

Internship Report
On
FRONT OFFICE OPERATIONAL PROCESS
OF SEA PEARL BEACH RESORT AND SPA,
COX'S BAZAR

Internship Report
On
**FRONT OFFICE OPERATIONAL PROCESS OF SEA PEARL
BEACH RESORT AND SPA, COX'S BAZAR**

*(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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Daffodil International University

Date of Submission: 08th December, 2024

LETTER OF TRANSMITTAL

08th December, 2024

Mohammad Nurul Afchar

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

Subject: Submission of internship report.

Dear Sir,

I am hereby submitting my internship report on “Front Office Operational process of Sea Pearl Beach Resort Spa, Cox’s Bazar” which is a part of our BTHM program curriculum. It is an honor and a great pleasure for me to work under your active supervision.

The report is prepared on the basis of six months hands-on internship program in Sea Pearl Beach Resort Spa at Cox’s Bazar.

It is an extensive opportunity for me to work in Sea Pearl Beach Resort Spa, Cox’s Bazar as a trainee under the Front office division for five months under the supervision of Mr. Mohammad Nazim (Front office manager). This project provides me the opportunity to relate my academic knowledge with real-life experience.

I tried my level best to follow your guidelines in every aspect. I am thanking you cordially for your guidance during the preparation of this report.

I will be highly obliged and grateful if you are kind enough to receive this report and provide your valuable judgment. It would be my greatest pleasure if you find this report useful and informative to have an apparent perspective on the issue.

Sincerely yours,

Anamika

.....

Anamika Banarjee

ID: 171-43-257

CERTIFICATE OF APPROVAL

This is to notify that the report on “A Comparative Study on the activities of Front office Department of Sea Pearl Beach Resort Spa, Cox’s Bazar is as a partial fulfillment of the requirement of “Bachelor of Tourism and Hospitality Management degree from “Daffodil International University” by Anamika Banarjee, ID.171-43-257 has been completed under my supervision and assistance. The worked based report has been conducted out below my training and is a record of the Bonafide work carried out effectively.

Signature



.....
Mr. Mohammad Nurul Afchar
Lecturer
Department of Tourism & Hospitality Management
Daffodil International University.

DECLARATION

I declare that this written submission is the representation of my ideas in my own words and where I have compiled and included others' ideas or words, I adequately cited and referenced the original sources. I also declare that I have gathered to all principles of academic honesty and integrity and have not misrepresented or fabricated or falsified any idea or data or fact or source in my submission. I understand that any violation of the above will be cause for disciplinary action by the University and can also evoke penal action from the sources which have thus not been properly cited or from whom proper permission has not been taken when needed.

Signature

Anamika

.....

Anamika Banarjee

(Id No: 171-43-257)

Date: 08th December, 2024

Acknowledgment

It is a great desire for me to be grateful to all kinds of people for their friendly support and Inspiration who have contributed directly or indirectly to the preparation of this article.

I would like to convey my sincere and heartfelt thanks to my Teacher and Supervisor, Mr. Mohammad Nurul Afchar, Lecturer in the Department of Tourism and Hotel Management, Daffodil International University for his constant care, moral support, valuable pointers and helpful advice during her studies. I thank all the staff at Sea Pearl Beach Resort Spa, Cox's Bazar. Special thanks go to Mr. Mohammad Nazim (Front office manager) and all employees in the Front office Department of Sea Pearl Beach Resort Spa, Cox's Bazar . Without their cordial support, I cannot finish my internship and prepare for reporting in a short time. I am happy to admit that all the weaknesses in this report are mine.

Signature



.....

Anamika Banarjee

(Id No: 171-43-257)

Date: 08th December, 2024

EXECUTIVE SUMMARY

This report is made with the objective to help you to understand the function of the front office Department of Sea Pearl Beach Resort Spa, Cox's Bazar.

Moreover, the responsibilities of the front office department and how we assist the guests from their arrival to till departure and how the department contributes to selling of hotel rooms and other services to maximize the revenue of the hotel, is the focus of this report. Throughout the internship period, I have learned about the psychology of the guest and treat them accordingly and communicate with them. This Report includes physical all the hotel services and secondary information was analyzed to prepare the report.

Obvious learning from my industrial training period is meeting Goal of Sea pearl beach resort & spa according to their mission and vision, How the departments of this hotel works, property show around to the guests, doing administrative works and coordinate with other departments like sales & marketing, Housekeeping, Maintenance, Accounts, and Food & beverage further needed. This study shows the operational process of front office department from guest check-in to check-out timing period.

Based on the discussion and analysis part it has been identified the front office duties and operational function of front desk, how the reservation system works and take bookings through phone call or online agencies, How check-in or check-out procedure works and the operational activities of front desk at sea pearl beach resort & spa throughout my internship, which are detailed as important findings in my report.

At last, there are some suggestions in findings and recommendation for Hotel Sea Pearl Beach Resort Spa, Cox's Bazar which indicates the way to overcome some guest problems and to develop hotel standards.

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CHAPTER 1

INTRODUCTION



SEA PEARL
BEACH RESORT & SPA
COX'S BAZAR

1.1 Introduction

It is among the numerous divisions of the hotel industry that deal directly with guests upon their initial arrival. The visitors may clearly see the employees of this department.

Transactions between the hotel and the guests staying there are managed by the front desk employees. When guests arrive, the staff greets them, attends to their needs, and creates an initial image of the hotel.

1.2 Background

Bangladesh is a remarkable nation that is known for its quick development in South Asia. The country has grown steadily over the past 20 years, which has led to an increase in both domestic and foreign tourism. The demand for lodging in strategic areas has increased as a result of this spike. Hotels in Bangladesh have emerged as top achievers in South Asia's organized sector, despite the limited number of rooms available. The growing food and beverage revenue contribution and the advantageous profitability brought about by low operating costs make the nation an attractive destination for hotel investment.

With a 4.4% GDP contribution in 2018, Bangladesh's travel and tourism industry demonstrated its potential as a major economic engine. Despite spending only US\$1,208 million on foreign travel compared to other South Asian nations, domestic travel is growing in popularity and is expected to generate long-term income. Millions of tourists travel to Bangladesh every year to take in its w There are numerous well-known 4- and 5-star hotels in Bangladesh. With the building or planned expansion of multiple 5-star hotels with over 1,700 rooms under well-known brands like Hyatt, Hilton, Sheraton Hotel, Marriott, and Radisson Blu, among others, the hotel industry in Bangladesh is also set for future growth. Through methodical measures, such as the establishment of an Exclusive Tourism Zone (ETZ) in Teknaf for the convenience of international visitors, the government is aggressively promoting the expansion of tourism in places like Cox's Bazar and

Kuakata. Redesigned airline routes and better road communications also help to improve visitor experiences.

In light of global market trends, travel agencies around the world are rapidly changing as a result of heightened rivalry, difficult economic times, and advances in technology. orders, which helps the nation's economy, job market, and bright future.

