



Internship report on

“The Reservation Operation in Grace Cox Smart Hotel”

Submitted to

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Submitted by

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Date of submission:

LETTER OF TRANSMITAL

Mst. Khadijatul Kobra

Assistant Professor

Department of Tourism & Hospitality Management

Faculty of Business and Entrepreneurship

Daffodil International University

Subject: Submission of Internship Report

Dear Madam I should mention, with all due respect, that my internship is over. Here, I would like to introduce myself as Rabeya Sultana Rabu, a student in your esteemed university's Bachelor of Tourism and Hospitality Management (BTHM) program with the ID number 171-43-270. I'm delighted to have the chance to submit the report you gave me to write for my internship on the subject of "The Reservation Operations in Grace Cox Smart Hotel." In an effort to fit in this industry, I have made every effort to perform my finest work. When you respond positively and allow for a small amount of error, you will recognize my effort.

Sincerely yours



Rabeya Sultana Rabu

ID: 171-43-270

Bachelor of Tourism & Hospitality Management

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Daffodil International University

CERTIFICATE OF APPROVAL

This is to affirm that Rabeya Sultana Rabu ID: 171-43-270 has completed her temporary position at "Grace Cox Smart Hotel" as a trainee under the Sales and Marketing Department. She has successfully completed his impermanent position Report under my guidance. During my supervision, I found her fast, devoted and sincere. I thus announce that I have checked this report as I should say; this report is sufficient to the degree quality and augmentation of the hotel industry and Tourism & Hospitality Management (BTHM) program at Daffodil International University.

I wish her achievement and success.



.....
Mst. Khadijatul Kobra

Assistant Professor

Department of Tourism and Hospitality Management

Faculty of Business and Entrepreneurship

Daffodil International University

ACKNOWLEDGEMENT

I would like to take this chance to thank everyone who helped me to complete this report on the "Grace Cox Smart Hotel." First and foremost, I would like to express my gratitude to the Almighty Allah, my creator, our sustainer, and my guardians for their assistance up until this point. I want to express my gratitude to Mst. Khadijatul Kobra as an Assistant Professor in the Daffodil International University Department of Tourism and hospitality Management, for supporting me in preparation of the report. I must express my sincere gratitude to the head of sales and marketing for allowing me to participate in their renowned division's temporary employment program. I would want to express my gratitude to all DIU employees, friends, and lodging partners who helped me finish my report by offering excellent advice, suggestions, and encouragement.

STUDENT'S DECLARATION

I am Rabeya Sultana Rabu, ID: 171-43-270, a student of the Bachelor of Tourism and Hospitality Management (BTHM) program at Daffodil International University, announcing that, this report “The Reservation Operations in Grace Cox Smart Hotel” has been prepared only for the fulfillment of my degree. Here, I have representing my performance in the time of attachment and everything belongs to me. This report has not been submitted anywhere else.



Rabeya Sultana Rabu

ID: 171-43-270

Bachelor of Tourism & Hospitality Management

Department of Tourism & Hospitality Management

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EXECUTIVE SUMMARY

The ability of travelers to have faith in their chosen destination and enjoy their journey depends in large part on global harmony and solid bilateral ties. Our country's hotel sector is expanding swiftly and becoming more significant to our economy. However, this industry is currently struggling with a lot of problems, including as the Covid-19 outbreak, a staffing shortage, shifting economic conditions, national political unrest, and so forth. In Bangladesh, the four-star Grace Cox Smart Hotel has a well-known competitive advantage above all other three-star hotels, and other four-star hotels have also given it high marks. In my report, I talked about the Grace Cox Smart Hotel's amenities, departments, and reservation operations. I worked in the hotel's sales and marketing division, and I did my best to explain the role and practices of the division. This study's main objective is to discuss the Grace Cox Smart Hotel's current reservation procedures.

