

Internship report
On
An Operational Overview of Front Office Department in Four
Points by Sheraton Dhaka

Submitted To

Mr. Mahbub Parvez

Assistant Professor

Faculty of Business and Economics

Daffodil International University

Submitted By

Kamruzzaman Rony

ID No: 141-43-117

Program BTHM

Daffodil International University

DEPARTMENT OF BUSINESS ADMINISTRATION

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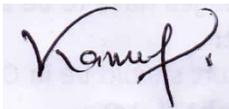
Daffodil
International
University

Letter of Approval

This is to certify that Kamruzzaman Rony bearing ID No: 141-43-117, has completed his internship from Four Points by Sheraton Dhaka, Bangladesh as a Trainee under Front Office Department from 15th November, 2017 to 15th April, 2018. He has successfully completed his Practicum Report under my supervision. During my supervision I found him punctual, hardworking and sincere. I pray and wish to Almighty Allah for his success and better future career.

I hereby declare that I have checked this report in my opinion; this report is adequate in terms of quality and scope for the award of Bachelor of Tourism and Hospitality Management program.

I wish him all success in life.



Mr. Kamrul Hasan Bhuiyan

Lecturer

Faculty of Business and Economics

Daffodil International University

Acknowledgement

The successful completion of this report is the outcome of the contribution of the number of people to whom I am grateful and want to thank them from the deep of my heart. So, I would like to take this opportunity to thank all those people who helped me in preparing this report on the topic named “**An Overview of Front Office Department at Four Points by Sheraton Dhaka**”.

First of all I would like to express my all praise to the Almighty Allah my Creator, Sustainer to whom we all have to return.

I am very thankful to **Mr. Mahbub Parvez**, Assistant Professor, Faculty of Business and Economics, for giving me the opportunity to complete my internship from Four Points by Sheraton Dhaka.

I would like to express my gratitude and respect to **Kamrul Hasan Bhuiyan**, Lecturer of Tourism and Hospitality Management, who has supervised and guided me to prepare my practicum defense report. Without his guidelines it would not be possible for me to prepare this report in the present design.

I would also like to pay my gratitude to **Mr. Reaz Hasan**, Manager, Front Office, my supervisor **Md. Rakibul Hassan**, Duty Manager and **Gerald T Rebeiro**, Duty Manager, **Mr. Gutam Sarkar**, Guest Service Agent, **Golam Rabbi**, Luggage Assistant of Four Points by Sheraton Dhaka, who gave me lots of opportunities to accomplish Front Office operational knowledge, also trained and guided me about front office work.

Last but not least, I would like to convey my gratitude to my parents, family members, all my faculty members of DIU, friends, senior, juniors, people from DIU community and all other hotel associates who gave me good advice, suggestions, inspiration and support to complete this report.

Letter of Transmittal

May 29, 2018

Mr. Kamrul Hasan Bhuiyan
Lecturer
Faculty of Business and Economics
Daffodil International University
102, Sukrabad, Mirpur Road
Dhanmondi, Dhaka-1207

Subject: Submission of Internship Report.

Dear Sir,

With due respect, I am glad to submit this internship report as instructed by you, I tried my best to present this internship report titled “An Operational Overview of Front Office Department in “Four Points by Sheraton Dhaka” according to your guideline. I have a 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 an idea.

I am privileged enough that I have got sufficient experience and efficient professional team as well as opportunity to work with them at Front Office Department at Four Points by Sheraton Dhaka to learn about their front desk operation, concierge and other procedure effectively.

Finally, I would like to assure that I will remain standby for any clarification, explanation as and when required.

Thank you for your kind assistance.

Yours sincerely



Kamruzzaman Rony

ID No: 141-43-117

Program: BTHM

Student Declaration

I, Kamruzzaman Rony, bearing ID No: 141-43-117 a student of BTHM program under the Tourism and Hospitality Management (THM) at DIU— Daffodil International University . This is to inform you that the report titled **“An Operational Overview of Front Office Department at Four Points by Sheraton Dhaka”** has only been prepared for partial fulfillment of my Practicum as well as for the requirement of BTHM degree and not for any other purpose. This report contains the practicum works, which has been performed by me and this has not been submitted or copied elsewhere for any other purposes. Hence, it is strictly prohibited to copy, duplicate or uses this report without prior permission.



Kamruzzaman Rony

ID No: 141-43-117

Program: BTHM

Executive Summary

The main objective of this report is to know about the operational overview of the whole front office department at Four Points by Sheraton Dhaka. In the hotel industry front office is a very important and sensible department. Front office is considered to be the nerve center of a hotel as it gives the guest the first impression of a hotel. Front office is well connected with all the departments of a hotel and generates maximum amount of revenue for the hotel. If guest faces any sort of problem, or needs to seek any sort of information they directly contact the front office and not any other department. In front office department a small mistake can cause a great problem so one needs to be very careful.

I was lucky enough that I got a chance to work with the Front Office Department team of Four Points by Sheraton Dhaka for three months as a trainee. It was my pleasure that I was able to work in all the departments under FO. Throughout my internship period I learnt the works of guest service, guest service agent, guest relation officer and the work related to concierge, fitness center and swimming pool. Four Points by Sheraton Dhaka uses Opera software which is one of the most expensive software in the world and I did learn how to operate PMS Opera . I was not able to collect some SOP's required for my report as SOP's contained Marriott Confidential and Proprietary Information. While working with the front office team I noticed in every now and then they always try to provide the best service to satisfy the guest. If something goes on wrong due to service related issues they provide complimentary stays or food vouchers to keep them happy. There is an option for guest voice through which we get to learn in which area we need to improve. Briefing in the hotel helps us to know the present scenario of the front office department where talking is all about guest problems. There are issues with key cards at Four Points by Sheraton Dhaka which needs to be solved. There is limited resources with which we had to work so number of resources according to the needs should be increased. It was a tremendous opportunity to complete my internship in such a renowned, luxurious five star hotel which helped me to enrich my theoretical and practical knowledge which will help me in the future to build a smooth career.

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Chapter 1

Introduction

Introduction

The hospitality industry is one of the fastest growing service industries that contribute a lot to the world economy. Hospitality industry can be divided into two parts: entertainment areas like clubs and bars, and accommodation. In Bangladesh the hospitality sector is growing from time to time. Business travelers are visiting Bangladesh for business purpose as a result a quite good number of hotels has been established including 5 star hotel and many are coming up for providing the best hospitality services to the guests. A hotel is a place which offers accommodation in exchange of a certain amount of money. A combination of meals and accommodation comes as a package in most hospitality establishments. Hotels are managed by professionally qualified managers. Junior workers usually maintain the hotel.

Hospitality basically refers to the relationship process between a customer and a host, wherein the host receives the customer with goodwill, including the reception and entertainment of guests, visitors, or strangers.

Regardless of the class or type of the hotel, front office is the most visible and essential focal point of a hotel. The focal point of activity within the front office is the reception desk, which is located in the front lobby of a hotel and dispenses all front of the house activities of the hotel. It is the communication center of the hotel with great amount of guest contact. Guests interact with the hotel for the first time by interacting with the staff of the front office, and they form the first impression about the hotel based on the efficiency, competency and behavior of the front office staff.

The reception desk performs the functions like the sale of rooms, guest registration, room assignments, handling of guest request, maintenance of the guest accounts, cashiering along with handling mail and providing information. The financial tasks usually handled by the front desk personnel include receiving cash payments, handling guest folios, verifying checks and handling foreign currency and credit cards.

1.1 The Hospitality Industry

The hospitality industry is a huge sector making trillions of US Dollar in revenue each year. And, travelers always seek hospitable places to kick back and relax, away from all the hustle and bustle of everyday routine. Although most modern hotels feature clients` experience and conveniences such as television, mini bar, in-suite showers, they fulfill the same purpose of ancient inns but with improved services.

The hospitality industry is part of a larger enterprise known as the travel and tourism industry. The travel and tourism industry is a vast group of businesses with one common goal: providing necessary or desired products and services to travelers. The hospitality industry consist of lodging and food and beverage operations as well as institutional food and beverage services, which do not cater to the traveling public.

Hospitality industry are the companies or organizations that provide food, drink or accommodation to people who are “home away from home” .The hospitality industry is a major service industry. Its task is to create shareholder wealth by servicing and satisfying guests. Hospitality industry includes hotels, restaurant, private clubs, managed food service, event planning, tourism related businesses, and travel providers.

However, the tourism industry of Bangladesh has not been able to make much benefit despite the immense prospects of development the tourism sector has. There are numerous reasons that stand as a hindrance to the development of the tourism industry of Bangladesh.

1.2 Objective of the Report

The main objective of the internship report is given below.

1. Broad Objective
2. Specific Objective

1.2.1 Broad Objective:-

The broad objective of this report is to prepare an internship report that will give us a clear overview and show us the activities of Front Office Department at Four Points by Sheraton Dhaka. This report overall will also tell us the importance of Front Office Department in any hotel not only in Four Points by Sheraton Dhaka but in any running hotels. It will also tell us how Front Office Department can play a vital role for 100% guest satisfaction and for generating

a huge amount of revenue for the hotel. Moreover, the report will help to be familiar with hotel environment, to learn hospitality manner, to know the front desk task, to Learn the Front Desk Executive duties and responsibilities, to build up good relationship with other staffs and to outlook the activities I did in Front Office Operation at Four Points by Sheraton Dhaka/Gulshan.

1.2.2 Specific Objective:-

The specific objectives of this report are as follows

- To describe the organization and function of the front office department
- To assess the depth information about Front office Department.
- To discuss the relationship with the all workers, basically between front office and other department.
- To gather practical work experience Front Desk services and facilities of Front Office Operation at Four Points by Sheraton Dhaka/Gulshan

1.3 Background of the Report

The background of this report is to show how the front office department of Four Points by Sheraton Dhaka operates its operation. This report will also give us a clear idea about all the departments under front office department that I have practically worked during my six months internship period. As a student of hospitality management, I felt hotel to be a great place for enhancing my practical knowledge. To achieve a BTHM degree one has to do internship relevant to the subject which I think it to be a great measure taken by the DIU which will enable students to be practically knowledgeable in his or her relevant field. This report has been made for partial fulfillment of achieving BTHM degree and not for any other purpose. For my internship I have chosen Marriott's Four Points by Sheraton Dhaka, a leading luxury 5 star hotel where I think I can gain some practical knowledge which will help me in building up a good career.

