

“A Comprehensive Report on Overall Activities of Guest Service Agent of Front Office
Department at Best Western Plus Maya”



“A Comprehensive Report on Overall Activities of Guest Service Agent of Front Office
Department at Best Western Plus Maya”

Practicum Report

on

“A Comprehensive Report on Overall Activities of Guest Service Agent of Front Office
Department at Best Western Plus Maya”

Prepared for

Shaikh Ershad Hossain
Chair
College of Tourism and Hospitality Management (CTHM)

Prepared By

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ID: 16311006
Program: BATHM

Date of Submission: 30 October 2020

“A Comprehensive Report on Overall Activities of Guest Service Agent of Front Office
Department at Best Western Plus Maya”

October 30, 2020

Chair

College of Tourism in Hospitality Management (CTHM)

IUBAT – International University of Business Agriculture and Technology

4 Embankment Drive Road, Sector-10, Uttara Model Town, Dhaka-1230, Bangladesh.

Subject: Letter of Transmittal.

Dear Sir,

This is a great opportunity for me to submit my report titled “A Comprehensive Report on Overall Activities of Guest Service Agent of Front Office Department at Best Western plus Maya”. 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 of Best Western plus Maya to learn their front desk operation and procedure effectively.

I have tried my best to improve my skills and make this Practicum Report as much as logistic and informative enough. I hope that, this report will fulfill your expectations.

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

Thank you for your kind assistance.

Yours sincerely

Habibur Rahman

ID: 16311006

Program: BATHM

“A Comprehensive Report on Overall Activities of Guest Service Agent of Front Office
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Internship Completion Certificate

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STUDENT DECLARATION

I am Habibur Rahman bearing ID: 16311006, a student of BATHM program at IUBAT—International University of Business Agriculture and Technology. This is to inform you that the report named “A Comprehensive Report on the Overall Activities of Guest Service Agent of Front Office Department at Best Western plus Maya” has been prepared for partial fulfillment of my practicum not for any other purpose. This report contains the practicum works, which has been performed by me and the information submitted by me is true the best of my knowledge and experience.

Habibur Rahman

ID: 16311006

Program: BATHM

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SUPERVISOR DECLARATION

This is to certify that Habibur Rahman, S/O Parven Rahman and Majibur Rahman, IUBAT Student ID#16311006, student of BATHM Program at IUBAT and continuing his internship (Practicum, THM-490) from ‘**Best Western Plus Maya**’ as a Trainee of Front Office Department from 01/09/2020 to 30/11/20. 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 (BATHM)

Md Yusuf Hossein Khan

Assistant Professor

CTHM- College of Tourism and Hospitality Management

IUBAT—International University of Business Agriculture and Technology

4 Embankment Drive Road, Sector 10, Uttara Model Town, Dhaka 1230, Bangladesh

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ACKNOWLEDGEMENT

I am really thankful to my departmental faculties and the authorities of best Western plus Maya who helped me to complete my comprehensive report within time given by my supervisor Mr. Md Yusuf Hossein Khan. Therefore, I would like to thank all those people who helped me by their valuable suggestion to complete this report on “A Comprehensive Report on the Overall Activities of Guest Service Agent of Front Office Department at ‘Best Western plus Maya”.

First, of all I would like thanks our creator, for such a wonderful family, friends and all of the people who make my life easier and meaningful.

I am very thankful to Mr. Yusuf Hossein Khan, Assistant professor of College of Tourism and Hospitality Management (CTHM) for providing me an opportunity to complete my internship program at ‘Best Western plus Maya”. And also, I would like to express my gratitude for supervising and guiding me to prepare my Practicum Defense Report.

I am very thankful to Mr. Shaikh Ershad Hossain, Chair of CTHM – College of Tourism and Hospitality Management and Mohammad Abu Huraira, Associate Professor, College of Tourism and Hospitality Management (CTHM) for giving me all the support during my internship program.

Last but not least, I would like express my gratitude to my friends and respondents for the support and willingness to spend some times with me to fill in the questionnaires.

I am grateful to Ms. Jannatul Ferdous, Assistant HR and L&D of ‘Best Western Plus Maya” for given me the opportunity and support during my internship period and also thanks Md. Sharif Hossain Sany, supervisor of Housekeeping Department to trained me on housekeeping daily activities.

Last but not least I am very obliged to all of my faculty member and friends of IUBAT for guidance, support, advise and the suggestions.

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EXECUTIVE SUMMARY

The hospitality industry is one of the oldest businesses in the history. Hospitality refers to the Relationship between guest and host, where the host receive the guest with goodwill. Hospitality industry is a growing industry in our country. This industry growing up very firstly in our country as well as play an important role in our GDP and also this industry helps our country to increase the employment rate.

Now days the hospitality industry is facing some serious problem not only in Bangladesh but also the world which is Covid 19. This virus just destroys the hospitality industry in this world.

There are few hotels in Bangladesh and ‘Best Western plus Maya’ is one of them.

Best Western plus Maya give me an opportunity to work in Front office department to learn the activities of front desk and also the internal environment of a hotel. In this period, I have learned so many things about front office department which will help me the rest of my carrier.

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Chapter – 01

Introductory Part

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1.1 Introduction

Hotel industry these days has been recognized as a global industry, with producers and customers spread around the world. For many guests these services have become an integral component of lifestyle. Any organization that provides a full measure of the facilities as food, accommodation, transportation, entertainments or health care belongs to the hospitality industry. It is one of the developing sectors on globally and it is contributing to our local and global economy. Every department of a hotel has the responsibility to be hospitable.

