

INTERNSHIP REPORT
ON
“Enhancing Reservation Efficiency: A Study of the
Reservation Process Sea Pearl Beach Resort & Spa”

Submitted to
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AN INTERNSHIP REPORT ON

**“Enhancing Reservation Efficiency: A Study of
The Reservation Process Sea Pearl Beach Resort & Spa”**

Letter of Transmittal

Mst. Khadijatul Kobra

Assistant Professor

Department of Tourism & Hospitality Management

Daffodil International University

Subject: Submission of Internship report

I am pleased to submit my internship report, "Enhancing Reservation Efficiency: A Study of the Reservation Process at Sea Pearl Beach Resort & Spa," as part of my BTHM program requirements. This report is based on my six-month practical experience at Sea Pearl Beach Resort & Spa, where I was assigned to the reservations department.

This report provides insights, observations, and recommendations aimed at improving reservation systems and customer satisfaction based on my practical experiences and challenges faced during the internship.

Thank you for your kind consideration. I would be honored to have the opportunity to hear from you in regard to my work.

I sincerely grateful for the support and guidance.

King regards,

Md. Abid Hossain

ID: 191-43-375

Department of Tourism and Hospitality Management

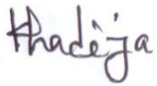
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Daffodil International University

Certificate of Approval

This is to certify that the internship report on "Enhancing Reservation Efficiency: A Study of the Reservation Process at Sea Pearl Beach Resort & Spa," prepared by Md. Abid Hossain, ID: 191-43-375, of the Department of Tourism & Hospitality Management at Daffodil International University, is approved as a partial fulfillment of the requirements for the BTHM degree. The data and findings presented in this report are authentic and represent the work of Md. Abid Hossain.

I wish him success in his future endeavors.



Mst. Khadijatul Kobra

Assistant Professor

Department of Tourism & Hospitality Management

Faculty of Business & Entrepreneurship

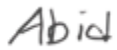
Daffodil International University

Student Declaration

I would like to sincerely thank everyone who supported me both directly and indirectly in the completion of this paper for their generous assistance and encouragement.

Special thankful to my teacher and supervisor, Mst. Khadijatul Kobra, Assistant Professor of the Department of Tourism and Hospitality Management, Daffodil International University, for her continuous interest, thoughtful advice, insightful guidance during my studies. My sincere appreciation also goes to the entire team at Sea Pearl Beach Resort and Spa. I am particularly grateful to A.H.M Zaidi (Manager Reservation) and to the other employees at Sea Pearl Beach Resort and Spa's Sales & Marketing department. Without their help, this accomplishment would not have been possible.

Sincerely,



Md. Abid Hossain

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Executive Summary

This report analyses the reservation activities at “Sea Pearl Beach Resort and Spa”, with a focus on operational and strategic roles of the reservation department. The recommendations are based on a six-month internship; key findings include the efficient use of the IDS Next PMS system to manage reservations, issues during peak times, and lack of interdepartmental communication.

The internship knowledge at “Sea Pearl Beach Resort & Spa” about the reservation process highlighted the components of technology, communications, and service through the guest experience that are significant to the hospitality industry. The ability to manage bookings from the IDS Next PMS was critical, despite the encountered challenges, such as lack of an effective call management system, high call volume, and extended manual processes. This report outlines recommendations to implement proposed changes to the work practices and processes such as implementing effective call management systems, enhancing staff development, and improving interdepartmental communication. Addressing these recognized challenges, Sea Pearl Beach Resort & Spa will have the ability to embrace operational effectiveness and provide exceptional experiences for guests, while also competing successfully within the hospitality market space.

Reservations are crucial to the success of any hotel, with the job responsibilities requiring the reservation department to maintain room occupancy while helping with guest inquiries and ensuring the property runs smoothly. All of this was done with IDS Next Property Management System (PMS) to help us with organizing reservations, automation, and understanding real time room availability and revenues! Some highlights included the efficiency of the call-in reservation process during peak season; including prioritizing calls and using a call-back strategy to manage a high level of call activity. There was a noticeable shift toward online reservations which is a very strong industry trend.

Another observation worth mentioning was the reservations were a critical point of contact for guests. There were many questions related to room rates, availability and amenities. There was clearly a need to communicate with other departments to collectively aid and meet the guest's

needs - working with the front office and food and beverage departments. The power of social media, criticism and praise has an impact on booking decisions, and maintaining a good online reputation was essential.

Challenges created by the reservation system included understanding the reservation method, the volume of calls, and late notice of cancellations and changes to bookings. Some of the identified approaches to combat these challenges combined active listening, documentation, and collaboration with departments. My advice revolved around using technology, using guest profiling to understand more about our guests, and possibly introducing a call management system to improve operational efficiency and guest satisfaction. Overall, I discovered much more about the hospitality industry and the "behind the scenes" view of the booking process.

In conclusion, the internship provided valuable insights into the reservation process, technology utilization, and guest interactions. Recommendations include enhancing the reservation system's interface, introducing a live chat feature, and leveraging data analytics more effectively to improve operational efficiency and guest satisfaction

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Chapter 01

Introduction

1. Introduction

One of the most ancient professions throughout human history is hospitality. The relationship in the middle of host and guest is known as hospitality, and it includes the welcoming and amusement of guests, visitors, and strangers. Sea Pearl Cox's Bazar Beach Resort & Spa is situated on Inani beach, Cox's Bazar where verdant hills ascend from the east and a vast sea extends to the west, providing stunning views of the Bay of Bengal. It has a uniquely serene and beautiful atmosphere, along with stunning views. It has everything to offer great restaurants, first-class facilities, and a modern spa!

The reservation system is the primary point of connection between the hotel & its guests, and most important component of any hospitality operation. Fast and precise bookings not only guarantee high occupancy but also exceptional guest satisfaction along the way. Today's hotel reservation systems, such as IDS Next PMS will play a key role in this rapidly changing landscape (digital) where guests are expecting more personalized service and faster responses. These systems not only streamline everyday tasks but also deliver real-time data insights, allowing hotels to make smart decisions and enhance their operations.

The study had us dive right into the daily operations of the reservations department. This hands-on experience allowed us to learn a lot about making guest reservations, maintaining high room occupancy rates, and providing top-notch service to customers, along with handling reports and more. The analysis gained a greater understanding of the operational and strategic aspects of the hospitality sector through this practical experience.

