

INTERNSHIP REPORT
ON
GUEST HANDLING PROCESS
OF FRONT OFFICE
DEPARTMENT HORIZON
RESORT AND SPA

Internship Report

On

Guest Handling Process of Front Office Department Horizon Resort and Spa

**(An Internship Report Presented to the Faculty of Business and Entrepreneurship in Partial
Fulfillment of the Requirements for the Degree of Bachelor of Tourism and Hospitality
Management)**

Submitted by

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Submitted to

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Daffodil International University

Date of Submission:

December 2024

LETTER OF TRANSMITTAL

31st December 2024

To,

Mr. Mohammad Nurul Afchar

Lecturer

Department of Tourism & Hospitality Management

Faculty of Business and Entrepreneurship

Daffodil International University

Subject: Submission of Internship Report

Dear Sir,

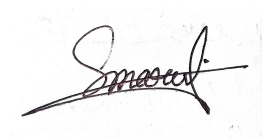
It is an honor for me to hand over this report on the **Guest Handling Process in the Front Office Department at Horizon Resort and Spa**, which is one of the requirements for the completion of my internship within the **Bachelor of Tourism and Hospitality Management program at Daffodil International University**.

Completed my internship in Horizon Resort and Spa under supervision of Mrs. Yan Che (Director of Front Office Manager), has been a great learning experience. This report overview of the operational processes in the Service Centre provides and includes details About my responsibilities, challenges faced, and lessons learned during this period.

Last but not the least I would like to thank the academic supervisor as well as all the members of the working team of the Horizon Resort and Spa who have supported and helped me in the course of this project. In a prompt manner, **Mohammad Nurul Afchar** I am leaving a report as requested.

Thank you for facilitating this educational endeavor. I am looking forward to your feedback and am happy to discuss any aspects of the report at your convenience.

Regards,



.....
Saad Ibn Maruf

ID: 201-43-118.

Department of Tourism & Hospitality Management

Daffodil International University

Certificate of Approval

This is to certify that **Saad Ibn Maruf**, with ID **201-43-118**, has successfully completed the internship program required by his degree under my supervision. As part of the program, he prepared an internship report titled, **“Guest Handling Process in the Front Office Department at Horizon Resort and Spa.”**

The report was completed following the guidelines and rules set by the academic program. It reflects his efforts and learning during the internship, as well as his ability to analyze and document his experiences effectively.

I confirm that the report fulfills all the academic requirements of his degree program and approve it for submission to the **Department of Tourism and Hospitality Management, Daffodil International University**.



Signature:

Supervisor's Name: Mohammad Nurul Afchar

Designation: Lecturer

Department of Tourism and Hospitality Management

Daffodil International University.

Preface

I would like to begin by thanking Allah for giving me the opportunity to submit this internship report without unnecessary delays. I also appreciate all my well-wishers who actively contributed to the development of this report in one way or the other. I thank Mr. Mohammad Nurul Afchar, Lecturer, Department of Tourism and Hospitality Management, Daffodil International University for her constant supervision, emotional backup, relevant tips and constructive orientation while he was in charge of practical work. Finally, I extend my appreciation to the staff at Horizon Resort and Spa. I want to recognize and thank Mrs. Chen Yan, the Director of Front Office, Mrs. Jenny, the Assistant director of Front Office, and the entire Front office unit. It is through their cooperation that I will manage to undertake my internship and make the reporting on time.

Sincerely yours,

.....

Saad Ibn Maruf

ID: 201-43-118

Department of Tourism and Hospitality Management

Daffodil International University

Executive Summary

This Report provides a detailed overview of the Guest handling process and strategic implementations within the front office department at Horizon Resort and Spa, with primary focus on improving guest experience and operational efficiency. The front desk is the most central point for guest interactions and operational management, where major processes like reservations, check-ins, and handling guest inquiries are involved. Research has shown that small changes in front office practices can have a big impact on both operational efficiency and guest satisfaction.

This could also be achieved with the integration of ICTs, especially the Property Management System (PMS), which would simplify the check-in and check-out process. Such technologies will not only help in lessening the waiting time of visitors but also provide an improved experience for them. However, real-time processing of data and integration into other hotel services pose problems to the system; thus, it needs much improvement to eliminate errors and delays that may ruin guest satisfaction.

Guest handling starts from the arrival of the guests, where a seamless transition to check-in is expected. The front office handles various types of reservations, including online bookings via the resort's website and third-party websites, direct bookings through phone or email, and walk-ins. Basic information about the guests, including personal details, dates of stay, special requests, and payment information, needs to be collected for effective service delivery. Also, the front office has to liaison with housekeeping and other departments to solve guest queries and special requirements efficiently.

Key staff in the front office includes the Director of the Front Office, who is responsible for overseeing the operation; the Assistant Front Office Manager, to assist on a daily basis; the Front Desk Supervisors, to handle activities occurring daily; the Receptionists, to act as a first point of contact with the guest; and the Night Auditors, to ensure all financial activities are balanced overnight. Service standards and efficiency in each of the activities are reflected in their role.

This report provides detailed roles and shift timings for front desk staff, emphasizing good communication and coordination with other departments. It identifies peak checkout and check-in times likely to require additional staffing—something that would have to be both communicated and notified to housekeeping in order to assist the guest experience.

In a nutshell, this analysis highlights that operational efficiency, effective communication, and technological progress may be the most important enablers in improving services to guests at Horizon Resort and Spa. Addressing the current challenges and necessary strategic improvements, the front office can play a substantive role in contributing to overall success for the resort; ensuring that every guest leaving the premises has experienced optimal service throughout their stay.

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Chapter 1 Introduction

1.1 Introduction

This internship report identifies the operational process of the Horizon Resort and Spa Front Office Department in Sanya, Hainan, China. Since it has direct and intimate interaction with visitors from the moment they arrive at the hotel, the front desk is one of the most crucial sections in both organizations and overall hotel operations.

