

Internship Report On

**Insights into Reservation Management: A Study on Sea Pearl Beach
Resort and Spa”**

**An Internship Report Delivered to the Faculty of Business and Entrepreneurship to
Comply with Part of the Bachelor of Tourism and Hospitality Management Degree**

Submitted to

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LETTER OF TRANSMITTAL

Date

Mst. Khadijatul Kobra

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Subject: Submission of the internship report

Dear Sir,

I am pleased to submit my report for completing the BTHM program at Daffodil International University. Preparing this report marks a significant achievement for me. It is based on my six-month internship at the Sea Pearl Beach Resort and Spa's Reservation Department. This report was prepared to fulfill the criteria of my internship program at the company where I was assigned.

I would greatly appreciate it if you could review this report and share your valuable opinion. Also hope you find the report to be informative and beneficial.

Thanks and Regards

Sk. A.K.M. Mainuddin Mahi

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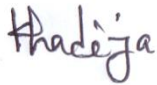
Department of Tourism and Hospitality Management

Daffodil International University

CERTIFICATE OF APPROVAL

This is to certify that this report, entitled “Insights into Reservation Management: A Study on Sea Pearl Beach Resort and Spa” is prepared by Sk. A.K.M. Mainuddin Mahi, ID: 191-43-382. 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



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DECLARATION

Myself Sk. A.K.M. Mainuddin Mahi, bearing ID: 191-43-382, a student of the Department of Tourism and Hospitality Management at Daffodil International University, hereby declare that the report titled “**Insights into Reservation Management: A Study on Sea Pearl Beach Resort and Spa**” has been prepared solely to fulfill the academic requirements of my internship. This report is not intended for any other use or purpose. Any form of reproduction, duplication, or use of this document without prior permission is strictly prohibited.

Signature



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ACKNOWLEDGEMENT

The successful completion of this report would not have been possible without the contributions and support of many individuals, to whom I am deeply grateful. I sincerely appreciate all those who were genuinely dedicated to my internship journey and provided guidance throughout. The knowledge I have gained and the content of this report are the results of the collective efforts and encouragement from various people.

First and foremost, I would like to express my heartfelt gratitude to my respected Teacher and Supervisor, Mst. Khadijatul Kobra, Assistant Professor and Research Coordinator, Department of Tourism and Hospitality Management, Faculty of Business and Entrepreneurship, Daffodil International University. Her continuous support, encouragement, and insightful guidance were instrumental in shaping this report.

I also extend my thanks to all the staff members of Sea Pearl Beach Resort and Spa for their cooperation and kindness during my internship period. A special note of appreciation goes to Mr. AHM Zaidi, Reservation Manager, along with the entire Sales and Marketing department team, for their mentorship, patience, and willingness to share their knowledge and experience with me.

Additionally, I am thankful to all of my coworkers for their ongoing support and encouragement, which made my internship a smooth and enriching experience. Their assistance and camaraderie played a significant role in my learning and overall professional development.

EXECUTIVE SUMMARY

This report is prepared based on my six-month practical experience at Sea Pearl Beach Resort and Spa, where I was assigned as a Reservation Trainee under the Sales and Marketing department. This internship program helped me to gain hands-on experience and practical knowledge about the day-to-day operations of a five-star resort. In addition, the report primarily focuses on the functions and responsibilities of the Sales and Marketing team, including strategies for guest engagement, room sales, and revenue generation. The main focus of the Sales and Marketing department is to create strong guest relationships, generate business, and attract repeat visitors through various promotional activities. They also emphasize the importance of maintaining guest satisfaction through loyalty programs and personalized service.

Throughout my internship, I observed how the team works collaboratively to plan and execute marketing campaigns, manage online and offline reservations, and analyze market trends to improve business performance. I had the opportunity to interact with both domestic and international guests, which helped me understand diverse customer expectations and cultural differences in hospitality. This experience greatly enhanced my communication skills, boosted my confidence, and taught me the importance of patience and professionalism in dealing with guests. Moreover, I learned the value of teamwork, attention to detail, and timely service delivery in ensuring customer satisfaction. It was a truly enriching journey to be part of such a prestigious hospitality brand, and the knowledge I gained will undoubtedly serve as a strong foundation for my future career in the tourism and hospitality industry.

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Chapter 1- Introduction

Sea Pearl Beach Resort and Spa is managed by The Sea Pearl Hospitality group. The main purpose of this study is to understand how Reservation under the Sales and Marketing department contribute to the hospitality industry. The main focus of Reservation department is to confirm the reservation for the guest to provide a smooth experience, maximize business through sales and revenue analysis. In the hospitality industry, customer loyalty and satisfaction are important.

The Reservation Department guarantees the growth of the relationship between the consumer and the organization, in addition to direct sales and personal selling.

This report will focus on the aspects of the role of Reservation Department emphasizing on the importance of direct sales for increasing customer retention in the resort industry.

1.1 Background of the Study

Every student enrolled in Daffodil International University's Bachelor of Tourism and Hospitality Management program is required to complete their internship after passing all of their courses. I was transferred to Sea Pearl Beach Resort and Spa for my internship program as a trainee. I worked as a Reservation trainee in the Sales and Marketing department at Sea Pearl Beach Resort and Spa.

1.2 Scope of the Study

The Bachelor of Tourism and Hospitality Management (BTHM) program is a four-year undergraduate degree designed to prepare students for the dynamic hospitality industry. Upon successful completion of all academic coursework, students are required to undertake an internship as part of the final requirement to obtain their degree. After completing my academic courses, I began my internship at Sea Pearl Beach Resort and Spa. This report has been prepared based on the practical experience and knowledge I gained during my industrial training period.

1.3 Objectives of the Study

1.3.1 Broad Objective

The broad objective of this study is to gather comprehensive information about the management system, identify its limitations, and provide constructive suggestions for improvements to enhance overall managerial functions. Also, intended to support continuous development and ensure that the management system aligns with the dynamic needs of the hospitality industry.

1.3.2 Specific Objectives

1. To obtain information about the reservation Department.
2. To find the functional gaps.
3. To offer solutions for betterment.
4. To recommend strategies for improving efficiency and service quality.
5. To analyze the role of digital marketing and online travel agencies (OTAs) in promoting resort services.
6. To identify the techniques used for corporate client acquisition and retention.
7. To understand how seasonal offers and packages are planned to attract target markets.
8. To gain knowledge about revenue generation techniques and pricing strategies in the hospitality industry.
9. To examine the process of tracking sales performance and evaluating marketing campaign outcomes.
10. To observe the use of customer relationship management (CRM) systems in maintaining guest loyalty.
11. To evaluate the communication process between the department and guests.

