

An insight on Front office operations and Service features of ‘The Westin Dhaka’

Submitted To:

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LETTER OF TRANSMITTAL

30th August, 2015
Suntu Kumar Ghosh
Assistant Professor,
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Subject: Submission of internship report.

Dear Sir,

I am here by submitting my internship report on Front Office Operation and Service Features of 'the Westin Dhaka' which is a part of our BBA program curriculum. It is an honor and great pleasure for me to work under your active supervision.

It is an extensive opportunity for me to work in The Westin Dhaka Limited as a trainee in Westin Experience Specialist (WES) desk under Front office division for four months under the supervision of Mr. Shubhashish Banarjee (Assistant Concierge and In charge of WES). This project provides me the opportunity to relate my academic knowledge with real life experience. First of all I learned about the organizational culture of the hospitality industry in Bangladesh. Secondly, the project gave me the opportunity to develop a network with the corporate environment.

I tried my level best to follow your guidelines in every aspect. I am thanking you cordially for your guidance during the preparation of this report.

I will be highly obliged and grateful if you are kind enough to receive this report and provide your valuable judgment. It would be my greatest pleasure if you find this report useful and informative to have an apparent perspective on the issue.

Sincerely yours,

Sharmin Sultana

ID: 09104184

DECLARATION

I declare that this written submission is the representation of my ideas in my own words and where I have compiled and included others' ideas

Or words, I adequately cited and referenced the original sources. I also declare that I have adhered to all principles of academic honesty and integrity and have not misrepresented or fabricated or falsified any idea or data or fact or source in my submission. I understand that any violation of the above will be cause for disciplinary action by the University and can also evoke penal action from the sources which have thus not been properly cited or from whom proper permission has not been taken when needed.

Sharmin Sultana

(Id No: 11104102)

Date: 30th august, 2015

ACKNOWLEDGEMENT

First of all, I would like to thank and convey my deepest gratitude to the Almighty Allah (SWT). Then I would like to take the honor to thank my family, without whom I could not come so far. With their continuous encouragement and faith I am here today. Apart from my family there are lot of people who gave me support to complete my internship report and here I'm proudly acknowledging them.

A Big thanks and heartiest regards to my Advisor Mr. Suntu Kumar Ghosh, Assistant Professor of BRAC Business School, for his appropriate guidance, enthusiasm, encouragement, patience and time for me. His attention to every single detail has helped me to prepare and complete the report with accuracy. Also thanks to all of my Faculties for their guidance, suggestions and instructions throughout the six years of my graduation.

I also would like to thank my supervisor Mr. Ashik Sarwar, Trainee Manager, the Westin Dhaka for his kind advice, suggestions and faith in the entire internship period. Also I cordially thank Mr. Shubhashish Banarjee , In Charge of the WES for his supervision. Throughout the whole period he had believed me with many responsibilities which have increased my confidence and experience. I'm also delighted to be the part of entire Front Office Team for their enormous support and love. They had created such a friendly and learning environment for me that work never felt like load to me.

BRAC University Career Service Office needs to be recognized as they provided all kind of help whenever needed.

Lastly, I want to thank all my friends and colleagues who helped me with their love and inspiration. And Special thanks to Mahmuda Sultana & Sharmin Nawaz Chowdhury for their support to prepare the report. Their assistance helped me to complete my report smoothly.

EXECUTIVE SUMMARY

The main objective of this report was to give an overview of the function of the front office team of The Westin Dhaka. This report has considered different aspect of The Westin Dhaka, particularly regarding the function on Westin Experience Specialist Desk. As I was mainly selected as a trainee in the Westin Experience specialist team which is a part of the front office management so my research topic about the report is “front office operations and service features of the Westin Dhaka.”

Initially I divided the entire report in three parts. In my First part I gave the introduction with the organizational overview which consists of with the company’s profile, background, its vision and mission and a brief departmental overview. Second part is the main part where I have explained, company’s principal and purpose, key services and products and the facilities. Third part is mainly the job responsibilities that I had to do while serving as a trainee in the Westin Experience Desk.

I gave the whole Idea about the front office operation, how it works, how we organize our task so that every guest leaves with a smile and a pleasant memory.

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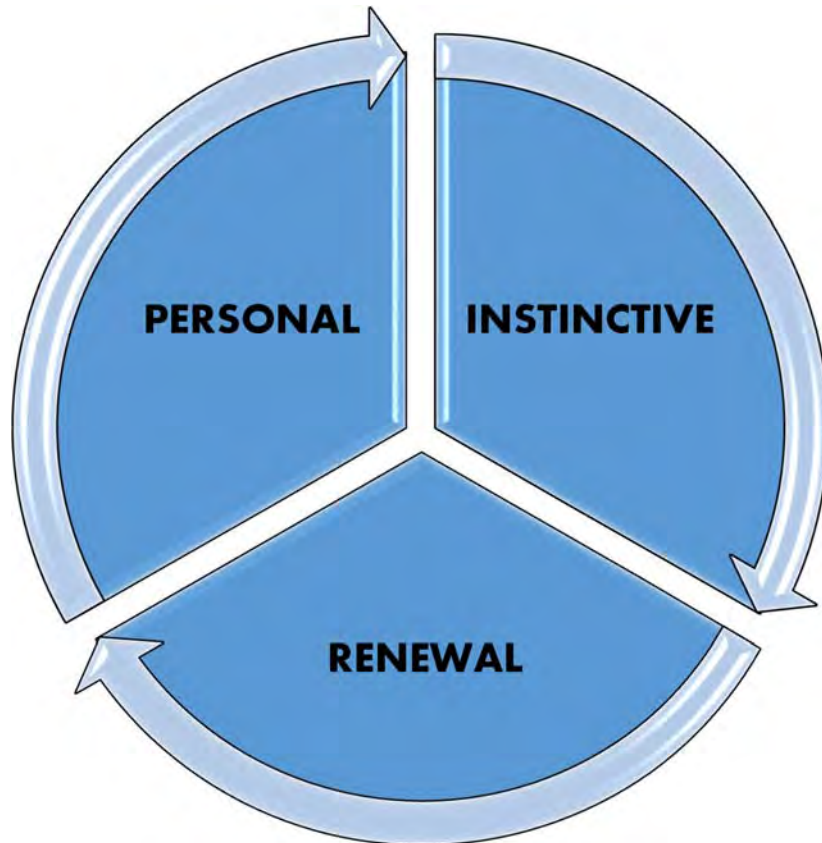
1.0 About Westin Hotels and Resorts

The Westin name graces more than 170 hotels and around 30 resorts in over 43 countries and continues to drive new ideas and innovative services across the hospitality industry. Below table shows Westin has made history with a succession of momentous “firsts” throughout the years:

1930	As luck would have it, two hotel competitors found themselves having breakfast at the same diner in Yakima, Washington. They struck up a conversation, formed an alliance and Western Hotels was born.
1947	The "Hotel type" reservations system is introduced, allowing Western to instantaneously confirm guest reservations.
1969	Western Hotels is the first to offer 24-hour room service
1980	The company commemorates its 50th birthday by changing its name to Westin Hotels & Resorts.
1983	Westin is the first major hotel to implement a comprehensive credit card reservation and check-out system.
1991	Westin guests are offered personal voice-mail service – a first in the hotel industry.
1994	"Westin Kids Club®," the first children's program serving infants, features a broad range of services and facilities for all children under the age of thirteen. "Service Express®," the first program of its kind is introduced, allowing guests to request all hotel services with just one call.
1999	Westin proudly introduces The Heavenly Bed® and changes the industry paradigm of a superior sleep experience.

