

Internship Report
On
Front Office Operation Process of Hotel The Cox Today

INTERNSHIP REPORT
ON
Front Office Operation Process of Hotel The Cox Today

Submitted By

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(Bachelor Of Tourism and Hospitality Management, Department of THM)

Supervised By

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Daffodil International University



DAFFODIL INTERNATIONAL UNIVERSITY
DHAKA, BANGLADESH

LETTER OF TRANSMITTAL

12th April, 2025

To

Mr. Siddiquir Rahman

Assistant Professor & Head

Department of Tourism & Hospitality Management

Faculty of Business & Entrepreneurship

Daffodil International University

Subject: Submission of the Internship Report

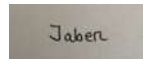
Dear Sir,

I am pleased to submit my Internship Report on the Front Office Operation Process of Hotel The Cox Today, fulfilling a requirement of my BTHM program. Completing this internship under your mentorship has been an enriching and valuable experience.

During my six-month internship in the Front Office Department at Hotel The Cox Today, I had the privilege of working as a trainee under the supervision of Mr. Amzad Hossain, the Front Office Manager. This report provides an overview of the hotel's front office operations, and I have made every effort to incorporate your guidance and recommendations throughout the process.

I sincerely appreciate your support in preparing this report and would be honored if you could accept it and share your valuable feedback. I hope this report serves as a useful resource for understanding the subject in depth.

Yours sincerely,



.....

Jaber Hossain Sajol

ID: 203-43-510

Department of Tourism and Hospitality Management

Faculty of Business & Entrepreneurship

Daffodil International University

CERTIFICATE OF APPROVAL

I hereby confirm that Jaber Hossain Sajol, ID: 203-43-510, has successfully completed his internship under my supervision. He has submitted his internship report titled “Internship Report on Front Office Operation Process of Hotel The Cox Today” in compliance with the prescribed guidelines. This report fulfills the requirements of his degree program and is approved for submission.



.....
Mr. Siddiquir Rahman
Assistant Professor and Head
Department of Tourism & Hospitality Management
Faculty of Business & Entrepreneurship
Daffodil International University

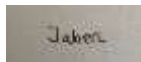
STUDENT DECLARATION

I sincerely appreciate the invaluable support and guidance provided by my mentors and colleagues throughout my internship at Hotel The Cox Today, a distinguished global hospitality brand. This enriching experience has offered me profound insights and practical knowledge about the hospitality industry.

My name is Jaber Hossain Sajol, ID: 203-43-510, a student of Tourism and Hospitality Management at Daffodil International University. I hereby declare that the report titled "Internship Report on Front Office Operation Process of Hotel The Cox Today" has been prepared solely to fulfill the academic requirements of my course. The report is based entirely on my personal experiences and observations during my internship at the hotel.

All content, including analyses and information presented in this report, is my original work. Any reproduction, duplication, or unauthorized use of this report is strictly prohibited without prior written permission.

Signature,



.....
Jaber Hossain Sajol

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ACKNOWLEDGEMENT

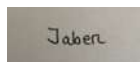
First and foremost, I would like to express my deepest gratitude to Allah for His countless blessings, which enabled me to successfully complete my internship report on time. I am truly grateful to all my well-wishers for their unwavering support, encouragement, and cooperation, whether directly or indirectly, in the preparation of this report.

I would like to extend my sincere appreciation to Mr. Siddiqur Rahman, Assistant Professor and Head of the Department of Tourism and Hospitality Management at Daffodil International University, for his dedicated supervision, valuable guidance, and constant encouragement. His insightful suggestions and continuous support played a crucial role throughout this process.

I am also profoundly grateful to the entire staff of Hotel The Cox Today, particularly Mr. Amzad Hossain (Front Office Manager), Mrs. Tasbiha Alam, Mr. Mahmudul Hasan, and the entire Front Office team. Their invaluable assistance greatly contributed to the completion of my internship and the timely preparation of this report.

Finally, I take full responsibility for any errors or shortcomings that may be present in this report.

Sincerely,



.....
Jaber Hossain Sajol

ID: 203-43-510

Bachelor of Tourism and Hospitality Management

Faculty of Business & Entrepreneurship

Daffodil International University

EXECUTIVE SUMMARY

This internship report, entitled “Internship Report on Front Office Operation Process of Hotel The Cox Today” presents a comprehensive analysis of the front office operations of Hotel The Cox Today. The study examines the department's daily activities, emphasizing operational efficiency, which is vital to ensuring guest satisfaction and overall hotel success.

During the internship, multiple facets of front office operations were analyzed, including guest interactions, room reservation processes, and the utilization of Inboard in Front Office operation. Key tasks encompassed facilitating check-in and check-out, managing guest requests and complaints, coordinating with other departments. The position demanded seamless communication with concierge, and other hotel departments to guarantee an exceptional guest experience, underscoring the importance of collaboration and adaptability.

The study highlights the structured processes and training sessions implemented within the front office, adherence to identification verification protocols, and efficient handling of peak operational periods. Challenges such as time-consuming check-ins, communication gaps among departments, and the limitations of manual processes provided valuable lessons in problem-solving and workflow optimization.

Front office operations play a pivotal role in the overall performance of a hotel. By providing efficient, guest-centric services and fostering interdepartmental coordination, the front office significantly enhances guest experiences and ensures the smooth operation of the establishment. Effective front office management requires trained personnel, robust operational systems, and consistent efforts to maintain high service standards.

The internship offered practical insights into premium hospitality operations, emphasizing the importance of attentiveness, teamwork, and technological proficiency. This experience bridged the gap between theoretical knowledge and real-world application.

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CHAPTER 1

INTRODUCTION

1.1 Overview

Before delving into the specifics of this report, it is important to establish the purpose of an internship report. Such a report serves as a platform for individuals to document the tasks they have undertaken, along with the practical experiences and valuable insights gained during their professional engagement. In the ever-evolving hospitality industry, where theoretical knowledge is applied in real-world settings, internship reports play a crucial role. They allow individuals to reflect on their hands-on experiences and bridge the gap between academic learning and its practical implementation in the field. This report highlights the internship experience at Hotel The Cox Today, capturing a diverse range of lessons, challenges, and achievements. Each task, responsibility, and interaction contribute to a rich learning journey. The introduction lays the groundwork for an in-depth exploration of the internship, providing a structured approach to analyzing key observations, experiences, and reflections. Through this report, readers will gain insights into the complexities of Front Office operations, including guest relations, problem-solving, technology integration, reservation procedures, and the various challenges and opportunities encountered. By critically evaluating these experiences, this study aims to offer recommendations for improving Front Office operations, ultimately contributing to the continued success of Hotel The Cox Today in the highly competitive hospitality industry.