As I am working as a trainee in Four Points by Sheraton Dhaka I have been given the opportunity to work in all the departments under front office. So that is why I have chosen the topic “An Operational Overview of Front Office Department at Four Points by Sheraton Dhaka” for my internship.

1.4 Methodology

In order to prepare this report I collected data and information from two different sources. The data and information collection sources are primary and secondary.

1.4.1 Primary Sources:

Primary data has been collected from a personal interview face to face with Mr. Reaz Hasan, Front Office Manager of Four Points by Sheraton Dhaka and other department associates of the hotel and also from the practical work that I have done in the front office. Primary data has been collected by my practical observation and working in the different sections of Front Office Department of Four Points by Sheraton Dhaka/Gulshan. Also, the primary source includes the training with PowerPoint slide while working in the Four Points by Sheraton Dhaka/Gulshan. It also includes practical work in the front office, face to face conversation with the employee and by asking to front office staffs about activities of Front Office.

1.4.2 Secondary Sources:

Secondary data has been collected from hotel website in the officials of Four Points by Sheraton Dhaka, annual reports as per Marriott website, journals, newspaper, and from brochure of Four Points by Sheraton Dhaka. It also includes relevant types of journals, faculty’s journal, internet, some foreign writer’s books and brochure of Hotel.

1.5 Limitations of the Report

In my internship period I faced some problems while I was making this report. These problems can be considered as limitation of the report.

Lack of Information: The hotel website didn’t contain as much of information which made it difficult for me to make this report.

Lack of Support: As Four Points Sheraton Dhaka being a big hotel, front office manager, duty manager, team leader most of the time remained busy in a busy schedule so I had to collect information from associates and trainees.

Lack of Time: Due to work pressure in the hotel and for getting less time I couldn't focus on my report that much.

Restricted Access: As SOP's contained Marriott Confidential and Proprietary Information we trainee had little access to it.

Chapter 2

An Overview of Four Points by Sheraton

An Overview of Four Points by Sheraton

Four Points by Sheraton is a brand of upscale hotels targeted towards business travelers and small conventions. It is owned by Starwood Hotels & Resorts, which is a subsidiary of Marriott International. The group operates more than 300 hotels worldwide under the Four Points by Sheraton brand.

In April 1995, Sheraton Hotels and Resorts introduced a new, up-scale hotel brand Four Points by Sheraton Hotels, to replace the designation of certain hotels as Sheraton Inns. In 1998, Starwood Hotels & Resorts Worldwide, Inc. acquired ITT Sheraton, outbidding Hilton. In 2000, Starwood re-launched Four Points by Sheraton, now targeted as a premier upscale five star hotel chain for business and leisure travelers.

Four Points hotels also have a "Best Brews Program" and a chief beer officer, Scott Kerkmans, who selects Craft beer to serve in their hotels.

2.1 Doreen Hotels and Resorts Ltd.

Doreen Hotels and Resorts Ltd is the owning company of the luxurious, reputed Five Star hotel property located in the premium Gulshan district of Dhaka which is operated by Marriott International Inc. under the brand, Four Points by Sheraton Dhaka Gulshan. The Four Points by Sheraton Dhaka Gulshan is a luxury business hotel which caters to the travelers with the intention of delivering comfortable rooms and personalized service.

The Four Points by Sheraton Dhaka is located at Doreen Tower in the city center of Gulshan Circle 2 of Dhaka. The hotel consists of the tower building and the residence suites block under same management catering to different segment of business travelers.

The Tower Building provides one of the best luxury spacious rooms to travelers with premium personalized service unlike any Four Points around the world. The facilities provide space and comfort, sky view rooftop fine dining with view of the city from its sky deck or sunset over the infinity swimming pool.

The Residence Suites provides premium, personalized service to the top executives with large spacious suites, peaceful location and seclude from a crowded environment, a home away from home in opulence and comfort. The facility was designed for executives who have a panache for luxury and solitude.

Doreen Hotels and Resorts Ltd. is a sister concern of Doreen Group. They analyzed the hospitality industry of Bangladesh and they found that it is a booming industry. So, Doreen Hotels and Resorts franchise the Starwood's property which is formerly known as Marriott International in the name Four Points by Sheraton Dhaka. They want to give chance to the students from different universities and build up their career in this sector, which will be helpful for this industry.

Four Points by Sheraton Dhaka has started its operation from the 5th July'2014. Uniquely designed and comfortably appointed, Four Points by Sheraton Dhaka is a new five-star hotel, conveniently located within the prime diplomatic and commercial zone of Gulshan. The embassies, high commissions, multinationals offices, and shopping malls are within easy walking distance. Take advantage of our prime position just 8 kilometres from Shahjalal International Airport. Doreen Hotels and Resorts Ltd is the owning company of the luxurious Five Star hotel property located in the premium Gulshan district of Dhaka operated by Marriott International Inc under the brand, Four Points by Sheraton. The Four Points by Sheraton Dhaka is a luxury business hotel which will cater to the travelers with the primary focus in delivering comfortable rooms and personalized service. The Four Points by Sheraton Dhaka is located at Doreen Tower in the city enter of Gulshan Circle 2 of Dhaka. The hotel consists of the tower block and the annex Suites block under a combined management catering to different segment of business travelers. The Tower Block provides one of the best luxury spacious rooms to travelers with premium personalized service unlike any Four Points around the world. The facilities provide space and comfort, sky view rooftop fine dining with view of the city from its sky deck or sunset over the pool.

The Suites Annex provides premium, personalized service to the top executives with large spacious suites, peaceful location and seclude from a crowded environment, a home away from home in opulence and comfort. The facility was designed for executives who have a panache for luxury and solitude. Both properties were developed with the highest standards and has followed international design and safety standard guidelines. Both properties were contributed by reputed international designers and consultants. The properties stand testament to the vision of DOREEN in building products of the highest international standards and a marquee to the direction where DOREEN is proceeding towards the future. The investment portfolio of hotels by DOREEN will have four properties in development and operation.

2.2 All about Marriott

Marriott International, Inc. is an American multinational diversified hospitality company that manages and franchises a broad portfolio of hotels and related lodging facilities. Founded by J. Willard Marriott, the company is now led by his son, Executive Chairman Bill Marriott, and President and Chief Executive Officer Arne Sorenson.

Marriott International is headquartered in Bethesda, Maryland, in the Washington, D.C. metropolitan area. It has more than 6,500 properties in 127 countries and territories around the world, over 1.2 million rooms (as of September 2017), and an additional 195,000 rooms in the development pipeline. In 2017, Marriott was ranked #33 on Fortune's "100 Best Companies to Work For" list, its twentieth appearance on the list.

Core Values of Marriott

- Put people first
- Pursue Excellence
- Embrace change
- Act with integrity
- Serve our world

Marriott Vision

- Purpose
- Values
- How we win
- Score card

Marriott Mission

Bridging culture inspiring discovery around the world.

2.3 Marriott Hotel & Room World Stats

Marriott Hotel:

Marriott International, Inc. (NASDAQ: MAR) is based in Bethesda, Maryland, USA, and encompasses a portfolio of more than 6,200 properties in 30 leading hotel brands spanning 125 countries and territories. Marriott operates and franchises hotels and licenses vacation ownership resorts all around the world. The company also operates award-winning loyalty programs: Marriott Rewards®, which includes The Ritz-Carlton Rewards®, and Starwood Preferred Guest®

Marriott Room World Stats:

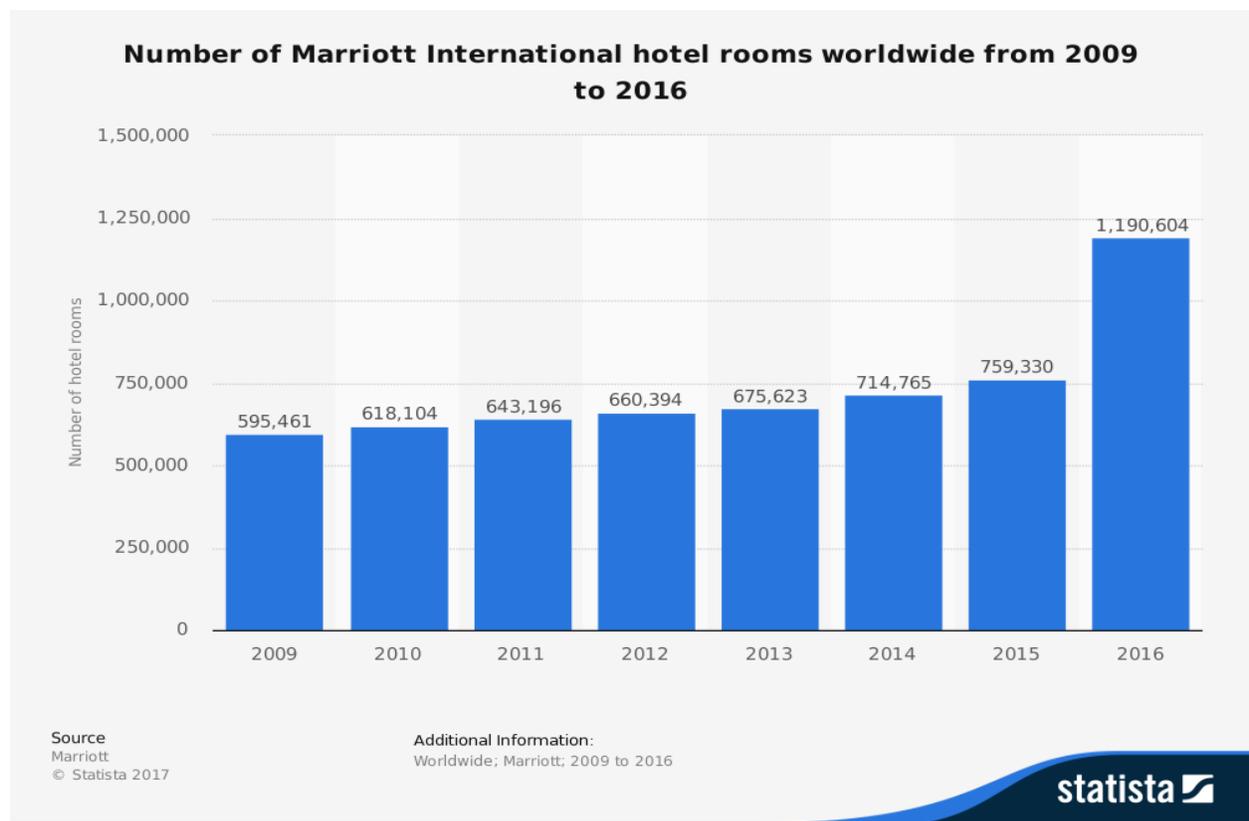


Figure: 1(Marriott World Room number)

2.4 Marriott Ranking over the World

Marriott International, Inc., was recently named to the Forbes 2017 World's Most Innovative Companies list, joining the ranks of Tesla, Amazon and Netflix. Forbes' proprietary evaluation ranks companies according to their "innovation premium" or the difference between their market capitalization and the net present value of cash flows from existing businesses (based on a proprietary algorithm from Credit Suisse HOLT). Marriott ranked #19 of 100 and is the only hotel company in the Top 20.

