



Daffodil
International
University

Internship Report on
Front Office Management System
Of
DuSai Resort & Spa

Supervised to
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Tourism & Hospitality
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Transmittal Letter

Mahbub Parvez

Associate Professor

Department of Tourism & Hospitality Management

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Subject: Submission of Internship Report

Dear Sir,

I would like to share my internship report Front Office Management System at DuSai Resort & Spa as a student of Tourism and Hospitalities Management. It is a pleasure for me to complete my internship report under your supervision.

I have worked as a Front Office Trainee at DuSai Resort & Spa which is considered the first forest resort in Bangladesh. I was guided by Mr. Monirul Islam the Front Office Supervisor. The report demonstrates the Front Office Operations at DuSai Resort & Spa. I feel gratitude for getting enough support and guidance from you while making this report.

I would be delighted if you will find this report useful and have a clear view on this matter.

Sincerely yours,

Syed Galib Hossain ID: 192-43-410

Department of Tourism and Hospitality Management

Daffodil International University

CERTIFICATE OF THE SUPERVISOR

This is to certify that, the Internship report titled “The Front Office Management System of DuSai Resort & Spa” which is a part to get degree from Daffodil International University is prepared by Syed Galib Hossain, id: 192-43-410. He has prepared the report under my direct supervision. This report has been considered as a part of his training and serves as a proof of work done well.

Signature



.....

Mahbub Parvez

Associate Professor

Department of Tourism & Hospitality Management

Daffodil International University

ACKNOWLEDGEMENT

First of all, I feel grateful to Almighty Allah for accepting me to complete my internship at a recognized Hospitality platform and allowing me to make this report which would stand for completing the core requirement to end up my Graduation.

I am also grateful to Mr. Mahbub Parvez (Associate Professor) Department of THM Daffodil International University for assisting me to make this final report and to Mr. Monirul Islam Front Office Supervisor DuSai Resort & Spa for guiding me about front desk operation. The learning would help me to build up my career at hospitality industry.

EXECUTIVE SUMMARY

This report reflects the Front Office Operation process at DuSai Resort and Spa. Discussions in this report focus on key activities of the Front Office, such as managing reservations, guest check-in and check-out procedures, and collaboration with other departments. The findings emphasize the importance of the Front Office in delivering exceptional service and driving operational success. My observations, suggests that the implementing digital communication tools, streamlining SOPs during peak periods, enhancing PMS integration, focusing on upselling opportunities, and introducing a guest feedback system.

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Chapter: One

Introduction

1.1 Introduction

One of the ancient industries of the earth which is to be considered must is our Hospitality Industry. The root of the industry is relation, gesture, hospitality, service where the host is the provider and the Guests are the consumer. The term hospitality comes in our mind from our continental practice which we basically start from our home. But the industry is much more professional and there each and every service have individual standard. Some parts of the industry services are food, residence, security, recreation, treatment, transport etc. This report is going to highlight the activities of a Resort Operation and mostly the Front Office Department. Front desk is a platform from where you will find the initial procedures to the final parts of the service provider. The Front Desk is a vital Department of a Resort / Hotel who are responsible to pass all kind of Information and their main focus is to ensure Guest Service by leading other Departments. They are also involved in bill collection, C/I and C/O procedures.



Figure 1: DuSai Resort & Spa

1.2 Background of the Report

As I have completed my 126 Credits. I need to join in a hotel/resort where I need to work at a specific whether as an intern or an employee for at least 6 month and I have to make a report on what I am learning at my respective work place. After my course completion I got interview call from DuSai Resort & Spa for Front Office and selected for joining. While working I successfully utilized all my knowledges I gained from my degree and also, I have learnt a lot of new aspects.

1.3 Origin of the Report

Bachelor of Tourism and Hospitality Management (BTHM) is a four-year honors program. As a student of this undergraduate curriculum at Daffodil International University, it is a prerequisite for me to carry out the courses. Students who have completed all BTHM's courses are ready to start an internship program to achieve the final certificate from the university. After completing my academic courses, I started my placement program at DuSai Resort & Spa. During my attachment time I was able to discover how to organize work and how crucial the team is. After effectively accomplishing my industrial training period, I generated this report.

1.4 Objective

- ✓ To investigate and evaluate the operations of a resort with a specific focus on the front office department.
- ✓ To highlight the responsibilities of the front office department.
- ✓ To examine the front office's role in coordinating with other departments to ensure seamless service and smooth operations.
- ✓ To analyze standard operating procedures and guest handling techniques used by the front office to maintain high service standards.
- ✓ To identify ways in which the front office contributes to guest satisfaction, retention, and positive reviews for the resort.

1.5 Methodology

This report employs a qualitative methodology to delve deeply into the workings and role of the Front Office Department within a resort. Primary data was collected through interviews with Front Office staff, including managers and team members. These conversations provided rich insights into their daily roles, the challenges they face, and their approach to guest service and coordination with other departments. In addition, informal discussions with guests helped gather feedback on their satisfaction with the Front Desk experience, particularly around check-in, check-out, and general service interactions.

To complement the primary data, secondary sources were reviewed to build a theoretical foundation for the report. Industry literature on hospitality standards and Front Office functions was analyzed, which helped in understanding best practices in guest service and effective resort management. The resort's own standard operating procedures (SOPs) and manuals for the Front Office were also examined to better understand specific service practices, such as guest handling, billing, and communication with other departments.

Observation was a key component of this qualitative approach. By observing the Front Desk in action, including staff-guest interactions and the coordination between the Front Office and other departments, the research gathered important insights into the flow of services, response times, and service dynamics. Together, the observations, interviews, and guest feedback offered a holistic view of the Front Office's impact on the resort's operations and guest experience, allowing for a nuanced analysis of how this department drives overall service quality and operational success.

1.6 Limitations

- The report is going to identify the Front Office Management System.
- This report will not analyze the operational activities of other departments.
- The report will not describe the policy of the property
- The report will not describe about the HR facilities.

Chapter: Two

Overview of DuSai Resort & Spa

2.1 Background of DuSai Resort & Spa



The current resort site was once a garden and the vacation home of Mr. Naser Rahman's ancestors. His father, the late Mr. M Saifur Rahman, a former finance minister, planted and nurtured the trees. He cultivated this peaceful landscape for his five children and their grandchildren to cherish. Several years after his parents' demise Mr. Rahman decided to expand this vacation house to be used by their extended family member. Later on, in 2010 considering the public demand for tourism, he decided to transform their vacation house into a resort and share the serene environment with the people. The resort is named after his parents using their name initials, Du + Sai = Dusai. The design work started in 2009 and later in 2010, January the

construction commenced. The villas came first, followed by staff housing and the main building in select areas. The resort opened with a soft launch in mid-2012. Located four hours from Dhaka, it quickly became a weekend retreat. It hosts cultural shows and holiday programs. The landscape has thrived over two years of use. The resort hosts regular cultural shows and programs on different national holidays

2.2 Organization Information

Organization Details	
Property name	DuSai Resort & Spa
Owned By	Mr. Naser Rahman
Address	Niteshwar, Baganbari, Moulvibazar, Sylhet
Telephone	02-985902621
Mobile	01617-005511
GM's telephone	02-985902625
Email	rsvn@dusairesorts.com
Website	www.dusaihotel&resorts.com
Location	Moulvibazar, Sylhet
Year hotel opened	2013
Opening date	25 th May 2013
Hotel category	4Star
Number of rooms	85
Number of floors	03

2.3 Objectives of DuSai Resort & Spa

- Professional business management is a core aspect of their objective
- They always try to maintain the HACCP prospects as they can keep their good quality service sustainable
- Their ultimate goal is to keep the property as much as keeping clean as they mostly serve guest from outside and obviously elegant as well.
- Keeping waste in a limited level is a main concern as the costing is high due being in a rural area.
- They always try to bring new upcoming by matching with current trends as they have so many competitors nearby
- To enhance their staff's loyalty, they give them the best facilities, compensations, employee of the month award, occasional ceremonies etc.
- They are very concern of providing good quality products as most guest preference is to get the premiums items no matter what the price is.

