

Internship Report
on
Front Office Management System of
Hotel The Cox Today

Internship Report on Front Office Management

System of Hotel the Cox Today

Submitted by

Labib Aohonaf Hossain Jejon

ID: 201-43-461

Bachelor of Tourism and Hospitality Management

Faculty of Business & Entrepreneurship

Daffodil International University

Submitted to

Mr. Mahbub Parvez

Associate Professor

Department of Tourism and Hospitality Management

Faculty of Business & Entrepreneurship

Daffodil International University

Daffodil International University

Date of Submission: 28th December, 2024

Letter of Transmittal

Mr. Mahbub Parvez
Associate Professor
Bachelor of Tourism & Hospitality Management
Faculty of Business & Entrepreneurship
Daffodil International University

Subject: Submission of the Internship report on Front Office Management System of Hotel The Cox Today.

Dear sir,

I am pleased to submit the internship report on the Front Office Management System of Hotel The Cox Today, which has been prepared as a requirement of my internship completion in the Bachelor of Tourism and Hospitality Management program at Daffodil International University.

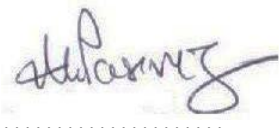
The report provides a detailed overview of the challenges I faced during my internship at Hotel The Cox Today, with a special focus on the operations of the Front Office Department. It also includes suggestions to improve efficiency and customer service. The information and conclusions in this report are based on my experiences, feedback from staff and guests, and a review of the hotel's current practices.

I am very thankful for the opportunity to work with such a skilled and supportive team at Hotel The Cox Today. I am also grateful to my academic supervisor, Mr. Mahbub Parvez, for his valuable guidance during this time.

Regards,
Labib Aohonaf Hossain Jejon
ID: 201-43-461
Bachelor of Tourism & Hospitality Management
Faculty of Business & Entrepreneurship
Daffodil International University

Certificate of Approval

I confirm that Mr. Labib Aohonaf Hossain Jejon, ID: 201-43-461, successfully concluded his internship program under my guidance. He compiled his internship report titled, “Front Office Management System of Hotel The Cox Today” adhering to the prescribed rules and regulations. The submission of this report fulfils the requirements of his degree program and is duly approved for submission.



.....
Signature

Mahbub Parvez

Associate Professor

Department of Tourism & Hospitality Management

Faculty of Business & Entrepreneurship

Daffodil International University

Student Declaration

I extend my deepest gratitude to my mentors and colleagues for their invaluable guidance and support during my internship at Hotel The Cox Today, a renowned global hospitality brand. This internship provided me with significant insights and practical knowledge about the hospitality industry.

I am Labib Aohonaf Hossain Jeon, ID: 201-43-461, a student of Tourism and Hospitality Management at Daffodil International University. I hereby affirm that the paper titled “Internship Report on Front Office Management System of Hotel The Cox Today” has been exclusively prepared to fulfill the academic requirements of my course.

This report is entirely based on my personal experiences and observations during my internship at the hotel. All analyses and information presented in this paper are my original work. Any reproduction, duplication, or unauthorized use of this report is strictly prohibited without prior written permission.

Signature,



Labib Aohonaf Hossain Jeon

ID: 201-43-461

Department of Tourism and Hospitality Management

Faculty of Business & Entrepreneurship

Daffodil International University

Acknowledgment

First and foremost, I would like to express my gratitude to Allah for granting me the ability to complete my internship report on time. I am sincerely thankful to all my well-wishers for their support, cooperation, and encouragement in preparing this report, whether directly or indirectly.

I extend my heartfelt thanks to Mr. Mahbub Parvez, Associate Professor, Department of Tourism and Hospitality Management, Daffodil International University, for his continuous guidance, valuable advice, emotional support, and thoughtful supervision throughout this process.

I am also deeply grateful to the staff of Hotel The Cox Today, especially Mr. Hossain Md. Amjad (Front Office Manager), the Duty Managers, Mr. Nurul Alam, Mr. Nadim Hossain, and the entire Front Office team. Your support and assistance were crucial in helping me complete my internship and this report on time.

Finally, I acknowledge that any shortcomings in this report are entirely my responsibility.

Sincerely yours,



Labib Aohonaf Hossain Jejon

ID: 201-43-461

Department of Tourism and Hospitality Management

Faculty of Business & Entrepreneurship

Daffodil International University

Executive Summary

This report reflects on the findings, analyses, and recommendations derived from my six-month internship at Hotel The Cox Today, a renowned five-star hotel in Bangladesh. As a Tourism and Hospitality Management student, I had the opportunity to explore the operational intricacies of the Front Office Department, contributing to my understanding of the hospitality industry and refining my skills in a real-world setting.

During the internship, I focused on key operational areas such as check-in, check-out, billing processes, and interdepartmental communication. Through direct involvement in these processes, I observed how efficient management and coordination between departments like Housekeeping and Finance are crucial for delivering a seamless guest experience. I also gained insights into the technological systems in use, notably the Property Management System (PMS), and identified areas where further integration could enhance operational efficiency.

This report identifies several challenges that impact the performance of the Front Office Department, including delays during peak check-in/check-out hours, occasional billing discrepancies, and communication inefficiencies between departments. In response, the report provides recommendations such as upgrading the self-service kiosks, enhancing staff training programs, integrating operational systems, and improving digital communication through task management tools. These strategies are aimed at reducing operational inefficiencies, improving guest satisfaction, and enhancing overall departmental performance.

