



**Daffodil**  
*International*  
**University**

**An Analysis on Guest Relationship Management Process**

**: A Study on Hotel Sarina, Dhaka**

**Supervised by**

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**Date of Submission: March 27, 2021**

## Letter of Transmittal

March 27, 2021

Mr. Mahbub Parvez  
Associate Professor & Head  
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Daffodil International University

**Subject: Submission of Internship Report titled “An Analysis on Guest Relationship Management Process: A Study on Hotel Sarina, Dhaka”**

Dear Sir,

With due respect, I am glad to submit this internship report as instructed by you. I tried my level best to present this internship report titled **“An Analysis on Guest Relationship Management Process: A Study on Hotel Sarina, Dhaka”** according to your guideline. I have great pleasure to complete and submit this report under your supervision. I would like to thank you for your supportive thought and kind consideration for formulating the idea.

I tried my best to work sincerely to cover all regarding the matter. I have thoroughly enjoyed in preparing this internship report, which has contributed significantly to my understanding on the essential and importance of practical knowledge. I sincerely hope that you will appreciate my effort.

Thank You

Sincerely yours



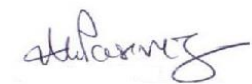
Md. Habibur Rahaman  
ID No: 201-14-3197  
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## CERTIFICATE OF APPROVAL

I am pleased to certify that the internship report **“An Analysis on Guest Relationship Management Process: A Study on Hotel Sarina, Dhaka”** conducted by Md. Habibur Rahaman bearing ID No: 201-14-3197 of MBA in Tourism and Hospitality Management, has been approved for presentation and viva-voce. Mr. Habibur Rahaman worked under my supervision for this internship paper during the spring, 2021 semester.

I am pleased to certify that the data and findings presented in the report are the authentic work of Habib. He bears a strong moral character and very pleasing personality. It has indeed been a great pleasure working with him.

I wish him all success in life



(Mahbub Parvez)

Associate Professor & Head  
Department of Tourism and Hospitality Management  
Faculty of Business & Entrepreneurship

Daffodil International University

## **ACKNOWLEDGEMENT**

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I am grateful to all the employee of the HOTEL SARINA. Special thanks to Mr. Varun Goveas (Head of Sales & Marketing), and all my supportive colleagues. I am also thankful to all others department heads, official, to spend their time and explain me the procedure of their respective section.

Finally yet importantly, my heartiest thanks and deepest gratitude rendered to my present and family members for their long encouragement patience sacrifice and showed to me during my study period.



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## Executive Summary

The hospitality industry is one of the large industry all over the world. Hotel consider one of the most fundamental sectors among all of them. In the current economic era, In order to attain development in the commercial and industrial, there must be a sound tourism and hospitality steam to support not only the economy but also the society.

This report focuses on the objective of the report, methodology and scope of the guest relationship management process for an organization. After me going the main part of the report on **“An Analysis on Guest Relationship Management Process: A Study on Hotel Sarina, Dhaka”** This hotel deal with guest accommodation, food & beverage service, transportation service, health club facilities for guest relaxation, spa facilities for the guest. This Hotel is playing an important role to ensure best guest service.

Apart from this hotel employee are always try to get review from guest. Those reviews have observed by General Manager. Along with all the guest feedback Hotel Sarina now top five rank in Dhaka city according to trip advisor. They have very good contribution for online market. On top of this, I gave my contribution to the organization to play role as Reservation Team Leader, what I am learnt and literature view under real life experience.

The final chapters are about challenges to runout the regular operation, recommendations and conclusions that are drawn by analysis of whole study.