1.2 Background of the study

This report serves as a step toward achieving these objectives by exploring the organization's existing processes and providing recommendations for improvement. The hospitality industry thrives on outstanding customer service, with the Front Office acting as the face of the hotel, ensuring guest satisfaction and operational efficiency. Evaluating Front Office operations highlights their crucial role in building guest loyalty and enhancing the overall guest experience. However, much of the existing literature primarily focuses on broad operational strategies, often overlooking the detailed challenges and solutions specific to high-end hotels in Cox's Bazar, such as Hotel The Cox Today. This report aims to bridge that gap by conducting a thorough analysis of the Front Office operations at The Cox Today. As a leading hotel, it faces significant operational challenges throughout the year due to a high volume of guests.

1.3 Scope of the Study:

During my internship, I was placed in the Front Office Department at Hotel The Cox Today, where I was involved in various tasks and responsibilities related to the department's operations. This report seeks to explore the intricacies of the Front Office operations at Hotel The Cox Today, with the goal of assessing its efficiency and overall performance. It will offer a detailed analysis of the functions and operations within the Front Office Department at the hotel.

1.4 Objective of the Study:

- To explain the front office operation process of Hotel The Cox Today.
- To identify the problems relates to the front office operation process of Hotel The Cox Today.
- To provide some recommendations based on problems.

1.5 Methodology:

The methodology employed in this report is qualitative research and descriptive in nature, relying on the analysis of secondary data to explore the Front Office operational process of Hotel The Cox Today.

Source of Data (secondary data):

The data source used in this report is secondary, including:

- Standard Operation Procedure (SOP) documents of Hotel The Cox Today.
- Front Office operational logs.
- Relevant books and reports.

1.6 Limitations of the Study:

- This study is focused solely on the Front Office Department of Hotel The Cox Today, which may limit a comprehensive understanding of the hotel's overall operations.
- Access to certain confidential information or internal documents may be restricted due to organizational policies, which could limit the depth of the analysis.
- Time constraints during the internship may have impacted the thoroughness of data collection and analysis.
- The willingness of colleagues to share sensitive information may have influenced the accuracy and completeness of the data gathered.

CHAPTER 2

ORGANIZATION PROFILE

2.1 About Hotel The Cox Today

Hotel The Cox Today, located in the dynamic center of Cox's Bazar, Bangladesh, is a prominent five-star hotel that harmoniously combines modern elegance with the essence of Bangladeshi hospitality. The hotel, strategically situated in the central business district, serves as an ideal retreat for both business and leisure tourists. Hotel The Cox Today has a variety of accommodations, including 134 well-furnished rooms and spacious suites, guaranteeing a peaceful haven for guests following a day of adventure or business. The hotel's dining options accommodate all tastes, include EDGE restaurant and Café 71's. Hotel The Cox Today features advanced meeting and event facilities that can host groups of various kinds. Wellness services, including the relax Thai Spa and fitness center, provide visitors with chances for relaxation and rejuvenation. Hotel The Cox Today allows guests to experience the beauty and diversity of Bangladesh via intelligent design features and authentic hospitality in a magnificent environment. The hotel's dedication to ensuring visitors leave feeling rejuvenated, invigorated, enlightened, and revitalized is captured in its slogan: "A heavenly place. Natural beauty and wonder of Bangladesh".

2.2 Mission Statement

Hotel The Cox Today is committed to exceeding customer expectations by delivering exceptional service, superior quality, and outstanding value while maintaining a safe and hygienic environment. The hotel upholds the dignity of its employees, contributes to the community, and ensures optimal returns for its owners. Additionally:

From arrival to departure, Hotel The Cox Today prioritizes cleanliness to create a secure and welcoming atmosphere. A strong emphasis on high-quality cuisine and strict hygiene standards reflects the hotel's dedication to guest well-being. The "D More Reward" program, managed by "D More," offers a point-based system to encourage guest loyalty across D More properties. The hotel's culture integrates modern elements in culinary offerings, communication, organization, design, and wellness. A proactive approach to zero-waste management ensures efficient resource utilization in food.

2.3 Vision Statement

Hotel The Cox Today aims to be a trailblazer in the hospitality industry, drawing on the expertise of its seasoned global executive team and unwavering commitment to outstanding service. Our mission is to provide an unparalleled tourism experience, rooted in respect and the delivery of premium products and services. Cox Today takes pride in its cultural enrichment approach, seamlessly integrating and embracing local traditions as a fundamental aspect of its identity.