1.3 Scope of The Study

The primary objective of the study is to concentrate on the Front Office Department at Sea Pearl Beach Resort and Spa, Cox's Bazar. The objective is to understand, assess, and examine the strategies and operations related to the service. This approaches aims to achieve a comprehensive insight into the overall degree of operational process of Sea pearl beach resort & spa.

1.4 Objective of the Study

The report's objectives are categorized into two main segments,

- Broad Objective
- Specific Objective

1.4.1 Broad Objective

The overall objective of this report is to observe the operations of the front office department at Sea Pearl Beach Resort and Spa and provide suggestions to improve their service quality.

1.4.2 Specific Objective

- To observe the Front office department service process of “Sea Pearl Beach Resort and Spa.”
- To showcase the activities of the Front office department service at Sea Pearl Beach Resort and Spa.
- To identify the major problems and challenges in the Front Office operational processes of Sea Pearl Beach Resort and Spa.
- To provide the recommendations based on problems found.

1.5 Methodology

This research is descriptive in nature. This mean the methodology used here in this study is qualitative & secondary data used.

Source of data:

Data Collection from Internal Resource:

- Looking over sea pearl beach resort & spa's internal reports, training manuals, standard operating procedures (SOPs), and official documentation.
- Reviewing front office-specific operational rules, personnel handbooks, and organizational charts.

Application of Hospitality Theories:

- Making use of theoretical frameworks like the SERVQUAL model to assess the level of service that the front desk provides.
- Using theories of operational management to evaluate the effectiveness of procedures such as reservations and check-in/check-out

Analysis of Industry Literature:

- Reading through case studies, journals, and publications about the hotel sector to comprehend the function and best practices of front office operations.
- Putting sea pearl beach resort & spa's procedures' efficacy in context by using data on customer satisfaction and service quality. 3) Web-Based Research: Examining the official sea pearl beach resort & spa's website to find information about services, loyalty plans, and Front Desk duties that is accessible to the general public

1.6 Limitation of The Study

There is often a fine line between theoretical knowledge and practical experience. While our academic learning follows a traditional process, the real world of application to an organization involves developing individualized approaches to accomplish specific goals and tasks. The transition from theoretical understanding in a book to practice can be very different. As an intern, I had the valuable opportunity to immerse myself in a variety of facilities, services, and employee roles within the company.

However, despite the enriching experience, it is important to acknowledge the existence of limitations and challenges that I encountered during my internship. Below are some of the limitations that I encountered.

- **Limitations:** This report only covered sea pearl beach resort & spa front office activities framework.
- **Deviations between theory and practice:** The practice framework revealed deviations from theoretical concepts learned in an academic setting. Understanding translate into real-world scenarios emphasized the need for adaptability and nuanced understanding.
- **Limited application of theoretical knowledge:** In some cases, the practical approach of the company is very different from the theoretical knowledge acquired during the study. This highlights the importance of being open to alternative approaches and strategies in a professional environment.
- **Learning curve challenges:** As an intern, I had to adapt to the company's unique processes and operational dynamics. Overcoming these challenges required a combination of theoretical understanding and practical application.
- **Internal Defects in actual Work:** The practical experience highlighted the fact that actual work has problems. The real world requires dealing with difficulties, making snap judgments, and adjusting to unanticipated situations, even though academic instruction frequently offers idealized situations.

Chapter 2

Organizational Overview



2.1 Introduction of organization : Sea Pearl beach resort & Spa is located on inani seaside, Cox's Bazar with lush inexperienced hills rise from the east and limitless sea stretching at the west. It's five star neighborhood hotel in cox's bazar. The resort gives panoramic visuals of Bay of Bengal. Nestled inside the heart of nature along the sector's longest herbal sandy seashore. In addition to two swimming pools, one of which is reserved for women, the resort offers a variety of indoor and outdoor activities for visitors of all ages. These include a world-renowned water park, tennis and badminton courts, a movie theater, billiards, a children's area, an amphitheater, an opulent spa, and a well-equipped gym.

Address: Jaliapalong, Inani, Ukhia, Cox's Bazar-4750, Bangladesh

Rating: 5-Star Deluxe

Brand:

Sea Pearl Group

Contact Details:

- **Telephone:** +88-0341-52666 – 80
- **Mobile:** 09610-300600
- **Fax:** 0341-52681
- **Cell:** 01844016120

Distances:

- **Cox's Bazar Airport:** 27 km
- **Kolatoli Bus Terminal:** 25 km

2.2 Objective of Sea Pearl Beach Resort & spa:

- To improve corporate operations across the board with an emphasis on people, the environment, productivity, and profit, guaranteeing favorable effects on each of these aspects.
- To create a sustainable food system while acknowledging the vital role that food plays in our lives and honoring its cultural value.
- To lower the overall carbon footprint by integrating cutting-edge and sustainable resources, technology, and energy sources into corporate operations.
- By addressing production, usage, and consumption factors across all managerial and operational domains, including supply chain and sourcing issues, the water footprint impact can be improved.
- To improve and track waste management effectiveness using a zero-waste strategy, focusing on remanufacturing and upcycling as a means of achieving a more sustainable waste reduction plan.

2.3 Mission, Vision and Goal:

Mission: The mission of Sea Pearl Beach Resort and Spa is to provide visitors with outstanding hospitality experiences that surpass their expectations. Our aim is to create a calm and rich setting where each moment is distinguished by coziness, comfort, and individualized attention. Our dedicated staff makes sure every visitor leaves with priceless memories and a wish to come again.

Vision: We want to be the best option for selective tourists looking for upscale luxury, faultless service, and life-changing activities. The mission of Sea Pearl Beach Resort and Spa is to lead the hospitality sector by establishing new benchmarks for quality and by consistently inventing to meet and exceed our guests' changing demands and preferences.

Goals: Outstanding Guest Experiences: Boost facilities and service offerings to give visitors experiences they are sure to never forget.

Operational Excellence: Make sure our guests have a smooth and enjoyable stay by achieving operational efficiency and excellence in every area.

Sustainability & Environmental Stewardship: Use sustainable techniques to reduce our impact on the environment and make a positive contribution to our ecosystem and local community.

Employee Development and Well-Being: Make investments in our team members' education, growth, and welfare to enable them to provide outstanding customer service and promote an interactive and professional work environment.

Innovation and Adaptability: To continuously improve our offers and adjust to our visitors' changing preferences, embrace innovation and remain ahead of industry trends.

Community participation: Take an active part in our neighborhood through agreements and projects that support social responsibility and enhance the welfare of the community.

Financial Sustainability: Deliver value to visitors and stakeholders while ensuring long-term financial development and sustainability through strategic planning and careful financial management.

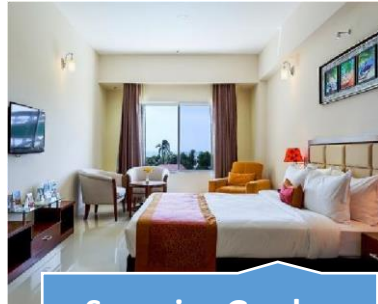
By working toward the above goals, Sea Pearl Beach Resort and Spa hopes to realize its vision, fulfill its mission, and become a regional leader in hospitality.

