

**INTERNSHIP REPORT**

**ON**

**Analyzing Front Office Workflow: Lessons  
from Hotel Amari Dhaka**



Submitted by

MD. Rasel

ID-211-43-165

Bachelor of Tourism & Hospitality Management  
Departments of Tourism & Hospitality Management  
Faculty of Business & Entrepreneurship  
Daffodil International University

Submitted to

Mst. Khadijatul Kobra

Assistant Professor

Department of Tourism & Hospitality Management  
Faculty of Business & Entrepreneurship  
Daffodil International University

Date of Submission: April 22, 2025

## Letter of Transmittal

April 22, 2025

To

Mst. Khadijatul Kobra

Assistant Professor

Department of Tourism & Hospitality Management

Faculty of Business & Entrepreneurship

Daffodil International University

### **Subject: Submission of the Internship Report.**

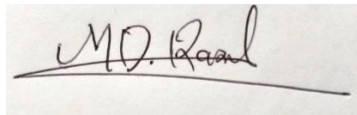
Dear Madam,

It is an honor to submit my internship report on Analyzing Front Office Workflow Lessons from Hotel Amari Dhaka of the Hotel Amari Dhaka as part of my BTHM program curriculum. Working under your supervision has been a privilege, and I am deeply grateful for the opportunity. Over the past six months, I have gained invaluable experience in the Front Office Department at Hotel Amari Dhaka, under the guidance of Mr. Rubel Ali, Assistant Manager of Concierge and Transportation. This internship has provided me with a comprehensive understanding of the hotel's front desk operations and related activities.

I sincerely hope this report reflects my efforts and contributes meaningful insights into the hotel's front office processes. I would be grateful if you could accept this report and share your valuable feedback.

Thank you for your guidance and support.

Yours Sincerely,



MD. Rasel

ID-211-43-165

Bachelor of Tourism & Hospitality Management

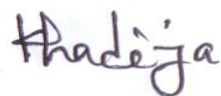
Department of Tourism and Hospitality Management

Faculty of Business & Entrepreneurship

Daffodil International University

## CERTIFICATE OF APPROVAL

The following is to certify that the Internship Report on " Analyzing Front Office Workflow: Lessons from Hotel Amari Dhaka" has been submitted by Md. Rasel, ID: 211-43-165, a student in the Department of Tourism and Hospitality Management at Daffodil International University. This report partially fulfils the degree requirements. He prepared the report under my supervision.



Signature,

Mst. Khadijatul Kobra

Assistant Professor

Department of Tourism & Hospitality Management

Faculty of Business & Entrepreneurship

Daffodil International University

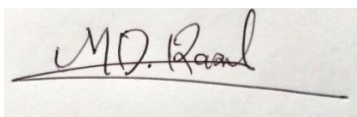
## Acknowledgement

Profound gratitude was felt for being granted the privilege of an internship at a reputable organization and for the perseverance and determination provided to learn and grow during that period. The internship stood out as one of the most enlightening and beneficial experiences of undergraduate studies, and immense honor was felt to have been mentored by such exceptional individuals.

During the academic journey, Mst. Khadijatul Kobra, an assistant professor in the Department of Tourism and Hospitality Management at Daffodil International University, served as both supervisor and instructor. Sincere appreciation was extended for her unwavering support, moral guidance, insightful recommendations, and constructive counsel.

Deep thanks were conveyed to Mr. Rubel Ali, Assistant Manager of Concierge and Transportation, for approving the internship program in the esteemed department. Additional gratitude was expressed to the staff of Amari Dhaka Hotel for their genuine assistance and guidance in completing tasks essential to the report. Finally, full responsibility was acknowledged for any shortcomings in the document.

Yours Sincerely,

A handwritten signature in dark ink, appearing to read 'MD. Rasel', is written over a horizontal line.

MD. Rasel

ID-211-43-165

Bachelor of Tourism & Hospitality Management

Department of Tourism and Hospitality Management

Faculty of Business & Entrepreneurship

Daffodil International University

## **Executive summary**

This report examines and analyzes the front office workflow of the Front Office Department at Hotel Amari Dhaka, a prominent 5-star luxury establishment in Bangladesh. As a cornerstone of the hospitality sector, the Front Office plays a pivotal role in guest satisfaction and service coordination. The study adopts a qualitative methodology, combining direct observation, hands-on participation, and secondary data analysis from the hotel's internal records, website, and industry publications. Key objectives include evaluating workflows, identifying systemic gaps, and proposing actionable recommendations to enhance service delivery.

The Front Office operates as the central hub for guest interactions, managing critical functions such as reservations, check-in/check-out procedures, billing, and interdepartmental coordination. Standardized protocols, including shift-specific checklists and workflow charts, ensure consistency in operations. Collaboration with departments like Housekeeping and Food & Beverage (F&B) further streamlines service efficiency.

A six-month internship provided practical insights into guest registration, conflict resolution, and walk-in sales strategies, emphasizing adaptability, communication skills, and cultural sensitivity. Challenges such as language barriers with international guests and inefficient paperwork management were observed. Organizational culture prioritized punctuality, teamwork, and professionalism, contributing to a dynamic work environment.

Key findings highlight operational bottlenecks, including reliance on outdated software (Opera PMS), limited seating for guests during check-in, and inconsistent feedback collection. Recommendations propose technology upgrades, multilingual staff training, digitization of records, and sustainability initiatives (e.g., paperless billing). Enhanced staff training in data analytics and express check-out systems are also suggested to optimize guest experiences.

In conclusion, the internship bridged theoretical knowledge with practical application, underscoring the Front Office's critical role in maintaining the hotel's reputation for excellence. This experience not only enriched professional competencies in hospitality management but also emphasized the importance of innovation and adaptability in addressing industry challenges. The insights gained will inform future academic and career pursuits, reinforcing the value of experiential learning in the tourism and hospitality sector.

## Contents

|                                                    |    |
|----------------------------------------------------|----|
| Acknowledgement .....                              | v  |
| Executive summary.....                             | vi |
| CHAPTER-1.....                                     | 1  |
| Introduction.....                                  | 1  |
| 1.1 Background Of the Report.....                  | 2  |
| 1.2 Scope of the Report.....                       | 2  |
| 1.3 Objective of the Report.....                   | 2  |
| 1.4 Methodology.....                               | 3  |
| 1.5 Data Source.....                               | 3  |
| 1.6 Limitations of the Study.....                  | 4  |
| CHAPTER-2.....                                     | 5  |
| An Overview of Hotel Amari Dhaka.....              | 5  |
| 2.1 Background of Hotel Amari Dhaka.....           | 6  |
| 2.2 Organization Details.....                      | 6  |
| 2.3 Objective of Hotel Amari Dhaka.....            | 7  |
| 2.4 Mission, Vision and Goal.....                  | 7  |
| 2.5 Organizational Chart.....                      | 9  |
| 2.6 The Hotel Amari Dhaka's Major Departments..... | 10 |
| 2.7 Product/Services of Hotel Amari Dhaka.....     | 11 |
| CHAPTER-3.....                                     | 14 |
| Operational Process of Front Office.....           | 14 |
| 3.1 Front Office.....                              | 15 |
| 3.2 Duty Checklist for the Front Office.....       | 18 |
| 3.3 Front office Terms.....                        | 20 |
| 3.4 Front Desk Agent Must Know.....                | 21 |

|                                               |                                                                       |    |
|-----------------------------------------------|-----------------------------------------------------------------------|----|
| 3.5                                           | Front Office Flow Chart.....                                          | 22 |
| 3.5.1                                         | Steps in Rerservation Process.....                                    | 23 |
| 3.5.2                                         | CHECK-IN.....                                                         | 26 |
| 3.5.3                                         | CHECKOUT.....                                                         | 28 |
| 3.6                                           | Hotel Amari Dhaka’s Front Office Department Organizational Chart..... | 30 |
| CHAPTER-4.....                                |                                                                       | 33 |
| Process undertaken and Learnings.....         |                                                                       | 33 |
| 4.1                                           | Organizational implementation and assessment.....                     | 34 |
| 4.2                                           | Front Office executive duties and responsibilities.....               | 35 |
| 4.3                                           | Front office walk-in sale.....                                        | 36 |
| 4.4                                           | Front Office Learning Part.....                                       | 36 |
| CHAPTER-5.....                                |                                                                       | 38 |
| Findings, Recommendations and Conclusion..... |                                                                       | 38 |
| 5.1                                           | Findings.....                                                         | 39 |
| 5.2                                           | Recommendations.....                                                  | 41 |
| Conclusion.....                               |                                                                       | 43 |
| List of Abbreviations.....                    |                                                                       | 44 |
| References.....                               |                                                                       | 45 |

# **CHAPTER-1**

## **Introduction**

## **1.1 Background of the Report**

The hospitality industry is considered as one of the largest industries in every nation and it can help the country gain additional economic improvements. The idea of tourism and other hospitality businesses giving birth is both introducing the beauty of the country and at the same time, maintaining its beauty for the sake of the future. Tourism and hospitality are very favorable for the countries that are under the series of development and the people are seeking for the opportunities, even if there are many challenges due to globalization. To keep up with the ever-changing demand and to get a hold of the newest market segment, keeping pace with dynamism and variety, innovative ideas taking over old ones and evolving every day. Hotel industry of Bangladesh has been expanding rapidly. The Front Office is the most crucial department to interconnect with all hotel operations. Front office department directly communicating with guests. Front desk agent does various types of activities for run the operational process of the department, also for guest satisfaction. An agent check reservation, guest arrival, do guest check-in, informed about hotel facilities, and do check-out to complete the front desk operational process.