The primary aim of the document is to present a thorough examination of insights, skill improvement areas, and experiences gained while working with Sea Pearl Beach Resort & Spa. It also includes examining the duties performed and their relevance toward learning and application, equipping the report with the general concept of hotel management in relation to knowledge-based inquiries. The goal remains unambiguous, summarizing the duties performed at Sea Pearl Beach Resort and reflecting on future applications within or outside the hospitality industry in terms of personal training.

1.2 Background of the Report

Each BTHM student must complete an internship at an accredited hotel that is part of the program. As a student of “Daffodil International University” Bachelor of Tourism and Hospitality Management program, when they completed 124 courses, the term of study moved to “Sea Pearl Beach Resort & Spa” to be an intern. The internship took place in the sales and marketing department as a bookings intern, and after the finish of the internship, the host organization offered a full-time position. The report dimension states the position held was as a Reservations Executive

1.3 Source of the Report

The “Bachelor of Tourism and Hospitality Management (BTHM)” is a 4-year specialized program. Completing the program required participation in an internship as part of Daffodil International University's undergraduate requirements. After finishing the academic courses, the study began at “Sea Pearl Beach Resort & Spa Cox’s Bazar” during the work placement internship attachment period. During this time, the analysis revealed how work is organized and the importance of teams. After successfully completing the internship, the report was created to document findings.

1.4 The Report scope

The Reservation Department is the heart of any hotel. While each department has its own operational objectives, they work together to deliver the most personalized service to guests. Reservations are also referred to as the hotel’s heart. Working in this department offers opportunities to interact with other departments and understand their processes. In summary, the report examines how effective the reservation department is at Sea Pearl Beach Resort & Spa.

1.4.1 Objectives of the Study

The primary objective of the report is to define, comprehend & assess reservation management system and offer Some recommendation to ensure efficiency of “Sea Pearl beach resort & spa, cox's bazar”.

Specific Objectives

1. To analyze the reservation process and identify areas for improvement at “Sea Pearl Beach Resort & Spa”.
2. To understand & evaluate relationship, coordination between the reservations department and other departments for example front office, food & beverage, housekeeping.
3. To recommend strategies for enhancing the efficiency and effectiveness of the reservation process.

1.4.2 Research Methodology

Descriptive in nature, the report centers on the actions of “Sea Pearl beach resort & spa” reservation. Most of the data is collected from secondary sources and few data collected through personal observation, daily work experience and study.

Secondary Sources:

- Documents and data from my superior and other senior staff.
- Sea Pearl official website
- Fact sheet, prospectus, and company brochure
- Print media and other mass media content about this establishment.
- Social media, online travel agencies, and websites with visitor reviews. There are websites for other well-known five-star hotels in Bangladesh.

1.5 Limitations of the Study

It is not an easy task to write a report on the subject. Below are some of the limitations encountered:

- This report covers only reservation activities regarding the reservation process
- Insufficient information carries on the organization's website.
- Revenue information is kept strictly confidential.
- This report carries sufficient examples to understand about the reservation process and it is not feasible to understand every function of the reservation system.
- Another limitation is the non-availability of the reference documents

Chapter 02

Overview

2.0 Overview

The “Sea Pearl Beach Resort & Spa”, Inani Beach Cox's Bazar a luxury getaway, sits on 14 acres of land (or 15 acres depending on the source) on Inani Beach, Bangladesh so as to welcome guests with awe-inspiring view of Bay of Bengal bordered by verdant rolling hills that rise to the east while the ocean stretches westwards as far as you can see. Located 40 minutes away from busy town Centre it takes on a pastoral tranquility yet provides access to all necessary service outlets within proximity.

The Sea Pearl boasts 493 spacious and elegantly appointed guest accommodations, featuring 102 luxurious suites and a prestigious “Presidential Suite”. Each room offers guests the opportunity to enjoy the world-famous Heavenly Bed for ultimate relaxation combined with modern workstations, high-speed internet access, satellite television penetration, four-fixture bathrooms.

Guests can indulge in a variety of activities at the resort. Two expansive swimming pools offer opportunities for relaxation. In addition to providing luxurious pampering and treatments, the spa facilities also include a billiard room and gym. The purpose of the latter areas is to help entertain and provide some level of interest to those clients who'd still like to try and maintain their fitness regime on vacation.

Other activities to enjoy include live events at an amphitheater, savoring the lush gardens which surround the property and dining at any of the three completely different restaurant options. While guests who are coming with kids have a separate children's zone to keep by their side. Among environmental responsibilities, The Sea Pearl Beach Resort & Spa mingles few by recycling waste, water and using solar for catering other environmental tactics. The eco-friendly practices war against the utmost luxury and paradise deploying nature's very own sculptor stroke in making Cox's Bazar an Absolute Leer for eco-tourists in the utmost potential tourist destination the world has to offer like the longest beach coast attractions nestled together.

2.1. Organizational Chart

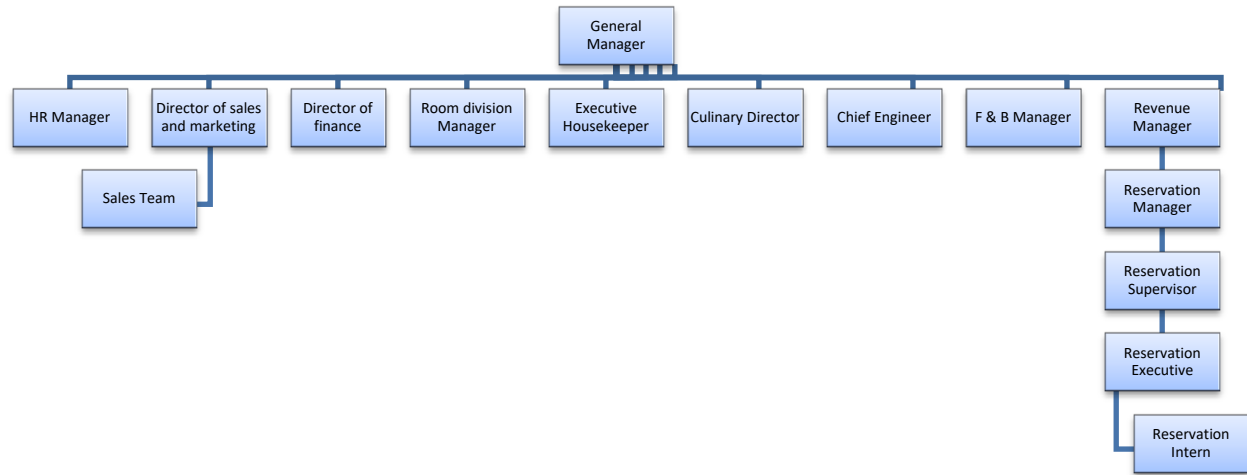


Figure 1: Organizational Chart of hotel Sea Pearl & Spa
Source: *Sea Pearl Beach Resort & Spa Internal Documentation*