2.4 Accommodation

With 893 magnificent rooms and suites and stunning views of the hills and sea, this is Bangladesh's largest eco-resort. Our luxuriously furnished rooms provide the utmost in comfort. For those who demand luxury, our lavish suites are furnished with a kitchenette, a Jacuzzi, and an infinity pool.



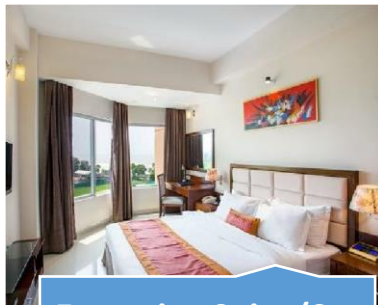
Superior Hill View



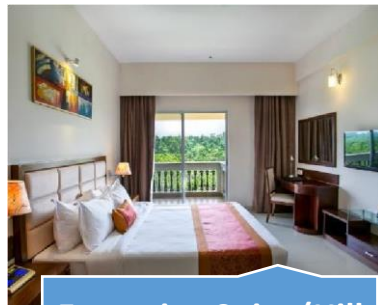
Superior Garden View



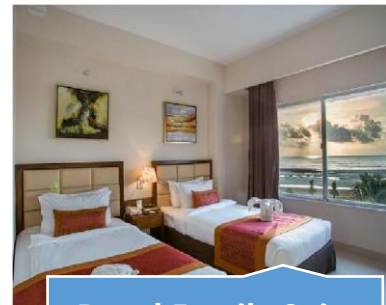
Studio (Sea View)



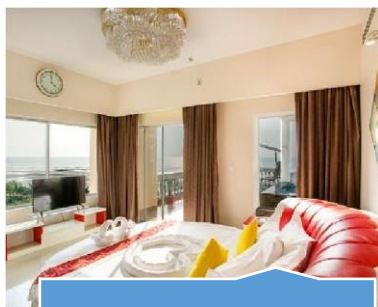
Executive Suite (Sea View)



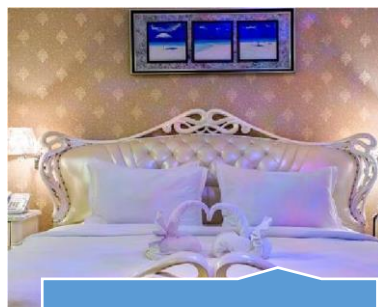
Executive Suite (Hill View)



Royal Family Suite (Sea View)



Royal Paradise Suite



Presidential Suite



Premier (Sea View)

2.5 Departments :

To provide a remarkable visitor experience, Sea Pearl Beach Resort and Spa skillfully combines luxury and hospitality throughout all of its departments. Every element is intended to surpass expectations, from flawless guest services and a wide variety of gastronomic options to restorative spa treatments and careful maintenance. A variety of activities are available to visitors, including water sports and cultural outings, and the resort's dedication to sustainability maintains ethical environmental standards. We have seven department and I'm describing the every departments roles below

2.5.1 Sales and Marketing :

- In order to obtain the best and most competitive prices, look for and choose more hotel partners. Oversee the sales team's monthly sales targets. Develop and carry out marketing strategies working together with the director of recreational activities.
- To find and target particular market niches in order to offer memberships to prospective corporate clients.
- To compile a monthly report on all accounts of membership status, renewals, attrition, and new and prospective signings, as well as weekly membership figures for analysis.
- To be in charge of planning and carrying out the Membership Department's annual plan.
- To supervise departmental expenses, marketing, and advertising to make sure they stay under budget and correspond to the established brand strategy.
- Organizing and carrying out the Membership Department's annual plan; overseeing marketing, advertising, and departmental expenses to make sure they stay within budget and adhere to the established brand strategy.
- Provide senior management with information and suggestions surrounding strategies for selling.

2.5.2 Front Office:

Handle all check-in and check-out duties; control reservations made over the phone and online; advise clients of available payment options; and confirm their credit card information. Registering tourists and gathering the required data (such as contact information and the precise dates of their stay) , & some other data. As guests arrive, greet them and assign rooms. Describe our hotel, the rooms that are available, the prices, and the facilities. Promptly and professionally address client problems Maintain contact with our cleaning staff to guarantee that every room is spotless, well-furnished, and meets the demands of visitors. Verify group bookings and set up specialized services for VIP clients and event participants, such as wedding guests. When appropriate, upsell extra amenities and services. Keep up-to-date records of reservations and payments.

Reception Desk: The main focus of the front office division is the reception desk. Receptionists are in charge of welcoming visitors, managing check-ins and check-outs, and responding to questions from visitors. They must be able to give guests information and suggestions and possess an understanding of the hotel's facilities and services. Additionally, room keys, assignments, and modifications are handled by receptionists.

Reservation Desk: All reservations for rooms are handled by the reservation desk. The types, prices, and availability of the hotel's rooms must be understood by reservation agents. Additionally, they must be capable of managing corporate, group, and individual reservations for rooms. Reservation agents need to be able to accurately explain the hotel's policies and processes to visitors and communicate with them in an efficient manner.

Concierge Desk: The concierge desk is in charge of giving visitors advice and information about nearby restaurants, entertainment venues, and activities. The concierge ought to know the area

well and be able to give visitors quick, reliable information. They also manage requests from visitors for tours, transportation, and other services.

Telephone Operators: All incoming and outgoing calls from the hotel must be handled by the telephone operators. They must be able to answer phones quickly and effectively and give visitors correct information. In addition, room service orders, wake-up calls, and other visitor requests may be handled by telephone operators.

2.5.3 Housekeeping Department :

- Maintaining the cleanliness and upkeep of communal areas and facilities including Sweeping, mopping, and vacuuming floors.
- Stocking and cleaning the restrooms.
- Using the proper tools to clean up spills.
- Informing supervisors when repairs are required.
- Housekeeping department collection trash and disposal & Offering assistance to visitors as needed.
- Keeping materials in the linen room. Cleaning upholstered furniture accurately .

2.5.4 Department of Maintenance :

- To guarantee a comprehensive understanding of each department's operations and the equipment in their respective parts, work together with all hotel departments, including housekeeping, front desk, butlers, and management.
- Actively address requests from visitors and other employees who bring attention to the hotel's upkeep needs.
- Keep hotel heating and cooling systems, such as boilers, water heaters, and air conditioners, serviced according to a suitable and punctual schedule.
- To handle issues, oversee the maintenance workforce and carry out frequent performance evaluations.
- Conduct routine inspections of a variety of equipment, including stairwells, handrails, and safety devices, as well as swimming pools and their pumps, pipelines, and filters.
- Communicate with outside contractors, including lift repair services, to make sure the hotel has contracts in place and to finish repairs as needed.
- Take care of problems around the hotel, such loose railings, cracked tiles, a filthy pool, leaking pipes, malfunctioning air conditioners, etc.