Table of Contents

CHAPTER 1.....	1
INTRODUCTION.....	1
1.1 Introduction.....	2
1.2 Hospitality and Tourism Industry in Bangladesh	3
1.3 Scope of the Study	4
1.4 The Objective of the Study.....	4
1.5 Background of the report.....	5
1.6 Methodology.....	5
1.7 Limitations of the study	6
CHAPTER 2.....	7
AN OVERVIEW OF THE ORGANIZATION.....	7
2.1 Organizational Overview.....	8
2.2 Mission, Vision, and Goal	10
2.3 Products, Services, and Departments of Grace Cox Smart Hotel	10
CHAPTER 3.....	16
PROJECT PART.....	16
3.1 Reservation Operation Department	17
3.2 Organization Chart of the Department.....	19
3.3 SWOT Analysis of Grace Cox Smart Hotel.....	20
3.4 Job Description.....	21
3.5 Department-wise learning outcomes	22
CHAPTER 4.....	23
CONCLUDING PART.....	23
4.1 Findings	24
4.2 Recommendation	24
4.3 Conclusion	25
4.4 References.....	26
4.5 Photo Gallery.....	27

CHAPTER 1
INTRODUCTION



1.1 Introduction

As per (“The importance”, 2019), since accommodations seem to be a crucial component in the growth of every nation or state's tourism, hotels are unquestionably among the tourist industry's speediest industries. The hospitality and tourism industries always cooperate, and the availability of adequate hotels boosts the economy of the area by adding value and a number of other things. A country's tourism cannot be increased solely by the presence of hotels, although they do serve as a sign of health tourism. Over time, there will be an immediate demand for new hotels due to the market dynamics discrepancy in Bangladesh's hotel and tourism sectors. The demand for conventional, inexpensive hotels is unavoidable as a result of the inherent shortage of hotels for travelers. Affordable and mid-range hotels are now considered essential in the potential destination to increase the number of affordable lodging options for all types of travelers and to boost the economy of the host nation's tourism industry, (Chandra, 2015). Lodges, guest homes, rest houses, restaurants, hotels, motels, resorts, inns, and other lodging establishments are examples of additional properties in the hospitality sector. But only when all of these things are together is the idea of a hotel taken into account. This really means fulfilling all of the guest's requirements and expectations. The Reservations Operation Department, among other substantial and significant departments of a hotel, offers customers a more proactive value for the services and goods they anticipate receiving even before reaching their destination. The majority of hospitality establishments have sales professionals that target specific market segments and coordinate their efforts to sell the hotel's goods and services, resulting in a significant increase in the hotel's income.

The duties of the Reservations Department also include date-stamping, sorting, and racking incoming mail and messages, issuing room keys, confirming reservations, communicating with customers via phone, email, or social media platforms, answering frequently asked questions, determining whether space is available on requested travel dates, assigning requested spaces when available, and informing clients. The amount of business expected to be encountered during any given period is indicated for the hotel by prior reservations made by those in the reservation department.

1.2 Hospitality and Tourism Industry in Bangladesh

In Bangladesh, tourism is a key factor in economic growth. One of the fastest-growing sectors in the world is tourism. There are numerous well-known tourist destinations in Bangladesh that are currently being considered as possible tourist destinations. Bangladesh is a country full of natural beauty and World Heritage Sites. Among these, Cox'sbazar is regarded as one of the most popular and developing tourist destinations in our nation, but not enough study, planning, publicity, and implementation have gone into the area's development, (Alam, 2018). Our nation has consistently expanded over the previous 20 years. The country has experienced an increase in domestic travel as well as a sizable increase in foreign tourist trips, which has increased demand for lodging in key places. Bangladeshi hotels have risen to the top of South Asia's organized sector despite having a limited supply of rooms available. Bangladesh has also developed into a lucrative market for hotel investments as a result of the rising contribution of food and beverage revenue and the outstanding profitability resulting from low operational costs. As it starts to generate long-term revenue, domestic tourism is also seen as a significant trend. Each year, millions of tourists come to Bangladesh to see the sights and take in its timeless beauty, and many more come on business. The government has mandated a methodical expansion of the Cox's Bazar and Kuakata tourist industries. The government has established an Exclusive Tourism Zone (ETZ) in Teknaf where visitors from other countries can unwind and feel secure. In order to better serve travelers, flight routes to the continent have been rescheduled and road communications have been enhanced, notably for these two destinations. In order to draw tourists to Cox's Bazar, a number of 4- and 5-star hotels have been built, with some of the more well-known names being the "SeaGull Hotel," "Long Beach Hotel Cox's Bazar," "Cox Water Orchid," "Ocean Paradise," "Royal Tulip sea pearl beach resort," "Sea Princess Hotel," "Mermaid Eco Resort," and "Grace Cox Smart Hotel."