By addressing these challenges, Hotel The Cox Today can improve its guest service delivery, resulting in better reviews, higher rates of repeat guests, and increased bookings. The implementation of these recommendations will not only streamline operations but also strengthen the hotel's competitive edge in the hospitality industry, ensuring its long-term success and growth.

In conclusion, this report serves as a comprehensive analysis of the Front Office Department's operations, offering practical solutions to optimize performance and enhance the guest experience at Hotel The Cox Today.

Table of Contents

Letter of Transmittal.....	ii
Certificate of Approval	iii
Student Declaration.....	iv
Acknowledgment	v
Executive Summary	vi
Chapter 1	1
Introduction	1
1.1 Introduction.....	2
1.2 Background of the Study.....	2
1.3 Objectives of the Study	2
1.4 Methodology.....	3
1.5 Limitations of the Study	4
Chapter 2	5
Organization Profile	5
2.1 Introduction.....	6
2.2 History	6
2.3 Mission	6
2.4 Vision.....	7
2.5 Goals	7
2.6 Philosophy.....	7
2.7 Organogram and Departments.....	7
.....	8
Key Departments:	8

2.8 Products and Services.....	8
2.9 Financial Highlights.....	9
2.10 SWOT Analysis	9
2.11 Corporate Social Responsibility (CSR) Activities.....	10
Chapter 3	11
Learning Part: Front Office Management System.....	11
3.1 Front Office Management System	12
3.1.1 To Analyze the Key Components of the Front Office Department at Hotel The Cox Today	12
3.1.2 To Evaluate the Processes of the Front Office in Delivering Services, Including Check-In, Check-Out, and Billing	14
3.2 Overview of IDS Property Management System (PMS).....	18
3.3 Hotel The Cox Today uses the IDS Property Management System (PMS).....	19
3.4 Key Features and Functionality at Hotel The Cox Today.....	19
Chapter 4	22
Findings & Recommendations	22
4.1 Findings.....	23
4.3 Recommendations	24
Chapter 5	26
Conclusion.....	26
5.1 Conclusion.....	27
References	28

Table of Figures

Figure 1- Organizational Structure	8
Figure 2- SWOT Analysis	9
Figure 3- Core Components of the Front Office.....	12
Figure 4- Check-In Procedure.....	15
Figure 5- Check-Out Procedure	16
Figure 6- IDS PMS Login Interface.....	19

Chapter 1

Introduction

1.1 Introduction

Every student of BTHM is bound to complete his/her internship from any established hospitality industry or any other corporate organization as a part of their study. I am a student of BTHM Program in Daffodil International University. I worked there as a Trainee under Front Office Department. In the Front Office Department of Hotel the Cox Today have five working place and I earn the experiences of those five-working place from the Depth. The report is prepared based on the worked that I have done in Hotel the Cox Today.

To enhance the performance of Hotel The Cox Today and better meet guest needs, this paper offers a thorough analysis of these operational challenges, along with practical recommendations. In order to reinforce the resort's reputation as a luxury destination, the study focuses on strategies to improve the operational efficiency of the front desk.

1.2 Background of the Study

An internship report provides students with an invaluable opportunity to reflect upon and articulate the practical experiences and insights they have acquired during their professional journey. It serves as a platform to bridge the gap between theoretical knowledge and its application in real-world scenarios.

Upon completing my academic coursework, I embarked on a six-month internship at Hotel The Cox Today, focusing on the Front Office Management System. During this period, I was actively involved in various tasks and responsibilities that were essential to the department's operations, which greatly contributed to my understanding of its managerial processes. This report highlights the skills and insights I gained through active involvement in the Front Office Department, explores the essential elements of its activities, and provides an in-depth evaluation of their effectiveness and efficiency. Additionally, it offers a detailed analysis of the department's functions and operations within the broader context of the hotel's overall management system.

1.3 Objectives of the Study

The main objective of the report is to identify the management system of the front office department at Hotel The Cox Today. The report's specific objectives are as follows:

- To analyze the key components of the front office department at Hotel The Cox Today

- To evaluate the processes of the front office in delivering services, including check-in, check-out, and billing
- To identify the problems related to the management system of the Hotel The Cox Today
- To provide recommendations based on the identified problems

1.4 Methodology

This report adopts a qualitative research methodology, descriptive in nature, to evaluate the Front Office Management System of Hotel The Cox Today. The methodological approach integrates several components:

- Types of Report:

This report is descriptive and analytical, focusing on the operational processes within the Front Office Department. It aims to identify existing challenges and provide actionable recommendations.

- Sources of Data: The study primarily relies on secondary data, which includes:
 - 1 Standard Operating Procedures (SOPs) of Hotel The Cox Today
 - 2 Front Office Management Logs
 - 3 Relevant books, industry reports, and published articles
- Data Collection Process:

Secondary data were collected through a detailed review of organizational documents, operational logs, and relevant literature in the hospitality domain. Internal documents were accessed with the permission of the hotel management, ensuring data reliability and relevance.

- Data Analysis:

Collected data were analyzed using qualitative content analysis techniques. Patterns, trends, and challenges in the Front Office operations were identified by reviewing the data systematically. Key performance metrics, such as guest satisfaction scores and operational efficiency measures, were examined where applicable.

- Report Writing:

The findings were organized into sections that reflect the operational processes, challenges, and potential improvements in the Front Office Department. The recommendations were developed based on the analyzed data and aligned with industry best practices to ensure actionable insights.