During my internship, I encountered a number of interaction-related difficulties, including issues with internal communication procedures, reservation organization, and guest services management. In addition to highlighting issues with service delivery, these difficulties also highlighted potential areas for strategic action.

In order to maximize Horizon Resort and Spa's performance and satisfy visitors' needs, this paper includes detailed explanations of key operational challenges along with useful suggestions. To promote the resort's reputation as a luxury resort, this study aims to provide insight into how to improve front desk operational strategies.

1.2 Background of the Study

The operational issue facing hotels and resorts in the hospitality industry is crucial since it affects overall performance. Staffing shortages, ineffective departmental communication, technical limitations, and difficulty sustaining such high levels of visitor satisfaction are some of the challenges. The front desk serves as the initial point of contact for visitors and is responsible for three crucial functions: reservations, check-in, check-out, and guest inquiries. Any kind of interruption or inefficiency in these areas will lead to unhappy customers, bad reviews, and monetary losses for the business.

This dissertation also examines operational concerns in the front desk of the upscale Horizon Resort and Spa in Sanya, Hainan, China. Being at the top of the game and one of the greatest resorts, Horizon Resort and Spa has tremendous operational demands due to their exceptionally high visitor turnover, particularly during the busiest travel seasons. Since the department is crucial for managing essential visitor interactions and facilitating efficient departmental communication, it is imperative to identify and address issues that hinder the department's effectiveness.

Four primary operational areas: communication, technology utilization, guest service, and staffing are thoroughly examined in this research. The study makes an effort to link these aspects to operational inefficiencies and offers solutions for enhancing overall operation performance. For instance, it is known that outdated technology in the front desk contributes to inefficiencies that result in longer wait times for visitors and make reservation management more difficult. This is identical to how staff shortages, especially during busy times, add to the workload of front desk employees, which in turn hinders their ability to provide high-quality service.

1.3 Objective

Board Objective

To fulfill the requirement for bachelor of tourism and hospitality management degree, this internship report is prepared. The primary objective is to make a report on the guest handling process of the front office department at Horizon Resort and Spa.

Specific Objectives:

1. To analyze the guest handling process of Horizon Resort and Spa
2. To explain guest handling operational activities of Horizon Resort and Spa
3. To identify problems and challenges of Guest Relation Activities
4. To provide recommendations based on problems faced on guest handling process Horizon Resort and Spa

The purpose of this paper is to provide a comprehensive knowledge of the issues at hand, followed by specific guidance on how to improve front office operating efficiency.

1.4 Methodology

This research is descriptive in nature. The methodology employed in this internship report includes the examination of secondary data. This method ensures that stakeholders' perspectives are fully grasped and that operational challenges in the front office department are better understood.

Gathering Secondary Data

To contextualize the identified difficulties, secondary data was gathered from other sources. This included reports on front office operations produced by the resort, records of industry averages that were released, and earlier studies on hotel front office best practice models. By examining these documents, it was possible to identify patterns that other businesses of a similar nature are facing and to learn about practical procedures.

This combination of quantitative data collection through questionnaires and qualitative insights from secondary sources provides a comprehensive understanding of the operational challenges in the front office department, allowing for more informed recommendations and improvements.

Sources of Data:

- Chinese Websites of Horizon Resort and Spa
- Relevant papers and previous data of Horizon Resort and Spa
- From Guests and Colleagues

1.5 Limitations of the Study

Guest Communication:

The main limitation during my whole internship period is to communicate with the Chinese guest with their own Chinese language.

Language Barriers:

This language barrier was 3 months long to merge with. I was unable to catch the pronunciations of the guests.

Time Management:

The was much punctual about the timing but the before and after coming to hotel there was time to get into my position.

Guest Appearance:

There was different types and large varieties of guest like child, middle aged, and senior citizens. All different aged guest has different types of requirements.

Chapter 2

A Comprehensive Insight into Horizon Resort and Spa

2.1 Company Profile

Introduction

Location: Situated in Yalong Bay, a popular tourist destination in southern China.

Establishment: Opened on October 26, 1998, aiming to create a world-class luxury tourism destination.

Expansion:

- First zone opened in October 1998 with 363 rooms.
- Second zone opened in January 2006 with 523 rooms.

Target Market: Primarily caters to families, offering a family-friendly environment.

Dining Options:

- Four restaurants, including two serving international buffet breakfasts and two offering local cuisine for lunch and dinner.
- Beachfront BBQ: The resort hosts beachside barbecues for those seeking a more relaxed dining experience, where families can savour freshly prepared meals while taking in the sunset and sea breeze.
- Two Breakfast Restaurants: The resort has two roomy breakfast restaurants that provide a large buffet with both local and foreign cuisine to suit every palate, making it the ideal place to start the day.
- Hot Pot Restaurant: Families may have a classic Chinese hot pot dinner at the resort's Hot Pot Restaurant, which serves fresh ingredients and flavorful broths, for those looking for a distinctive dining experience.

Family Amenities: Established the "PARENTS-CHILD CENTRE" in 2015 to provide child-friendly facilities.

Core Values: Focus on outstanding visitor experiences at a lower cost, blending regional culture with global hospitality standards.

Recognition:

- o Named China's top local resort.
- o Received multiple awards, including:

- 2020 China Hotel Quality Award
- 2020 C-TRIP Most Popular Hotel
- Best Hotel of the Year 2020
- 2017 "DOUBLE ELEVEN" single hotel sales champion title.

Facilities: Offers various amenities such as restaurants, leisure activities, spa services, and event spaces.

Mission Statement

Horizon Resort and Spa is dedicated to delivering exceptional hospitality experiences by providing personalized guest services and continuously upgrading our luxurious accommodations and amenities. Our commitment ensures that every visitor enjoys an unforgettable experience that consistently exceeds their expectations.