## **1.2 Scope of the Report**

This report provides a comprehensive overview of the front office sub-divisions at Hotel Amari Dhaka, with a focus on workflows and learning of the front desk. As a trainee undergoing an industrial attachment in the Front Office Department, firsthand experience and insights into the daily operations and organizational structure of the department have been gained. The report evaluates the effectiveness of the front desk operations, highlighting key practices and procedures implemented by Hotel Amari Dhaka's front office team. Critical points and strategies employed by the department to ensure smooth and efficient guest services are also addressed, providing a detailed analysis of the front office's role in maintaining the hotel's high standards of hospitality.

## **1.3 Objective of the Report**

The primary goal of this report is to analyze the workflow of Front Office Department at Hotel Amari Dhaka. By examining the department's workflows this report aims to provide actionable insights for enhancing guest satisfaction and optimizing front office operations.

Specific Objectives:

- To analyze the workflows of the Front Office Department at Amari Dhaka.
- To find out the gaps in the system and offering recommendations to improve efficiency.

## 1.4 Methodology

The methodology employed a blend of learning, active involvement, and analysis to gain a thorough understanding of the front office workflows. During the six-month internship, direct observation of the hotel's daily activities was crucial in understanding workflow dynamics and guest interactions. Hands-on participation in tasks such as concierge services, guest assistance, reservation system management, and addressing guest inquiries provided practical experience and skill development. This qualitative approach enabled a detailed exploration of the workflow at Amari Dhaka Hotel.

## 1.5 Data Sources

The secondary Data has been used for this report. The secondary data sources include:

1. The hotel's official website
  - Extracting information about front office operation.
  - Analyzing customer reviews and ratings.
2. Online websites
  - Collecting comparative data from booking platforms.
  - Analyzing trends in customer feedback and ratings across multiple platforms.
3. Organizational data files
  - Reviewing internal reports on occupancy rates, revenue, and customer demographics.
  - Analyzing past marketing campaigns and their outcomes.
4. Magazines
  - Referencing industry-specific magazines.
  - Analyzing articles featuring the hotel for insights into market positioning.

## 5. Academic Publications

- Reviewing academic studies related to hospitality management and customer service trends.
- Analyzing case studies of similar hotels to gain insights into best practices and performance benchmarks.

### 1.6 Limitations of the Study

1. The report focuses exclusively on the operational activities of the front office department at Hotel Amari Dhaka.
2. Gathering information from external sources proved challenging due to confidentiality constraints.
3. The study is limited to the front office operations of Amari Dhaka and does not cover other departments within the hotel.
4. Access to certain confidential data, such as financial records or guest details, was restricted due to privacy policies.
5. Interactions with other departments were minimal, limiting the understanding of cross-functional collaboration.
6. Language barriers with international guests occasionally hindered the ability to gather comprehensive feedback.
7. The scope of the study is confined to operational activities and does not include strategic or managerial decision-making processes.

## **Chapter 2**

### **An Overview of Hotel Amari Dhaka**

## 2.1 Background of Hotel Amari Dhaka

Amari Dhaka Hotel stands as one of Bangladesh's most luxurious, distinctive, and visually stunning five-star business hotels. It is a part of the ONYX Hospitality Group, which operates a diverse portfolio of properties in both urban and resort destinations across Asia and Thailand. With 17 hotels and resorts spanning 13 locations in countries such as Thailand, Laos, Malaysia, China, Bangladesh, Sri Lanka, Qatar, and the Maldives, the Amari Corporate Head Office is based in Thailand. ONYX Hospitality Group originated from ItalThai, established in 1965 under the Siam Lodge Hotel Group in Thailand. In 1992, ItalThai rebranded itself as Amari Hotels & Resorts Business Limited. ONYX offers four distinct brands: the luxurious Saffron collection, the renowned Amari group of upscale hotels, Shama, a leading provider of boutique serviced apartments, and the newly introduced OZO select service brand. Among these, Amari is the oldest and most prestigious hotel chain under ONYX. Additionally, ItalThai, the parent company, takes pride in being the primary construction partner for the nation's first metro rail project (MRT 6).

## 2.2 Organization Details

Address: House No 47 Rd No 41, Gulshan-2, Dhaka 1212

For booking: +88-02-55059620

Mobile: +88-01878499999

Telephone: +88-02-55059620

Email:

[frontoffice.dhaka@amari.com](mailto:frontoffice.dhaka@amari.com)

Website: [www.amari.com/dhaka](http://www.amari.com/dhaka).

## **2.3 Objective of Hotel Amari Dhaka**

### **ONYX Clean**

Brightening your stay with ONYX Clean, the dedication and commitment to cleanliness at every step of your journey.

### **Food Safety**

Create and maintain a balanced dietary system based on the recognition that food is a vital, joyous, and culturally significant aspect of our lives to make and construct a quality food structure that depends on the comprehension that food is a fundamental, extraordinary and socially crucial variable of our life. Amari Dhaka promised guest safety, so employees highly maintained food safety and hygiene.

### **Brighten One's World with Amari**

Amari embraces and celebrates contemporary food, art, design, architecture, wellness, festivals, and fun, reflecting its vibrant and dynamic culture.

### **Zero Waste Management**

Amari is committed to enhancing and optimizing waste management practices, with a strong focus on upcycling and remanufacturing through its zero waste management initiatives.

### **ONYX Rewards**

Discover Asia's most captivating destinations with Amari Dhaka's exclusive ONYX membership program, ONYX Rewards, designed to offer unforgettable experiences.

## **2.4 Mission, Vision and Goal**

### **Being a leader in the Hospitality industry**

Amari is a premier hotel brand, renowned for its global expertise and hospitality excellence, supported by a highly skilled executive team.

### **Provide the Best Guest Experience**

Amari is dedicated to delivering exceptional guest experiences by implementing cost-effective strategies that ensure consistent growth and long-term financial success. The brand strives to be entirely reliable and to offer the highest standards of service to its guests.

### **Brighten Your World with Amari Culture**

Amari celebrates and shares the richness of local culture, integrating it into its identity across its hotels and resorts worldwide.

### **Promote Color and Rhythms**

As the only business boutique hotel in Dhaka, Amari aims to stand out while promoting its unique culture through the exceptional hospitality standards of ONYX.

### **Core Value**

Listen, Speak and Share

Learn And Grow

Create an Impact

Do what is right

Bring fun to work

Never give up

The essential components of what defines an ONYX individual are these six values.