<p>2001</p>	<p>The heavenly family of innovations grows with the Heavenly Bath® featuring dual shower heads and more elbow room. In addition, Westin’s Heavenly Bath includes spa towels, custom bath amenities and Heavenly Shower Curtains and Egyptian cotton-velour robes.</p> <p>The Heavenly Crib® is created to surround babies in comfort and provide them with a superior sleep experience.</p>
<p>2003</p>	<p>Westin Workout Fitness Studio® is introduced as the ideal solution for those dedicated to keeping fit, even when they’re away from home.</p>
<p>2005</p>	<p>Westin celebrates its 84th anniversary providing guests with exceptional service and memorable experiences around the world.</p>
<p>2006</p>	<p>All Westin hotels and resorts across the U.S., Canada and Caribbean go smoke-free, allowing our guests and associates to breathe easier. Westin adds sensory elements to its arrival experience including signature scent, music, lighting and botanicals.</p> <p>Westin is the first hotel to offer a signature Super Foods Rx menu on July 2006 to energize the guest with an array of enticing that are considered the best for fighting disease and enhancing health. Super foods are whole foods that are low in calories and rich in antioxidants and nutrients. It includes specific fruits, vegetables, grains and proteins that are known to improve well- being and longevity.</p>
<p>2007</p>	<p>Westin elevates the hotel spa experience with the introduction of heavenly spa by Westin TM as well as in-room spa services.</p>
<p>2008</p>	<p>Westin adds Super Foods Rx TM items to its breakfast menu to help guests be their best on the road.</p> <p>Westin partners with United Airlines to bring Heavenly bedding to select flights and open Renewal Lounges in select United Red Carpet Club® locations.</p>

1.1 Core Values of Westin Hotels and Resorts



1. Personal

Westin associates are passionate that every reservation is an opportunity to meet the unique needs of guests on a personal level. They are empathetic, empowered, professional and unobtrusive. They go out of their way to provide personal touches and personalized services to ‘surprise and delight’ every guest.

2. Instinctive

Westin not only reacts, but proactively anticipates guests’ needs. Our culture inspires associates to unleash their own intelligence and personal judgment to engage with guests at a high level. We intuitively and proactively make every guest feel special.

3. Renewal

Recognizing the rigors of the road, Westin becomes a retreat offering a full spectrum of products and services that provide everything from tranquility to rejuvenation. Whether alone or with others, guest appreciates the array of services and special touches help restore the body, expand the mind and elevate the spirit. This gives them a sense of control so they leave not only rested, but also renewed and enriched.

1.2 Five Human Truths for Westin Hotels and Resorts



1.3 Six Pillars of Westin Hotels and Resorts



1.4 About the Westin Dhaka

The Westin Dhaka started its journey on 20th June, 2007. Uniquely designed and comfortably appointed, The Westin Dhaka is a five-star hotel, conveniently located within the prime diplomatic and commercial zone of Gulshan, Dhaka, Bangladesh.

Relax, revive, and experience renewal at The Westin Dhaka, steps from renowned shopping malls, foreign missions, restaurant, art, private clubs, and multinationals. The embassies, high commissions, multinationals offices, and shopping malls are within easy walking distance. The hotel is also only 8 kilometers from Zia International Airport.

All 235 beautiful guest rooms, including 23 suites and a Presidential Suite, feature the world-renowned Westin Heavenly Bed® in addition to state-of-the-art workstations with telephones, four-fixture bathrooms, High Speed Internet Access, and plasma TV with satellite channels. The Executive Club floor offers the grandeur of Westin service standards with complimentary breakfast, afternoon tea, and evening cocktails.

The Westin Dhaka offers five contemporary meeting and conference venues including The Westin Grand Ballroom with LED lighting effects and projections. From a fully serviced business centre to our health and fitness centre featuring the Westin WORKOUT Fitness Studio®, it fulfills the requirements of modern travelers. Find unique culinary experiences at numerous restaurants. Dishes are created with the freshest of ingredients, including preparations from live cooking stations.

The Westin Dhaka ensures that guest will leave in the hotel rested, energized, enriched, and renewed.

Westin Slogan: “For a better you”.

1.4.1 The Westin Dhaka Mission Statement

“Westin Dhaka will exceed customer expectations and service, quality and value maintaining a safe and clean environment honoring the dignity of all associates contributing to the community and ensuring maximum return to the owners.”

1.4.2 Location Details

Address: Plot 1, cwn (b), road 45
Main Gulshan Avenue, Gulshan 2
Dhaka – 1212, Bangladesh.

Location: located in prime diplomatic & commercial zone;8 Km from Zia Int’l airport

Owner: Unique Hotel & Resorts Limited

Total land area: 1,600 sq.m (17,325 sq.ft).

Total Floor area: 32000 sq.m (344600 sq.ft)

1.4.3 Who’s who? — The Westin Dhaka

General Manager	: Mr. Daniel Jamal Muhor
Director of Sales	: Mr. Amit Paul
Asst. Sales & Catering Manager	: Mr. Arif Ahmed
Asst. Executive housekeeper	: Mr. Mosharraf Hossain
Front Office Manager	: Mr. Md. Shakawath Hossain
Human Resource Manager	: Mr. Mainul Hossain Khan
Finance Controller	: Mr. Francise Gomes
Dir. Of Revenue Management	: Mr. Jan E Alam Shawon
Food & Beverage Manager	: Mr. Shubobroto Maitra
Chief Security Officer	: Lt. Cornel ATMA Matin