1.4 Methodology

The primary focus of this report is on the marketing strategies and sales initiatives implemented by Sea Pearl Beach Resort and Spa. The insights presented are derived from a combination of direct work experience, personal observation, hands-on involvement, face-to-face interviews, and structured study throughout the internship period. A blend of both primary and secondary data has been utilized to ensure a well-rounded analysis. Primary data was collected through interactions with staff, departmental meetings, and guest engagement, while secondary data was gathered from company documents, online platforms, and marketing materials. This comprehensive approach has enabled a deeper understanding of how digital tools and sales techniques contribute to the resort's brand visibility, customer acquisition, and revenue growth.. These are as below:

1.4.1 Primary Sources

- Primary data was gathered through hands-on experience during my six-month internship at Sea Pearl Beach Resort and Spa.
- Interaction with the Director of Sales and Marketing, Reservation Manager and Sales Manager.
- Observations made during day-to-day departmental operations further enriched the data collection process.
- Participation in meetings, briefings, and departmental activities also contributed to the depth of primary information gathered.

1.4.2 Secondary Sources

- Official Website of Sea Pearl Beach Resort and Spa.
- Information was collected from various digital platforms such as social media channels, online booking engines, and travel aggregator websites.
- Guest feedback and insights were analyzed from popular review platforms like Trip Advisor and Google Reviews.

1.5 Limitations of the Study

Some limitations are mentioned below while writing this report -

- Due to existing competitors in the market, management does not share that much information with interns.
- Restriction on publishing sales and marketing reports.
- Confidentiality about revenue information.
- Revenue-related data was kept confidential and not disclosed during the internship.
- Some information was not fully accessible through the official website and social media channels.

Chapter 2 - Company Profile

2.1 Introduction of Sea Pearl Beach Resort and Spa

Sea Pearl Cox's Bazar Beach Resort and Spa is located on Inani Beach and offers magnificent views of the Bay of Bengal. To the east, outstanding green hills rise, and to the west, the sea spreads forever. The resort, which encompasses 15 acres and is 40 minutes from the hustle of the city, nestled in the heart of nature along the world's longest natural sandy beach. It is easily accessible from all the major tourist destinations.

In addition to luxurious rooms and suites and two swimming pools (one exclusively for women), the resort provides a variety of indoor and outdoor recreational options for guests of all ages. These include a large water park, tennis and badminton courts, a 3D cinema, billiards, an amphitheater, a lavish spa, and a fully equipped fitness center.

The resort offers 493 luxuriously furnished rooms and suites with kitchenettes, branded amenities, and balconies overlooking the sea and hills are available at Sea Pearl Beach Resort.

Sea Pearl also offers an amazing array of banqueting and conferencing alternatives. With five specialized restaurants, featuring a multi-cuisine all-day dining restaurant with indoor and outdoor seating options, two fully stocked bars and a lounge, as well as an ice cream parlor and a juice bar, the wide range of dining and refreshment venues ensures there's something to satisfy every craving.

2.2 Mission Statement

To offer a fantastic vacation program to families in Bangladesh at a five-star resort and to offer advantages through international partnerships with Bengal Vacation Club Ltd. Assure the highest quality at the most competitive price with the best facilities. Devoted to being as environmentally friendly and green as possible. Bengal Vacation Club Ltd. members will receive the greatest care and the best expansion to give them more options both domestically and abroad.

2.3 Vision Statement

To lead the tourism industry with top-class resort business and development in Bangladesh and ensure to make a significant contribution to the national economy and development and also enhance build customers' trust and financial strength, help alleviate poverty, contribute meaningfully to national development, enhance employee value, and ensure consistent growth in the company's equity.

2.4 Core Values



Figure 1: Core Values of Sea Pearl Beach Resort and Spa

Source: <https://seapearlcoxsbazar.com/>

2.5 Organizational chart

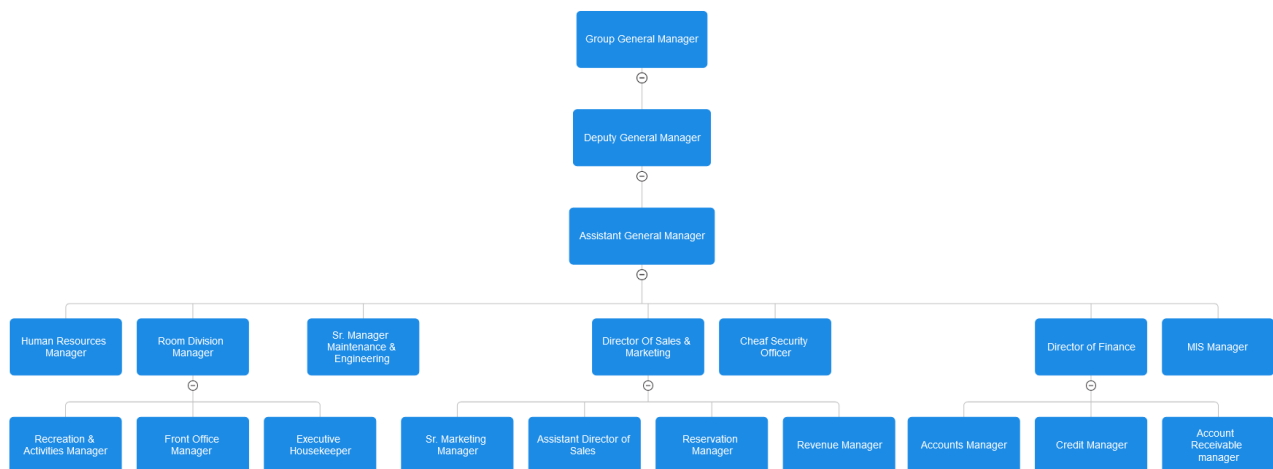


Figure 2: Organizational chart of Resort

Source: <https://seapearlcoxsbazar.com/>

2.6 The functional departments

There are a total of eleven departments working together for the operation at Sea Pearl Beach Resort and Spa. All these departments collaborate with one goal in mind – to offer the highest quality of services to guests. Below is a list of the functional departments of Sea Pearl Beach Resort and Spa -

Serial	Department
1	Front Office
2	Sales and Marketing
3	Food and Beverage service
4	Food and Beverage production
5	Engineering and Maintenance
6	Housekeeping
7	Security
8	Management Information System
9	Finance and Accounting
10	Human resources
11	Recreation and Activities

Figure 3: The functional departments

Source: Author's Compilation

2.7 Company Overview

2.7.1 Accommodation

The resort features 493 elegantly designed rooms and suites, each equipped with a kitchenette, premium branded amenities, and private balconies offering stunning panoramic views of the sea and surrounding hills.