2.5.4 Accounts Department:

Financial Reporting: On a regular basis prepare, examine, and evaluate financial statements, such as cash flow, balance sheet, and income statement statements.

- Budget Management: Help create and oversee the hotel's yearly budget, keeping sure that spending is kept under control and revenue targets are fulfilled.
- Bank Reconciliation: To guarantee accurate financial transaction documentation and spot inconsistencies, perform monthly bank reconciliations.
- Accounts Payable and Receivable: Manage the operations related to accounts payable and receivable, such as processing payments, verifying invoices, and following collection.
- Financial Analysis: To aid in strategic decision-making, offer perceptive financial analysis, variance analysis, and key performance indicators.

2.5.6 Food and Beverages Department:

- preparing and creating the menu: The banquet menus at Sea Pearl Beach Resort and Spa are carefully designed to accommodate a wide range of guest tastes. The resort ensures a great dining experience by creating customized menus that combine international cuisine with local specialties in close collaboration with event planners.
- Organizing dining spaces and bookings; preparing and presenting food: The culinary team excels in preparing large quantities of food without compromising quality or presentation. Using fresh, locally sourced ingredients, they create dishes that are both delicious and visually appealing, meeting the resort's high standards
- Bar management and beverage service: The Sea Pearl Beach Resort and Spa provides a full beverage service in addition to its cuisine options. A variety of alcoholic and non-alcoholic drinks are available to guests, and service personnel respect alcohol serving laws while respecting personal preferences.
- Making sure safety and health regulations are followed: The food & beverage team at Sea Pearl Beach Resort and Spa makes sure that everything is left clean and organized after events or any dine by quickly clearing tables and taking down settings. Their meticulousness demonstrates the resort's dedication to providing outstanding hospitality, leaving visitors with lifelong memories.

2.5.7 Security Department

- Enforcement and keeping an eye on surveillance systems.
- Coordinating with authorities and responding to emergencies.
- Making sure employees as well as guests are safe.
- Managing entry to regions that are off-limits.
- Countering crimes such as theft and destruction.
- Performing training and enforcing security policies.
- Keeping records and interacting with other departments.

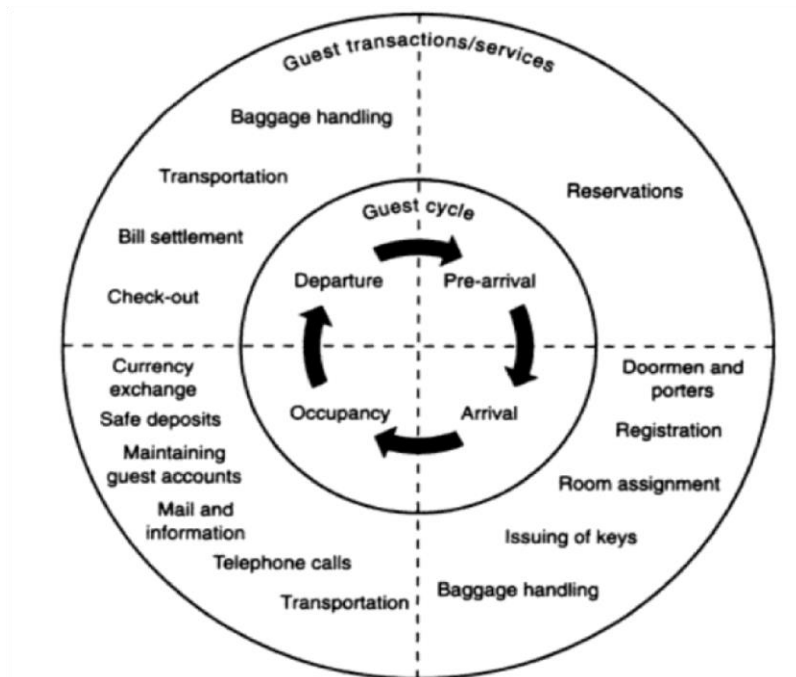
Chapter 3

Theoretical Background of The Front Office Operational Process



3.1 Front Office Department:

The front staff play an essential function within the hotel. they're the first group who greet and welcome the guests on arrival. Reservations, guest service, check-in and check-out, telephone, finance and cashiery, foreign exchange, room assignment, inquiries, etc are the primary functions of this department.



3.2 Operational Process of the Front Office Department:

Guest Check-In:

One of the most essential elements of providing a satisfying visitor experience is the front desk check-in procedure. The team starts with pre-arrival preparations, making sure all reservation information is correct and working with housekeeping to make sure the room is prepared. When visitors arrive, they are welcomed and their identity is checked to validate the reservation.

After that, visitors finish the registration procedure, which can be done online or by hand. At this point, any deposits or payments are processed, and if appropriate, loyalty program benefits can be used. Following registration, the visitor is given a room and given either a keycard or a mobile key. This is the time to handle any specific requests, such additional beds or amenities.

Identification and Reservation Check:

Reviewing the guest's booking details, such as name, dates of stay, kind of hotel, and any special requests or preferences, is part of the reservation verification process. To guarantee a seamless check-in process, the Front Office staff swiftly resolves any inconsistencies or extra needs. In addition to guaranteeing adherence to security procedures, this stage lays the groundwork for individualized and effective service.

Room Assignment:

The most important phase in the check-in process is the room assignment process, which guarantees that visitors are given the appropriate room according to their preferences and reservation. The Front Desk staff starts this procedure by going over the guest's reservation information, which includes the kind of accommodation, preferred bed, and any special requests like a high floor, a particular view, or accessibility requirements.

Payment Processing :

In order to guarantee the reservation and any additional fees during the visitor's stay, payment processing is an essential stage in the check-in procedure. At this point, the front desk staff checks the payment method listed on the reservation or, if necessary, talks about other choices. The staff confirms the payment and issues a receipt or confirmation if the visitor has paid in advance for their stay. The Front Office accepts cash, credit/debit cards, or electronic payment methods for reservations that need to be paid for in person. Additionally, incidental costs like room service or other services during the stay may be covered by a deposit.

Providing Information :

The most important component of the check-in process is the information-giving procedure, which guarantees that visitors are educated and at ease throughout their visit. Important information regarding the hotel and its amenities is shared by the front desk staff after the check-in procedures are finished. This involves instructing visitors where their hotel is, where to eat, what to do for fun,

and whether there are any extra services like a spa, gym, or transportation. The hotel's policies, including those pertaining to safety precautions, Wi-Fi access, and check-out times, may also be explained by the receptionist.

The staff attends to any special needs or preferences of the visitor and makes recommendations that are specifically designed to improve their stay.

Key Handover :

One of the most important parts of the check-in process is the key handover, which is the last step before the visitor is shown to their room. The front desk personnel gets the room key ready for the visitor once they have finished registering, paying, and being assigned a room.

To maintain security, the room number and length of stay are programmed into any traditional keycards used by the hotel. Digital keys that allow contactless entry can be distributed via a mobile app for properties with sophisticated systems. After that, the visitor is given the key and detailed instructions on how to use it, including how to activate it using the app or put the card into the door lock.