## TABLE OF CONTENT

Letter of transmittal	<b>I</b>
Certificate of approval	<b>ii</b>
Acknowledgement	<b>iii</b>
Executive summary	<b>IV</b>

<b>Serial</b>	<b>Topic</b>	<b>Page</b>
<b>Chapter - 1</b>	<b>Introduction</b>	<b>1</b>
1.1	Introduction	2
1.2	Objective of the report	3
1.3	Methodology of the report	3
1.4	Scope of the report	4
1.5	Limitation of the report	5

<b>Chapter - 2</b>	<b>Company Profile</b>	<b>6</b>
2.1	Background	7
2.2	Vision	8
2.3	Mission	8
2.4	Objectives	8
2.5	Core values	9
2.6	Corporate profile	10
2.7	SWOT Analysis	11-12

<b>Chapter-3</b>	<b>Learning</b>	13
3.1	Designing of the guest relationship programs	14
3.2	Designing of relationship programs	15
3.3	Manpower planning	16
3.4	Trip Advisor and Online Travel Agent reviews	16
3.5	Training and Employee Development	16-17
3.6	Employee motivation by building satisfaction	17
3.7	Packages for Guest Relation Officer (GRO)	17
3.8	Motivation through inspiration	18
3.9	Recruitment and selection procedure	18
3.10	Minimum Qualification Required	18
3.11	Duties and responsibility	19

<b>Chapter - 4</b>	<b>Findings, Recommendations&amp; Conclusion</b>	20
4.1	Findings	21-22
4.2	Recommendations	23
4.3	Conclusion	24
4.4	Bibliography	25

## Chapter -1

### Introductory

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## 1.1 Introduction

In the last semester of MBA classes, we studied our courses on tourism and hospitality management from theoretical aspects. There are few scopes to earn theoretical knowledge from my classes to related my study to work. Both theoretical and practical knowledge are inter-related to each other and both are equally important.

In today's era of competition, classroom education just serves to boost a student into a profession by granting a degree. But internship programs make the learned theories and examples concrete by placing student in real-life work situation where they get the opportunity to perform actual professional tasks.

Knowledge will not be fulfilled without gaining practical knowledge and that is only possible the practical field. The internship program allows us to study and analyze a selected origination in order to get practical knowledge which also facilitates the use of theoretical knowledge that students have already gathered in their syllabus. As a part of the internship program. I have also assigned to my current work place where I'm playing role as reservation team Leader to prepare a report about **"An Analysis on Guest Relationship Management Process: A Study on Hotel Sarina, Dhaka"**

We know that every hotel tries their best to perform excellent guest service Hotel Sarina is one of them. As I have been working for Hotel Sarina, Dhaka from last 3 years, I have gathered practical knowledge on all sectors of guest service relationship management process. Not only that but also, I have work with guest complain so many times. We team have the same experience to solved those complain one by one and take action on the basis on guests.

## 1.2 Objectives of the report

The main objective to the study is to analysis the guest relationship management process of Hotel Sarina, Dhaka, Bangladesh. Which includes the following special objectives.

1. To identify various guest relationship support provided by Hotel Sarina
2. To analyze the activities maintained by guest relationship team.
3. To work over guest reviews on trip advisor and booking.com
4. To find out some problem related to guests relationship management process.
5. To make some recommendations to overcome the problems that are identified

## 1.3 Methodology of the report

**Sources of data compilation:** This report gathered from primary and secondary sources.

The progression that will be used to accumulate the primary data is given below:

**Interview:** Face to face interview with guests and respective colleagues who are working to maintain the guest relationship management process.

**Practical work experience:** To working as a Reservation Team Leader I have vast knowledge to work on any kind of guest complains. Working in extraordinary desk it helped me to build up some information that makes the statement more informative.

**Group conversation:** Group conversation with other department of my hotel as well as with other hotel is another approach to construct the statement more enlightening.

### **Secondary information:**

1. Hotel Review by Trip advisor.
2. Annual description of Hotel Sarina
3. Corporate business principal manual
4. File and folders of Hotel Sarina
5. An Assortment of Hotel publication
6. Websites
7. Correspondents
8. Personal investigation with Hotelier

### **1.4 Scope of the report:**

Data analysis & report writing: accumulated data are synthesized accordingly, specific structured is follow to write the report specially MS word.

This statement has been equipped on the foundation of acquaintance gathered during the period of interns. This study discussed about general guest relationship management process, trip advisor review, online travel agent (OTA) reviews of Hotel Sarina, Dhaka, Bangladesh. The majority of the data used in the report of the study are from lesser sources. All the data associated to the report requirements are not easily reached due to the unrevealed stipulation perform for the assistance of the organization. I will also focus on Hotel Sarina guest relationship management process problems and some recommendation regarding those problems.