Front office is the place from where a guest gets a first impression about the hotel. So, it is very important to create a good impression at the first time. The duty of the front desk is to receive, register, and assign rooms to guest and act as a continuous source of information to guests during their stay in the hotel. Front office is the nerve center of a hotel. Front desk is alert and prepared 24 hours to provide the service and facilities to the guest. Guest service agent ensures a pleasant and satisfying stay in the hotel. They also handle guest complaints, assist with the check-in and check-out process.

I am very much interested to communicate various kinds of people in the world and to provide the hospitable services. Front Office is the place where guest approach for information and service throughout their stay. Under Front office Department the Guest Service Agent ensures a pleasant and satisfying stay at a hotel. I am very much lucky to working under Front Office department at ‘Best Western plus Maya’.

1.2 Tourism and Hospitality industry in Bangladesh

Bangladesh is a country that started with only two international standard hotels back in the 80s – Hotel Sheraton and Sonargaon. Today, the Hospitality industry of Bangladesh can now boast more than six international hotel chains, which have been consistently dominating the local Hospitality sector and that too, with outstanding performance and output. It is estimated that in the next ten years, more international brand hotels will emerge in the Hospitality market. These hotels are expected to perform quite well as the demand is ever increasing at a fast rate.

Hospitality and tourism services bring in great economic promises for any developing country. Furthermore, add on top of that, the factor of increasing young population can greatly contribute to its growth. The main customers in five-star hotels are usually foreign nationals most of whom are employees at development organizations, diplomats and business travelers including RMG buyers, agents of international brands and retailers. Hospitality Industry is now-a-days, one of the major industries in many countries of the world. As a result, it is one of the main indicators of the growth of an economy. In fact, in many countries, Hospitality industry is the principal source of foreign exchange earnings.

Over the years, it has been observed that the GDP of the country has been increasing at a healthy pace. A world tourism survey stated that until 2023, the growth rate of the global hotel industry would increase by 4.07% annually. During that time, Bangladesh will host 5.7 million tourists. Hence, around 56 hotels are in the pipeline to start operations in the country in the coming 5 years. The Hospitality industry of Bangladesh is currently at a very good status even though it is at a growing stage. It is estimated that in the next five years, 8-10 five-star hotels will be established. Overall, there is a clear sign for the Hospitality industry to grow rapidly in the upcoming years. It will help the country's GDP to rise significantly through higher foreign currency inflow and greater employment opportunities. Therefore, the Hospitality industry of Bangladesh is bound to be at a more prominent status in the years to come.

(<https://www.lightcastlebd.com>,2020)

1.3History

Hospitality is nearly as old as humanity. From the earliest caves to inns, staging posts, motels, and resorts—today, the hospitality industry is thriving, with something like 187,000 hotels around the world. Below is a timeline of some important milestones in the development of the hospitality industry.

15,000 BCE—The Lascaux caves in France are the first shelter in history that provably accommodated people of a different tribe. Classical antiquity—in ancient Greece and Rome, spas and bathhouses often provided sleeping facilities and were popular attractions for those seeking rest and relaxation. A bordello in Classical Pompeii is considered to be the first hospitality establishment that charged for lodging. Middle Ages—In Japan, the first two hotels in history (guest houses called *ryokans*) were built in the early 700s. In the Middle East, *caravanserais* were a resting place for caravans along the Silk Road, and refuges served pilgrims and crusaders on their way to the Holy Land. In China and Mongolia, staging posts provided shelter for couriers and allowed horses to be changed more easily.

In Europe, cloisters and abbeys provided free accommodation to travelers. Gradually, inns and guesthouses began to open on popular trade routes to provide lodging for traveling merchants and their horses. 1600s—More than 600 inns were registered in England; the English and French governments began to introduce laws regulating them. Thermal spas with lodging were developed at Karlovy Vary in the Czech Republic. The first guidebooks for travelers were published in France. Early 1700s—Masonic Lodges began to appear in North America. In Paris, the Place Vendome offered the first example of a multiple-use architectural complex, including boutiques, offices, apartments, and hotels. 1760s—The Industrial Revolution spurred the construction of hotels across Europe and the United States. Early 1800s—the first modern hotel built in England, with a full complement of facilities, was the Royal Hotel in Plymouth. Holiday resorts began to flourish along the French and Italian Riviera. In Japan, *yoking* guest houses proliferated; in India, *dak* bungalows run by the British government served travelers. 1829—The

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Tremont House in Boston was the first hotel to provide inside toilets, locks on the doors, and bellboys.1832—Holt’s Hotel boasted the first steam-powered elevator in New York City.1862—Le Grand Hôtel Paris opened, the largest and most luxurious in Europe, decorated by top painters.1870—The Palmer House Hotel in Chicago was the first hotel built to be fire resistant and the first to offer telephones in all its rooms.1873—The Pala is Württemberg in Vienna was transformed into the Hotel Imperial, a superb luxury residence for the notables of the era.1888—The Hotel Victoria in Kansas City, Missouri, was the first to offer an en suite bathroom with every room.1893—the first school for hoteliers, Colehôtelière de Lausanne, was founded in Lausanne, Switzerland. That same year, the Waldorf Astoria in New York opened its doors. It was the first hotel to offer room service; its maître d’ created the Waldorf salad.Early 20th century—The early years of the twentieth century saw the construction of new luxury hotels: The Ritz in Madrid, the Savoy in London, the Beau Rivage Palace in Lausanne, the Plaza in New York, the Métropole in Brussels, the Plaza-Athenée in Paris, the Taj Mahal in Bombay, etc. During this period, Switzerland built its first ski resorts.1923La Mamounia was built among gardens in Marrakech, Morocco; many considered it to be the most beautiful hotel in the world.1927—Hot Shoppes was founded in Washington, D.C., a hospitality company that later became Marriott Corp.1950s—After the Great Depression and the war, the fifties saw a second boom in the hotel industry, including the advent of Club Med, the first casino hotels, the first hotels developed by airline companies, and new resorts flourishing around the Mediterranean. Inthe United States, Holiday Inn and Howard Johnson’s motor lodges were founded; 35,000 motels were built between 1939 and 1960.Latter half of the 20th century—Thanks to various social and economic factors, middle-class people had more time and money to indulge in travel. Hotels began to diversify, catering to different budgets and interests (spas, casinos, motels, hostels, resorts, conference hotels) and offering a more varied range of services.1970—Hotels catering to business people began to proliferate, especially in the Middle East, Europe, and North America.1980s—The third boom in the hotel industry began in 1980. International hotel chains (mostly American) expand in Europe, the Middle East, and Asia.1987—Kendall College launched its Bachelor’s in Hotel and Restaurant Management program, which later evolves into a Bachelor’s in Hospitality Management. Digital age—Software companies began developing new