Directions to the Room:

Following check-in, the front desk employees makes sure visitors can find their room with ease by providing directions or escorting. This may entail giving the visitor precise instructions or personally guiding them to their room, depending on the hotel's service standards and their preferences. In the event that a guest is escorted, a staff member makes sure they are comfortable when they arrive, goes with them to their room, and helps with luggage if necessary. The staff may use this opportunity to highlight important hotel features or respond to any urgent inquiries regarding the stay.

This procedure guarantees that visitors arrive at their accommodation without incident and are made to feel at home, which enhances the first impression of the hotel's level of service.

Guest Check-Out

Greeting the Guest:

In order to guarantee that the guest's departure is as seamless and satisfying as their arrival, the check-out greeting procedure is crucial. To make the visitor feel appreciated, staff members welcome them warmly and amiably as they approach the front desk to check out. A simple acknowledgement and smile, like "Good morning" or "I hope you had a pleasant stay," creates a friendly atmosphere.

After verifying the guest's name and reservation information, the front desk personnel makes sure the guest is prepared for check-out. Although this encounter is frequently brief, it is crucial because

it contributes to a favorable final image of the hotel. If the visitor has any last-minute needs or inquiries, like a cab, help with their bags, or details regarding check-out procedure, the receptionist addresses them promptly.

Request Room Key/Card

One of the first steps in the check-out procedure is to ask the visitor to return the room key or keycard. This is a crucial step in updating the hotel's system for room availability and ensuring the security of the room.

In order to prevent unwanted entry to the room after check-out, the front desk staff politely asks the visitor to return the keycard upon greeting them. The visitor is asked to deactivate any digital keys they may have used. The staff may help in some situations if the visitor is leaving a lost key or has misplaced it by looking for any inconsistencies in the system.

Verify Guest Details

An essential part of guaranteeing precision and efficient processing is confirming guest information at check-out. The staff verifies the guest's name, room number, and check-out date in the hotel's system as soon as they approach the front desk. By taking this step, you can make sure that the reservation and billing information are accurate.

Details of the guest's stay, including the hotel rate, any extra fees (such room service, minibar, or incidentals), and any applied discounts or loyalty program advantages, are reviewed by the front desk staff. The front desk personnel respond quickly to any necessary updates or modifications, such as invoicing errors or adjustments for extra services utilized throughout the stay.

Confirm Payment Method

The guest's selected payment method is verified by the front desk staff before the bill is settled.

The visitor is asked by the staff if they would want to pay with cash, a credit card, a debit card, or an electronic device. When a guest pays with a card, the hotel's secure payment system is used by the staff to process the payment. When paying with cash, the amount is confirmed and any necessary change is given. whether the visitor is a member of a loyalty program, the staff might also see whether any points or incentives they have accrued can be used to lower the cost.

The guest receives a receipt or proof of payment upon confirmation and processing of the payment, completing the financial portion of the check-out procedure. Accuracy and security are guaranteed by this procedure.

Issue Invoice/Receipt

The last stage of the check-out procedure is the issuance of an invoice or receipt, which attests to the fact that all charges have been paid. The front desk personnel creates an itemized invoice or receipt that details all charges made during the guest's stay, including hotel rates, taxes, dining, spa treatments, and any other extra costs, after verifying the payment method and processing the payment. As official proof of their stay and payment, the invoice is usually printed and given to the visitor. A digital copy can be sent by email or another electronic method to those who request one. This receipt serves as evidence of the transaction and can be used for taxation, business reimbursements, or expense reporting.

A positive and transparent check-out experience is facilitated by the Front Office's immediate and obvious issuance of the invoice or receipt, which guarantees the visitor has a record of their stay.

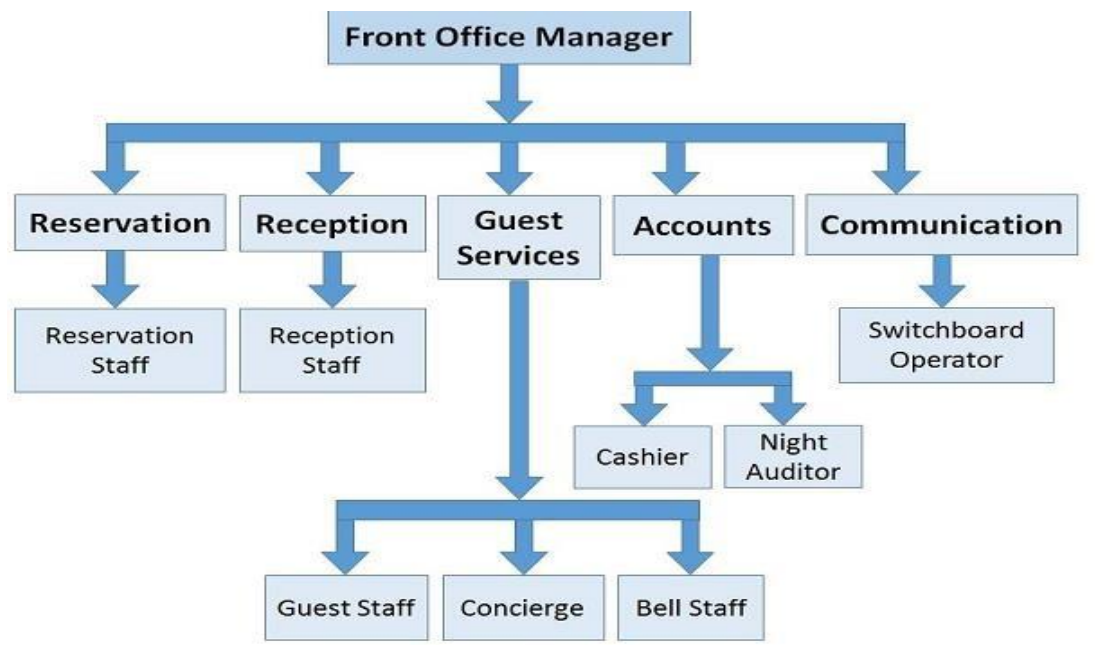
Address Feedback or Concerns :

The opportunity is used by the front desk staff to inquire about the guest's satisfaction with their stay as well as any issues or comments they would like to voice. The front desk personnel listens intently to any concerns or problems raised by the visitor, expresses regret for any inconvenience, and takes the necessary steps to address the issue. This could entail delivering remedies, such as modifying fees, paying damages, or elevating the matter to the appropriate departments for further investigation.

Farewell the Guest

The farewell procedure is the last step in the check-out process that gives the visitor a favorable, long-lasting impression of their stay. The front desk staff thanks the guest for selecting the hotel and wishes them a safe voyage once all the arrangements have been finalized. A warm and heartfelt goodbye is crucial since it shows gratitude for the customer's business and fosters repeat business.