The following facilities are included in their rooms:

- High-Speed internet with Wi-Fi and LAN
- An LCD television in each room
- Iron with an ironing board
- 24-hour housekeeping services
- 24-hour in-room service
- Tea/coffee making facilities
- Mini Bar

SL	Room Type	Room size	Rack Rate
1	Superior King/Twin Garden View	400sqft	BDT 19,800 Net
2	Superior Triple Hill View	400sqft	BDT 22,000 Net
3	Superior Triple Sea View	400sqft	BDT 25,850 Net
4	Studio King Sea View	535sqft	BDT 25,000 Net
5	Premier King Sea View	690sqft	BDT 26,500 Net
6	Eco Suite Garden/Hill View with Balcony	720sqft	BDT 22,250 Net
7	Executive Suite with Balcony	720sqft	BDT 31,350 Net
8	Royal Family Suite	1050sqft	BDT 50,000 Net
9	Royal Paradise Suite	2020sqft	BDT 130,000 Net
10	Royal Presidential Suite	2050sqft	BDT 200,000 Net

Figure 4: Room Details

Source: <https://seapearlcxsbazar.com/>

The resort offers 493 luxurious rooms across various categories, designed to meet the unique preferences and needs of every valued guest.

2.7.2 Dining Facilities

- **Kasbah Restaurant**

Cuisine	Continental, Mexican, Seafood, Arabic, Thai, Chinese, Indian, Bangla. Children's Club menu is also available.
Service Style	Buffet and A-la-Carte
Service Hours	Breakfast: 7:00 a.m. to 10:30 a.m. Lunch: 12:30 p.m. to 3:00 p.m. Dinner: 7:00 p.m. to 10:30 p.m.
Seating Capacity	250 People
Location	Ground Floor
Size	6000 Sqft

Figure 5: Kasbah Restaurant

Source: <https://seapearlcxsbazar.com/>

- **Lemongrass Restaurant**

Cuisine	Pan Asian Cuisine
Service Style	A-la-Carte
Service Hours	6:00 p.m. to 11:00 p.m.
Seating Capacity	95 People
Location	Ground Floor
Size	2600 Sqft

Figure 6: Lemongrass Restaurant

Source: <https://seapearlcxsbazar.com/>

- **Pranzi Restaurant**

Cuisine	Italian Cuisine
Service Style	A-la-Carte
Service Hours	6:00 p.m. to 11:00 p.m.
Seating Capacity	80 People
Location	Ground Floor
Size	2600 Sqft

Figure 7: Pranzi Restaurant

Source: <https://seapearlcxsbazar.com/>

- **Fish n Grill Restaurant**

Cuisine	Seafood BBQ
Service Style	A-la-Carte
Service Hours	4:00 p.m. to 11:00 p.m.
Seating Capacity	50 People
Location	Poolside
Size	700 Sqft

Figure 8: Fish n Grill Restaurant

Source: <https://seapearlcxsbazar.com/>

- **Scoops Ice Crème Parlor**

Cuisine	Ice cream parlour
Service Style	A-la-Carte
Service Hours	11:00 a.m. to 11:00 p.m.
Seating Capacity	20 People
Location	Ground Floor
Size	700 Sqft

Figure 9: Scoops Ice Crème Parlor

Source: <https://seapearlcxsbazar.com/>

- **Punchbowl Coffee Shop**

Cuisine	Pastry and bakery
Service Style	A-la-Carte
Service Hours	8:00 a.m. to 11:00 p.m.
Seating Capacity	30 People
Location	1 st Floor
Size	300 Sqft

Figure 10: Punchbowl Coffee Shop

Source: <https://seapearlcxsbazar.com/>

- **Bliss Bar**

Cuisine	Continental, Mexican, Seafood, Arabic, Thai, Chinese, Indian, Bangla. Children's Club menu is also available .
Service Style	Buffet and A-la-Carte
Service Hours	7:00 a.m. to 11:00 p.m.
Seating Capacity	150 People
Location	Ground Floor
Size	1800 Sqft

Figure 11: Bliss Bar

Source: <https://seapearlcxsbazar.com/>

2.7.3 Featured services

- **Kids Play Zone**

Kids gaming zone: Opening Time: 08 AM | Closing Time: 10.45 PM

Kids Play Zone: 07.00 AM | Closing Time: 06.00 PM

- **Billiard**

Billiard: Opening Time: 09.00 AM | Closing Time: 09.00 PM

- **Outdoor (Open Air)**

Tennins and Badminton: Opening Time: 09.00 AM | Closing Time: 10.00 PM

- **Gym (Healthy)**

Opening Time: 07.00 AM | Closing Time: 11.00 PM

- **Sea Pearl Water Park Cox's Bazar**

Sea Pearl Water Park in Cox's Bazar is the largest and the only water park in the region built to international standards.

Rides and Slides:

- Wind Strom
- Multi Land
- Hami Kazi
- Aqua Loop
- Float Slides
- Thunder Bowl
- Fun Pool
- Rain Dance
- Pirate Ship
- Ferries Wheel

- **Swimming Pool (Mixed Pool)**

Opening Time: 07.00 AM | Closing Time: 09.00 PM

- **Swimming Pool (Ladies Pool)**

Opening Time: 07.00 AM | Closing Time: 07.00 PM

- **Samayaa World Spa (Relaxation)**

Opening Time: 10.00 AM | Closing Time: 10.00 PM

Samayaa World Spa is a premier luxury wellness brand with a nationwide presence, built on the belief that true well-being comes from harmony between the mind and body. We provide a tranquil, indulgent escape designed to deliver deep relaxation and rejuvenation.

Blending time-honored healing traditions with modern spa innovations, our diverse range of therapies includes holistic treatments that help restore inner balance and harmony. Each session is crafted to awaken the senses, release built-up stress, and cleanse the body of impurities, leaving you refreshed from head to toe.

Breathe deeply and surrender to the care of our expert therapists as they melt away your tension, leaving you with renewed energy, a radiant glow, and a sense of calm that lingers long after your visit.

2.7.4 Meeting and Event Facilities

SL	Hall Name	Size	Service Style	Seating Capacity	Location
1	Safnah	10,000sft.	Buffet/Traditional	600-1000 Person	Ground Floor
2	Imperial	1,200sft.	Buffet/Traditional	50-100 Person	Ground Floor
3	Amphitheatre	20,000sft.	Buffet/Traditional	300 Person	Pool Side
4	Private Beach	60,000sft.	Buffet/Traditional	1500 Person	Sea Beach Side

Figure 12: Banquet Hall

Source: <https://seapearlcxsbazar.com/>

2.7.5 SWOT Analysis

SWOT analysis is a strategic tool used to assess an organization's internal strengths and weaknesses, along with external opportunities and threats. The main goal of this analysis is to understand the current position of the business and develop future strategies, including how to effectively compete in the market.