1.5 Limitations of the Study

This study focuses exclusively on the Front Office management system of Hotel The Cox Today, which may not reflect the full scope of the hotel's management system. Additionally, organizational policies restricting access to confidential information or internal documents could limit the depth of the analysis. The limited duration of the internship may have further constrained the extent and thoroughness of data collection and evaluation. Moreover, the inherent subjectivity of qualitative research could introduce biases in interpreting findings, potentially affecting the validity of the conclusions. Finally, the accuracy and completeness of the collected data were influenced by the willingness of colleagues to share sensitive information, which could impact the overall analysis of the management system.

Chapter 2

Organization Profile

2.1 Introduction

Hotel The Cox Today is a premier luxury hotel located in the heart of Cox's Bazar, Bangladesh, celebrated for its exceptional hospitality and picturesque setting near the world's longest sandy beach. The hotel combines modern amenities with unparalleled service, offering a haven of comfort for both leisure and business travelers. Strategically positioned in the Hotel-Motel Zone, it caters to a diverse clientele, including international tourists, corporate guests, and event organizers.

Since its establishment, Hotel The Cox Today has built a reputation for excellence by consistently exceeding guest expectations. With a strong focus on delivering personalized experiences, the hotel features world-class accommodations, an array of dining options, and comprehensive facilities such as banquet halls, recreational amenities, and wellness services.

Committed to sustainable growth, the hotel integrates eco-friendly practices and community-focused initiatives into its operations. Its dedicated team ensures that every aspect of a guest's stay reflects the highest standards of quality and care. Hotel The Cox Today stands as a beacon of luxury and hospitality, contributing significantly to the tourism industry in Cox's Bazar and establishing itself as a trusted name in the region.

2.2 History

Hotel The Cox Today was founded to cater to the growing demand for luxury accommodations in Cox's Bazar, one of Bangladesh's most popular tourist destinations. With its strategic location near the world's longest unbroken sandy beach, the hotel quickly established itself as a premier choice for travelers seeking comfort and quality. Since its inception, it has continuously evolved to meet the changing needs of the hospitality industry, incorporating modern amenities and innovative services while maintaining its commitment to traditional Bangladeshi hospitality. Over the years, it has gained a reputation for excellence, attracting both domestic and international guests and contributing significantly to the local tourism sector.

2.3 Mission

The mission of Hotel The Cox Today is to provide exceptional hospitality services that exceed guest expectations. By offering personalized care, innovative facilities, and a commitment to quality, the hotel aims to create memorable and enriching experiences for every guest. The hotel seeks

to maintain its standing as a trusted destination for leisure and business travelers alike, fostering lasting relationships built on trust and satisfaction.

2.4 Vision

The vision of Hotel The Cox Today is to become the leading luxury hotel in Cox's Bazar and a benchmark for service excellence and guest satisfaction in the region. It aspires to set new standards in the hospitality industry by focusing on sustainable tourism, innovative practices, and unparalleled service. The hotel envisions a future where it not only meets but exceeds the expectations of its guests while positively impacting the environment and local community through responsible and ethical operations.

2.5 Goals

Hotel The Cox Today seeks to attain sustainable growth by:

- Continuously enhancing service quality.
- Expanding its facilities to accommodate diverse guest needs.
- Establishing itself as a key contributor to the local tourism economy.
- Engaging in community development and environmental preservation.

2.6 Philosophy

The hotel operates on the philosophy of creating a harmonious balance between business growth, guest satisfaction, employee welfare, and environmental sustainability. It believes in treating every guest with personalized care while maintaining ethical and socially responsible practices.

2.7 Organogram and Departments

The organizational structure of Hotel The Cox Today is designed to ensure smooth operations and high-quality service delivery.

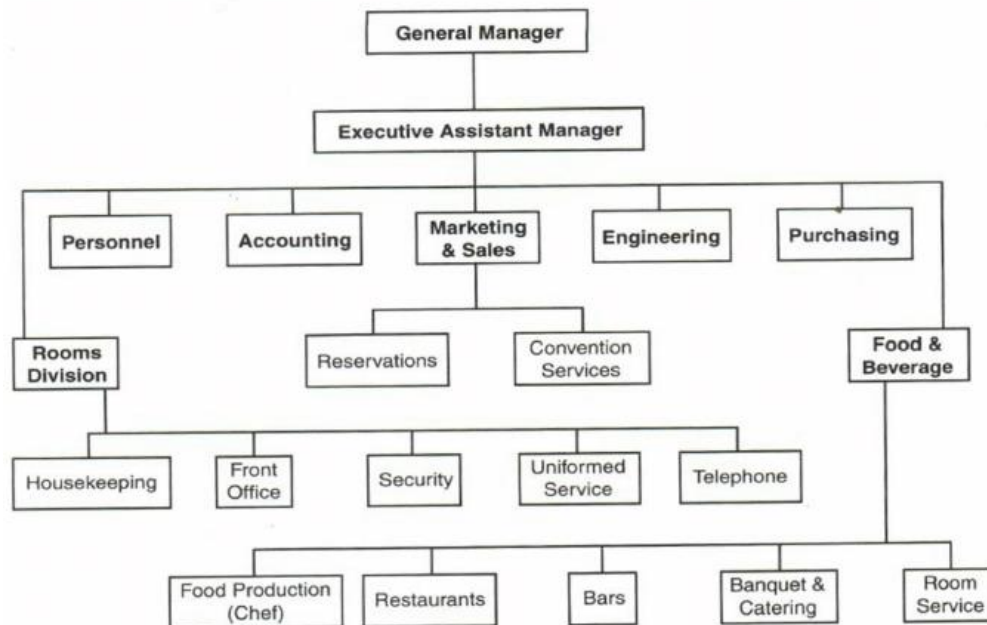


Figure 1- Organizational Structure

Key Departments:

- Front Office Department: Handles guest reservations, check-ins, check-outs, and concierge services.
- Housekeeping Department: Maintains the cleanliness and upkeep of guest rooms and public areas.
- Food and Beverage Department: Manages restaurants, bars, room service, and banquet facilities.
- Sales and Marketing Department: Focuses on promotions, branding, and revenue generation.
- Human Resources Department: Oversees recruitment, training, and employee engagement.
- Finance and Accounts Department: Manages budgeting, financial reporting, and transaction processing.
- Engineering and Maintenance Department: Ensures the upkeep of hotel infrastructure and technical systems.

2.8 Products and Services

Hotel The Cox Today offers an array of premium products and services, including:

- Accommodation: Luxurious rooms and suites equipped with modern amenities.
- Dining: A variety of restaurants serving international and local cuisines, along with fine-dining options.
- Recreational Facilities: A swimming pool, fitness center, and spa for relaxation and rejuvenation.
- Event Venues: Spacious banquet halls and meeting rooms for conferences, weddings, and corporate events.
- Tour Services: Guided tours to nearby attractions and travel assistance for guests.

2.9 Financial Highlights

While detailed financial data remains proprietary, Hotel The Cox Today has demonstrated steady growth in occupancy rates and revenue over the years. Its strategic location and commitment to quality service have made it a key player in Cox's Bazar's hospitality sector, contributing significantly to the region's economy.

2.10 SWOT Analysis

Strengths:

1. Strategic location near the beach and tourist hotspots.
2. A strong reputation for quality services and hospitality.
3. Well-equipped facilities catering to diverse guest needs.

Weaknesses:

1. Limited brand recognition beyond domestic markets.
2. High dependence on seasonal tourism.



Figure 2- SWOT Analysis

Opportunities:

1. Expanding digital marketing to attract a global audience.
2. Diversifying service offerings to include eco-tourism and adventure tourism packages.

Threats:

1. Increasing competition from emerging hotels in the area.
2. Economic uncertainties affecting travel and tourism.

2.11 Corporate Social Responsibility (CSR) Activities

Hotel The Cox Today is dedicated to giving back to the community and protecting the environment through its CSR initiatives.

Key Activities:

- **Environmental Sustainability:** Implementing green practices such as waste reduction, energy-efficient operations, and water conservation.
- **Community Engagement:** Supporting local education and healthcare projects, and partnering with local artisans to promote traditional crafts.
- **Employee Development:** Offering fair wages, training programs, and opportunities for professional growth to its staff.

Through its CSR activities, Hotel The Cox Today aims to create a positive impact on society while maintaining its commitment to excellence in hospitality.

This comprehensive overview reflects the hotel's dedication to service, growth, and sustainability, making it a cornerstone of the hospitality industry in Cox's Bazar.

Chapter 3

Learning Part:

Front Office Management System

3.1 Front Office Management System

Below is the description the key objectives that guide the analysis and evaluation of the Front Office Department at Hotel The Cox Today. These objectives will encompass a comprehensive examination of the department's structure, processes, and interdepartmental interactions. The focus will be on assessing the efficiency and effectiveness of key operations such as check-in, check-out, and billing, while also identifying potential challenges within the management system. Ultimately, these objectives aim to provide valuable insights and recommendations for enhancing the department's overall performance and guest satisfaction.

3.1.1 To Analyze the Key Components of the Front Office Department at Hotel The Cox Today

The Front Office Department plays a pivotal role as the first point of contact between guests and the hotel. It is responsible for creating a welcoming environment, ensuring guest satisfaction, and managing day-to-day operations. As one of the most visible and influential departments, a comprehensive analysis of its key components is essential for understanding how it contributes to the hotel's overall success. This analysis requires a detailed exploration of various elements, including organizational structure, processes, and the integration of technology to facilitate smooth operations.

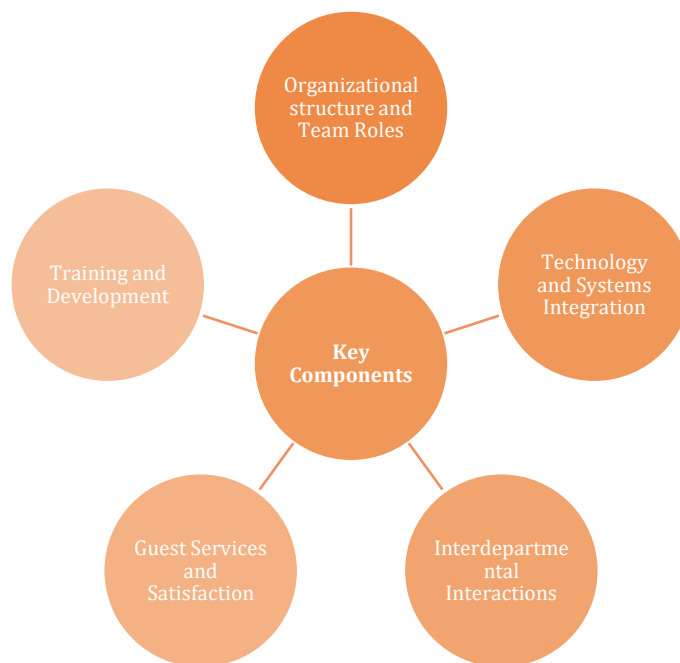


Figure 3- Core Components of the Front Office

Key components of the Front Office Department at Hotel The Cox Today include:

1. Organizational Structure and Team Roles:

The Front Office Department is organized into various sub-teams, each responsible for different aspects of guest service. These include:

- **Reception:** Responsible for handling check-ins, check-outs, guest inquiries, and providing information about hotel facilities and local attractions.
- **Reservations:** Handles guest bookings, manages room availability, and ensures reservations are accurately processed and confirmed.
- **Concierge:** Provides personalized guest services, including arranging transportation, booking tours, and fulfilling special requests.
- **Guest Relations:** Ensures guest satisfaction by addressing concerns, managing feedback, and creating positive guest experiences.

2. Technology and Systems Integration:

Modern technology plays a crucial role in streamlining Front Office operations. Key systems include:

- **Property Management System (PMS):** Central to managing guest reservations, room availability, billing, and guest preferences. Analyzing how effectively the PMS integrates with other hotel systems (such as housekeeping and finance) is critical to ensuring operational efficiency.
- **Communication Tools:** Efficient communication between departments is vital for seamless service delivery. Tools like internal messaging systems, radios, or digital communication platforms facilitate real-time coordination among teams.

3. Interdepartmental Interactions:

The Front Office's ability to function smoothly depends on its collaboration with other departments. Key interactions include:

- **Housekeeping:** Coordinating with housekeeping to ensure rooms are ready for check-in and maintenance requests are promptly addressed. This interaction is essential for maintaining high standards of cleanliness and guest satisfaction.

- **Finance and Accounting:** The Front Office must work closely with the finance department to ensure accurate billing, manage payments, and handle any discrepancies. Timely and accurate financial transactions are crucial for the hotel's operational success.
- **Food and Beverage:** In some cases, the Front Office interacts with the F&B department to make dining reservations for guests or facilitate room service requests.

4. Guest Services and Satisfaction:

A major responsibility of the Front Office Department is ensuring that guests receive excellent service. This includes:

- **Handling Special Requests:** Front office staff must address guest requests such as extra amenities, transportation, or personalized services.
- **Complaint Management:** Efficiently managing complaints and resolving issues in a timely and professional manner is vital for maintaining guest satisfaction and loyalty.

5. Training and Development:

The performance of the Front Office department heavily depends on the skills and professionalism of its staff. Regular training ensures that employees are well-versed in guest service standards, problem-solving techniques, and hotel policies. The effectiveness of the department is directly correlated with the competency of its team members.

3.1.2 To Evaluate the Processes of the Front Office in Delivering Services, Including Check-In, Check-Out, and Billing

Evaluating the processes of the Front Office, including check-in, check-out, and billing, requires a thorough assessment of each stage of guest interaction and the operational workflows that support these services. These processes are not only essential for efficient hotel management but also play a pivotal role in shaping the overall guest experience. In this section, the key steps involved in each process will be described, with a focus on efficiency, accuracy, and guest satisfaction.

Check-In Process:

The check-in process is the first interaction guests have with the hotel, making it crucial for setting the tone for their stay. A smooth and welcoming check-in process ensures that guests feel valued and comfortable upon arrival. The steps involved in the check-in process typically include:

1. **Guest Arrival and Registration:** Upon arrival, the guest is greeted by the Front Desk team. The staff collects necessary information, such as ID, payment details, and preferences, which is entered into the Property Management System (PMS).
2. **Room Assignment:** Based on availability and guest preferences, the Front Desk assigns a room. The integration of the PMS with housekeeping ensures the room is ready for occupancy.
3. **Key Issuance and Welcome Pack:** The guest is provided with the room key (or access card), along with any relevant information such as hotel amenities, check-out time, and services offered during the stay.
4. **Guest Communication:** Any specific requests, such as late check-in or additional services (e.g., wake-up calls, transportation), are noted and communicated to the appropriate departments.

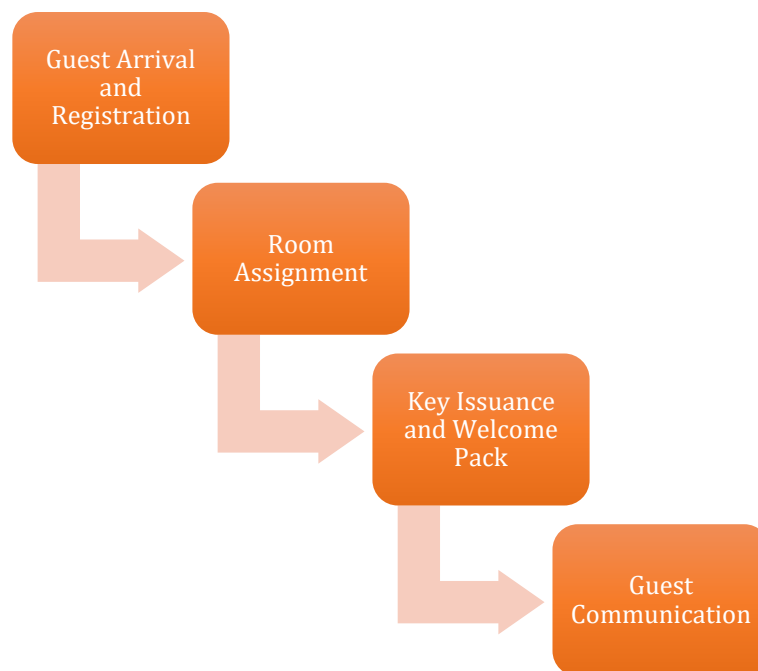


Figure 4- Check-In Procedure

The check-in process needs to balance speed and thoroughness. While guests want to be checked in quickly, it is equally important to ensure that all details are properly recorded, and guests are made aware of hotel facilities and policies. Delays in check-in or missing information can lead to guest dissatisfaction and operational inefficiencies.