3.3 Organizational Chart of Front Office Department



3.4 Coordination with other Department:

In order to maintain teamwork and guarantee smooth operation and high guest satisfaction, the front office department in hotels is essential. The Front Office section promotes teamwork in the following ways:

Open Connections of Communication

Effective communication is a must for team members to guarantee that guests' needs are swiftly satisfied. To ensure smooth departmental communication (e.g., Reception, Concierge, Housekeeping), the Front Office makes use of communication equipment like radios, intercoms, and internal message systems.

Meetings for shift handover: All team members are kept informed on visitor requests, outstanding problems, and particular requirements for every shift thanks to these daily or shift-based meetings.

Leadership and Support

Maintaining teamwork requires the front office manager and assistant managers to exercise effective leadership. These leaders are in charge of encouraging a healthy work atmosphere, offering assistance, and making sure that employees feel inspired.

Acknowledgment and Input: Frequent employee appreciation and feedback raise spirits and emphasize how crucial teamwork is to accomplishing company objectives.

Shared Goals and Accountability

Guest pleasure is the shared objective of the entire front desk staff. Each member of the team, including night auditors, concierges, bellhops, and receptionists, is essential to achieving this objective. Everyone is held accountable for their efforts and is a agreement on goals thanks to regular team meetings or performance evaluations.

Encouraging a Positive Work Culture

A productive and encouraging work environment can lessen disputes and promote respect for one another. Every team member's work is valued at the Front Office, which fosters inclusivity and respect.

Effective conflict management techniques, like mediation or open-door policy, guarantee that disagreements are settled amicably and foster a positive work environment.

Chapter 4

Discussion & Analysis Part



Operational process of Sea pearl beach resort & spa:

4.1 Front Office Duties:

A hotel's front desk is a reception area and service counter attended by hotel workers that help customers with check-in, check-out, inquiries, and other services while they are there. Front desk duties are beyond just check-in and check-out. Some important duties of front desk are given below

Interaction with guests: After establishing the tone for the visitor's stay, front desk employees can use the relationship they've developed to make each visit individual and unforgettable.

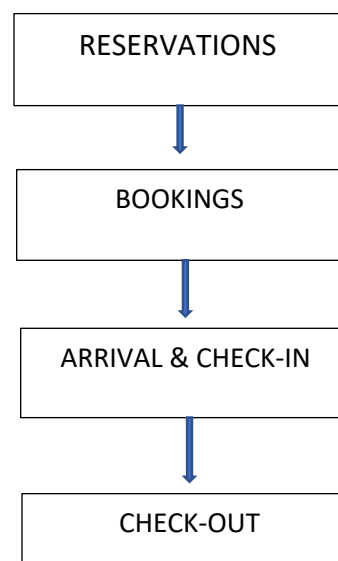
Fixing issues: To guarantee a seamless and pleasurable stay, the front desk responds to complaints and difficulties from visitors.

Operational effectiveness: To accommodate visitors' demands, the front desk works in tandem with other divisions, such as maintenance and housekeeping.

Revenue generation: By upgrading, cross-selling, and recommending additional services that increase hotel revenue, front desk employees can also be salespeople.

4.2 Operational function of Front Desk:

Maintaining constancy and excellence in front desk operations requires the implementation of clearly established standard operating procedures. These protocols specify the actions that front desk employees must take in order to carry out their jobs successfully and efficiently. From processing payments and visitor check-in/check-out processes to managing guest complaints and liaising with Reservations. Operational process of front desk of Sea pearl beach resort & spa are given below:



4.2.1 Reservations:

A hotel reservation system is an internet platform that makes it easier for guests to make hotel reservations and gives hotels the ability to manage bookings all in one location. Another name for it is a central reservation system. The most effective hotel reservation systems integrate with other essential technologies, such as a booking engine and a channel management. The hotel's rates and availability are always current thanks to this real-time interface, which also makes it possible to take lucrative direct reservations. Insightful performance data is also available to the hotelier to aid in decision-making.

Through their most lucrative channels, hoteliers can increase bookings with the aid of Sea pearl beach resort & spa reservation system. Sea pearl beach resort & spa include Facebook page, the hotel's own website or walk-in guests and well-known online travel agencies (OTAs) like Booking.com, ShareTrip, and gozayaan etc. The booking rates are given below

Over Phone	45%
Walk-in	10%
Website	20%
Booking .com	5%
Gozayaan	15%
ShareTrip	5%

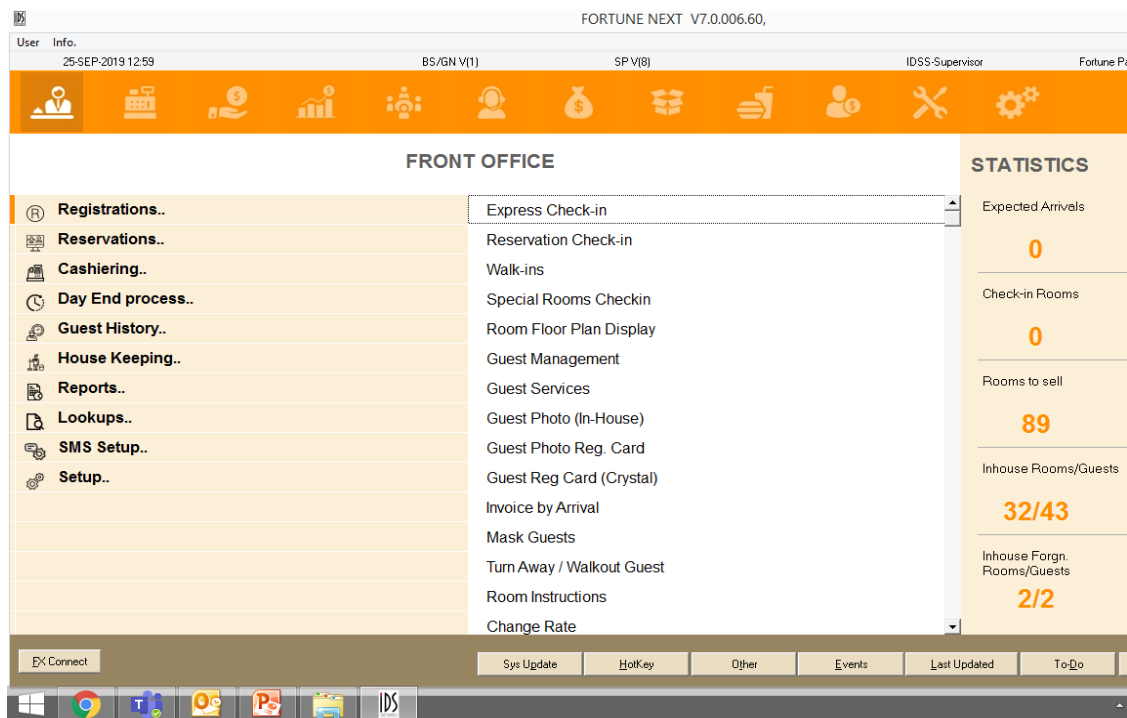
4.2.2 Bookings:

There are many ways to booking hotel or resorts works. Nowadays the internationally popular way to booking hotel is online or through phone, mail or booking apps like ShareTrip, Gozayaan, Booking.com etc. Reservationists are responsible for superior hotel reservation and room booking via phone, facsimile as well as the private statistics of the resort visitors.