- **Strengths:** Internal factors that give the organization a competitive edge over others in the industry.
- **Weaknesses:** Internal factors that put the organization at a disadvantage compared to its competitors.
- **Opportunities:** External factors that can lead to significant growth and increased revenue potential.
- **Threats:** External element that causes to loss of revenue.

Strength

- **Location:** Sea Pearl Beach Resort and Spa is nestled along Inani Beach in Cox's Bazar, perfectly positioned beside the scenic Marine Drive Road. The resort enjoys a peaceful setting, embraced by lush green hills to the east and the vast, unbroken expanse of the sea to the west.
- **Inventory and outlets:** Sea Pearl Beach Resort offers 493 luxuriously appointed rooms and 04 Hall rooms. Two swimming pools, one exclusively for ladies, 07 different cuisine restaurants and 01 Barn with great ambience. All the outlets provide world-class service with their wonderful appearance. The only and biggest water park in Cox's Bazar that meets international standards is Sea Pearl Water Park.
- **Employee:** The resort staffs have been working in this resort for a long time and most of them are well trained.

Weaknesses

- **PMS:** While all over the world five stars resorts use PMS OPERA, they are still using IDS. Their existing PMS is not suitable compared to their inventory. There are some limitations such as -
 - Integration Challenges
 - Limited Customization
 - Dependency on Internet Connectivity
 - Inaccurate Data and Reporting
- **Shuttle and car service:** The resort provides shuttle service every hour, which should be increased. Car service is not enough because of the vehicle shortage.
- **Lack of Manpower:** Every department of the resort is short of enough employees, which is a major problem in Sea Pearl Beach Resort and Spa. Additionally, some employees lack proper education and training.
- **Service:** The organization has many deficiencies in services. One of the major reasons is the shortage of employees.
- **International Chain:** The resort was previously under the international chain Royal Tulip, but is no longer under any international chain. Whereas existing competitors are starting to operate under different chains.

Opportunities

- The largest resort in Cox's Bazar is Sea Pearl Beach Resort and Spa. There are five specialized restaurants, a multi-cuisine all-day eating area, two well-stocked bars and lounges, an ice cream shop, a juice bar, and 493 luxuriously furnished rooms and suites. Moreover, there are many options for entertainment and activities for kids and adults.
- The biggest and only international-standard water park in Cox's Bazar is Sea Pearl Water Park, which has a significant chance to draw in new visitors.
- The banqueting and conference choices at Sea Pearl Beach Resort and Spa are amazing.
- It's a prestigious local brand to the local people.
- They are self-sufficient in terms of inventory, due to which their corporate business is growing a lot.
- Those who want to spend quality time with family and those who love nature prefer this resort more.

Threats

Many tourists are visiting Cox's Bazar due to a variety of reasons. Therefore, the market is expanding quickly, although a new threat also comes with, it is essential to address these threats seriously in order to remain competitive in the market. Some threats to Sea Pearl Beach Resort and Spa –

- The market already hosts a considerable number of five-star resorts, creating intense competition. Additionally, new brands are entering with advanced technologies and innovative services, making the threat of new entrants a significant challenge for Sea Pearl Beach Resort and Spa. To sustain in the market, they need to bring more diversity in the services and also their service needs to be more personalized.
- Another major challenge is the distance of Sea Pearl Beach Resort and Spa from the airport. It takes around 60 minutes to reach the resort from the airport. Because of that guests don't want to stay there sometimes.
- Now, this resort is a local Brand, whereas existing competitors are starting to operate under different chains. Like - Ramada by Wyndham, Best Western Heritage and Bay Watch.
- This resort is located very close to the sea and there are Mountains exactly behind the resort. Due to which there is a possibility of damage in case of any natural disaster.

Chapter 3 – Discussions and Analyses of Reservation Under Sales and Marketing Department

Sales and Marketing is undeniably one of the most essential departments in the hospitality sector. The productivity and profitability of the resort sector are greatly influenced by this department. This sector of the hospitality business boosts earnings and contributes in the resort's monthly and yearly budget goals. They develop plans, business proposals, and strategies to guarantee the success of the entire organization.

There are several major wings under the sales and Marketing –

- Sales
- Marketing
- Reservation
- Revenue
- Public Relation

To ensure maximum guest satisfaction, the reservation department works in close coordination with all major departments within the resort. Often referred to as the heart of the resort, this department plays a key role in building and nurturing business relationships with leading corporations to secure strong and consistent business support.

Reservation department is one of the vital wings of sales and marketing department. The Reservation, Sales, and Marketing departments are essential in driving guest bookings, maximizing revenue, and building a strong brand presence in the competitive hospitality industry. Their collaboration helps the resort maintain a steady stream of customers, adapt to market trends, and ensure long-term profitability.

The primary role of the reservation department is to create a strong and lasting impression of their services in the minds of customers.