As (Karim, 2020) indicated, travel agencies around the world are changing quickly as a result of market globalization, fiercer competition, the economic crisis, and the explosive expansion of new technology. Because new technologies make it possible for tourism services to grow, reach their clients, provide specialized services, and successfully compete with other intermediaries and distribution channels, tourists are at the forefront of ICT and electronic commerce adoption in electronic marketing. One of the most highly advanced industries is travel and tourism.

Existing hoteliers in Bangladesh are faced with a conundrum regarding the adoption of contemporary technology. Despite its enormous potential, the industry is confronted with a number of difficulties, including a lack of adequate infrastructure and outdated communication systems, a lack of lodging options, an absence of security, a shortage of professionals, and political instability, which deters both domestic and foreign tourists from visiting.

This specific research concentrates on the several activities carried out in the Grace Cox Smart Hotel, which is currently running as a well-known 4-star hotel in Cox's Bazar, with an emphasis on the reservations department. The formation, responsibilities, and performance of the organization are the sole topics covered in this report.

1.3 Scope of the Study

The purpose of the current study is to identify techniques and actions that will be used to minimize the degree of specific intellectual contentment while concentrating specifically on the Reservation Department of the "Grace Cox Smart Hotel."

1.4 The Objective of the Study

The objectives of the study are categorized into two segments which define-

Broad Objectives of the Study

This report's primary objective is to highlight the reservations operations of the "Grace Cox Smart Hotel" and to offer some recommendations on how to enhance their customer service so that they can remain competitive.

Specific Objectives of the Study

The specific objectives follow:

- To analyze the reservation operations and services of "Grace Cox Smart Hotel"
- To identify any operational gaps and make recommendations for how to manage and enhance "Grace Cox Smart Hotel's" performance

1.5 Background of the report

The focus of this research is on the "Grace Cox Smart Hotel's" activities and how they foster relationships with its visitors. Working at a hotel as a student of the Bachelor of Tourism & Hospitality is a great method to get expertise. This study, titled "Overview of Reservation Operations of Grace Cox Smart Hotel," is intended to give students in the Bachelor of Tourism & Hospitality program the opportunity to get firsthand experience during in the internship period. Insuring and preserving customer delight is one of the most important management issues facing the service sector today. As Bangladesh's continental, intercontinental, and five-star resorts and hotels are already vying for first place and striving to dominate the hospitality industry. It is concerned with the level of satisfaction of its visitors in order to improve, boost revenue, and upholds its excellent reputation by offering various kinds of hospitality services. Through its staff, which includes reservation agents, front desk staff, housekeeping staff, food and beverage staff, and recreation staff, the hotel owes a duty of care to all of its customers. It also provides services like telephone support, front desk support, housekeeping support, and food and beverage support. Although it is challenging to satisfy every client, every hotel must strive for customer satisfaction. Trend. On the other hand, Bangladesh needs a fresh viewpoint if it wants to see long-term growth in tourism. Ten additional five-star hotels will reportedly be built in Dhaka and Chittagong, as the popularity of lodging in Bangladesh grows as a result of a spike in the number of international investors visiting the country and sponsoring of global sporting events. Bangladesh can also easily make between \$2 and \$3 billion USD annually by marketing to international tourists. The study is concerned with the prospect that, in addition to fixing the issues, improved hospitality and service management could contribute to the growth of the Bangladeshi economy, (Mukul, 2020).

1.6 Methodology

I used the Grace Cox Smart Hotel Reservation Operations' overview and workings to define them in this report. The term "methodology" refers to the processes, techniques, and plans used to collect data. The descriptive report strategy was applied in this scenario.

Data Collection

To brief the operations and services of Grace Cox Smart Hotel, both primary and secondary sources of data were gathered.

Primary Sources

During my 6-month internship in the marketing and sales department of the "Grace Cox Smart Hotel," real-time professional knowledge and a face-to-face interview acted as the primary sources of data collecting.

Secondary Sources

To continue the study further, the following can be listed as the secondary source

- Official website of “Grace Cox Smart Hotel”
- The hotel’s code of ethics and policy
- Hotel Brochures and Pamphlets
- LinkedIn Profile
- Other travel agency websites

1.7 Limitations of the study

Real-world practical knowledge is slightly different from theoretical knowledge. Our academic backgrounds have taught us traditional procedures. To accomplish their goals and responsibilities, employees at a company develop a customized strategy. Since we only learned from books and real work is very different, they grabbed theoretical information when they required it, but as an intern, it was a great opportunity to learn about the facilities available, operations, and personnel characteristics. Over the course of my duty period, it was challenging for me to stay on top of everything. I have come across a few shortcomings that I have highlighted below. I was not allowed to regularly go over each and every Reservation operations item as a trainee. There is not enough information about the hotel on its website to succinctly describe its operations. It was challenging for me to gather adequate data because, in accordance with hotel policy, they only release a limited amount of potential departmental information and give trainees restricted access.