4.2.3 Arrival & Check-in:

The front desk consultant welcomes the visitors upon their arrival. They may be also responsible for the rooms that aren't reserved earlier, the registrations, the room number, the room key & the guests, bags by way of coordinating with the bellboy or other workforce. Besides they provide information, mail the letters, take message, take notes, and record the test-in and check-out records of the visitors. The Front Office employees request a valid identification documents like national ID Card, passport or any photo ID and check the reservation details. This

step ensures that the guest's information matches the booking records and helping them to go to their with a assistance of bell boys. Front desk check-in interface of IDS are given below

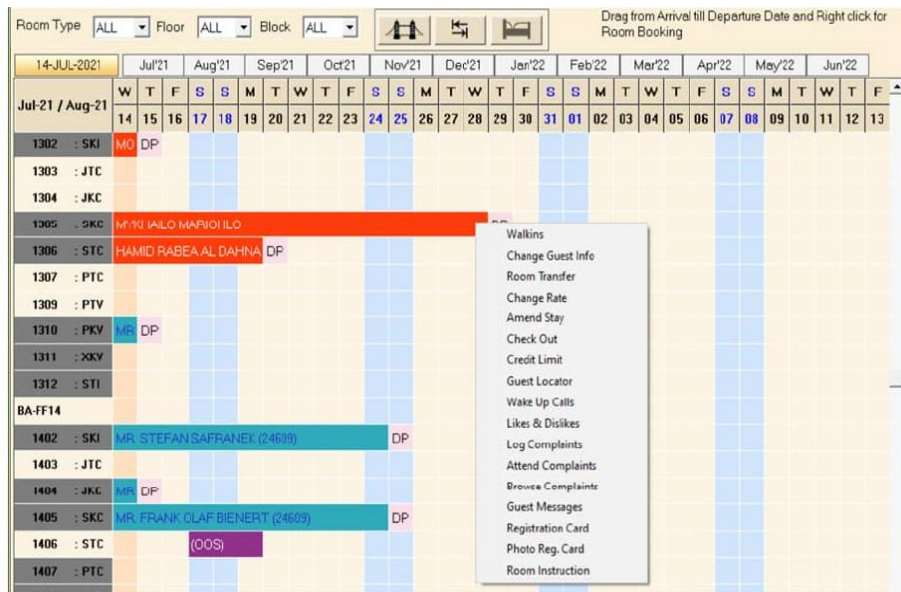


4.2.4 Check-out:

Ensuring a simple checkout procedure is the last phase in guest service management. By resolving any last-minute requests, confirming payment information, and settling any charges, the front desk staff should make checkout as quick and easy as possible. A pleasant departure can improve the visitor's perception of the hotel as a whole, encouraging return business or favorable evaluations.

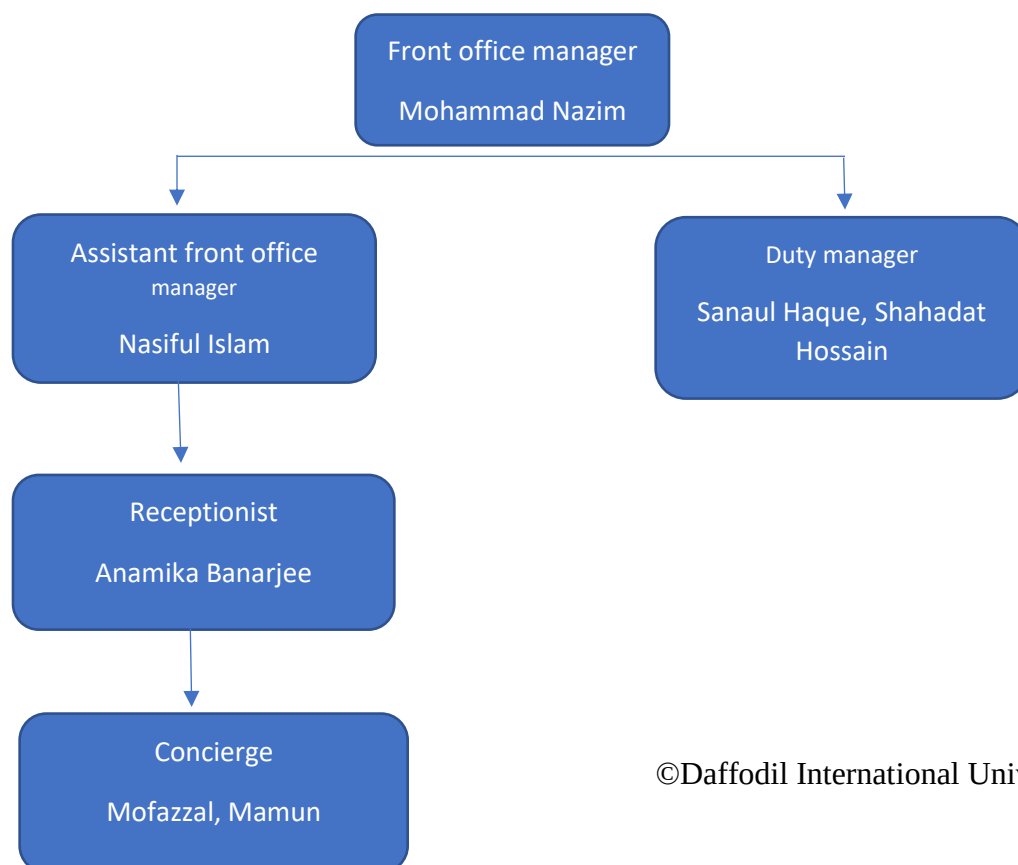
- i. Greeting the guest
- ii. Verify guest details
- iii. Review charges & Request payment
- iv. Issue bill or receipts
- v. Feedback

Front desk check-out interface of IDS are given below



4.3 Operational Activities Of Front Office At Sea Pearl Beach Resort & Spa:

During my internship in the Front Office Department at Sea Pearl Beach Resort & Spa I had the privilege of working with a Excellent and collaborative team. Each member had a specific role, and their contributions made sure smooth operations and high-quality guest services. Here's how the team functioned and collaborated are described below



Front Office Manager

- He handled escalated guest complaints, particularly those involving difficult issues or VIP guests; he oversaw all front office operations, including reception, guest relations, and concierge services.
- To discuss daily duties, go over difficulties, and make plans for busy times, he called frequent team meetings.
- He kept in touch with different divisions, including engineering and housekeeping, to guarantee that every guest's need was satisfied without a hitch.

Assistant Front Office Manager

- He designed shift plans and made sure there was enough staff during peak times.
- He kept an eye on how well receptionists and guest relations officers were performing, offering advice and criticism as required.
- He ensured high levels of guest satisfaction by handling issues from guests that receptionists were unable to address.
- He provided training to new hires, assisting them in comprehending their individual duties and standard operating procedures (SOPs).