2.4 Mission, Vision and Goal:

Mission

- ✓ To provide an outstanding service with complete satisfaction by fulfilling guest accurate needs.
- ✓ Being sustainable in providing good quality of services.
- ✓ Being the foremost priority of people while choosing Sylhet area for vacation.
- ✓ Provide services to the Top corporates in Bangladesh.

Vision

Be the leading organization throughout the Hospitality industry of Bangladesh by providing the best quality of services and by producing dynamic man power with proper work training and hospitality industry relevant knowledge.

Goal

The goals of Dusai Resort & Spa are typically include delivering best hospitality service and achieving profitability through successfully maintaining costing, guest satisfaction and staying competitive in the market.

They are pledged to open a Hotel behind their Resort area which is already in progress and planned to be inaugurated in 2026.

2.5 Organizational Chart of DuSai Resort & Spa

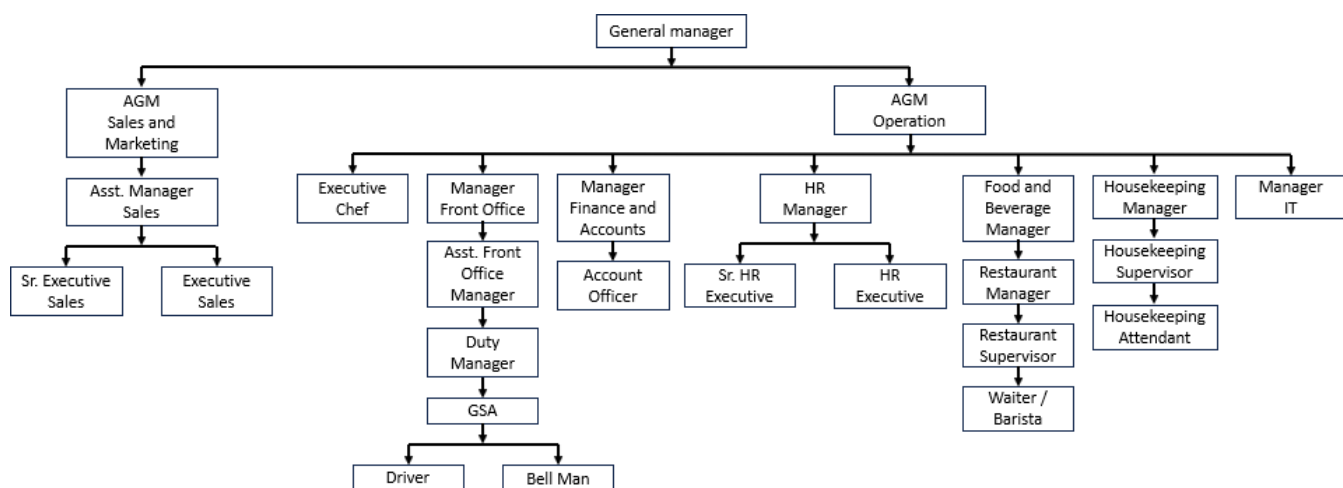


Figure 2: Organizational Chart of DuSai Resort & Spa

2.6 Products of DuSai Resort & Spa

Room Categories

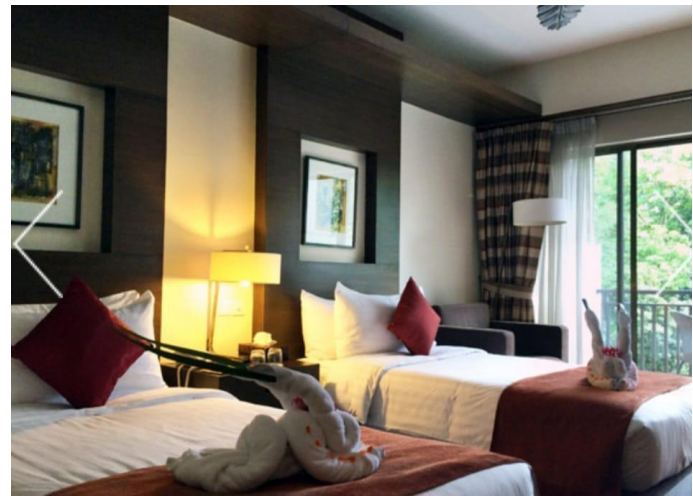


Superior King / Twin

The property has 18 Superior King class rooms; situated on three floors of the northern side of the main hotel building. These rooms focus on wooden theme as like wooden designed linear floor tiles. The rooms are prepared with international standard room and bathroom amenities & facilities.

Premium King / Twin

The Main Hotel's south side features 12 Premium rooms. They have wooden parquet floors and private balconies facing south, offering views of the lush, tree-filled main garden.



Classic Standard Family/ Triple

20 Classic Standard rooms are there on two floors of the north side of our Tower- Two. The tower is also Known as M Saifur Rahman Building. These triple rooms are Ideal for a ground of three, who many want three separate bed or a family with well grown children. Where the Classic Family suit has only one Queen size bed so it can accommodate a single couple. Moreover, each suit has a separated balcony that faces the front garden Area.



Villa Deluxe Queen

The Villas' lower floor house these rooms. Each has a Queen-size bed facing the balcony. The balcony offers an open-air bathtub with views of the winding lake and distant tea garden.



Villa Deluxe King

The Villas' upper floor holds these rooms, showcasing a 20-foot-high natural thatch roof. Each has a King-size four-poster bed. The balcony includes an open-air bathtub for relaxation.

Villa Suite C

This exclusive one-bedroom suite sits by the hillside, nestled beneath one of four suite villas. It includes a separate living room with a dinette table. Both the bedroom and living room are open onto balconies. The balconies focus at the views of the lake and tea gardens. The bathroom boasts a spacious two-person bathtub.



Villa Suite B

These suites are established at the villa's ground floors. They have two bedrooms, two bathrooms, a living and dining corner, and a long balcony. This balcony showcases the views of the winding lake and nearby tea garden. The master bedroom has a King-size bed, while the second room offers two single beds. The master bathroom has a single person bathtub.



Villa Suite A

These suites sit on the upper floor of the suite villas, with 20-foot-high thatch roofs in both bedrooms. Other features closely resemble Suite B.



Honeymoon Villa

These private walled villas have a drawing room, master bedroom, bathroom, pantry, and another cozy bathroom. Perched on a hilltop, it enhances a heated infinity wading pool also a thatched gazebo. The bathroom offers a large Jacuzzi especially designed for couples.