### **1.5 Limitation of the Report:**

1. Insufficient supply of relevant books and journals
2. Majority guests on rash during check out time, they don't have much time to get us back all the questions answers.
3. For some limitation very often we didn't get proper support from concern department.
4. Due to secretarial confidentiality many aspects of the description are not in intensity
5. Sometime, we missed the situation, which has observed by other people instead of me.

## Chapter- 2

### Company Profile

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## **2.1 Background of Hotel Sarina**

Hotel Sarina Limited “A Hotel with Vision” emerge in the prime location of Dhaka, Bangladesh. This hotel has been established in 2003 then till to now it has good reputation in the market as a 5\* Hotel.

The hotel has 184 rooms for accommodation. The room types are mentioned below;

- Delux king
- Delux Twin
- Super Delux King
- Premium King
- Premium Twin
- Junior Suite
- Crown Suite
- Imperial Suite

Apart from rooms, it has 5 different restaurants along with one Bar. The types of restaurant available in Sarina is:

- Summer fields (Regular Buffet)
- Amrit (A test of Indian Cuisine)
- Risotto(For Italian food)
- Elite the club lounge
- Street 17 cafe
- Picasso (Bar)

We have three banquet halls inside the Hotel. The banquet halls are

- Utshab
- Jalsha
- Baithak

Additional, we have Fitness club and Spa in for guest entertainment.

## **2.2 Vision:**

The main mission of Hotel Sarina to ensure the best guest service. They love to maintain a good relation with guest. Hotel Sarina is always ready to work with each single requirement of guests. They are believing the “Yes I can” Term.

## **2.3 Mission:**

- \* To ensure best guest service
- \* Fast guest priority
- \* Try to keep the environment eco friendly
- \* Work to make guest more loyal
- \* Sustainable expansion strategy
- \* Follow ethical standards in business steady

## **2.4 Objective**

- \*Hiring professionals with strong background and knowledge
- \* Developing innovative guest service that attract our targeted customer and market segment
- \* Exploring new avenues for growth and profitability
- \* Strengthening technologies that reduce operational risks and promote the implementation with best price.
- \* Maintaining adequate capital in line with risk appetite of the Hotel

## **2.5 Core values**

1. Truthfulness
2. Admiration
3. Equality
4. Agreement
5. Team Strength
6. Good Manners
7. Obligation
8. Services
9. Brilliance
10. Eagerness for effort



## 2.6 Corporate Profile

Name of the company	Hotel Sarina Limited
Legal Status	Public limited Company
Date of Inception	January, 2003
Registered Office	Road no 17, house no 27, Block #C, Banani, Dhaka, Bangladesh
Chairman	Nina Sarwar Chowdhury
Managing Director	Golam Sarwar Chowdhury
Company Secretary	Mohammad Ali Chowdhury
Line of Business	Hotel Business
Date of opening	January 10, 2003
Rating on Trip advisor	5 <sup>th</sup> Out the city
Phone	+8802-222275111 & 222275122
Fax	+8802222275114
Email	info@sarinahotel.com
Website	www.sarinahotel.com

## **2.7 SWOT Analysis to concept of Product and service:**

### **Strengths:**

1. Transparent and quick decision making
2. Efficient Team of performers
3. Satisfied Customers
4. Internal Control
5. Skilled risk management
6. Quality of service
7. Banking network
8. Reputation of Hotel

### **Weaknesses:**

1. Hotel Sarina has not enough brand images
2. People cannot recall their brand name very frequently
3. Need renovation on the rooms
4. Hotel Sarina is no more worry about market research
5. The promotion approach of Hotel Sarina is not all the time effective
6. Sometime lack of administrative manage overall level of Hotel

**Opportunities:**

1. Hotel Sarina should effort to involve with any of the chain Hotel
2. Hotel Sarina should be more modern as a concept international Hotel
3. It has to diversified all kind of service to the guest
4. Opportunity of the customer service improvement

**Threats:**

1. Hotel competitor ever-increasing day by day
2. Some stuff doing dishonest task that create bad image
3. Every hotel trying to come forward with new business ideas
4. Political working atmosphere
5. Rapid enlargement of the industry competitors

## Chapter -3

### Learning part

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### 3.1 Guest Relationship Process:

We have two guest relation officers who always work with guest reviews. Those guest who staying in the Hotel they are trying to get back the actual reviews from guest not only that but also they try to ensure the feedback from those who come from outside for dinning purpose or event purpose.