Innovation has always been part of the Marriott story. Over the last few years alone, Marriott has launched several new ideas to help put the company at the forefront of travel. When Marriott closed its acquisition of Starwood Hotels and Resorts, the company immediately enabled members of its loyalty programs – Marriott Rewards, The Ritz-Carlton Rewards and Starwood Preferred Guest (SPG) – to link their accounts. This allowed members to have their status matched across all three programs, and easily transfer and redeem points for travel to more destinations than ever before.

Marriott leads the conversation around travel with its Content Studio, which publishes original, engaging content across digital platforms worldwide, and M Live, the company's real-time social media command center. And recognizing that state-of-the-art technology will always be a critical part of consumer expectations, Marriott joined forces with Accenture Interactive to launch the Travel Experience Incubator, a new program designed to discover and foster startups working on innovative technologies and solutions to improve the travel experience.

2.5 Starwood Preferred Guest Loyalty Program

The Starwood Preferred Guest (SPG) program is our award-winning proprietary frequent traveler, customer loyalty and multi brand marketing program that encourages guests to concentrate their stays within Starwood's ten brands and to try new hotels in the Starwood family. The purpose of the program is to increase revenue and stays at participating properties while building customer loyalty through personal recognition, benefits and rewards for staying at hotels and resorts opening under Starwood.

Level:

1. Preferred
2. Preferred Plus
3. Preferred Business
4. Corporate Preferred
5. Gold
6. Platinum
7. VIP
8. Employee

Preferred:

1. 02 Starpoints per eligible \$
2. 15% discount on F&B in specified outlet in participating property.

SPG PRO: 01 Starwood every \$3 eligible revenue (maximum 20,000 Starpoints per event)

Gold: (10 stays or 25 nights)

1. 03 Starpoints per eligible \$
2. Upgrade to Enhanced room at C/IN
3. 04 PM late C/O
4. Welcome gifts:
 - A) Bonus Starpoints (125)
 - B) Complimentary Beverage
 - C) In- Room free Internet

3. SPG PRO: 01 Starwood every \$2 eligible revenue (maximum 30,000 Starpoints per event)

Platinum: (25 stays or 50 nights)

1. Upgrade to the next level room at C/IN, including Standard Suite.
2. Club & Executive level privileges.
3. Complimentary in-room internet.
4. Benefits:

A) Bonus Starpoints (250)

B) Local Gifts

C) Complimentary Continental Breakfast

5. After 50 Nights: 10 Suite Night Awards confirmable starting 5 nights prior arrival.
6. After 75 Nights: 4 Starpoints per eligible \$ spent plus access to YOUR24
7. After 100 Nights: Access to a personal ambassador.
8. SPG Life Time Platinum: After 500 eligible nights and any 10 years of Platinum SPG status.

4. **SPG PRO (75 NIGHTS +):** 02 Starpoint for every \$3 eligible revenue (maximum 40,000 Starpoints per event)

YOUR24: A Platinum member with 75 nights and more to choose his/her C/IN time and enjoy the flexibility of a 24 HRS stay. We have to honor 0900am to 0500pm request.

2.6 Four Points by Sheraton Dhaka Highlights

Four Points by Sheraton Dhaka, is one of the most renowned, luxurious, exclusive and magnificent business-class five star hotels in Bangladesh. It is owned by Starwood Hotels & Resorts, which is a subsidiary of Marriott International. It is located in the Gulshan commercial area of Dhaka. It has two buildings out of which one is the Tower Building and the other one is the House Residence. Uniquely designed and comfortably appointed, Four Points is a new five-star hotel, conveniently located within the prime diplomatic and commercial zone of Gulshan. The embassies, high commissions, multinationals offices, and shopping malls are within easy walking distance. Take advantage of prime position just 8 kilometers from Shahjalal International Airport. However, my report is on Four Points by Sheraton, Dhaka, and a five-star hotel that started its operations from July in 2014.

2.7 Organigram of Four Points by Sheraton Dhaka

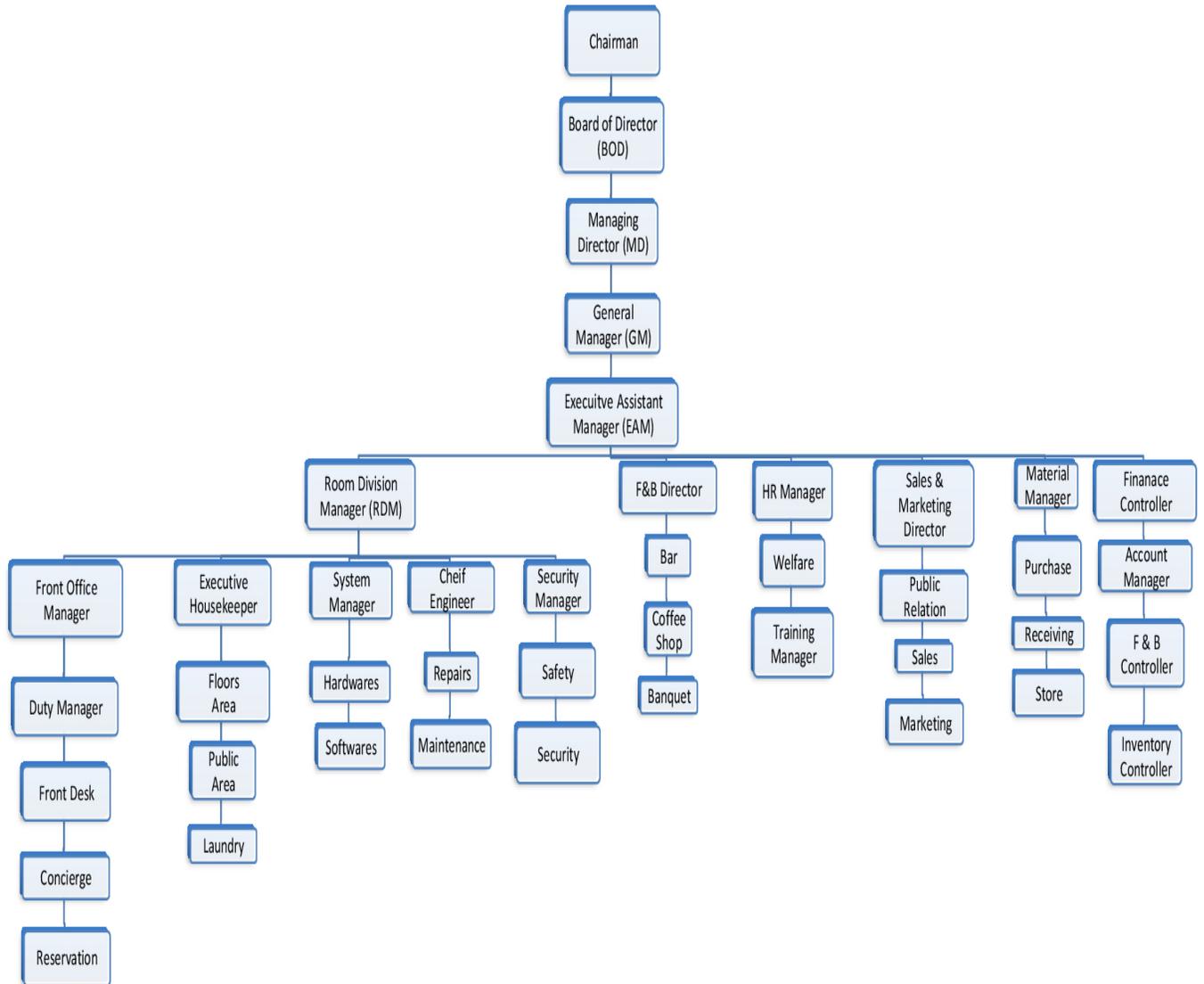


Figure: 2Organigram of Four Points by Sheraton Dhaka

Room Tariff

Room Type	Size (Square Meter)	Rack Rate
Deluxe King	28-30	350 ++
Premier Deluxe	33-36	400 ++
Residential Suite	47-52	500 ++
Premier Suite	47-52	600 ++
Four Points Suite	55-60	850 ++

Figure: 3 Room Tariff

Description of Different Rooms

Deluxe King: -

Having stunning views of Banani this 301-344 sq. ft. room is located in the Tower Building's 12th floor and above. This room provides all the comforts of home, like a morning newspaper and free bottled water and coffee. It also provides "Four Comfort Bed" which is a brand amenity of Marriott along with much more facilities.

Premier Room: -

Located in the tower Building's 12th floor and above this 366-377 sq. ft. room ensures panoramic views of the Airport. This room provides all the comforts of home, like a morning newspaper and free bottled water and coffee. It also provides "Four Comfort Bed" which is a brand amenity of Marriott and also a separate Bathtub and Shower along with much more facilities. There is also King Bed and Two Single Beds available for this room type keeping in mind the best comforts for your needs.

Deluxe Suite:-

This 506- 560 sq. ft. residential suite also known as Deluxe Suite is located in a quite calm Residence Building. This room consist of a Bedroom and a Living room with dining facilities for 2. There is also a kitchenette with all necessary utensils where you can cook your own food and feel like you are in your own home. It also provides "Four Comfort Bed" which is a brand

amenities of Marriott and also a separate Bathtub and Shower and also Ironing facilities and much more. Individually controlled lighting allows guests to set the mood.

Premier Suite: -

These 506- 560 sq. ft. premier suites are located in Residence Building's 6th floor. This room consists of a wooden pirouetting floor. This room consists of a Bedroom and a Living room with dining facilities for 4. There is also a full kitchenette with all necessary utensils where you can cook your own food and feel like you are in your own home. It also provides "Four Comfort Bed" which is a brand amenity of Marriott and also a separate Bathtub and Shower and also Ironing facilities and much more. Individually controlled lighting allows guests to set the mood.