2.4 Company Overview

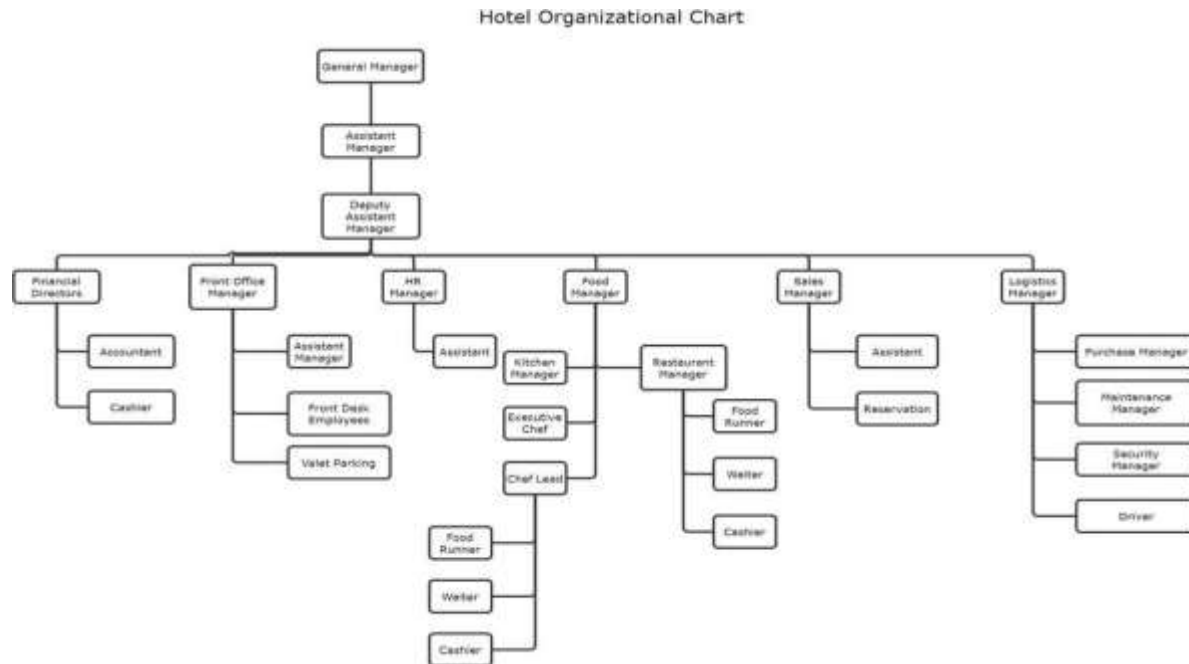


Figure 1- Hotel Organizational Chart

2.5 Department Oversees Operations at Hotel The Cox Today

The operational efficiency of Hotel The Cox Today is maintained through several key departments, each playing a crucial role in ensuring seamless guest experiences and overall business success. These departments include:

- **Human Resources (HR):** Responsible for workforce management, the HR department oversees employee recruitment, training, and well-being, ensuring a motivated and efficient team.
- **Front Office:** Acting as the first point of contact, the Front Office manages guest interactions from check-in to check-out, addressing their needs and ensuring a smooth and welcoming experience.
- **Housekeeping:** Dedicated to maintaining cleanliness, hygiene, and order, the housekeeping team upholds the hotel's standards, ensuring guest comfort and satisfaction.
- **Food and Beverage (F&B):** The F&B department plays a vital role in enhancing the guest experience through exceptional meal preparation, service, and adherence to hygiene and quality standards.
- **Sales and Marketing:** This department is responsible for promoting the hotel's services, including accommodations, dining, and special offerings, effectively communicating them to potential guests to drive revenue growth.
- **Finance:** The Finance department oversees revenue management, budgeting, and financial transactions, ensuring accurate record-keeping and the hotel's financial stability.

2.6 Products and Services

2.6.1 Accommodations:

Comprising 275 rooms and suites of all grades, furnished with contemporary amenities to meet varied guest requirements.

i. Cox deluxe (hillside):

This is the initial standard level accommodation. Deluxe hillside rooms have a queen-sized bed with a city view or hill view, accommodating 2 adults and 1 child or 2 adults, and measure 29-33 square meters. A total of 120 Deluxe Hill side rooms exists.

ii. Cox Deluxe (Sea side):

The Deluxe sea side Room represents the enhanced category of accommodations at Hotel The Cox Today. The accommodation is equipped with a kitchenette, allowing visitors to prepare their own meals. The room featured a king-size bed and a workspace, encompassing an area of 40 square meters. A total of 60 Deluxe Studio rooms exists

iii. Cox Deluxe Twin Room (hill side and sea side):

The Deluxe Twin Room is the standard upgraded twin accommodation at Hotel the Cox Today. The room measures 38 square meters and contains two individual single beds along with a workspace. A total of 30 twin rooms exists.

iv. Executive Suite Room:

The Executive Suite is the standard premium accommodation at Hotel The Cox Today. This room category includes distinct living and sleeping rooms. Suite accommodations provide one king-size bed and a bathroom, with a size range of 50-53 square meters. The total number of rooms is 23.

v. Honeymoon Suite:

The Cox Today One Bedroom Terrace Suite is a premium standard accommodation offering separate living and sleeping areas, along with a private terrace overlooking the city. This suite includes a king-size bed and an en-suite bathroom, spanning a total area of 80 square meters. The hotel features four of these exclusive suites.

vi. Family Suite:

The Cox Today Family Suite is a premium accommodation designed for up to four guests, ideal for families. It features two separate rooms—one with a master bed and the other with a single bed—providing ample space and privacy. The suite also includes an en-suite bathroom and a private terrace with a stunning city view, spanning a total area of 80 square meters.

vii. Premier Suite:

The Cox Today Premier Suite is a luxurious accommodation designed for an elevated stay experience. Offering ample space and comfort, the suite includes a master bedroom with a king-size bed, a separate living area, and an en-suite bathroom. Spanning an expansive 100 square meters, the Premier Suite is thoughtfully designed with elegant furnishings and modern amenities. Guests can enjoy premium facilities, including high-speed Wi-Fi, air conditioning, a safety locker, a minibar, and a stunning city view. This suite ensures a refined and comfortable stay for travelers.

viii. Royal Suite:

The Cox Today Royal Suite is the epitome of luxury, offering an opulent stay experience with spacious and elegantly designed interiors. This exclusive suite features a grand master bedroom with a king-size bed, a separate living and dining area, and a lavish en-suite bathroom. Spanning an expansive 120 square meters, the Royal Suite is equipped with top-tier amenities, including high-speed Wi-Fi, air conditioning, a safety locker, a minibar, and a private terrace with breathtaking city views. Designed for ultimate comfort and sophistication, the Royal Suite promises an unparalleled stay for distinguished guests.

ix. Presidential Suite:

The suite features a luxurious master bedroom with a king-size bed, a separate expansive living room, a dining area, and a fully equipped kitchenette. The suite also includes a lavish en-suite bathroom with premium amenities and a private terrace showcasing panoramic city views. Spanning over 150 square meters, the Presidential Suite is outfitted with state-of-the-art facilities, including high-speed Wi-Fi, air conditioning, a safety locker, a minibar, and more. Perfect for those seeking the utmost in comfort and style, the Presidential Suite ensures an extraordinary and memorable stay.

2.6.2 Services:

i. X Lounge:

The X Lounge is a contemporary lobby lounge dining venue that serves an à la carte menu for breakfast, lunch, and dinner. Additionally, it offers a variety of freshly baked goods and provides in-room dining services.

Operating Hours: 24 hours a day, 7 days a week.

ii. Cafe-71:

A rooftop bar with a cosmopolitan ambiance. Cafe-71 additionally offers shisha, alcoholic drinks, and snacks.