2.2 Facilities & Services

The “Sea Pearl Beach Resort & Spa” caters to wellness seekers. Get in shape at the state-of-the-art health club, home of fitness. Guests have free access to the gym and can take advantage of personalized workouts to achieve the best results. The other option is pleasant Spa. The spa includes traditional treatment of Chinese medicine with many kinds of massage; steam room, hot and cold shower to help guests relax, get rid of aches and release all the stress.

In addition to fitness and spa services, the resort provides other luxurious amenities and fun activities. The study observes that the two large swimming pools offer relaxation and include child-friendly options. The lit tennis court, billiard room, and badminton facilities cater to recreational needs.

There is an on-site beauty salon in the resort. Here guests will find services ranging from refreshing facials and relaxing manicures or pedicures to elegant hairstyles and impeccable matrimonial make-up. All beauty needs can be met here. At the same time, guests can take it easy with free tea or coffee.

Sea Pearl Beach Resort & SPA provides a wide range of fitness amenities at “The Health Club” that include:

- Completely furnished fitness center
- SPA& Chinese Medical Therapy.
- Massage
- Hot/cold showers
- Steam room
- Swimming pool
- Children's wading pool
- Illuminated tennis court
- Billiard board
- Badminton court
- Nurse Service.

2.3 Guest rooms features & activities

The “Sea Pearl Beach Resort & Spa” meet the need of business person as well as the tourist on a holiday. For those having urgent issues of work the resort has a state-of-the-art business center complete with all possibilities. Business guests may accomplish copy, print, as well as fax services or can employ the self-service computers that have a broadband internet connection for navigation. Moreover, wireless internet to cover all public domains and conference and meeting rooms guarantees uninterrupted universal connection to the World Wide Web throughout the facilities of the resort.

Still, it is very crucial to mention that the Sea Pearl experience does not only relate strictly to work. For the guests willing to relax and restore strength, to get a new charge of vivacity, the “Sea Pearl Beach Resort & SPA” work-out is the hall of free world & energetic opportunities. All fitness goals are met with the state of the art cardiovascular and weight training gym systems; a perfect workout and body works off tension in the exotic Jacuzzi, sauna, and steam room experience.

2.4 Signature amenities and services

- The celestial mattress
- Wake up service
- The celestial bath
- Ergonomic Desk Chair
- Air-conditioned Room
- Room with seating area
- LED flat panel television
- Dual-line Telephone
- Refreshment center
- Smoke Detectors in room
- Work desk
- Nonsmoking room
- Iron/Iron Board

- Direct Calling
- In-room safe
- 24/7 room service
- Refrigerator
- Beverage brewing appliance
- Fast internet connectivity

2.5 Types of Rooms & Rates

Room Type	Room size	No of Room	Rack Rate
Superior King Hill View	400sft	79	19,800/-
Superior Twin Hill View	400sft	38	19,800/-
Superior Triple Hill View	400sft	60	22,000/-
Superior Triple Sea View	400sft	84	25,850/-
Studio King Sea View	535sft	91	25,000/-
Premier King Sea View	690sft	22	26,500/-
Eco Suite Hill View	720sft	40	22,250/-
Executive Suite Sea View	720sft	46	31,350/-
Royal Family Suite	1050sft	16	50,000/-
Royal Paradise Suite Sea View	2020sft	1	1,30,000/-
Presidential Suite Sea View	2500sft	1	2,00,000/-

Figure 2: Rooms of “Sea Pearl Beach Resort & SPA”

Source: “Sea Pearl Beach Resort & Spa” Official Website

2.6 Restaurants and outlets

The resort boasts a diverse selection of eight restaurants and bars, each offering unique experiences to tantalize guests taste buds. Savor the freshest seasonal ingredients, meticulously prepared and presented. Witness culinary artistry unfolds before guests' eyes at the live cooking stations, adding a touch of entertainment to the dining experience.

These are:

- KASBAH (All day dining)
- SCOOPS (Ice cream parlor)
- BLUE O (Sunken pool bar)
- SHAGRIKA (outdoor Bangla Cafe)
- PANCH BALL (Mocktail bar)
- BLISS (International bar)
- FISH AND GRILL (Special for Indian cuisine)
- LEMONGRASS (Special Thai and Chinese)
- PLANZZE

2.7 Groups & Meetings

“Sea Pearl Beach Resort & SPA” offers excellent service, including banquet and meeting facilities. The meeting rooms provide the perfect environment for social and professional gatherings. Whether a host is planning a corporate gathering, wedding, or extravagant celebration, a flexible function room is sure to make an impact on guests. The event is sure to be a success with creative catering options, full audio/visual support, and a knowledgeable meeting staff for help. Meeting facilities at the hotel include:

- Catering service offered
- Fast internet connectivity
- LCD projector is accessible
- Sound system

2.8 Name of Meetings and Hall Room

Venue	location	Area (sSt)	Setting Capacity				
			Theatre	Cabaret	Cocktail	Banquet	U-Shape
Safinah	Ground floor	6400	550	240	650	330	75
Imperial-1	Ground floor	1002	52	36	60	36	24
Imperial-2	Ground floor	781.35	45	30	50	30	27
Regal	Ground floor	614	35	24	30	24	12
Pool Cabana	Pool side	1180	60	48	60	48	21
Amphitheatre	Pool side	300	300		400	250	
Beachfront	Sea side	39000	2000		2500	1500	250

Figure 03: Name of Meetings and Hall Room

Source: Sea Pearl Beach Resort & Spa Internal Documentation

2.10 Payment methods

The guest chooses the method of payment. They can make whichever payment they want while checking out. A visitor has options for making payments. The following details the Sea Pearl Beach Resort's policy on accepted forms of payment:

- Debit/credit card
- Cash
- Mobile banking
- Cheque
- Company payment/city ledger

Chapter 3

The definition of Reservation Process & sources

3.0 The definition of Reservation Process & sources

Participated in training on property reservation system while working as a trainee “Sea Pearl Beach Resort and Spa”. The phrase reservation denotes to the act of booking a specific room available for a visitor for a specified duration of stay based on the request made by the guest at the time the request to make a reservation is recorded. If a guest makes a reservation ahead of time, it greatly improves their chances of obtaining a better offer & obtaining a room at the property once they arrive. Technology has changed the room reservation process at “Sea Pearl Beach Resort & Spa”, specifically using the IDS Next PMS.