## 5 CUSTOMER ENGAGEMENT STRATEGIES

1. Keep followers in the know

2. Use influencer marketing

3. Ask for reviews

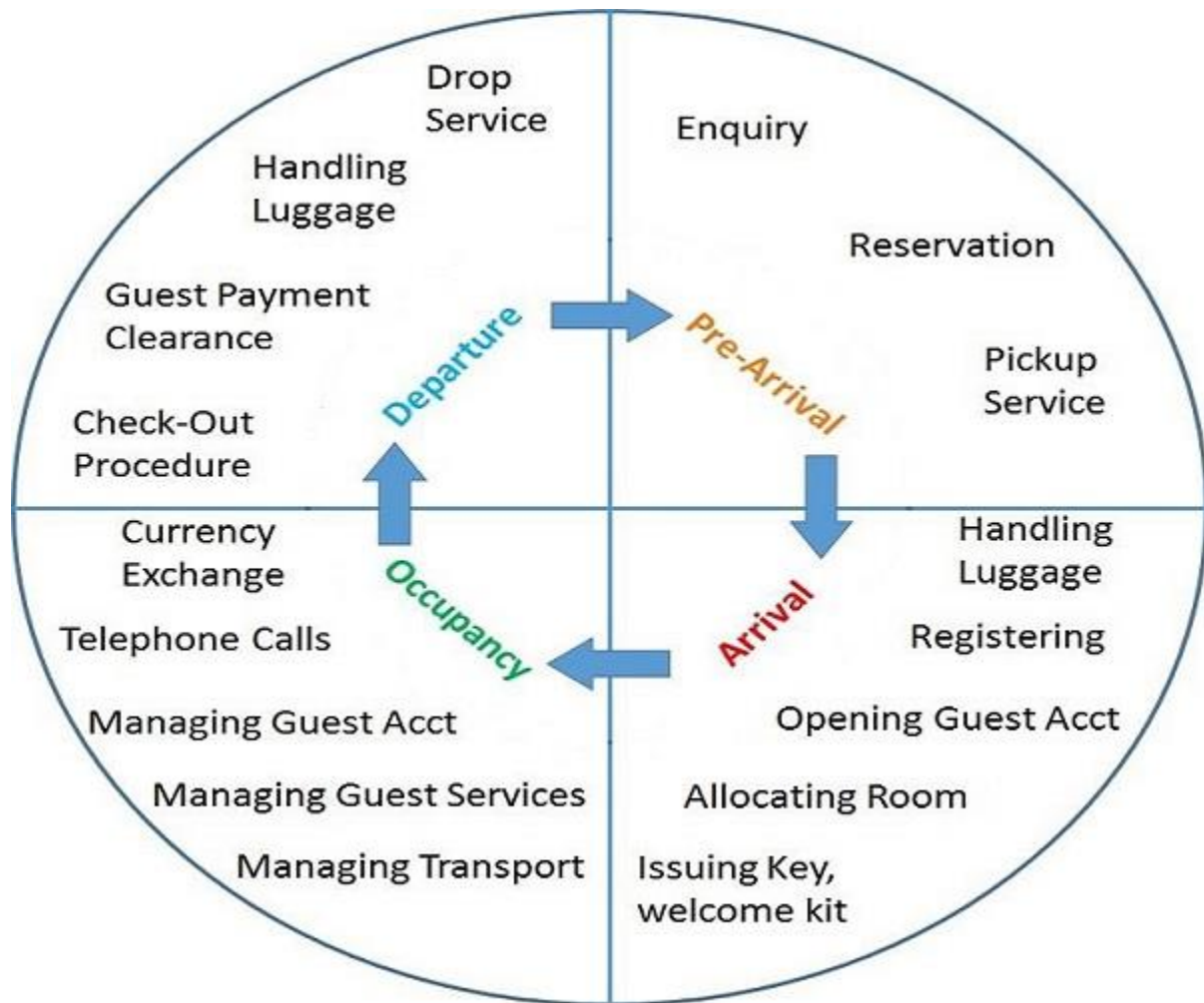


4. Consider last-minute bookers

5. Invest in a CRM across your rooms and F&B outlets

### 3.2 Designing of the guest relationship programs:

We the Sarina team are always follow the below structure to maintain guest relationship process.