Four Points Suite: -

Located in 23rd floor the pinnacle of space and style, our Four Points Suite affords exciting city views. Individually controlled lighting allows guests to set the mood. The suite's ultra-chic living room is filled with natural light and invites guests to relax on the sofa with the daily newspaper, watch a program on the 55-inch LED TV, or listen to music on the state-of-the-art sound system. Each of the suite's two private bedrooms is an expansive retreat that includes a large sitting area, a 40-inch LED TV, and a walk-in closet. Guests can revive in the morning in the spacious master bathroom's glass-enclosed rainforest shower, or a separate freestanding bathtub. Marble counters, dual "floating" wash basins, and a robe and slippers complete the experience.

Facilities, Services and Amenities of Four Points by Sheraton Dhaka

- **Business Services**
 - ✓ Currency Exchange
 - ✓ Copy/Faxing Service
- **Guest Services**
 - ✓ 24-Hour Security
 - ✓ Emergency Lighting
 - ✓ Smoke Detectors
 - ✓ Safe Deposit Boxes
 - ✓ Concierge Service

- ✓ Express Check-Out
- ✓ Air Conditioned Facilities
- ✓ Laundry Service
- ✓ Elevators
- ✓ Luggage Storage
- ✓ Dry Cleaning Service
- ✓ Free Internet Access

- **Recreation and Entertainment**

- ✓ Tower Spa
- ✓ Residence Steam Bath
- ✓ Tower Fitness Centre
- ✓ Residence Gym
- ✓ Rooftop Infinity Pool
- ✓ Residence Sauna
- ✓ Outdoor Residence Pool
- ✓ Personal Trainer

- **Transportation**

- ✓ Self- and Valet Parking Facilities (Free)
- ✓ Limousine Service
- ✓ Airport Pick-Up and Drop-Off (Limited)

- **Room Facilities**

- ✓ Four Comfort Bed
- ✓ Coffee and Tea Amenities
- ✓ Kitchenette
- ✓ Microwave Woven
- ✓ Refrigerator

- ✓ Hairdryer
- ✓ Weight Machine
- ✓ Free Daily Newspaper
- ✓ iPod Docking Station
- ✓ DVD Player
- ✓ Minibar
- ✓ 40" LED Television

Check-In | Check-Out

- ✓ Check-In Time: 03:00 PM
- ✓ Check-Out Time: 12:00 PM
- ✓ Late Check Out Available Based On Occupancy Rate
- ✓ Early Check In Possible If Rooms Are Vacant
- ✓ Half Day Late Check Out: 12:00PM - 08:00 PM
- ✓ Full Day Late Check Out after 08:00 PM

Meeting and Wedding Facilities at Four Points by Sheraton Dhaka

- ✓ **Ballroom:** 2476 sq. ft., 150 PAX at Reception, Tower Building
- ✓ **Meeting Room:** 180 sq. ft. 08 PAX at Reception, House Residence
- ✓ **Meeting Room 1:** 215 sq. ft., 08 PAX at Reception, Tower Building
- ✓ **Meeting Room 2:** 194 sq. ft. 08 PAX at Reception, Tower Building
- ✓ **The Eatery Private Dining Area 1:** 388 sq. ft., 40 PAX, Tower Building
- ✓ **The Eatery Private Dining Area 2:** 226 sq. ft., 28 PAX, Tower Building
- ✓ **The Eatery Private Dining Area 3:** 215 sq. ft. 25 PAX, Tower Building

Laundry Services

Four Points by Sheraton Dhaka has In-House laundry services for its guests. Four Points by Sheraton Dhaka's laundry service gives complimentary 4 pair of laundry services everyday to its guest. Guest staying here enjoys the service and experience five star laundry services. If guests wants to give more than 4 pieces of clothes then guests has to pay a minimal fee.

Restaurant and Lounge Facilities

There are 6 dining facilities at Four Points by Sheraton Dhaka.

- **Wrapped**

Located on the Tower Building's ground floor, Wrapped is a modern, eclectic coffee lounge. Choose from gourmet sandwiches, tasty wraps, Danish pastries, chocolates, great coffee, and a large selection of international teas.

- ✓ Cuisine: Deli
- ✓ Hours Of Operation: 24 hours
- ✓ Atmosphere: Casual
- ✓ Outdoor Seating Available: No
- ✓ Serving Style: Grab 'n Go

- **The Eatery - Tower Building**

Providing beautiful panoramas of the city from the Tower Building's 24th floor, The Eatery serves high-quality Asian and international dishes throughout the day. And has panoramic views of the city.

- ✓ **Cuisine:** International
- ✓ **Hours Of Operation:** 06:30 AM – 10:30 PM
- ✓ **Atmosphere:** Casual
- ✓ **Setting:** Casual

- ✓ **Outdoor Seating Available:** No
- ✓ **Serving Style:** À La Carte/Buffer

- **Panash**

Located on the Residence Building's rooftop, Panash offers city panoramas from its Japanese garden-style environment. Skilled chefs artfully prepare such traditional selections as Sushi, Japanese Teppanyaki and Tempura cooked by our skilled Japanese trained chefs.

- ✓ **Cuisine:** Japanese
- ✓ **Hours Of Operation:** 06:30 PM – 10:30 PM
- ✓ **Atmosphere:** Casual
- ✓ **Setting:** Poolside
- ✓ **Outdoor Seating Available:** Yes
- ✓ **Serving Style:** À La Carte

- **Oasis Lounge**

Located on the Tower Building's second floor, the Oasis Lounge is a sophisticated retreat for relaxing over tea, coffee, and light snacks. Two private meeting rooms are well equipped for your conferencing needs.

- ✓ **Cuisine:** Snacks
- ✓ **Hours Of Operation: Daily:** 07:00 AM – 02:00 AM
- ✓ **Atmosphere:** Casual
- ✓ **Outdoor Seating Available:** No
- ✓ **Serving Style:** À La Carte

- **The Beast**

Located on the Tower Building's 26th floor, The Beast allows city views from floor-to-ceiling windows and a spacious balcony. Our opulent signature restaurant serves the finest contemporary cuisine. A ten-person private dining room is available.

- ✓ **Cuisine:** Steak and Seafood
- ✓ **Hours Of Operation:** Daily: 06:30 PM – 11:00 PM
- ✓ **Atmosphere:** Formal
- ✓ **Outdoor Seating Available:** No
- ✓ **Serving Style:** À La Carte
- ✓ **Dress Code:** Formal
- ✓ **Smoking Permitted:** Yes
- ✓ **Reservations:** Highly Recommended

- **The Eatery – Residence Tower**

The Eatery provides a calm, quiet environment just off the Residence Tower's lobby. This all-day dining restaurant is inspired by a variety of international cuisines.

- ✓ **Outdoor Seating Available:** No
- ✓ **Smoking Permitted:** No

Bar

- **Oasis Lounge:**

Located in Tower Building 2nd floor this lounge serves both alcoholic and non-alcoholic beverages to in house guest and outside guest. Besides alcoholic beverages it serves light snacks. Alcohol is served from 06:00pm and continues till 02:00am in the morning. Live music is also available everyday in the premises.

Health & Fitness Center

Four Points by Sheraton Dhaka does offer a fully equipped health club for guests with complimentary bottle of water and a bath towel including facilities for shower bath who wish to keep their health fit. All fitness centers are equipped with the best equipment's to better meet the guest's needs. There are also trainers available from 0700am to 1100pm. It is not chargeable for in house guest and it remain open 24 hours for in house guest. In the Tower Building the fitness center is located in the 4th Floor and in the House Residence it is located in Rooftop just beside the Panash restaurant.

- **Fitness Center Membership Rate**

	PER PERSON BDT	PER COUPLE BDT
	GYM +POOL	GYM +POOL
YEARLY	1,25,000++	2,00,000++
6 MONTH	90,000++	1,40,000++
MONTHLY	30,000++	40,000++
DAILY	3,000++	N/A

Figure: 4 Fitness Center Membership Rate

Sauna & Steam Bath

Four Points by Sheraton Dhaka has sauna and steam bath facilities for its guest. Sauna and Steam Bath are available in House Residence rooftop just beside the Japanese Cuisine restaurant Panash and where there is also a swimming pool and fitness center where guest can relax and experience the impressive sauna and steam bath. Professional hotel staff is always there for assistance and in order to satisfy guest needs.

Swimming Pool

Four Points by Sheraton Dhaka has swimming pool facilities for its guest. Guest will enjoy the calmness of the stylish infinity swimming pool in the Tower Building and an outdoor swimming pool in the House Residence. Temperatures are always controlled and swimming pool in House Residence is surrounded by poolside restaurant Panash and Tower building having stunning city views from the infinity swimming pool which keeps guest satisfied throughout the day, out in the sun or in shaded indoor seating.

2.8 Front Office Departmental Overview

The Front Office Department is considered as the major department in a hotel which is situated just after the entrance of the hotel door and its duty is to sell rooms of the hotels to the guests. Front office department reflects the image of a hotel. It is the backbone as well as the nerve center of a hotel from where all messages are communicated to the different department or personnel. The front office department of a hotel holds first important in view of the nature of a business in a hotel. Revenue collected from the selling of rooms contributes more than 50% of the hotel total sale. Thus, the functions of the front office department is to allocate rooms to the guest and acts as a continuous source of information to the guest staying at the hotel. Other major functions of this department includes settlement of guest account, providing guest service, preparation of guest history card, luggage handling, airport pick-up etc. The front office department develops and maintains up to date record on guest information, guest service and ensure guest's satisfaction. The front office is also responsible for welcoming the guests, greeting the guest and handling the guest complaints. Hence, the staffs working in the department performs a very vital role. The front office may be divided into different section, each of which have individual duties. Basically front office department is divided into front desk, guest service, concierge, fitness center and swimming pool, reservation, transportation etc. Departments varies upon the size, capacity, and standard of the hotel establishment.