This advanced system will enable the reservations team to manage the room inventory, make bookings, and easily create real-time reports. The system is easy to use and minimizes human error while automating processes and minimizing the workload on staff, allowing them to increase their time monitoring and pursuing the delivery of exceptional guest services. In addition, the property management system has the ability to integrate with OTAs and social media platforms that are necessary for the resort to stay competitive, especially in the digital marketplace. The “Sea Pearl Beach Resort & Spa” is able to automate a seamless sequence, and guest booking experience, from inquiry to confirmation.

There are various parties involved with the reservation process. People relocate for a variety of reasons, including business or leisure travel, and as a result, they require lodging. They use a variety of channels to make bookings and do so whenever it is convenient for them.

- **Direct:** Guests frequently get in touch with the hotel directly to make reservations when they don't want the assistance of a middleman.
- **Travel agency or Online travel agency:** A group booking travel will typically wish to use a travel executive to make reservations

- **Corporate:** This reservation is made by a company or organization to guarantee a spot for its staff and/or visitors. The hotel offers special rates to the company in accordance with their agreement.
- **Airlines:** Airlines make reservations to provide housing for regular stays of their staff as well as for passengers with flights.
- **Website:** Direct reservations can be made by guests via the hotel website.

3.1 Flow Charts of Reservation Process



Figure 04: 6 Stages of the Hotel Reservation Process

Source: SetupMyHotel.com

3.1.1 Identifying business sources

Groups and free independent travelers (FIT) are the two main business groups that the hotel often distinguishes between. The FIT element is merely an individual affiliate looking for accommodation. A request can be considered whether it comes from an individual, a family, or a group of friends.

A Group reservation supplied certain conditions are fulfilled. Meeting rooms, convention facilities and various similar requests made by groups are known as group booking. The following factors are used to separate the groups from the FIT booking:

1. The organizer of the group is present.
2. If the group will settle all or any of the debts owed by its members.
3. The availability of specific room kinds, amenities, or costs.

When making bookings for a group, the typical process is to secure a set of rooms (a reservation) in advance, then create a personalized rooming list. It is important to mention that if the group fails to reserve all of the allocated rooms by a sensible date, most hotels will free up the unbooked rooms from the group's block.

3.1.2 Communication with the Hotel

A hotel can discover a guest's request for open space through various methods. Prospective clients can contact the hotel through phone calls, emails, the web, social networks, or alternative methods; all of these can serve as vital communication channels between the hotel's business entities and the prospective client.

It is imperative that prospective customers know ways to reach out the hotel so that management maximize the renting of guest room. In various methods a resort to get questions about booking.

3.1.3 Creating the reservation request

Once a guest gets in touch with a hotel to reserve an accommodation, the employees have an obligation to act quickly and accurately complete up a reservation record. A computerized reservation record, or PMS, is a permanent type of file that is able to established within management softer for hotel nowadays and is used to store all the information necessary for a single reservation.

When making a booking request, the three main aspects to consider are the desired type of lodging, the required number of rooms, and the anticipated arrival and departure dates. The hotel personnel can verify room availability by entering a specific arrival date using data. If the day is open, reservation agent confirms the type of room and the number of rooms that are available.

When a reservation record has the following information in addition to this fundamental information, it is frequently considered full:

- The profile data of the guest.
- Group or company affiliation of the guest.
- Arrival time and date as well as leaving time.
- The quantity of evenings.
- The quantity of passengers.
- The type of room requests.
- Quantity of rooms required.
- Kind of beds.
- Quoted rate / Rate Code.
- Status of the booking
- Date of reservation receipt.
- Instructions for Billing
- Information about Pickup.
- Any information or unique remarks.

3.1.4 Acceptance of Reservations

A reservation may be accepted, denied, or rejected based on availability of rooms on the specified date or dates. If the request is accepted, the reservation-agent will move on to the confirmation stage; however a refusal or dismissal might prompt the receptionist to employ different options, such as noting the reason for the dismissal, among others.

3.1.5 Message of confirmation

A notification that a room or group of rooms prohibited is issued after the reservation is confirmed. The confirmation of the reservation will be delivered to the guest via SMS, social media, or email in exchange for an advance payment. Additionally, the mails are free of policies. Following payment, the guest receives a letter notification confirming their reservation. Special requests under the reservation may also be accepted.

The verification indicates:

- That the reservation request was granted and that the information submitted for it was accurate.
- A deal on accommodation costs.
- An agreement on the mode of payment.
- An explanation of the property's cancellation policy.

3.1.6 Pre-arrival activities and modification

After the reservation has been acknowledge and validated, there may be a number of modifications made to the reservation record before the guest's arrival. Adjusting the dates of arrival and departure, number of rooms needed, inputting pickup information, making confirming, adjusting the deposit status, changing the guest counts & fully cancelling booking are typical pre-arrival duties. Whenever a change to a reservation record is necessary, the record must be accessed and modified according to the guest's request to ensure the accuracy of the reservation data.

In order to process reservation requests for updates or cancellations successfully, it is also necessary to locate and retrieve the relevant reservation record.

While processing the cancellation, the following details must also be updated for future reference on the reservation record.

- The cause of the cancellation.
- Refund reference number.
- Cancellation date (manually entered or automatically recorded by software).
- The name of the individual who processed the cancellation
(Either manually entered or automatically recorded by software).