1.4.4 The Westin Dhaka at a Glance

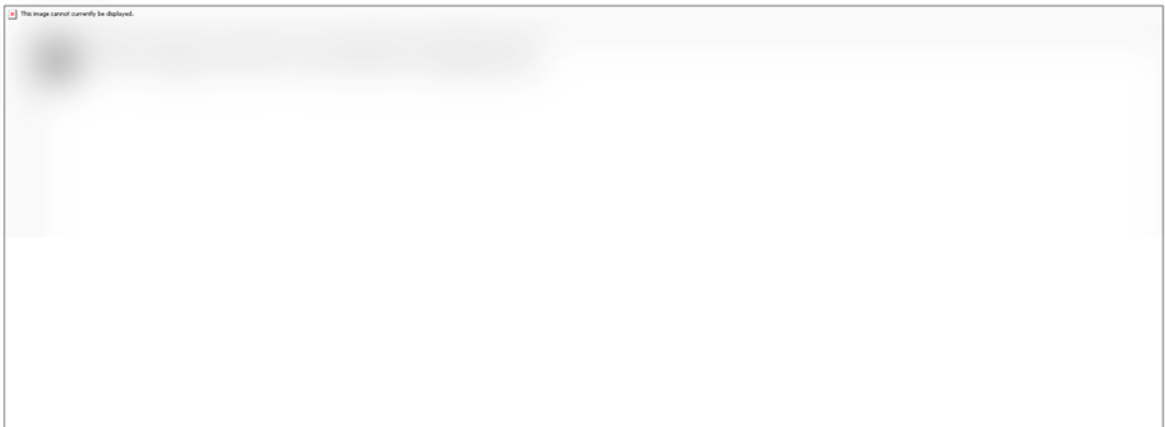


1.5 Wings of the Westin Dhaka

a. Room Division



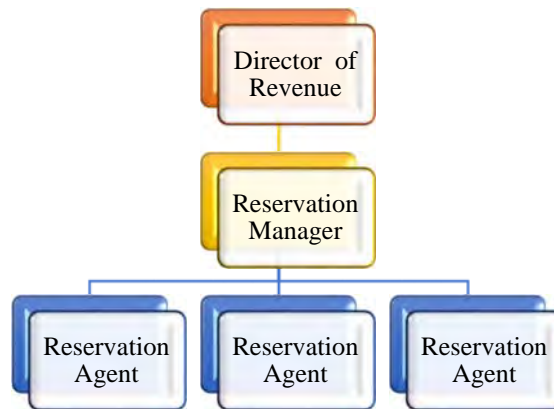
b. Food & Beverage



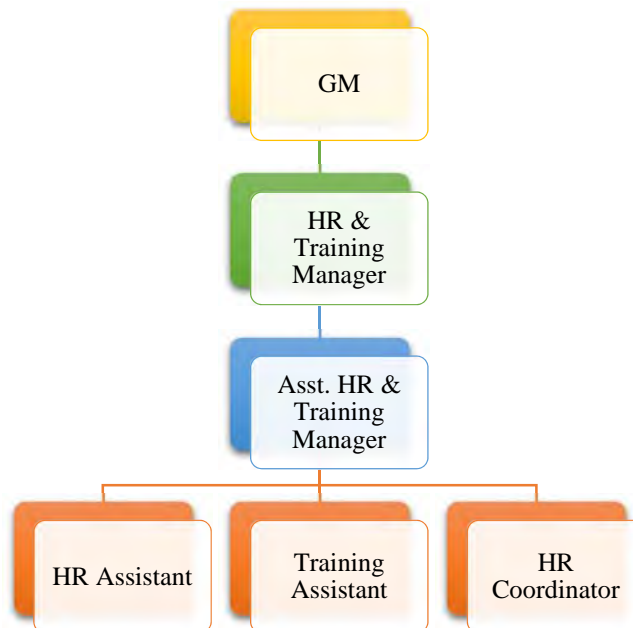
c. Sales and Marketing



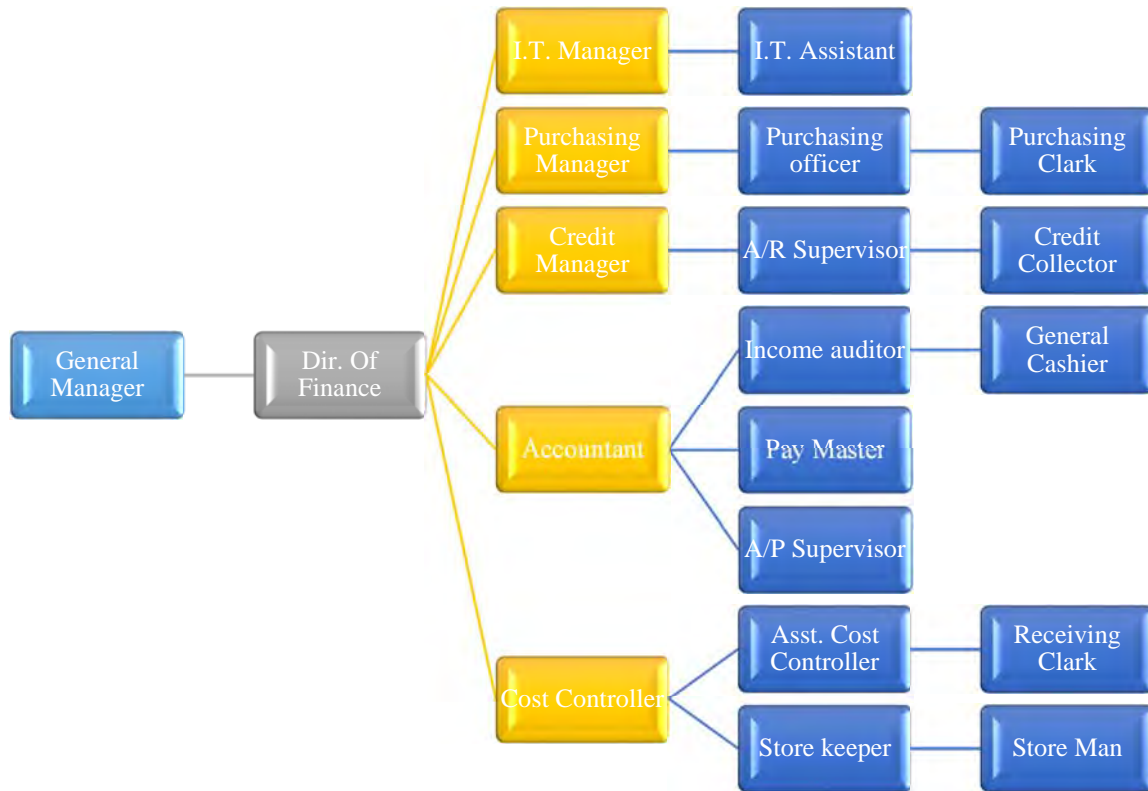
d. Reservation



e. Human Resource



h. Finance



2.0 Services and Facilities of the Westin Dhaka

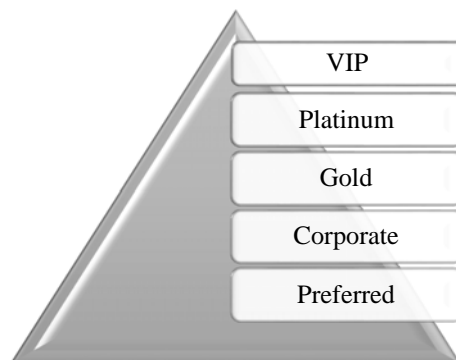
As a five star hotel, The Westin Dhaka provides a lot of services and facilities to meet the guest's need while maintaining the brand standard of Westin Hotels and Resorts. Major services provided by the property are room services, business, internet, mail, meeting, dining, catering, transport, recreation, entertainment. In this chapter of report all the services that are available in The Westin Dhaka are going to be discussed.

2.1 Restaurants and Lounges



2.2 Starwood Preferred Guest (SPG) Program

A guest loyalty program runs by ‘Starwood Hotels and Resorts’ all over the world which ensures more benefits to the guest as well as more benefits to the company. SPG program is the 9 times Winner of Freddie Awards for Best Frequent Traveler Program in the world! The membership levels are:

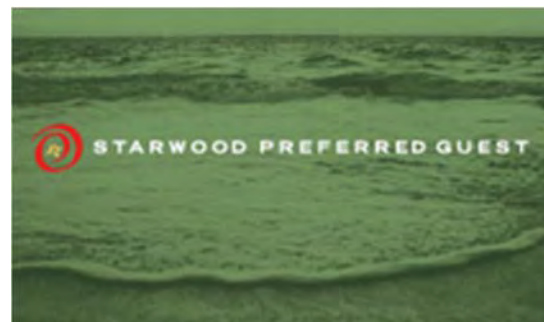


Starwood preferred guest gets the following benefits according to his/her membership level. Those benefits vary according to the membership level. Benefits of main three levels are as follows:

SPG Preferred Member “A” Benefits:

The preferred Guest level is the entry point where the majority of memberships originated. There are no minimum requirements for Preferred Guest membership, and the enrollment is free.

1. Earn **two Starpoints** for every eligible U.S. dollar spent, including restaurant and room service charges, in-room movies and more.
2. Star point redemption options, including **Free Night awards** without blackout dates, Award Flights and much more- starting at just 2000 star points.
3. **Members- only offer** so you can on luxurious getaways and quickly earn bonus Starpoints for your stays.
4. **Rewards you can count on** – Your Starpoints never expire as long as you show.



SPG Gold Member “G” Benefits:

Gold status is reached after completing 10-24 eligible stays or 25-49 eligible nights in a calendar year. Eligible paid stays and nights and award redemption stays and nights count toward elite status earning. As a gold member, you will receive all the benefits of preferred, plus much more:

1. **Three Star points** for every eligible U.S. dollar spent – a 50% bonus over base-level membership.
2. **4 p.m. late checkout**, so you can sleep in, relax by the pool or see more of the local area you are visiting.
3. **An enhanced room** at check-in, when available.
4. **Special elite customer service telephone line** (available in most countries).
5. **New!** Your choice of a welcome gift with each stay. Choose from bonus 250 star points, complimentary in-room Internet access or a complimentary beverage.



SPG Platinum Member (P) Benefits:

Our highest level, Platinum, is reached after completing **25+ eligible stays or 50+ eligible nights** in a calendar year. Eligible paid stays and nights and Award redemption stays and nights count toward elite status earning. As a platinum member, you will receive all the benefits of preferred, plus much more:

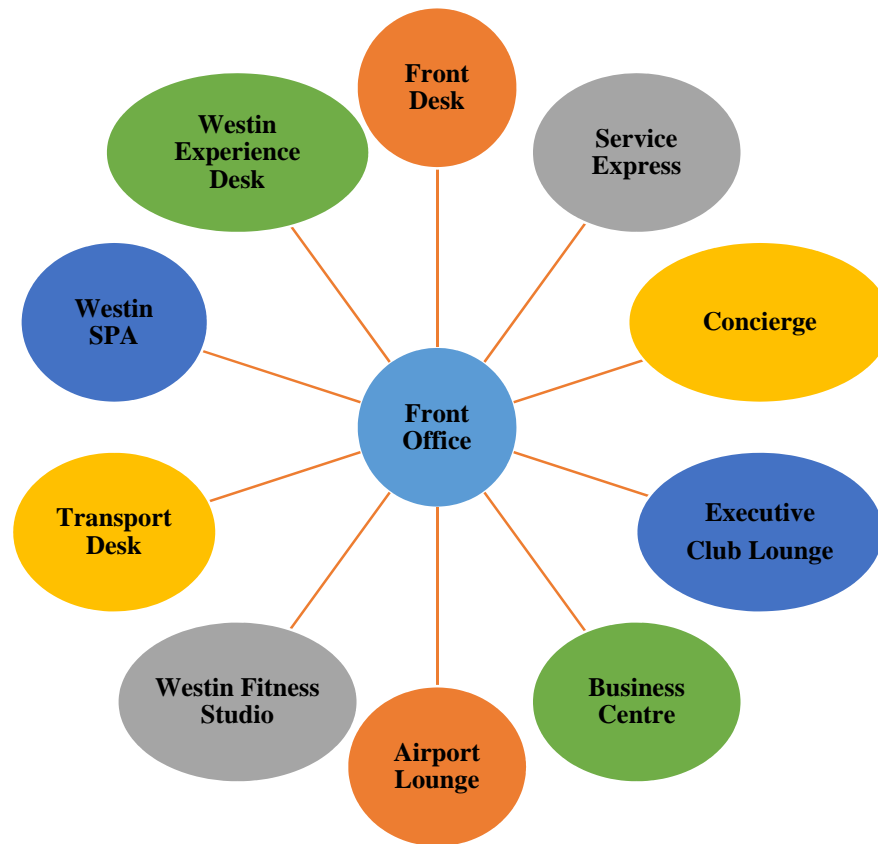
1. **3 star points** per eligible US dollar spent a 50% bonus over the preferred level.
2. **Upgrades** to best available room at check-in, including standard Suites.
3. Your choice of a **Welcome gift** with each stay. Choose **anyone** from bonus 500 Star points, **Continental breakfast (New option!)** or local amenities. Club – and Executive-level privileges where available. Complimentary in-room Internet access.
4. **4 p.m. late checkout**, so you can sleep in, relax by the pool or see more of the local area you are visiting.
5. Access to Hotel’s Health Club / Gym where available.
6. Guaranteed room availability when your room is booked by 3 p.m., 72+ hours prior to arrival.
7. **Our signature platinum Concierge service** at 888-625-4991- always one call away to help you arrange just about anything regarding your visit. Its service tailored to your needs.
8. One hour meeting room
9. Happy hour(1700 hours-1900 hours)
10. Complimentary local phone calls, fax,04 pieces of laundry(except dry cleaning) & shoe shine
11. Wakeup tea and coffee with newspaper.



3.0 Front Office of the Westin Dhaka

A hotel generally runs based on the smooth functioning of front office which on the other hand is connected with the proper functioning of some departments. In other words front office is the circulating point of two important functions, which set motion of the whole property. One is effective communication with guests, employees and other departments of the hotel and the other is accounting (the procedure involving charges of registered and non-registered guests). In consideration of the above, it can be said that front office preserves all kinds of information as well as regulates all kinds of performance of the hotel as a central system. So in that view front office is the nerve center of a hotel.

Front office of The Westin Dhaka consists of several parts, like:



3.1 Wings of the Front Office

a. Front Desk

After processing a reservation properly by the reservation section the next activity is at front desk. Here the front desk welcomes the guest and assigned that room after registration formal. Reception controls the room key, mail and message, credit limit, collecting payment from guest, checking out.

b. Concierge

It is a uniformed service. Concierge desk in The Westin Dhaka is mainly responsible for the following tasks:

1. Handle arrival luggage.
2. Handle departure luggage.

3. Manage luggage store.
4. Handle incoming and outgoing parcels and messages.
5. Handle lost luggage.
6. Endeavor guests with proper information according to their need.
7. Distribution the newspaper to the occupied room at night shift.
8. Endeavor the transport associate about the guest's car booking.

c. Service Express- 'one call does it all'

Service express is the telephone based command centre of the Westin Dhaka. Most of the guest service will be done through service express. The service express associates are multi skilled and the most efficient as they need to work with all the department of the hotel and need to know everything about the hotel and the surrounding to provide all guest requirements. It is the one point of contact for the guest for any service and information. Provide the guests with a personalized service team responsible for expediting their requests for service, no matter what the request just dial '0', they will do rest of the thing.

d. Executive Club Lounge

The Club Floor Lounge on the 21st floor offers unparalleled luxury with an inviting, intimate atmosphere where all your needs will be taken care of by dedicated attendants. This private lounge has designed with only one purpose in mind – to offer guest a luxurious oasis of peace and relaxation.

Executive Club Lounge Benefits:

1. Complimentary Continental Breakfast from 07:00 A.M.-10:00 A.M.
2. Complimentary Tea/Coffee with Assorted Cookies
3. Complimentary Snacks during Lunch Time.
4. Complimentary Hors D'oeuvres and Cocktails from 05:30 P.M.-07:30 P.M.
5. A Variety of Intl. & Local Newspaper & Magazines.
6. Complimentary Local Telephone Calls and Facsimile.
7. E-Mail & Internet Services Facilities.

Executive Club Room Benefits:

1. Wake up tea/coffee with daily English newspaper.
2. complimentary laundry & shoe shine
3. late checkout till 04:00 pm
4. Fruit basket.
5. Complimentary tea/coffee making facilities in the room.

e. Airport/ Transportation Desk

The Westin Dhaka is one of the busiest hotel in the Dhaka city, lots of guests are checking in as well as checking out each and every day, who need the transportation facilities. This part of the hotel caters to their needs. According to the brand standard, The Westin Dhaka maintains shuttle service as well as some other personalized service like sedan car service.

f. Westin Workout- the Fitness Studio

The Westin Workout has been introduced is 2003 as it's a brand standard. There are two types of workout can be found in The Westin Dhaka: female workout, unisex workout. It is located in level 4 along with the swimming pool in level 5 and its operation hours: 6am to 10pm.

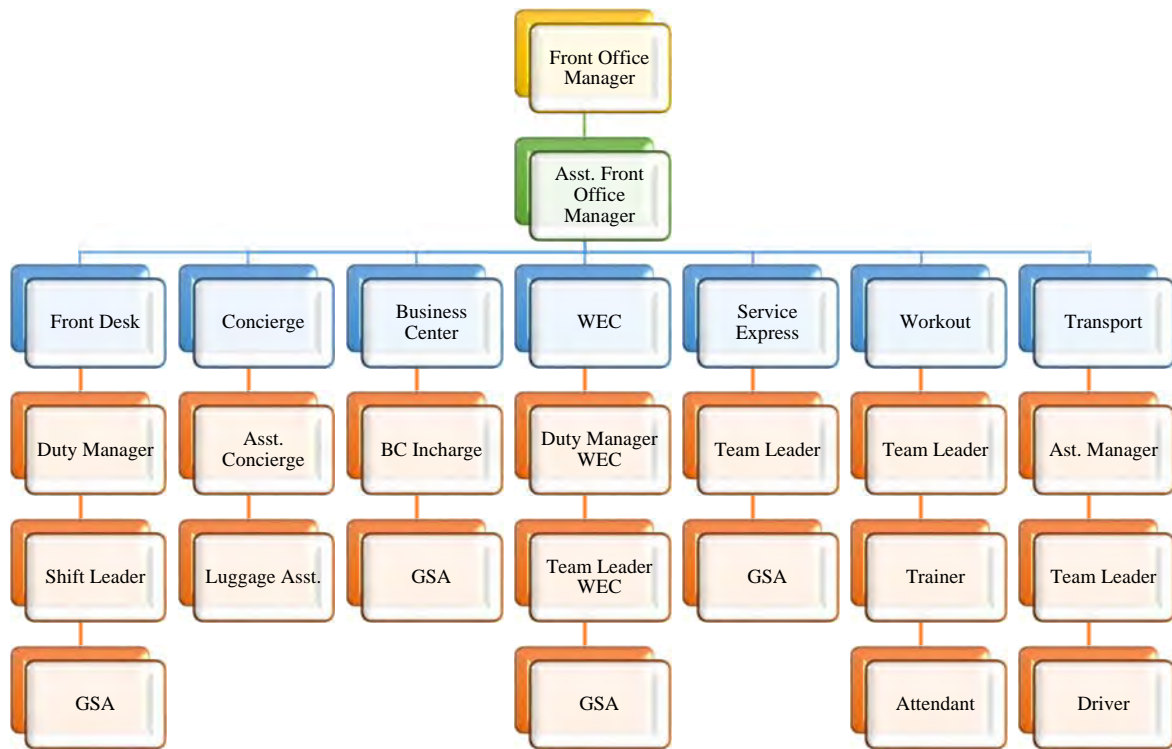
g. Business Centre

Most of the guests stay here for business/official purpose, so business center is critical for them. Fortunately, I got the opportunity to work here during my internship period, and I will discuss all about it in later chapter of the report.

h. Westin Experience Desk

Westin Experience desk is strongly connected with the concierge. The main objective of this desk is to ensure the comfortably of the valued guests of the Westin Dhaka and meeting all of the preferences of them in order to create a memorable and lasting experience.