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tools for the hospitality industry that are still evolving today, including customer databases and systems for reservations, room and housekeeping management, customer preferences, loyalty programs and more.1993—The travel industry was quick to take advantage of the advent of the Internet, giving customers the opportunity to compare, book and review hotels from their home computer.1997—Hotel Adlon Berlin, destroyed in 1945, is rebuilt for \$260 million on its original site facing the Brandenburg Gate. Its exterior is a virtual replica of the original; inside, the rooms are the ultimate in luxury.Early 21st century—Global corporate hotel chains merge and acquire each other. InterContinental Hotel Group now owns Holiday Inn and Crowne Plaza; Marriot owns Renaissance; AccorHotels owns the brands Raffles, Sofitel and Novotel.2009—AirBnB is founded, challenging the hotel industry by attracting tourists and taking market share. Hotels respond with creative marketing approaches, including social media campaigns and personalized customer experiences created through smart devices.2014—The Waldorf Astoria New York is sold to the Chinese Anbang Insurance Group for \$1.95 billion, the most ever paid for a hotel.

2015—The First World Hotel in Pahang, Malaysia, expands to become the largest hotel in the world, with 7351 rooms.

Throughout the centuries, the basic principles of hospitality have remained the same. But today, managing a hotel requires extensive knowledge of hospitality management strategies, and formal education in the field is key. Kendall College offers a Bachelor's in Hospitality Management that is considered the No. 1 program in Chicago for preparing students for careers in hospitality.* You will learn about financial management, marketing, human resources, sustainability and much more. You will also get real-world experience with practical projects, two required internships and the chance to study abroad

(<https://www.kendall.edu>,20)

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1.4 Objective of this report:

There are two types of objective which is given below:

1.4.1 Broad objective:

The broad objective of this report is to get the practical knowledge of the activities of front office department at Best Western plus Maya.

1.4.2 Specific objective:

- ✓ To gather practical work experience of Front Desk services and facilities.
- ✓ To understand the difference between practical knowledge and academic knowledge.
- ✓ To know the internal environment of the front office department at the hotel.
- ✓ To gather knowledge from experience hotelier.
- ✓ To develop the ability of team work.

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1.5. Background of the Report:

Three months internship program gave me the opportunity to gather practical aspect of our theoretical learning. This practicum report focuses on the activities of front office department of the Best Western plus Maya how they deal with guest. As a BATHM student, hotel is an excellent area to gather some practical knowledge, where a student can develop his skill in a professional way within hotel area, IUBAT gave the opportunity of internship-training program for BATHM students.

As a BATHM student I chose front office for my internship program because front office is the place from where I can learn how deal with guest and we all know that front office is the nerve center of a hotel.

So, I have chosen my topic name “A Comprehensive Report on Overall Activities of Guest Service Agent of Front Office Department at Best Western plus Maya”.

1.6. Methodology:

To prepare this report, a descriptive method has been considered as the data collection and information was gathered from two different sources and sources are:

1.6.1 Primary sources:

The Primary data was collected through the practical work that been experienced during my Three Months internship period and also through my understanding of front office operational activities.

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1.6.2 Secondary data:

- ✓ Hotel website
- ✓ Online journal
- ✓ Books
- ✓ Company brochure
- ✓ Employee log book

1.7. Limitation

Internship is the best way to gather industrial experience for a student also it helps a student to prepare his practicum report. During the internship students face some limitation to complete the report properly. The limitation is given below:

- ✓ My hotel did not start their operation yet. So, it is very difficult to collect data.
- ✓ Very limited associate in front office department which is created a barrier to collect data.
- ✓ It is very difficult to collect data from another department for a trainee.
- ✓ As per the hotel policy some confidential data aren't shared with trainees which could probably help in more learning.
- ✓ My hotel does not give their best support to the trainee.

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Chapter-02

Organizational part

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2.1. Organizational overview:

2.1.1 Organizational overview of Best Western plus Maya:

Best western plus Maya is a four-star international chain boutique hotel which is situated at Nikunja-2. It is located just 5 minutes away from the airport, right after arriving at Dhaka, guests can take a rest and unwind in the finest airport hotel of Dhaka and also, Best Western plus Maya offers unique creation of finest delicacies made by its expert chefs at its various fine dining restaurants. Moreover, the pool deck restaurant Runway, situated at the rooftop which offers immaculate views of the city and airport runway. It has 42 Rooms, Gym, Spa, Swimming pool, meeting room, Madison cafe, Run way Restaurant, Live kitchen, Loft banquet hall.

Best western Plus Maya is created by two renowned companies where Best Western franchise Maya corporation to build this hotel.