Operation Hours: 24 hours.

iii. EDGE Buffet:

EDGE Buffet: EDGE is a distinguished full-service buffet café including live culinary stations that offers innovative, quick, and delectable global and Asian food. EDGE offers breakfast, lunch, and dinner buffets.

Operation Hours:

- Breakfast is offered from 7:30 AM to 10:30 PM
- Lunch is offered from 12:30 PM to 3:30 PM
- Dinner is offered from 6:00 PM to 10:00 PM

2.6.3 Leisure

i. Relax Spa:

The Relax Spa, a part of the D'more Group, is a renowned spa chain that introduces a unique therapeutic approach based on the belief that pleasure is a core element of wellness. The spa features six private treatment rooms and is staffed by four skilled therapists trained in traditional Thai techniques.

ii. Fit Center & Swimming Pool:

Hotel The Cox Today Fit Centre is an excellent facility for exercising and swimming to maintain health. Hotel The Cox Today Fit Center has two trainers. Hotel The Cox Today offers sauna and steam services at this fitness center from 6:00 AM to 10:00 AM.

CHAPTER 3

ANALYSIS

3.1 Introduction of Front Office

The smooth running of a hotel heavily relies on the efficient operation of its front office, which serves as a central hub connecting various departments. The front office fulfills two key roles: maintaining strong communication with guests, staff, and other hotel departments, and overseeing accounting processes, which include handling charges for both registered and non-registered guests. Additionally, the front office acts as the main repository of information and plays a crucial role in coordinating the overall performance of the hotel. Therefore, it can be rightly referred to as the hotel's nerve center.

3.2 Parts of the Front Office of Hotel the Cox Today

The Front Office of Hotel The Cox Today consists of several components, including: For Bangladesh Tourism Board (BTB), social media marketing plays a crucial role in promoting Bangladesh's natural landscapes, cultural heritage, and travel experiences. Studies suggest that destinations leveraging visually immersive and authentic social media strategies witness increased interest among international travelers (Kaplan & Haenlein, 2010). Furthermore, interactive features such as polls, live Q&A sessions, and virtual tours help tourism organizations increase engagement rates and improve public perception of their brand.

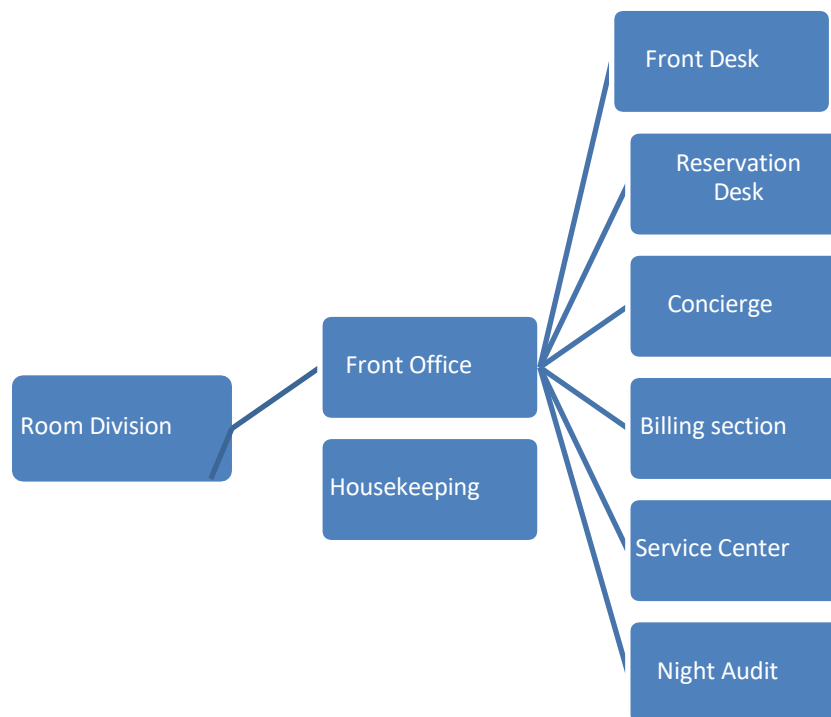


Figure 2- Parts of Hotel The Cox Today Front Office Department

a. Front Desk:

Once a reservation is successfully processed in the reservation area, the next step occurs at the front desk. Here, the front desk staff greets the guest, assigns a room after completing the registration process, and handles various operational tasks. These duties include managing room keys, handling mail and communications, monitoring credit limits, processing guest payments, and overseeing the check-out procedure.

b. Reservation Desk:

The reservation desk at Hotel The Cox Today is responsible for managing guest bookings, handling inquiries, and ensuring a smooth check-in process. It plays a crucial role in maximizing occupancy by coordinating with the front office and other departments. The team provides excellent customer service, assisting guests with room selection, special requests, and travel information. This is situated on behind the front office. Back office provide 24 hours service.

c. Billing Section:

The Billing Section of the Front Office Department in a hotel, including Hotel The Cox Today, is responsible for managing all financial transactions related to guest stays. This section ensures accurate billing, payment processing, and financial record-keeping. Accepting cash, credit/debit cards, and digital payments. Compiling room charges, food & beverage expenses, and other service costs.

d. Concierge

It manages luggage upon arrival, handles baggage during departure, and oversees the luggage storage operation. Additionally, it manages incoming and outgoing packages and messages, deals with misplaced luggage, and provides guests with relevant information based on their needs. The concierge team also distributes newspapers to occupied rooms during the night shift and coordinates with the transport associate regarding guest car reservations, ensuring a seamless and comfortable experience for all guests.

e. Service Center

The Service Center at Hotel The Cox Today serves as the central telephonic command hub, overseeing most guest services. Acting as the primary point of contact for guests, the Service Center offers personalized assistance and manages service requests efficiently. By dialing '0', guests can receive prompt help with any inquiry, after which the Service Center takes care of the rest, ensuring a seamless experience for the guest.

f. Night Audit

The night audit is a crucial process in hotel operations, typically conducted during the late-night shift (usually from midnight to early morning).

3.3 Hierarchy of Hotel The Cox Today Front Office

The hierarchy of Hotel The Cox Today Front Office specifies the organizational structure and reporting links within the department, detailing duties and responsibilities from management to frontline personnel.