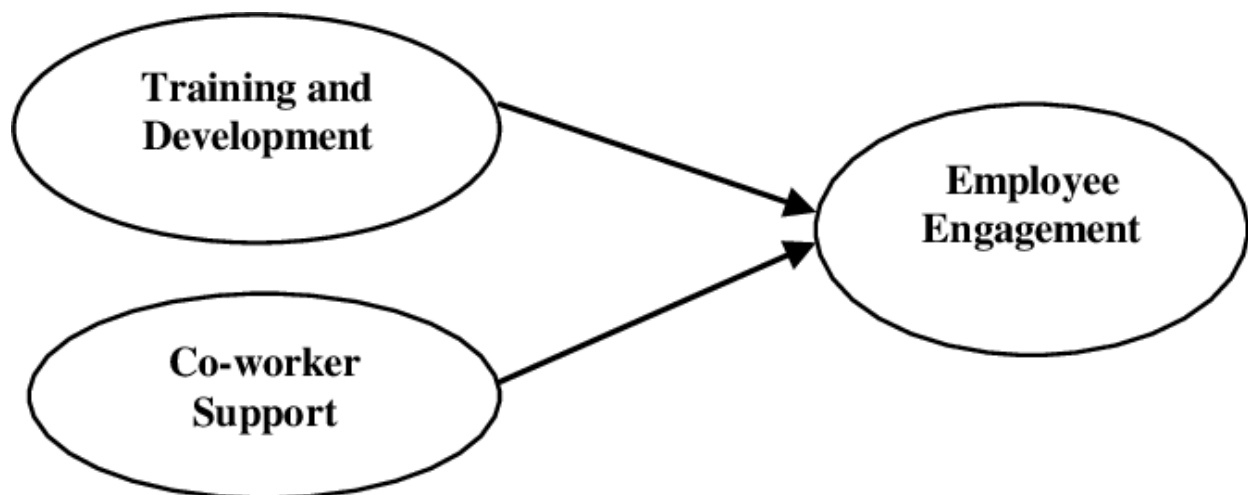


### 3.3 Manpower planning:

We have in Sarina individual department wise team who are always work for the guest reviews, They try to provide the good service after that they ask for reviews. Apart from this group, we have guest relation officers to work on guest related problems. We are organized all these from sales department. The head of sales and marketing is closely involved with these matters.

**3.4 Trip Advisor and Online Travel Agent reviews (OTA):** This trip advisor is the best platform to get any overview about any hotel and restaurant. Some of the guests after check out from the hotel they normally give review about hotel. They are addressed the review how was the stay, how the service and food and many others.

### 3.5 Training and Employee Development:



- \* We have plan some training for employee weakness basis.
- \* The HR team is connect with Front Office team to know about the guest requirement to offer the training
- \* Hotel organized a foundation training for every new employee for at least two days.
- \* Every department has their own briefing time for duty roaster basis.
- \* Review and address guest feedback, including TripAdvisor postings. Use this data to improve guest service.
- \* We have regular training for our hotel employee after every 15 days or one month

### **3.6 Employee motivation by building satisfaction:**

We have organized employee of the month program in our Hotel Every month. In the program we read out all the reviews one by one after that we have honor those employee who got the maximum reviews. HR give them the appreciation latter along with some allowances.

On the other hand, Hotel Sarina has select eight employee over the hotel as per their performance. After that to arrange a meeting session the vote for two employee to make them as employee of the month. One employee they have select from back of the house another one from front of the house.

### **3.7 Packages for Guest Relation Officer (GRO):**

Here in Sarina Hotel GRO are getting the salary starting from BDT 15000 to BDT 25000. On top of this they are entitle for service charge, which is approximate BDT 10000 per month. They are also entitled for two festival bonus.