## 2.5 Organizational Chart

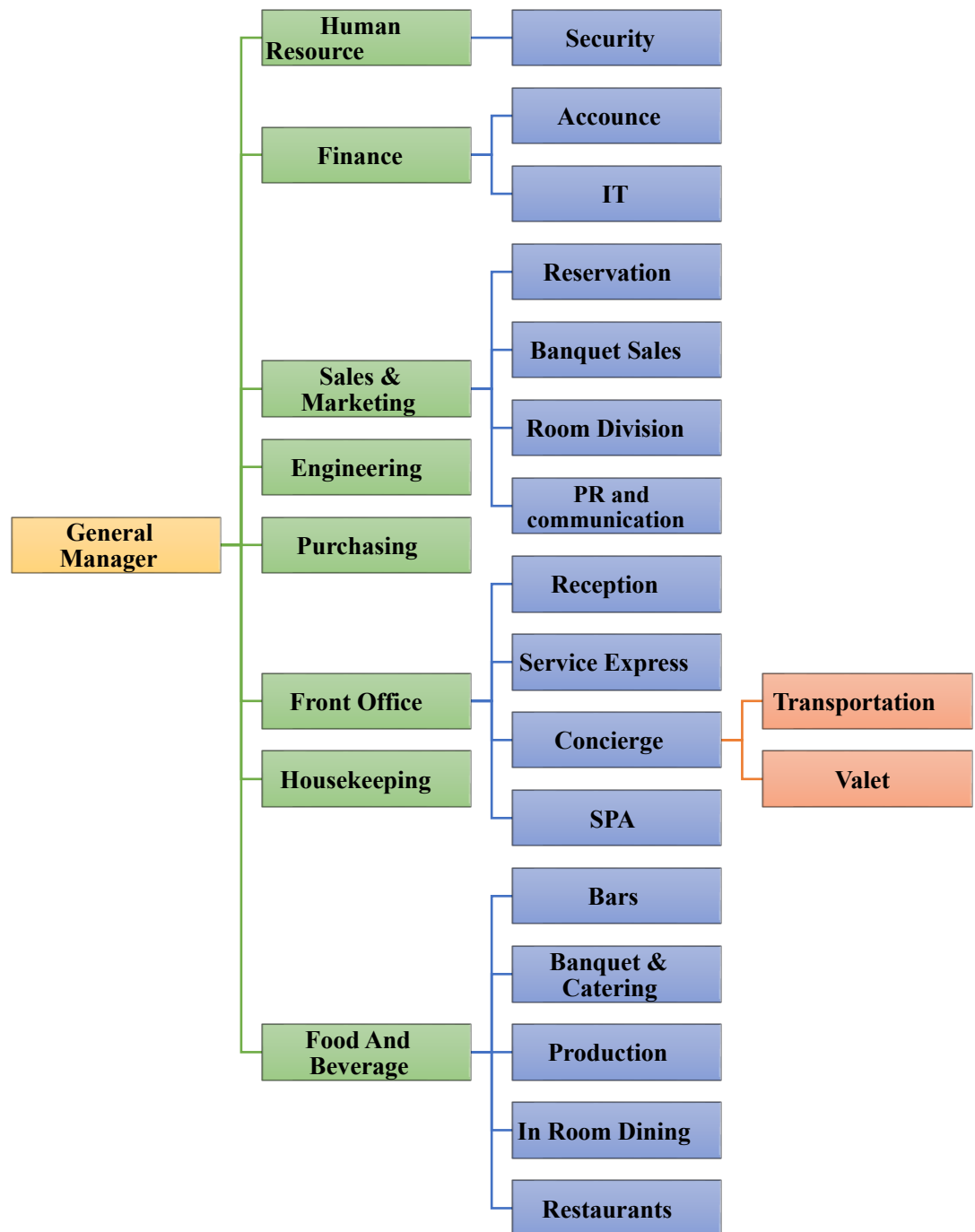


Figure 01: Organizational Chart of Amari Dhaka Hotel

Source: Author's Compilation

## 2.6 The Hotel Amari Dhaka's Major Departments



*Figure 02: Major Department of Amari Dhaka*

*Source: Author's Compilation*

## **2.7 Product/Services of Hotel Amari Dhaka**

Hotel Amari Dhaka, a 5-star business hotel located in the city center, offers a range of high-quality products and services tailored to meet the needs of its guests. The majority of its revenue is generated from room bookings. Below is an overview of the room categories and their features based on daily operations:

### **Rooms & Amenities**

Hotel Amari Dhaka has a total of 134 active rooms, each equipped with essential amenities such as work desks, complimentary high-speed internet, air-conditioning, individual climate control, in-room safes, emergency items, ironing facilities, hair dryers, toiletries, minibars, and more.

#### **Superior Queen Room:**

The Superior Queen Room is the standard room category, offering 29–33 square meters of space. It features a queen-size bed and provides a city view. This room type accommodates either two adults or two adults with one child. The hotel has a total of 30 Superior Queen Rooms.

#### **Deluxe Studio Room**

The Deluxe Studio Room is the second category, offering 37 square meters of space. It includes a king-size bed, a bathroom, a kitchenette, and standard room amenities. There are 60 Deluxe Studio Rooms available.

#### **Deluxe Twin Room**

The Deluxe Twin Room is the third category, also offering 37 square meters of space. It features two single beds, a bathroom, and other standard amenities. This category includes 20 rooms in total.

#### **Junior Suite Room**

The Junior Suite is a premium category room, offering 47–53 square meters of space. It includes separate living and bedroom areas, a king-size bed, and a bathtub. The hotel has a total of 20 Junior Suite Rooms.

### **One Bedroom Terrace Suite**

The One Bedroom Terrace Suite at Amari Dhaka is a premium accommodation category designed for guests seeking a luxurious and spacious stay. This suite features two separate areas—a living room and a bedroom—along with a private terrace that offers stunning city views. The suite includes one king-size bed, a bathtub, and spans 75 square meters, providing ample space for comfort and relaxation. With only 4 suites available, this exclusive category ensures a unique and upscale experience for guests.

### **Bar and Restaurant**

Three traditional restaurants and a bar at Amari offer a buffet, a la carte, shisha, and alcoholic beverages, respectively.

### **Cascade Lounge**

Cascade is a neoteric lobby lounge dining area that features an a la carte menu for breakfast, lunch and dinner. Also, Cascade Lounge serves beaked items and in-room dining service. Operation hours: 24/7

### **Deck-41**

Deck 41 is a lounge situated on the summit, exuding an urban ambience. In addition to refreshments, sisa and alcoholic beverages are served on Deck 41. Hours of Operation: 2:00 pm to 2:00 am

### **Amaya Buffet Gallery**

Amaya Food Gallery is a signature full-day dining buffet café with live kitchen stations that offer new, quick and flavorsome global and Asian cuisine. In addition to breakfast and supper buffets, Amaya Buffet Gallery also offers lunch.

Operation Hour:

Breakfast: 6:30 am - 10:30 pm

Lunch: 12:30 pm - 3:30 pm

Dinner: 6:00 pm – 10:00 pm

## **Spa Service**

### **Signature Breeze Spa at Amari**

The Amari Hotel and Resort group operates Breeze Spa as a direct chain spa. The therapists are professional and trained in Thailand.

### **Fit Centre & Swimming Pool:**

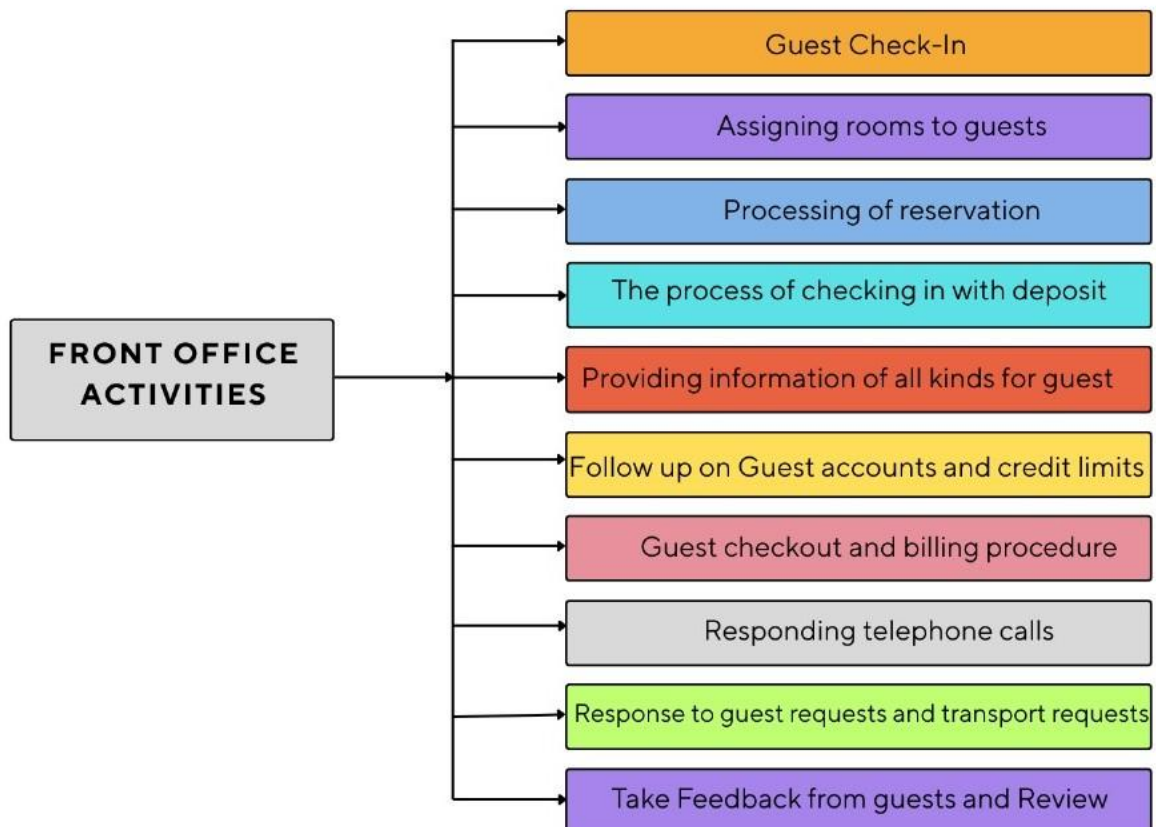
Amari Dhaka Fit Centre is an excellent place for the gym to make you healthy with swimming facilities. Amari Dhaka Fit Centre has two trainers. The fitness center is one of the prestigious gyms in Dhaka city, with a swimming pool, a jacuzzi, and steam.

## **Chapter 3**

# **Workflows of Front Office**

### 3.1 Front Office Activities

The front desk serves as the core of any hotel, with the Front Office being the most essential department that links and integrates all hotel operations. This department is responsible for direct communication with guests, ensuring their needs are met and their stay is seamless.



*Figure 03: Front Office Activities*

*Source – Author's Compilation*

The front office conducted the following Activities:

- Guest Check- In.

This is the first interaction between the guest and the hotel. The front office staff welcomes the guest, verifies their reservation details, and completes the registration process.