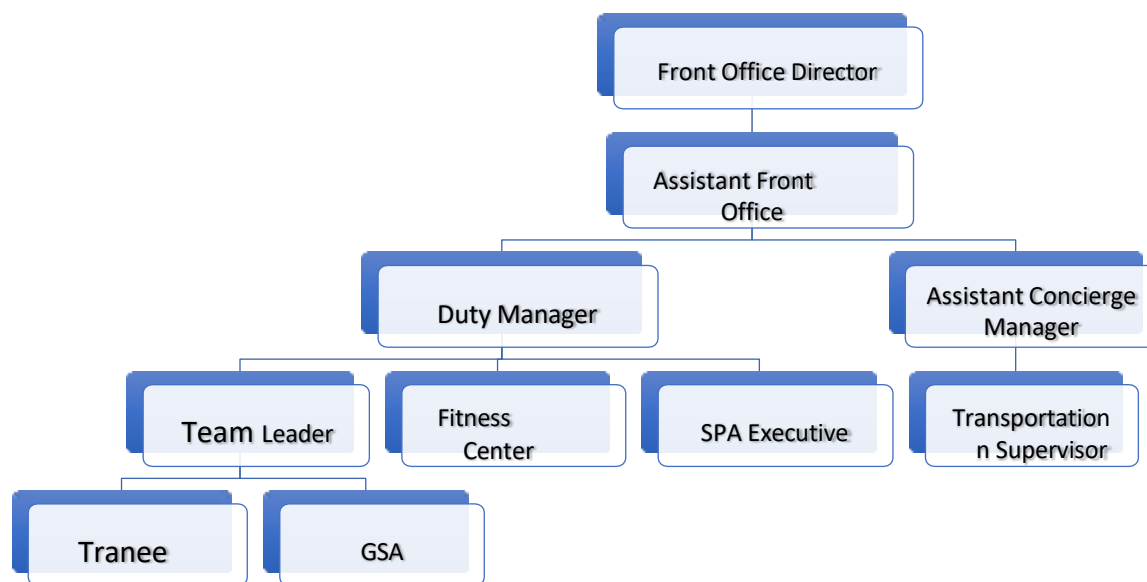


Figure 3- Hierarchy of Hotel The Cox Today Front Office

This is the hierarchy chart of the Front Office department at Hotel The Cox Today. At the top of the structure is the Front Office Director, followed by the Assistant Front Office position. The Duty Manager oversees key operations, managing roles like Team Leader, Fitness Center Executive, and SPA Executive, with further subordinates such as Trainees and GSA (Guest Service Agents). On the other side, the Assistant Concierge Manager supervises the Transportation Supervisor, ensuring smooth guest services. This hierarchy ensures efficient front office management, guest satisfaction, and smooth operational flow.

3.4 Front Office Operational Processes

The focus now shifts to a detailed analysis of the specific objectives set for this internship report, which seeks to provide a comprehensive understanding of the operational processes within the Front Office of Hotel The Cox Today.

For BTB, SEO optimization of its official website (www.beautifulbangladesh.gov.bd) is critical to attracting international tourists. Effective on-page and off-page SEO, as well as the integration of AI-powered chatbots, voice search optimization, and mobile-friendly design, can significantly enhance Bangladesh's global tourism positioning.