Vision Statement

The goal is to become the top luxury hospitality brand in the world, known for its honesty, guest-centeredness, and unwavering dedication to quality. In order to maintain its position as a leader in the luxury resort sector and to establish and define global hospitality, Horizon strives to consistently improve its service offerings.

Company Overview

Horizon Resort and Spa Offerings

Diverse Amenities and Services:

- ★ Offers a wide range of luxurious amenities and services to meet high customer standards.

Luxury Experience:

- ★ Includes top-notch restaurants, luxurious wellness centers, customized guest services, and state-of-the-art event venues.

Technology Integration:

- ★ Utilizes cutting-edge property management and guest services technology to enhance customer satisfaction and operational efficiency.

Reputation and Industry Position:

- ★ The resort's commitment to a broad range of services has earned it a stellar reputation and a leading position in the luxury hospitality industry

Adaptability:

- ★ Continuously keeps up with and anticipates the evolving needs of its visitors.

2.2 Key Milestones

Horizon Resort and Spa has achieved several significant milestones since its inception, each contributing to its reputation as a leading luxury destination:

- 1998: Resort opens officially, with brand new standards in luxury hospitality.
- 2017: 'DOUBLE ELEVEN' single hotel sales champion.
- 2020: China Hotel Quality Award, 2020
- 2020: C-TRIP Most Popular Hotel
- 2020: Best Hotel of The Year

2.3 Organizational Structure

General Overview

Because Horizon Resort and Spa is a hybrid organizational structure, it supports decision-making through both cross-functional and hierarchical collaboration, resulting in high-quality services and operational efficiency across all departments.

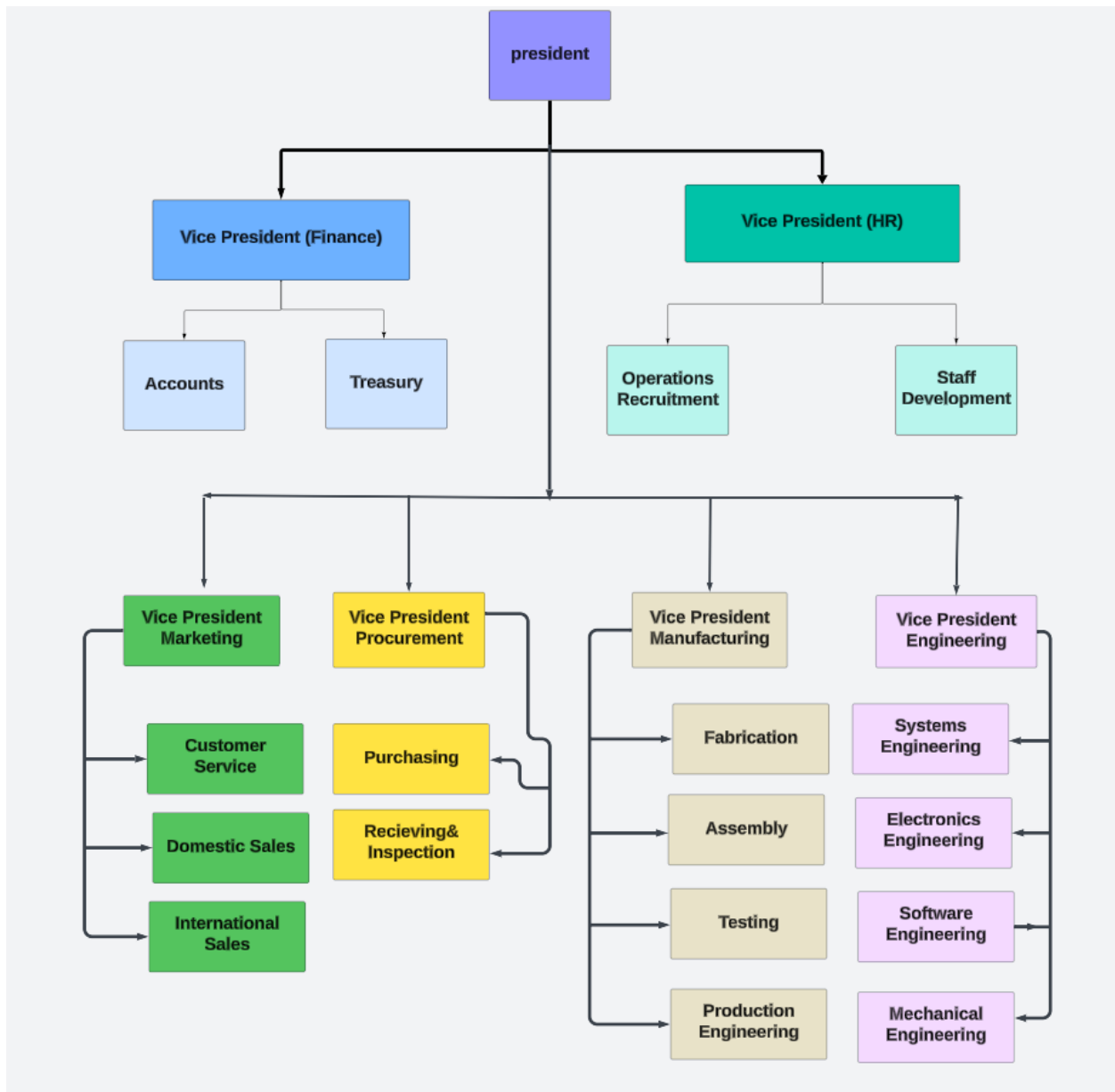


Figure: Organizational chart of Horizon Resort & Spa

Detailed Department Description

Front Office: The front desk at Horizon Resort & Spa is crucial to the satisfaction of visitors from the time of booking until their departure. In order to maximize guest service operations through productive interactions for service satisfaction, this department depends on cutting-edge information and communication technologies. Handles guest services such as check-in/check-out,

reservations, and inquiries.