### **3.8 Motivation through inspiration:**

- Hotel Sarina always provide a positive working environment for every employee
- They love to give reward on performance basis
- They insist employee to get involve and increase employee engagement
- They are helping out to develop the skills and potential of your workforce
- They help to clear Goal Setting
- They try to provide support on employee requirement basis
- They believe on communicate with employee

### **3.9 Recruitment and selection procedure:**

- Application
- Resume screening
- Resume screening
- Assessment test
- Interpret results correctly
- Reference checks
- Decision and job offer
- Background checks

### **3.10 Minimum Qualification Required:**

- Minimum they have get a university certificates
- Relevant academic background
- Relevant work experience in customer relation service
- Have to be very good in English
- Have a obtain a good manor with all employee
- Need to get knowledge about handling the guests

### **3.11 Duties and responsibility:**

- To look over the daily check in & check out list
- To keep in touch with guest on regular basis
- Respond to the guest for any of their requirement.
- To check the arrival list and get ready the welcome latter
- Need to keep the track for VIP guests
- Always have to get ready to welcome the guest.
- Need to check all the amenities are placed to the room or not
- Have to arrange if the guest want to make any local trip or city trip
- Need to arrange transportation to pick up guest from airport and drop them as it.
- Address customer complaints and escalate to Guest Relations Manager when needed
- Record information in the logbook daily
- Ensure compliance with health and quality standards
- Try to collect the guest reviews once the guest is in-house
- Need to give curtesy call for long stayer guests
- Need to get arrange the welcome drinks while the is in FO for check in

## Chapter – 4

### Findings, Recommendations & Conclusion

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## **4.1 Findings**

Throughout these three months internship program in Hotel Sarina. I have learned about the challenges as a Reservation Team Leader sometime I need to go through this entire situation. All the major findings are following below.

- **Manage multiple Task:**

Employees have to go through with some other duties, which is not mentioned by the Hotel authorities. Due to those extra responsibilities, employees are employees are busy and overloaded during their roaster time.

- **Time Management:**

Time management is the other concern for all employees. Though the duty time is nine hours per shift but all the associates have to spend one or two hours extra to complete their roaster.

- **Handling guest problems:**

Sometime associates are get confused to handle guest problems and complains. Even they do not know how to control the guest in such a situation. It would be a challenge for the employee if they are not able to identify guest necessity properly.

- **Lack of skill people:**

The Hotel Sarina always facing problem to hire the skilled people. There is a lack of the qualified employees in operation which leads guest dissatisfaction.

- **Employees not satisfied:**

Employee are not satisfied with their service rules

- **Lack of enough training:**

On the job training is not enough for the employees

- **Lack of proper guidelines:**

Realistic Job Preview (RJP) is not properly drawn by the hotel authority, which create confusion for the employees.

## 4.2 Recommendations

It is very difficult task to find the out the problem and solution within this short time of survey. Then again, I have tried my best to come over recommendation.

- Need to organized all the task individual department wise where they will maintain their regular duties and responsibilities.
- They need to get more employee to cover the time management problem also hotel authorities can bring a structure for over time duty.
- For handling the guest complains, they have to more dynamic even if it necessary they need to create another team to work on guest complains.
- Hotel have to have more realistic to hire employee. As a good employee can easily bring success for the hotel.
- Hotel should focus on employee satisfaction
- They have a layout of training even they should offer as much as training they can provide. As we know that training is the main part to get employees better development.
- They have to maintain a SOP for all the guidelines. Where every employee able to understand their duties and responsibilities to look over the SOP

### **4.3 Conclusion**

At the end, it can be mention that tourism industry is the largest industry all over the world. Hotel is the main element of tourism sector. In a perception Hotel Sarina belong a good position internationally it has their own loyal guest in some particular countries. Through effective management Hotel Sarina able to create and develop traits necessary for success. Moreover, Hotel Sarina keep on a good track for the long run business to maintain guest relationship management process and the hotel service team are always dedicated for any kind successful.

## 4.4 Bibliography

### Website

- [www.sarinahotel.com](http://www.sarinahotel.com)
- Annual Report of Hotel Sarina
- Different publications of Hotel Sarina
- Everyday working experience in Hotel Sarina
- A survey on Trip Advisor reviews
- Salary Structure is not satisfactory, they just provide service charge but not full some time.