2.8.1 Organizational Chart of Front Office Department at Four Points by Sheraton Dhaka

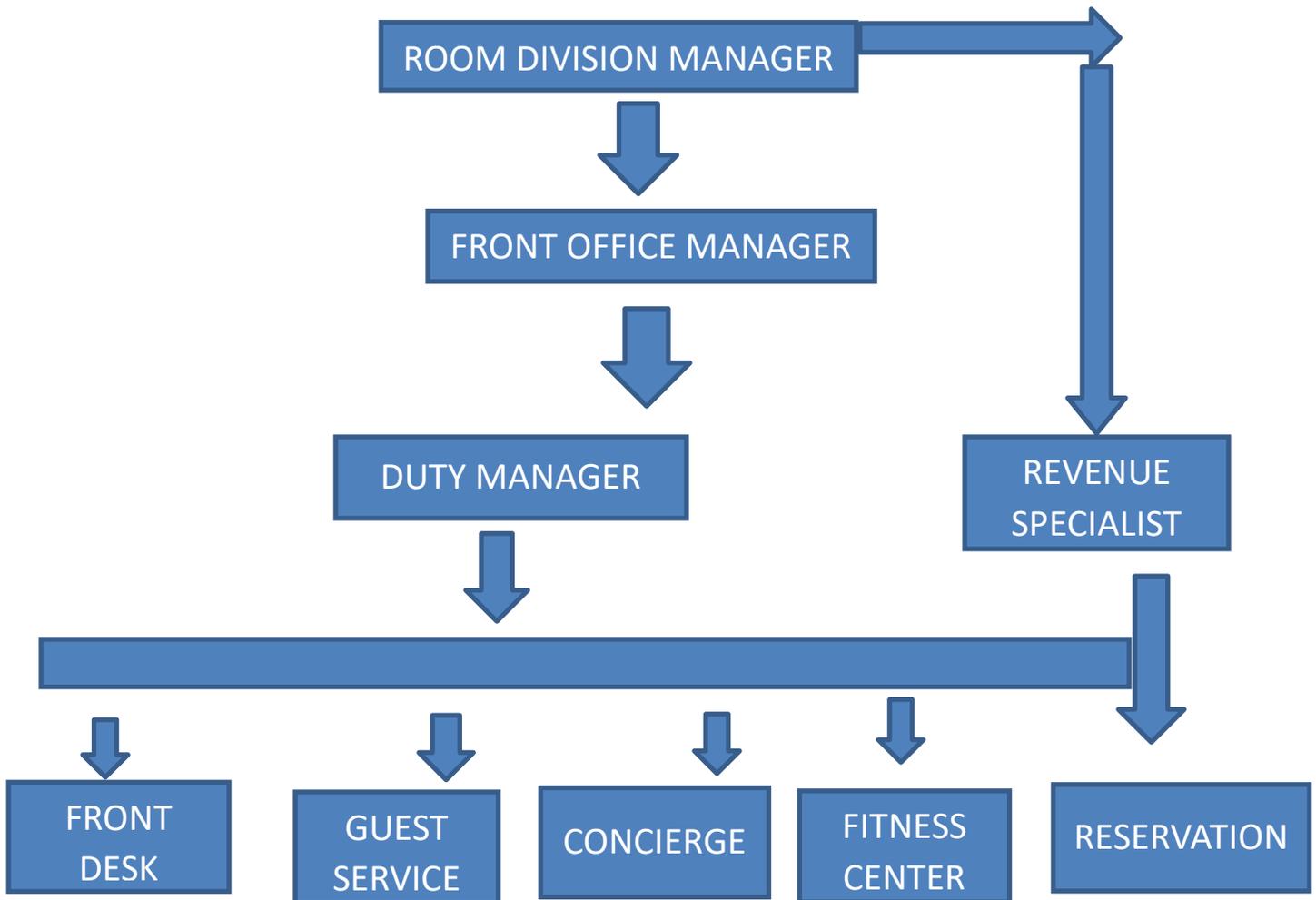


Figure: 6Organizational Chart of Front Office Department

Job Specification of Front Office Team Members

The Front Office Team Member performs the following duties:

- Greet and welcome guests
- Need to care for guest and need to look after guest satisfaction
- Check in guest and check out guest
- Taking payments
- Should know every ins and outs of the hotel including brands and running offer
- Answer guest queries

Front Office Manager

The Front Office Manager looks after all front office operations on a daily to daily basis and is responsible for the smooth running of the front office department. Front office manager solves unsolved problems and takes immediate decisions when necessary.

The Front Office Manager performs the following duties:

- Prepares forecast of room sales for upcoming week.
- Supervising daily check-ins and check-outs
- Operates and monitors the reservation system
- Supervising daily operations of front office department
- Communicates with all departments head to know the present scenario.
- Motivates employee
- Communicates with guest and solves guest problems when other associates fails to solve.
- Conducts meeting.

Front Office (Duty Manager)

A hotel runs three shifts in a day and for each and every shift there is a separate duty manager. Duty managers plays a vital role for the efficient running of front office department.

The Front Office Duty Manager performs the following duties:

- Greet VIP Guests
- Prepares and check for VIP's arrival and escort them to rooms
- Operates front office computer system in order to assist the front office staff
- Handles guest complaints and other problems and reports to Manager's log book.
- Helps front desk, concierge, and cashier at busy times
- Responds to guest queries and attends to need of guest
- Conducts daily briefing
- Responsible for approving weekly or monthly duty rooster

Front Office Supervisor (Reception Supervisor)

The Front Office Supervisor performs the following duties:

- Ensure smooth operation of all activities of the FO
- Monitor all arrivals and departures
- Welcome guests especially the VIP's and provide them best services
- Resolve issues if there are any complaints on services provided by the staff
- Supervise front office staff
- Works as per instructions of front office manager.

Front Office Services and Functions

There are various services and functions of the front office department in a hotel. Some services and functions of front office department of Four Points by Sheraton Dhaka's are listed below:

- To welcome guest in pleasant manner
- To sell rooms
- To register the guests
- To handle guests reservation
- To answer telephone calls and keep page for guest when necessary

- To receive and deliver letters, fax, parcels and messages for the guest
- To provide general information to the guests about the hotel, the city, current events and attraction.
- To show rooms to guest if policy permits
- To sell the hotels special services, e.g. restaurant and bar facilities, entertainment facilities, laundry services etc.
- To receive payments and provide credit when necessary
- To deal with guests' complaints

Front-of-the-House Operations

Front-of-the-House operations are visible to the guests of the hotel. The guests interacts and see these operations that is why it is called Front-of-the-House operations. Few of these operations include:

- Interacting with the guests to handle request for an accommodation.
- Checking accommodation availability and assigning it to the guest.
- Collecting detail information while guest registration.
- Creating a guest's account with the FO accounting system.
- Issuing accommodation keys to the guest.
- Settling guest payment at the time of check-out.

Back-of-the -House Operations

Front Office staff conducts these operations in the absence of the guests or when the guest's involvement is not required. These operations involve activities such as:

- Determines the type of guest (fresh/repeat) by checking the database.
- Ensuring preferences of the guest to give a personal touch to the service.
- Maintaining guest's account with the accounting system.
- Preparing the guest's bill.
- Collecting the balance amount of guest bills.
- Generating reports.

Reservations

Reservation of a hotel room is one of the most important responsibilities of the front office department. Guest always contact a hotel for availability of the desired type of room that the guest wants. The front office department has to respond to the enquiry of the guest.

The most important outcome of the reservations process is having a guestroom ready and waiting when the guest arrives. This guestroom should not be just any room, but the room that best meets the needs the guest expressed during the reservations process. At the same time, the hotel manager and owner have different objectives for the reservations process. They would like the reservations process to provide the highest occupancy and room revenue possible.

In the hotel industry there are two types of reservation. They are as follows:

- Guaranteed Reservations
- Non-Guaranteed Reservations

Guest Check-In

- Acknowledge the guest by making eye contact, smiling and using the guest name and welcoming the guest.
- Recognize SPG membership and status. If guest is non- member, offer enrollment.
- Recap guest preferences and verify e-mail address.
- Information in Reservation is confirmed, departure date, rate, and any special requests.
- Verify or obtain the Method of payment and ask for credit card authorization.
- Acquire key for guest. Rates are confirmed by either writing it on the key jacket or asking the guest to sign the registration card. Rates are not stated out loud.
- Leave a lasting impression, wish the guest in a pleasant stay and offer additional service by giving property information.

Guest Registration

Guest registration is nothing but recording the guest's information for official purposes. At the time of reservation, front office staff asks the guests to enter their personal information on the GRC. Registration activity is mandatory for both; the guest with reserved accommodation as well as for the walk-in guest. During registration, the guest is required to enter important information on the GRC such as guest name, contact number, purpose of stay at the hotel, and passport and visa details in case of foreign guest. It is the responsibility of the front office staff not to reveal the guest information to unauthorized persons.

Pre-registration Procedure

This procedure involves the prospective guests enquiring about the availability of desired type of accommodation. Registration can also be conducted in advance before arrival. It can be done via telephonic conversation in case of frequent guests, VIPs, or group guests. In case of new walk-in guest, pre-registration is absent as there is no prior interaction between the guest and the hotel. Pre-registration activity accelerates the actual registration process where the desired accommodation is marked as reserved.

Verifying Guest's Identity

Due to terror attacks the staff verifies guest's identity first by politely asking the guest's name. The staff member then requests to show a photo ID such as driving license or a valid identity card from a well-known organization where the guest is working. If the guests are from a foreign country, the staff requests them to show passport. The staff member is authorized to ask any verifying questions politely. The true copies of the passport or ID card are made to verify the guest's identity and to prepare guest database.

Guest Check-Out

- Special request for express check out.
- Ask for last minute consumption from the mini bar and place the bill by confirming with the housekeeping department.
- Ask about the experience of stay
- Ask about the transportation service
- Future reservation
- Ask how guest wants to settle the payment
- Handover the settled bill in an envelope
- Make contact with the transport if guest wants to use hotel transport service
- Wish the guest pleasant journey and invite the guest to come again

Airport Representative

- Handling guest arrival with pick up request and arrange hotel transportation
- Assist guest luggage
- Inform concierge when the car is on their way to hotel
- Stand at the arrival terminal with guest name on a play card
- Maintain logbook and write down all information about the pickup details including guest name

❖ **Driver**

- Pickup and drop hotel guest to and from the airport with proper greeting
- Personal drive when you book hotel car as for visiting local places or local sightseeing or when you go to your office.

❖ **Parking Attendant**

- Provide parking assistant to guest upon arrival and departure.
- Putting tags in cars in order to identify vehicles.