- Assigning rooms to guests

Based on the guest's reservation preferences of room type, view, floor the front office assigns for a suitable room.

- Processing of reservations

This involves managing bookings made by guests through various channels such as phone, website, travel agents

- The process of checking in with deposits

For guests who haven't prepaid or are paying upon arrival, the front office may request a deposit or pre-authorization on their credit card to cover incidental expenses for room service and minibar.

- Providing information of all kinds for guest

The front office acts as a central information hub, providing details about hotel facilities restaurants, spa, pool, local attractions, transportation options, and other services.

- Follow up on Guest accounts and credit limits

The front office monitors guest accounts to ensure all charges are accurately recorded.

- Guest checkout and billing procedure

During checkout, the front office prepares the final bill, including room charges, taxes, and additional services used by the guest. They process payments, provide receipts, and address any billing queries.

- Responding telephone calls

The front office handles incoming calls, addressing inquiries, transferring calls to the appropriate department, and assisting with reservations or requests.

- Response to guest requests and transport requests

Guests may request additional services or transportation arrangements. The front office coordinates these requests efficiently.

- Take Feedback from guests and Review

After checkout, the front office may collect feedback from guests about their stay. This can be done through comment cards, online surveys, or direct conversations

### 3.2 Duty Checklist for the Front Office

In their own shift every team member must follow their check list:

| Time  | Task                                                                                                                                                                                                                                                      |
|-------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 7.00  | Check own grooming standard                                                                                                                                                                                                                               |
|       | Take handover from previous shift                                                                                                                                                                                                                         |
|       | Save downtime report                                                                                                                                                                                                                                      |
|       | Read the log book                                                                                                                                                                                                                                         |
|       | Stay Up to date about all promotions, offers & banqueting                                                                                                                                                                                                 |
|       | Check cash float and sign the cash float book                                                                                                                                                                                                             |
|       | Print out the following reports and put the signature on the front page<br>- Credit Limit Report – tick “Due Out”, “Notes”<br>- Arrivals Detailed Report – tick all in the section “Display”<br>- Vacant Rooms Report – tick both “Occupied” and “Vacant” |
|       | Assigning rooms according to guest's preferences                                                                                                                                                                                                          |
|       | Check for last minute reservations at least in every 30 minutes.                                                                                                                                                                                          |
|       | Check all the files "No Show Report, Room / Rate Change, Amenities Request, Room Discrepancy Report, Complimentary Room / Room Upgrade                                                                                                                    |
|       | Minibar check while guest check-out                                                                                                                                                                                                                       |
|       | Check E-mails                                                                                                                                                                                                                                             |
|       | Check the stationary requirements                                                                                                                                                                                                                         |
|       | Check guest birthday report                                                                                                                                                                                                                               |
|       | Check if any group arriving: Assigned rooms.                                                                                                                                                                                                              |
|       | Print out the departures report, check for any Onyx Rewards Members, Check on blocked rooms, VIPs, special requests, extended stays, room moves, late check-outs                                                                                          |
| 11:45 | Follow up for Due Out rooms with the guests                                                                                                                                                                                                               |
|       | Communicate with HK for any dirty rooms on arrival, change rooms if necessary.                                                                                                                                                                            |
|       | Fill in Guest Incidents & Feedbacks Tracking Sheet                                                                                                                                                                                                        |
|       | Maintain the Cash float with enough changes and get due back from Finance                                                                                                                                                                                 |
| 14:30 | Attend the briefing                                                                                                                                                                                                                                       |
|       | Maintain Keeping Cloud for any guest service request                                                                                                                                                                                                      |
|       | Ensure to update guest profile and have guest passport in the profile attachment                                                                                                                                                                          |
|       | Provide cash handover to next shift & sign the cash float book.                                                                                                                                                                                           |

Figure 04: Morning Shift Check List

Source – Setupmyhotel.com

| Timeline | Task                                                                                                                                                                                               |
|----------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 14:00    | Check own grooming standard                                                                                                                                                                        |
|          | Take handover from Morning shift                                                                                                                                                                   |
|          | Save downtime report                                                                                                                                                                               |
|          | Read log book                                                                                                                                                                                      |
|          | Stay Up to date about all promotions, offers & banqueting                                                                                                                                          |
|          | Check cash float and sign the cash float book                                                                                                                                                      |
| 14:30    | Attend the briefing                                                                                                                                                                                |
|          | Follow up for Due Out rooms with the guests                                                                                                                                                        |
|          | Check for last minute reservations at least in every 30 minutes.                                                                                                                                   |
|          | Use "Service Centre Task from Reception" file for any guest request if Service Centre is busy or not available                                                                                     |
|          | Ensure smooth Minibar check while guest check-out                                                                                                                                                  |
|          | Check E-mails                                                                                                                                                                                      |
|          | Check the stationary requirements                                                                                                                                                                  |
| 15:00    | Prepare Shift Report File and send it to DM (if not done by Morning shift)                                                                                                                         |
|          | Check if any group arriving: Assigned rooms.                                                                                                                                                       |
|          | Print out the departures report, check for any Onyx Rewards Members, Check on blocked rooms, VIPs, special requests, extended stays, shortened stays/early departures, room moves, late check-outs |
|          | Communicate with HK for any dirty rooms on arrival, change rooms if necessary.                                                                                                                     |
|          | Fill in Guest Incidents & Feedbacks Tracking Sheet                                                                                                                                                 |
|          | Maintain the Cash float with enough changes and get due back from Finance                                                                                                                          |
|          | Make sure to recognize regular VIP/AGD members accordingly to the procedure.                                                                                                                       |
|          | Ensure to update guest profile and have guest passport in the profile attachment                                                                                                                   |
|          | Keep check-in registration cards, Hk discrepancy reports and other files in the tray.                                                                                                              |
|          | Provide cash handover to next shift & sign the cash float book.                                                                                                                                    |

*Figure 05: Evening Shift Checklist*  
*Source: setupmyhotel.com*

| Time  | Task                                                                           |
|-------|--------------------------------------------------------------------------------|
| 22:30 | Check own grooming standard                                                    |
|       | Take handover from Afternoon shift                                             |
|       | Save downtime report                                                           |
|       | Read log book                                                                  |
|       | Stay Up to date about all promotions, offers & banqueting                      |
|       | Check cash float and sign the cash float book                                  |
|       | Check if any arrivals left for the day.                                        |
| 00:00 | Attend the night briefing                                                      |
|       | Print out the all night audit report                                           |
|       | Check the all guest profile and reservation and correct all discrepancies.     |
|       | Close the cashier report                                                       |
| 02:15 | Run the all outlets night audit.                                               |
|       | Run front office Night Audit                                                   |
|       | Allocate rooms according to guest's preferences                                |
|       | Check for last minute reservations at least in every 30 minutes.               |
|       | Check E-mails                                                                  |
|       | Check the stationary requirements                                              |
|       | Check guest birthday report                                                    |
|       | Communicate with HK for any dirty rooms on arrival, change rooms if necessary. |
|       | Ensure to update the guest profile.                                            |
|       | Provide cash handover to next shift & sign the cash float book.                |

*Figure 06: Night Shift Checklist*

*Source: setupmyhotel.com*

### 3.3 Front Office Terms

To work as a Guest Service Agent (GSA) or team member at the front desk, it is essential to have a clear understanding of various hotel terms and conditions. As a front office employee, I must be

well-versed in the terminology commonly used in hotels and motels worldwide. These terms include:

- **Complimentary:** Refers to goods or services provided to guests free of charge.
- **Do not disturb (DND):** Indicates a guest's preference not to be disturbed, often signaled by a sign on the door or an electronic indicator.
- **Due Out:** A room scheduled to be vacated by a guest on the current day.
- **Late checkout:** When a guest departs after the hotel's standard checkout time, usually noon, and may incur additional charges.
- **Occupied:** A room currently being used by an in-house guest.
- **Out of Order:** A room unavailable for sale due to maintenance issues.
- **Sleep-out:** A guest is registered in the room but has not used the bed.
- **Stay over:** A guest who continues their stay for at least one more night.
- **Checked:** A room that has been cleaned and is ready for resale.
- **ADR (Average Daily Rate):** The average rate per room calculated from total room revenue.