Presidential Villa

The presidential villa is the highest category accommodation in the property. That includes two bedrooms, a spacious living and dining area, a pantry, and a third bathroom. Situated on a hilltop, it features a 30'x12' heated infinity pool, a thatched-roof gazebo, and a small garden. The master bathroom offers both indoor and outdoor showers within an open-air courtyard.



Restaurants

Banana Leaf Restaurant

The resort's fine dining restaurant, 'Banana Leaf' is on the ground floor of the main hotel. It offers a variety of Continental, Chinese, Thai, and Indian dishes.



Tea Valley Restaurant

This half-moon restaurant sits on a hillside, offering views of rice fields, a lake, and tea plantations. Built with a wooden frame and a thick thatched roof, it includes a Show Kitchen where chefs prepare meals in front of guests. The menu offers a select range of Continental and Bangladeshi dishes. Buffet breakfast is also served here.



The Forest Lounge

The resort's bar sits on a floating platform extending into the valley by the main pool. It offers a variety of cocktails, mocktails, beers, red, and white wines. Foreign guests may bring



their own alcoholic beverages for consumption in their rooms.

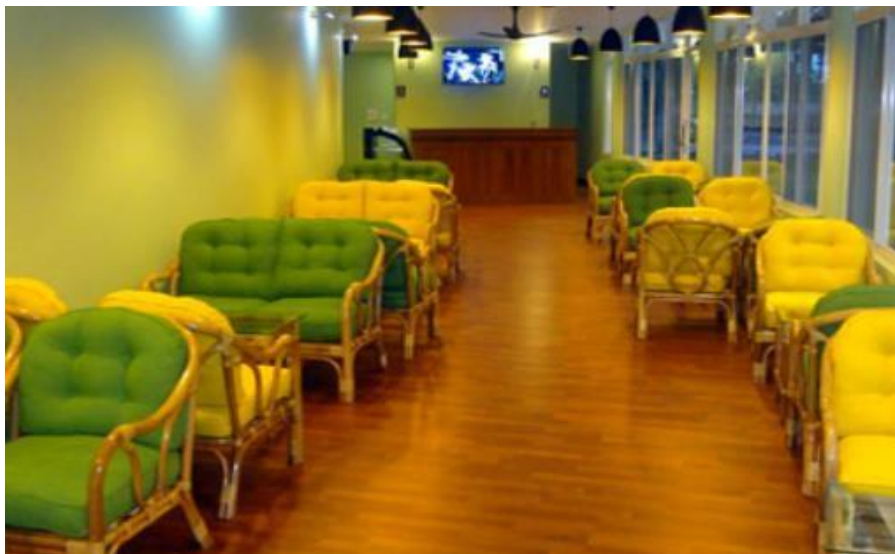
The Pool Cafe

This one-of-a-kind sunken pool cafe, a first in Bangladesh, offers snacks, soft drinks, and juices to poolside guests.



The Garden Lounge

This newly built Lounge offers a peaceful spot with forest views, inviting guests to unwind over snacks and hot or cold drinks.



The Lobby Cafe

This space is part of the Food & Beverage department at DuSai Resort & Spa. It helps boost revenue by offering quick refreshments, light snacks, and drinks. Located near reception, it provides a casual spot for guests to unwind upon arrival, during check-in, or while waiting for transportation.



Recreation & Relaxation

Armana Spa

A soothing spa experience awaits with an all-natural package featuring herbal and floral blends. Step into serene tranquility through a warmly designed reception, embracing bamboo, wood, and thatched elements. Crystal-clear reflections enhance the indoor water body, complemented by five Spa Treatment Suites. Choose from therapies like the Majestic Thai Experience or Exotic Armana Experience, and unwind under the expert touch of skilled Thai therapists. Open daily from 10:00 AM to 10:00 PM.



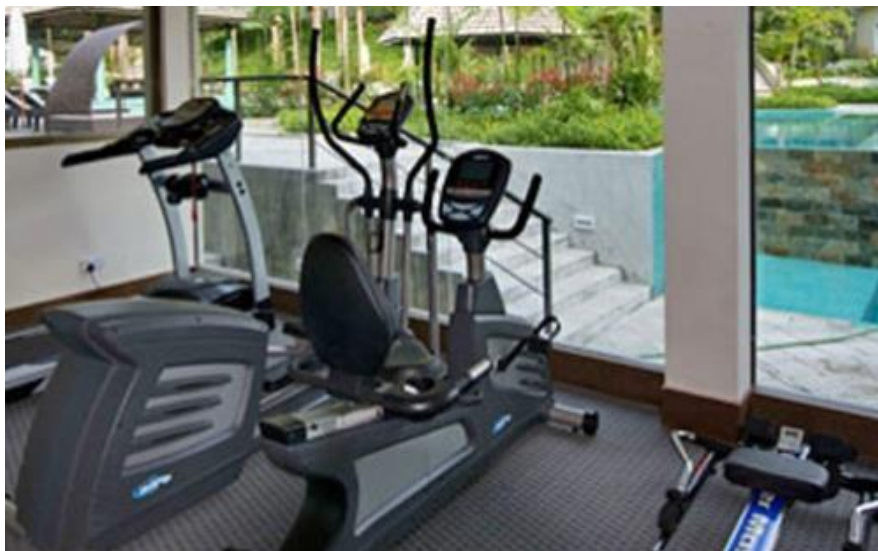
Open Air Jacuzzi

This professionally designed open-air hot Jacuzzi offers pure relaxation and fun for you and your family, no matter the season. Open daily from 9:00 AM to 9:00 PM.



Gym

A well decorated gym, bathed in natural light. Located in front of the lap pool. It features state-of-the-art equipment and separate locker rooms for men and women. Open daily from 7:00 AM to 9:00 PM.



Cineplex

The DuiSai cineplex offers an advanced BOSE Bass reflex sound system designed for family entertainment. It can accommodate 56 people at a time. Situated in the Reception building. Three shows take place in a day. Special arrangements are offered for group bookings.



Amphitheater

This open-air amphitheater sits behind the Tea Valley restaurant, set for outdoor entertainment. BBQ nights can be arranged upon request during live performances.



Swimming pool

This property boasts Bangladesh's first 70-foot infinity pool, complete with a sunken pool bar. Below it, a 50-foot lap pool adds to the experience. Surrounded by lush greenery, the water glimmers beneath the open sky, creating a tropical escape. The pool is open daily from 9:00 AM to 9:00 PM.



Sports Facilities

- ✓ Biking with mountain bikes
- ✓ One hard court Tennis
- ✓ Two Badminton courts
- ✓ Canoeing
- ✓ Cycling
- ✓ Pool Table
- ✓ Table Tennis
- ✓ Foosball

2.7 SWOT Analysis

Strength of DuSai

- The property of DuSai is completely unique than their competitors such as Grand Sultan, The Palace, Balisheera and many more. As the resort is indeed a forest resort and it was built by cutting Tila which means small Hill. So mostly for this reason the resort is attractive to the tourists.
- The infrastructures such as the villas specially the Presidential villa and Honeymoon villa are the main attractions of the resort. In other resorts they also have similar category villas but for spectacular infrastructural aspect they are quite bellow than the DuSai.
- One of the major concern of tourists is security which is ensured in a professional manner in DuSai.
- The F&B team always try to cope up the food variation with the flow of trend as much as possible and I have seen guests are always accepting the variation.