Night Audit

The night audit team accepts the hotel's daily financial transactions and other activities for reporting purposes. Due to twenty four hour hotel operations front office department conducts its audit duties at night, when hotels are generally less busy. The staffing associated with the night audit is commonly small in comparison to other room divisions' department. Generally the team is led by the duty manager and is supported by anywhere from two to three night auditors. In Four Points by Sheraton Dhaka there is no separate night audit team. This night audit is done here by the persons doing night duty. The night auditor is responsible for the following reports:

- Daily comparative business analysis report
- Arrival and departure comparative report
- History and forecast
- Long staying in the house report
- VIP arrival report
- Credit card transaction report
- Room rate posting report
- Arrival departure report
- Room status report
- Daily food and beverage selling report.

2.9 Front Office Interactions with Other Departments in the Hotel

Front Office considered as the hub and nerve center of a hotel has interactions with all other departments in the hotel. In order to run hotel operations smoothly, a hotel needs to have interactions with all other departments. In my internship period I have seen Front office staff interacting with all departments of the hotel, including marketing and sales, housekeeping, food and beverage, banquet, security, maintenance, human resource management and accounts department. These departments view the front office as a communication medium in providing satisfactory guest services to guest. Each department has a unique communication link with the front office staff.

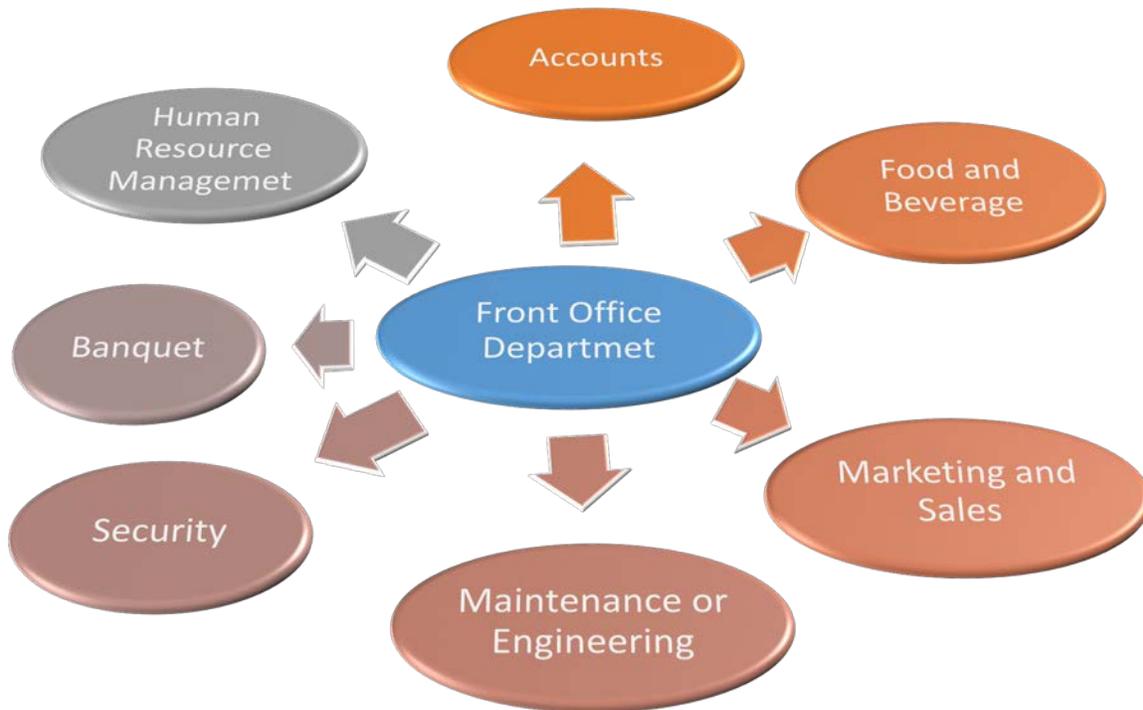


Figure: 7 Front Office Interactions with Other Departments in the Hotel

Food and Beverage Department

Since front office department is the one where guest the guests speak about their food and beverage requirements during reservation, the front office needs to communicate with the food and beverage sections frequently.

- It keep's track of guest purchases from the restaurant, bar or coffee shops in the hotel.
- It conveys special requests of the guest regarding food & beverage to the F&B department.
- It deals, accepts, and reserves banquet inquiries and coordinates them with the respective departments.

Housekeeping Department

The front office staff needs to interact with the housekeeping department on the concerns such as:

- Readiness of vacated accommodation for selling.
- Security of the accommodation.
- Guest's complaints and requirements about any amenities is initiated at the front desk.
- Guest's requirement of removing soiled dishes or linen from the accommodation.
- In addition, the housekeeping department relies upon front office staff for the number of accommodations sold, departures, walk-ins, stay-over guests, and no-shows. Timely distribution of the accommodation sales helps the housekeeping manager to plan employee personal leaves and vacations

Marketing and Sales Department

Sales and Marketing department highly depends upon front office inputs about the guests. The guest history compiled by the front office department is an excellent source for segmenting the customers, prepare customer – packages, and plan and execute the campaign.

The front office staff contacts marketing and sales department in case there is a need to prepare electronic marquees or message boards for promotion.

Banquet Department

The front office and banqueting department needs to interact with each other on the concerns such as:

- Expected number of guests to attend the banquet.
- Showing directions of the venue to the unfamiliar banquet guests.
- Posting of daily messages on felt board regarding venue, occasion, hosts and guests.
- Settling of the city account against the banquet service for the guest.

Maintenance or Engineering Department

The maintenance or engineering department and front office communicate on room status and requests for maintenance service. Maintenance employees must know the occupancy status of a room before attending to plumbing, heating, or air - conditioning problems.

If the room is reserved, the two departments will work out a time frame so the guest will be able to enter the room or be assigned to another room. Cooperative efforts produce the best solutions to sometimes seemingly impossible situations. Figure depicts the essential communication and planning by departmental managers to provide guest services at a time that will not interfere with delivering hospitality.

Likewise, the requests from guests for the repair of heating, ventilating, and air conditioning units; plumbing; televisions; and other room furnishings are directed to the front desk. These requests are then communicated to the maintenance department. The front desk clerk must keep track of the repair schedule, as guests want to be informed of when the repair will be made.

Security Department

Communications between the security department and the front office are very important in providing hospitality to the guest. These departments work together very closely in maintaining

guest security. Fire safety measures and emergency communication systems as well as procedures for routine investigation of guest security concerns require the cooperation of these departments

Human Resources Management Department

Front Office department is engaged with the human resource department to interview, help shortlist them, and select the most eligible employees for the job. It also contacts the HR department for employee training and induction programs, salaries, leaves, dues and appraisals.

Accounts Department

As front office department handles guest accounts with a complete responsibility, the staff needs to often interact with the back-office accounting colleagues regarding payment settlements or dues of guests or non-guests, discount offers, and coupons settlement. It also needs to sort out and get actual status of night auditing with accounts.

Chapter 3

Departmental Duties and Responsibilities

Departmental Duties and Responsibilities

As a trainee under front office department in Four Points by Sheraton Dhaka I got opportunities to work in their Front Desk, Concierge, Fitness Center and Swimming Pool. It was really a good opportunity for me to learn about the front office department of four points by Sheraton Dhaka. I maintained a logbook to perform my daily activities. The logbook is given appendix-“A”.



INTERNSHIP LOGBOOK			
Student Name:		DIU ID:	Year/Semester:
Organization Name:		Business Type:	
Working Area:		Supervisor Name:	
Date:		Time In:	Time Out:
List of Jobs	Observations (Constrains/ Challenges)	Lessons Learned	Recommendations
Supervisor Observation & Signature		Academic Assessor Observation	

Front Desk:

My duties and responsibilities of front desk include:

- Greeting the guest with a pleasant smile
- Check-in and Check-out guest
- Handling cash
- Making key cards and preparing welcome letter.
- Updating guest folio.
- Understanding the needs of guest and providing assistance according to the needs of the guest
- Answer phone calls and provide details regarding facilities, rates, and amenities or as per guest questions etc.
- Need to handle in house communication through PBX
- Checking and sending emails.

Concierge

My duties and responsibilities of concierge include:

- All the time handling the guest
- Escorting guest to their rooms with luggage's and giving them room briefing
- Putting luggage tag at the time of guest arrival
- Providing information about the hotel and also of the surrounding area including restaurants and shopping.
- Handling luggage's and parcels
- Arranging transportation for guest
- Maintaining logbooks
- Delivering and safely storing left luggage with luggage tag
- Need to be always updated about VIP arrivals and about special events.
- Distribution of newspaper to guest rooms and all departments of the hotel.

- Delivering messages, mails and packages to the guest in their rooms.
- Need to keep a record of guest arrival and guest departure

Fitness Center & Swimming Pool

My duties and responsibilities of fitness center and swimming pool include:

- Having proper knowledge about all the instrument available in the fitness center
- Learning how to operate the instruments available in the fitness center
- Greeting the guest upon arrival and handing over hand towel and a bottle of water
- Checking the swimming pool PH, temperature of the water and everything is in order or not
- Assisting guest in using the gym equipment's

3.1 Designation of My Departmental Job Responsibilities

Here in Four Points by Sheraton Dhaka, those who are doing their internship they are designated as Trainee. Trainees are attached to the entire department relevant to their respective departments. I was designated as a Trainee under Front Office Department at Four Points by Sheraton Dhaka. This is usually a good thing because it is learning period for us and Four Points by Sheraton Dhaka has given me that opportunity to work in all the departments and in both of their building.

While I worked at front desk it was really a challenging job for me. I had the responsibility to check in guest at busy times with the appropriate check in procedure of Marriott International. I also was given the responsibility of preparing welcome letters for guests every day and also had to make key cards for the guest rooms with software that is used for making key cards. I also had the responsibility of answering phone calls and if required transferring the call to the relevant department. I also had to keep a record of everyday guest arrival, departures and VIP guests.

When I worked at the concierge I had to handle guest luggage, guest's parcels. I had to put tag into luggage bag of guests. If guest left their luggage for some hours or days we had to tag them

with luggage tag and then store it in store room and had to note it down in the logbook. I had the responsibility of taking guests to their respective rooms with their luggage when guest checked in and had to brief the room according to the prescribed procedure by Marriott International. When guest checked out we had to luggage down from their respective rooms. Every day I had to keep a note of guest arrival and departure. At night duty I was responsible for giving newspaper into guest rooms. It is concierge where guest ask for local attraction, restaurants nearby or anything so I had to have good knowledge about the hotel and surrounding area.