Check-Out Process:

The check-out process is just as important as check-in, as it reflects the final impression of the guest's experience at the hotel. An efficient and accurate check-out process ensures a smooth departure and fosters positive guest feedback. The key steps involved in check-out are:

1. **Guest Departure:** The guest approaches the Front Desk to complete the check-out. The Front Desk team ensures that all charges are correctly processed, including room charges, incidental fees, and any other services used during the stay.
2. **Final Bill Review:** The Front Desk provides the guest with a detailed bill that breaks down all charges. Any discrepancies or adjustments are addressed before finalizing the payment.
3. **Payment Processing:** The guest settles the bill, which can be done via various payment methods (credit card, cash, etc.). The payment is processed through the finance system, and the transaction is recorded in the PMS.
4. **Room Key Return and Feedback Request:** The guest returns the room key and is invited to provide feedback regarding their stay. This feedback can be used to improve future guest experiences.

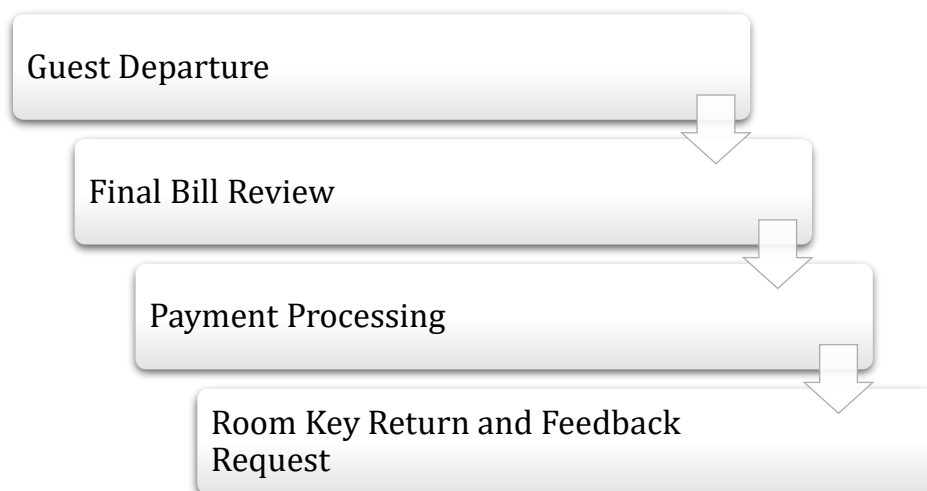


Figure 5- Check-Out Procedure

Accuracy in the billing process is essential to avoid discrepancies and ensure that the guest's experience is not marred by unexpected charges. The check-out process must also be quick and convenient, as delays in finalizing bills can negatively affect guest satisfaction and prolong their departure.

Billing Process:

Billing is a critical component of both the check-in and check-out processes, as it involves the accurate calculation of charges, payment processing, and proper documentation. The steps involved in the billing process are:

1. **Charge Recording:** Throughout the guest's stay, various charges, including room rates, F&B services, spa treatments, and other amenities, are recorded in the PMS.
2. **Invoice Generation:** A final invoice is generated at check-out, listing all charges and payments. The Front Desk cross-references the invoice with the guest's usage to ensure accuracy.
3. **Discrepancy Resolution:** If any discrepancies are identified, the Front Desk team works with the finance department to resolve the issue before presenting the final bill to the guest.
4. **Payment Confirmation:** Once the payment is processed, the system updates the guest's record, ensuring that all transactions are accurately documented for accounting and reporting purposes.

Evaluation of Check-In, Check-Out, and Billing Processes:

The effectiveness of these processes can be measured through several key performance indicators (KPIs), such as:

- **Check-In Time:** The average time taken for a guest to complete the check-in process. A prolonged check-in time can create unnecessary delays and frustration for guests.
- **Guest Satisfaction:** Feedback collected from guests regarding their experiences with check-in, check-out, and billing procedures. High levels of guest satisfaction typically indicate that these processes are efficient and error-free.

- Accuracy of Billing: The number of billing errors or discrepancies that occur during the check-out process. Ensuring billing accuracy is essential to prevent issues that may lead to guest dissatisfaction or financial discrepancies.
- Communication Between Departments: The Front Office's ability to effectively communicate with other departments, such as housekeeping and finance, to ensure smooth coordination in room readiness and billing accuracy.

By evaluating these processes in detail, the report will provide insights into how well the Front Office Department is performing and identify areas for improvement to enhance overall operational efficiency and guest satisfaction. The goal is to streamline these processes to minimize delays, reduce errors, and improve the overall guest experience at Hotel The Cox Today.

3.2 Overview of IDS Property Management System (PMS)

IDS Property Management System (PMS) is an advanced, integrated software platform specifically designed to manage the day-to-day operations of hotels and other hospitality establishments. It aims to enhance operational efficiency, improve guest satisfaction, and streamline business processes by providing real-time data and automation tools. By offering a centralized solution, the IDS PMS helps hotel staff manage guest information, room availability, bookings, billing, and other critical functions from a single system.