Weakness

- So many of restrictions are imposed in resort for example there is a note in front of car parking (Your vehicle is your responsibility, we are not liable for any guest vehicles).
- Such notes are not suitable to the hospitality cause when you are in a hotel business, you are bound to give the security of your in-house guests and to their belongings.
- DuSai never negotiates for the pricing whereas in this industry it is a common matter.
- A bit of lack in public area service.
- No Gunman in the resort.
- No airport pick and drop by own transport. It provides by the vendor which is not professional.

Opportunities

- Compare to the beauty of the natural ambience to other resorts DuSai is one of the best.
- For no doubt the resort is the best option for couples.

Threats

- The market is getting more competitive day by day and so many of new comers are already launching much more specious offers with unique amenities.
- Restrictions can be another reason for guest not to come here.
- Others five-star standard have extra amenities than DuSai.

2.8 The key departments and revenue-generating areas of DuSai Resort & Spa DuSai Resort & Spa include the following:

- **Front Office:** Check-in/check-out, reservations, and billing, including Various room categories & accommodations such as villas and suites.
- **Food & Beverage (F&B):** Restaurants (Banana Leaf, Tea Valley, Pool Café), bar services, and in-room dining.
- **Recreation & Relaxation:** Armana Spa, swimming pool, gym, open-air Jacuzzi, and Cineplex.
- **Sports Facilities:** Biking, tennis, badminton, and foosball.

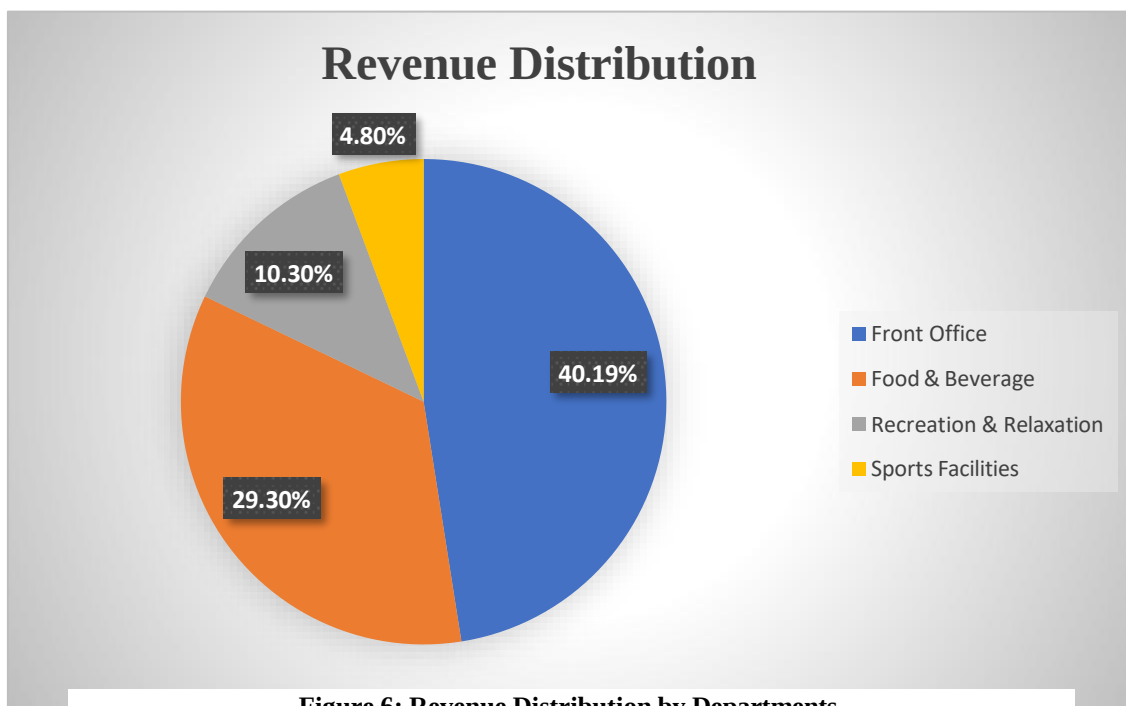


Figure 6: Revenue Distribution by Departments

Source: Finance and Accounts Departmer, DuSai Resport and Spa

Revenue Breakdown and Analysis (2020-2023 Total)

Front Office: (40.19%)

- The Front Office generates 40.19% of the total revenue, contributing significantly through various services.
- The Front Office's revenue stems from reservation management, late check-out fees, upselling services (e.g., room upgrades), and room service revenue.
- As the first point of contact, the Front Office's efficiency in managing guest interactions, delivering personalized services, and ensuring smooth operations directly impacts guest satisfaction and overall revenue.

Food & Beverage (F&B): (29.3%)

- The Food & Beverage department is the second-largest contributor, generating 29.3% of the revenue.
- This department benefits from the resort's multiple dining facilities, including the fine-dining Banana Leaf Restaurant, the casual Tea Valley Restaurant, and bar services at the Forest Lounge.
- Event catering, in-room dining, and seasonal promotions boost overall revenue, contributing to the department's strong financial performance.

Recreation & Relaxation: (10.3%)

- With **10.3%** of total revenue, this department offers wellness services like the Armana Spa, open-air Jacuzzis, and Cineplex experiences.
- Seasonal and package-based promotions, like combining relaxation services with accommodation, further contribute to the department's revenue stream.

Sports Facilities: (4.8%)

- Sports Facilities account for 4.8% of revenue.
- Revenue is generated from sports activities such as **mountain biking, tennis, badminton, and foosball**, which cater to guests seeking active and outdoor experiences.
- This department serves as a supplementary revenue stream, enhancing the overall guest experience but contributing less compared to core areas like F&B and Room Categories.

DuSai Resort & Spa generated a total revenue from 2020 to 2023 showcases strong performance across key departments. The Front Office, contributing 40.19%, plays a significant role through reservation management, upselling, and room service while enhancing guest satisfaction. Food & Beverage accounts for 29.3%, driven by diverse dining options, event catering, and seasonal promotions. Room Categories lead with 34.3%, leveraging premium accommodations and peak-season pricing to maximize earnings. Recreation & Relaxation, contributing 10.3%, benefits from spa services, wellness packages, and leisure offerings. Sports Facilities, at 4.8%, enhance the guest experience by offering various outdoor and recreational activities, supporting the resort's overall revenue diversity.

Chapter: Three

Front Office Management System of DuSai Resort

3.1 Introduction

The Front Office Department is central to a resort's operations, managing every aspect of guest interaction from the moment they arrive until their departure. As the resort's main guest-facing department, the Front Office handles key responsibilities such as room assignments, billing, and addressing guest requests and complaints. Additionally, it coordinates closely with other departments—like housekeeping, food and beverage, and maintenance to ensure a smooth, seamless service experience throughout the guest's stay.

In addition to its administrative role, the Front Office serves as the primary source of information for guests, helping them with details on resort amenities, local attractions, and special services, while also responding to their individual needs and preferences. Acting as the resort's communication hub, the department not only communicates guest requests to the appropriate areas but also ensures timely follow-up, which directly influences the overall guest experience.