3.1 Operational Network Organogram Sales and Marketing Department

Every organization has a chart of its own, like those are: -

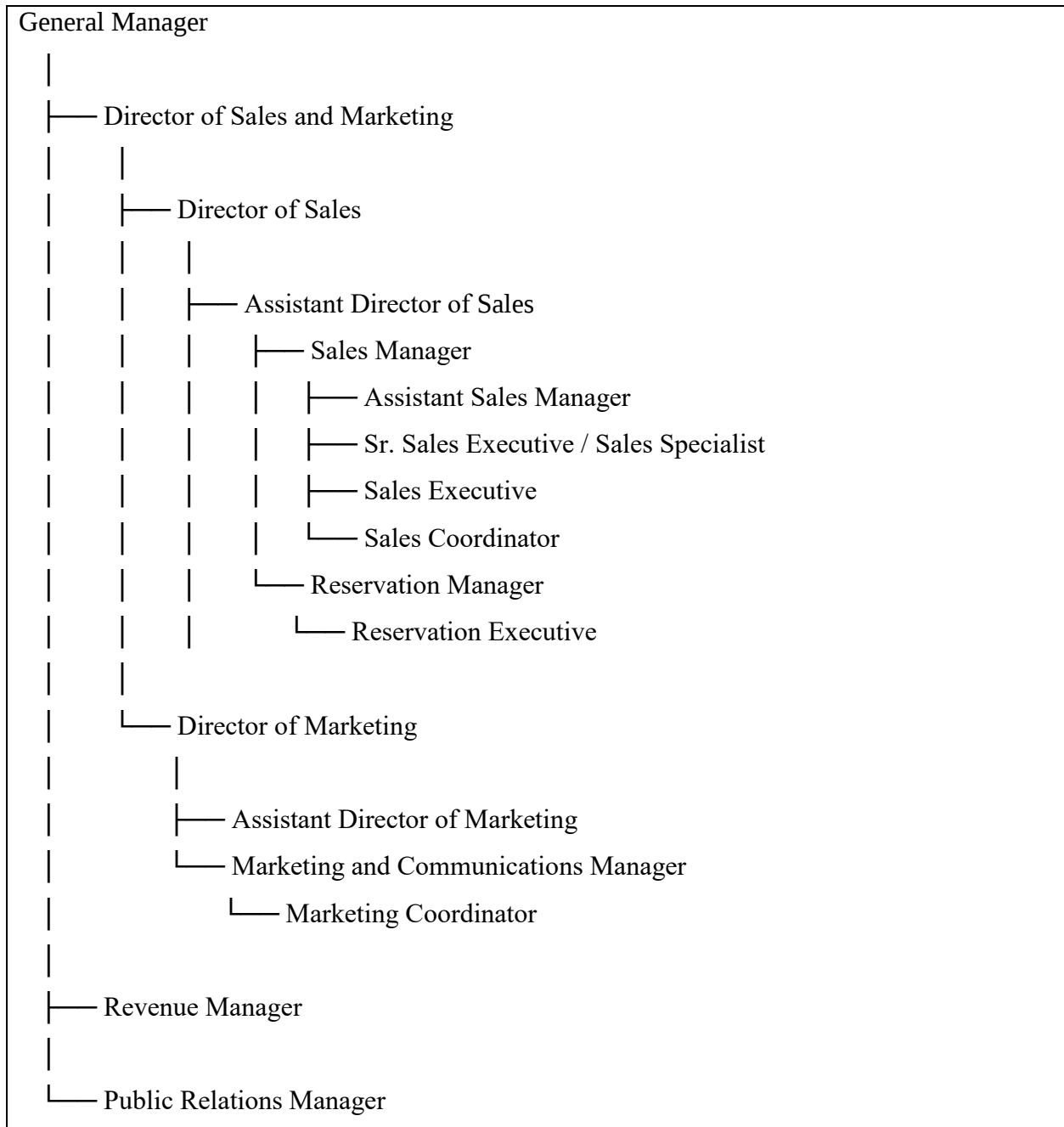


Figure 13: Operational Network Organogram

Source: Author's Compilation

3.2 Reservation Department Functional Activities

3.2.1 Handling Room Reservations -

- **Receiving Reservations:** The department receives booking requests via various channels, such as phone, email, online booking engines (OTAs), or walk-ins.
- **Booking Confirmation:** Once a reservation is made, the department confirms the booking by sending a confirmation message to the guest, detailing the dates, room type, and rates.
- **Reservation Entry:** Information about each booking is entered into the resort's Property Management System (PMS) to ensure accurate record-keeping and room allocation.

3.2.2 Upselling and Revenue Management –

- **Upselling:** The reservation team may promote premium services such as room upgrades, breakfast packages, or spa treatments.
- **Revenue Optimization:** By analyzing booking trends and occupancy levels, the reservation team helps optimize revenue through dynamic pricing strategies.

3.2.3 Tracking and Reporting -

- **Booking Analysis:** Monitoring booking trends, cancellation patterns, and occupancy rates. The department generates reports on reservation statistics, such as lead times, no-show rates, and booking sources.
- **Forecasting:** Using historical data to forecast occupancy, allowing the resort to plan for staffing and resource allocation efficiently.

3.2.4 Processing Payment and Deposits –

- **Pre-payment:** The reservation team handles payment processing, including pre-authorizations or full payments for certain types of bookings.
- **Deposit Management:** In some cases, deposits are required for bookings. The department ensures these payments are collected and managed according to resort policies.

3.2.5 Managing Booking Channels –

- **Online Travel Agents (OTAs):** The department often deals with managing relationships with OTAs like Booking.com, Expedia, Agoda etc. updating availability, rates, and ensuring consistent information across all channels.
- **Direct Bookings:** The department works to encourage direct bookings, often offering incentives like discounts.

3.2.6 Operating PMS – SPBR uses IDS software as PMS. Manages a variety of resort operations, such as reservations, guest check-in/out, room assignments, and billing. Some of the Key Features are mentioned below -

- **Reservation Management:** Enables resorts to automate confirmation procedures, monitor room availability, and handle reservations.
- **Check-in/Check-out:** Minimizes paperwork and wait times by shortening the check-in and check-out procedures.
- **Room Status:** Assists in monitoring room conditions, such as occupancy and upkeep requirements.
- **Payment:** Manages guest payments and provides invoices.
- **Guest Profiles:** keeps track of visitor preferences and information for personalizing their present and upcoming stay.