(<https://bwplusmaya.com/>,2020)

Maya corporation:

Maya Corporation is country's one of the most renowned brand involved in real estate business. Along with its current property development endeavor, the organization has also promoted itself in establishing hotel chains of world's some of the most popular franchisee brands. Currently along with other projects, it has completed 5 real estate projects inside Dhaka city.

(<https://ronnichowdhury.com>,2020)

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Best Western:

Best Western International, Inc. owns the Best Western Hotels & Resorts brand, which it licenses to over 4,700 hotels worldwide. The franchise, with its corporate headquarters in Phoenix, Arizona includes more than 2,000 hotels in North America. The brand was founded by M.K. Guertin in 1946. The name "Best Western" originated from the fact that most of the chain's original operators were west of the Mississippi River in the United States. By 1962, Best Western had the only hospitality reservations service covering the entire United States, and in 1963, was the largest motel brand in the industry with 699 member properties and 35,201 rooms. Best Western's "Gold Crown" logo was introduced in 1964 and would continue with a few minor revisions over the next 32 years, until it was replaced by a blue and yellow logo in 1996. In 2015, Best Western introduced a new family of logos, replacing the core logo and adding signage for Best Western Plus and Best Western Premier.

Best Western purchased World Hotels in February 2019 adding approximately 360 additional hotels and 81,248 more rooms to its brand

(<https://www.bestwestern.com> ,2020)

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2.1.2 Best Western reward and excellence:

These award-winning hotels include city hotels and beach resorts and cover three of Best Western’s brands: Best Western, Best Western Plus and Best Western Premier. The full list is as follows:

1. Best Western Premier Bangtao Beach Resort & Spa, Phuket (Thailand)
2. Best Western Premier Amaranth Suvarnabhumi Airport, Bangkok (Thailand)
3. Best Western Premier Sukhumvit, Bangkok (Thailand)
4. Best Western Royal Buriram Hotel (Thailand)
5. Best Western Patong Beach, Phuket (Thailand)
6. Best Western Plus Wanda Grand Hotel, Bangkok (Thailand)
7. Best Western Okinawa Kouki Beach (Japan)
8. Best Western Okinawa Onna Beach (Japan)
9. Best Western Boracay Tropics Resort (The Philippines)
10. Best Western Plus Lex Cebu (The Philippines)
11. Best Western Premier La Grande Hotel, Bandung (Indonesia)
12. Best Western Green Hill Hotel, Yangon (Myanmar)
13. Best Western Chinatown Hotel, Yangon (Myanmar)

(<https://travelcommunication.net,2020>)

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2.1.3 Best Western brand portfolio:

✓ Best Western

Both leisure and business travelers will find that our flagship Best Western midscale hotel provides exactly what matters most - a welcoming environment, comfortable room, breakfast, free high-speed Internet access, and great service - for a truly exceptional value. Best Western hotels are a timeless lodging model designed to perform in almost any location.

✓ Best Western Plus

From stylish, well-appointed rooms to modern amenities, every Best Western Plus is thoughtfully designed to meet the needs of both business and leisure travelers. Our upper-midscale Best Western Plus offers many meaningful extras to provide your guests with enhanced style and comfort.



Image-01: Best Western Plus Maya

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✓ Best Western Premier

Best Western Premier is the choice for developers who compete in an upscale market. These hotels offer a truly refined atmosphere and style, with deluxe amenities and features, along with superior comfort and service for a truly memorable stay.



Image-02 : Best Western Premier Sukhumvit Hotel (Bangkok)

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✓ Vib

Today's connected traveler is looking for social engagement, technology integration and consistent service. Vib's vibrant lobby, stylish design and focus on convenience and technology integration will exceed their expectations. This unique concept has a minimal footprint, is cost effective to build, efficient to operate, and creates a highly profitable business model.



Image-03 : Vib Best Western Antalya, Antalya

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✓ Executive Residency by Best Western

Executive Residency by Best Western provides exceptional longer-term accommodations to satisfy the needs of one of the fastest growing segments in the hotel industry today. Best Western's turnkey solution presents developers with a profitable opportunity to build an extended stay product based on specific market demand. Executive Residency is an upper-midscale hotel with flexible spaces, stylish design, and brand signature elements come together to create an enriching extended stay experience for your guests, while building loyalty and repeat bookings for your hotel.



Image-04: Best Western Plus Executive Residency Ascension Hotel in Gonza

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✓ Sure Hotels

A Sure Hotel offers an exceptional value in the upper economy market and provide amenities to ensure a restful and productive stay.

- Continental breakfast available to start the day
- Well-appointed guest room
- Free Wi-Fi
- Exterior and Interior corridor candidates considered



Image-05: Sure Hotel by Best Western Center, Gothenburg

(<https://www.bestwestern.com>,2020)

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2.1.4 Mission and Vision of Best Western plus Maya

✓ **Mission:**

Creating Memorable experience through legitimacy service.