### 3.4 Front Desk Agent Must Know

A front desk agent must be well-versed in a variety of essential tasks and procedures to ensure smooth operations. Below is a list of key responsibilities and skills they must know:

- Front Office Agent must know how to operate the printer, both colour and system
- Front Office Agent must know how to operate the telephone and extension
- Front Office Agent must know how to operate the photocopy machine and refill toners
- Know about SOP (Standard of Procedure)
- Front Office Agent must know to create room key and lift access key
- Front Office Agents must know to make pre-registrations and scan passports in the system
- Front Office Agent must know to use the POS (Point of Sale) system for taking payment

- Front Office Agent must know how to manage group arrival during check-in time
- Front Office Agents must know how to manage guests when rooms are not ready for check-in
- Must know about phrases for receiving phone calls, wake-up calls, courtesy calls
- To be informed about the late checkout
- Know Understand the room reservation process
- Must Maintain and update follow-up sheets regularly
- Handling the slot cash
- Front Office Agent must know Address and resolve guest complaints effectively

### 3.5 Front Office Workflow Chart:

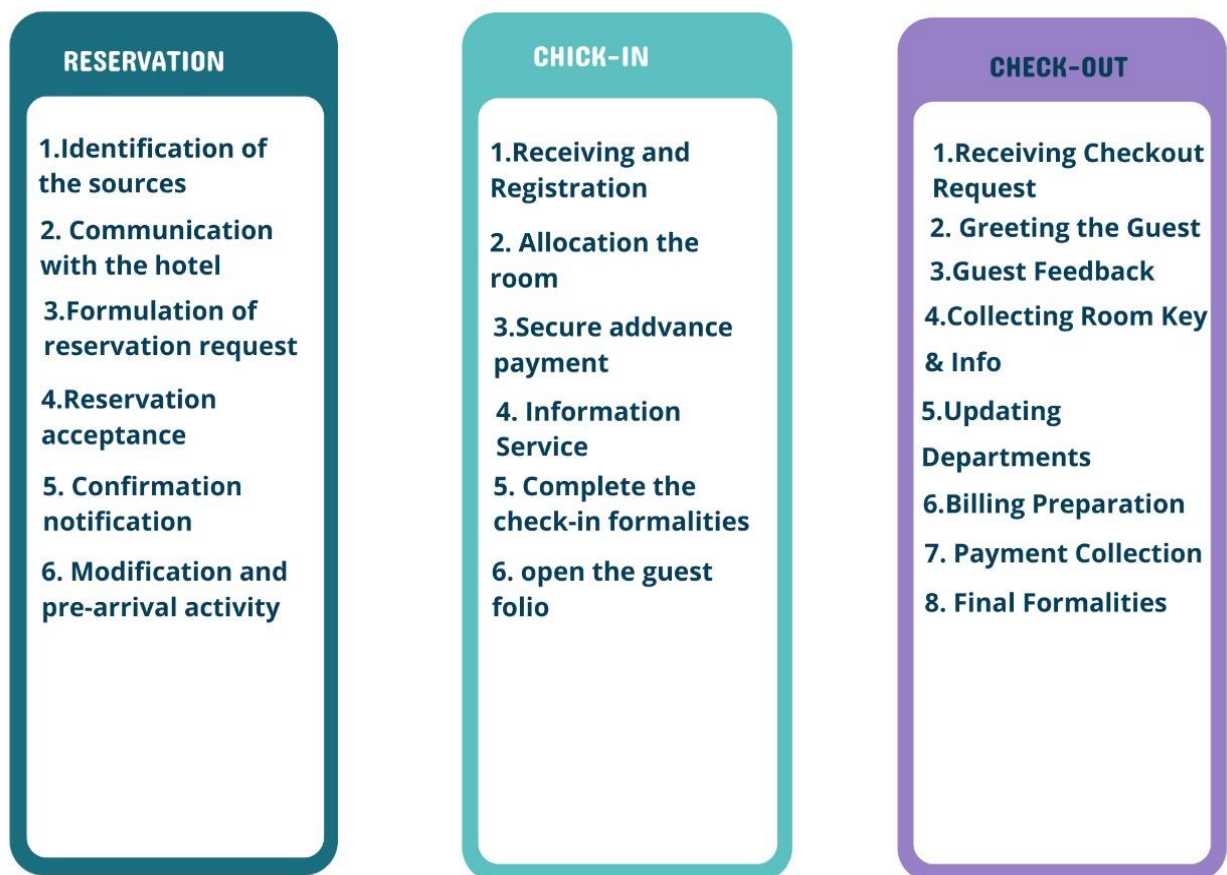
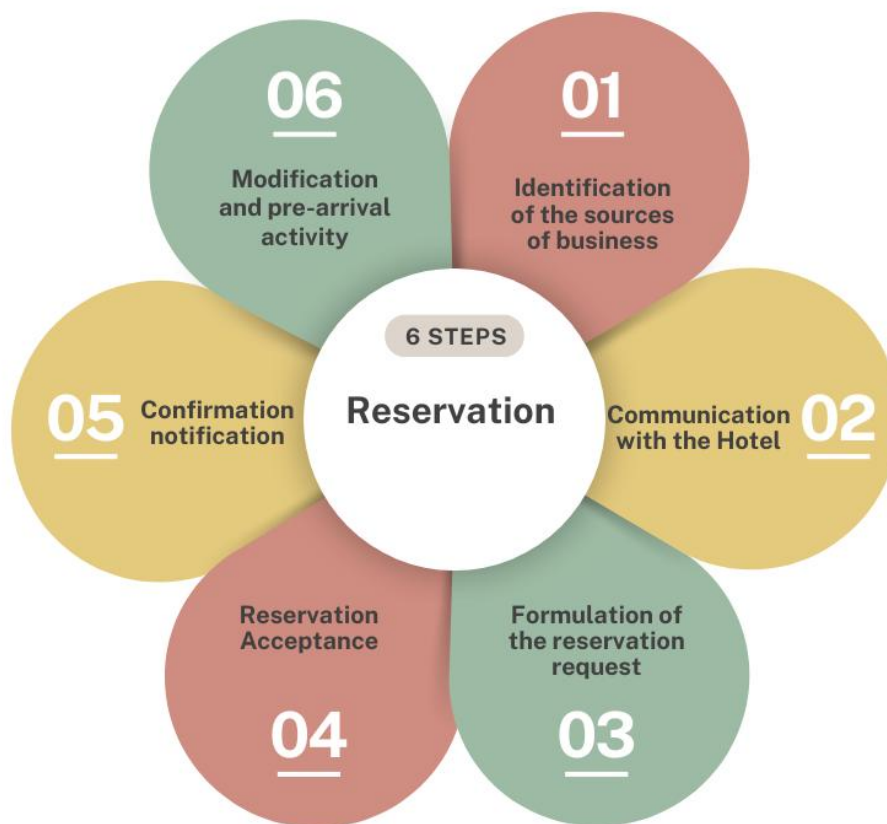


Figure 07: Process of Registration Record

Source: [amari.com/dhaka](http://amari.com/dhaka)

### 3.5.1 Steps in Rerservation Process



*Figure 08: Steps in Rerservation Process*

*Source: Author's Compilation*

#### **1. Identification of the sources of business:**

Hotels generally recognize two primary sources of business: Free Independent Travelers (FIT) and Group Travelers. FIT refers to individuals or small parties, such as families or friends, who are not part of a larger group and are seeking overnight accommodations. Even if the reservation is made by multiple people, it is still classified as a FIT reservation as long as it meets certain criteria. On the other hand, Group Reservations involve larger parties, such as meeting groups, convention attendees, or similar organized gatherings, seeking multiple rooms or block bookings. These two categories help hotels tailor their services and manage reservations effectively based on the type of guests they are accommodating.

## **2. Communication with the Hotel:**

Hotels can discover guest requests for available space through various channels. Potential guests may reach out via phone, email, online platforms, social media, other digital devices, or referral systems. These communication methods serve as vital connections between the sources of business and the hotel, ensuring effective interaction and service delivery.

## **3. Formulation of the reservation request:**

When a guest contacts a hotel to reserve space, the staff must carefully process the reservation request and create a detailed reservation record. This record serves as a permanent file containing all relevant information about the reservation or, in modern systems, is entered as a digital record in the hotel's management software or Property Management System (PMS). When handling the reservation request, the three most critical factors to consider are:

- A) The planned arrival and departure dates
- B) The preferred types of rooms
- C) The quantity of rooms required

With this information, the hotel staff can check the room availability file using the specified arrival date. If the date is available, the reservation agent verifies the room type and the number of rooms that can be reserved. In addition to these initial details, a reservation record is typically considered complete when it includes the following information:

- Guest's personal and profile details.
- Affiliation with a group or company, of applicable.
- Arrival and departure dates and times.
- The number of nights.
- Number of guests (Pax).
- Room type requested.
- The number of rooms required.
- Type of bed.
- Rate quoted / Rate Code. ☐ Date reservation received ☐ Reservation Status. ☐ Billing Instruction ☐ Pickup Details.
- Any other Details or special remarks?

- Source Code

#### **4. Reservation Acceptance:**

A reservation request can be accepted, denied, or turned away depending on room availability for the requested dates. If accepted, the receptionist moves to the confirmation phase. Conversely, a denial or Turnaway may prompt alternative actions, such as documenting the reason for the turn away or exploring other options to assist the guest.

#### **5. Confirmation notification:**

Once a reservation is accepted, the hotel notifies the guest or booker to confirm that a room or set of rooms has been reserved. This confirmation is typically sent via email, fax, SMS, social media, or online messaging platforms like WhatsApp.

The confirmation establishes:

- Verify the accuracy of the reservation details and ensure the request has been fulfilled.
- Confirm the agreed-upon room rates.
- Establish the approved payment method.
- Outline the hotel's cancellation policy and procedures.