- Reception Staff: Manages guest check-ins, check-outs, and room assignments.
- Concierge Staff: Provides personalized services for guests, including booking excursions, transportation, and special requests.
- Bellboy/Porter: Assists guests with luggage and directs them to their rooms.

Housekeeping: Modern hygiene practices and having a well-trained cleaning crew are essential in post-COVID-19 environments. Our staff uses these practices to ensure the safety and satisfaction of our guests. Ensures that rooms and public areas are cleaned and maintained.

- Executive Housekeeper: Oversees the housekeeping department and ensures cleanliness standards.
- Housekeeping Supervisors: Supervise room attendants, monitor cleaning schedules, and ensure quality standards.
- Room Attendants: Perform cleaning duties in guest rooms and common areas.

Food and Beverage: For the purpose of service and profit optimization, it is integrated with the Food and Beverage department, which offers a variety of eating experiences, from informal beach snacks to gourmet dining. All of these are rigorously managed by revenue management strategy. Manages the dining experiences, ensuring guests have a pleasant meal service.

- Restaurant Manager: Responsible for overall operations, customer service, and staffing in the restaurant.
- Waitstaff/Servers: Serve food and drinks to guests, ensuring guest satisfaction.

Kitchen: Handles food preparation, cooking, and food safety.

- FCB Supervisor: Manages both the kitchen and restaurant staff, ensuring efficient service and food quality.

Spa and Wellness: The goal of the spa and wellness center is to enhance the guest experience by offering customized treatments based on each visitor's unique needs while utilizing the newest trends in health and wellness.

- Recreation: To make the stay enjoyable for visitors of all ages and interests, the recreation department offers a range of activities, including water sports and various cultural trips.

Parents and Child Activities: Focuses on providing activities and services specifically designed

for children and family entertainment.

- Parents and Child Activities Coordinator: Oversees children's programs, organizes events, and ensures a safe and fun environment for families.
- Kids' Club Activities Team: Engages children with supervised activities, games, and educational programs

Human Resources: To lower turnover rates and uphold high service standards, we collaborate with an HR department that handles hiring and training top talent, placing a strong emphasis on their happiness and ongoing professional growth. Overseas staffing, recruitment, employee relations, and employee welfare.

- HR Manager: Manages employee recruitment, training, and ensures that all labor laws are followed.
- Recruitment Team: Works to hire the best talent for the hotel, maintaining a strong workforce.

Sales & Marketing: By spearheading the methods strategy of promotions meant to craft captivating narratives about the resort's assets, including the unique aspects of the Horizon experience, the marketing team uses advertising channels to promote the resort.

- Sales & Marketing Responsible for promoting the hotel, driving bookings, and increasing revenue.
- Sales Manager: Focuses on corporate sales, group bookings, and events. ○ Marketing Team: Handles advertising, promotions, and public relations to increase brand awareness and sales.

Financial Department: Manages the hotel's financial transactions, budgeting, and reporting.

- Financial Controller: Manages the financial activities, ensures proper bookkeeping, budgeting, and cost control.
- Accounts & Payroll: Handles accounts payable and receivable, employee payroll, and financial reporting

Engineering Department: Ensures that the hotel's physical infrastructure and equipment are well-maintained.

- Maintenance Supervisor: Oversees the engineering team, schedules regular maintenance, and handles repairs.
- Engineering Technicians: Perform repairs and routine maintenance of hotel facilities, including plumbing, HVAC systems, and electrical systems.

Chapter 3

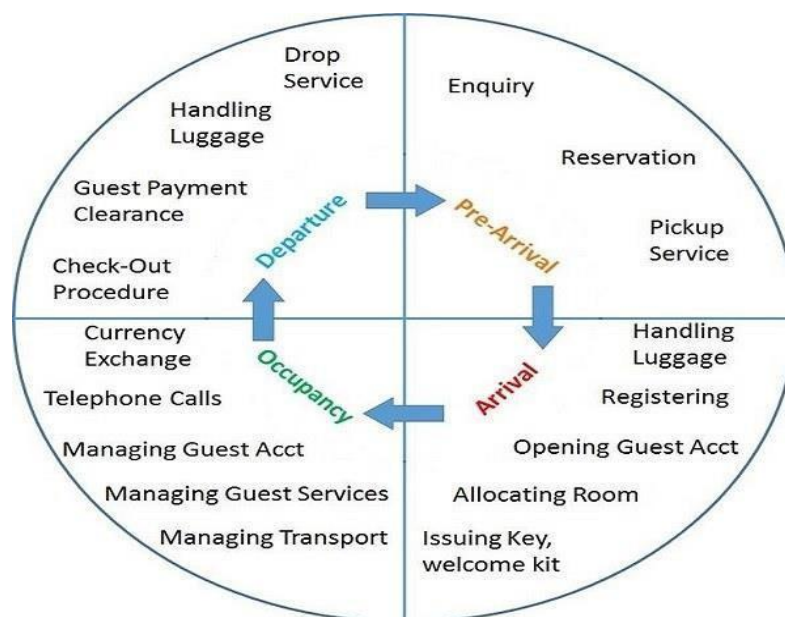
Theoretical Background

3.1 Introduction

The current theories and research that contribute to operational issues and solutions for front office departments of luxury resorts are reviewed in this chapter. The literature review sheds light on the intricate relationships between interdepartmental communications, personnel, technology integration, and service quality all of which are critical to the smooth functioning of upscale facilities like Horizon Resort and Spa. It is not required to provide an introduction. [A literature review necessitates a concise synopsis of previous research on the specified topic, together with citations and relevance.]