In a resort environment where guest satisfaction is critical, the Front Office's role is especially significant, as it shapes both initial and final impressions. The department's efficiency, professionalism, and welcoming approach are vital to building guest loyalty and enhancing the resort's image. Through attentive guest service and smooth coordination, the Front Office supports the resort's mission of creating an enjoyable, memorable stay for each guest.



3.2 Responsibilities of Front Office Department

The Front Office Department holds essential responsibilities that shape the guest experience and contribute to the smooth operation of the resort. Here are some of its core duties:

- **Guest Check-In and Check-Out:** Front Office staff manage the check-in and check-out processes, making sure each guest's arrival and departure are handled smoothly. This includes verifying reservations, assigning rooms, and accommodating any specific requests guests may have to start and end their stay on a positive note.
- **Assisting with Guest Needs:** Serving as the main contact for guests, the Front Office is there to provide information about resort amenities, guide guests on local attractions, help with travel arrangements, and address any questions or concerns.
- **Billing and Payments:** The department oversees guest billing, ensuring accuracy in all charges, processing payments, and handling any billing-related questions. They manage both cash and card transactions, making sure guests have a seamless experience with their financial transactions.
- **Coordination with Other Departments:** Communication between departments is critical, and the Front Office plays a key role in coordinating with housekeeping, maintenance, and other teams to meet guest needs. They ensure that requests for room cleaning, repairs, and special arrangements are handled promptly.
- **Handling Complaints:** The Front Office also addresses guest complaints, resolving issues quickly to maintain satisfaction and ensure that guests feel valued.
- **Managing Reservations:** In some cases, the Front Office team handles reservations, updates, and cancellations, making sure that room availability is accurately tracked and that guests have a hassle-free booking experience.
- **Safety and Security Support:** Front Office staff assist in keeping the resort secure by monitoring access, managing lost and found items, and being prepared to help during emergencies.

Through these responsibilities, the Front Office Department acts as the resort's central support system, creating a positive environment for guests and ensuring all services run smoothly and professionally.

3.3 Classification of Front Office Department

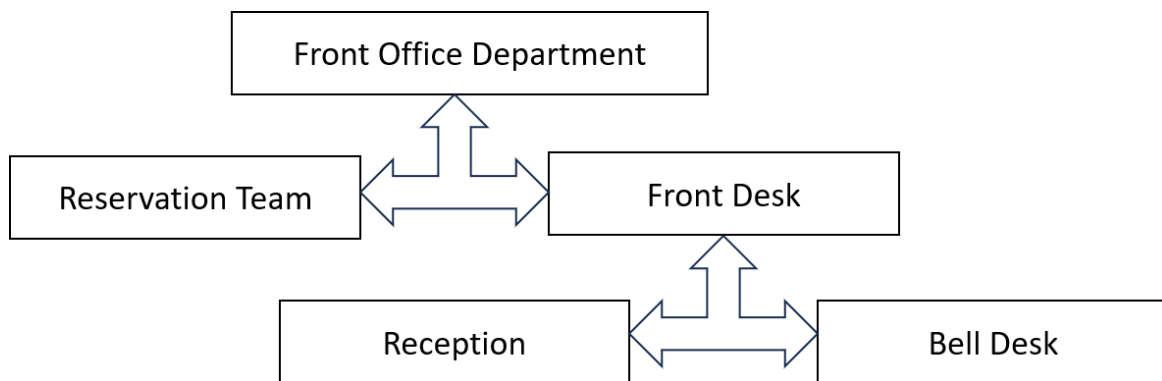
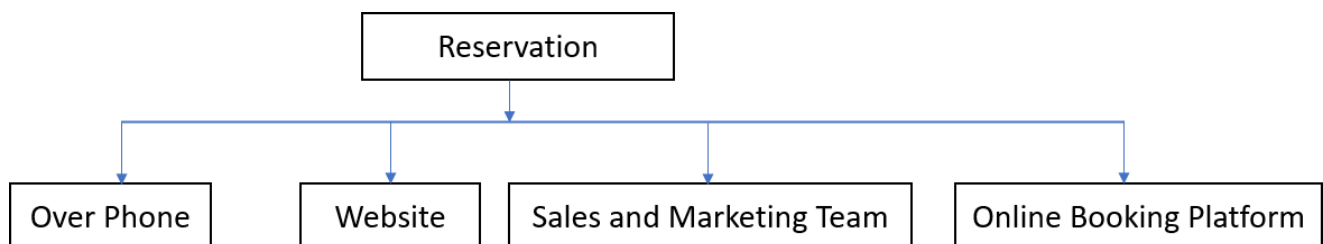


Figure 3: Departments

3.4 Reservation process and activities

Source of Reservation



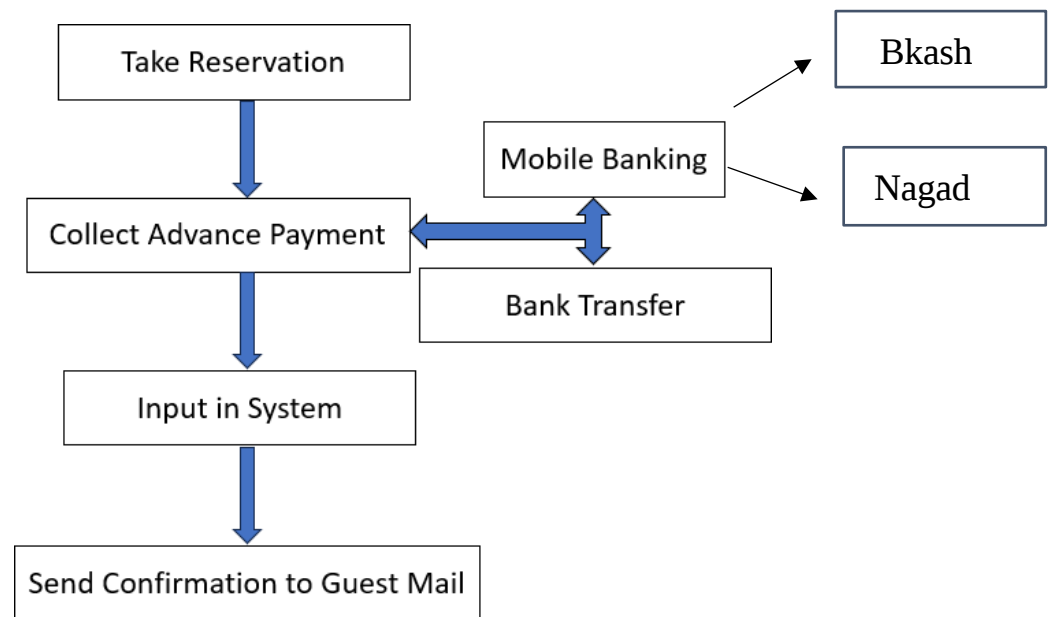
The diagram illustrates the structure of the Reservation process in a resort or hotel, showcasing how reservations are made through different channels. Let's break down the process in detail:

- **Over Phone:** Guests can make reservations by calling the resort directly. This method requires a Front Office staff member to handle the call, check room availability, provide information about services and rates, and confirm the reservation. This method allows for personalized communication, where guests can ask specific questions and make special requests. The staff member manually enters the reservation details into the system after confirming the booking.
- **Website:** Many guests prefer making reservations through the resort's official website. The website typically has a user-friendly interface that allows potential guests to view available rooms, check pricing, and make bookings instantly. This method is convenient for guests as it gives them control over their booking process without needing to speak directly with a representative. The system automatically updates the availability status in real time.