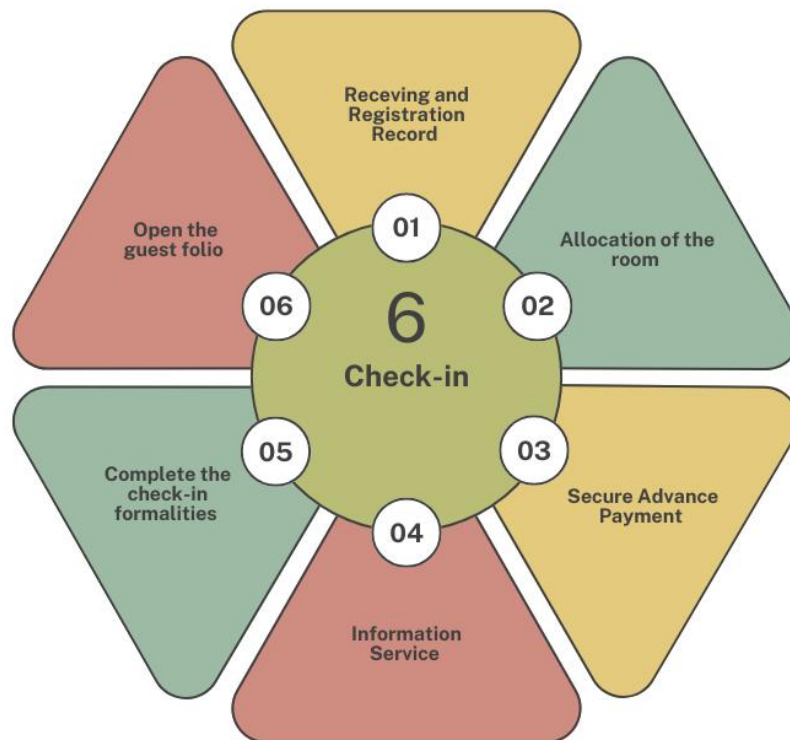
#### **6. Modification and pre-arrival activity:**

After a reservation is accepted and confirmed, various changes to the reservation record may occur before the guest arrives. Common pre-arrival adjustments include modifying arrival or departure dates, updating the number of rooms needed, adding pickup details, reconfirming the reservation, updating deposit status, changing the number of guests (pax), or outright cancellations. Efficiently locating and retrieving the correct reservation record is essential for handling any modifications or cancellations. Additionally, when processing a cancellation, the following details should be updated in the reservation record for future reference.

- Name of the person canceling the reservation.
- Contact details of the person canceling.
- Reason for the cancellation.
- Cancellation reference number.
- Date of cancellation (automatically recorded by the hotel software or manually entered).

### 3.5.2 CHECK-IN

The hotel guest check-in process encompasses all steps from the guest's arrival to the issuance of the room key.



*Figure 09: Steps in Rerservation Process*

*Source: Author's Compilation*

#### 1. Receiving and Registration

Receive the guest in front of the house: Open the door and welcome the guest. The doorman informs the bell desk to pick up the guest's baggage. Bring the luggage and baggage into the lobby. Escort the guest up to the reception desk. Provide welcome drink and welcome gift, if any. Receive the guests at the reception: Welcome the guests promptly with a cheerful and

pleasant smile. Address with the appropriate surname, if known. Request for the reservation details like guest's last name, confirmation no., booking source, etc. Request for the guest's ID card or passport. Request for the guest's business card. Register the guest - Complete the registration card or register the guest: Verify the information on the registration against the reservation, ensuring the accuracy of name, date, and payment mechanism—stamp check-in time on the registration card. Show check-in in the hotel software/PMS. Carry out the final check of the registration card for the guest's signature. Discuss room preference with guests as per availability, or select an available room that is "ready to let" and allocate the room. Take note of the expected departure details. Take note of the airport drop, any special requests, etc.

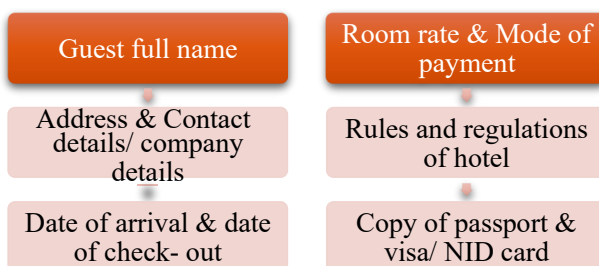


Figure 10: Process of Registration Record

Source: Amari Brand SOP (Opera PMS)

## 2. Allocation of the room

Room allocation involves assigning a vacant and ready (VR) room to the guest for their stay. For repeat guests, rooms should be assigned based on their preferences. To allocate a room accurately, up-to-date room status information is essential. This is typically managed using a room status board or room rack at the reception. Once a room is allocated, the receptionist should mark or code the room as "sold" in the system. A key card for the assigned room is

prepared, including details such as the arrival and departure dates and the rate, and presented to the guest for signature. The room key is then handed either directly to the guest or to the bellboy.

### **3. Secure Advance Payment**

For security purposes, an advance payment is typically required. This can be done by accepting a cash deposit or collecting credit card details. When handling advance deposits, whether in cash or cheque, always issue a receipt and record the payment in the guest's ledger. For credit card payments, verify the card's validity, credit limit, and availability. Take an imprint of the card and obtain the guest's signature. Request a pre-authorization (pre-auth) from the credit card company or through an EDC machine for the required amount, and ensure this is documented in the reservation record.

### **4. Information Service**

The receptionist plays a key role in informing guests about the hotel's facilities and services. This not only helps guests become familiar with what the hotel offers but also promotes additional sales. During this interaction, the receptionist should provide details about the hotel's activities, amenities, and services, along with directions and locations.

### **5. Complete the check-in formalities**

Once the check-in process is complete, the bellhop should accompany the guest to their assigned room. Additionally, notify other departments and sections about the guest's arrival by sending an arrival notification slip.

### **6. Open the guest folio**

Open the guest's bill, folio, or folder and remove any old bill copies. Record essential billing details such as the room rate, number of nights, departure date, and payment method. Then, file the bill in the guest's folio box along with the completed registration card.

### **3.5.3 CHECKOUT**

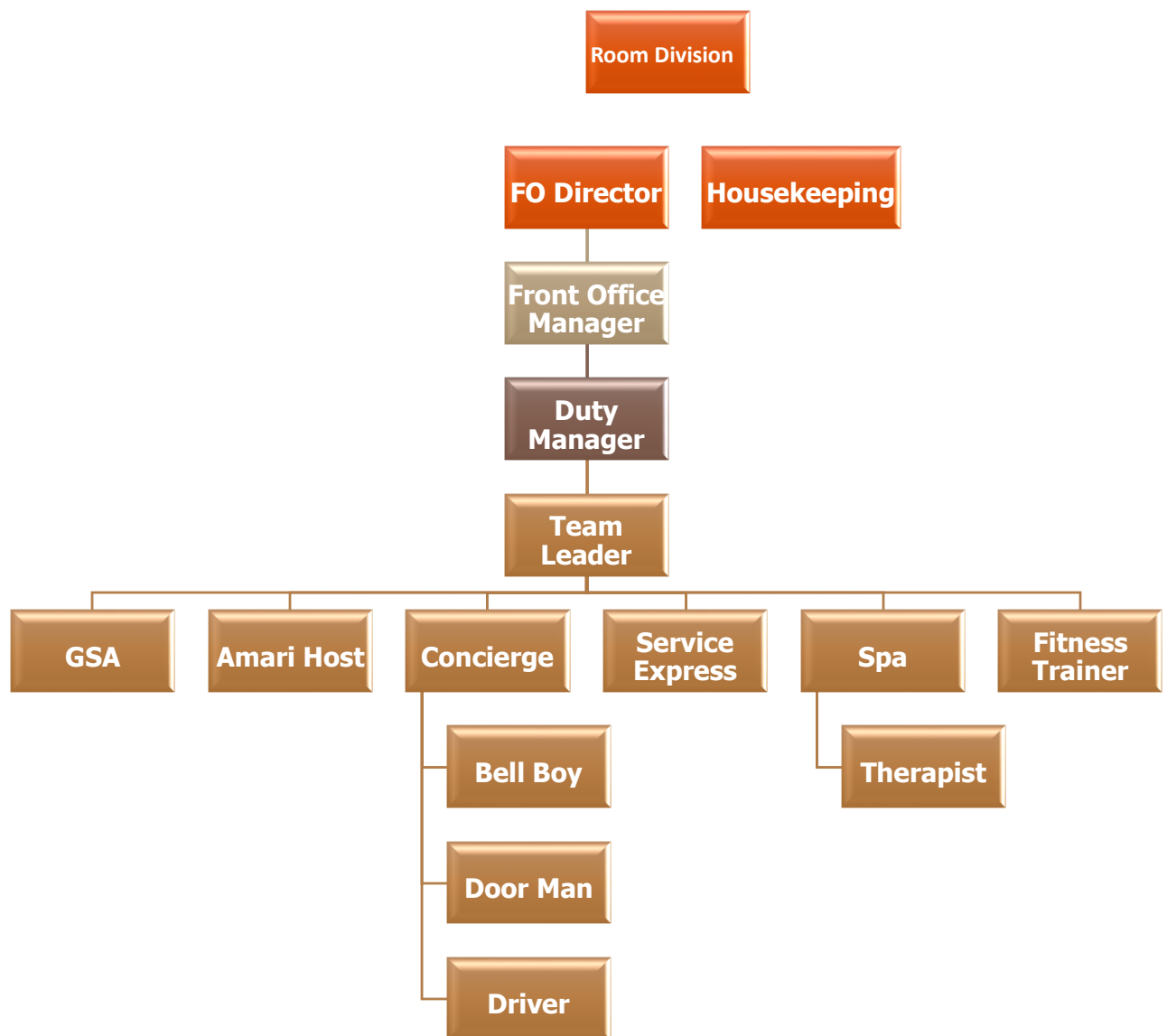
The goal of the checkout process is to handle the guest's request to settle their account as swiftly and efficiently as possible. The guest checkout process includes the following steps:

| Step                                  | Action                             | Details                                            |
|---------------------------------------|------------------------------------|----------------------------------------------------|
| <b>Receiving Checkout Request</b>     | Notify Housekeeping (HK)           | Inform HK about the guest's checkout request.      |
| <b>Greeting the Guest</b>             | Greet with a smile                 | Use a pleasant tone and positive body language.    |
|                                       | Address by last name               | Personalize the interaction.                       |
|                                       | Confirm checkout intention         | Verify if the guest is ready to leave.             |
| <b>Guest Feedback</b>                 | Ask about stay experience          | Gather feedback for service improvement.           |
| <b>Collecting Room Key &amp; Info</b> | Request room key                   | Ensure key is returned.                            |
|                                       | Ask for room number                | Cross-check with records.                          |
|                                       | Confirm departure date             | Verify correct checkout date.                      |
| <b>Updating Departments</b>           | Notify housekeeping & room service | Ensure the room is marked vacant and serviced.     |
| <b>Billing Preparation</b>            | Check for additional charges       | Verify minibar, room service, or other expenses.   |
|                                       | Late checkout verification         | Inform guest about charges if applicable.          |
|                                       | Management check for fee waivers   | Ensure compliance with hotel policies.             |
|                                       | Prepare & present guest folio      | Review all charges and billing details.            |
| <b>Payment Collection</b>             | Confirm payment mode               | Cash, card, or direct billing to company.          |
|                                       | Verify company billing details     | Clarify covered expenses and guest responsibility. |
|                                       | Settle the bill                    | Complete transaction securely.                     |
|                                       | Obtain guest signature             | Finalize financial documentation.                  |
| <b>Final Formalities</b>              | Ask about future reservations      | Offer assistance for future bookings.              |
|                                       | Organize all documents             | Store bills, receipts, and folios properly.        |

Table no: 01

Source: amari.com/dhaka

### 3.6 Hotel Amari Dhaka's Front Office Department Organizational Chart



*Figure 11: Chart of Front Office Department*

*Source: Author's Compilation*

#### **Explanation of Hotel Amari Dhaka's Front Office Department Organizational Chart:**

The organizational chart outlines the hierarchical structure and roles within the Front Office (FO) Department, emphasizing reporting lines and departmental coordination. Below is a step-by-step breakdown:

## 1. FO Director

- **Role:** Oversees the entire Front Office Department, setting strategic goals and ensuring alignment with the hotel's overall objectives.
- **Connection:** Directly supervises the Front Office Manager.

## 2. Front Office Manager

- **Role:** Manages daily operations, guest services, and staff performance. Acts as the bridge between the FO Director and operational teams.
- **Connection:** Reports to the FO Director and supervises the Duty Manager.

## 3. Duty Manager

- **Role:** Handles shift operations, resolves guest issues, and ensures smooth service delivery during assigned hours.
- **Connection:** Reports to the Front Office Manager and oversees the Team Leader.

## 4. Team Leader

- **Role:** Leads frontline staff, coordinates tasks, and ensures adherence to service standards.
- **Connection:** Reports to the Duty Manager and supervises roles like GSA, Amari Host, Concierge, Bell Boy, Door Man, and Driver.

## 5. Frontline Roles Under Team Leader

- **GSA (Guest Service Agent):** Manages check-in/check-out, reservations, and guest inquiries.
- **Amari Host:** Personalized guest service, VIP handling, and special requests.
- **Concierge:** Assists with travel arrangements, tours, and local recommendations.
- **Bell Boy:** Handles luggage and escorts guests to rooms.
- **Door Man:** Welcomes guests, manages vehicle access, and assists with arrivals/departures.
- **Driver:** Provides transportation services for guests (e.g., airport transfers).

## 6. Cross-Departmental Coordination

The chart includes roles typically outside the Front Office, suggesting collaboration:

- **Service Express:** Likely a dedicated team for rapid guest service (e.g., delivering items to rooms).
- **Spa Therapist & Fitness Trainer:** These roles may interface with the Front Office for guest bookings or inquiries but likely belong to the Spa/Recreation Department.
- **Housekeeping & Room Division:** Critical for room readiness and maintenance. The Front Office coordinates with these teams to ensure seamless guest experiences.

## 7. Key Connections

- **Vertical Reporting:** FO Director → Front Office Manager → Duty Manager → Team Leader → Frontline Staff.
- **Horizontal Coordination:** The Front Office collaborates with Housekeeping, Spa, and Fitness teams to address guest needs holistically.

## **Chapter 4**

### **Processes undertaken and Learnings**

## **4.1 Organizational implementation and assessment**

1. From a learning and experiential standpoint, the six-month internship as a front-office trainee was both enjoyable and enriching. From the very first day of the training, this temporary program provided valuable insights into navigating the professional world as a student. Throughout the internship, not only was theoretical knowledge gained, but hands-on experience in front-office operations was also acquired, which has significantly contributed to academic and professional growth.

2. The following is the standard procedure for guest check-in:

- Verify the reservation and check room availability
- Complete and confirm the guest registration process
- Adhere to and follow the established check-in protocols.
- Confirm the payment method and ensure the mode of payment is secured

### **Culture**

Every organization and department have its unique culture, and during the internship, successful adaptation to the work environment at Hotel Amari Dhaka was achieved. This experience highlighted the importance of punctuality, working efficiently under pressure, and effectively managing interactions with diverse individuals. These skills have been recognized as invaluable for both personal and professional growth.

### **Working Environment**

The working environment at Amari Dhaka is incredibly welcoming, and the employees are very friendly, which facilitated quick adaptation. The front office team, in particular, was supportive and approachable, enabling rapid learning and growth. Deep gratitude is expressed to the front office team for their assistance in developing into a professional in the hospitality industry. Throughout the internship, no conflicts were faced with the team, and the experience of learning in such a positive and collaborative environment was thoroughly enjoyed.

## **Communication**

One of the most valuable and significant lessons learned from this internship program is interpersonal communication. The front office department of Amari Dhaka is known for its punctuality in communication. Operations and the front office staff played a key role in the improvement of communication skills, which were significantly enhanced during the program.

## **Punctuality**

Arriving on time for work was a consistent practice, which contributed to the development of greater proficiency in time management. A uniform was worn daily, and a clean shave was maintained every day.

## **4.2 Front Office executive Learning**

The responsibilities of a front office agent can vary depending on the property and its location. Decisions are made based on the information and resources available, such as room availability, payment methods, the purpose of the visit, and the duration of the stay.

### **Guest Registration**

A key duty of a hotel front desk agent is to assist guests during check-in. This includes collaborating with guests to create their stay packages, assigning rooms based on their preferences, and confirming payment methods.

### **Provide Customer Service**

Providing exceptional customer service is another critical responsibility. Receptionists address issues such as payment confirmations or help guests navigate the hotel's website to book stays. When resolving customer concerns, maintaining the highest level of professionalism is essential.

### **Guidance and Advice**

Customers frequently inquire about parking, directions to the Hotel, or nearby restaurants and attractions at the inn's reception, which has confirmed their registration.

### **Maintain Records**

A front desk agent is responsible for keeping track of a guest's payment system, national identity, crucial objects and information, and other details.

### 4.3 Front office walk-in sale

The front office plays a vital role in selling the rooms of the property other than the sales team.

The steps of a walk-in sale are mentioned below:

- Greeting the guest or welcoming the guest.
- Give him the available room details.
- Offer him a price and a category of room with packages.
- Allocating the room
- Maintain walk-in sale log book
- Try to sell suite rooms first
- Register and update profile and assist till the room

### 4.4 Front Office Learning Part



*Figure 12: Chart of Front Office Learning part*

*Source: Author's Compilation*

**As a Front office agent or GSA, one must know these terms:**

### **1. Things to do in a group arrival**

Reach the leader of the group and ask him to check in professionally with the entire group and explain the standard facilities to the leader of the group.

### **2. Overbooking**

Overbooking means that there is no vacancy in a particular type of room where the booking has exceeded the limit.

### **3. Confirmation Number**

After confirming the reservation, the guest is provided a confirmation number via mail or contact media. That number will identify his stay in the Hotel.