The system is widely adopted by hotels of all sizes, including luxury, mid-range, and budget hotels, due to its flexibility, scalability, and ease of use. IDS PMS is designed to meet the unique needs of the hospitality industry, providing both front-end and back-end functionality, ensuring a smooth operation and seamless guest experience.

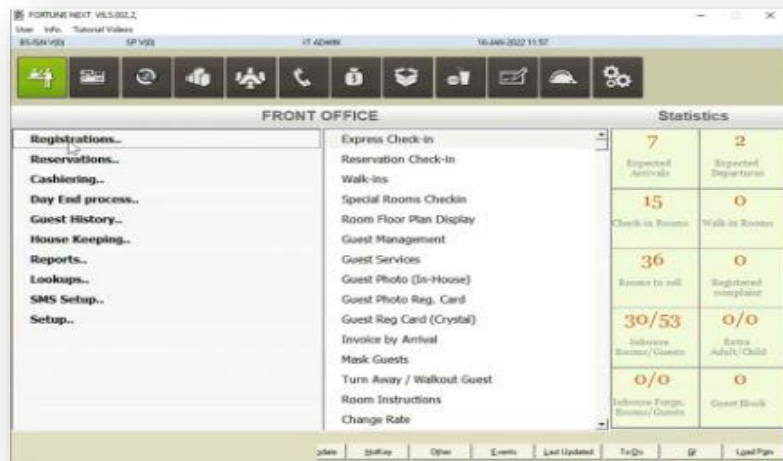


Figure 6- IDS PMS Login Interface

3.3 Hotel The Cox Today uses the IDS Property Management System (PMS)

An advanced, integrated software platform designed to streamline hotel operations, enhance guest satisfaction, and improve overall efficiency. IDS PMS provides the hotel with a comprehensive solution for managing guest reservations, check-ins/check-outs, billing, housekeeping, and more. The system ensures seamless coordination across various departments, helping the hotel maintain smooth operations and deliver exceptional service to its guests.

This PMS is a widely adopted platform in the hospitality industry due to its user-friendly interface, scalability, and versatility, making it an ideal choice for hotels of all sizes. At Hotel The Cox Today, IDS PMS integrates various aspects of hotel management, allowing staff to access real-time data and automate many operational processes. This results in a more efficient and effective service delivery, benefiting both guests and staff alike.

3.4 Key Features and Functionality at Hotel The Cox Today

1. Guest Reservations and Check-In/Check-Out Management:

Hotel The Cox Today uses IDS PMS to handle reservations seamlessly, whether made directly by guests or via third-party booking channels. The system ensures real-time availability and accurate room allocation. During check-in, the Front Desk team uses IDS PMS to quickly process guest

details, while at check-out, it streamlines the billing process and payment transactions, ensuring smooth and accurate final settlements.

2. Front Desk Operations:

The Front Desk staff at Hotel The Cox Today utilizes IDS PMS for various tasks, such as guest registration, room assignment, and handling special requests. The system also enables staff to manage guest preferences and update guest profiles, allowing for a personalized guest experience.

3. Billing and Payment Processing:

IDS PMS ensures that all billing and payment processing at Hotel The Cox Today is accurate and efficient. The system records all charges, including room fees, food and beverage, and additional services, while generating detailed, error-free invoices. The integration with payment gateways allows the hotel to securely process payments and update the guest's records in real time.

4. Room Inventory and Housekeeping Management:

The hotel uses IDS PMS to track room availability, occupancy status, and room readiness. The system provides housekeeping with real-time updates, ensuring that rooms are cleaned and prepared for guests on time. Housekeeping staff can also update the status of rooms directly in the system, ensuring the Front Desk is aware of room conditions.

5. Point of Sale (POS) Integration:

IDS PMS is integrated with Hotel The Cox Today's Point of Sale systems in its restaurants, bars, and other outlets. This integration allows all guest charges to be automatically added to the room bill, eliminating errors and simplifying billing for guests.

6. Guest Communication and Services:

The system facilitates communication between the Front Desk and guests, allowing for quick updates regarding room availability, services, and amenities. Hotel The Cox Today uses IDS PMS to send notifications about special offers, promotions, and other guest services. Additionally, any requests made by guests (e.g., room service, transportation) are recorded and managed through the system.

7. Reporting and Analytics:

With IDS PMS, Hotel The Cox Today gains access to a wide range of reports and analytics that provide insights into hotel performance. The system tracks key metrics such as occupancy rates, revenue per available room (RevPAR), average daily rate (ADR), and guest feedback. This data helps management make informed decisions regarding pricing, marketing, and operational improvements.

Chapter 4

Findings & Recommendations

4.1 Findings

During my internship as a Guest Service Agent at Hotel The Cox Today, a 5-star hotel, I focused on gaining valuable insights and developing key skills essential for excelling in the hospitality industry. Here are the important lessons I encountered noteworthy observations that captured my attention, as follows:

Organizational Structure:

The Front Office Department at Hotel The Cox Today is well-structured, with clear roles and responsibilities for each team member. However, there is a need for more seamless collaboration between these sub-teams to reduce operational delays and improve guest service.

Technology Utilization:

The department uses the IDS Property Management System (PMS) for reservations, check-ins, and billing, which is efficient. However, integrating other systems like Point of Sale and Housekeeping into PMS could reduce communication errors and improve overall functionality.