CHAPTER 2
AN OVERVIEW OF THE
ORGANIZATION





2.1 Organizational Overview

The GRACE COX Smart Hotel is located in Cox's Bazar, a short distance from Keltali (2.4 km) and Cox's Bazar Sea Beach (less than 1 mile). There are amenities like room service, a kids' club, and free WiFi all over the place at this hotel. The hotel offers family suites. With 70 rooms, the outstanding décor and a few eye-catching rooms are ready to welcome you. During your stay with us, the hotel will provide all pertinent services with an eye on your comfort and happiness. In close proximity to the Sughandha sea beach Point is where the hotel is situated. The hotel features a live kitchen as well as another tastefully furnished food and beverage outlet to meet your demands and provide for your children. The hotel is currently providing twenty-seven Standard Double Queen rooms with a maximum adult capacity of two people and each room has

a square footage of 280. The hotel also has 25 Deluxe Double King rooms, each of which is 300 square feet in size and can accommodate a maximum of 2 adults. The hotel also offers ten Deluxe Twin rooms with a maximum occupancy of two adults, four Superior Quadruple rooms with a maximum occupancy of four adults, and four Executive Suite with Sea View rooms with a maximum occupancy of three adults and the most costly price level. The hotel also provides 70 cozy, well-appointed rooms, four spacious sea view suites with adjoining living rooms, an all-day dining multi-cuisine restaurant, a coffee shop, electronic safety deposit boxes in all rooms, round-the-clock room service, laundry services, fully supported generators, fully centralized air conditioning, gym facilities, and airport pick-up and drop-off shuttle services with sports facilities.

Location:	Location: Plot 22, Block C, Kolatoli, Sea Beach Road Cox's Bazar, Bangladesh
Reservations:	4 Star Deluxe.
Hot Line:	+88 01700707799
Reservation:	+88 01700707788, +88 01700707789, +88 01700707790
For Corporate:	+88 01700707788, +88 01700707794
Email:	reservation@hotelgracecox.com
Star Category:	4-star deluxe
Industries:	Travel Arrangements
Company size:	51-200 employees
Headquarters:	Cox's Bazar, Chittagong
Type:	Privately Held
Founded:	2019
Specialties:	boutique hotel and luxurious
Proximity:	Samader Bzr is 7.4 km away from Grace Cox Smart Hotel, while Cox's Bazar Airport is 5.8 km away. The facility has a complimentary airport shuttle service, and Cox's Bazar

International Airport, which is 6 km away, is the closest airport.

2.2 Mission, Vision, and Goal

The vision of Grace Cox Smart Hotel

In order to attain excellent improvement in the service, Grace Cox establishes a vision that is not only difficult to realize but also upheld across the organization.

The mission of Grace Cox Smart Hotel

Grace Cox's goal is to improve its customers' lives by designing and facilitating exceptional tourism and leisure activities. Additionally, it emphasizes reducing the impact on natural and environmental emissions of transportation in all aspects of operations, including the supply chain, as well as elevating levels of self-empowerment through leadership to set the company apart from competitors.

Goals of Grace Cox Smart Hotel

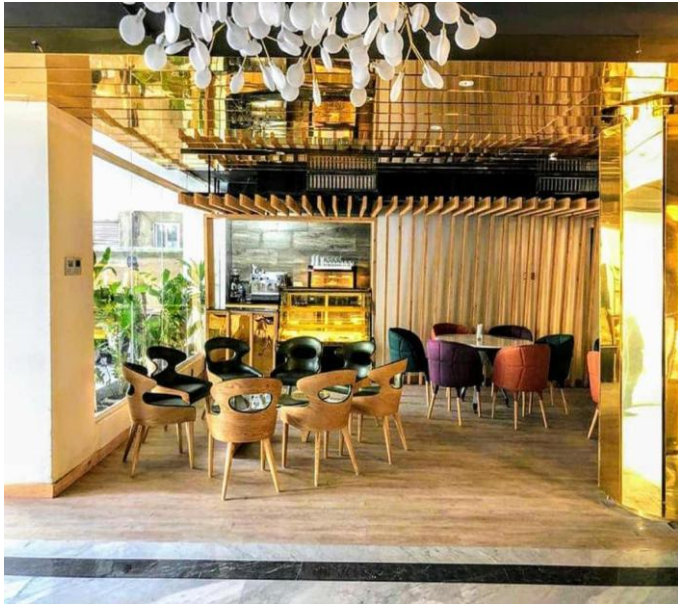
Grace Cox establishes goals to sustain the company's fundamental values and culture, with the main objectives being putting the employees first while striving for excellence and being flexible. The business is committed to acting ethically and supporting its clients.