3.2 Standard Guest Handling Process

The four characteristics of service quality reliability, assurance, responsiveness, and empathy are measured by the various model, which is frequently used to evaluate service quality in the hospitality sector. High service quality is closely linked to more repeat business and guest loyalty in the context of luxury resort service delivery, highlighting the necessity of ongoing service delivery development. According to recent studies, visitors place a higher value on individualized services and health safety regulations after COVID, which has a significant impact on their loyalty and level of pleasure.



3.2 Figure: Standard Guest Handling Process

- **Pre-Arrival**

Enquiry: Questions concerning the hotel, its amenities, or its availability may be directed to the guest.

Reservation: the procedure of reserving a lodging for a particular date, sometimes including payment information and confirmation.

Pickup Service: making travel arrangements for visitors to get to the hotel from the airport or other places.

- **Arrival**

Handling Luggage: helping visitors with their luggage as they arrive.

Registering: verifying guests' reservation information and formally checking them in.

Opening Guest Account: creating a profile so the visitor may keep track of expenses and preferences while visiting.

Allocating Room: according to the guest's reservation, assigning them a certain room.

Issuing Key, Welcome Kit: delivering the room key and any introductory materials, such as brochures or maps.

- **Occupancy**

Managing Guest Accounts: recording the expenses incurred by the visitor while they are there.

Managing Guest Services: responding to enquiries and offering services such as concierge support or room service.

Currency Exchange: providing services for visitors to convert foreign currencies. Telephone Calls: handling calls for visitors, both inbound and outbound.

Managing Transport: Making travel arrangements for visitors as needed while they are there.

- **Departure**

Drop Service: helping guests with their bags as they leave.

Handling Luggage: ensuring proper handling of bags during check-out.

Guest Payment Clearance: completing the payment of the stay and any extra fees.

Check-Out Procedure: completing all required documentation, making sure all services are accounted for, and concluding the guest's stay.

Chapter 4

Discussions & Analyses

4.1 Introduction

This chapter discusses an overview of the front office department's operational difficulties and strategy implementations at Horizon Resort and Spa. By analyzing the effectiveness of current methods, identifying gaps, and providing evidence-based remedies, the study supports the goals. Every topic covered in the talks centers on operational effectiveness, hiring difficulties, technology developments, and interdepartmental teamwork all of which are critical to the pursuit of the goal of improving the resort's overall visitor experience and operational success.

4.2 An analysis on Front Office Operational Efficiency

- The front desk at Horizon Resort and Spa has a major influence on how guests interact with the establishment and how operations are managed.
- Currently, the main contributing procedures are reservations, guest check-ins, and general enquiries about overall satisfaction and visitor perception.
- It has been demonstrated that even minor adjustments to front office practices can boost operational efficiency and visitor pleasure, and research has underlined the significance of front office operations in preserving excellent service quality.
- Furthermore, it has been demonstrated that information and communication technologies (ICTs) have a significant impact on the efficiency of front office activities.
- For example, check-in and check-out can be made easier with the usage of PMS, which would reduce wait times and enhance the visitor experience.
- There is room for improvement, nevertheless, as real-time data processing and system interaction with other hotel services present difficulties.
- Even if these systems are already improved, they might be further optimized to increase productivity and lower the possibility of mistakes or delays that could detract from the visitor experience.
- Additionally, this analysis has highlighted how crucial it is to have effective operational procedures and has sparked interest in technological upgrades as a way to encourage these front desk tasks at Horizon Resort and Spa.