3.2 Internship Experience in Reservations

Throughout the internship at “Sea Pearl Beach Resort & Spa”, the study was capable of gain a notable level of hands-on experience in the reservations department.

The primary tasks assigned revolved around responding to phone inquiries, emailing inquiries from potential guests, and making reservations using the reservation system utilized by the hotel. The study helped also with email confirmations and changing any guest information as needed.

The only opportunities for direct guest interaction stemmed from phone inquiries in the report. Basic questions about room availability, rates and hotel features would be dealt by the report, at times the report dealt with more complex inquiries such as requests from guests with special needs, or guests preferring specific rooms. In any case, for special requests and needs, the report would check with senior reservations staff. The most challenging aspect of the research was learning the hotel's reservation system. It was an extensive software package with capabilities, and time were required to become competent.

To address this the study took an active part in training sessions and even shadowed others that were more experienced with the same process of making reservations. It also freely asked questions at the times it encountered unfamiliar situations.

3.3 Reservation via IDS Next- PMS

3.3.1 Introduction to IDS Next PMS

Simplifying processes and improving the visitor experience are essential for success in the competitive hospitality market of today. Hotels may accomplish both with the full suite of tools offered by IDS Next.

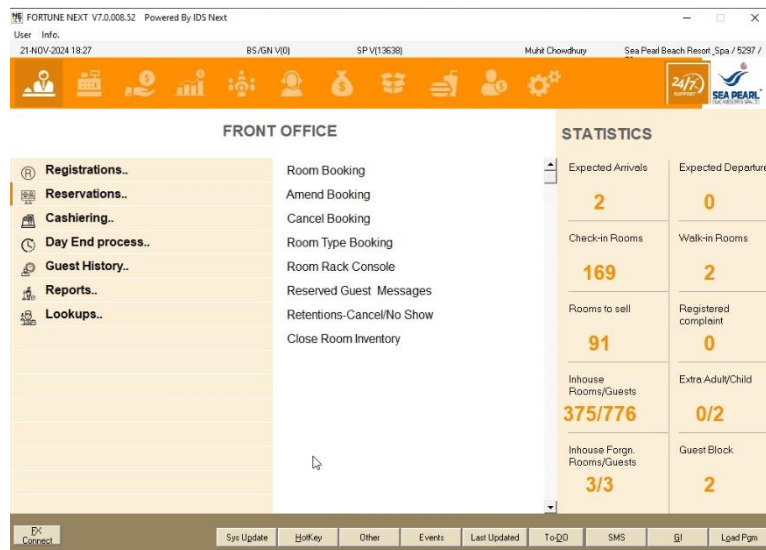


Figure 5: Provides an overview of the IDS Next PMS dashboard, showcasing its user-friendly interface and key functionalities. This system streamlines and automates operations across all departments, from the front desk to back-office tasks.

Source: IDS Next Official Website (<https://idsnext.com/>)

Imagine an integrated platform which both streamlines workflows and automates work, from the front desk to the back office. Process like contactless check-in can allow guests to arrive peacefully and a unified platform ensures the staff can help with any visitor needs. Work assignments can be simplified, administered by a dedicated team, and housekeeping operations can be effectively implemented to keep spaces clean and comfortable.

What's more, IDS next streamlines front office tasks for the employee; such as booking, check-in, billing, as well as check-out. Financials and payroll are automated, providing priceless time back to the employee. Vendor management systems automate purchasing processes and inventory turns in real time, helping staff make the best possible procurement.

By implementing IDS Next software hotels can dramatically increase the total profitability, guest satisfaction, and operational efficiencies. This approach allows the hotel to focus what's important - providing guests with extraordinary experiences.

3.3.2 Creating the Reservation Inquiry

When a visitor reaches out to the hotel to reserve a room, IDS Next PMS system ensures that the reservation team can enter the booking information quickly and efficiently. The steps involved in making a reservation include entering the guest profile information into the system, selecting the type of room, indicating the length of stay, and producing a confirmation.

As previously discussed (see Figure 2), making a new reservation involves entering the guest information, dates, and choosing the room type. The user-friendly format of the IDS Next PMS system provides services staff with a higher likelihood of completing the transaction accurately and efficiently.

Figure 6: New Reservation Form in IDS Next PMS
Source: IDS Next Official Website (<https://idsnext.com/>)

3.3.3 Monitoring Stations

The IDS Next PMS has an included hotel position dashboard and this tool gives managers real-time measures of occupancy, room's availability and revenue forecasts. It is an essential tool for the reservations team to monitor day to day their occupancy position and make critical decisions with immediacy.

The hotel position dashboard (Figure 3) allows the reservations team to monitor occupancy levels in real-time, including how many rooms they have left to sell. It allows for efficient and smart use of resources and allows the department to quickly respond to fluctuating guest demand.

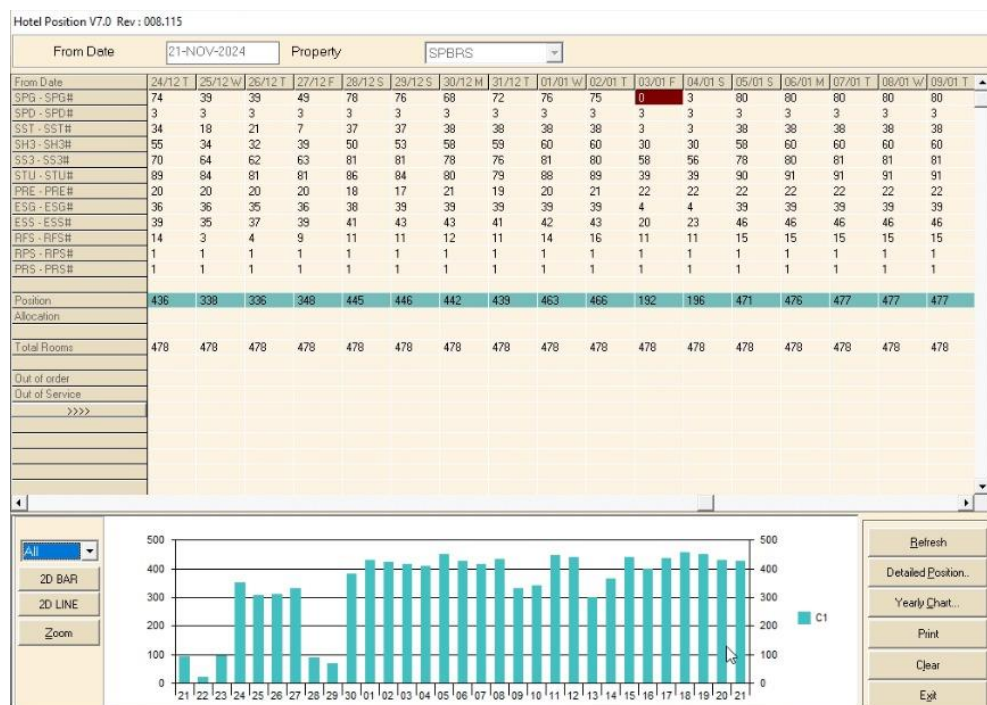


Figure 7: Hotel Position Dashboard in IDS Next PMS - Overview of Occupancy and Room Availability.