When I worked at fitness center I didn't have that much of responsibilities. I had to greet the guest when guest did come and needed to hand over a hand towel and a bottle of water. If guest needed anything or guest faced any problem with the equipment I assisted them by showing them how to use or gave them their desired thing. Swimming Pool is under fitness center so I had to go to the swimming pool every day and had to check if the temperature and PH of water is updated every day or not and also had to check if towels are there or not and if there is any problem or not.

3.2 The Specification of My Departmental Job Responsibilities

In the different departments that I have worked I had to follow my checklist. In accordance with my checklist I have to fulfill each and every requirement.

Front Desk

- Reporting to work on time
- Maintaining grooming that meets property's standard
- Checking logbooks and emails
- Sending emails to check out guest regarding their stay
- Greeting guest with smile and if possible by calling guest name
- Taking note of guest arrival and guest departure
- Attending daily briefing
- Checking in guest

- Receiving Calls
- Preparing welcome letter and key cards
- Informing duty manager when guest complains and me not being able to solve

Concierge

- Maintaining proper grooming according to property's standard
- Reporting to work on time
- Welcoming guest
- Handling guest luggage and parcels
- Luggage down when guest checks out
- Assisting guest to room during check-in and giving short briefing of room
- Attending daily briefing
- Tagging left luggage and recording it in logbook and storing it
- Maintaining logbooks
- Assisting guest to local restaurant, shopping mall and also with transportation
- Follow up needs to be taken

Fitness Center & Swimming Pool

- Greeting guest
- Check all fitness center equipment's working properly or not
- Check swimming pool if everything is okay or not
- Assist guest in using the equipment
- Hand over towel and a bottle of water
- Checking own grooming standard
- Attending daily briefing

3.3 The Description of My Departmental Job Responsibilities

Internship program is a part of academic studies which I am doing for six months in one of the reputed luxurious 5 star Marriott International's Four Points by Sheraton Dhaka. Being a student of Tourism and Hospitality Management I got the opportunity to work in the Front Office Department under the supervision of Md Rakibul Hassan, Duty Manager. As a trainee my job was to learn from all departments under front office and provide the best service as per Marriott standard so that guest feel like they are "Home Away From Home"

I had to work in all departments under front office. As it was just a 6 months internship I was kept in every section under front office department with just the basic works for learning from every department. I had some fixed tasks decided by the management in each and every department of front office.

Preparing Welcome Letters and Key Cards

Every day I have to make personalized welcome letter and key cards for the guests arriving in respect to the arrival list. After making the welcome letter I had to take sign from our front office manager. Key cards are usually made with a software and in accordance to guest stay. We need to give a validity to the card and after a certain time the card will be invalid. Key cards have a key jacket where I had to write guest room number.

Answering Calls

I also worked in the guest service as a customer care where I had to answer calls from guest and from outside and assist them with their questions. If required I had to transfer the calls to the relevant department. So I had to have a good idea about the property and about the running promotional offers to assist the guest. I usually answered calls of guest where guest are seeking assistance regarding restaurant offers and prices, room rates and calls from our hotel's house phone.

Luggage Assistant

I also had to assist guest with their luggage. I sometimes when needed helped guest to get out of the car and gave a warm welcome. Then I had to take luggage from the trunk and had to put luggage tag by asking the guest name. I had to escort the guest to the reception by telling him or her that I would be taking care of your luggage. When check in procedure is complete than I had to assist the guest to their room and had to give a short briefing of the room. And at the time of departure if guest request luggage down then had to go to their rooms and had to bring luggage's from their room to the reception and had to put luggage tag. After the checkout procedure is complete I had to bring the luggage outside and had to put in the luggage trunk and had to say have a good flight.

Handling Transportation

Front Desk, Guest Service and Concierge all are connected with the transportation. Transportation is handled in our House Residence building and also I had to handle it. So for transportation I had to be very careful because I have to inform the transportation staff of the House Residence building. Usually when guest requests transportation I usually wrote it in transportation slip and took signature of guest and also wrote in transportation logbook and had to call the transportation staff and had to inform them this room no wants transportation to airport or some other place. Then they send car to the Tower Building.

Assisting Guest in Fitness Center

Fitness Center is also under the Front Office. I also did work in the Fitness Center of Four Points by Sheraton Dhaka. In fitness center I had to welcome the guests and hand them a hand towel and a bottle of water. If guests didn't new how to use the instruments I had to assist them in how to use the instruments. I also needed to check if each and every instruments are working properly or not if not working properly I needed to inform the engineering department. I also had to interact with the guest and had to make them more comfortable.

Room Inspection and Giving Welcome Letter

Room inspections are visiting the guest rooms and checking all the guest amenities are in the room or not in prior to their arrival and as per their preference if they do have one. I had to go to every rooms and check this and also had to see if everything is in proper order or not like ac are

working properly or not, bed are properly made or not, telephone are working or not. I also needed to give welcome letters to the respective rooms. If anything is not in order then I had to call HK department and F&B department and let them know.

Attending Daily Briefing

Every day briefing is conducted with all the front office department staff where duty managers take the main role. In the briefing discussion is mainly about guest voice, about our performance and issues that happened the previous days and there solution. Every team members need to take a VIP guest everyday and have to discuss of the guest in front of everyone example why you choose him or her as your VIP, his expected arrival and departure, company, rate code, country. Everyday briefing starts at around 02:30PM when both morning shift and evening shift are available. In daily briefing usually morning shift gives handover to evening shift. We are also given 30 minutes of training in the briefing as per our SOP.

The learning outcomes of My Departmental Job Responsibilities

This 6 months internship period helped me a lot in gaining practical knowledge. As hotel is a place where foreigners reside mostly my English speaking ability has increased a lot due to frequent communication with the foreigners. My friendly colleagues helped me in learning a lot of things and I fell myself more confident now. Now through this internship I have learnt the work of front desk, concierge, and fitness center. I can communicate with the guest and can answer to guest queries and help them in what they look for. When guest comes and seeks assistance from me I feel very happy which I think will help me to take forward. Four Points by Sheraton Dhaka taught me how to cope up with the hospitality industry and what to do when an issue arrives. I find myself lucky to be in an international branded hotel not only popular in Asia but popular throughout the world. Every day here is a new day for me and I get to learn new things every day.

Department Wise Learning Outcomes:

Which I learned during my internship is given below:

What are things I do in a group arrival?

I am trying communicating to the one in charge of the group so that the flow of processing for their registrations is made faster and I can accommodate one at a time and explain the discounted packages if there be any.

What is overbooking?

Overbooking means that there is no vacancy in the hotel so you must refer the guest to another establishment.

What is availability board?

In a hotel, availability board contains posting in the front desk or in the housekeeping board which normally displays information if a service is available or not.

What to do during the shift of the front office agent?

The employee designated for the front office should review the current reservations. Make it a point that correct figures in receiving and handling confirmations, recording and filing of records about the incoming and out coming guest are meticulously observed.

What is guaranteed reservation?

A guaranteed reservation is commenced when a guest paid 50% down payment in advance.

What is a confirmation number?

Confirmation number is a contact number of the guest which is to be used if you need to call back in order to confirm if she/he could arrive or not on the reserved date.

What is FITT?

Free Individual Tourist Traveler. The guest is alone and he/she does not join other groups.

What are some forms used in our hotel reservations?

There are multiple forms used in our hotel reservations (1) Guaranteed Reservation and(2) Non-Guaranteed Reservation but the basics are normally four slips only namely: Reservation slip, Cancellation slip, Amendment slip, and Assistance coupon. And there are two very important form, these are: official receipt and provisional receipt.

What is No Show?

The "No Show" means that the room is reserved but not in use or the reservation has been cancelled. In our hotel, it's charged 10,000 taka for no show.

What are the functions of the "night audit"?

The "night audit" is responsible for forecasting the previous sales and inventory. He keeps track of the money owned by the hotel. He is also responsible for charging the guest room accounts by groups and the corporate clients.

What is one major role and job description of the night audit?

The most important role of the night audit is to review the previous sales status of the night shift staff.

When a guest left an item?

There is always a possibility that a guest will forget some of his belongings in a hotel. These should be immediately surrendered to the front office clerk or in a lost and found section area. The item/s should be kept until they are claimed by the rightful owner. If for a reasonable time these items were not claimed then they can be disposed of upon approval from the manager.

What computer systems used in our hotel reservation?

There are lots of database and online systems used in hotel reservations. For simple comparison however, let us just cite the example of the "Amadeus" computer systems which it can handle reservations and booking all over the world. The "Galileo" centralized computer reservation system is designed for a single travel agent or a single database. We are using Opera Full Service software.

What to do If a guest lost his luggage?

If a guest lost his luggage it must be reported to the front office clerk and the handling of it should be forwarded to the chief security personnel for further investigation.

How to ride an elevator?

I know how to operate the elevator; familiarize myself about the number of floors of the hotel you are working at.

The front office clerk must be efficient in receiving and processing reservations, must perform correct computations of figures, must be very good in receiving and handling reservations, confirmations, recording and filing the status of the guest.

Front Office Department to do the work smoothly the manager split the whole job in three work shift. These are as follows:

Morning shift,

Evening shift, and

Night shift

1. Morning Shift(07:00-04:00) The Morning shift hotel front desk position handles daily record sheets, receipts and vouchers using computerized or manual accounting and data systems. Hotel front desk people handle day administrative support for hotel managers and staff. We answer inquiries regarding hotel services and registration by answering correspondences and telephone calls. Most times the hotel front desk personnel must be ready to meet, greet, provide information and respond to guests' complaints in person. All of these tasks require a fundamental understanding of office procedure and customer service.

Basically all the check in and checkout are taking places at morning shift. Morning shift is very busy time of a hotel because majority of guest are used to take their room at morning time and all the settlements of bill are taking from the guest in morning.

My morning shift job at Four Points By Sheraton Dhaka/Gulshan: There is two job in Morning shift people, take the shift clearly and do the activities,

1) Activities on taking the shift

Arrive at 6:45 a.m. for a 7 a.m. to 4 p.m. shift.

- Review what happened in the previous shift.
- Look at immediate needs.
- Count the cash.
- Review guest checks check-ins and checkouts.
- Prepare for business meetings in the hotel.
- Do room assignments.
- Handle incoming packages.
- Reconfirm dinner reservations.
- Process reservations, checkouts and check-ins.

