff training to fully leverage the system's capabilities. This is especially important during peak occupancy periods or when managing special requests, to ensure a smooth and efficient reservation process.

4.2 Recommendations

- **Enhance Follow-Up for OTA Reservations:** Develop a standardized process to follow up with guests who make bookings through OTAs to collect any missing information, such as contact details and special requests or pick-up & drop-off services before their arrival. Automating this process can help reduce the reservations team's workload and improve the guest experience by enabling personalized services.
- **Optimize Communication of Dynamic Pricing:** Guests can get upset if room prices change. Tell them how prices can go up or down. Give simple tips to get better deals. For example, book early or choose off-peak weekdays
- **Cross Departmental Collaboration During High Occupancy Periods:** Trained staff from reservations, front desk, and housekeeping should help each other, which can ensure better operation efficiency. This makes work easier when the hotel is full. Fewer mistakes may happen but eventually guests get better service.
- **Improve Pre-Arrival Check Procedures:** Make a simple list of guest preferences. Check it before they come. This helps staff not to forget anything. Moreover, Guests can check in faster comparatively. Thus, the chance of mistakes happens less.

- **Ongoing Training for Effective Technology Use:** It is necessary to ensure staff training on IDS Fortune Next and other tools regularly. The efficiency of the reservation department will be improved by the well-versed staff on IDS Next. These staff will know the way the system can work faster with technological support. Additionally, they can handle busy times and special requests in a better way.

4.3 Conclusion

In acquiring the operations of a dynamic and fast-paced hospitality environment which offers practical insight into the complete reservation workflow (from handling initial guest inquiries to issuing final booking confirmation), the internship as a Reservation Executive Trainee at Sea Pearl Beach Resort & Spa (SPBRs) contributed a lot. The significance of accuracy, adaptability to ensure guest satisfaction and operational efficiency and empathy are the peak points of this experience. There are some main obligations, for example accurate data entry, clear and timely communication etc. The essential role of the reservations team in the broader service process is highlighted by the management of last-minute changes and special requests. Some common operational challenges are noticed during the regular interaction with colleagues and guests, especially during peak periods. These challenges are enhancing communication between departments, structured data entry checklists, clear protocols for dealing with guests, and conducting continuous training programs. The overall guest experience could be enhanced by applying these recommendations concernedly. Additionally, learning the Fortune Next IDS Property Management System (PMS) helps to acquire knowledge the support of technology how it coordinates between departments. PMS easily pave the way in managing important tasks such as room inventory and sales management. To ensure the high-quality service reaches the guests, the importance of working together precisely, clear communication, strong teamwork are the main points to be noted. The reputation and success of the hotel is greatly impacted by the day-to-day activities which involve direct interaction with customers or guests: which is an important thing to learn. The internship helped a lot to build strong professional skills in hospitality and customer service served. The support of mentors and team members and their guidance play a vital role in this growth. SPBRs can successively grow and stay ahead of competitors in hospitality industry by giving extra focus to operations and guests satisfaction.

Chapter 5 – Appendices

Glossary of terms, abbreviations and acronyms –

1. SPBRS: Sea Pearl Beach Resort & Spa
2. SPG: Superior Hill View Room
3. SH3: Superior Triple Hill
4. SS3: Superior Triple Sea
5. STU: Studio Sea View
6. PRE: Premier King Sea View
7. EGS: Eco Suite
8. ESS: Executive Suite
9. RFS: Royal Family Suite
10. RPS: Royal Paradise Suite
11. PRS: Presidential Suite
12. HP: Hotel Position. The availability of or inventory of rooms
13. OTA: Online travel agency
14. LTA: Local travel agency
15. PMS: Property Management System
16. Fortune Next IDS: The property management software used at Sea Pearl
17. BAR: Best Available Rate
18. Rack Rate: The advertised room rate provided without discounts
19. HOD: Head of Department
20. RSV: Reservation
21. FO: Function Order. The document cites all the information about a group program.

Chapter 6 – Reference

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