Source: IDS Next Official Website (<https://idsnext.com/>)

3.4 Job Responsibilities

Reservation executives are in demand in the hospitality and service sectors of the economy. Since we are in charge of making reservations, responding to specific inquiries, and providing information about the products & services. The duties might differ. Here are several of the highlights:

- Check log book
- Check all e-mail
- Mobile call history Received
- Check: Face Book
- Check Job Pending File
- Check: Booking.com
- Check: Agoda
- Check: Expedia
- Check: Web Mail (Book Online Now)
- Check: Go Zayaan - with inventory
- Check: Share Trip - with inventory
- Check: Trip Guru - with inventory
- Check Next Day Arrival & re-confirm to the guest
- Up-to-date Notice Board
- Check Upcoming Git's up to next week.
- Check Re-confirmation booking
- Check VIP guest next day of arrival and information send to GM & all department
- Check complimentary room reservation and inform to FO
- Check advance & tally with the cashiering report
- Check Bank deposit slip with accounts (running date & previous date)
- Check Nagad statement (running date & previous date)
- Check bKash statement (running date & previous date)
- Check SSL Commerz (running date & previous date)
- Print correspondence with Expected arrival list

- Count reservation daily pickup on this month
- Count reservation daily Cancellation on this month
- Hotel Position & Guest List send to RSVM e-mail
- File Up All Deposit
- Check Shuttle/ Privet pick Up to next day arrival
- Maintain all necessary document according to the file
- Check Postponed Reservation
- Collect Cancellation Res-Card from Front Desk
- Make daily reservation sales report

3.5 Daily Monitoring Check

The reservation executive must keep an eye on a few things both for upcoming revenue streams and on a daily basis. For example:

- Verifying pre-arrival confirmations.
- Creating and debating new packages.
- Spotting emerging trends.
- Providing VVIP guests with additional attention before guest arrive and briefing the departments for a lavish stay at Sea Pearl Beach Resort & Spa.

3.6 Reservation Data Analysis

During the internship period, the reservations department had daily booking requests amounts of 60–80 booking inquiries, with peak periods experiencing up to 100+ inquiries. Approximately 35% of bookings were processed online, while 65% were handled via direct calls. The most frequent guest inquiries related to room availability, rates, and amenities.

Metric	Average per Day	Peak Periods
Reservation Calls	60-80	Up to100+
Online Bookings	35%	45%
Direct/Phone Bookings	65%	55%
Common Inquiries	Room rates, amenities, booking changes	

3.7 Identify Major Problems Related to the Reservation process

The reservation process at “Sea Pearl Beach Resort and Spa” is vitally important for ensuring a delightful guest experience & maintaining operational efficiency. However, while on the internship, a number of significant problems were discovered that could impede the effectiveness of this process. Knowing these problems is necessary for the targeted solutions to be implemented that will increase guest satisfaction and benefit overall hotel operations. The important issues that have been identified along with the reservation process listed below.

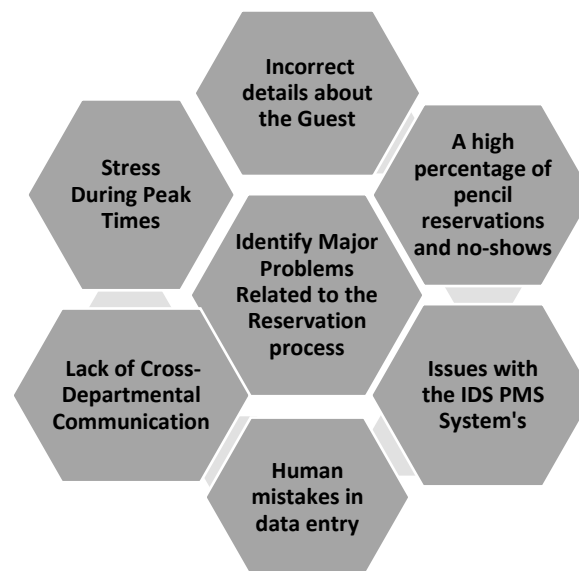


Figure 8: Major Problems with the Reservation Procedure

Source: Internship Observations

1. **Incorrect details about the Guest:** Incorrect information about the guest obtained during the reservation process is a primary area for concern. A level of confusion or misunderstandings about the aspects of booking, such as the dates, accommodation types, or special requests can lead to booking issues. Booking issues usually lead to guest dissatisfaction and expensive fixes.
2. **A high percentage of pencil reservations and no-shows:** The primary source of no-shows is pencil reservations. A pencil reservation does not require all deposits or guarantees. When rooms are not filled, it causes uncertainty in the occupancy forecast making it harder to derive adequate solutions and incurs possible revenue loss.

In circumstances that the guests don't make a fiscal commitment, they are more likely to cancel at the last minute and leave the property with vacant rooms that could have been sold to other travelers.