- **Sales and Marketing Team:** The Sales and Marketing Team plays an essential role in managing bulk reservations or special offers. They may handle group bookings, corporate events, or promotional packages that drive bookings during peak or off-peak seasons. This team also works on attracting guests through marketing campaigns, collaborations, and special discounts. Their efforts may involve negotiating and customizing packages to meet guests' needs, thereby ensuring long-term business relationships.
- **Online Booking Platform:** Online Booking Platforms such as Booking.com, Expedia, or Airbnb provide another avenue for guests to make reservations. These platforms allow the resort to expand its reach globally, as they are often more accessible and well-known to international travelers. These platforms allow real-time booking and automatically update the resort's availability, ensuring that no overbooking occurs. However, they may charge a commission for each booking made through their site.

In summary, the reservation process leverages multiple channels, providing flexibility for guests while ensuring that the resort's systems stay organized and up-to-date. By combining traditional methods like phone reservations with modern technology such as online platforms, the resort can cater to different guest preferences, improving both reach and customer service. Each method contributes to ensuring a smooth and efficient reservation process, ultimately leading to an improved guest experience.

3.5 Reservation process



General Front Office Sales & Marketing Reports

Reservation Registration Room Status Rese. Control Service Entry Exit 08-Dec-2023

Reservation Entry

Company Name Guest Name Reg. Report Confirmation

Confirmation No. Title Confirmation No.

Last Name Mode of Payment

First name Passport No.

Arrival Date Nights Pickup,Flt/ETA

Departure Date Drop,Flt/ETD

Country Company Name

Contact Person E-Mail

Cell No. Room Type

Room No No. of Rm Room Rent (US \$) Segregation

Discount (%) PAX Discount (US \$) Upgrade

Business Source Ser. Vat

Remarks

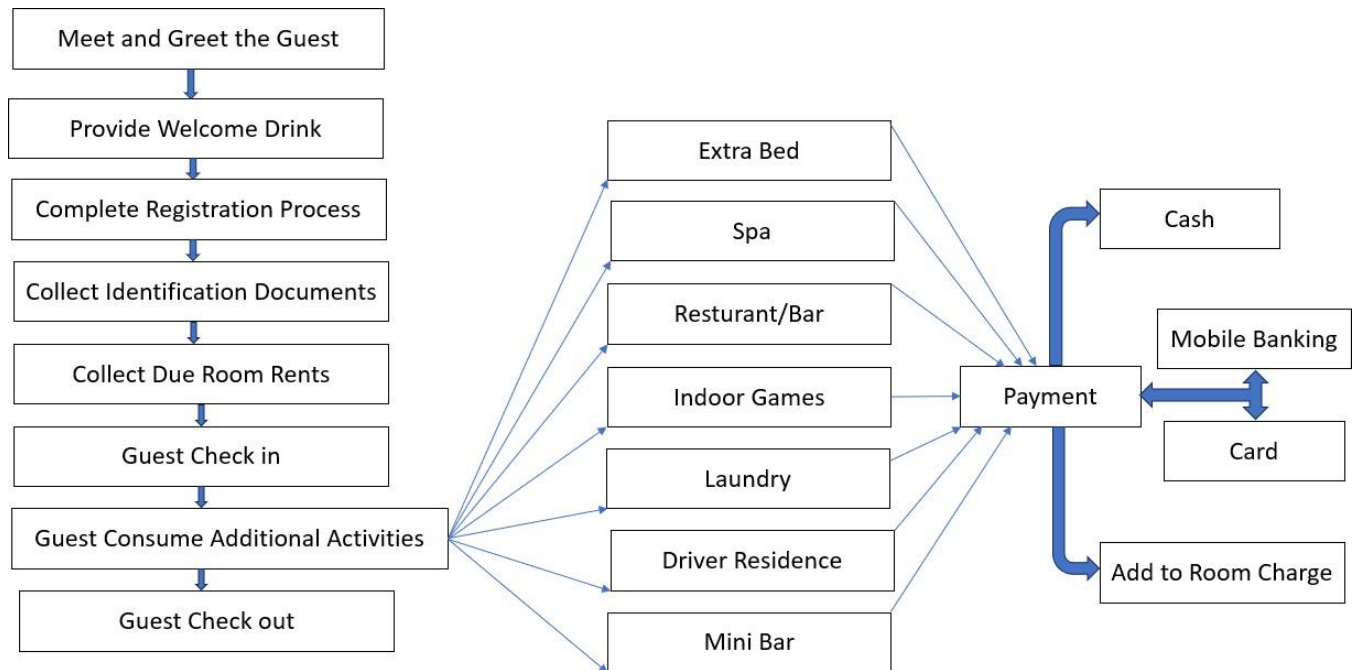
New Add More Save Edit Refresh Booking Cancel Refund Advance >>>

Advance Payment Receive Payment Report Guest Profile Search Previous Search Registration Close <<<

Figure 4: Reservation Page in PMS (Property Management System)

3.6 Front Desk Activities

Guest Check in and Check out Process



Registration Form

The screenshot shows the 'Registration Form' interface in a hotel management system. The top menu bar includes 'General', 'Front Office', 'Sales & Marketing', and 'Reports'. Below the menu, there are icons for 'Reservation', 'Registration', 'Room Status', 'Rese. Control', 'Service Entry', and 'Exit'. The date '08-Dec-2023' is displayed on the right.

The main form area is titled 'Registration Form' and shows the date '12/08/2023' and time '3:24:27 PM'. It includes a 'Confirmation No.' field. The form is divided into several sections for data entry:

- Personal Information:** Last Name, First Name, Designation, Passport No./Id, Place of Issue, Date of Issue, Country, Date of Birth, Male/ Female, Occupation, Address, Visa No., Place / Visa Type, Issue / Expiry Date, Company Name, Business Source.
- Visit Information:** Purpose of Visit, Coming From, Check In Date, Check In Time, No Of Night, Check Out Date, Check Out Time, Drop, Time, Flt.
- Room and Rates:** Roomno, PAX, Extra Bed, Rack Rate, Offer Rate, Discount, Rate Modify.
- Payment and Registration:** Mode of Payments, Registration List.
- Contact and Remarks:** Mobile No., E-mail, Reg. Card, Remarks, Type of Guest.

At the bottom, there is a row of buttons: 'New', 'Check In', 'Cancel', 'Search', 'Update', 'RM. Change', 'Reservation', 'No Show', and 'Close'.

Figure 5: Registration Page in System

3.7 The Front Office's Role in Coordinating with Other Departments

The Front Office serves as the operational hub of the resort, facilitating seamless communication and collaboration among various departments to ensure the delivery of consistent and high-quality service. Its integrative role is critical for operational efficiency and maintaining guest satisfaction.