2.3 Products, Services, and Departments of Grace Cox Smart Hotel

Common Facilities:

- 70 well-furnished cozy and comfortable rooms
- 4 spacious sea-view suite adjacent with the living room
- American style bed
- Taste of Bay (All Day Dining) Multi Cuisine Restaurant
- Coastline Café (Coffee Shop)
- Bay View Hall Room (Sea Facing)

- Electronic safety deposit box
- Mini bar in all rooms



- Concierge service
- Laundry service
- Indoor billiard service
- Ultra HD view TV
- Room service 24 hours
- Fully centralized AC
- CCTV coverage entire hotel premises
- Fully supported generator

- Safety and security services
- Travel desk

Complimentary Benefits:



- Welcome Drinks on Arrival
- Worthy Buffet Breakfast for two person each room
- Airport Pick & Drop shuttle services (If require one way)
- Two Bottles of Mineral Water (500 ml)
- Indoor mini Swimming Pool & Fitness Center
- High-Speed Wi-Fi Internet
- Daily Newspaper (On request)
- Gym
- Billiard

Reception services

- Lockers
- Private check-in/check-out
- Concierge service
- Luggage storage
- Tour desk
- Express check-in/check-out
- 24-hour front desk

Room Categories

Room Type	Price Range (BDT Per night)	Area
Standard Double Queen	6100	Adult capacity 2 persons, size of each room is 280 square feet.
Deluxe Double King	7000	Adult capacity 2 persons, size of each room is 300 square feet
Deluxe Twin	7000	Adult capacity 2 persons, size of each room is 300 square feet.

Superior Quadruple	12000	Adult capacity 4 persons, size of each room is 450 square feet.
Executive Suite Sea View	16000	Adult capacity 3 persons, size of each room is 600 square feet.

Room Facilities:

- Rooms Air Condition
- Mini bar
- Slipper in rooms
- Hot & cold water
- Daily newspaper
- In-room safety deposit box
- 24-hour in Room Dining
- Airport pick-up & drop (Charge applicable)

Banquet Hall:

Grace Cox is providing the "Taste of Bay" services, an all-day eating restaurant that serves a delectable and substantial buffet breakfast from 7:30 am to 10:30 am every day. All accommodation guests receive a complimentary breakfast. According to the preferences or the country of the current visitor, the hotel offers different breakfast options every day. Guests that walk through the door can also affordably have brunch. Their renowned multi-cuisine restaurant offers a wide selection of cuisines both à la carte and as a buffet. A-La-Carte set menus are provided for lunch and dinner. Pick from a variety of foods. The restaurant accepts reservations and is open from 7:30 am to 11:00 pm.



Set up Style	Capacity
Theatre Style with a head table	100 persons
Round Table set up	70 Persons

Packages and offers for sales

The offers that Grace Cox is currently serving include-

➤ Room Tariff



GRACE COX
SMART HOTEL

ROOM TARIFF

Room Type	Published Tariff (BDT)	40% Dis.	Non-Week 35% Dis.	Thru Sat	Accommodation (Adult / Person)
Standard Double Queen	6100/ Net	3660/ Net	3965/ Net		02
Deluxe Double King	7000/ Net	4200/ Net	4550/ Net		02
Deluxe Twin	7000/ Net	4200/ Net	4550/ Net		02
Superior Quadruple	12000/ Net	7200/ Net	7800/ Net		04
Executive Suite Sea View	16000/ Net	9600/ Net	10400/ Net		03
Extra Bed (Including Breakfast)	1500/ Net		1500/ Net		01
Extra Breakfast (For adult above 10 years)	500/ Net		500/ Net		01
Extra Breakfast (For Child 5-10 years)	300/ Net		300/ Net		01

☎ FOR RESERVATION:
01700707788, 01700707789
01700707790, 01700707794

☎ HOTLINE: 01700707799-32

☎ reservation@hotelgracecox.com

📍 ADDRESS:
PLOT#22, BLOCK#C, KOLATOLI SEA BEACH ROAD
COX'S BAZAR-4700, BANGLADESH.