✓ **Vision**

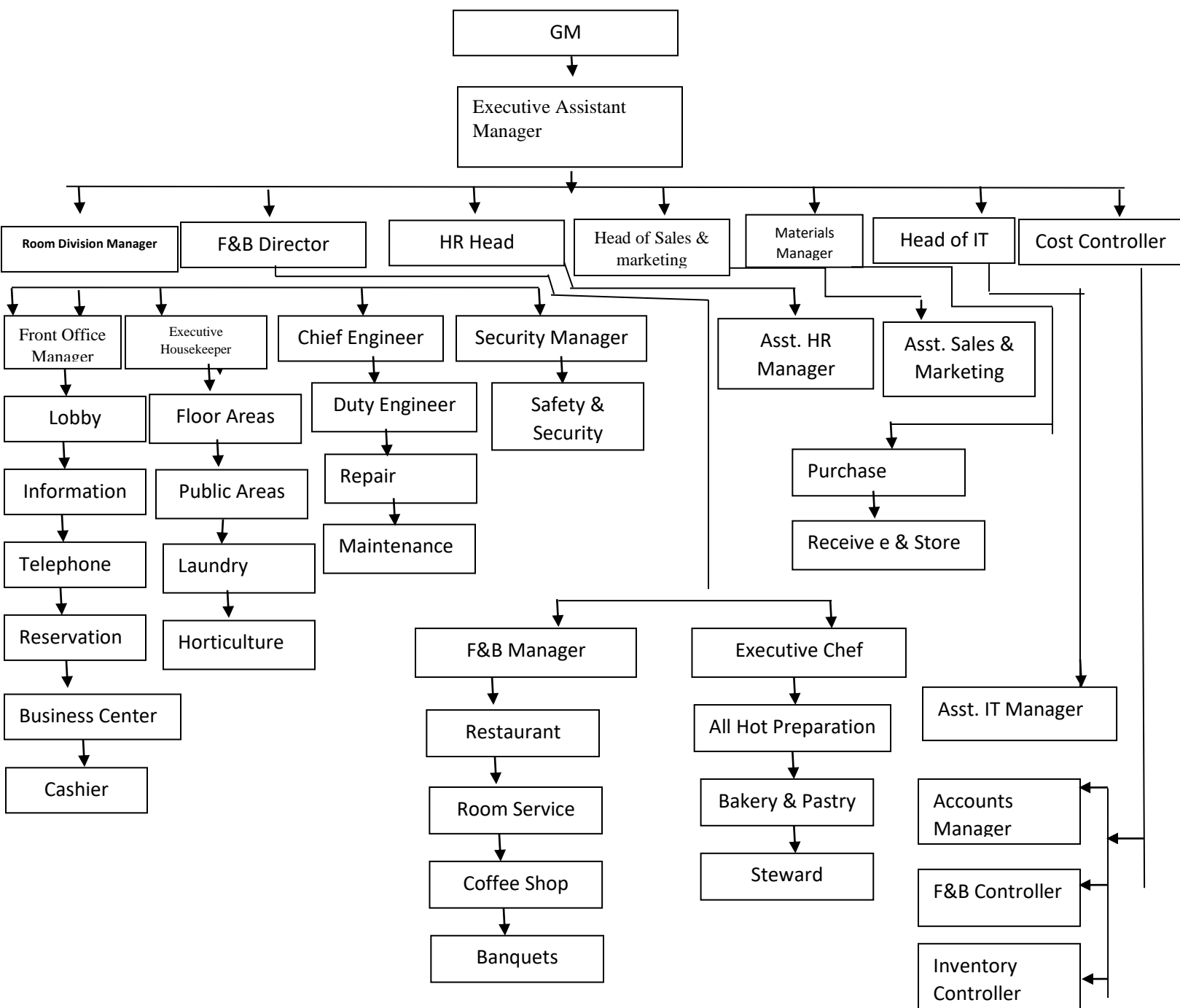
Best Western plus Maya's goal is ensuring 100% hygiene's, safety, comfort and quality food for guest.

2.1.5 Customer service philosophy

At Best Western plus Maya, we believe that in order to lead the hospitality industry. We must tailor our performance to the needs and desire of ownership. In accordance we must have belief of superior and enduring relationships with guest, associates, suppliers and interesting parties.

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2.1.6 Diagram of Best Western Plus Maya



Daigram-01: Organizational diagram

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2.1.8 Guest policies:

- ✓ Guest must provide a valid form of government regulated identification (eg. passport, id card, driving license and etc.) upon check in.
- ✓ When booking for more than 5 rooms, different policies and additional supplements may apply. Separate price for long stay and groups.
- ✓ Online reservation facilities available from website: www.bwplusmaya.com
- ✓ Payment applicable from all international, local debit and credit cards from visa, MasterCard, AMMEX, dinner club, DBBL, nexus and JCB.

2.1.9 Room Types and Tariffs:

Room type	Room size	Room price
Deluxe king	300 SFT	\$290
Deluxe queen	285 SFT	\$250
Deluxe twin	300 SFT	\$330

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2.1.10 Available service for room:

- ✓ Air conditioning
- ✓ Free bottled water
- ✓ Telephone
- ✓ Desk
- ✓ Coffee maker
- ✓ Ironing facility
- ✓ TV (flat screen)
- ✓ Free Wi-Fi
- ✓ Locker
- ✓ Slipper
- ✓ Amenities (shower gel, hair conditioner, shower kit, hair dryer, etc)

2.1.11 Madison Café

In our Madison café we basically serve coffee and tea, in addition to light refreshments such as baked goods or snacks.

2.1.12 Cove Restaurant

The cove restaurant is a mesmerizing multi cuisine fine dining restaurant offering a vast range of mouth-watering food prepared by the expert chefs.

2.1.13 Runway Restaurant

The restaurant is situated at the top of the building where guest can enjoy soft drinks and lite foods with the spectacular view.

2.1.14 Spa service

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Spa industry is creating an expandable series of unique Spas that blend the best of their locations with the world-class standards of treatments and services- a spiritual and emotional experience offering "Spa Therapies" and treatments drawn from the exotic ancient cultures and traditions combined with modern expertise.

BWPM is ensuring the best spa services with the expert spa specialist to provide energy and refreshment to the guest. Our services include full body massage, facials, manicure, pedicure, body scrubs, body masks and sauna sessions.