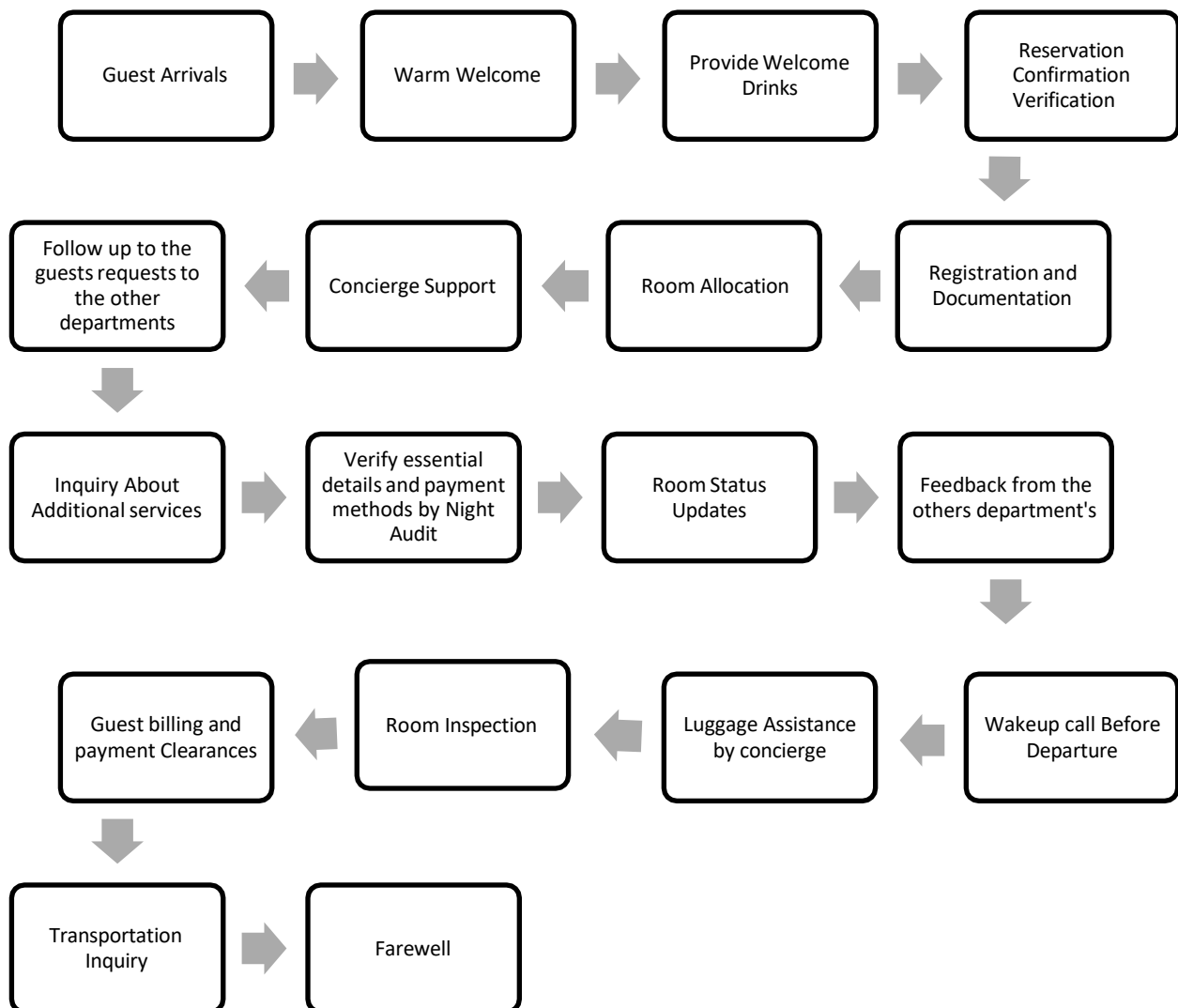


Figure 4: Operational Process of front Office

3.1.1 Guest Arrivals:

When a guest arrives at the hotel, the front desk staff warmly welcomes them with a friendly greeting and a smile. This initial interaction is crucial in setting the tone for the guest's stay and creating a positive first impression. The front office staff promptly assists with the check-in process, ensuring a seamless and hassle-free experience.

They verify the guest's reservation details, confirm identification, and allocate a suitable room based on their preferences. Personalized service, such as offering welcome drinks or assisting with luggage, enhances guest satisfaction. The staff also provides essential information about hotel amenities, dining options, and special services. Clear communication ensures that guests feel valued and well-informed. Any special requests, such as late check-outs or room upgrades, are handled efficiently. A well-managed arrival process contributes to overall guest satisfaction and encourages repeat visits. Ensuring a smooth and welcoming check-in experience reflects the hotel's commitment to excellent hospitality.

3.1.2 Warm Welcome:

A warm welcome is the first step in creating a great guest experience. Guests are greeted with a smile and polite words, making them feel valued and comfortable. A friendly and professional approach sets a positive tone for their stay. Hospitality gestures, such as greeting guests in their native language, add a personal touch. Offering assistance with luggage or providing a refreshing drink can further enhance their arrival experience. This small effort leaves a lasting impression and builds guest loyalty. A warm reception encourages guests to feel at home and enjoy their stay. Ultimately, a thoughtful welcome sets the foundation for excellent hospitality.

3.1.3 Provide Welcome Drinks:

To enhance guest comfort, complimentary welcome drinks are offered upon arrival. This helps guests refresh after their journey. Providing a variety of options, such as fresh juice or tea, adds a touch of personalized service.

3.1.4 Reservation Confirmation Verification:

The front office cross-checks the guest's booking details in the hotel's reservation system to ensure accuracy. This step verifies that the correct room type, check-in and check-out dates, and any special requests are properly recorded. Any discrepancies found are addressed immediately to prevent inconvenience for the guest. Additionally, the front desk ensures that payment details, contact information, and any loyalty program benefits are correctly applied. If modifications are needed, the staff promptly updates the system and informs the guest. This verification process enhances efficiency and ensures a smooth check-in experience.

3.1.5 Registration and Documentation:

Guests are required to provide valid identification, such as a passport, national ID, or driver's license, for security and record-keeping purposes. The front office verifies the details and ensures they match the reservation information. Guests then complete the registration process by signing the check-in form or digitally confirming their details. This step ensures compliance with hotel policies and local regulations while also facilitating smooth communication during their stay. Additionally, any necessary deposits or pre-authorizations are processed at this stage. Proper documentation helps maintain security and enhances the overall guest experience.

3.1.6 Room Allocation:

A suitable room is assigned based on the guest's booking details, preferences, and current availability. The front desk ensures that special requests, such as a high-floor room, sea view, or king-size bed, are accommodated whenever possible. Any upgrades or changes due to availability are communicated to the guest. Once the room is confirmed, the front office prepares the key card or traditional key and provides it to the guest. The staff also offers essential information about the room, hotel facilities, and services to enhance the guest's experience.

3.1.7 Concierge Support:

The concierge is responsible for providing personalized assistance to guests, ensuring a seamless and enjoyable stay. Their duties include handling luggage, arranging transportation, making reservations for restaurants or tours, and assisting with special requests. They also provide local information, lost & found services, and emergency support when needed. By coordinating with hotel departments and external services, the concierge enhances guest satisfaction and overall hospitality experience.

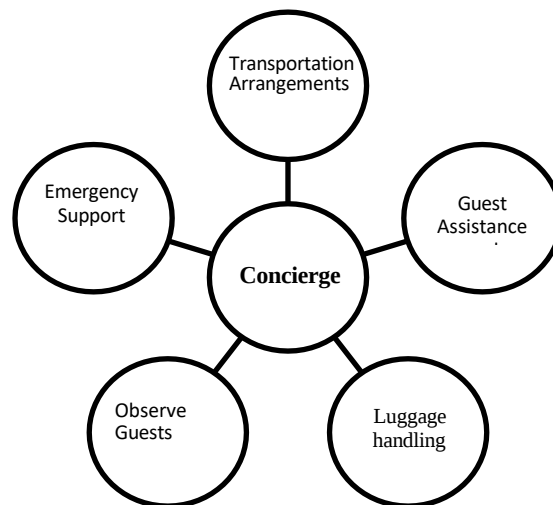


Figure 5: Responsibilities of concierge

3.1.8 Follow-Up on Guest Requests to Other Departments:

The front office communicates guest requests (such as housekeeping, maintenance, or special dining preferences) to the respective departments. Ensuring timely fulfillment of these requests contributes to guest satisfaction. Regular follow-ups help maintain high service standards

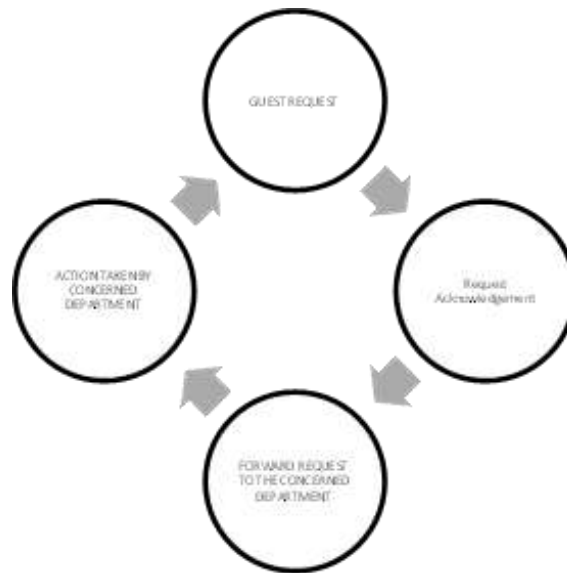


Figure 6: Follow-Up on Guest Requests

3.1.9 Inquiry About Additional Services:

The front office informs guests about the various additional services available at the hotel, such as spa treatments, guided tours, airport transfers, or special dining experiences. Providing personalized recommendations based on the guest's preferences and stay duration can enhance their overall experience. The front desk staff may also highlight exclusive offers, loyalty program benefits, or seasonal promotions to encourage participation. Additionally, upselling premium services, such as suite upgrades or private dining, not only adds value to the guest's stay but also generates additional revenue for the hotel. This approach contributes to guest satisfaction and business growth.