- 3. Issues with the IDS PMS System's:** The efficacy of virtually eliminating reservation problems by using the IDS property management system (PMS) is admirable. When technology doesn't run smooth and system malfunctions invoice business operations as was intended, delays in processing reservations, issues retrieving guest information, and problems with amendments and cancellations are a reality.
- 4. Human mistakes in data entry:** A good reservation system does not prevent all instances of human error from happening. The process of data entry produces mistakes that generate incorrect dates along with mistaken room selections and guest preference errors which cause misunderstandings damaging guest satisfaction. The situation becomes significantly more difficult when these occurrences take place during busier times.
- 5. Lack of Cross-Departmental Communication:** Operator efficiency decreases because of poor communication that occurs between reservation staff and their hotel department colleagues including front-desk personnel and housekeeping staff. A failure to properly relay reservation changes plus cancellations to hotels in advance can create mismatched guest room expectations among hotels and their reservation department and their clientele based on available room inventory.
- 6. Stress during Peak Times:** Staff members who work in reservations experience significant workplace stress points when demand rises. A decrease in service quality together with errors and omissions would arise from this situation. Rapid work cycles tend to harm staff morale as well as cause burnout which ultimately affects how visitors experience their stay.

3.8 Key skills to Develop

Reservation executives need to be excellent communicators and provide excellent customer service. They also need to be proficient at using a computer to enter guest information and make reservations.



Figure 9: Key skill to Development
Source: Hospitality Industry Standards

1. **Telephone Etiquette:** Telephone etiquette is the skill of presenting a person in a courteous and professional manner when speaking on the phone. It is crucial for the person handling reservations to listen intently to the questions posed by the guests and to deliver precise, comprehensive answers.
2. **System for Property Management:** Software applications known as reservation systems enable hotels and resorts to handle reservations. Prior to check-in, reservations must be made and processed correctly.
3. **Guest Service:** Executives in charge of reservations should possess excellent client service abilities since they enable them to give exceptional visitor encounters. To achieve answer questions, give guests the details they required, and take care of any issues they might be having.
4. **Taking on multiple tasks at once:** Receiving and handling several calls at once is a common part of a reservation executive's work. They must be able to multitask in order to listen to and respond to each call while monitoring the progress of each one as well as any other tasks that need to be completed.
5. **Upselling:** Upselling is the practice of making recommendations for further goods or services to a client. For instance, even though we might have the guest's desired accommodation available, we might recommend a better category room to them. Additionally, the guest might be recommended additional services.
6. **Product Knowledge:** Understanding every nuance of product expertise is crucial. The quality of the service the visitor is receiving must be guaranteed. Ensuring that the guest is fully informed about the policies and services of the resort is the responsibility of the reservation executive.

7. **Computer Skills:** Computer skills are necessary for reservation executives to use the software and tools they employ on the job. For example, the operators might be able to use a computer program to make reservations or input client information into a digital reservation system. Could potentially utilize a computer to check emails from customers or communicate coworkers about impending reservations.
8. **Communication:** The ability to convey information clearly and succinctly is referred to as communication. As a booking agent, for instance, may need to speak with clients via phone calls or electronic mail. Effective communication abilities enable us to give the consumers precise instructions so guest can comprehend what you are expressing and experiencing comfortable sufficient to pose questions. Effective interaction also entails listening to our clients' requirements and meeting them accordingly.
9. **Attention to Details:** Attention to detail refers to the process of focusing on minute things and making sure they are precise. To ensure that the visitor has a seamless check In process & receives top-notch assistance from the resort, we must ensure that the reservation is accurate.

Chapter 04

Findings, Recommendations & Conclusion

4.0 Identify the major Findings and Possible Recommendation on Reservation

The industrial apprenticeship at “Sea Pearl Beach Resort & Spa” provided an invaluable chance to analyze the operational procedures of one of the largest resorts in the country. Known for its extensive responsibilities and widespread recognition, the resort presented an ideal environment to examine the complexities of hospitality management. Research incorporated the reservation department because it functions as an essential operational center to deliver smooth services and satisfied guests. Through its gatekeeping role the department handles guest booking activities and enables resort access and maintains operational communication between departments. Research has identified reservation department as the essential operational component of the resort. The facility provides crucial guest communication at the outset of service since it directly shapes their overall resort experience quality. The research investigated essential business operations in this department to discover performance-enhancing strategies that would support superior guest service delivery.

The reservation department establishes fundamental connections between guest requirements and resort services according to this report. Such operational systems support both immediate goals and extended success achievements within the hospitality industry.

Multiple essential operational and strategic understandings emerged from the Sea Pearl Beach Resort & Spa internship assessment. These findings are summarized as follows:

4.1 Findings

1. Reservation Efficiency

- The reservation department maintains high competency levels in controlling their primary booking maintenance procedures. Bookings face major obstacles during both busy travel periods and promotional affairs that lead to a dramatic increase in reservation requests. The surge of booking inquiries during peak seasons and promotional campaigns causes delays as well as misses’ bookings which results in dissatisfied guests.
- The evaluation identified the lack of state-of-the-art call management technology that features priority queuing and call-back options to reduce staffing load and guarantee prompt guest inquiry responses. The absence of these systems creates operational troubles because the department cannot handle large telephone calls properly.

- Real time monitoring tools availability would enable effective and timely staff allocation during busy times but the healthcare center currently lacks this essential feature.

2. Technology Utilization

- The IDS Next PMS serves hotels as a primary automated system to handle regular operations such as inventory management together with report production and reservation processing. Multiple essential functions within the system demonstrated lower utilization than its advanced features during the analysis.
- Manual processing handles all tasks between departments and housekeeping duties and maintenance reporting. Human-based manual operations result in workplace inefficiency alongside enhanced staff error occurrence and additional work responsibilities.
- Because employees receive minimal PMS system training they cannot fully exploit its features thus reducing its capability to boost operational efficiency.

3. Interdepartmental Communication

- A report identified an operational inefficiency in the communication system between the resort reservation team and the Dhaka headquarters. Gaps between reservation team and Dhaka-based headquarters result in several operational issues including duplicate bookings incorrect institution of rooms and delayed responses to guest requirements.
- Large-scale events together with times of high occupancy create specific coordination challenges that require smooth teamwork for sustaining service quality.
- The analysis discovered that the hospital faces communication problems because of its lack of unified communication systems. Department wide information transfer primarily occurs through email and messaging programs that create less effective and inaccurate communication processes.

4. Guest Service Customization

- The research showed how organizations do insufficient work to monitor and utilize guest preference data. Guest preferences related to dietary restrictions and room preferences and specific requirements for special occasion needs are not consolidated in the current system.