4.3 Guest Handling Process:

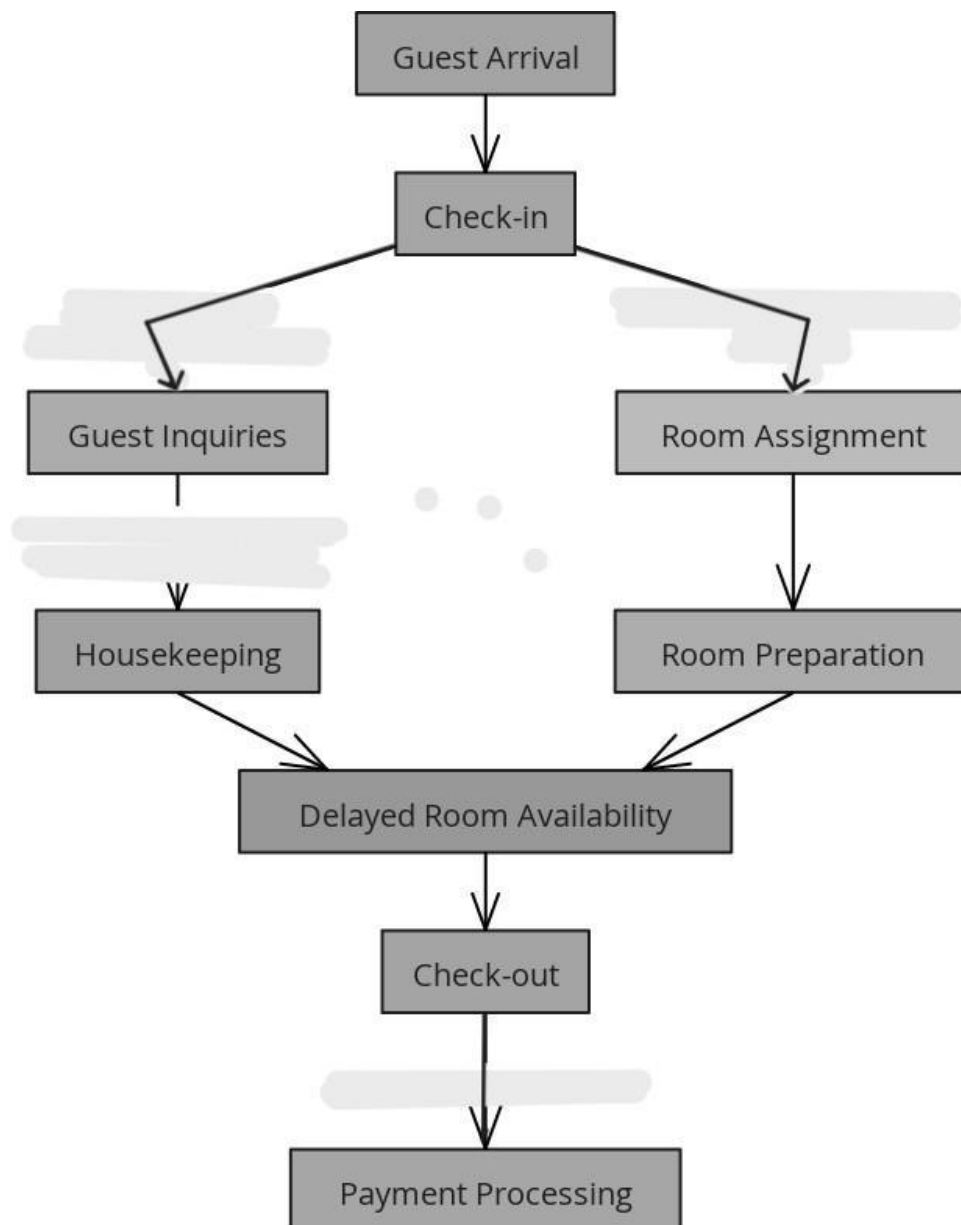


Figure: Front Office Guest Handling Process.

1. Guest Arrival.

Source of guest arrival

- App Based
- Online Platform
- Walkin Guest
- This is the first step in the guest journey. Guests arrive at the property, expecting a seamless transition to the check-in process.

2. Check-in.

- Guests provide their details, confirm their booking, and proceed to obtain room keys.
- Online reservations can be made through the website of the resort, global distribution systems, or third-party booking websites such as Booking.com and Expedia.
- Direct Booking: The guest can book a reservation via contacting or emailing the reservation department.
- Walk-ins: Receptionists can always check the availability and book the visitor in case one has not made a reservation well in advance.

Guest Information Collection:

- Personal Information: This covers full names, means of contact, and other things like passport numbers.
- Stay Dates: Dates of arrival and departure.
- Special Requests: The guest may have preferred choices of accommodation, a type of bed, access to special needs, and the like, or even late check-in.
- Payment Details: A deposit is collected or any prepayment, if required, to confirm the reservation.

Polite Hotel Room Booking System

Welcome Ajay Shah
Back Up Change Hotel My Profile Logout

Home Masters Hotel Room Allocation Rate User Promotion Code Manage Bookings Setting Reports

Room Detail

Add Search

Operation: -Select- Select Page Size: -Select-

Sr No	Room Name	Room Code	Room Classification	Status	Priority Order	Operation
1	Executive Room	EXDBL01	Executive Room	Active	9	[Icons]
2	Disable Double Room	DBLD801	En-suite Room	Active	8	[Icons]
3	Quad Room (4 person)	QD01	Family En-suite Room	Active	7	[Icons]
4	Family Room (up to 4 person)	FML0401	Family En-suite Room	Active	6	[Icons]
5	Family Room (up to 3 person)	FML0301	Family En-suite Room	Active	5	[Icons]

First Prev 1 2 Next Last

Description

Manage Room Amenities Upload Room Photo View Room Details
Amend Hotel Details Delete Hotel Details Decrease Priority
Increase Priority

Developed By : Shah Net Technologies PVT. LTD

3. Guest Inquiries.

Specific needs and preferences of guests are reflected in their queries, which usually involve effective departmental communication. This stage involves:

- Guests often have questions or requests (e.g., extra amenities, room service). This requires efficient communication with housekeeping or other departments.
- answering questions related to accommodation facilities, nearby attractions, or hotel services.
- Attending special needs (e.g. dietary needs, baby cots or extra bedding).

- Coordinate with maintenance, food and beverage, and cleaning departments to ensure the issue is resolved promptly
- Housekeeping.

Housekeeping is very important with Guest handling because is the housekeeping confirms the availability of the room then we can put guest in to that room. Among the duties include:

- Room readiness involves thorough cleaning, restocking of amenities, and checking for any maintenance problem.
- On-Demand Services: Attending to specific cleaning needs or requests from guests for extras (like towels or toiletries) while they are present.
- Public Area Upkeep: Ensure lobbies, corridors, and other common areas are clean to provide a welcoming atmosphere.
- Housekeeping is responsible for preparing rooms, ensuring cleanliness, and responding to specific guest needs.

4. Room Assignment.

Room assignment is described as the process of matching the reservations of the guest with the available rooms. This involves:

- a proper management of bookings and room allotment with the help of a Property Management System-PMS.
- Considering both specific needs (such as accessibility restrictions) and visitor preferences (such as floor level, view, and bed type).
- checking that the guest booking details, any upgrades or loyalty perks they may have, are indeed what they got.

5. Room Preparation.

Room preparation is the process of preparing a room for guests. It is teamwork that involves several activities, such as:

- Cleaning: dusting, vacuuming, disinfecting surfaces, and changing linens.
- Stocking Amenities: Ensuring the room is stocked with essentials such as towels, toiletries, and minibar supplies.
- Final Walk-through: Checking that the air conditioner and lights are in working condition, and taking care of any of the maintenance issues.

6. Delayed Room Availability.

- This step highlights the cumulative impact of inefficiencies in previous stages. If rooms are not ready on time, it affects the overall guest experience

7. Check-out.

The guest's stay comes to an end with the check-out procedure. Important tasks include of:

- Returning Keys: Guests return their room cards and keys.
- Auditing expenses: Verifying the bill for accuracy, including incidentals (minibar consumption), extra services, and costs incurred from the hotel.
- Feedback Collection: Through surveys or informal discussions, invite guests to provide their opinions.