- Overview of IDS PMS Dashboard

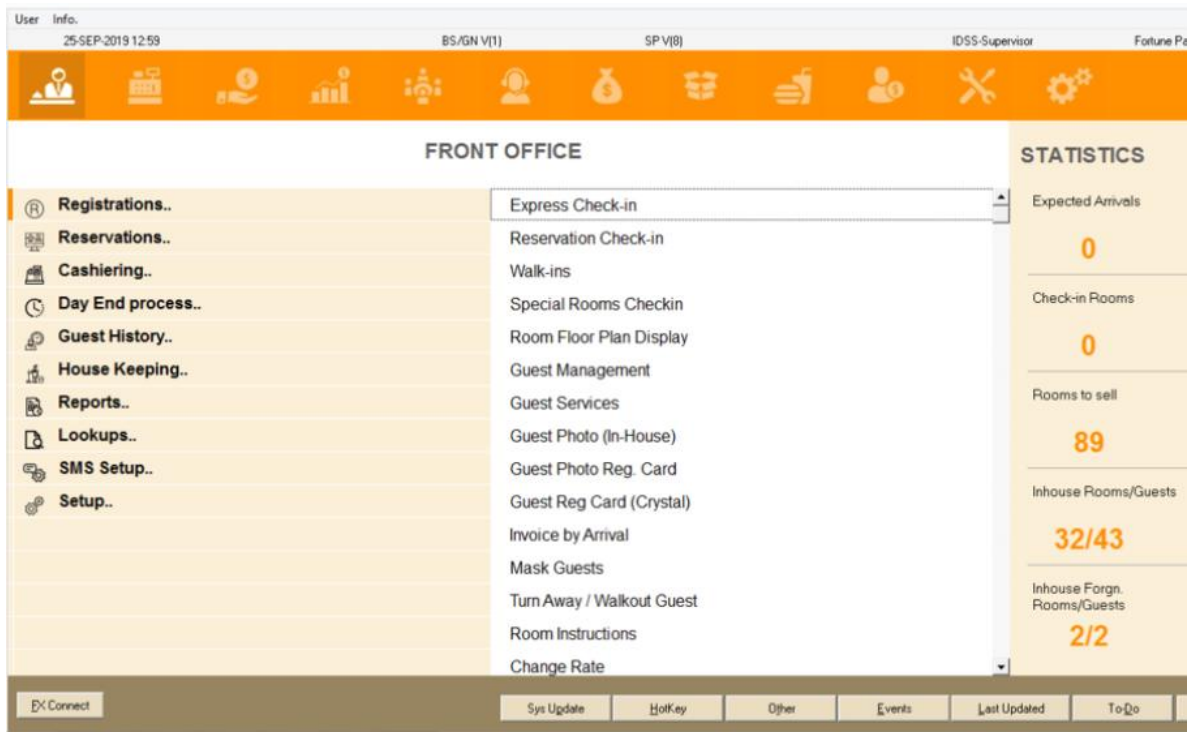


Figure 14: Dashboard

Source: <https://idsnext.com/>

- Overview of Occupancy and Room Availability

From Date	23-APR-2025																
Property	SPBRS																
From Date	23/04 W	24/04 T	25/04 F	26/04 S	27/04 S	28/04 M	29/04 T	30/04 W	01/05 T	02/05 F	03/05 S	04/05 S	05/05 M	06/05 T	07/05 W	08/05 T	09/05 F
SPG - SPG#	48	56	57	64	23	27	74	66	0	10	70	75	80	80	80	77	75
SPD - SPD#	3	0	0	0	3	3	3	3	3	3	3	3	3	3	3	3	3
SST - SST#	5	9	5	5	4	4	36	34	9	26	36	38	38	38	38	38	38
SH3 - SH3#	47	49	25	25	60	60	59	59	44	47	59	60	60	60	60	59	57
SS3 - SS3#	80	61	8	10	80	80	81	75	34	51	79	81	81	81	81	81	77
STU - STU#	61	63	44	47	44	45	90	83	56	64	88	91	91	91	91	91	84
PRE - PRE#	21	20	20	21	22	21	22	20	13	19	21	21	21	22	22	22	21
ESG - ESG#	38	38	37	38	40	40	39	39	28	29	39	40	40	40	40	40	39
ESS - ESS#	37	36	18	17	44	44	44	44	43	44	44	45	45	45	46	46	45
RFS - RFS#	14	13	4	4	14	14	13	12	7	8	11	12	14	14	14	12	12
RPS - RPS#	1	1	0	0	1	1	1	1	0	0	1	1	1	1	1	0	1
PRS - PRS#	1	1	0	0	1	1	1	1	1	1	1	1	1	1	1	1	1
Position	356	347	218	231	336	340	463	437	238	302	452	468	475	476	477	470	453
Allocation																	
Total Rooms	478	478	478	478	478	478	478	478	478	478	478	478	478	478	478	478	478
Out of order	1	1	1	1	1	1	1	1									
Out of Service	1	1	1	1	1	1	1	1									

Figure 15: Room Status

Source: <https://idsnext.com/>

The Reservation Department is integral to resort operations, directly impacting guest satisfaction, revenue, and operational efficiency. Its ability to manage the booking process seamlessly ensures a smooth experience for both the guests and the resort staff.

3.3 Coordination of Reservation Department with other departments –

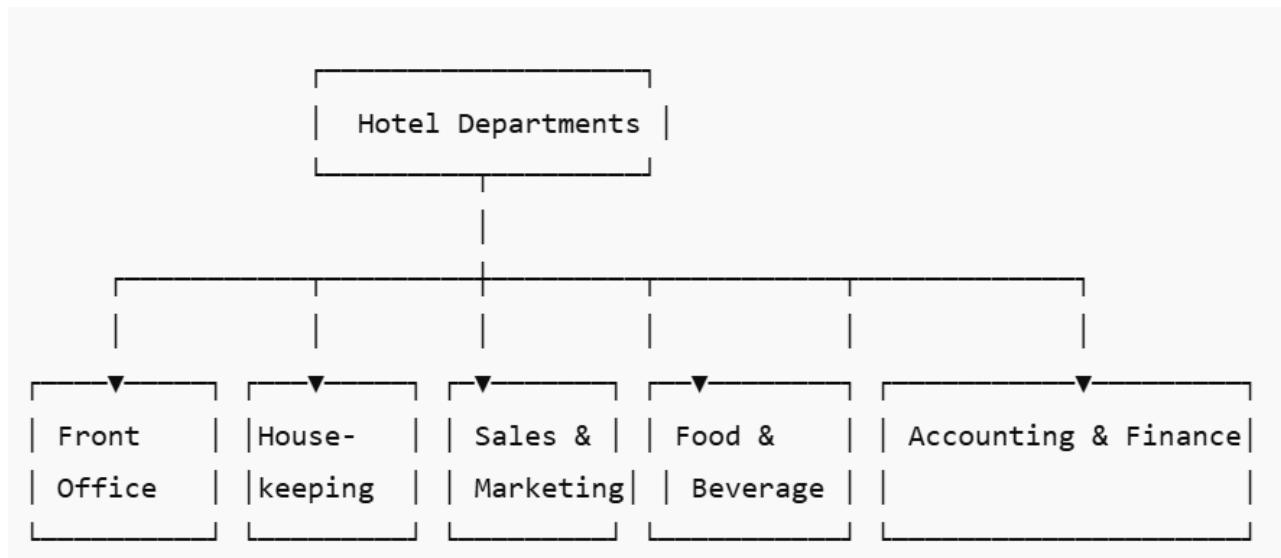


Figure 15: Major functional departments

Source: Author's Compilation

The flow chart description is given below

- **Front Desk Coordination:** The reservation team ensures the front desk is updated on guest arrival schedules, cancellations, and special requests.
- **Housekeeping Coordination:** The reservation department communicates occupancy details to housekeeping to ensure rooms are cleaned and prepared in time for check-in.
- **Sales and Marketing:** It works closely with the sales and marketing department to implement promotional campaigns and special offers, ensuring they are reflected in the reservation system.
- **Food and Beverage (F and B):** The Reservation Department communicates with F & B to make restaurant reservations for guests, especially for VIPs or special occasions. If the guest has specific food preferences or dietary restrictions, this information is shared with the F and B department to ensure guest satisfaction.
- **Accounting and Finance:** The Reservation team informs the Accounting Department of any advance payments, deposits, or particular billing instructions relating to reservations. Also, details are shared for tracking no-shows and cancellations.

Chapter 4 – Activities, Challenge and Lessons Learned

A Reservation Executive is a certified professional who confirm the reservation establishes sales objectives for the company and coordinates with the Sales Manager and Reservation Manager to ensure their successful attainment.