- **Housekeeping Collaboration:** The Front Office plays a vital role in coordinating with the housekeeping department to align room readiness with guest arrivals. This includes real-time updates on guest check-ins, check-outs, and special requests such as additional amenities or specific cleaning preferences. By streamlining communication through shared digital systems or direct interactions, the Front Office ensures that guests are accommodated promptly, minimizing delays and enhancing their overall experience.
- **Food and Beverage Synchronization:** Effective liaison with the Food and Beverage (F&B) department is essential for meeting guests' dining expectations. The Front Office conveys information about dietary restrictions, meal preferences, and special occasions, ensuring the delivery of personalized dining experiences. Additionally, the promotion of in-house dining facilities or packages often originates at the Front Desk, further enhancing the resort's service offerings and profitability.
- **Maintenance and Technical Coordination:** Guest complaints or requests regarding room conditions, such as malfunctioning air-conditioning or plumbing issues, are promptly communicated by the Front Office to the maintenance team. This proactive approach ensures swift problem resolution, minimizing guest inconvenience and preserving the resort's commitment to high service standards.

By serving as the communication nexus between guest-facing and operational departments, the Front Office significantly contributes to the resort's ability to deliver seamless, cohesive, and memorable experiences for its guests.

3.8 Standard Operating Procedures and Guest Handling Techniques

The implementation of Standard Operating Procedures (SOPs) in the Front Office establishes a structured framework that ensures uniformity, efficiency, and excellence in service delivery. These procedures guide staff in managing diverse guest interactions, reinforcing professionalism and reliability.

- **Guest Check-In and Check-Out:** SOPs for check-in and check-out procedures are designed to provide a seamless experience for guests. At check-in, staff verify reservations, allocate rooms based on preferences, and brief guests on resort amenities. The check-out process focuses on accurate billing, addressing any discrepancies promptly, and soliciting guest feedback. These standardized processes ensure that all interactions are professional and leave a positive impression.
- **Complaint Resolution Framework:** SOPs for complaint handling outline clear steps for addressing guest concerns promptly and effectively. The process involves active listening, empathetic responses, and timely action to resolve issues. For instance, a complaint about a room's cleanliness is immediately relayed to housekeeping, with follow-up confirmation provided to the guest. This structured approach enhances guest trust and mitigates the impact of service lapses.
- **Personalized Guest Service:** Techniques for personalized service include recording guest preferences in a centralized system, enabling the Front Office to anticipate needs and deliver tailored experiences. For example, frequent guests may be greeted by name and offered their preferred room type, contributing to a sense of exclusivity and value.

Through adherence to these SOPs, the Front Office not only maintains high service standards but also fosters a welcoming environment that reinforces guest loyalty.

3.9 Contributions to Guest Satisfaction and Positive Reviews

The Front Office's operations directly impact guest satisfaction, retention, and the resort's reputation. By prioritizing proactive engagement and attention to detail, the department plays a pivotal role in creating a positive guest experience.

- **First Impressions and Rapport Building:** The Front Office is responsible for shaping guests' first impressions. A warm greeting, efficient service, and attention to detail during check-in set the tone for the entire stay. Staff are trained to build rapport with guests by showing genuine interest in their preferences and needs, creating a welcoming atmosphere.
- **Proactive Problem Solving:** Anticipating potential issues, such as room preferences or special occasion arrangements, allows the Front Office to address them before they arise. This proactive approach minimizes disruptions and demonstrates the resort's commitment to guest satisfaction.
- **Encouraging Positive Feedback:** The Front Office engages with guests at departure to solicit feedback, address unresolved concerns, and encourage online reviews. Positive reviews not only enhance the resort's reputation but also serve as a valuable marketing tool to attract new guests.
- **Guest Retention Strategies:** Retaining guests is achieved through loyalty programs, personalized communication, and consistent service excellence. The Front Office plays a central role in these initiatives, ensuring that guests feel valued and motivated to return.

By excelling in these areas, the Front Office significantly enhances guest experiences, fostering loyalty and generating positive word-of-mouth recommendations.

3.10 Occupancy Rate Report

As the internship was from 28 February, 2023 to 28 August, 2023 the room nights (room occupancy rate) are visualized in the bar chart below.

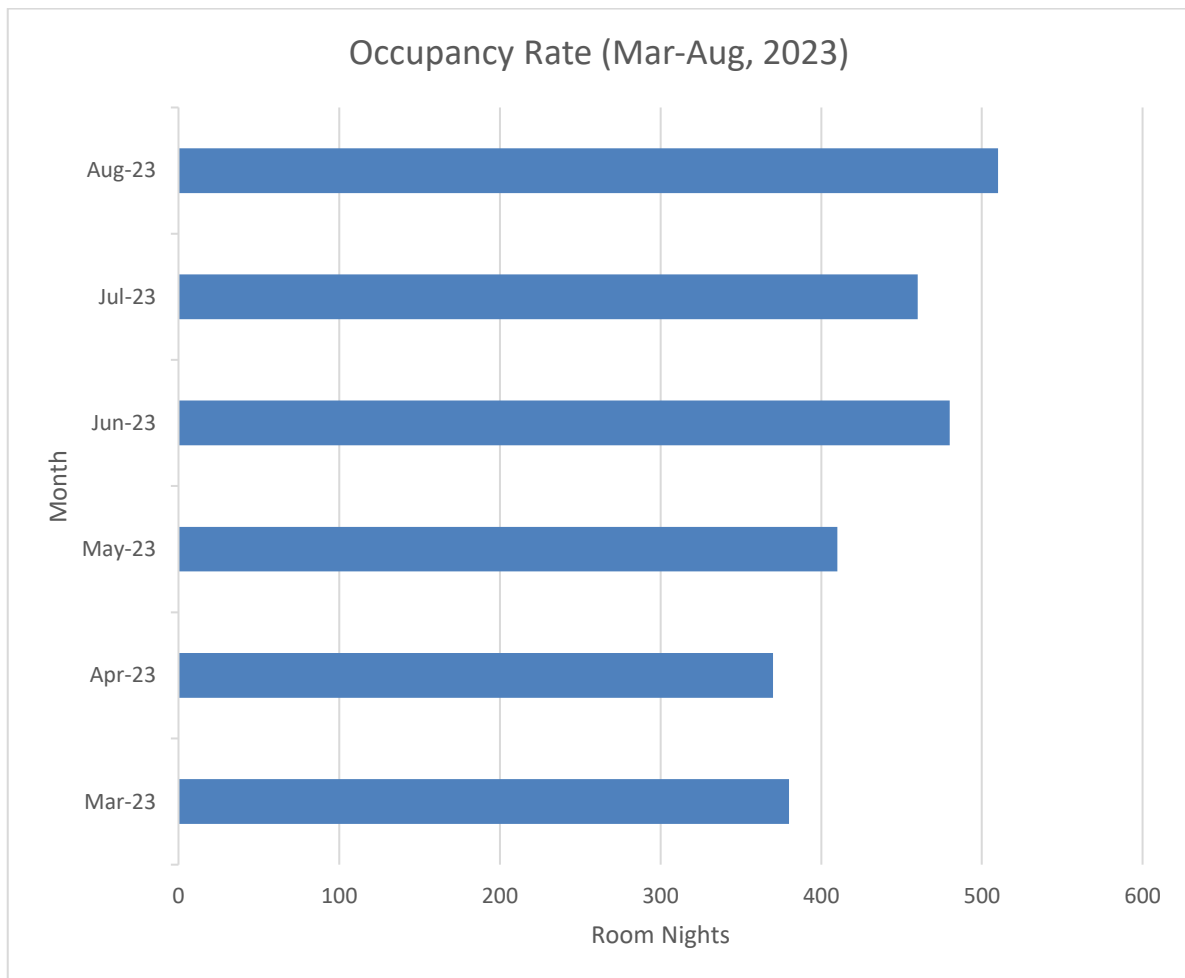


Figure 6: Occupancy Rate Bar Chart (Mar-Aug, 2023)

Source: Front Office Department, DuSai Resort and Spa

3.11 Guest Feedback Report

The overall guest feedback is categorized into four types, (i) Excellent, (ii) Good, (iii) Average, (iv) Below Average. During the internship period the guest feedback report is shown in the following bar chart.