### **4. Guaranteed / Non-Guaranteed Booking**

Some bookings are non-guaranteed; the guest will not be charged if he has a non-guaranteed booking. The booking will only last till 1600 hours.

On the other hand, guaranteed bookings are the types of booking where the guest will be charged for the entire night if the guest is a no-show. In that case, the card details are needed to make a guaranteed booking.

### **5. No Show**

No show means the guest did not check-in. However, he had a prior reservation. In guaranteed booking, we take the entire night bill for the no-show in our hotel.

### **6. What is OTA booking?**

OTA means online travel agent. The bookings which are from online sites and travel agents are called OTA bookings. Most of them are guaranteed.

### **7. Functions of Night Audit**

The "night audit" is the function of projecting sales and inventories from the previous day. This is where the Hotel's money is kept track of. This department functions or runs and is also in charge of charging group and corporate clients' guest room accounts.

## **Chapter 5**

### **Findings, Recommendations and Conclusion**

## 5.1 Findings

As a trainee in the Front Office team at Amari Dhaka, several key aspects of the department's operations were observed that stood out during the time spent there. Below are the findings from the observations made:

### **1. Use of Dynamic Property Management Software:**

Amari Dhaka employs the Opera Property Management Software, a sophisticated and high-value tool designed to manage a wide range of hotel operations. This software plays a crucial role in streamlining tasks such as financial transactions, guest check-ins, and overall front-office activities. Its extensive capabilities provide the necessary data for efficient hotel management. However, the outdated version of the software occasionally causes delays due to system lags, leading to slower processing times. This can result in longer wait times for guests and increased stress for staff. Despite these challenges, Opera remains an essential tool for handling complex operational needs. When functioning properly, it significantly enhances the guest experience by ensuring smooth service delivery. However, when the software underperforms, especially in front of guests, it can negatively impact the perceived quality of service. Balancing the software's strengths with its limitations is crucial for maintaining operational efficiency and guest satisfaction.

### **2. Challenges in Multilingual Communication:**

Amari Dhaka hosts a diverse clientele, including guests who speak languages other than English, such as Chinese and Russian. This diversity sometimes leads to communication barriers, disrupting guest interactions and creating challenges in delivering effective service.

### **3. Check-In Process:**

The check-in process at Amari Dhaka is designed to be both efficient and welcoming. Guests are greeted by the front office staff upon arrival, and the check-in procedure begins promptly. The Opera Property Management Software enables quick retrieval of guest information, though occasional system lags can cause delays. Despite this, the front office team is well-trained to handle such situations gracefully, ensuring that the check-in process remains smooth. Guests are provided with all necessary details about their stay, including room information, available amenities, and any special requests.

#### **4. Organized Check-Out Procedures:**

The check-out process is another critical function of the front office department. At Amari Dhaka, this process is meticulously managed to ensure accurate settlement of guest accounts and to address any final requests. The Opera Property Management Software is used to finalize billing and process payments. While generally efficient, the check-out process can be delayed by technical issues with the software, particularly during peak hours. However, the staff's ability to troubleshoot and offer alternative solutions, such as manual transaction processing, helps maintain operational flow and ensures a positive departure experience for guests.

#### **5. Lack of Seating Arrangements:**

Many guests arrive after long journeys and prefer to check in while seated. However, the front office at Amari Dhaka lacks seating arrangements for arriving guests, requiring them to stand during the check-in process. This can be inconvenient for both guests and service agents, who often stand for up to nine hours during their shifts.

#### **6. Inefficiencies in Paperwork Handling:**

As guest service agents, we frequently encountered issues with misplaced documents, which is not cost-effective. Additionally, many printers in the department do not function properly, further complicating the paperwork process and reducing overall efficiency. These factors collectively influence the efficiency of the guest service process and shape the overall guest experience at Amari Dhaka. Addressing these challenges is essential for improving operational effectiveness and ensuring a consistently high level of service.

#### **7. High Dependence on Technology:**

The Front Office Department heavily relies on the Opera Property Management Software (PMS) for managing reservations, guest check-ins, check-outs, and billing. While the software is efficient, any technical glitches or system downtime can disrupt operations, leading to delays and guest dissatisfaction. The lack of a backup system or manual contingency plan during system failures exacerbates the issue, causing frustration for both guests and staff.

#### **8. Limited Training on Advanced Software Features:**

Front office staff are proficient in basic Opera PMS functions but lack training in advanced features that could enhance operational efficiency. For example, features like automated guest communication, predictive analytics for room allocation, and integration with other hotel systems are underutilized.

#### **9. Inconsistent Guest Feedback Collection:**

While the hotel collects guest feedback, the process is inconsistent and often relies on manual methods such as comment cards. This limits the ability to gather real-time feedback and address issues promptly. There is no structured system for analyzing feedback trends to identify recurring problems or areas for improvement.

#### **10. Limited Use of Data Analytics:**

The hotel does not leverage data analytics to optimize room pricing, occupancy rates, or guest preferences. This results in missed opportunities for revenue management and personalized guest experiences.

## **5.2 Recommendations**

Based on the findings from the internship at Hotel Amari Dhaka, the following actionable recommendations are proposed to enhance front office efficiency, guest satisfaction, and operational resilience:

#### **1. Upgrade Property Management Software (PMS):**

Transition to the latest version of Opera PMS or explore modern alternatives like Cloud beds or Oracle Hospitality. Schedule regular software maintenance and updates to minimize system lags. Implement a backup system (e.g., offline spreadsheets or mobile check-in apps) to manage operations during technical outages.

#### **2. Address Multilingual Communication Barriers:**

Provide language training for front office staff in high-demand languages (e.g., Mandarin, Russian). Hire multilingual staff or deploy AI-powered translation devices at the front desk to assist with guest interactions.

#### **3. Improve Guest Comfort During Check-In:**

Install seating arrangements in the lobby for guests waiting to check in. Introduce a “sit-down check-in” option for elderly guests or those with mobility challenges.

#### **4. Digitize Paperwork and Streamline Processes:**

Adopt a paperless workflow using digital registration forms and e-signature tools. Repair or replace malfunctioning printers and implement a centralized document management system to reduce misplacement.

#### **5. Enhance Staff Training Programs:**

Conduct advanced Opera PMS training sessions focusing on automation, predictive analytics, and integration with other departments (e.g., Housekeeping, F&B). Offer workshops on conflict resolution, cultural sensitivity, and upselling techniques.

#### **6. Implement Real-Time Feedback Mechanisms:**

Use QR codes or tablets for instant guest feedback collection post-check-out. Analyze feedback trends using AI tools to identify recurring issues and prioritize improvements.

#### **7. Leverage Data Analytics for Decision-Making:**

Integrate data analytics tools to optimize dynamic pricing, forecast occupancy, and personalize guest experiences. Train staff in basic data interpretation to enhance revenue management strategies.

#### **8. Sustainability Initiatives:**

Introduce paperless billing and digital receipts to align with the hotel’s zero-waste goals. Replace physical key cards with mobile key technology to reduce plastic waste.

#### **9. Cross-Department Collaboration:**

Establish weekly interdepartmental meetings to improve coordination between Front Office, Housekeeping, and IT. Develop a shared digital dashboard for real-time updates on room status and guest requests.

## Conclusion

The six-month internship at Hotel Amari Dhaka provided invaluable insights into the critical role of the Front Office in delivering exceptional hospitality services. By analyzing workflows, guest interactions, and operational challenges, this report underscores the importance of balancing technology, staff competency, and guest-centric practices.

Key findings, such as reliance on outdated systems, language barriers, and inefficiencies in paperwork, highlight areas for improvement. The proposed recommendations—ranging from software upgrades to multilingual training and sustainability initiatives—aim to modernize operations, enhance guest satisfaction, and align with global hospitality trends.

This internship bridged theoretical knowledge with practical application, emphasizing adaptability, communication, and problem-solving in a dynamic environment. The experience not only enriched professional skills in hospitality management but also reinforced the significance of innovation in addressing industry challenges. Moving forward, the lessons learned will inform both academic pursuits and career aspirations, solidifying a commitment to excellence in the ever-evolving tourism and hospitality sector.

By implementing the recommendations outlined, Hotel Amari Dhaka can further solidify its reputation as a leader in luxury hospitality while fostering a culture of continuous improvement and guest-centric service.

## List of Abbreviations

- FO= Front Office
- F&B=Food & Beverage
- C/O= Check out
- VIP=Very important person
- DND=Do not disturb
- OTA= Online Travel agent
- POS= Point of sales
- ADR=Average daily rate
- RB=Room With breakfast □ OTA= Online travel agent
- PMS=Property management system
- C/I=Check in
- HK=Housekeeping
- HR=Human resource
- SM=Sales and marketing
- OOO= Out of order
- VD=Vacant dirty
- VC=Vacant clean
- OOS=Out of service
- D/O=Due out
- GIS=Guest in House
- CL=City Ledger
- GA=Guest Account
- RO=Room Only
- NS=Non-Smoking
- S=Smoking
- HF=Higher Floor

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