Duty Managers

They are responsible for ensuring that operations ran smoothly during their assigned shifts.

- This served as a point of escalation for the concierge team or receptionists when problems emerged, managed all front desk operations, and intervened to address urgent operational difficulties.
- They made certain that every location that was in contact with guests kept an upscale vibe and adhered to service standards.
- To guarantee smooth communication between shifts, they regularly worked in tandem with the assistant front office manager.

Receptionists

- When a guest arrived we receptionist made digital key card through digital room card maker or if it's a presidential suite or paradise suite we give manual key card as a safety issue of high profile guest. We distributed room keys and oversaw room allocations.
- We answered questions from visitors regarding the hotel's amenities and nearby sights. Cause reception is the first place guest interaction with or easily can communicate through over phone. Whatever the question they have about hotel or nearby places like recommended restaurants or places to visit or what are the benefit they are getting with their rooms etc.
- Prior to assigning rooms to visitors, we worked with housekeeping to make sure they were prepared. We double check with housekeeping coordinator about the room status if the rooms are ready to give to guest or if there are any preferences we get from guest like decorating rooms for birthday, anniversary or any surprises.
- We resolved small grievances from visitors and forwarded more complicated matters to the duty managers or assistant front desk manager. There are some complicated matter if receptionist can't handle we assist guest with the help of our seniors or duty managers.
- If there are any maintenance issues in the rooms like water leaking from air condition, Every lights are not turning on etc we contact with the maintenance department. After completing the task we ask the guest for the confirmation.
- In our hotel we provide the basic medical service like if guest have small headache, fever or small cut or guest fainted. We contact to our hotel nurse & send to guest rooms along with a security.
- Before the check-out date we give a courtesy call to guest to know their experiences & to remind them the check-out time & give permission for late check-out upon room availability. If the guest is satisfied with our services we ask for a review to leave for us on booking.com.

Duty schedule of front desk: Our hotel reception is open for 24-Hour. Each & every person has a duty time of 9 hour and one day off weekly. The duty schedule of front desk of sea pearl beach resort & spa is given below

Morning Shift-Working Time: 07:00am - 04:00pm

Evening Shift-Working Time: 02:00pm - 11:00 am

Night Shift-Working Time: 10:00 am – 07:00 am

Concierge

- In addition to helping guests with luggage handling and providing instructions or maps for nearby places, they also made recommendations for local dining, entertainment, and sightseeing options.
- They collaborated closely with receptionists to guarantee a seamless arrival and departure process for visitors.
- They took care of unusual requests, including getting guests rare stuff or setting up transportation.

Chapter 5

Findings, Recommendation & Conclusion



5.1 Findings:

Sea pearl beach resort & spa always surge in demand for lodging and services in all season in Cox's bazar especially in the front office. There were benefits as well as obstacles brought about by the local and foreign visitors, who included families, business travelers, and solo traveler.

The Front Office demonstrated Sea pearl beach resort & spa capacity to manage major events by effectively handling high amounts of guest questions and check-ins. However, the varied guest demographics created communication problems that occasionally resulted in delays and poor service. Internal communication could have been more effective during peak hours, but departmental coordination was crucial to ensuring seamless operations, particularly with cleanliness and maintenance. Some major findings in point are given below

- Using Technology to Improve Processes: Technology integration IDS reservation software was the technology integration for the property and new learning opportunity for me. Examples I learned from this software digital check-in procedure to reservation system and real-time communication capabilities.
- Efficient Front Office Operations: The Front Office team of Sea pearl beach resort & spa displayed excellent efficiency in handling guest check-ins, check-outs, and requests, ensuring smooth and quick service.
- Good Inter departmental Cooperation: For better guest experience was enhanced by the quick settlement of requests and problems brought about by the smooth cooperation between every department front office work as the most important role in hotel.
- Effective Problem-Solving: By instantly addressing and resolving guest complaints, staff members showed a high level of problem-solving abilities and transformed possible problems into positive encounters.
- Guest Feedback Utilization: Front desk works for active guest feedback collection and analysis produced useful insights that supported ongoing service enhancement.

5.2 Problem faced:

There are some major problem we face in front desk as a guest service associate are described below

Issues with property management system (PMS)

Sea pearl beach resort & spa is using the property management system IDS. From my perspective this management system is not upgraded for the hospitality industry. Which makes reservation procedure bit slow or complicated.

Issues with guest rooms

The front desk associate is the first point of contact if there is a problem with the guest's room or if the guest has questions about the room. We getting issues from visitors may be about a broken TV or lamp, the need for extra towels or a different kind of pillow, problems with the in-room electronics, or issues with the heating and air conditioning etc.

hotel facilities and services

In Sea pearl beach resort & spa we front desk receptionist getting lot of queries about the hotel's restaurants, lounges, fitness centers, swimming pools, retail stores, and other services.

billing issues

The front desk staff faces inquiries from customers regarding charges on their bill as they check out like State and municipal taxes, activities fees, restaurant and bar fees etc. We front desk staff getting question about those extra charges or anything that the guest is unsure of.

5.3 Recommendations

Issues with property management system (PMS)

They should invest in a strong property management system (PMS) like opera streamlines reservation procedures. Elevate offers PMS integration services to guarantee accurate guest records and smooth reservation administration. They can use Opera software for smooth reservation system replacing IDS software.

Issues with guest rooms

Front office department should always to maintain a contact with other department related any guest issues like a broken TV or lamp, the need for extra towels or a different kind of pillow, problems with the in-room electronics, or issues with the heating and air conditioning etc and solving the problem with the helping of housekeeping department or maintenance department or other department.

hotel facilities and services

They can provide our hotel website or leflet to know accurate hotel services or the telephone operator to ask anything about anything or about the hotel & services. By providing the website or leflet its convenient for guest to know about the hotel's restaurants, lounges, fitness centers, swimming pools, retail stores, and other services.

Billing Issues

We should must explain the bill list, and let them know about the possible discount Regarding charges on their bill when they check-in or check out. Giving them advance notice of the costs of hotel services or extra charge like State and municipal taxes, activities fees or other charges to avoid any further circumstances when guests check-out.

5.4 Conclusion

In order to sum up, Sea pearl beach resort & spa program's Front Office operational procedure is a prime example of the company's dedication to providing outstanding and perfect guest experiences. From check-in to departure, the front desk, which serves as the initial point of contact, is crucial in determining the visitor experience. The Front Office makes sure that every encounter embodies the professionalism and friendliness for which our hotel is known by emphasizing effectiveness, individualized service, and proactive problem-solving.

In order to improve the visitor experience and expedite procedures, the front desk incorporated the latest innovations like contactless check-ins, real-time communication tools, and customized guest preferences. Smooth operations and prompt resolution of any guest problems were guaranteed by this technological use in conjunction with efficient coordination between the Front Office, Housekeeping, and Maintenance personnel.

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