2.1.15 HEALTH AND FITNESS CENTER (Gym)

Fitness is an important part of our overall health for many reasons, but what is fitness? It doesn't mean that you can lift really heavy weights or even run a marathon, although people who can do that are certainly fit. For the average person, fitness at a group fitness facility helps us to live life to the fullest and encompasses the three important parts of our being; physical, mental and emotional health.

In BWPM the guest can secure his/her health and mental condition through the spectacular airport view and gym instrument.

2.1.16 Banquet Hall (Loft)

Best Western Plus Maya offers the meeting facilities to the guest. Guest can easily use this room their commercial work or corporate meeting and it provides complimentary tea or coffee and bottle of water to the guests. Meeting rooms are with creative Catering Options, comprehensive audio-visual service and experience meeting staff.

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2.2 Departmental Overview of Best Western Plus Maya

2.2.1 Front Office Operation of Best Western Plus Maya

The front office is the nerve department which first deals with the guest in the hotel area. The most accessed department of a hotel by guests is Front Office. The main task of the front office department is to allocate the rooms to the guest and act as a continuous source of information to the guest staying at the hotel. Other major task of this department includes settlement of guest accounts, providing guest service, luggage handling, airport pickup etc. Front office is the central point where all checks or bills of hotel residents are collected and then recorded in their overall bill.

The front office department develops and maintains up to date on guest information, guest service and ensure guest satisfaction. The front office is also responsible for welcoming the guest, greeting the guest and handling the guest complaints. Front office department is divided into reception, Business center, cashier, reservation, telephone operation and bell desk sections department upon the size, capacity and standard of the hotel. So, it is the main point of a hotel for guest arrival and departure.

2.2.2 Importance of front office department

Traditional Front Office functions include reservation, registration, room and rate assignment, guest services, room status, maintenance and settlement of the guest account, and creation of guest history records. The Front Office develops and maintains a comprehensive database of guest information, coordinates guest services, and ensures guest satisfaction. These functions are accomplished by personal in diverse areas of Front Office Department.

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2.2.3 The operational function of the Front Office Department:

- ✓ **Guest Registration:** Does all guest registration-related activities like Check-in, room assignment, welcoming, room rate etc.
- ✓ **Guest Service:** Fulfills any Guest Services related activities.
- ✓ **Guest History and records:** Creates and maintains a guest profile, history, likes and dislikes, collect feedback etc.
- ✓ **Guest Database:** Develops & maintains a Comprehensive Database of Guest Information.
- ✓ **Updates Room Status:** responsible to update the correct room status like CI, CO, DNCO, DND etc.
- ✓ **Reservation:** This section is responsible in registering the room reservation from various sources, with recordings, filing of reservation records, and revise on the appropriate time to make sure that guests would have their rooms upon entering the hotel.
- ✓ **Telephone:** This section is to facilitate guests pertaining to the telephone both internally and externally, and to wake guests up in the morning upon request.
- ✓ **Finance and Foreign Exchange:** This section relates with the Accounting Department, through the collection from guests through their services, and also give the foreign exchange service.
- ✓ **Inquiry:** This section is to answer questions and inquiries of guests. Therefore, this section would have to be alert with all the movements of the hotel.
- ✓ **Bell Desk and Concierge:** Provide all services related to Bell desk and Concierge.

(<https://setupmyhotel.com>,2020)

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Chapter-3

Project Part

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3.1 Different Departmental overall activities

3.1.1 Front Office Department

Front Desk is a very important department in the hotel, making direct contact with guests. The main function of this department is Reservation, Guest service, Check-in, Check-out, Telephone, Finance & Cashiering, Foreign Exchange, Room Assignment and Inquiry. The Front Office is also called the nerve Centre of a hotel. It can be defined as a front of the housing department located around the foyer and the lobby area of a hospitality property. As this department is located around the foyer area of the hotel and is visible to the guests, patrons and visitors, they are collectively called “Front Office”.

Activities:

- ✓ Reservations of the guest.
- ✓ Check-in and registration.
- ✓ Mail and information.
- ✓ Telephone calls and messages.
- ✓ Handling guest accounts.
- ✓ Check-out and bill settlement.
- ✓ Audit.

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3.1.3 Housekeeping department

Housekeeping is a critical part of any hotel. Strict cleanliness is an expected standard that has to be met. It's easy to assume that housekeeping only involves someone coming in to change the bedding and bring fresh towels. However, a housekeeper's duty is more than that. It includes checking on appliances, bringing items to guests as they need them and making sure guests are comfortable. In hotels, the major part of revenue comes from the rooms, so housekeeping is a top concern. The activities are:

- ✓ To ensure well-furnished and maintained guestrooms and public areas.
- ✓ To ensure excellence in housekeeping sanitation, safety and comfort for hotel guests.
- ✓ To establish a welcoming atmosphere.
- ✓ To deal with lost & found section.

3.1.3 Food & Beverage Department

Food and Beverage Servers are customer service professionals that work for restaurants, cocktail bars and other establishments. In addition to serving food and drinks, Food and beverage Servers perform tasks, such as setting up tables, removing used dishes and preparing simple dishes. They serve as the main point of contact for customers. A Food and Beverage Server may work for a single establishment, or they may work for third-party catering companies. The main activities of F&B department are:

- ✓ Serve food and beverage in according to the operating policies.
- ✓ Handle guest complaints in restaurants.
- ✓ Recommend and monitor a budget and plan for the year.
- ✓ Develop innovative ways to create sales of the restaurant by up-selling menu items.
- ✓ food promotion.
- ✓ Ensure the safety and hygiene of the restaurant.
- ✓ Ensure good relationship with guest and staff.