- Lack of personalization bars operators from delivering individualized guest experiences that luxury hospitality guests now seek in their experiences. Presenting personalized services to prepare amenities along with catering to unique dietary demands is fundamental for guest loyalty programs.
- The report showed that the resort fails to connect with loyal guests by providing personalized service that would improve guest loyalty and satisfaction levels.

5. Employee Training and Development

- The evaluation showed that the company lacked organized educational methods to boost team member expertise particularly in customer service tasks alongside multitasking and processing difficult reservation requests.
- Energetic staff training becomes essential because untrained employees struggle to create effective solutions for changing guest demands while dealing with unpredictable high-demand periods. Unstable workplace performance combines with operational hold-ups and elevated staff stress results from this situation.
- The report stressed that staff should participate in ongoing professional development programs which combine classroom sessions together with job-based instruction to obtain essential abilities for their position success.

6. Customer Feedback Mechanism

- Incorrect feedback management emerges as critical issues because the resort does not employ a planned system to collect analyzes and respond to guest evaluations. Checkout feedback serves as the only source for collecting customer input although the resort lacks standardized methods to record ongoing issues and evaluate guest proposals.
- The resort has limited capabilities for proactive experience improvement and strategic change implementation because it lacks proper follow-up procedures.
- Real-time feedback tools including digital kiosks and mobile applications were recommended by the report as way to intensely improve service quality monitoring capabilities for the resort.

7. Sustainability Practices

- The research showed that hotel guests increasingly choose an eco-friendly operation which confirms current business sector movements. Although the resort conducts recycling and energy efficiency management the visibility of these programs remains low for hotel visitors.
- The resort maintains opportunities to strengthen sustainable operations through single-use plastic reduction and implementation of renewable energy systems and promotion of environment-friendly guest activities.
- Through marketing approaches combined with proper in-room display of initiatives the resort could improve its reputation as a sustainable tourist destination.

4.2 Recommendations

Based on the findings, the report proposes several actionable recommendations to address the identified challenges and improve operational effectiveness at Sea Pearl Beach Resort & Spa.

1. Implement Advanced Call Management Systems

- The examination demonstrates the need for hotels to implement reliable call management systems that include features such as priority waiting lines and callback options. Operational systems equipped with advanced features will provide efficient service for guest inquiries without adding delays to peak times to boost satisfaction.
- The system should implement automated call distribution that routes calls according to the staff who are currently available. The automated distribution of incoming calls will share them dynamically to available team members in order to boost rapid query handling and decrease response durations.
- By detecting peak times and enabling prompt management action when necessary, real-time call monitoring technologies help maximize resource use.

2. Enhance Utilization of Technology

- Staff should experience thorough training sessions about all features available through the IDS Next PMS. Staff members will benefit from using advanced features because the training program facilitates their understanding of automated reporting and task scheduling together with real-time data analysis for efficiency improvements.
- The PMS should accept all manual procedures such as departmental communication together with housekeeping requests and maintenance updates. A unified operational platform and system will increase efficiency because it minimizes data mistakes and enhances information precision and enables smooth team communication between departments.
- To find underutilized features and regions that need more training or optimization, periodic audits of system usage should be implemented.

3. Strengthen Interdepartmental Communication

- Site-based reservation staff and Dhaka headquarters personnel need to hold regular meetings to agree on bookings and deal with operational problems swiftly.
- Slack or Microsoft Teams serve as essential collaborative tools which should be implemented to enable immediate departmental interaction. Organizations benefit from these platforms because they unite information dissemination while implementing instant messaging capabilities and offering virtual document collaboration spaces that organize task monitoring functions.
- A structured approach to mutual information exchange must be implemented to eliminate communication errors while supporting uniform customer request and reservation management.

4. Develop a Guest Profiling System

- An established communication protocol must exist between departments to avoid miscommunication while maintaining equal standards of guest request and reservation handling.
- The profiling system must integrate into the PMS because this makes access possible for all departments to provide personalized services without interruption. The delivery of

customized welcome drinks along with specific food preferences makes guests happier and creates dedicated customers who become loyal to the hospitality establishment.

- The hotel should perform frequent reviews of guest profiles to both maintain updated preferences and find opportunities to provide personalized cross-selling or upselling service options.

5. Introduce Structured Training Programs

- The company should organize frequent workshops for teaching essential abilities including customer service quality together with multitasking abilities and problem-solving along with effective communication to each employee. Guest preparation for various needs requires training sessions with realistic multiform scenarios that should be included into the curriculum.
- The organization should deliver performance-based incentives or certifications to employees who succeed in training initiatives. Such incentives should be provided to employees who participate actively in training because they promote motivational levels while improving service quality standards.
- A training program across departments must exist to let workers understand how operational connections between teams affect their work efficiency together with collaboration.
- The recommendation introduces mentorship programs between junior staff members and experienced professionals so they can exchange knowledge with each other.

6. Promote Sustainability Initiatives

- The resort needs to extend its sustainability program by implementing measures to decrease plastic waste and switch to renewable power and recreational activities friendly towards the environment.
- The resort can attract nature-loving guests and strengthen its reputation by promoting sustainability initiatives through marketing communications and website platforms and hotel information systems.
- The implementation of sustainable practices relies on staff training to achieve their proper deployment among all organizational departments.

4.3 Conclusion

Through my apprenticeship at “Sea Pearl Beach Resort & Spa” I gained full comprehension about how vital the reservation department is for hospitality operations. IDS Next Property Management System (PMS) functionality allowed efficient reservation management and high occupancy and smooth guest communication. The technological equipment delivered excellent results however the team faced difficulties with excessive holiday call volumes and insufficient call management protocols and periods when different departments failed to communicate well.

Guests reach out to the reservation department for information about room availability and rates as well as amenities and to enable department partnerships with front office and food and beverage for fulfilling their needs. Online booking patterns continue to dominate the industry landscape because organizations must embrace digital platforms to survive the competitive market.

The process of customer reservations can be refined by installing a specialized call management system for peak periods and developing staff training combined with internal collaboration to deliver unified guest experiences. The use of data analytics together with live-chat features would help reach better customer satisfaction results and improve server responses. The experiences gained from this internship prove that efficient reservation systems supported by technology become vital components for operational success and guest satisfaction in hospitality. The identified challenges at “Sea Pearl Beach Resort & Spa” will help the resort enhance service quality while increasing operational effectiveness and maintaining market competitiveness.

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