3.2 Hierarchy of Front Office



3.3 Main Functions of Front Office

There are various functions of the front office department in a hotel. Front office department of The Westin Dhaka is maintaining all the functions that are listed below:

1. To welcome guest in pleasant manner
2. To sell rooms
3. To register the guests
4. To handle guests reservation
5. To answer telephone calls and keep page for guest when necessary
6. To receive and deliver letters, fax, parcels and messages for the guest

7. To provide general information to the guests about the hotel, the city, current events and attraction.
8. To show rooms to guest if policy permits
9. To sell the hotels special services, e.g. restaurant and bar facilities, entertainment facilities, laundry services etc.
10. To receive payments and provide credit when necessary
11. To deal with guests' complaints

3.4 Functions in terms of The Guest Cycle

a. Pre arrival

1. Daily Arrival List
2. Special Request
3. SPG
4. V.I.P
5. Diplomat
6. Transport request
7. Extra Bed
8. In Room Check-in

b. Arrival: It means

A- *Acknowledge* the guest by making eye contact, smiling and using the guest name and welcoming the guest.

R- *Recognize* SPG membership and status. If guest is non- member, offer enrollment.

R- *Recap* guest preferences and verify e-mail address.

I- *Information* in Reservation is confirmed, departure date, rate, and any special requests.

V- *Verify* or obtain the Method of payment.

A- *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.

L- *Lasting Impression*. Leave a lasting impression, wish the guest in a pleasant stay and offer additional service.

c. Departure

1. Special request for express check out
2. Place the bill
3. Ask about the experience of stay
4. Ask about the transportation service
5. Future reservation
6. Ask how guest wants to settle the payment
7. Handover the settled bill in an envelope
8. Make contact with the transport If guest wants to use hotel transport service
9. Wish the guest pleasant journey and invite the guest to come again.

3.5 Additional Functions of Front Office

There are some additional functions also maintain by the front office. These are as listed below:

1. To maintain up-to-date records of the accommodation and the occupancy percentage
2. To inform the Housekeeping department regarding the booking and occupancies

3. To liaise with the food and beverage department of the arrivals and departures of guests, so that they could arrange adequate food and drinks
4. To maintain good and efficient service with the other departments within the hotel
5. Try to solved the guest problem

3.6 Activities of Front Office with Guests

The main activity of front office of a hotel is to sell room. The main revenue of hotel comes from rooms. The profit of hotel business mainly depends on room sale. So the front office plays a very important role in making good business. The front office of a hotel is an image builder of the hotel. Every guest is getting first contact at front office and finally when he checks-out he gets the last contact at the front office. So each person in front office is playing an critical role in making hotel image. The activities are given bellow:

- Enquiry** : Describe facilities and availabilities of rooms.
- Reservation** : Offer room, take reservation, update room availability chart.
- Confirmation** : Confirm reservation, block room, update chart, prepare document.
- Arrival** : Car parking, luggage handling.
- Check-in** : Well come the guest, make registration, a sign room, and give the key.
- Send to room** : Bell man takes luggage and escort the guest up to room.
- In house** : Start guest a/c, post all the charges, monitor over due.
- Settle bill** : Check the bill, take payment, collect room key
- Departure** : Notify other concerned department.

3.7 Night Auditing

The night audit team reconciles the hotel's daily financial transactions and other activities for reporting purposes. Due to twenty four hour nature of hotel operations this department conducts its duties at night, when hotels are generally less busy. The staffing of the night audit group 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. Thought in hotel Westin Dhaka there are no separate night audit team.

The night auditor is responsible for the following reports:

1. Manager Flash,
2. Daily comparative business analysis report,
3. Arrival and departure comparative report,
4. History and forecast,
5. Long staying in the house report,
6. VIP arrival report,
7. Credit card transaction report,
8. Credit limit report,
9. Room rate posting report,
10. Arrival departure report,
11. Room status report,
12. Daily food and beverage selling report.

3.8 Staffing

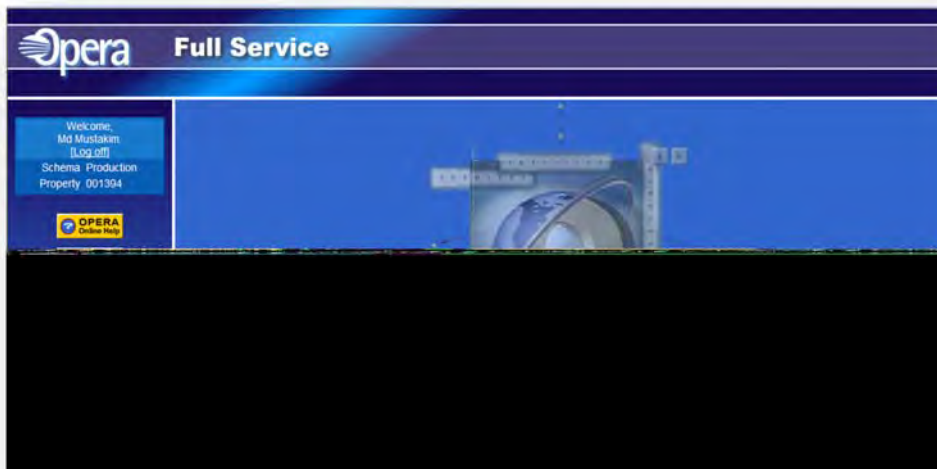
The 24 hours nature of front office operations requires constant staffing. Working hours of hotel Westin Dhaka front office is divided into three shifts. But for executive it is at 9.00am 17.00pm.

<u>Shift</u>	<u>Time</u>
Morning shift	7:00 am to 4:00 pm
Evening shift	2:00 pm to 11 pm
Night shift	10.30 pm to 7.30 am

3.9 Front Office uses of Property Management Software

A fully automated front office system replaces traditional room racks, electro-mechanical, and electronic posting machines. As a guest purchases or incurs charges in the hotel the charges are electronically transferred to the front office computer from the point-of-sale location. These charges are then automatically posted to the proper electronic guest folio. Immediate posting, simultaneous guest account and departmental entries, and continuous trial balances free the night auditor to spend time on auditing, rather than focusing primarily on guest account balances. Upon departure the guest is provided with a printed copy of his/her folio and can immediately verify whether it is complete and accurate. Depending on the method of settlement, the computer system may automatically post the transactions to appropriate accounts. For a guest account that requires billing, the system is capable of producing a bill to be sent to the guest. Once the guest's account is settled and the postings are considered complete, departed guest information is used to create an electronic guest history record.

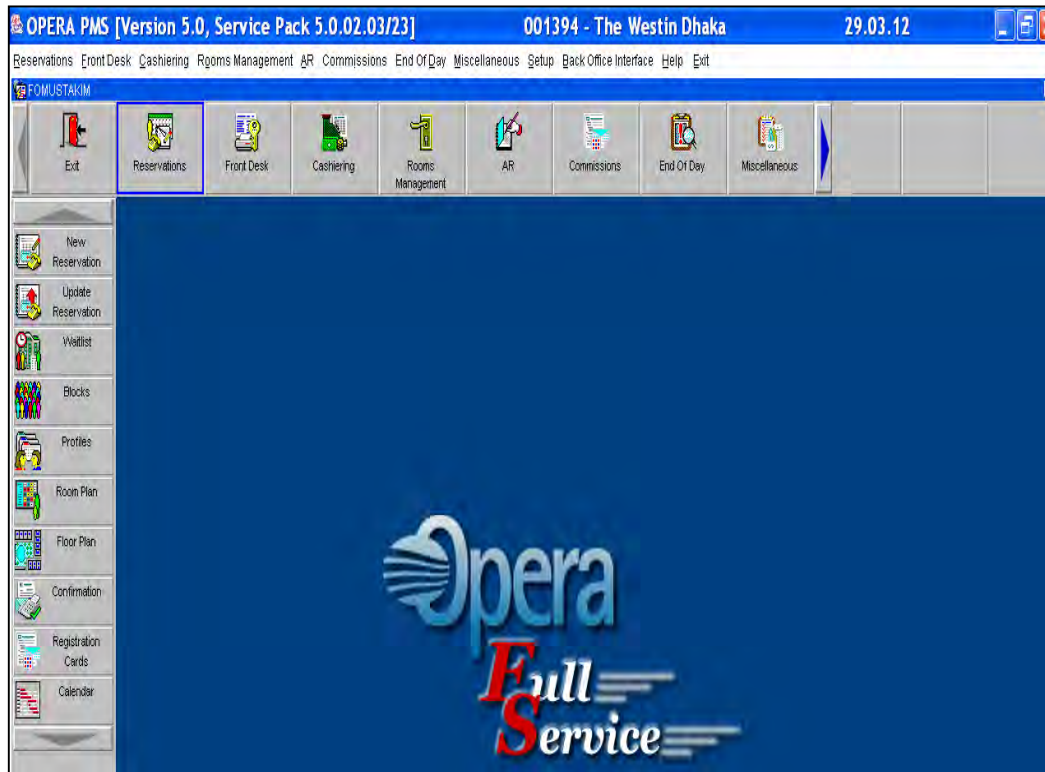
In order to make the front office task easier, The Westin Dhaka uses 'opera' as property management software.