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3.1.4 Food Production Department:

The production department is responsible for converting raw materials and other inputs into finished goods or services. In between the processes of production, the department works to improve the efficiency of the production or assembly line so that it can meet the output targets set by company management and ensure finished products offer consumers the best value and quality.

3.1.5 Sales and marketing department

The responsibilities of the marketing segment of your sales and marketing team should directly reflect the strategy outlined in your business's marketing plan. The activities are:

- ✓ Research your target market and competitors.
- ✓ Planning and implementing brand marketing campaigns.
- ✓ Managing relationships with companies and hosts.
- ✓ Overseeing budgets for advertising, marketing, and promotion.
- ✓ Generating new ideas for customer incentives and accommodation or business.
- ✓ packages and other Sales & Marketing duties.
- ✓ Focusing on market segmentation.
- ✓ Supervising the Sales & Marketing Department staffs.
- ✓ Maintain proper use of technology.

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3.1.6 Security department

Hotel security protects hotel guests, employees, and property. Hotel security typically works directly on the hotel property, patrolling the grounds, and in an office and monitoring security cameras. The Activities of security department are:

- ✓ Hotel Premises patrol.
- ✓ Fill the security log.
- ✓ allocating every security guard work as well as to manage all security-related tasks.
- ✓ check on the other security personals and see whether they are performing the right job or not. Moreover, also take corrective actions, if any faults are found.
- ✓ Scanning the luggage.
- ✓ The security guards should maintain the security stations by installing proper information database and always stay connected with the security room to perform the necessary actions at the time of emergency.

3.1.7 Human Resource department

In Best Western Plus Maya, human resources department work as a supporting hand with operational departments.

Their main obligation of this department are:

recruiting, hiring, arrange the training program for the employee to make them skill and confidential.

3.1.7 Maintenance department

The importance and obligation of a hotel's maintenance department is to ensure that all facilities and equipment are maintained in good condition and are functioning smoothly so as to reduce the risk of interruptions to the running of the hotel

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3.2 The overall activities OF Front Office staffs in BEST WESTERN PLUS MAYA

3.2.1 Front Office Operational Structure Diagram of Best Western Plus Maya

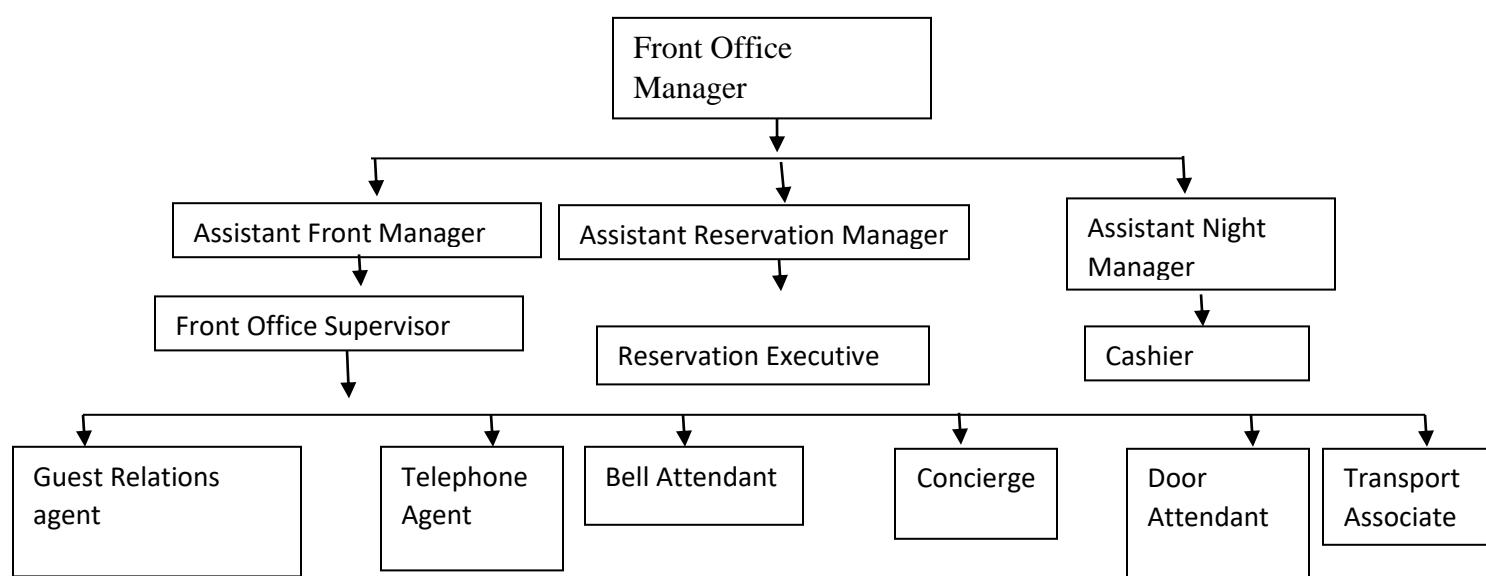


Diagram-02: Front office diagram

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3.2.2 Front Office Manager:

Directly supervises all front office personnel and ensures proper completion of all front office duties. Directs and coordinates the activities of the front desk, reservations, guest services, and telephone areas. Prepare monthly reports and budget for front office department.

The main obligation of front office manager are:

- ✓ Trains, cross –trains, and retrain all front office personnel.
- ✓ Participates in the selection of front office personnel.
- ✓ Conduct Training Programs.
- ✓ Evaluate the job performance of front office staffs and fills their appraisal.
- ✓ Ensure all SOPs are followed.
- ✓ Prepare monthly and daily revenue report.
- ✓ Ensure that all front desk staffs are well presented.