* BED & BREAKFAST LIMITED OFFER
* THIS OFFER RATE IS NOT APPLICABLE FOR BLACKOUT DATE
* VALID FROM 1ST - 31ST DECEMBER 2021

*T&C Apply

GRACE COX SMART HOTEL

BOGO BUFFET BREAKFAST offer

BDT 899/- Net

FOR RESERVATION:
01700707789, 01700707790
01700707799, 01700707810
reservation@hotelgracecox.com

ADDRESS:
PLOT#22, BLOCK#C, KOLATOLI SEA BEACH ROAD
COX'S BAZAR-4700, BANGLADESH.

*T&C Apply

GRACE COX SMART HOTEL

Full Board Package Food Menu

<p>LUNCH MENU-1 BDT 650/NET</p> <p>GREEN SALAD PLAIN RICE SELECTION OF 02 TYPES OF BHORTA POMFRET FRY (01 PICS) MUTTON BHUNA (01 PICS) CHICKEN CURRY (02 PICS) MIXED VEGETABLE THICK DAL MINERAL WATER</p>	<p>LUNCH MENU-2 BDT 650/NET</p> <p>GREEN SALAD PLAIN RICE SELECTION OF 02 TYPES OF BHORTA SEA FISH FRY (01 PICS) BEEF BHUNA (04 PICS) CHICKEN CURRY (02 PICS) MIXED VEGETABLE THICK DAL MINERAL WATER</p>
<p>DINNER MENU-1 BDT 550/NET</p> <p>GREEN SALAD PLAIN POLAO FRIED SEA FISH (1 PICS) CHICKEN ROAST LOCAL (1/4 PICS) MIXED VEGETABLE DESSERT MINERAL WATER</p>	<p>DINNER MENU-2 BDT 550/NET</p> <p>CUP OF SOUP MIXED FRIED RICE FRIED CHICKEN (2 PICS) SEA FISH FRY (1 PICS) CHICKEN CHILI ONION CHINESE VEGETABLE DESSERT MINERAL WATER</p>

NOTE:
• SET MENU WILL BE SERVED
• MENU CAN BE CUSTOMIZED AS PER AVAILABILITY OF INGREDIENTS

FOR RESERVATION:
01700707789, 01700707790, 01700707810
reservation@hotelgracecox.com

ADDRESS:
PLOT #22, BLOCK #C, KOLKATOLI SEA BEACH ROAD
COX'S BAZAR-4700, BANGLADESH.

T & C Apply

- BOGO Buffet Breakfast
- Full Board Packaged Food Menu

CHAPTER 3
PROJECT PART

GRACE COX
SMART HOTEL

3.1 The Reservation Operation Department

Basically Reservation is known as a CONTRACT OF BOOKING. A reservation is a bilateral contract between a hotel and a guest, according to which the hotel must provide the specific room type to the guest and the guest must agree to pay all relevant charges. At “Grace Cox smart Hotel” Reservation is under Sales and Marketing Department.

A list of works an Executive does under the Reservation Department:

- Creating a To Do List daily
- Email Check and replying
- Daily basis Birthday and anniversary wish.
- Telephone Communication with guest
- Receiving Phone Calls.
- Replying Guest through SMS and Online Media.
- Check room forecast before room sell
- Generate Reservation.
- Input reservation/ Take booking
- Send reservation paper to the guest.
- Must inform guest the cancellation policy
- Check Pencil Reservation
- Take advance payment
- Confirm reservation
- Follow up call to the guest before guest arrival/ check in.
- Courtesy call to the guest after check out.
- Take Reviews.
- Input guest data in data list
- Creating a daily report of work

Summary of Daily work process of a reservation executive (as per I learnt):