3.9.1 OPERA: Property Management Software

At the core of the OPERA enterprise solution is premier property management software, the OPERA Property Management System (PMS). Designed to meet the varied requirements of any size hotel or hotel chain, OPERA PMS provides all the tools a hotel staff needs for doing their day-to-day jobs — handling reservations, checking guests in and out, assigning rooms and managing room inventory, accommodating in-house guest needs, and handling accounting and billing. The property management

software is configurable to each property's specific requirements and operates in either single-property or multi-property mode, with all properties in a complex sharing a single database. OPERA Property Management Systems is fully integrated with OPERA Sales and Catering, OPERA Gaming and Comp Accounting, OPERA Vacation Ownership System, OPERA Quality Management System, and the OPERA central systems — ORS, the OPERA Reservation System; and OCIS, the OPERA Customer Information System.



Key Features of the OPERA Property Management System:

Reservations: OPERA Reservation features are integrated with other functionality such as profiles, cashiering, and deposits. This property management software module offers a complete set of features for making and updating individual, group, and business block reservations, including deposit handling, cancellations, confirmations, wait listing, room blocking, and sharing.

Rate Management: The OPERA Property Management System offers an extensive set of features for setting and automatically controlling rates, for rate quotation, and for revenue forecasting and analysis to create the most comprehensive rate management system in the industry. OPERA's property management systems interface with the OPERA Revenue Management Systems and other major yield management applications.

Profiles: OPERA's property management software also provides profiles - complete demographic records for guests, business accounts, contacts, groups, agents, and sources. Profiles include addresses, phone numbers, membership enrollments, stay and revenue details, guest preferences, and additional data that make reservations handling and many other activities faster and more accurate.

Front Desk: Arrivals and in-house guests are served using the Front Desk features of property management software. This module handles individual guests, groups, and walk-ins, and has features for room blocking, managing guest messages and wakeup calls, and creating and following up on inter-department advisories, or traces.

Back Office Interface: Revenue transfers, market statistics transfers, daily statistics transfers, and city ledger transfers can be easily made from OPERA Property Management System to a back office system.

Rooms Management: OPERA Property Management System's Rooms Management features handle all facets of room supervision including availability, housekeeping, maintenance, and facility management. The Queue Rooms feature of the property management software coordinates Front Office and Housekeeping efforts when guests are waiting for rooms which are not immediately available for assignment

Cashiering: Posting guest and passer-by charges (including taxes and other generates), making posting adjustments, managing advance deposits, settlements, checkout and folio printing are a few of the many activities handled by OPERA Cashiering. Cashiering accommodates multiple payment methods per reservation including cash, check, credit cards, and direct bill. In multi-property environments, guest charges can be cross-posted from any property in the hotel complex.

Accounts Receivable(AR): Is fully integrated with the OPERA Property Management System database and includes direct billing, invoicing, account aging, bill payments, reminder and statement generation, and account research. Old balances from external accounting systems may be entered.

Commissions: OPERA's property management software also offers integrated features for calculating, processing, and following up on travel agent and other types of commission payments, either by check or via EFT.

Reporting: OPERA offers over 360 separate standard reports. Reports can be customized for each hotel and new reports may be created as needed using OPERA's built-in Report Writer.

Fully Configurable: Choice of OPERA features, system behaviors and priorities, and system-wide defaults are controlled by the property. User permissions determine which property management software features may be accessed by each user and user group. Many OPERA screens may be customized by the property.

Global Perspective: OPERA Property Management System supports multi-currency and multi-language features to meet the requirements of global operations. Rates and revenues can be dynamically converted from the local currency to any other currency. The appropriate language for guest correspondence can be automatically determined by the guest's profile language; country-specific address formats are supported.

Hospitality System Interfaces: OPERA PMS includes interfaces to hundreds of third-party hospitality systems including yield management, telephone and electronic switching, TV and video entertainment, key lock, restaurant POS, activities scheduling, refreshment center, and wakeup call systems.

OPERA Xpress: OPERA Xpress offers a scaled-down edition of our property management systems for smaller properties or properties offering limited services. Based on the core OPERA property management software product, properties may choose the features they want from a menu of product options.

Some Usual Uses Of Opera Are:

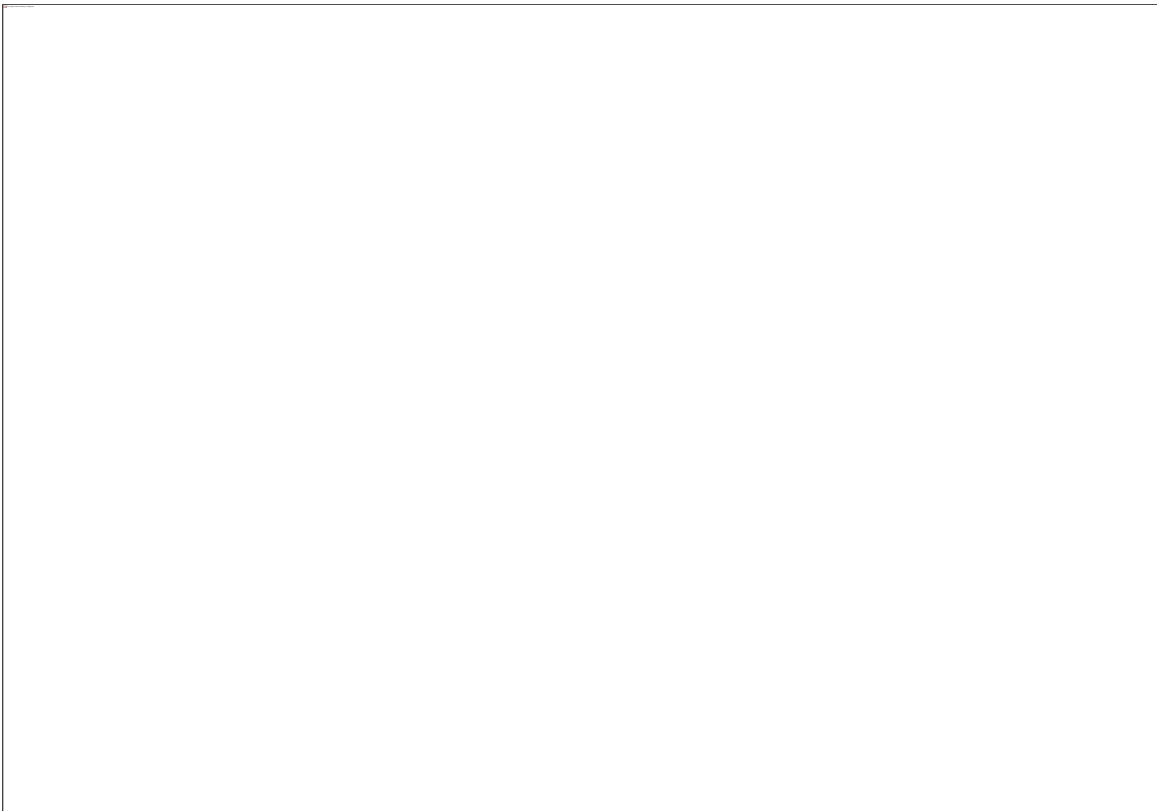
a. In house Status



b. Occupancy Graph



C. Dash Board



After all it's true that opera makes the front office task easier than ever.