3.1.10 Verify Essential Details and Payment Methods by Night Audit:

The night audit team checks all financial transactions, ensuring accuracy in guest folios. Payments, room charges, and additional services are verified for correctness. This process helps maintain financial transparency and prepare for the next business day.

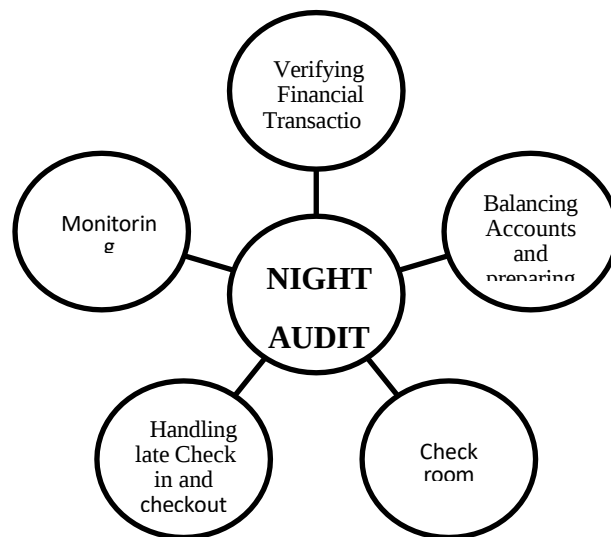


Figure 7: Responsibilities of Night Audit

3.1.11 Room Status Updates:

The front office continuously updates room availability based on real-time check-ins, check-outs, and housekeeping reports. This ensures that room status—such as vacant, occupied, under maintenance, or ready for new guests—is accurately reflected in the hotel's system. Effective coordination with the housekeeping department helps maintain smooth room turnover and prevents delays. Proper room status management also minimizes the risk of overbooking or misallocation, ensuring that guests receive their assigned accommodations without inconvenience. Keeping an updated room inventory enhances operational efficiency and improves overall guest satisfaction.

3.1.12 Feedback from Other Departments:

The front office gathers feedback from housekeeping, food & beverage, maintenance, and other hotel departments to assess guest requests and overall service quality. This continuous exchange of information helps identify any operational issues, service delays, or areas for improvement. Addressing concerns promptly ensures a seamless guest experience and enhances overall hotel efficiency. Regular communication between departments fosters teamwork, streamlines service delivery, and ensures that guest expectations are consistently met. By analyzing feedback, the hotel can implement necessary improvements and maintain high service standards.

3.1.13 Wake-Up Call Before Departure:

For guests with early departures, the front office provides a wake-up call service to ensure they wake up on time and avoid any delays. This service is particularly beneficial for guests catching flights, attending early meetings, or embarking on scheduled tours. The front desk carefully records wake-up call requests and ensures they are made at the requested time. Additionally, staff may offer gentle reminders about transportation arrangements, breakfast availability, or check-out procedures. Providing this attentive service enhances guest convenience and contributes to a smooth and stress-free departure experience.

3.1.14 Luggage Assistance:

The concierge team provides efficient luggage assistance to guests during both arrival and departure, ensuring a hassle-free experience. Upon departure, staff carefully handle and transport luggage to the designated pick-up area or assist with loading it into vehicles. For guests with later departures, the hotel offers secure luggage storage services, allowing them to explore the city without worrying about their belongings. Personalized service, such as tagging luggage for easy identification, further enhances convenience. Proper luggage handling reflects the hotel's commitment to guest comfort and contributes to a seamless departure process.

3.1.15 Room Inspection:

Before a guest checks out, the housekeeping team conducts a thorough inspection of the room to ensure it is in proper condition for the next occupant. They check for any damages, missing items, or belongings left behind by the guest. Additionally, minibar consumption and any in-room service usage are verified and updated in the guest's final bill. If any discrepancies are found, the front office is informed immediately for prompt resolution. This process helps maintain room quality, prevents revenue loss, and ensures a smooth checkout experience for both guests and hotel staff.

3.1.16 Guest Billing and Payment Clearance:

The front office prepares the final bill, which includes all room charges, dining costs, and any additional services or incidentals incurred during the guest's stay. The guest is allowed to review the bill to ensure that all charges are accurate and reflect their usage. Once the bill is confirmed, the front office facilitates the payment process, accepting various methods such as cash, credit/debit cards, or digital payments. The staff ensures a smooth and efficient transaction, providing the guest with a receipt and handling any payment inquiries. This step ensures that all financial matters are cleared before the guest's departure.

3.1.17 Transportation Inquiry:

During check-out, the front office inquiries about the guest's transportation plans to ensure a smooth departure. If the guest requires assistance, the front desk helps arrange taxis, rental cars, or airport transfers, depending on their preferences. The staff ensures that all transportation needs are efficiently organized, providing the guest with timely and accurate details. This attention to detail not only enhances convenience for the guest but also contributes to a seamless departure experience. Offering transportation assistance reflects the hotel's commitment to guest satisfaction and supports a stress-free transition from the hotel to their next destination.

3.1.18 Farewell:

As guests prepare to leave, the front office ensures they receive a warm farewell, expressing gratitude for their choosing the hotel. A thank-you note or a small souvenir, such as a local gift or branded item, may be offered as a token of appreciation. This gesture not only makes the guest feel valued but also reinforces positive memories of their stay. The staff may also invite guests to return in the future, encouraging repeat visits. A friendly and personal goodbye leaves a lasting impression, enhancing guest satisfaction and fostering long-term relationships, which are key to guest retention.