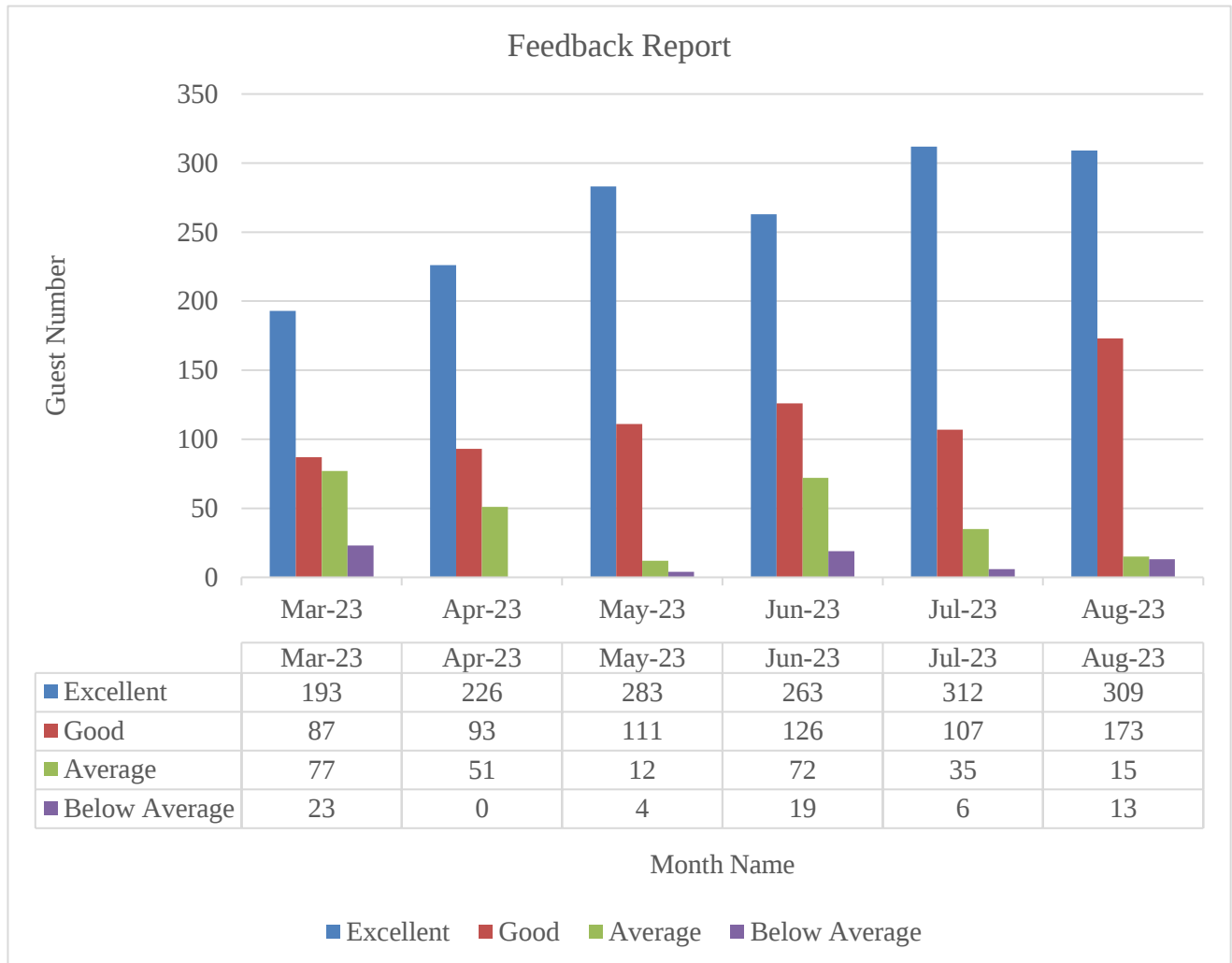


Figure 7: Feedback Report Bar Chart (Mar-Aug, 2023)

Source: Front Office Department, DuSai Resort and Spa

Chapter: Four

Findings, Recommendations & Conclusion

4.1 Findings

- ✓ The Front Office Department efficiently manages reservations, check-ins, check-outs, and guest complaints to ensure smooth resort operations by standard operating procedure (SOP).
- ✓ Coordination with other departments is essential, though occasional communication delays can affect service efficiency.
- ✓ Standard Operating Procedures (SOPs) help maintain professionalism, but streamlining processes could further improve efficiency.
- ✓ The Front Office plays a key role in guest satisfaction, retention, and positive reviews by ensuring a seamless experience.
- ✓ Revenue generation is enhanced through upselling services like room upgrades, late check-outs, and personalized offerings.

4.2 Recommendations

- Implement a digital task management system to improve communication between the Front Office and other departments.
- Streamline SOPs by training staff for peak periods and automating check-in/check-out processes.
- Integrate the Property Management System (PMS) with other resort systems to prevent booking errors.
- Enhance revenue by upselling services like room upgrades and late check-outs, supported by staff training.

4.3 Conclusion

In conclusion, the Front Office at DuSai Resort & Spa plays a pivotal role in ensuring smooth operations and exceptional guest experiences. The department is integral to managing reservations, check-ins, check-outs, and addressing guest needs, while also contributing significantly to revenue through upselling and personalized services. The adherence to Standard Operating Procedures (SOPs) ensures consistency, though there is potential for further streamlining processes to improve efficiency. While the resort's use of the Property Management System (PMS) supports operational management, better integration with other departments could enhance communication and service delivery. Overall, the findings underscore the importance of the Front Office in maintaining high service standards and fostering guest satisfaction. By implementing the recommended improvements, DuSai Resort & Spa can further enhance its operations, optimize revenue, and continue to provide a seamless and memorable experience for guests.

4.4 Bibliography

Below I am mentioning some of the links from where I have collected some organizational data. The references are attached below.

www.dusairesorts.com

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Bardi, J. A. (2019). Hotel front office management. Wiley. A comprehensive resource for understanding front office operations in hotels and resorts, including reservations, check-ins, and handling guest inquiries, which are crucial to the findings of this report.

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Ladkin, A., & Beritelli, P. (2018). Tourism and hospitality management. Springer. This source discusses strategic management within the hospitality sector, with a focus on improving operational efficiency, service quality, and guest relations.

Lockyer, T., & Stuart-Hill, A. (2016). The front office management of hotels and resorts. Routledge. Focused on the role of front office management in luxury hotels and resorts, this reference offers practical insights into managing guest services and operational challenges.