4.1 Assigned Roles and Tasks during the Internship

- **Response:** Responding to reservation requests via phone, email, or online platforms.
- **Time Management:** Ensuring reservations are processed accurately and ensure in a timely manner.
- **Confirmation:** Confirming reservations and sending confirmation details to the guest.
- **Availability:** Ensuring the availability of rooms or services by coordinating with other departments
- **Partner Platforms:** Keeping room availability updated on online booking platforms and B2B Clients.
- **Marketing Campaign:** Supporting the commercial team with daily reporting and ensuring that revenue and upselling are maximized.
- **Daily Reports:** Maintain the daily reports, including Sales and Reservations.
- **Re-Confirmation:** Re-confirming all reservation and guests other requirements.
- **Payment:** Check all payment portals and send payment confirmation details to the guest.
- **In-House Guest Meeting:** Dealing with in-house guest complaints and working on their requirement, observation and feedback.

4.2 Challenges during the internship period

- Interns are not given a proper orientation about the resort's policies, expectations, and operational procedures at the start of the internship.
- Trainees often face a lack of cooperation and guidance from some associates.
- Because of the intense workload, interns occasionally work on the weekends as well, which demotivates them for their internship placement.
- Minimal opportunity for departmental cross-training.
- The interns' tasks weren't properly distributed.
- The supervisor's limited availability hinders the opportunity for meaningful performance reviews and guidance.
- Preferential treatment by some staff members creates an unequal learning environment among interns.
- Inadequate internship opportunities, trained supervisors, and additional resources.
- Permanent employees sometimes feel insecure if an intern performs well, due to which interns often face difficulties.
- Learning and Training the new Property Management System Software IDS.

4.3 Technique for making a proper reservation:

4.3.1 Provide Accurate Information: Fill in all necessary basic information accurately -

- Guest Name
- Check-in and Check-out dates
- Number of Guests
- Right Room Type
- Room Rate
- Meal Plan (CP/AP/MAP)
- Email Address and contact number
- Market Segment

4.3.2 Reservation: After getting all necessary information, make a reservation at the Property management system (PMS). Then share the reservation copy with the guest through mail or phone.

4.3.3 Transportation Information: Confirm with the guest whether they will need transportation. If needed, it will be taken by shuttle or private and collect details accordingly for smooth transport service.

4.3.4 Special Requirements: Fulfilling guest's special requirements helps to ensure a positive, personalized, and comfortable experience. Here's why guest special requirements are important –

- Making them feel special
- Increases satisfaction and generates favorable ratings.
- Increased Loyalty and Retention
- Positive Brand Image
- Minimizing Complaints and Negative Reviews
- Revenue Opportunities

- 4.3.5 Deposit:** After sharing a tentative reservation copy with guest, collect the advance deposit or a Purchase order to confirm the reservation.
- 4.3.6 Confirmation:** Once a deposit or PO is received from the guest, make sure the deposit is posted against the accurate reservation. Then share the reservation confirmation copy with the guest through mail or phone for both parties' documentation.
- 4.3.7 Re-confirmation:** Make a follow-up call with the guest to reconfirm their arrival and avoid a No-Show.

4.4 Maintain the daily Report and other business Trackers

- **Daily Occupancy Report:** This report presents the number of sold rooms, occupancy percentage, and available rooms. Also, highlights the In-House VIP guest, Complementary room and Group guest.
- **Forecast Report:** A Forecast Report provides essential data for Revenue Management, Pricing Strategy, Budgeting, financial Planning and making Sales Strategy.
- **Daily Revenue Report:** The Daily revenue report presents the data of Room revenue from bookings, including occupancy rates and ADR.
- **Daily Cancellation Report:** The Cancellations report analysis the Accurate Demand Forecasting and helps assess the financial impact. Also, it helps to Improve Communication and Customer Relationship Management.
- **Daily Post-pond and amendment report:** This report deals with the changes that occur in scheduled events or room reservations. Documentation of Post-pond and amendment records is very essential for managing operational, financial and legal aspects.
- **Daily Deposit posting report:** The Daily Deposit Posting Report is crucial for ensuring Accurate Financial Tracking, Improving Cash Flow Management, fraud prevention, enhancing Guest Experience and Streamlining Communication between Departments.
- **Daily Sale and Reservation report:** The Daily Sales and Reservation Report plays a vital role in ensuring smooth operations, financial transparency, and decision-making.
- **No-Show and Retention Report:** No-Show and Retention Report: A guest will be considered a no-show if they fail to show up at the resort at the designated time and do not contact the resort to provide further information.

4.5 Academic Preparation

Academic preparation provides the theoretical foundation of industry concepts, but students often face challenges in employment due to gaps between their studies and employer expectations in the resort industry. These mismatches stem from differences between academic teachings and the practical skills employers require. While theory is essential, practical skills and hands-on experience are equally important. Students should focus on developing practical skills alongside their studies to better align with industry needs and build a successful career in hospitality.

During study, we are given all kinds of knowledge, which is required. As the hospitality industry is a broad field, our hospitality-related particular subject should be taught in more detail. Because focusing on a particular area in the hospitality industry is an important decision that can shape a career and define our expertise. There are many areas which might be considered focusing while pursuing a hospitality management degree:

- Resorts
- Event Planning and Management
- Travel and Tourism agency
- Entertainment and Theme Parks
- Cruise Industry
- Luxury and Boutique Resorts
- Airlines and Aviation

The hospitality field offers diverse career opportunities across a wide range of sectors. So, identifying the specific field during study that aligns with your strengths and passions will help you find a fulfilling career path.

As a result, the Tourism and Hospitality Management department should focus on a more practical curriculum to help students acquire hands-on experience. and detail-oriented knowledge based on which student can select a specific field for a successful career.

4.6 Summary of the Internship Program

The internship serves as a valuable opportunity for students to gain firsthand experience in a professional work environment. As part of the academic requirement for my Bachelor of Tourism and Hospitality Management (BTHM) degree, I was placed at Sea Pearl Beach Resort and Spa for a six-month internship. The program spanned from July 1, 2022, to December 31, 2022. During this period, I was assigned to the Sales and Marketing Department, specifically in the Reservations section. This allowed me to engage directly with the daily operations and responsibilities of the department, providing me with practical insight and learning experience.