3.2.3 Asst. Front Office Manager:

The assistant front office manager performs various work to ensure the proper operation of front desk. The assistant front office manager performs the following obligation:

- ✓ Support the front office manager.
- ✓ Compiling duty Roaster.
- ✓ Cross check all billings are correctly updated.
- ✓ Take responsibility in the absence of Front office manager.
- ✓ Monitoring the front desk activities.

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3.2.4 Front Office Supervisor

- ✓ Greeting VIPs guest.
- ✓ Supervise daily shift process.
- ✓ Ensure front office log book is always updated.
- ✓ Allocate rooms to expected arrivals.
- ✓ Ensure outstanding guest services.

3.2.5 Guest Relation agent

- ✓ Greeting the guest on their arrival with a smiling face.
- ✓ Complete the registration formalities of the guest.
- ✓ Coordinate room status updates with the housekeeping department.
- ✓ Notifying Housekeeping of all check-out, late check-out, early check-in and special requests.
- ✓ Record Information in the log book daily.

3.2.6 Assistant Reservation Manager

- ✓ Receive and process the reservation request.
- ✓ Maintain reservation records and send reservation confirmation to the front office.
- ✓ Communicate reservation information to the front office.
- ✓ Prepare expected arrival and departure list every day.

3.2.7 Bell Attendant

- ✓ Greet all guests in the lobby in a warm and professional manner.
- ✓ Recognize all repeat and VIP guest and welcome them back.
- ✓ Assist guest luggage by maintaining tag.
- ✓ Provide the morning newspaper to each occupied room.

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Chapter-4

Concluding part

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4.1 Findings:

During my three-month internship in Best Western Plus Maya i am worked in front office department and also in housekeeping department. In my internship period, I found some positive and negative things that's i can include findings in my report:

Positive Findings:

- ✓ Everyone is very helpful.
- ✓ The behavior of the associates is very pleasant.
- ✓ The hotel environment is very suitable for the trainee.
- ✓ Job opportunity for a trainee is very much high.
- ✓ The connection among every department is very well.

Negative Findings

- ✓ The hotel did not start the operation yet.
- ✓ Insufficient associates.
- ✓ No allowance for the trainee.
- ✓ No evening snacks for the staff.
- ✓ Staff lift not working properly.

4.2 Recommendation

- ✓ Hotel should start the operation as early as possible.
- ✓ Authorities should hire the staff in every department for quick operation.
- ✓ Ensure the evening snacks for the staff.
- ✓ Authorities should be more flexible to provide the data to the trainee.
- ✓ Authorities should repair the staff lift.

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4.3 Conclusion

This report has been prepared to focus on the overall activities of a Guest Service Agent, organizational structure of Best Western Plus Maya, and operational activities of the front office department. During my internship period Best Western Plus Maya help me to develop my industrial skills through cross training.

During my internship period Best Western plus Maya gave me the opportunity to work not only in front office department but also in housekeeping department, which is helped me in my upcoming future. In my internship journey, the industrial training gave me the clear Scenario of how the front office department should be controlled, ruled and established.

In this report I have presented my practical knowledge obtained during my internship and also mentioned all the information related to the Best Western Plus Maya. The working opportunity in an international chain hotel enriched my practical & academic knowledge that will be supportive a and beneficiary for my upcoming professional carrier.

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Chapter-5

Appendix Part

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5.1 word sites

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5.2. LIST OF ABBREVIATIONS

F/O	Front Office
GRO	Guest Relation Officer
BWPM	Best Western Plus Maya
PMS	Property Management System
NICE	Nimble Code Execution System
ADR	Average Daily Rate
ARR	Average Room Rate
RC	Registration Card
PO	Paid Out
RR	Rack Rate
OP	Occupancy Percentage
PIA	Paid in Advance
H/U	House Use.
POS	Point of Sale
DND	Do not Disturbed
V/C	Vacant Clean
V/D	Vacant Dirty
O	Occupied
C/O	Check Out

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C/I	Check In
O. O. O	Out of Order.
O	Occupied
V	Vacant
AMEX	American Express
MC	Master Card
PC	Personal Computer
DBMS	Database Management System
SOP	Standard Operating Procedures
MOD	Manager on duty
HOD	Head of Department
FOM	Front Office Manager
EDM	Evening Duty Manager
BC	Business Center
PBX	Private Branch exchange

5.3. FRONT OFFICE TERMINOLOGY

Occupied-A guest is currently registered to the room

Rack Rate-The highest room rate offered by a hotel.

Room Allocating -Allocating rooms for guests who are holding reservations.

GRC-Guest Registration Card, which the guest needs to fill in with personal formation at the time of registration.

No Show-A guest who has reserved an accommodation neither turns up nor cancels it.

POS- It is the revenue generating place in the hotel where retail transactions are carried out.

Walk in Guest - Guest who need a room without having made a reservation.

Amenities - Personal toiletry items such as shampoo, toothpaste, mouthwash and electrical equipment.

Electronic Key -A plastic key with electronic codes embedded on a magnetic strip.

Folio - A guest's record file of charges and payment.

Forecasting - Projecting room sales for a specific period.

Valet - An attendant to park and clean the car.

Sleep Out-When a guest keeps a room but does not stay.

Stay Over-Guest is not expected to check out today and will remain at least one more night.

Complimentary-Guest is assessed without free of charge.

On-Change-The guest has departed, but the room has not yet been cleaned and readied for re-sale.

Do Not Disturb -The guest has requested not to be disturbed.

Skipper-The guest has left the hotel without making arrangements to settle the bill