2) Activities after taking shift

- ✓ Give complimentary breakfast coupon to the guest.
- ✓ Make the guests checkout list serial.
- ✓ Make the bill.
- ✓ Collect the bill from guest.
- ✓ Take the room key from guest.
- ✓ Check the status of room.
- ✓ Give the room key when guest get registered.

- ✓ When guest checkout from hotel, inform the housekeeping supervisor to check the room properly and arrange the room for new guest.

- ✓ If the guest destroy anything from hotel take fine from the guest.

- ✓ When new guest arrived in hotel give the greetings and fill up the GRC (guest registration card).

- ✓ Then send a bell boy with guest to find the room trouble-free.

- ✓ When guest enter in room give a call for inspection everything is ok in room.

- ✓ If hotel room is not vacant yet tell the guest wait in lobby and when room is available give it to the guest as soon as possible, etc.

- ✓ Open the front desk and get ready for the early check-ins. A lot of timeshare owners check in early because they own the unit and want to maximize their stay. A hotel, on the other hand, has a much stricter check-in policy. "You never know when they're going to show," he says.

- ✓ Make sure one owner has vacated for the next owner and ensure the room is ready.

2. Evening Shift (14:00-23:00) Evening shift duties are not like morning shift duty. In evening shift there is some different job for front desk executive which is very vital tasks. These are as follows:

- ✓ First of all receive the cash from morning shift.

- ✓ If there is some guest is left for check in then do the registration formalities and give them room.
- ✓ If the guest wants to go somewhere arrange the rent a car.
- ✓ When guest want to go outside take the key and when they come back to the hotel give them the key.
- ✓ At the afternoon time give expected arrival call for confirmation.
- ✓ If the guest does not responds in phone call then send them email.
- ✓ If there is any reservation cancelation then need to preserve the reservation copy and fax and if the reservation from head office then send a copy to head office from the hotel.
- ✓ When a cancelation occur as soon as possible up to date the reservation control chart.
- ✓ Before the shift closing write the log book with full description of front office ready cash, petty cash, all deposits, as well as if there is any message it also note down in log book.

3. Night Shift (22:30-07:30)The hotel night auditor runs the hotel's overnight operations.The hotel night auditor is the first person that customers see when they enter the hotel lobby and make their way to the front desk. The night auditor has many duties that keep her busy throughout the night. The person in this position is responsible for the entire hotel operation at night and has many responsibilities relating to the hotel business operations.

The hotel night auditor registers guests, takes reservations, provides room keys to guests and answers all phone calls from outside the hotel and from guests. The auditor checks reservations to see what rooms can be cleaned the next day and passes this information on to the housekeeping supervisor when she arrives. The night auditor makes or sets wake up calls if the first shift front desk clerk has not arrived yet.

Night shift staff performs slightly different duties at the hotel front desk. They must be ready to handle after-hours hotel needs, such as maintenance emergencies like a broken ice machine, late-night check-in and auditing (i.e., inventory of vacancies, reservations and room assignments). The night staff make sure hotel tenants are not disturbed by late-night desk activities and stay alert to activities, complaints or incidents that may need to involve the authorities.

In front desk or office the most important job is night audit. The front office executive audits all the reservation of full day which is done by morning and evening shift. The audit job is very sensitive because if the morning and evening shift in-charge made any mistake then the auditor can remove the mistake and solve the guilty but if an auditor made any mistake that cannot be removed. In night shift have lots of responsibilities these are as follows:

- ☑ First of all take the charge of front desk and receive the all R/cash, P/cash, deposits and all.
- ☑ Then need to check all the front desk report.
- ☑ After that start the daily night work.
- ☑ First need to print the software recapitulation.
- ☑ Then make the daily expected arrivals.
- ☑ Make the walking sales of whole day.
- ☑ Make the employs charged summary.
- ☑ Then make the cash summary which includes all check out bill, new booking money and all.
- ☑ After that need to make daily sales report this includes all the booked rooms of the hotel.
- ☑ When expected arrival, daily walking sales, charged summary, cash summary and sales report is done that time need to make the manual recapitulation.
- ☑ In recapitulation need to mention sold rooms with today, up to date, yesterday.
- ☑ Then occupancy rates today, up to date, and yesterday.
- ☑ And also average room rate, Dhaka office reservation advanced with today, up to date, and yesterday.
- ☑ When the night shift work going to be finished that only one work is left print all the night work.
- ☑ If there is any wakeup call for guest it also given by the night auditor.

4. Night Audit Serial

To success in any employment everyone maintain some serial of that work by which he/she done the work successfully and smoothly.

- Walk in sale
- Daily arrival list
- Daily departure list
- Resturarent sales summery
- Daily check-in report
- Daily check-out report
- Front cash summery
- Guest ledger
- Item wise revenue
- Daily charged summery
- Mannuel guest ledger
- Mannuel front cash
- Mannuel daily sales report
- Mannuel monthly sales report
- Mannuel guest list.

Chapter 4

Findings, recommendation & conclusion

Findings, recommendation & conclusion

4.1 Findings

While I was doing my internship under Front Office Department at Four Points by Sheraton Dhaka I found some things to be negative and some things to be positive.

- Lack of staffs not only in Front Office Department but also in other departments.
- All trainees' duty rooster is not at all flexible and is put to work more and more.
- Great team bonding from all the associates under Front Office Department.
- Briefing takes place every day where everyone needs to speak up and training is given with relevant to SOP's which enables us to learn more.
- The permanent associates working in Front Office Department are very friendly and are eager to teach the trainees.
- There is an in house mosque which is really a very good thing.
- Lack of adequate resources necessary for running the hotel.
- First aid equipment's is not enough to meet the urgent needs in case of any emergency.
- No in-house doctor.
- Problems with guest key cards sometimes keycards don'twork as long as the validity is given in relevant to guest stay due to software problem.

During my internship at Four Points by Sheraton, i faced many discrepancies and ups and downs over the times. Many of them were ignored. Some of the most visible findings are as follows-

1. The marketing approaches they are applying is not enough to cover enough guests to come in the front line among other competitors.
2. Another negative side I have found from the Eurasia during my internship is they follow One-way communication rather than multi-communication.
3. Sometimes they put order to do tasks after office hour. It also seems that employees going outside for office work like (taking delivery of visa or submit them on embassy, taking documents, and delivering tickets to the guests) they haggle with the conveyance.
4. Some of the employees were not cooperative enough.

5. They don't provide any training or learning session to the new employee. As an intern, I got fewer opportunities to learn the techniques to provide proper services.
6. During my internship in sales and marketing department I didn't find my colleagues that much co-operative as I expected. If I asked them any information twice they got annoyed. Most of the time ignored.

4.2 Recommendations

Recommendation is mainly based on findings what I have found out at the time of my internship at Four Points by Sheraton Dhaka. Through my findings I tried to highlight some positive side as well as some negative sides. On the basis of that and through my practical work I will be recommending what initiatives can be taken in order to run hotel operation more smoothly and to surely increase the satisfaction of the guest.

Following are some recommendation:

- Needs to have enough staff for running hotel operations more smoothly so the hotel must hire more staffs in every department.
- Nowadays trainee's plays a major role in hotel industry so trainee's working should be given more flexibility in duty rooster.
- The company should invest more to buy adequate resources that is necessary for running the hotel.
- First Aid equipment's should be increased in every department to meet urgent needs.
- There should be 24 hours in house doctor facilities for emergencies.
- Need to use key cards that are not software based.

Some suggestions to improve front office performance in short term-

- They need to market research and creates new recommendation.
- There are office hours design 9 to 5 and the company should straightly follow office hour in terms of employee motivation accept in few occasions.

- ☑ As a trainee we are new in the industry and lots of gaps from books study between the realities. So, the existing employees should welcome the trainee's friendly way.
- ☑ Every company should have training and development dept. to train up the new trains to be adapted with the real life working experience.
- ☑ Existing company should understand that trainees may need more focus to learn the work procedures and they have to be mentality prepare to have the same questions asked more than once.

4.3 Conclusion

It was an immense pleasure for me to work as a trainee in a 5 star organization like Four Points by Sheraton Dhaka under Front Office Department in both their building Tower Building and House Residence. I never worked in any organization before so it was really hard for me to cope up. But with all the friendly staffs working in Four Points by Sheraton Dhaka it was very easy for me to come up with the situation. During my internship period I did many mistakes but it is from mistakes where I have learned a lot. My university helped me in acquiring academic knowledge and Four Points by Sheraton Dhaka helped me in gaining practical knowledge. Academic knowledge and practical knowledge is two different thing. I have worked in all the departments of Front Office through which I have learn how to check in guest, how to check out guest, how to communicate with guests, how to solve guest problems and many more. In my practicum report I tried my level best to focus and bring an overview of the whole front office department of Four Points by Sheraton Dhaka. I really enjoyed working here as a trainee and it was really a good experience in a very good atmosphere working with the front office team. I feel myself proud for being a part of front office department in such a renowned, luxurious 5 star hotel.

It is a great experience for me working with the Front Office Department as a trainee in Four Points by Sheraton Gulshan/Dhaka. During my educational period at university I have obtained only academic knowledge but in four Points by Sheraton Gulshan/Dhaka acquired the practical knowledge. In the time of my internship I have got the chance to gain knowledge of practical

things which is slightly related with my academic knowledge and rest of the thing was completely different. On the other hand I have learned many different things those are very important for my future professional life. I did so much mistake and how to make over the problem and how to solve the problem tactfully. I feel proud to be a part of such a renowned organization as a trainee.

Chapter 5

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5.1 List of Abbreviations

FO	Front Office
F&B	Food and Beverage
C/O	Check Out
VIP	Very Important Person
DND	Do Not Disturb
OS	Out of Service
RevPOR	Revenue Per Occupied Room
RevPAR	Revenue Per Available Room
TA	Travel Agent
POS	Point of Sales
ADR	Average Daily Rate
B&B	Bed & Breakfast
BAR	Best Available Rate
BE	Booking Engine
GDS	Global Distribution System
OTA	Online Travel Agents
PMS	Property Management System
IDS	Internet Distribution System
RMS	Revenue Management System
C/I	Check In
IS	Inspected
HK	Housekeeping
ENG	Engineering

HRD	Human Resource Department
SM	Sales and Marketing
BQT	Banquet
SEC	Security
OOO	Out of Order
SOP's	Standard Operating Procedures
YTD	Year To Date
MTD	Month to Date