Name of the Organization:	Sea Pearl Beach Resort and Spa
Address:	Jaliapalong, Inani, Ukhia, Cox's Bazar - 4750, Bangladesh.
Department:	Sales and Marketing
Position:	Trainee (Intern)
Internship Duration:	06 Months
Internship Supervisor:	AHM Zaidi Reservation Manager Sales and Marketing Department

Figure 16: Internship Summary

Source: Author's Compilation

Chapter 5 - Findings, Recommendations and Conclusion

5.1 Findings

I've learned something really amazing about the company during my internship. However, I have identified certain operational, Sales and marketing department flaws that warrant further consideration. These elements are explained as follows:

5.1.1 Customer Service Quality: The resort customer service quality is getting poor day by day. Some common reasons for poor customer service at resorts include:

- Inadequate Staff Training
- Poor Management
- High Employee Turnover
- Inconsistent service delivery
- Lack of quality control measures
- Poor Communication
- Cultural or Language Barriers
- Understaffing and Overwork

5.1.2 Inadequate Information the Website: The official website of the resort is not enriched with updated information. Such as – Their **Wave** outlet is not available to anyone, but still showing on the website and Open a new restaurant **Appayan**, which is not included in the list of outlets.

5.1.3 Lack of Man power: They have a total of 493 Rooms, 07 Restaurants, 04 Banquet Hall and Other activities, whereas their total Staff is around 500 for this giant inventory. As a result there is an overwork load on current employees. They try to make permanent employees work with Trainees. Because of this many times guest dissatisfaction occurs as they are not skilled or professional. Understaffed, employees are stretched thin, resulting in slower service and a lack of attention to guests' needs.

- 5.1.4 High Employee Turnover:** Their Employee Turnover rate is very high. Some reasons are-
- lower pay scale
 - work overload
 - Employee Dissatisfaction due to Poor Facility
- 5.1.5 Poor Management:** This organization's higher management has poor leadership is noticeable. Poor management can result in dissatisfied guests, financial losses, and a damaged reputation. So, they have to be more attentive and make employee accountable.
- 5.1.6 Experienced Employee:** There are many experienced employees, due to which they can deliver the service despite fewer human resources. Experience employees offer an overall performance, cost savings, and a more positive work environment at the resort.
- 5.1.7 Revenue Target:** This resort is always able to achieve its monthly and yearly revenue target despite many obstacles. Credit goes to their dedicated sales and Marketing team.
- 5.1.8 Inventory:** Sea Pearl Beach Resort and Spa has the largest inventory among all resorts in Cox's Bazar. They have all kinds of facilities available to fulfill guest requirements. As a result they are ahead in the guest preference priority list among all.
- 5.1.9 Amenities:** Their signature amenities are Marin Drive road, the Sea beach in front and Mountains exactly behind the resort. Also, they have some other amenities like- Sea Pearl Water Park, 02 Swimming pool, Samayaa World Spa, bar facility, Kids play zone, Billiard and many more to attract a large number of guests.
- 5.1.10 Property Management System:** SPBR uses IDS as PMS, which is not suitable for such a large inventory. Sometimes, **IDS PMS** hangs due to not being able to handle such a large inventory, which has a major impact on guest experience.

5.2 Recommendations

- **Customer loyalty program:** Opening a customer loyalty program will help to keep concentration on existing customer's requirements.
- **Property Management System:** Property Management System is a vital tool for any resort, providing efficiency in operations, enhancing the guest experience, and optimizing revenue. They should use **OPERA PMS** instead of **IDS PMS** since their inventory is huge. Every 5-Star and Standard resort uses **OPERA PMS** for smooth operation.
- **Guest Experience:** To improve the standard of customer service satisfaction, prioritize timely task completion and personalized attention to each customer.
- **Enhance Target Market:** Resorts can retain customers, instead of considering only the loyal customers, should give more importance to grabbing new customers.
- **Performance Evaluation:** Management must evaluate the performance of staffs.
- **Strengthen Marketing:** Try reaching out to lost clients through email or phone and then, depending on their response, try to entice them back with attractive offers.
- **Website Optimization:** Providing updated images of rooms and venues, a virtual tour to make the website more user-friendly.
- **Event Marketing:** Before every event or festival, a significant marketing and promotional campaign should be launched to increase awareness of the selling and marketing service.
- **Festive Engagement:** Arrange a food festival and celebrate each possible festival.

- **Online Reviews:** Encourage guests to give more reviews on different sites about the service of the resort and follow up with them regularly.
- **Staff Training and Recruitment:** Arrange adequate Staff Training and ensure employee satisfaction to get 100 percent from them. Also, recruit enough skilled and experienced employees.
- **Social Media Campaigns:** Utilize social media platforms for event announcements and interactive promotions to reach a wider audience.
- **Cultural Programs:** Host cultural and entertainment events during festivals to create memorable guest experiences.
- **Content Refresh:** Continuously update website content with new offers, packages, and seasonal promotions to keep visitors engaged.

5.3 Conclusion

Bangladesh is currently at a pivotal point in terms of economic freedom, with significant potential for growth and development across various sectors—particularly tourism and hospitality. These industries are undergoing substantial transformation, and "professionalism" has become a key determinant of success both now and in the future. Only those organizations that are genuinely committed to excellence in this field will thrive. Sea Pearl Beach Resort and Spa stands out as a premier five-star resort in Bangladesh, ideally located between the serene sea beach and the scenic mountains. Renowned as one of the country's top luxury resorts, it is dedicated to delivering exceptional service to its guests. The resort's design is crafted to evoke deep emotions in visitors, beginning with an impressive welcome experience that features a stunning lobby with panoramic views of the Bay of Bengal, familiar background music, and a calming fragrance. I am proud to have completed my internship at Sea Pearl Beach Resort and Spa, where I was assigned to the Sales and Marketing Department. This experience has provided me with invaluable insights into the dynamic nature of the hospitality industry. Sea Pearl Beach Resort consistently generates innovative business ideas. With continued efforts, they could expand their distribution network, enter new markets, and generate consistent revenue. To keep existing customers and attract potential new markets, it must put a lot of effort into launching new signature services. The only realistic approach for businesses to accomplish their goals is to continuously enhance work procedures, services, and facilities to meet the needs of guests. Finally, as a team member, I tried to improve service quality through numerous contributions. After finishing the training, I understand how large resorts engage their teams to achieve common goals.

Chapter 6 – Appendices

Glossary of terms, abbreviations and acronyms -

1. **SPBRR:** Sea Pearl Beach Resort and Spa
2. **RSV:** Reservation
3. **SMS:** Short Message Service
4. **BEO:** Banquet Event Order
5. **PMS:** Property Management System
6. **F&B:** Food and Beverage
7. **HK:** Housekeeping
8. **FO:** Front Office
9. **RD:** Room Division
10. **HOD:** Head of Department
11. **BOGO:** Buy One Get One
12. **BAR Rate:** Best Available Rate (Lowest Rate of the day)
13. **Rack Rate:** The official advertised Rate

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