Key duties as an intern:

1. **Knowing the guest preference:** We have all the guest's profile updated on the Starwood preferred guest website. Prior to their arrival, it is our responsibility to check their needs and wants and communicate with the room reservation team to allocate the rooms and services as per their need. For example; A guest might have request for NON and FFE type of room which means Non smoking and Far from elevator. So, we allocate a room as per their preference.
2. **Fruit basket order as per VIP level:** To make our VIP guest's feel special and to welcome them, we provide regular and VVIP fruit baskets to their room. Our Platinum and Ambassador guests get the VIP fruit baskets and our Gold member and corporate clients get regular fruit baskets.
3. **Maintaining service log:** To handover the duties to the next shift, we maintain our service log where all the tasks that are needed to do are registered. So, if one shift misses to do it, they can hand over that due service to the next shift.
4. **Monitoring the service recovery log:** If there is any mistake or wrong service is provided it is written in the service recovery log for the future record and as a reminder so that we don't make the same mistake again. And also in our briefing session it is read every day to go through the problems and how those were resolved.
5. **Pre engagement email with VIP guests prior their arrival:** Before every VIP arrival, we check the arrival list and send them welcome e mail and after departure we send them an email with gratitude and query for feedback.
6. **Update about any situation with the concerns:** If any unusual situation arises while providing the service our Westin experience team updates about that incident to the concern departments. For example sometime guests come to us about the wakeup call or service maintenance required to their room. If it is a manual wakeup call then we contact with concierge , or else with service express and for the maintenance we contact with engineering team
7. **Check VIP level of the guests and serve accordingly:** Our VIP guest are important to us and also for the business. So every day we check VIP arrival and VIP departure list and try to provide our best so that every guest can leave Westin with a smile on their face.
8. **Providing information about tour and shopping:** For the foreigner guests, WES keeps proper information and a map as a guideline to give a clear idea about the sightseeing and shopping in the city.
9. **Newspaper preference list check:** If a guest has any preference for a local and international newspaper WES team asks that guest, updates that information to their profile and takes care of that preference contacting with the concierge team.
10. **Welcoming and farewell of every guest:** Westin experience team is situated in front of the lobby area so after concierge our team needs to welcome and give farewell as per the global Westin brand standard.

11. Asking for the feedback from each guest: WES team mainly works to increase the GEI (Guest Experience Index) in the star guest website where mostly the Starwood preferred guest go and look for the overall rating for a hotel. If Westin Dhaka keeps a good GEI score on that website, the Starwood preferred guests will choose Westin over all the hotels that are situated in Dhaka.
12. Merging feedback in the profiles with Guest Experience Index: sometime the guests write down their preferences in the GEI as well. So we need to collect that information from there and update those on their profile preferences.
13. Checking Guest profile and fulfill their needs: While the front desk team checks in a guest we check that guest's profile and update all the concern departments about those preferences so that the guest gets a wow feeling while taking the service.
14. Updating any guest preference in their profile: Sometime the guests come to the WES desk and share their feedback or opinion and also their preference after they started experiencing the service. Then we take notes and update all the new information to their preference list.
15. Answering guest queries both verbally and through emails: Most of our guests share their valuable opinion or feedback and also before arriving they try to make sure if all the preparations are been taken or not. So we answer to each and every email that they send and try to show our concern towards them.
16. Photocopying required documents while check in and check out: While group check in check out or while the front desk team is busy, our team helps the other associates of front desk team by photocopying the required documents.
17. Airline crew check in: WES desk also participates in the check in process while front desk team is busy. The airline marshals and crews are the most repeated guest in the Westin Dhaka so we try to make them feel special and give a quick service so check them in from WES desk.
18. Monitoring the lobby area: Providing all the services, the WES team needs to monitor the lobby area carefully. If anything or anyone suspicious is noticed we need to communicate with the security team immediately. Also if the lobby area is not properly clean or needs any maintenance we need to contact housekeeping or engineering department as per the problem that arose.
19. Escorting VIP guests to their venues: When there is any special occasion, there is lot of VIP movements. Just to make them feel welcomed and warm we escort those guests to their concerned venues.
20. Helping guest to arrange transportation consulting with Transportation desk: Some of the foreigner guests need transportation facility and they are also concern about their security. So we provide our hotel transportation service. Usually the guests come to us for the transportation facility and by contacting the transportation team we book the transport service for them.

21. Update all concern about GEI (Guest Experience Index): Most of the front office wings are concern about the drop down or rise up of the GEI score as otherwise they needs to take action to boost the score up. So WES team updates all the departments about the GEI score.
22. Mailing guests to know about their preferences prior check in date: After checking the guest's profile from the star guest profile, we send them one email if they need anything more or any new preference on their mind. Then we merge it with the old ones.
23. Check back with IRD (In room Dining) and housekeeping about the amenities provided to a room: In room dining provides food to the guest's room and housekeeping provides services and amenities that are required to the rooms as per the guest's preference. Just to be on the safe side, WES team cross checks if everything was provided accordingly or not as it is WES team's concern to serve the guest as their preferences.
24. Checking back with Service Express about the wake up calls: Service express is always busy answering phone calls for different issues. But wakeup calls are one of the important services that cannot be left undone. Though they keep reminders but still WES team checks back if those wakeup calls were made on time or not.
25. Updating information to Service Express: If a guest needs a wakeup call, or wants to order food from their room, or facing any challenge to connect their television sometime they come to us to know how they get the proper service. We update service express about the problem and they let the other concern departments know regarding those issues.
26. Shifting reports to executive office: After we are done with a business day, our team shifts all the reports (billing, Service log, GEI updates) to the executive office both hard copy and soft copy.
27. Checking billing procedures with front desk: To keep the good work up and just to make sure WES team participates cross checking the billing procedure along with front desk.

Here are some screenshots of the key duties that I had to do:

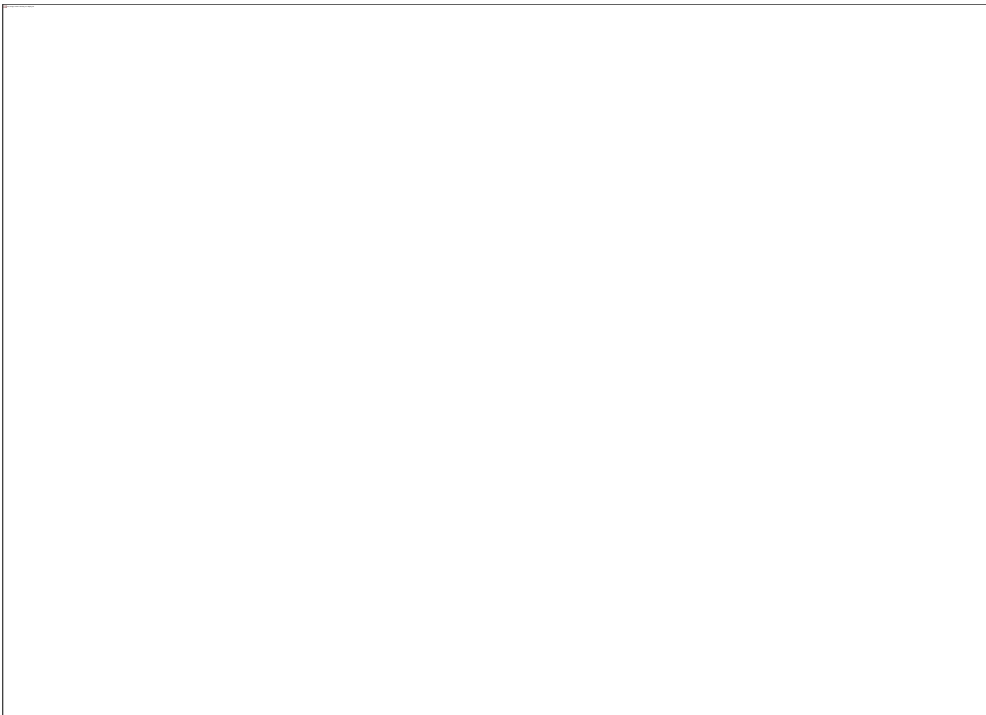
Creating a sheet for the arrangement of Fruit Basket for VIP guests