Creating a to-do list in the morning on whole day's work. Checking Emails and replying as per guest's query. Check regular data list to wish previous guest Birthday / Anniversary. Telephone communication with the guests from data list to promote new offers invites them to visit again etc. Reservation Executive carries a corporate Sim card of the company where guest calls for reservation query. So she have to receive calls and replying all the queries. Guest also do query through online medias (whatsApp, Page's messenger, instagram) Guest have to get reply in 30 minutes. From all the queries of guest reservation generating is a challenge so a reservation executive take reservation from guest (by collecting basic data) , input reservation in software (inboard), cross check all the details and confirm. Send Reservation paper to the guest with all the conditions. Acknowledge guest about the cancellation policy. Check once a day how many pencil reservations are in software and how many are confirm. Make list and ask advance payment against the reservations to confirm. Doing follow up call to the guest one day before arrival. Also doing courtesy call to the guest did he face any trouble during stay and take a review and do analysis on review list. Every hotel have a basic guest data so it is must to input all checked in guest data list in it and do regular follow up. Creating a daily work report and submit to the department boss before leaving office.

Some Basic terms on which a Reservation Executive must have knowledge for frequent work:

Difference between pencil and confirm reservation.

Pencil Reservation: it means the reservation is in software but its not confirm yet because guest did not pay the advance booking money to confirm it.

Confirm Reservation: the reservation for which guest pay the advance payment to make it confirm in time.

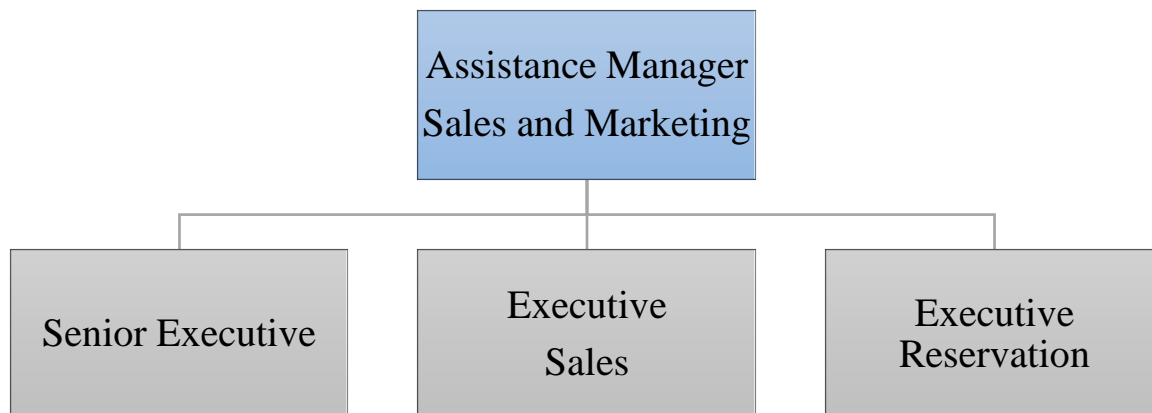
Convince guest at any situation: Guest may get angry or may want to do anything out of hotel policy but you have to make him convince nicely to accept hotel policy. Because guest is always right.

Never do any commitment: We can't do any commitment out of hotel policy and which we can't keep. We console guest by saying we will try and we will always acknowledge guest about hotel policy.

Clear information about cancellation policy: Always keep clear information about cancellation policy and inform it to guest.

So we have to take and confirm reservation by following all the hotel policies otherwise operation team will be bothered to handle guest.

3.2 Organization Chart of the Department



3.3 SWOT Analysis of Grace Cox Smart Hotel

A SWOT analysis to understand the internal and external threat of Grace Cox Smart Hotel are discussed below:

Strengths

- Highly rated online, especially on hotel booking sites and travel agency premises
- Brand Loyalty
- Guest Loyalty
- Captured premium Location
- Banquet facilities to grab the corporate customers
- Competitive Pricing
- Offers and Discounts
- Room facilities with complimentary Benefits
- Employees with adequate expertise and experience
- Sophisticated interior designing

Weaknesses

- Inadequacy in multiple Outlet
- Less use of technology
- The sales and Marketing department is allocated a little portion of the expenditure budget.
- Poor online presence
- Less space in the parking
- No additional benefits targeting the kids
- No medical assistance
- Targets international travelers rather than local visitors.