8. Payment Processing.

The final transactional step is processing the payment, to ensure that a guest account is paid. In this phase, the operation will:

- accept a variety of payment methods, via cash, credit cards, or mobile payments.
- showing receipts and proving the money was received.
- deal with any possible objections or amendments to the bill.

4.4 Guest Handling Activates:

To Know about the guest handling activities we need to know about the Organogram and its employee duties and responsibilities of Horizon resort and spa.



Figure : Organogram of Guest handling Activities.

Front Office Director:

The front office director is in charge of the front office department's general operations. This includes supervising the front desk employees, addressing guest problems, and making sure the check-in and check-out procedures go well.

- Among their duties is the supervision of front desk employees, such as bellhops and receptionists.
- Addressing grievances from visitors and addressing any problems that may come up.
- Overseeing the Front Office department's budget and communicating with other divisions to guarantee efficient operations.

Assistant Front Office Manager:

When the front office manager is not present, the assistant front office manager takes over and helps with daily operations.

Responsibilities:

- overseeing employees and assisting the front office manager with administrative tasks.
- Resolving visitor grievances or issues in the absence of the FOM.
- Staff training and motivation.

Front Desk Supervisors:

In order to ensure that guest check-ins and check-outs are efficient and that all visitor requests are quickly addressed, the front desk supervisors supervise the day-to-day activities at the front desk.

Responsibilities:

- Among the duties are the supervision of bellhops and front desk personnel.
- Helping visitors with any questions and making sure they receive outstanding customer service.
- Working with maintenance and cleaning to accommodate guests' unique needs.

Receptionists / Front Desk Agents:

The main point of contact for visitors when they arrive, while they are there, and when they go is a front desk agent, sometimes referred to as a receptionist. They take care of visitor registration, guest enquiries, and check-ins and check-outs.

Responsibilities:

- Politely and promptly check visitors in and out;
- Verify guest information and allocate rooms;
- Process payments and provide room keys;
- Manage bookings and answer questions from guests on amenities and services
- Communicate with maintenance and housekeeping on any requests from visitors or problems with the rooms.

Operators (Telephone Operators):

Both internal and external communication are managed by communication operators. They are in charge of taking phone calls and managing online and phone booking enquiries. and guiding them to the relevant divisions or visitors.

Responsibilities:

- Among the duties include answering and directing phone calls to other departments or to the guest rooms directly.
- Receiving and swiftly delivering messages for visitors.
- Helping visitors with wake-up calls and other communication requirements.

Night Auditor:

Working the night shift, the Night Auditor makes sure that all financial transactions are balanced and that any requests made by guests throughout the night are fulfilled. Additionally, they do check-ins and check-outs at night.

Responsibilities:

- Auditing guest accounts to make sure all costs are accurately billed;
- Completing financial transactions for the day and creating reports for the following day.

Concierge:

The concierge is committed to giving visitors individualized attention and suggestions. They significantly contribute to improving the visitor experience.

Responsibilities:

- Helping to make arrangements for local tours, activities, and meals
- Giving details on the resort and the neighborhood
- Setting up appointments for transportation, spa treatments, or unique needs like event planning
- helping to carry bags into and out of rooms

Guest Handling Trainee:

By attending to their requirements and making sure they have a flawless stay, a trainee in the guest handling department strives to provide outstanding guest service.

Responsibilities:

- Welcoming Guests: Make sure visitors feel appreciated by giving them a warm welcome when they arrive.
- Question from guests: Answer enquiries concerning services, nearby attractions, and hotel amenities.
- Resolving concerns: Develop the ability to assure visitor contentment while appropriately handling concerns.
- Personalized Services: Attend to particular needs, including preferred rooms or plans for a celebration.
- Coordination: Serve as a point of contact for visitors and other divisions, guaranteeing that requests are met in a timely manner.
- Feedback Collection: Get input from visitors to help improve offerings and make their stay more enjoyable.

4.5 Duties timings and Shifts:

From 8:00 and 9:00 a.m.

Task: Handover of the shift and morning staff briefing

Division: Front Desk

Notes: Examine outstanding assignments and VIP arrivals between 9:00 AM and 12:00 PM.

9:00 AM - 12:00 PM

Task: The busiest time for check-out

Division: Front Desk

Notes: Make sure you have enough employees.

12:00 PM to 2:00 PM

Task: Notifying the front desk of room availability Division:
Housekeeping

Notes: Let people know if there are any cleaning delays.

2:00 PM to 4:00 PM

Task: The busiest time for check-in

Division: Front Desk

Notes: Check the Property Management System (PMS) for any reservations.

4:00 to 6:00 p.m.

Task: Responding to specific requests and questions from visitors

Departments: Concierge and Front Office Notes: Work along with other departments.

6:00 to 8:00 p.m.

Task: Checking for preparedness and final room inspections Departments:
Maintenance and Housekeeping

Notes: Make sure everything is ready for newcomers.

8:00 to 10:00 p.m.

Task: Preparing reports and handing over the evening shift

Division: Front Desk

Notes: Make sure shift transitions go smoothly.

4.6 Shifts:

BC: 09.00-07.00

BF: 10.00-08.00

BN: 02.00-10.00

XE: 08.00-06.00

BG: 10.00-09.00

Chapter 5

Findings, Recommendations, and Conclusion

5.1 Findings

- **Efficient Guest Handling:** By integrating cutting-edge property management technology, wait times for check-in and check-out have been significantly reduced, improving visitor satisfaction.
- **Enhanced Personalization:** It has made it possible to provide more individualized service, increase repeat business, and foster guest loyalty.
- **Guest Satisfaction:** The software has also significantly increased visitor satisfaction with tailored service delivery and the speed at which issues are resolved.
- **Employee Performance:** By means of training and development initiatives, employees have gained the knowledge and skills necessary to handle the demands of the upscale hospitality setting, which enhances not only employee service and operational efficiency but also the visitor experience.
- **Revenue Management:** Proper use of room reservation and management technologies has improved occupancy rates and raised income.