Putting Alerts on Guest Profiles



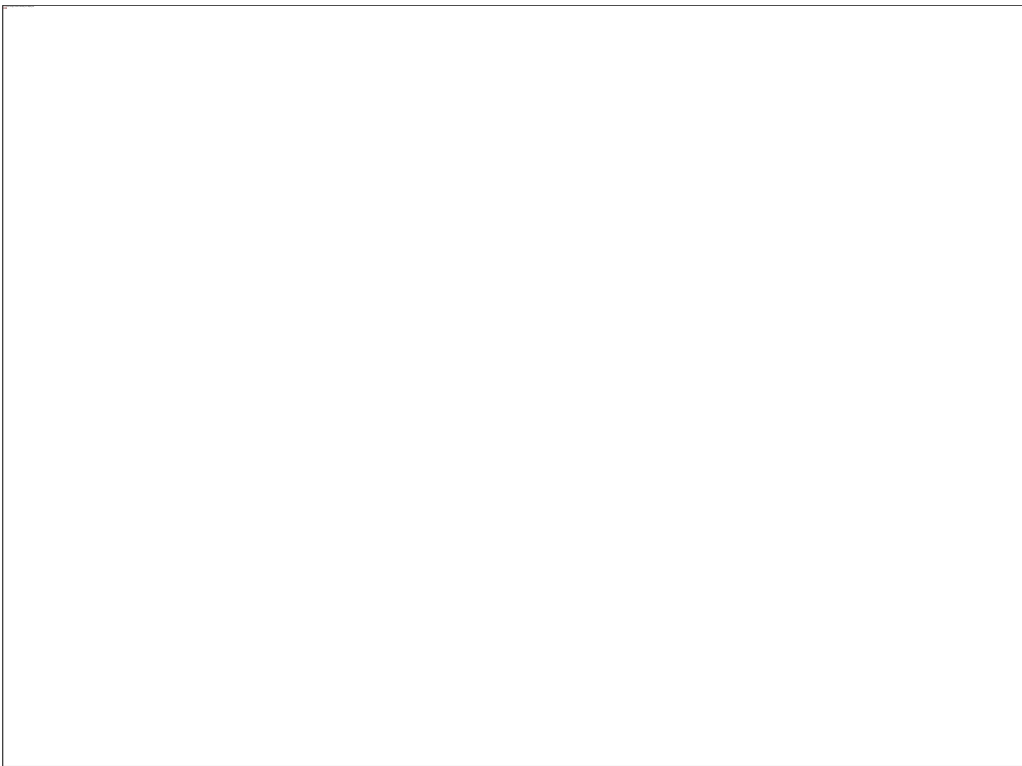
Checking Wake-up Call



Checking Guest Comments



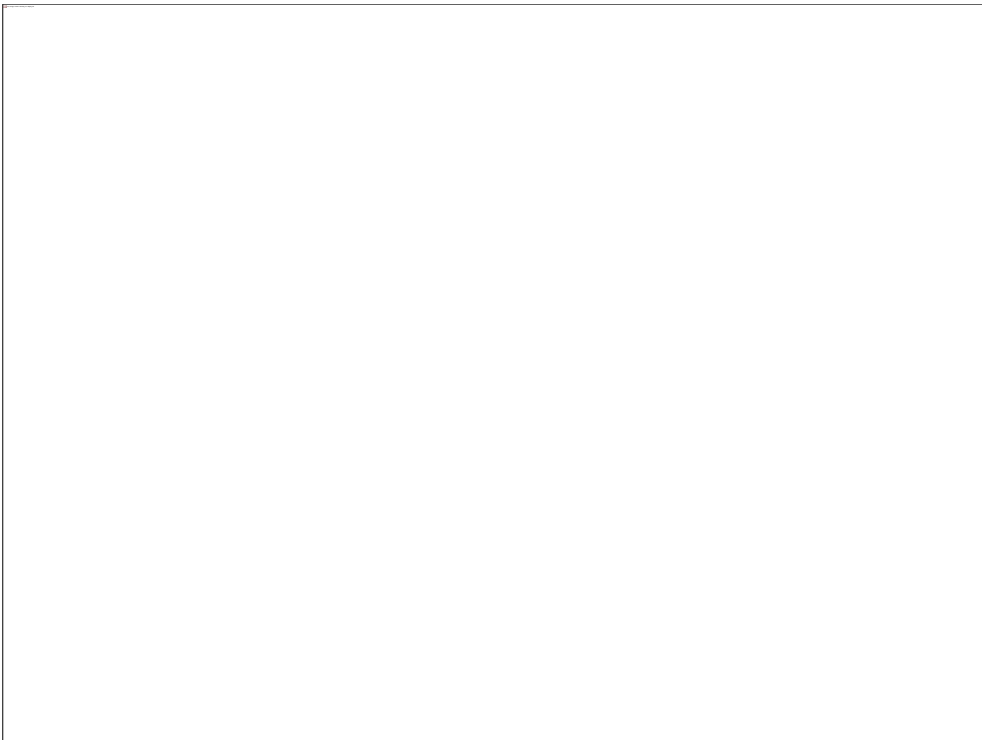
Adding Notes to Guest Profile



Checking Guest Profile



Checking Additional Profile Updates



Findings:

Hospitality Management industry in Bangladesh has been changed from earlier. This report represents the following main outcomes:

- The overall impression of hotel impacts customers' expectations and how Westin's Experience Specialist (WES) try to meet up their requirement.
 - Although it is essential to meet customer anticipations at each phase of service provided, but most important is to meet customers' expectations in hospitality and how WES are able to manage the whole hospitality.
 - Though the customers intention to re-visit hotel depends on many elements, among them comfort and impression "from the check in to check out"; WES has to check every single possible points to meet their requirements at higher priority.
 - There is a need for hotel managers to gather up-to date and accurate information about changing environment and present enticements to capture the attention of maximum customers
- The whole working environment for the female associate is very safe and friendly. As people have a negative mindset about the working atmosphere of the hospitality industry for women, but I found the HR team is working quite well to change it and keep it in a good level.

Recommendation:

1. Training is always important to customer service. Especially Procedures and most importantly strong leadership are the lasting foundation for providing best customer service. Still, there is a scope for WES team to focus on Procedures and Strong Leadership.
2. Customer Vs WES member should be in a rational position. So that, Quality of the service will be improved with respect to quantity.
3. Westin may create a forum to listen to not only the customers feedback but also to associates and team members as they are directly involve with service.
4. Empowering in very important for instant service in case of arriving unwanted situation. For example; WES should have that authority to address a minor customer complaint about any issue without bringing in management.
5. Now days, Social medias can be involved for WES support.
6. They should bring more female associates to encourage the involvement of women in the hospitality sector.

Learning's:

1. Familiar with corporate culture of hospitality industry
2. Being psychologically judgmental from case to case. Sometimes being neutral
3. Keeping the nerves strong while facing any situation
4. Being responsive to each situation that arises.
5. Hard working, increased stamina, control over emotion, empathy for others
6. Quick decision making during critical situation
7. AED plus, fire drill training, CPR training to face the challenges

Conclusion:

For the completion of my BBA program it is mandatory to complete my internship program from any organization and I felt very privileged to work with the best Corporate and one of the largest hotel the Westin Dhaka. Working in a large organization like the Westin is a pleasant experience for me and directly communicating with the regular and VIP guests were a plus to increase my networking and communication skill as marketing major. Within this four month of internship program I got the idea of the corporate culture, work place, work life, and so on. The culture and the work environment of the

Westin Dhaka is very different. Specially the team where I belong, they never treated me as an intern and always considered me as a part of their Westin Dhaka Family. Afterworkinghere I truly believe The Westin Dhaka is thepeopleoriented brand of Bangladesh.

The Westin Dhaka has always emphasized on developing a good guidance system in order to achieve its desired corporate objectives. From the origin of the company, Westin has come to a long way in reaching these objectives by listening to client's needs, learning real time lessons from past projects, innovating and partnering.

The Westin Dhaka works on making people feel the specialty to enjoy their service and focuses on 'For a better you'.

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6. www.wikipedia.com

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