Opportunities

- Social media engagements to increase the brand value
- Offering Online Presence
- Train Staff to get more reach and engagement
- Partnership or forming acquisitions with corporate businesses

Threats

- Negative Reviews online
- Rising fixed costs with the visitors having less income
- Loss of good suppliers
- Lack of differentiation
- Off seasons
- The travel management field is continually changing.
- Four-star hotels that compete with them could offer compelling deals

3.4 Job Description

I worked as a trainee in the sales and marketing department of the "Grace Cox Smart Hotel" from May 9, 2022, to October 9, 2022. The hotel is located in Kolatoli, Sea Beach Road, and Cox's Bazar, Bangladesh. The activities undertaken by me during the internship period are listed below:

- I had to work in teams while being supervised by a supervisor who were in charge at the time.
- If there are issues, guests are directed to speak with me over phone or maintenance personnel.
- I always tried my best to solve or console guest over phone as much I can rather I request to my supervisor or operation team to handle.
- Rest of the time I brought reviews from guest as possible positive.
- I always work on monthly survey to analysis and know guest choice.
- I kept all guest data in a list.
- I generate reservation and take reservation,

- There I check all the reservations and take advance payment from guest
- Ensure all reservations are showing in software are confirm
- Maintain follow up call, courtesy call and birthday wish
- Check email and replying
- Submit regular work report to the supervisor.
-

3.5 Department-wise learning outcomes

Receiving the opportunity to work as a sales and reservation trainee at Grace Cos Smart Hotel under the Marketing department was a wonderful delight. The department primarily manages the hotel's reservation processes, where new things are learned on a daily basis. My entire four-month industrial attachment was jam-packed with learning opportunities. I served and conversed with numerous critical domestic visitors every day over phone, which greatly aided my ability to speak in public with confidence. I also gained some useful insight into the hospitality industry. I now understand how to manage the requirements and wants of the visitor, how to maintain composure, how to work with a team, and how to handle a crisis or rush hour. When my

industrial attachment came to an end, I handled a task on my own where the delight of the guests was my top priority. I am now in a very strong position to manage reservation efforts. My academic background made working in the reservation department simpler. I could have made many connections between my academic understanding and my professional activities. Through my practical work, my theoretical knowledge improved, which is very significant for the development of my career. Everyone admired how hard I worked on the project. Finally, I can state that my six months of work placement have produced learning results that will be highly useful for my immediate future.

CHAPTER 4
CONCLUDING PART

GRACE COX
SMART HOTEL

4.1 Findings

During the internship period, I found some issues in Grace Cox Smart Hotel which include-

- Less Capacity for Parking which mostly creates inconvenience for the visitors or the guests
- Less brand awareness and social media engagement for the café and the banquet hall
- Leaker polish on the walls
- Worst-reviewed reception service
- No facility for a minibar in the non-premium or deluxe rooms
- Small-sized swimming pool
- A lack of cooperation from the reservation team, where the team occasionally takes control of the reservation
- For local visitors, there are only a few lodging packages available. The accommodations' facilities are poor in light of the cost.
- Compensation packages and other perks are not satisfactory for the employee.
- No internal training is given or organized for the staff to meet the customer satisfaction

4.2 Recommendation

Some of the recommendations have been proposed to overcome the drawbacks that Grace Cox Smart Hotel is currently facing-

- Organize training and development sessions for the staff of the hotels to encourage more engagement
- Up-to-date room maintenance needs to be ensured prior 3 months or 6 months period
- Increase parking lot capacity while creating a rectangular lot
- Flexible work shifts and incentives can be articulated by the management team to motivate the hotel personnel
- Ensure coordination of each of the departments operating under the hotel
- Allocate more budget in the sales and marketing department to create awareness about the services and offers that the hotel is currently offering

- The hotel charges are too restrictive and should be adjustable for middle-class people. Furthermore, people ought to have access to more affordable solutions.
- There should be more open gatherings and advertising campaigns held at the hotel.

4.3 Conclusion

To conclude, to better the lives of its clients, Grace Cox Smart Hotel strives to become the industry leader while providing semi-premium services. They make an effort to improve the situation. Visitors feel at ease and have wonderful experiences that they adore. A reservation is a signed agreement between a hotel and a guest that requires the hotel to maintain the specific accommodation category the guest selected at the time of booking and the guest to agree to pay all applicable fees. Typically, it is also referred to as a reservation confirmation letter. In order to create a free flow of information among the personnel, the hotel needs to modernize its reservations department while working with other departments as well. To reach customers, marketing must be effective. Incorrect execution increases the likelihood of losing more potential customers. The sales and marketing team is always working to raise awareness of the hotel among the general public. Being one of the newest hotels, they have a broad range of potential customers. The service still has several shortcomings, including a dearth of marketing communication, which needs to be assessed and rearranged.

4.4 References

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4.5 Photo Gallery