5.2 Problem Faced

❖ **Barriers caused by language:**

Interacting with guests who speak different languages presents a challenge for me, which can result in misunderstandings, decreased visitor pleasure, and trouble quickly resolving problems. This makes it more difficult to give visitors an exceptional experience.

❖ **Effective Guest Management:**

Relying too much on technology resulted in technical problems. like a guest told me to send a thing related to room service. I set up a robot to deliver the guest but due to the technological problem it was delayed.

❖ **Increased Customizations:**

Although personalization has its advantages, relying too much on automated systems may deprive certain visitors of the human touch and make them feel as though their requirements are not properly recognized or met.

❖ **Guest Dissatisfaction:**

Even with customized service, if staff members are not given the same training or tools, there may be differences in how problems are handled, which might result in inconsistent service quality and perhaps unhappy customers.

❖ **Performance of Employee**

Training curricula could not be updated often enough to meet changing industry requirements, which could result in knowledge or skill gaps that lower service quality. Employee turnover may also lead to the loss of skilled personnel, which might cause service interruptions.

❖ **Management of Revenue:**

Relying too much on technology to manage and reserve rooms might result in problems like inconsistent prices, overbooking, or undercooking, particularly if the system is not calibrated or maintained correctly.

5.3 Challenges:

- Staffing shortages at the front desk can increase wait times, resulting in poor first impressions and guest dissatisfaction.
- Communication gaps between the front desk and housekeeping can lead to delays in fulfilling guest requests.
- Inefficient coordination or limited staffing can delay room readiness, directly impacting guest satisfaction.
- Outdated PMS can cause delays in room assignment, leading to inefficiencies in the overall process.
- Delays due to workload imbalances or poor communication can impact the timeliness of room readiness.
- Operational delays from staffing, communication, or technological inefficiencies lead to guests having to wait for their rooms.
- Manual billing errors can lead to disputes or delays, diminishing the guest's final impression of the property.
- Inefficient or outdated payment systems can result in delays or inaccuracies, negatively affecting the overall guest experience.

5.4 Recommendations

- **Barriers Caused by Language**

Implement Multilingual Training Programs: Provide staff with basic language training or phrases commonly used in guest interactions to improve communication.

Use Translation Tools: Equip staff with real-time translation devices or mobile apps to facilitate smoother communication with guests.

Hire Multilingual Staff: Recruit employees fluent in multiple languages, especially those common among the guest demographic.

Effective Guest Management

Enhance System Reliability: Invest in robust and reliable technology systems with regular maintenance to minimize technical issues during guest check-in/check-out.

Develop Contingency Plans: Train staff on manual check-in/check-out procedures to ensure seamless service during technical failures.

Ensure Connectivity: Provide a backup internet connection or server to avoid interruptions in digital operations.

- Increased Customizations

Balance Automation with Personal Interaction: Train staff to supplement automated systems with personal engagement to ensure guests feel valued.

Regularly Review Customization Processes: Collect feedback to assess whether automated personalization meets guest expectations and make necessary adjustments.

Segment Guest Preferences: Use technology to identify guests who prefer personal interactions and tailor services accordingly.

- Guest Contentment

Standardize Staff Training: Provide consistent training programs for all employees to ensure uniform service quality.

Equip Staff with Problem-Solving Tools: Supply clear protocols and resources to help employees address guest issues effectively.

Implement Feedback Mechanisms: Use guest feedback to identify inconsistencies in service and address them promptly.

- Performance of Employees

Regularly Update Training Modules: Align training content with evolving industry standards and guest expectations.

Enhance Retention Strategies: Offer incentives, career development opportunities, and a positive work environment to retain skilled employees.

Conduct Skill Assessments: Periodically evaluate employee skills and provide refresher courses as needed.

- Management of Revenue

Maintain Reservation Systems: Conduct routine maintenance and calibration of reservation technology to prevent pricing errors or over/underbooking.

Cross-Check Data: Implement a manual review process for pricing and room availability to ensure accuracy.

Use Predictive Analytics: Leverage advanced tools to analyze booking trends and optimize room pricing strategies.

5.5 Conclusion

However, these issues directly impact both guest pleasure and the effectiveness of resort operations, and the front office division of Horizon Resort and Spa faces major operating difficulties. According to the main findings, staffing problems like excessive employee turnover and inadequate training are the main causes of inconsistent service. In addition to the antiquated methods, technological constraints like an antiquated property management system (PMS) exacerbate the inefficiencies during check-in and check-out, leading to lengthy wait times and, ultimately, a negative visitor experience. Dissatisfaction is also exacerbated by delays in guest requests being fulfilled due to communication breakdowns between the front desk and other departments like housekeeping and concierge. Last but not least, the front desk's incapacity to adequately control visitor expectations, especially, what to anticipate during "peak" times puts service quality at even greater risk.

These issues must be resolved in order to improve front desk operations at Horizon Resort and Spa and ultimately raise visitor satisfaction. In order to provide the front desk with more stable and qualified workers to provide high-quality service, a variety of staff training initiatives will be put into place in addition to tactics to lower the employee turnover rate. The resort's self- service kiosks and PMS have been updated to enhance visitor satisfaction and cut down on wait times. Additionally, task management systems will enhance digital communication and departmental coordination, resulting in the timely delivery of your service.

The guest experience at Horizon Resort and Spa can be greatly enhanced if the operational issues are resolved. This will lead to better ratings, more return visitors, and greater rates of repeat reservations. The resort will remain viable in the short and long term thanks to the upgrades, which will also position it as a competitive leader in the hospitality sector.

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