CHAPTER 4

FINDINGS, RECOMMENDATIONS & CONCLUSION

4.1 Major Findings

My internship provided valuable insight into the operational procedures of the Front Office. During my time with the Front Office team at Hotel the Cox Today, I came across several interesting aspects, including:

i. Front Office as the Hotel's Nerve Centre: The Front Office plays a crucial role in managing guest interactions, communication across departments, and financial transactions. It acts as the primary source of information and coordination, ensuring smooth operations.

ii. Well-Structured Front Office Division: The department is divided into various sections, each responsible for specific functions:

- **Front Desk** (Check-in, registration, guest inquiries)
- **Reservation Desk** (Booking management, occupancy optimization)
- **Billing Section** (Financial transactions, payment processing)
- **Concierge** (Luggage handling, guest assistance, transportation)
- **Service Centre** (Guest communication, service requests)
- **Night Audit** (Financial verification, room status updates)

iii. Hierarchical Structure Ensures Efficient Management:

The presence of a clear hierarchy, including a Front Office Director, Assistant Front Office, Duty Manager, and various team leaders, ensures smooth delegation of responsibilities. Defined roles contribute to a well-coordinated workflow and accountability among staff.

iv. Guest-Centric Approach and Service Excellence:

A warm welcome, personalized greetings, and welcome drinks create a positive first impression. Efficient room allocation and concierge support enhance guest convenience. The concierge department plays a crucial role in providing personalized assistance, handling luggage, and making arrangements for transportation, dining, or sightseeing.

v. Strong Coordination Between Front Office and Other Departments:

The front office actively collaborates with housekeeping, food & beverage, maintenance, and security to ensure prompt service delivery. Regular follow-ups on guest requests help maintain high service standards.

vi. Night Audit for Financial Accuracy and Room Status Updates:

The night audit team verifies billing transactions, room charges, and service payments, ensuring financial accuracy. Room availability is updated based on check-ins, check-outs, and housekeeping reports, helping in efficient room management.

vii. Departure Process Enhances Guest Satisfaction:

Services like wake-up calls, luggage assistance, room inspections, and transportation inquiries ensure a seamless check-out experience. Guest billing is efficiently managed, with multiple payment options for convenience. A warm farewell and thank-you gestures contribute to guest retention and positive reviews.

viii. Opportunities for Revenue Enhancement:

Upselling additional services like spa treatments, guided tours, and premium dining experiences generates additional revenue. Effective communication of hotel offerings encourages guests to explore more services.

The Front Office Department at Hotel The Cox Today demonstrates efficient operational procedures, a structured hierarchy, and a strong guest-service orientation. Effective coordination with other departments, a guest-centric approach, and financial accuracy through the night audit process contribute to smooth hotel operations and high guest satisfaction. The hotel also has opportunities to further enhance revenue through upselling services and improving guest engagement strategies.

4.2 Problems

- **Lack of Cross-training for Front Office Staff:** The absence of cross-training results in delays, communication errors, and inconsistency in guest interactions.
- **Manual Check-in & Check-out Process:** The need to manually complete registration forms, verify identification, and process payments causes longer wait times and potential inaccuracies.
- **Overlapping Responsibilities:** Undefined roles lead to duplicated efforts and poor task management.
- **Limited Night Audit Accessibility:** The Night Audit process hinders system access, causing delays in tasks like late check-ins, reservation updates, and delivering personalized services.
- **Dependence on Manual Coordination Processes:** The reliance on manual communication within the front office slows down response times.

4.3 Recommendations

Based on the challenges encountered during my internship, I recommend the following strategies to improve the overall Front Office operation:

- **Cross-training for Front Office Staff:** To address the lack of cross-training, the Front Office should introduce a structured cross-training program. This would ensure that staff are skilled in various roles such as reception, reservations, and guest services. By training employees across multiple tasks, they can seamlessly switch between roles, providing more consistent and efficient service.
- **Digital Check-in and Check-out Process:** To streamline the check-in and check-out procedures, Hotel The Cox Today should adopt a digital self-check-in/out system. This would enable guests to complete registration and payment online before arrival or departure, reducing wait times, especially for returning guests, and eliminating the need for manual form-filling and document verification. Implementing mobile key technology for room access could further enhance the process, offering guests a smooth and convenient experience.
- **Clear Role Definitions:** To prevent overlapping responsibilities, it's crucial to clearly define and document the roles and duties within the Front Office department. This will help streamline processes and improve task management.
- **PMS Night Audit Disruptions:** To minimize operational disruptions during the PMS Night Audit, Hotel The Cox Today could switch to a cloud-based PMS like Inboard. With Inboard, authorized staff can access guest profiles and update reservations during the audit, reducing downtime and maintaining continuous operational efficiency.
- **Centralized Coordination System:** To cut down on reliance on manual communication, Inboard should provide a centralized dashboard for the Front Office team. This would allow staff to view all current requests and their status, leading to quicker response times and more efficient task handling across departments.

4.4 Conclusion

As a Tourism and Hospitality Management student, I recently completed a fulfilling six-month internship in the Front Office Department at Hotel The Cox Today, a renowned five-star hotel catering to an exclusive clientele. During this time, I had the chance to immerse myself in the complexities of hotel management and service delivery, gaining valuable insights into the hospitality industry. This paper seeks to summarize the extensive knowledge and experiences gained throughout my internship, focusing particularly on the Front Office operational procedures. In the fast-paced setting of a globally recognized business hotel in Bangladesh, every task and interaction presented a unique opportunity for learning and growth. My internship at Hotel The Cox Today provided firsthand experience of the operations at a leading hospitality establishment, fostering both personal and professional development. This paper offers a reflective overview of the Front Office operations at Hotel The Cox Today, emphasizing various aspects of its functioning and the significance of its service philosophy.

CHAPTER 5

APPENDICES

6.1 Appendix 1: Visual Supporting:

- Figure 1: Hotel Organizational Chart
- Figure 2: Parts of Hotel The Cox Today Front Office Department.
- Figure 3: Hierarchy of Hotel The Cox Today Front Office.
- Figure 4: Operational Process of front Office.
- Figure 5: Responsibilities of concierge
- Figure 6: Follow-Up on Guest Requests
- Figure 7: Responsibilities of Night Audit.

CHAPTER 6

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