Interactions with Other Departments:

The Front Office frequently interacts with Housekeeping and Finance, with effective communication overall. However, occasional delays in room status and billing updates hinder guest satisfaction and could be improved with more inter-departmental meetings and better system synchronization.

Staff Performance:

On the job training is not sufficient for the employees. Which hampers staff performance

Check-In Process:

During peak hours, delays check-in process due to a high volume of guests. While the hotel has streamlined this process through IDS PMS, introducing self-check-in kiosks or mobile check-ins could further reduce wait times and enhance guest convenience, especially for frequent travelers or tech-savvy guests.

Check-Out Process:

The check-out process is relatively smooth, though some issues with billing arise, particularly when guests have multiple charges (e.g., room service, spa services). The Front Office team works diligently to ensure guests are billed accurately, but there are occasional discrepancies in charges or delays in processing payments.

Billing Accuracy and Transparency:

While the IDS PMS helps maintain billing accuracy, there are occasional issues with the breakdown of charges or missing information, which may lead to confusion or disputes.

Interdepartmental Coordination During Check-In/Check-Out:

Coordination between the Front Office and Housekeeping during check-in and check-out is generally effective. However, there are instances where room status updates from Housekeeping are delayed, which can lead to guests experiencing unnecessary waiting times.

Guest Experience and Satisfaction:

Overall, guests are generally satisfied with the check-in, check-out, and billing processes. However, during peak periods, the process can become slower, leading to frustration.

4.3 Recommendations

1. Enhance Interdepartmental Communication

Recommendation: Hotel The Cox Today should implement a unified communication platform for real-time updates between departments, allowing Front Office to access room and billing information instantly. Additionally, regular interdepartmental meetings should be held to address challenges and align daily priorities.

2. Streamline Check-In and Check-Out Processes

Recommendation: To minimize delays during peak check-in and check-out times, the hotel should introduce self-check-in kiosks or mobile check-in/check-out options. Front Desk staff should also be trained to manage high volumes efficiently and prioritize guests based on urgency.

3. Improve Billing Accuracy and Transparency

Recommendation: Hotel The Cox Today should establish a regular audit system to verify billing accuracy in the IDS PMS and train staff to check charges at check-in and check-out. Implementing pre-authorized payments, digital invoicing, and providing itemized bills at check-out will ensure billing clarity and reduce disputes.

4. Invest in Advanced Staff Training

Recommendation: Hotel The Cox Today should invest in regular training programs for Front Office staff, focusing on guest handling, conflict resolution, and problem-solving. Role-playing complex scenarios and empowering staff to resolve issues independently will enhance response times and guest satisfaction.

5. Improve Guest Communication During Peak Periods

Recommendation: To manage guest expectations during peak check-in/check-out times, Hotel The Cox Today should proactively communicate wait times via signage or notifications. Offering welcome drinks or a comfortable waiting area can also enhance the guest experience and leave a positive impression.

Chapter 5

Conclusion

5.1 Conclusion

In conclusion, my six-month internship at Hotel The Cox Today provided me with invaluable insights into the intricacies of hotel operations, specifically within the Front Office Department. As a Tourism and Hospitality Management student, I had the opportunity to observe and participate in key processes critical to the hotel's success. This experience not only enhanced my theoretical knowledge but also allowed me to understand the challenges and complexities of managing operations in a five-star hospitality environment.

This report presents a comprehensive overview of the operational practices of the Front Office Department, focusing on check-in, check-out, billing processes, and interdepartmental coordination. Throughout my internship, I learned how effective communication and integration with other departments play a vital role in ensuring a seamless guest experience. Additionally, the application of advanced technology such as the Property Management System (PMS) was instrumental in streamlining daily operations, though opportunities for further integration and automation remain.

From a management perspective, addressing the operational challenges identified during my internship is crucial for enhancing the overall performance of the Front Office Department. Key recommendations, such as implementing staff training programs, upgrading self-service kiosks, improving interdepartmental communication through task management systems, and streamlining check-in/check-out procedures, will contribute significantly to reducing inefficiencies and enhancing guest satisfaction.

By tackling these challenges, Hotel The Cox Today can achieve greater operational excellence, ultimately leading to higher guest satisfaction, improved online reviews, and increased repeat bookings. These improvements will not only solidify the hotel's position as a leader in the competitive hospitality market but also contribute to its long-term sustainability and growth. Through continuous refinement of operations and a commitment to service excellence, Hotel The Cox Today can remain at the forefront of the hospitality industry in Bangladesh and continue to provide an exceptional guest experience.

References

- Kotler, P., Bowen, J. T., Makens, J. C., & Baloglu, S. (2016).
- Marketing for hospitality and tourism (7th ed.). Pearson Education. Available for purchase or access: <https://www.pearson.com>
- Walker, J. R. (2020). Introduction to hospitality management (6th ed.). Pearson. Available for purchase or access: <https://www.pearson.com>
- IDS Next Business Solutions Pvt. Ltd. (n.d.). IDS Property Management System. Retrieved December 26, 2024, from <https://www.idsnext.com/>
- Hotel The Cox Today. (n.d.). Standard Operating Procedure. Unpublished internal document. No link available.
- American Hotel & Lodging Association. (2024). Best practices for front office operations. Retrieved December 26, 2024, from <https://www.ahla.com/front-office-best-practices>
- Chand, M. (2019). Front office management in the hotel industry (3rd ed.). Oxford University Press. Available for purchase or access: <https://global.oup.com>